

**HISTORY OF THE NATURAL
AND ORGANIC FOODS MOVEMENT**

(1942-2020):

**EXTENSIVELY ANNOTATED
BIBLIOGRAPHY AND SOURCEBOOK**

**See also:
History of Erewhon - Natural Foods Pioneer
History of Macrobiotics**

Compiled

by

William Shurtleff & Akiko Aoyagi



2020

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DEDICATION AND ACKNOWLEDGMENTS

This book is dedicated to the first generation of natural food and organic food pioneers in the United States; they were generally active during the years from 1960 to 1990.

Part of the enjoyment of writing a book lies in meeting people from around the world who share a common interest, and in learning from them what is often the knowledge or skills acquired during a lifetime of devoted research or practice. We wish to give deepest thanks...

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This book, no doubt and alas, has its share of errors. These, of course, are solely the responsibility of William Shurtleff.

■ This bibliography and sourcebook was written with the hope that someone will write a detailed and well-documented history of this subject.

INTRODUCTION

Erewhon was founded in April 1966 by Aveline and Michio Kushi as a tiny retail store in Cambridge, Massachusetts selling macrobiotic and natural foods. By 1968 it was importing foods from Japan. By 1969 it had grown into the first natural foods wholesale and distribution company in the United States. Its founders saw it as a macrobiotic company, but many of the young Americans who built it saw it as a natural foods company as well.

There have been three major reform movements, or waves, related to food and health in the United States. Each has had its own philosophy or theory of diet and health, its own periodicals, and, of course, its own founders, leaders, and teachers / lecturers. All three believed that there were certain natural laws of health and of the body which, if transgressed, would lead to sickness. The way to restore health was not (generally) to take medicines (which simply cover up the symptoms) but to stop the activity which was causing the sickness. All three believed in the healing power of nature, and advocated the return to a simpler, more natural way of living and eating. All three emphasized the importance of a good diet as the basis of good health, and (at least initially) all three advocated a vegetarian diet based on traditional, natural foods, and avoidance of refined, highly processed, or artificial foods. Each new wave was bigger than the one before it and had more influence on American food culture.

The first wave, which went from the 1820s to the 1890s, is generally called the health reform movement. Centered in Boston, it was started by Sylvester Graham and the American Physiological Society; good diet, water, exercise, and fresh air were considered the foundations of good health. Other pioneers and leaders included William Andrus Alcott (M.D.), Amos Bronson Alcott, James Caleb Jackson, Russell Thacher Trall, Ellen G. White and the Seventh-day Adventist Church. Most preached a return to whole-wheat bread, and avoidance of flesh foods and alcohol. Health reformers strongly opposed the use of patent medicines.

Important early periodicals were: Boston Medical Intelligencer (1823-1828), Journal of Health (1829-1833), Water-Cure Journal (1845-1862), American Vegetarian and Health Journal (1850-1854), Health Reformer (1866-1878, renamed Good Health (1879-1953, published by John Harvey Kellogg, M.D.).

Important books: Lectures on the Science of Human Life (2 vols.), by Sylvester Graham (1839).

The second wave, which went from the 1890s to the 1960s, is called the health foods movement. Many of its original ideas and some of its pioneers (especially in California and New York in the early 1900s) came from Germany and its Reformhaus and Lebensreform (“life reform”) movements.

These Naturmenschen (“natural men”) from Germany were California’s original hippies (see *Children of the Sun*, by Gordon Kennedy).

Its major early centers of activity were Southern California (especially Hollywood), Battle Creek, Michigan (Dr. John Harvey Kellogg, who coined the term “health foods” in 1892 and whose Sanitarium Health Food Co. made the first line of health foods), New York, and Boston (Benedict Lust of Germany, the leading naturopath and a major publisher). Pioneers in California included Otto Carque, Clark Irvine, Gayelord Hauser, Paul C. Bragg, Mildred Lager, Lelord Kordel, Adelle Davis, and Gypsy Boots. Vitamins and minerals were discovered during this period, and the movement emphasized (and overemphasized) their importance. Hundreds of health foods stores (many of them small, mom-and-pop operations) were started during this period (most after 1935); their owners believed deeply in their work.

Important early periodicals included: Good Health (1879-1953, still published in Michigan by John Harvey Kellogg, M.D.). California Health News (Jan. 1931, published by Clark Irvine in Hollywood, renamed Health News in Sept. 1937, then Let’s Live in May 1942), Health Foods Retailing (April 1936), Organic Farming and Gardening (May 1942, published by J. I. Rodale in Pennsylvania, renamed Organic Gardening and Farming, Jan. 1954). Rodale pioneered the organic foods movement in the United States. By the early 1950s foods labeled “organically grown” were being sold in the United States.

Important books: The Foundation of All Reform, by Otto Carque (1904). The Natural Diet of Man, by Dr. J.H. Kellogg (1923). Natural Foods: The Safe Way to Health, by Otto Carque (1925). Cure Yourself, by Paul Bragg (1929). You Can Stay Well, by Adelle Davis (1939). Let’s Cook it Right, by Adelle Davis (1947). Look Younger, Live Longer, by Gayelord Hauser (1950). Let’s Eat Right to Keep Fit, by Adelle Davis (1954). Silent Spring, by Rachel Carson (Sept. 1962). More than One Slingshot, by Frank Murray (1984).

Important early distributors included Kahan & Lessin (1932, Los Angeles), Landstrom Co. (1931, San Francisco), Balanced Foods (1939, New York City then New Jersey), Sherman Foods (1924, Bronx, New York), Health Foods, Inc. (1936, Des Plaines, Illinois).

Pioneers and leaders included the founders and heads of the major distributing companies and periodicals.

In 1937 Anthony Berhalter of Chicago organized the American Health Food Association, quickly renamed the National Health Foods Association. In 1970 it was renamed the National Nutritional Foods Association (NNFA), which is still the health food industry’s trade association.

The health foods movement started out emphasizing natural and specialty foods but, by the 1960s, had gradually

changed its focus to pills and protein powders – which is where the money was.

The third wave, which started in the mid-1960s and continued until the present, is called the natural foods movement. It was founded largely by young men and women who came of age during the period from 1960 to 1980. They discovered, to their surprise, that most food crops grown since the 1940s, were produced using chemical herbicides, pesticides, insecticides, and fertilizers. The safety of these agrichemicals had not been adequately tested. Moreover, many foods were then highly processed or refined, and contained added white sugar, preservatives, stabilizers, and other chemicals. It was quite difficult to obtain traditional, natural foods – even at health food stores. These young people, most of whom considered themselves part of the counterculture (they had fought against the Vietnam War and racial segregation, and for women to popularize a host of foods from Japan – foods that most Americans had never heard of or tasted – such as brown rice, tamari soy sauce, azuki beans, sesame seeds, sesame salt (gomashio), soba (buckwheat noodles), udon (special wheat noodles), amazake, miso, sea vegetables (hijiki, wakame, kombu, nori, etc.), umeboshi (salt plums), kuzu, kabocha pumpkins, burdock root, jinenjo (glutinous yam), bancha twig tea, seitan, rice cakes, and mu tea. Erewhon was the first company to distribute many of these foods, and many of them gradually made their way into the American diet and language. Macrobiotics taught that whole grains should be the center of the diet – something many Americans had once believed but had long forgotten. Substances unfit for normal human consumption were white sugar, alcohol, dairy products, and all kinds of drugs.

Important early periodicals were *East West Journal* (Jan. 1971, Boston, macrobiotic), *Vegetarian Times* (March 1974, Chicago), *Health Foods Business* (1973), *Whole Foods* (Jan. 1978, Berkeley), and *Natural Foods Merchandiser* (Feb. 1979).

Erewhon (Boston) was the first distributor of natural foods (fall 1969). Other early distributors were: Westbrae (July 1970, Berkeley, California), Erewhon – Los Angeles (summer 1970), Essene (Feb. 1971, Philadelphia), Laurelbrook (1971, Maryland), Eden Foods (June 1971, Ann Arbor, Michigan), Shadowfax (1971, New York), The Well (1971, San Jose, California), Janus (Jan. 1972, Seattle, Washington), Tree of Life (1972, St. Augustine, Florida).

Pioneers and leaders included the founders and heads of the major distributing companies and periodicals. Plus Sandy Gooch (Mrs. Gooch's), Tony Harnett (Bread and Circus), Peter Roy and John Mackey (Whole Foods).

By the mid- to late-1970s, most of the health food distributors mentioned above were carrying a complete line of natural foods and distributing them to both health food stores and natural food stores.

Surprisingly, the natural foods industry has never developed its own trade association. Therefore the company that owns *Natural Foods Merchandiser* has used this opportunity to organize very successful trade shows at Anaheim, California, and Washington, DC each year, and to publish the industry's most important periodical.

In those heady days of the late 1960s and early 1970s it looked like America was headed into a peaceful, nonviolent revolution. Young people, the revolutionaries (“Power to the people!” “Don’t trust anybody over 30”) would be in the vanguard. They needed to develop new models for the rapidly approaching future. The Erewhon retail store at 342 Newbury Street that opened in Nov. 1968 was developed as a model new food store. Wooden walls, food in bins, only healthy natural foods. Fred Rohe’s *New Age Natural Foods* in San Francisco was an early West Coast model retail store.

Erewhon was developed as a model wholesale distributor of the new foods. Many other new and successful companies modeled themselves after Erewhon.

The most recent natural foods movement began as a macrobiotic foods movement

Brief Chronology/Timeline of Natural and Organic Foods

1890 – A periodical titled *Natural Food* starts to be published in London. It ceases in 1896.

1900-1945 – During this time a number of writers deeply interested in good health and vegetarianism used the terms “natural food” or “natural foods” in their writings. These include Otto Carqué and Mildred Lager in Los Angeles. We have included selected works in this book.

An influential column titled “Care of the Body” ran in the *Los Angeles Times* from 1899 to 1939. It was edited by Harry Ellington Brook from 1908 to 1924, then by Philip M. Lovell (N.D. =Naturopathic Doctor) from 1924 to 1939. Like their employer, Harry Chandler, both believed in the “healing power of nature” and the importance of a good diet and plenty of exercise (Akasha).

1942 May – *Organic Farming and Gardening*, a magazine edited by Jerome I. Rodale, starts to be published by Rodale Press in Emmaus, Pennsylvania. Note that the initial emphasis was more on farming than on gardening. In Oct. 1942 it was renamed *Organic Gardening and Farming*. These are the single most important periodicals in launching and developing the organic foods movement and industry in the United States, and eventually the Western world.

1946 May 3 – The Soil Association is founded in the United Kingdom by Lady Eve Balfour, Jorian Jenks and Friend Sykes.

1946 May 18 – Paul and Betty Keene purchase Walnut Acres, 104 rocky acres plus some dilapidated buildings, near Penns Creek, Pennsylvania. In 1988 Paul recalled:

“Finally, penniless except for two hundred dollars, a team of horses, an old rusting horse plow and harrow, second-hand furniture, an ancient car, and two small daughters, we were able to get a long term loan [\$5,000] from government sources to purchase our very, very own farm of one hundred acres. Here our feet trod a portion of the earth leased for our lifetimes from the universe, to have and to hold precious and beloved until death do us part.”

“There was no furnace for central heating, no water heater except the kitchen range, no bathroom, no clothes-or-dish washers, no telephone, no refrigerator no freezer, no air conditioner, no T.V...”

1946 Dec. – Walnut Acres runs its first ad – in *Organic Gardening* magazine. In the classified ads section under “Organically-grown products” the only entry states: “Organically-Produced Foodstuffs. Our prime concern is the health of our soil, animals and produce. We use no sprays or chemical fertilizers. Several items now available. Your inquiry invited. Paul Keene. Walnut Acres. Penns Creek, Pa.” (p. 63).

1954 April – *Natural Food and Farming*, the magazine of the second U.S. natural foods movement, starts to be published by Joe D. Nichols, M.D., in Atlanta, Texas.

1954 – Paul Keene of Walnut Acres helps to found the Pennsylvania chapter of the Natural Food Associates, based in Atlanta, Texas.

1956 April – Walnut Acres runs a 1/6 page ad in *Natural Food and Farming* – a sign of growing prosperity.

1961 Oct. – An excellent feature (5-page) article, “The Story of Walnut Acres,” by Ethyl DeLoach, is published in *Natural Food and Farming*. At this time, Walnut Acres has 20 employees and seven mills. All of the grain sold is raised on the farm. Only one crop is harvested from any particular field every two years. More than 10,000 customers order Walnut Acres’ food by mail order.

1961 – *The Natural Foods Cookbook*, by Beatrice Trum Hunter, is published by Simon and Schuster (New York), with an introduction by Dr. Clive M. McCay (Prof. of Nutrition, Cornell University) and his wife, Jeanette. It is the first book of natural foods recipes.

1962 March – Chico-San in Chico, California, is officially incorporated as a manufacturer and importer (from Japan) of macrobiotic foods – such as Lima Tamari Soy Sauce, Black Soybeans, Azuki Beans and Barley Miso (first imported

in 1962). Chico-San has other companies distribute their products.

1965 April – Fred Rohe (pronounced Rohé) borrows \$5,000 and buys a health food store, Sunset Health Foods, at 1319 Ninth Ave, in San Francisco. But instead of stocking it with the usual health foods fare, he added fresh produce, animal products, baked goods, etc. During the first year business was slow, but then young people discovered him.

“His business doubled each year until 1970. Business was so good that he annexed a shop across the street and used it for a granary.”

In order to have uniform standards, Rohe organized a dozen retailers, growers and restaurateurs into a group named Organic Merchants. The group now (late 1970) has more than 50 members and ranges to Alaska and Hawaii (*San Francisco Examiner*. 1970. Dec. 25. p. 25).

1965 – Howard Rower starts the Infinity Food Co. in New York City as a distributor and importer of macrobiotic and natural foods.

1966 Jan. 13 – Erewhon opens as a small (10- by 20-foot) macrobiotic and natural foods retail store at 303-B Newbury Street (below street level) in Boston. Aveline and Michio Kushi are the founders, but Aveline is the sole owner. Evan Root is the first retail store manager. This is a key date in the origin of the natural foods industry and movement in America. Erewhon is the first store of its kind in America and it soon serves as a model for many other similar natural food stores across the nation.

1966 – Muso Shokuhin in Osaka, Japan is founded by Mr. Shuko Okada (Kotzsh 1984). Note: In 1982 Teizo Okada said that Muso was started in 1959.

1967 Aug. – Paul Hawken takes over the management of Erewhon (one small retail store) from Evan Root. He changes the name to Erewhon Trading Co. (from simply “Erewhon”) and starts to expand the business. In May 1968 Hawken incorporates Erewhon Trading Company.

1967 – The first Trader Joe’s store is started in Pasadena, California, by Joe Coulombe (pronounced COO-lomb). His store has a superb selection of wine and other alcoholic beverages. His philosophy is limited selection, high turnover.

1968 June – Hawken establishes his first supplier of organically grown grains, Ted Whitmer, a wheat farmer in Montana. By 1973 Erewhon had established and contracted with 57 farms in 35 states to provide the company directly with organically-grown foods. In Aug. 1968 Erewhon starts to import foods from Japan, initially from Muso Shokuhin, later from Mr. Kazama of Mitoku – which he founded in

about 1969.

1968 Nov. – On Thanksgiving Day, Erewhon moves up and across the street to a much bigger and nicer location at 342 Newbury St. in Boston. Paul had hired Bruce Macdonald, a carpenter, to remodel this store. The company now has 6 employees: Paul Hawken, Roger Hillyard, Bruce Macdonald, Bill Tara, Jim Docker, and Jean Allison. One day later, Bill Tara leaves to start a macrobiotic East West Center in Chicago.

1969 March – Paul Hawken and Evan Root leave for Japan. Bruce Macdonald takes over as general manager of Erewhon. Paul stays in Japan for 9 months, arranging for individual packaging of products that were formerly imported in bulk, and finding new items for Erewhon to import. He visits suppliers, works with Mitoku and Muso, and studies Japanese language and culture.

1969 spring – Erewhon starts wholesaling foods, under the direction of Bruce Macdonald. Their first wholesale product is natural sesame oil.

1969 – Jim Baker opens The Source restaurant at 8301 Sunset Blvd. in Hollywood. It is his first solo and first vegetarian restaurant. It serves only natural foods and “organic” is written on the calligraphed menu.

1970 Jan. 1 – Erewhon’s earliest existing catalogue seen (wholesale and retail) lists 7 pages of natural food products - most of them imported from Japan. By March 1970 Erewhon lists 96 products in its catalog.

1970 Oct. 8 – Erewhon Trading Co. Inc. opens in Los Angeles at 8003 Beverly Blvd. by signing a lease for a retail and wholesale grocery store (Tom DeSilva; Roger Hillyard).

1970 Dec. 25 – An article in the *San Francisco Examiner* (p. 25) titled “Natural Food Supermarket a Success,” begins: “Palo Alto – If there is any doubt that an organic food revolution is beginning it can be dispelled first by the appearance of the world’s only natural foods supermarket in nearby Palo Alto [near Stanford University] and second, by the success of the man who opened it.”

The article is about Fred Rohe, age 33, who is president and chairman of the board of New Age Natural Foods – also the name of the supermarket. He has a separate company that distributes organic produce.

1970 – Lifestream Natural Foods is founded in Vancouver, B.C., Canada by Arran and Ratana Stephens. It slowly evolves from a retail company to a distributor. It is later followed by Nature’s Path, Inc.

1970 is often said to be the year that natural foods “took off,” as sales and availability greatly increased.

1971 fall – Fred Rohe and Paul Hawken get together to write several leaflets describing why natural food store do not carry certain products: Titles of these include: “Lowdown on Edible Oils,” “The Oil Story,” “The Sugar Story,” “The NOT list,” etc.

1971 Jan. – *East West Journal* starts to be published in Boston, Massachusetts. It is one of the earliest and most important magazines of the U.S. macrobiotic and natural foods movement that started in the 1960s.

1971 Feb. – Westbrae Natural Foods, founded in late 1970 as a natural foods distributor, opens for business in Berkeley, California, as a natural foods retail store. Bob Gerner is the head.

1971 Feb. – Essene Traditional Foods begins operation as a macrobiotic natural foods distributor in Philadelphia, Pennsylvania (*East West Journal*).

1971 May – Tree of Life opens as a natural foods retail store in St. Augustine, Florida, founded by Irwin Carasso. In Feb. 1972 they start distributing natural foods and soon become the largest U.S. distributor.

1971 Sept. – *Diet for a Small Planet*, by Frances Moore Lappé, is published by Ballantine Books. A landmark book, it plays a major role in the rise of interest in meatless diets.

1971 Aug. 23 – Laurelbrook Foods begins operation as a macrobiotic natural foods distributor in Forest Hill, Maryland – founded by Rod and Margie Coates. They kept a post office box in nearby Bel Air.

1971 fall – Eden Foods in Ann Arbor, Michigan, begins distributing macrobiotic natural foods. In June 1971 they had begun wholesaling these foods out of the back of their retail store.

1971. Shadowfax begins operation as a natural food distributor, founded by Charlie Smail.

1972 Jan. – Janus begins operation as a macrobiotic natural foods distributor in Seattle, Washington. It is founded by George Gearhart and Blake Rankin.

1972 Nov. 21-24 – Meeting of natural foods distributors held at Pajaro Dunes, Watsonville, California. This was the third and most important meeting held by this group. The goal was to establish a natural foods trade association. A steering committee was appointed and issued a report. 14 companies

were in attendance including Mr. Kazama of Mitoku, in Japan.

Mitoku is Japan's natural foods pioneer (*East West Journal*, Jan. 1986, p. 18, 20-25).

1973 – Rainbow Grocery is started in Denver, Colorado by Mark Retzloff and David Rickard; it is a food co-op and natural food storefront. Rainbow quickly becomes a small distributor.

1974 March 7-8 – A meeting of natural foods distributors is held at the Janus conference room near Seattle, Washington. The meeting begins with a brief period of meditation. This meeting is a follow-up to the Dec. 1973 meeting in Toronto, Canada. Those in attendance are: Boyd Foster (Arrowhead Mills), Mike Potter (Eden), Bill Garrison (Erewhon / Boston), Loren Specter and Tom DeSilva (Erewhon / Los Angeles), Michael Pate (Erewhon / Toronto), Tom Swan (Food for Life), Rod & Margy Coates (Laurelbrook), Charlie Smail (Shadowfax), Irwin Carasso (Tree of Life), Roger Hillyard (The Well), Frank Calpeno (Ceres), George Gearhart (Janus), Tim Hartman (Janus), Blake Rankin (Janus).

George Gearhart is selected chairman. Each company presented a brief report about its current status (unpublished manuscript).

1975 May 1-5 – Meeting of 11 natural foods distributors held at 62 Buckminster Road, Brookline, Massachusetts, the residence of Michio and Aveline Kushi – teachers of macrobiotics. The group decides to form a new organization. At this meeting the goals of an association are discussed and the name Natural Food Distributors Association is first decided.

Note: This association was never founded because the potential members were unwilling to provide the \$25,000 collective funding deemed necessary.

1975 – Anthony and Susan Harnett buy an existing store named Bread & Circus in Brookline, Massachusetts for \$30,000 and transform it into their first natural food retail store - without changing the name. By July 1976 the company is a chain with six stores. Note: It is unclear exactly when the first store opened (*Whole Foods*. 1990. Aug, p. 36+).

1976 – Michael Funk begins selling organic produce out of the back of his Volkswagen van. Soon after, he creates Mountain People's Warehouse in Auburn, CA, vowing "To Boldly Go Where No Distributor Has Gone Before." It grew to become the largest full line natural foods distributor in the Western U.S. (www.UNFI.com/our-history).

1977 Feb. – Mrs. Gooch's has the grand opening of her first

one-stop natural-foods supermarket in Los Angeles (*Los Angeles Times*. Jan. 30, pp. 6). This store was "one-stop" because unlike most other natural food stores it carried meat.

She was a former kindergarten teacher who went on to build a successful chain of natural food supermarkets in Southern California. Gooch's rules – no sugar, white flour, chocolate, or coffee – were so stringent that any product she approved of became known as "Goochable," and set a standard for the entire natural foods industry.

1977 Nov. – Between 1968 and 1973 sales of natural foods in the USA multiplied tenfold, from \$60 million to almost \$600 million (*East West Journal*, p. 39)

1978 Jan. – *Whole Foods: The Natural Foods Business Journal* is founded in Berkeley, California. Steven Haines is publisher.

1978 – John Mackey and Renee Lawson borrow \$45,000 from family and friends to open a small vegetarian natural foods store called SaferWay in Austin, Texas (the name being a spoof of Safeway) (*Whole Foods Market website*).

1979 Feb. – *Natural Foods Merchandiser* begins publication. It is founded by Doug & Karen Greene in New Hope, Pennsylvania. This colorful, large-format magazine (11 by 15 inches) plays an increasingly important role in the growth of the natural food industry (*NFM*. Sept. 1995, p. 6).

1979 Aug. – Organic Merchants (OM) holds a meeting high (at 8,000 feet) on Mt. Shasta in Northern California, Fred Rohe, owner of New Age Natural Foods in San Francisco, calls the meeting to order. Sixty people, sitting on the ground, some in yoga postures, are gathered in a circle. 35 of them are organic food merchants mostly from California, and as far away as Portland, Oregon, and Los Angeles.

Fred Rohe says: "Let us have a few minutes of silence in gratitude for each other's presence here in the presence of this lovely mountain on this beautiful planet of ours."

1980 Sept. 20 – John Mackey and Renee Lawson partner with Craig Weller and Mark Skiles to merge SaferWay with their Clarksville Natural Grocery, resulting in the opening of the original Whole Foods Market in Austin, Texas. At 10,500 square feet and a staff of 19, this store was quite large in comparison to the standard health [sic, natural] food store of the time (Whole Foods website).

1981 – The first Natural Products Expo is held at Anaheim, California, by New Hope Communications; there are 234 booths and 3,000 attendees (*NFM*. Sept. 1995, p. 6).

1982 April – Tree of Life, the largest natural food wholesale company in the southeastern USA is sold to a Jacksonville,

Florida, businessman (*Natural Foods Merchandiser*, May)

1984 – Whole Foods expands inside Texas, first to nearby Houston and then to Dallas; that year it has 600 employees.

1984 – The largest natural food distributors in the USA are (with annual sales in millions of dollars):

1. Rainbow Distributing (Denver, Colorado) \$13.
2. Arrowhead Mills (Hereford, Texas) \$12.
3. Eden Foods (Clinton, Michigan) \$10.
4. Rock Island Foods (Ignacio, California) \$10.
5. Westbrae Natural Foods (Emeryville, California) \$9.
6. Pacific Rim (Seattle, Washington) \$7.
7. Cornucopia Natural Foods (Coventry, Rhode Island) \$7.

1985 Dec. – Tree of Life (St. Augustine, Florida) is purchased for \$15 million by Netherlands-based Royal Wessanen NV Co. [*Koninklijke Wessanen nv*, founded in 1765] (*Whole Foods*, Feb., p. 14).

1987 Feb. – Tree of Life buys Balanced Foods (formerly America's largest health foods distributor, founded in 1939 by Sam Reiser), to become a nationwide natural foods distributor (*Whole Foods*, p. 14).

1987 – Wild Oats is founded by Michael Gilliland and his wife, Elizabeth Cook, with the purchase of the Crystal Market vegetarian natural foods store in Boulder, Colorado. In 1992, Crystal Market was re-named Wild Oats Vegetarian Market, and in the ensuing years the company began opening and acquiring other, small natural foods stores.

1988 – The Whole Foods chain buys the Whole Food Company in New Orleans for its first expansion outside of Texas. From now on, much of Whole Foods growth would be through acquisitions and mergers.

1989 – *Appetite for Change: How the Counterculture Took on the Food Industry, 1966-1988*, by Warren J. Belasco, is published by Pantheon Books (New York). Colorful, well written and well documented, it is the first book to analyze the burgeoning new natural food and organic industries.

1990 Aug. – An article titled “The Making of Bread & Circus Wholefoods Supermarkets,” by Daniel McSweeney appears in *Whole Foods* magazine (p. 36-38, 40-42). It is the best history seen of Bread & Circus.

1991 Oct. – Whole Foods acquires Bread & Circus (Boston / New England) for \$26.7 million (\$20 million in cash, \$6.7 million in shares).

1992 Jan. 23 - Whole Foods goes public (IPO) at a price of

\$2.125 per share. The price of the shares rises after the IPO.

1993 Sept. – Whole Foods Markets acquires Mrs. Gooch's chain of natural foods supermarket (Los Angeles area) for \$2.97 million (shares only).

1994 – The Dietary Supplements Health and Education Act (DSHEA) is passed by Congress.

1995-1997 – According to Jim Morano, a transformation of the natural food industry took place during these years. There had been three ingredients that it was forbidden to use or sell (by common unwritten consensus) in natural foods prior to about 1995; sugar (especially white sugar), meat, and highly refined products such as white bread, white rice, white flour, white sugar, etc.

The crucial event in the transition came when white sugar was renamed “evaporated cane juice” (by Bruce Kirk, who was working with Florida Crystals) and allowed into a growing number of natural food products. The era of real food had changed into the era of the illusion of real food.

Jim was well positioned to witness this transition. He was selling natural brown rice syrup, which he had developed and which was sticky and tan. Evaporated cane juice (which Jim calls “minimally refined sugar” and which is only 1% less refined than pure white sugar) gradually took away much of his market and hurt his business.

The “standards” set by the natural food stores represent the “last line of defense” for product quality to the consumer (See Jim Morano. 2009 Feb. 22. Interview).

1996 Sept. – Whole Foods Market acquires the privately-owned Fresh Fields chain of natural food stores (Philadelphia, Washington, D.C., Chicago, New Jersey) for \$134.5 million.

1996 – United Natural Foods Inc. (UNFI), the parent company of Mountain People's Warehouse Inc. (founded in 1976; now an Auburn, California, distributor of natural foods and products), hopes to raise \$37 million in an initial public offering (IPO). The founder and president of Mountain People's Warehouse, Michael Funk, is now UNFI's president and vice chairman of the board.

1996 – Soymilk (White Wave's Silk) moves to the refrigerated case.

1997 – Whole Foods Markets' revenue passes \$1 billion per year, with 70 stores in 16 states.

1999 – UNFI contracts with Whole Foods Market, the largest natural food chain, to be their sole distributor (Ted Nordquist 2020).

2000 Dec. 20 – The USDA is now the main organic certifier. The process took 2 years – but issues remain.

2006 – UNFI (United Natural Foods, Inc.) has now passed Tree of Life / Royal Wessanen to become America's largest distributor of natural foods (James Silver).

2007 – *Organic Farming, An International History*, edited by William Lockeretz, is published in England. An excellent book.

2007 – Whole Foods Market merges with the natural food chain Wild Oats (Boulder, Colorado).

2010 early – The first products bearing the Non-GMO Project Verified seal (a butterfly) on their labeling hit the marketplace. As of Oct. 2010 nearly 900 food products have been verified Non-GMO (not genetically engineered).

2010 Oct. – This month is designated as Non-GMO Month, celebrating consumers' right to choose foods that do not contain genetically modified organisms. Oct. 10 (10.10.10) is designated as Non-GMO day (*The Organic & Non-GMO Report*, Oct. p. 4).

2013 – Whole Foods Market is said to become the first chain to label all foods produced by genetic engineering.

2017 Aug. 28 – Whole Foods Market is acquired by Amazon.com for \$13.7 billion.

ABOUT THIS BOOK

This is the most comprehensive book ever published about the history of natural and organic foods. It has been compiled, one record at a time over a period of 42 years, in an attempt to document the history of this important interesting subject. It is also the single most current and useful source of information on this subject.

This is one of more than 100 books compiled by William Shurtleff and Akiko Aoyagi, and published by the Soyinfo Center. It is based on historical principles, listing all known documents and commercial products in chronological order. It features detailed information on:

- 78 different document types, both published and unpublished.
- 2143 published documents - extensively annotated bibliography. Every known publication on the subject in every language.
- 493 unpublished archival documents.
- 693 original Soyinfo Center interviews and overviews never before published, except perhaps in our books.
- 305 commercial products.

Thus, it is a powerful tool for understanding the development of this subject from its earliest beginnings to the present.

Each bibliographic record in this book contains (in addition to the typical author, date, title, volume and pages information) the author's address, number of references cited, original title of all non-English language publications together with an English translation of the title, month and issue of publication, and the first author's first name (if given). For most books, we state if it is illustrated, whether or not it has an index, and the height in centimeters.

All of the graphics (labels, ads, leaflets, etc) displayed in this book are on file, organized by subject, chronologically, in the Soyinfo Center's Graphics Collection.

For commercial soy products (CSP), each record includes (if possible) the product name, date of introduction, manufacturer's name, address and phone number, and (in many cases) ingredients, weight, packaging and price, storage requirements, nutritional composition, and a description of the label. Sources of additional information on each product (such as advertisements, articles, patents, etc.) are also given.

A complete subject/geographical index is also included.

ABBREVIATIONS USED IN THIS BOOK

A&M = Agricultural and Mechanical	mm = millimeter(s)
Agric. = Agricultural or Agriculture	N. = North
Agric. Exp. Station = Agricultural Experiment Station	No. = number or North
ARS = Agricultural Research Service	Nov. = November
ASA = American Soybean Association	Oct. = October
Assoc. = Association, Associate	oz = ounce(s)
Asst. = Assistant	p. = page(s)
Aug. = August	photo(s) = photograph(s)
Ave. = Avenue	P.O. Box = Post Office Box
Bld. = Boulevard	Prof. = Professor
bu = bushel(s)	psi = pounds per square inch
ca. = about (circa)	R&D = Research and Development
cc = cubic centimeter(s)	Rd. = Road
Chap. = Chapter	Rev. = Revised
cm = centimeter(s)	RPM = revolutions per minute
Co. = company	S. = South
Corp. = Corporation	SANA = Soyfoods Association of North America
Dec. = December	Sept. = September
Dep. or Dept. = Department	St. = Street
Depts. = Departments	tonnes = metric tons
Div. = Division	trans. = translator(s)
Dr. = Drive	Univ. = University
E. = East	USB = United Soybean Board
ed. = edition or editor	USDA = United States Department of Agriculture
e.g. = for example	Vol. = volume
Exp. = Experiment	V.P. = Vice President
Feb. = February	vs. = versus
fl oz = fluid ounce(s)	W. = West
ft = foot or feet	°C = degrees Celsius (Centigrade)
gm = gram(s)	°F = degrees Fahrenheit
ha = hectare(s)	> = greater than, more than
i.e. = in other words	< = less than
Inc. = Incorporated	
incl. = including	
Illust. = Illustrated or Illustration(s)	
Inst. = Institute	
J. = Journal	
J. of the American Oil Chemists' Soc. = Journal of the American Oil Chemists' Society	
Jan. = January	
kg = kilogram(s)	
km = kilometer(s)	
Lab. = Laboratory	
Labs. = Laboratories	
lb = pound(s)	
Ltd. = Limited	
mcg = microgram(s)	
mg = milligram(s)	
ml = milliliter(s)	

HOW TO MAKE THE BEST USE OF THIS DIGITAL BOOK - THREE KEYS

1. Read the Introduction and Chronology/Timeline located near the beginning of the book; it contains highlights and a summary of the book.

2. Search the book. The **KEY** to using this digital book, which is in PDF format, is to **SEARCH IT** using Adobe Acrobat Reader: For those few who do not have it, Google: **Acrobat Reader** - then select the **free** download for your type of computer.

Click on the link to this book and wait for the book to load completely and the hourglass by the cursor to disappear (4-6 minutes).

Type [Ctrl+F] to “Find.” A white search box will appear near the top right of your screen.

Type in your search term, such as Rodale or Whole Foods.

You will be told how many times this term appears, then the first one will be highlighted.

To go to the next occurrence, click the down arrow, etc.

3. Use the indexes, located at the end of the book. Suppose you are looking for all records about tofu. These can appear in the text under a variety of different names: bean curd, tahu, doufu, to-fu, etc. Yet all of these will appear (by record number) under the word “Tofu” in the index. See **“How to Use the Index,”** below. Also:

Chronological Order: The publications and products in this book are listed with the earliest first and the most recent last. Within each year, references are sorted alphabetically by author. If you are interested in only current information, start reading at the back, just before the indexes.

A Reference Book: Like an encyclopedia or any other reference book, this work is meant to be searched first - to find exactly the information you are looking for - and then to be read.

How to Use the Index: A subject and country index is located at the back of this book. It will help you to go directly to the specific information that interests you. Browse through it briefly to familiarize yourself with its contents and format.

Each record in the book has been assigned a sequential number, starting with 1 for the first/earliest reference. It is this number, not the page number, to which the indexes refer. A publication will typically be listed in each index in

more than one place, and major documents may have 30-40 subject index entries. Thus a publication about the nutritional value of tofu and soymilk in India would be indexed under at least four headings in the subject and country index: Nutrition, Tofu, Soymilk, and Asia, South: India.

Note the extensive use of cross references to help you: e.g. “Bean curd. See Tofu.”

Countries and States/Provinces: Every record contains a country keyword. Most USA and Canadian records also contain a state or province keyword, indexed at “U.S. States” or “Canadian Provinces and Territories” respectively. All countries are indexed under their region or continent. Thus for Egypt, look under Africa: Egypt, and not under Egypt. For Brazil, see the entry at Latin America, South America: Brazil. For India, see Asia, South: India. For Australia see Oceania: Australia.

Most Important Documents: Look in the Index under “Important Documents -.”

Organizations: Many of the larger, more innovative, or pioneering soy-related companies appear in the subject index – companies like ADM / Archer Daniels Midland Co., AGP, Cargill, DuPont, Kikkoman, Monsanto, Tofutti, etc. Worldwide, we index many major soybean crushers, tofu makers, soymilk and soymilk equipment manufacturers, soyfoods companies with various products, Seventh-day Adventist food companies, soy protein makers (including pioneers), soy sauce manufacturers, soy ice cream, tempeh, soynut, soy flour companies, etc.

Other key organizations include Society for Acclimatization (from 1855 in France), American Soybean Association, National Oilseed/Soybean Processors Association, Research & Development Centers (Peoria, Cornell), Meals for Millions Foundation, and International Soybean Programs (INTSOY, AVRDC, IITA, International Inst. of Agriculture, and United Nations). Pioneer soy protein companies include Borden, Drackett, Glidden, Griffith Labs., Gunther, Laucks, Protein Technologies International, and Rich Products.

Soyfoods: Look under the most common name: Tofu, Miso, Soymilk, Soy Ice Cream, Soy Cheese, Soy Yogurt, Soy Flour, Green Vegetable Soybeans, or Whole Dry Soybeans. But note: Soy Proteins: Isolates, Soy Proteins: Textured Products, etc.

Industrial (Non-Food) Uses of Soybeans: Look under “Industrial Uses ...” for more than 17 subject headings.

Pioneers - Individuals: Laszlo Berczeller, Henry Ford, Friedrich Haberlandt, Artemy A. Horvath, Englebert Kaempfer, Mildred Lager, William J. Morse, etc. Soy-Related Movements: Soyfoods Movement, Vegetarianism, Health and Dietary Reform Movements (esp. 1830-1930s), Health Foods Movement (1920s-1960s), Animal Welfare/Rights. These are indexed under the person's last name or movement name.

Nutrition: All subjects related to soybean nutrition (protein quality, minerals, antinutritional factors, etc.) are indexed under Nutrition, in one of more than 70 subcategories.

Soybean Production: All subjects related to growing, marketing, and trading soybeans are indexed under Soybean Production, e.g., Soybean Production: Nitrogen Fixation, or Soybean Production: Plant Protection, or Soybean Production: Variety Development.

Other Special Index Headings: Browsing through the subject index will show you many more interesting subject headings, such as Industry and Market Statistics, Information (incl. computers, databases, libraries), Standards, Bibliographies (works containing more than 50 references), and History (soy-related).

Commercial Soy Products (CSP): See "About This Book."

SoyaScan Notes: This is a term we have created exclusively for use with this database. A SoyaScan Notes Interview contains all the important material in short interviews conducted and transcribed by William Shurtleff. This material has not been published in any other source. Longer interviews are designated as such, and listed as unpublished manuscripts. A transcript of each can be ordered from Soyinfo Center Library. A SoyaScan Notes Summary is a summary by William Shurtleff of existing information on one subject.

"Note:" When this term is used in a record's summary, it indicates that the information which follows it has been added by the producer of this database.

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1. An asterisk (*) at the end of a record means that Soyinfo Center does not own that document. Lack of an asterisk means that Soyinfo Center owns all or part of the document.
2. An asterisk after eng (eng*) means that Soyinfo Center has done a partial or complete translation into English of that document.
3. An asterisk in a listing of the number of references [23* ref] means that most of these references are **not** about

soybeans or soyfoods.

Documents Owned by Soyinfo Center: Lack of an * (asterisk) at the end of a reference indicates that the Soyinfo Center Library owns all or part of that document. We own roughly three fourths of the documents listed. Photocopies of hard-to-find documents or those without copyright protection can be ordered for a fee. Please contact us for details.

Document Types: The SoyaScan database contains 135+ different types of documents, both published (books, journal articles, patents, annual reports, theses, catalogs, news releases, videos, etc.) and unpublished (interviews, unpublished manuscripts, letters, summaries, etc.).

Customized Database Searches: This book was printed from SoyaScan, a large computerized database produced by the Soyinfo Center. Customized/personalized reports are "The Perfect Book," containing exactly the information you need on any subject you can define, and they are now just a phone call away. For example: Current statistics on tofu and soymilk production and sales in England, France, and Germany. Or soybean varietal development and genetic research in Third World countries before 1970. Or details on all tofu cheesecakes and dressings ever made. You name it, we've got it. For fast results, call us now!

BIBLIO: The software program used to produce this book and the SoyaScan database, and to computerize the Soyinfo Center Library is named BIBLIO. Based on Advanced Revelation, it was developed by Soyinfo Center, Tony Cooper and John Ladd.

History of Soybeans and Soyfoods: Many of our digital books have a corresponding chapter in our forthcoming scholarly work titled History of Soybeans and Soyfoods (4 volumes). Manuscript chapters from that book are now available, free of charge, on our website, www.soyinfocenter.com and many finished chapters are available free of charge in PDF format on our website and on Google Books.

About the Soyinfo Center: An overview of our publications, computerized databases, services, and history is given on our website.

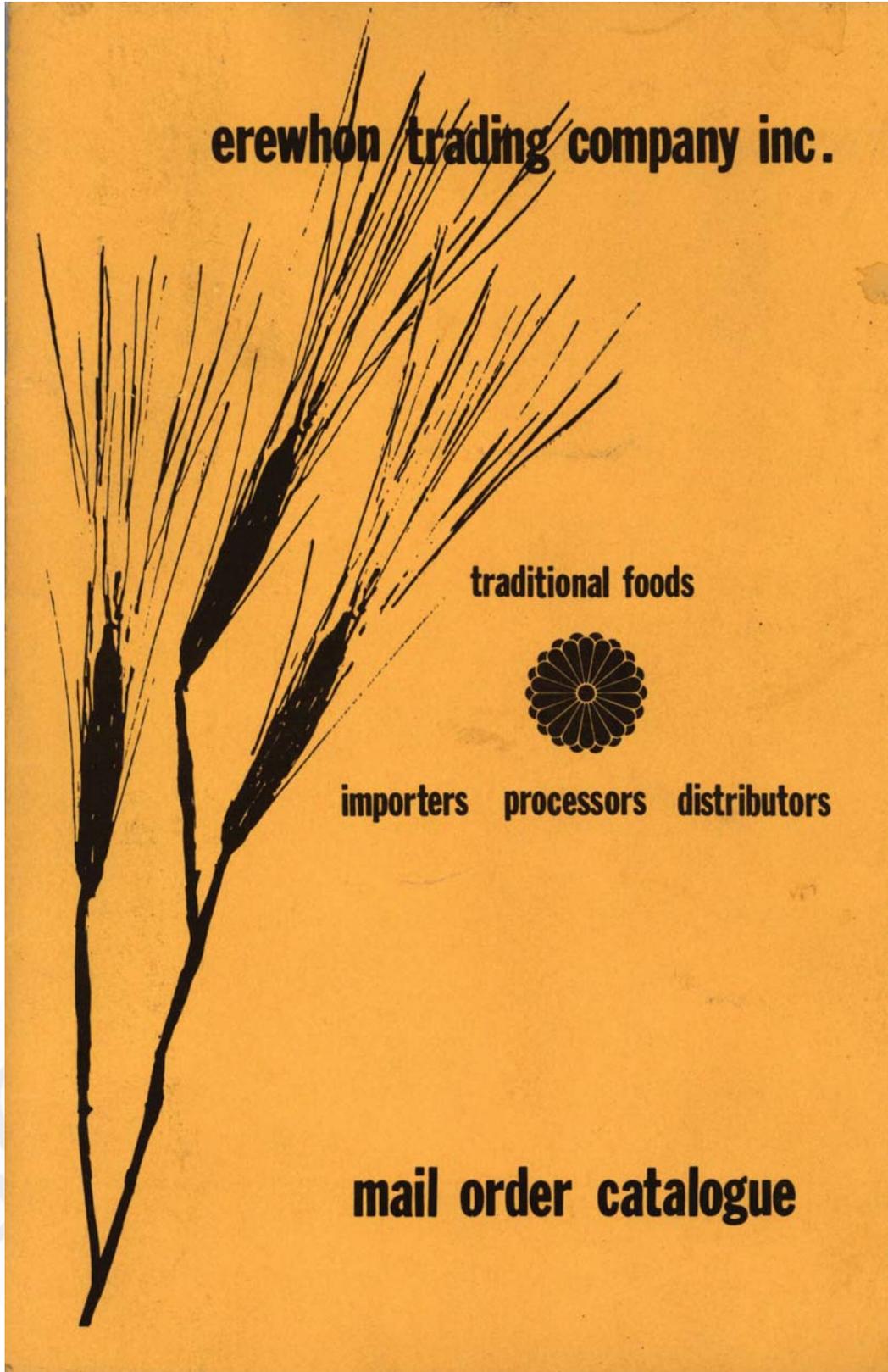
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The NOT List

By FRED ROHÉ

You, the consumer, will see many improvements in the quality of material goods during the coming decade due to the activities of the movement known as "consumerism." One such activity can already be seen in the efforts of Organic Merchants. True, Organic Merchants is an organization of businessmen; but in its purpose it is nothing less than "consumerism" come to life.

When a businessman inquires about Organic Merchants, he receives an application which, if he wants to join, he must read, sign and return with his check for a year's dues. This application is actually a no-nonsense commitment, reading as follows:

I recognize my kinship to the brotherhood known as Organic Merchants. I understand that the purpose of our brotherhood is to provide information to the public regarding agriculture, the food industry, and nutrition and that this information shall be provided without profit. I understand that the purpose of our brotherhood is to set quality control standards, making them in the form of a public contract that validly demonstrates a serious commitment. Therefore, I agree not to sell any food products containing:

white sugar – "raw" sugar – turbinado sugar – corn syrup – bleached white flour – hydrogenated fats – artificial flavor – artificial color – cottonseed products – monosodium glutamate – synthetic vitamins – synthetic sugar substitutes – synthetic salt substitutes – synthetic preservatives, emulsifiers, or other synthetic food chemicals

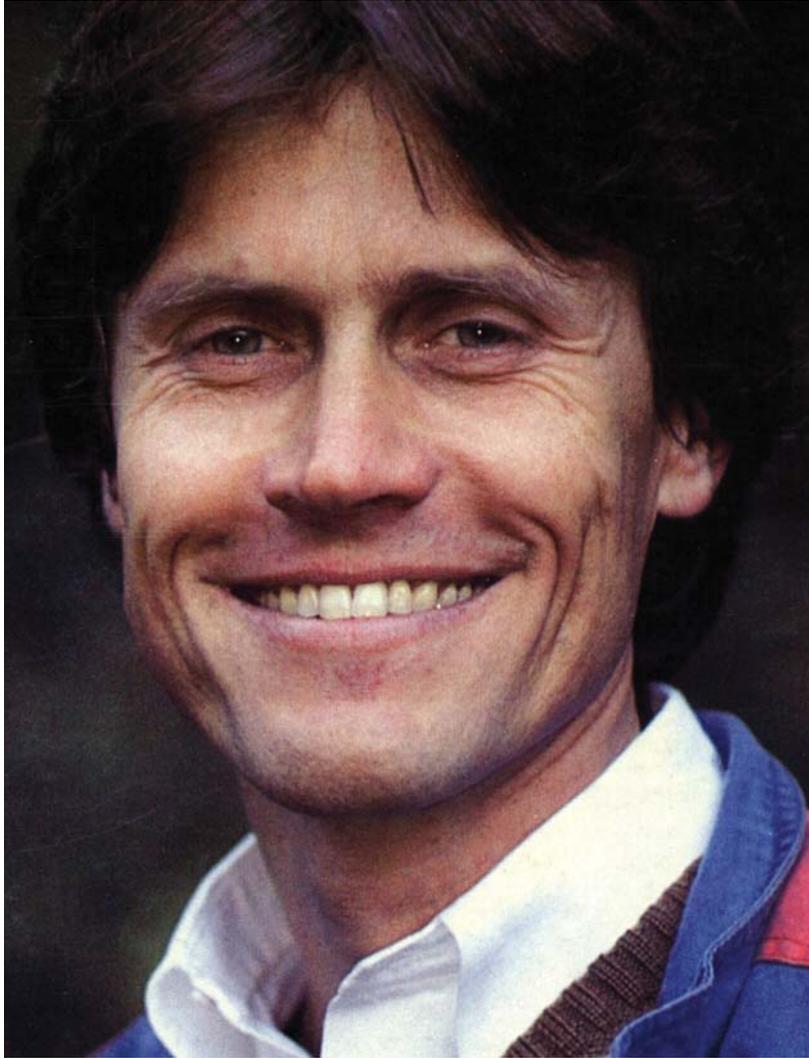
I also agree not to sell refined salt, refined oil, & refined flours (white flour, degerminated corn meal, gluten flour, white rice flour) and to begin gradual elimination of products containing these items.

The above promise represents a truly remarkable phenomenon. There has never been a stricter set of quality control standards. Organic Merchants can rightfully claim to be the guardian of food integrity.

But it is not enough to set standards, not even enough to live up to them. You, the consumer, must understand these standards, why they exist, their importance to the planet, to you, to everyone. So the principal duty of Organic Merchants is to inform. We must inform because ultimately quality control must be where it belongs: in the hands of the people. It will not suffice for one poor, small organization, even though it be of pure intentions as Organic Merchants, to be guardians of food integrity for this entire nation. That task requires a force and the only force available is the people, armed with the knowledge of what they want and why they want it.

Organic Merchants believes that when they are properly informed, the people will want natural foods in abundant supply convenient to everyone living anywhere in this country. The necessary awakening is already well underway. This brochure and other writings published by Organic Merchants are designed to further stimulate the consumer consciousness. But again, it is not enough for Organic Merchants to do what it does. So we hereby propose a working agreement between you and us: we will do our part by printing thousands of brochures and giving them away; you do your part by asking one of your fellow men to read it. By being sure the brochures are not thrown away, thousands will turn into millions and we will have become the ultimate effective tool – the people working for the people.





PAUL HAWKEN



SOYINFO CENTER

World's Most Complete Collection of Soy Information

Founded 1976

SoyaScan Databases

Publishing

Consulting

Research Library

INTRODUCING SOYINFO CENTER

Mission: To be the world's leading source of information about soyfoods and utilization of soybeans in both printed and electronic formats. Much of our information is **free!**

Founding: In October 1972 William Shurtleff and Akiko Aoyagi began full-time research on soyfoods in Japan while writing *The Book of Tofu*. In August 1976 they founded Soyinfo Center (named Soyfoods Center until 2006) in California. A 4-page chronology of Soyinfo Center's activities is available upon request.

Book in Print: 100+ books on soyfoods and soybeans by Shurtleff and Aoyagi are presently in print. These include three popular books, market studies, and 70 comprehensive histories & bibliographies.

Book Sales: These books have presently sold more than 830,000 copies. Our best-selling book is *The Book of Tofu*.

SoyaScan Database: SoyaScan is the world's most comprehensive computerized database on soybeans and soyfoods. It presently contains 104,500+ records from 1100 B.C. to the present. These include four basic types of records providing detailed information on: 89,000+ published documents, 16,700+ commercial soy products, 6,200+ original interviews and overviews, and 8,200+ unpublished archival documents. These records are unique, and have been added one at a time over many years; none have been downloaded from other databases. A *Thesaurus* of our database is available.

Free Books on Google Books: At least 75+ of our history books and biographies are available free in digital PDF format on Google Books. The same books are also available on our website (see dropdown upper right)

Focus of SoyaScan Database: In descending order of importance: Soybean utilization (for both food and industrial uses), history, market statistics, processing, nutrition, technology, marketing, and soybean production (agriculture).

How to Use the SoyaScan Database: This database is very easy to use. You do not need a computer or any special skills. Simply call the Soyinfo Center and discuss the information you need with our specialists.

Website: At www.soyinfocenter.com you will find basic information about us, entire free online reference books, a photo gallery, 1,500 pages of our manuscript history of soybeans and soyfoods (free), a thesaurus to subject headings in our database, information on ordering of all our popular printed books, etc.

Research Library: The Soyinfo Center Library owns about 94,500 documents, almost all of which have a record in the SoyaScan database. Available for use by researchers with an appointment.

Consulting Services: William Shurtleff has been serving as a consultant to the soyfoods industry for more than 25 years. He probably has more personal contacts in this field, worldwide, than anyone else in the world. He has helped to start more than 450 new companies.

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HISTORY OF THE NATURAL AND ORGANIC FOODS MOVEMENT (1942-2020)

1. *Natural Food (London)*. 1890-1896. Serial/periodical. London, England. Published by L.N. Fowler. Frequency: Monthly. folio. *

• **Summary:** About natural foods and vegetarianism. Note: This is the earliest periodical seen (March 2020) with the term “Natural Food” (or “Natural Foods”) in the title. It is also the earliest document seen related to the natural foods movement, worldwide.

Densmore, Emmet. 1892. “How Nature Cures, Comprising a New System of Hygiene...” On p. 415-16 is an advertisement for *Natural Food*, a monthly journal devoted to health and the higher life, owned and edited by Emmet and Helen Densmore (both medical doctors), published by L.N. Fowler, Ludgate Circus, London. This magazine is the organ of the Natural Food Society and it advocates a vegetarian diet, based on fruits and nuts (no cereals or pulses/beans), supplemented with milk, dairy products, and eggs. Address: London, England.

2. Densmore, Emmet. 1892. How nature cures, comprising a new system of hygiene: Also the natural food of man: A statement of the principal arguments against the use of bread, cereals, pulses, potatoes, and all other starch foods. London: Swan Sonnenschein & Co.; New York: Stillman & Co. x + 12 + 413 p. Index. 21 cm.

• **Summary:** About vegetarianism. Chapter 17 (p. 178-82), “The immorality of flesh eating,” states: “In these days of vegetarianism and theosophy a physician is often met with objection on the part of patients to a diet of flesh, which objection will usually be found to be based on the conviction—a growing one throughout civilization—that it is wrong to slaughter animals, and therefore wrong to use their flesh as food. Whatever may be the ultimate decision of humanity in regard to this question, at the present time it is not infrequently a very serious one to the physician. A patient comes to him much out of health, earnestly desiring to follow the necessary course and practice the necessary self-denial to gain health, and the physician is fully impressed that the patient’s digestive apparatus and general system is in such condition that flesh is well-nigh indispensable in a dietary system that will restore the patient to health,—under such circumstances this question will be found of grave importance.

“What constitutes morality in diet? Manifestly, many animals are intended by nature to live upon other animals. To our apprehension the intention of nature, when it can be ascertained, authoritatively disposes of this matter. If it could be shown, as many physicians believe, that man is by nature

omnivorous, and designed to eat flesh among other foods, this would be a conclusive demonstration that it was right for him to eat flesh. If, as we believe, nature intended man should subsist upon sweet fruits and nuts, there is not only no license for flesh-eating, but the reverse,—there is presumptive evidence that it is wrong to eat flesh. Physiological law must be the court of last resort in which to try this question.

“Vegetarians and others scruple at the purchase of a beef-steak on the ground that the money so expended encourages the butcher in the slaughter of the animal, and thereby identifies the one who expends the money with the slaughter. If this reason be given in earnest it should be binding, and its logic followed under all circumstances. While it is true that the purchase of a pound of beef identifies the purchaser with the slaughter of the animal, the purchase of a dozen eggs or a quart of milk as clearly identifies the purchaser with the slaughter of animals; for the reason that the laws governing the production of agricultural products are such that the farmer cannot profitably produce milk or eggs except he sell for slaughter some of the cocks and male calves, as well as those animals that have passed the productive period. True, there is no particular animal slain to produce a given quart of milk or a dozen of eggs, as there is in the production of a pound of beef-steak; but the sin is not in the slaughter of a given animal, but in the slaughter of animals, and it must therefore be acknowledged that animals are as surely slaughtered for the production of milk and eggs as for the production of beef-steak. And hence, since this is a question of ethics, we may as well be honest while dealing with it; and if an ethical student honestly refrains from the purchase of flesh because it identifies him with the slaughter of animals, there is no escaping, if he be logical and ethical, from the obligation to refuse also to purchase milk and eggs. This law applies as well to wool and leather, and to everything made from these materials; because, as before shown, agriculture is at present so conducted that the farmer cannot profitably produce wool and leather unless he sells the flesh of animals to be used as food.

“Looking at the matter in this light, almost all of us will be found in a situation demanding compromise. If a delicate patient be allowed eggs, milk, and its products, and the patient is able to digest these foods, so far as physiological needs are concerned there is no serious difficulty in refraining from the use of flesh as food; but if these ethical students hew to the line, have the courage of their convictions, accept the logic of their position, and refrain from the use of animal products altogether, there will be a breakdown very soon. There are a few isolated cases where

individuals have lived upon bread and fruit to the exclusion of animal products, but such cases are rare, and usually end in disaster.

“We are, after all, in a practical world, and must bring common sense to bear upon the solution of practical problems. The subject of the natural food of man will be found treated somewhat at length in Part III. In this chapter it is designed only to point out some of the difficulties that inevitably supervene upon an attempt to live a consistent life, and at the same time refuse to use flesh on the ground that such use identifies the eater with the slaughter of animals. There seems to us good ground for the belief that fruit and nuts constituted the food of primitive man, and are the diet intended by nature for him. Remember, primitive man was not engaged in the competitive strife incident to modern life; the prolonged hours of labour and excessive toil that are necessary to success in competitive pursuits in these times were not incidental to that life. Undoubtedly an individual with robust digestive powers, who is not called upon to expend more vitality than is natural and healthful, will have no difficulty whatever in being adequately nourished on raw fruits and nuts. When, however, a denizen of a modern city, obliged to work long hours and perform excessive toil, can only succeed in such endeavors by a diet that will give him the greatest amount of nourishment for the least amount of digestive strain, it will be found that the flesh of animals usually constitutes a goodly portion of such diet. It may be said to be a pre-digested food, and one that requires the minimum expenditure of vital force for the production of the maximum amount of nutrition. However earnest a student of ethics may be, however such a student may desire to live an ideal life, if he finds himself so circumstanced that a wife and family are dependent upon his exertions for a livelihood, and if it be necessary, in order adequately to sustain him in his work, that he shall have resort to a diet in which the flesh of animals is an important factor, there is no escape, in our opinion, from the inevitable conclusion that it is his duty to adopt that diet which enables him to meet best the obligations resting upon him.

“An invalid with no family to support, and with independent means, may nevertheless find himself in a similar situation with regard to the problem of flesh-eating. We have found many persons whose inherited vitality was small at the outset, and whose course of life had been such as to greatly weaken the digestive powers, and who when they came to us were in such a state of prostration as to require, like the competitive worker, the greatest amount of nourishment for the least amount of digestive strain; and yet such persons have duties in life to perform, and are not privileged knowingly to pursue any course that necessarily abbreviates their life or diminishes their usefulness. The conviction is clear to us that the plain duty of persons so circumstanced is to use that diet which will best contribute to a restoration of their digestive powers and the development

of a fair share of vital energy. When this result has been reached, these persons may easily be able to dispense with flesh food and even animal products, and to obtain satisfactory results from a diet of fruit and nuts.

“A true physician must make every effort to overcome the illness of his patients, and to put them on the road to a recovery of health. To our mind there is, in the solution of this problem, a clear path for the ethical student to follow. We believe that health is man’s birthright, and that it becomes his bounden duty to use all efforts within his power to obtain and maintain it. We believe that sickness is a sin; that it unfits the victim for his duties in life; that through illness our life becomes a misery to ourselves, and a burden to our fellows; and where this result is voluntarily incurred it becomes a shame and a disgrace. Manifestly the body is intended for the use of the spirit, and its value depends upon its adaptability for such use. In the ratio that the body is liable to be invaded by disease is its usefulness impaired. The old saying, ‘a sound mind in a sound body,’ is the outcome of a perception of this truth. The saying that cleanliness is next to godliness is based upon the perception that cleanliness is necessary for the health of the body, and that the health of the body is necessary for the due expression of a godly life. When this truth is adequately understood it will be seen by the vegetarian, the theosophist, and the ethical student that health is the first requisite; that it becomes a religious duty to create and conserve this condition, and that whatever diet, exercise, vocation, or course in life is calculated to develop the greatest degree of health is the one that our highest duty commands us to follow. In short, the favorite maxim of one of Britain’s most famous statesmen might wisely be taken for the guiding principle of all: *Sanitas omnia sanitas* [Health is everything].

The author lived 1837-1911. At the end of this book (p. 415-16) is an advertisement for *Natural Food*, a monthly journal devoted to health and the higher life, owned and edited by Drs. Emmet and Helen Densmore, and published by L.N. Fowler, Ludgate Circus, London. This magazine is the organ of the Natural Food Society and it advocates a vegetarian diet, based on fruits and nuts (no cereals or pulses / beans), supplemented with milk, dairy products, and eggs.

Pages 278-79: Discusses “The macrobiotic art” with long quotations from Dr. De Lacy Evans’ book *How to Prolong Life*.

Note: This is the earliest document seen (March 2020) with the term “natural food” (or “natural foods”) in the title. Address: M.D.

3. Perky, Henry D. 1898. Experience proves the theory: Sickness is unnatural. Good health is in profusion and is every one’s birthright. Natural Food makes possible natural conditions—and there is no other way. *Chicago Vegetarian* 2(12):Inside back cover. Aug.

• **Summary:** A photo shows Henry D. Perky with quotation

dated April 2, 1898. Address: Worcester, Massachusetts.

4. Kellogg, John Harvey. 1904. Vegetarianism and endurance. *Good Health (Battle Creek, Michigan)* 39(6):285-86. June.

• **Summary:** Begins by discussing Karl Mann, a German vegetarian, and eight other vegetarians, who competed two years ago in a walking match from Dresden to Berlin. Karl Mann won the match and “five of the eight other vegetarians reached the goal before a single one of the meat eaters had arrived.”

Then talks about Mr. John Allen of England, a vegetarian who, at the age of 13 was a “poor, spindling, feeble, epileptic.” He started to exercise systematically and became a vegetarian. Two years ago, he won the great walking match in England. Last year “he beat the world’s record in long-distance walking, even coming out ahead of Karl Mann by a very little. This was the greatest walking feat ever performed. When Mr. Allen reached London after his hundred-mile walk, he walked twelve miles to see his mother. He then slept for a few hours, and awoke ready to walk another hundred miles. This marvelous endurance has been acquired by training and by living on pure food.”

This and several other similar stories are from a symposium on “Natural Food.” Address: M.D.

5. Carqué, Otto. 1904. An appeal to common-sense: The folly of meat-eating. A reply to an editorial of the New York and Chicago Evening American and San Francisco Examiner. 3rd ed. Chicago, Illinois: Kosmos Publishing Co.; London: L.N. Fowler & Co. 15 p. + ads on 4 unnumbered pages. 23 cm.

• **Summary:** Continued: “A diet of beef, white bread, potatoes, pie, coffee, which seems to be a favorite among the American people is therefore entirely inadequate. If vegetables are served at all, they are generally boiled in plenty of water, instead of being lightly steamed. The most valuable ingredients of vegetables, the organic salts which readily dissolve in water are in most instances lost.”

“The ignorance among American people regarding the preparation of foods is simply appalling. Indeed millions of people practically eat themselves sick. A glance into our newspapers and magazines will convince us that at least half of the American people are suffering from one physical ailment or another...” (p. 8).

Then come 2 full-page tables of food composition, including the composition of 9 important minerals in each food. These foods are divided into groups: Animal products, fruits, nuts, vegetables, and legumes and cereals. A human body of 160 lb consists of about 90 lb of oxygen, 45 lb of carbon, 15 lb of hydrogen, 1.75 lb of nitrogen, 3.75 lb of calcium, 1½ lb of phosphorus, 1½ lb of chlorine, 3½ oz of sulphur 3½ oz of fluorine, 3 oz of potassium, 2½ oz of sodium, 2 oz of magnesium, 1½ oz of iron, 1 oz of silicon,

and ½ oz of manganese. The ash constituents of plants [minerals] are generally combined with oxygen as oxides or acids; fluorine and manganese are found only in traces and no figures are therefore given in these tables; carbon passes in the form of carbonic acid into the air and is consequently not contained in the ash.

“Another point remains to be mentioned here which can never be too strongly emphasized. The mineral elements can only be assimilated by our system in an *organized* form, as they are contained in all the natural foods...” The body cannot assimilate the minerals in table salt (inorganic sodium chloride), in mineral waters, etc. The “presence of salt in all prepared animal foods, especially butter, cheese, lard, canned and smoked meats, dried fish, creates an unnatural thirst, because the tissues of the body are constantly deprived of a great amount of water, on account of the diuretic properties of the mineral. The increasing consumption of alcoholic beverages must be largely attributed to this circumstance; the use of alcohol and flesh foods generally go hand in hand” (p. 11).

“Milk is a nutritious food which is best suited for the newborn mammal. Only the infant’s digestive apparatus is adopted for the proper digestion of milk... In the stomach of an adult which secretes more gastric juice, milk forms large, tough curds which are not easily digested. Cow’s milk is a splendid food for calves, but it cannot be recommended very well for human beings.”

“It is often asserted that, while a vegetarian diet would be good in tropical and subtropical countries, it would be entirely insufficient in the colder climates. This, however, is an entirely mistaken view. Not only can our body derive a far greater amount of heat and energy from a proper selection of plantfoods, such as fruits, nuts and cereals, but they are also more conducive to health” (p. 12).

“But meat is also objectionable for more reasons. Even if taken under the most favorable conditions, from perfectly healthy animals, it is contaminated by the effete and poisonous matter (urea, uric acid, creatin, creatinin, leukomatin, etc.) which is constantly created in the tissues of the body. Animal life largely depends on the continuous removal of this worn-out material, and after killing the animal a large amount of these poisons naturally remains in the body, while during the further decomposition of the tissues still more waste matter is produced. With every piece of meat we therefore overtax our excretory organs, especially the liver and kidneys, by the additional poisons created in the tissues of the animal” (p. 13).

Compares the poor health of the people of Iceland (whose diet “consists almost exclusively of animal food”) with the excellent health of most Pacific Islanders (who eat mostly raw fruits and vegetables. Before the Spaniards discovered Ladrone in 1620, there were “no animals on the island except a few species of birds which were left wholly unmolested. They had never seen fire and at first they hardly

could imagine its effect and use”).

“Another important argument in favor of the vegetarian diet is that man can derive his nourishment from a much smaller area, when living on the products of the soil, receiving them direct from the hand of nature, instead of feeding them first to the cattle and living on their meat. The land which now serves as hunting-grounds or for cattle raising, can be much better utilized by the cultivation of fruits, nuts, and cereals. It has been estimated that a certain area of well-cultivated fruit land can sustain at least twenty times as many people by its crops than could be nourished by the meat of cattle which do but pasture on its spontaneous grasses; and recently it has been found in a large slaughter-house in Cincinnati [Ohio], that the oat-meal used in fattening the pigs would have gone at least six times as far as the pork produced went in feeding people. *How preposterous, then, to spend time and money in raising and butchering animals, when nature offers us in the products of the soil the very best food material in the purest state and in the greatest abundance!*” (p. 14-15).

On the one unnumbered page at the front of this booklet are ads for: (1) A book titled *Diagnosis from the Eye*. Also published in German. (2) A book titled *The Foundation of All Reform*, by Otto Carque. (3) A booklet titled *Medicinal Foods*, by Otto Carque (16 pages). (4) Kosmos Publishing Co. and Hygienic Institute, 765 N. Clark St., Chicago, Illinois. Phone Black 5981. “This is an institution for the prevention and permanent cure of all acute and chronic male, female and children’s diseases without drugs and operations, by the simple means of Nature Cure, as pure natural food, cold water treatments, sun and baths, physical culture, magnetism, etc.”

On the two unnumbered pages at the back of the book are ads for: (1) Naturopathic Institute, Sanatorium and College of California (Incorporated), 556 to 560 S. Hope Street, Los Angeles. Dr. Carl Schultz, President. (2) The book (novel) *The Jungle*, by Upton Sinclair. “A story of packingtown and the beef trust. The unforgettable book of 1906.” Includes 5 reviews of the book by well-known writers, including Jack London. Available from Kosmos Publishing Co., Chicago.

The author lived 1867-1935.

This booklet mentions that Carque has written a pamphlet titled “Medicinal Foods: How to get well and keep well by nature’s simple remedies.”

Note 1. Although this booklet is copyrighted 1904, the ad for *The Jungle* must have been inserted in a printing of 1906, the year the latter book was published. Carque’s book is advertised in *Naturopath and Herald of Health* (New York City) (April 1905, unnumbered page).

Note 2. This is the earliest English-language document seen (May 2004) that uses the term “natural food” to refer to specific foods that are not refined or adulterated. Otto Carque continued to use the terms “natural foods” and “natural food”

throughout his life, even though his colleagues preferred the terms “health foods” and “health food.” Starting in 1922, in advertisements in the *Los Angeles Times*, he referred to his line of products (mostly dried fruits and nuts) as “Natural Foods of California.” In 1925 he wrote and published a 359-page book titled *Natural Foods: The Safe Way to Health*. By 1931 he had renamed his company “Carque Natural Foods” and by 1935 a huge sign across the top of his food factory spelled out the company name. Address: 765 North Clark St., Chicago, Illinois.

6. *Naturopath and Herald of Health (The)* (New York City). 1908. Vegetarian restaurant. 9(6):194. June.

• **Summary:** Mr. W.D. McCurdy, an old adherent of the vegetarian and natural cause, has opened a vegetarian restaurant at No. 913-15 Fillmore St., San Francisco, California. He also operates a “natural food store,” which sells all the leading books “Return to Nature,” etc., as well as the “Naturopath.”

7. Roberts, W.K. 1914. Health from natural foods: An argument for the fruitarian diet. Sunnyvale, California. 2 + 90 p. No index. 18 cm. Self Culture Series.

• **Summary:** Contents: 1. Life growth from nutrition (p. 5-15). 2. Health dependent upon right food. 3. Disorders originating in foods. 4. Certain methods and treatments for restoring health.

Note: This is the 2nd earliest document seen (March 2020) with the term “natural foods” in the title. Address: Sunnyvale, California.

8. Lindlahr, Anna; Lindlahr, Henry. 1915. The nature cure cook book and A B C of natural dietetics. 1st ed. Chicago, Illinois: The Nature Cure Publishing Co. xii + 469 p. No index. 21 cm. On cover: Nature Cure Series, Vol. II.

• **Summary:** This book is divided into two parts. Part I “Nature Cure Cook Book,” is a vegetarian cookbook. Part II is “A B C of natural dietetics.” Contents: Part I. Key to our system of recipe marking. Examples of Combination salad, Our health bread, Milk. What constitutes a natural diet. Diet prescriptions made easy for the doctor. A timely warning. Uncooked food vs. cooked food. Cause and cure of beri-beri. Vitamines. Dangers of extreme raw food diet. Raw foods and their medicinal properties. Medicinal vegetables. Simple vegetable salads and dressings. Soups. Salads. Croquettes (baking or roasting is better than frying). Vegetables (the recipe for “Chop Suey (2),” p. 209, calls for 1 can protose. “Add Chinese sauce (Soy) if desired”). Desserts (many recipes use 1 cup sugar). Cereal foods (incl. Graham flour, whole wheat flour, Protose). Dr. Lindlahr’s health bread (p. 277-78). Leguminous foods (dangerous because they contain an abundance of “the negative, acid-forming proteid and starchy elements,” p. 284). Rice, macaroni, spaghetti. Dairy products (“There is something in animal food which,

we cannot secure from purely vegetable food,—and that is the animal (magnetic) life element, or, as we usually call it, the animal magnetism.” Dairy products are good, but meat is bad). Eggs (use in moderation; best eaten raw, soft boiled, or poached. “Prolonged boiling or frying coagulates the albumin, making it hard and tough and therefore less digestible”). Sandwiches (incl. “Peanut butter sandwiches”). Beverages. Sample menus.

Part II, titled “A B C of Natural Dietetics,” with 13 chapters, is about the benefits of a vegetarian diet and lifestyle. Chapters include: 1. Two sides to every question: Why we favor a vegetarian diet. Why we sometimes deviate from a strictly vegetarian diet. What are the indications of meat requirement? Why vegetarianism will triumph in the future. 2. Is it worth while to pay attention to diet? What is natural food? 3. For what do we eat and drink? Is vital force derived from food, medicines and tonics? “Vital force” active after death in spiritual body. 9. The magnetic properties of foods. 10. Polarity of foods and medicines. 11. Classification of foods according to the electro-magnetic qualities (animal foods are positive, legumes are very negative).

“This cookbook is based on the system of dietetics originated by the German School of Nature Cure. Drs. Lahmann, Hensel and others found a solution to the problem of scientific food selection which stands every test of theoretical inquiry and of practical application.” “We have divided all food materials into the following five groups: Group I (St.) Starches. Group II (S.) Sugars, dextrine. Group III (F.) Fats, oils. Group IV (P.) Proteins, albumin, gluten, myosin, hemoglobin, etc. Group V (M.) Positive mineral elements: Potassium, sodium, iron, lime, magnesium, manganese, lithium, etc.” (p. 5)

“Every recipe in this cook book, underneath its title, will be marked in such a way as to show the various food elements which it contains, in the order of their amount and importance.”

A natural diet “must conform in its component elements to the chemical composition of milk or red (arterial) blood.” Thus half of the food materials must be of Group V (Mineral Elements) and half from groups I through IV (p. 6).

“A timely warning:... Do not become finical or hypochondriacal over this matter of food selection and combination” (p. 9). The authors generally recommend uncooked or raw food—but not exclusively. “Nature did not create man with a cookstove by his side. Man existed on this planet for ages before he knew how to start a fire...” (p. 11).

“A mixed cooked and raw food diet, with liberal allowances of the dairy products, seems to agree best with the majority of our friends” [patients]. “We recommend, and serve in our Sanitarium regimen, one meal daily consisting of raw foods only. All the juicy fruits and vegetables that can be relished and digested in the natural state are not only excellent foods, but the best medicines for the human body” (p. 16-17).

Gluten flour and Protose are discussed on p. 272-733.

The red blood [in the arteries] carries into the body the various nutrients, and comes back laden with poisonous gases, broken down cell material, and devitalized food products (wastes). This debris is carried in the venous blood to the various organs of depuration and excreted in the form of feces, urine, mucus, perspiration, etc... The meat-eater, therefore, has to eliminate, in addition to his own morbid waste products those of the animal carcass” (p. 339). “The American suffers from uric acid and phosphoric acid poisoning...” (p. 347).

“What is natural food? We have endeavored to define this term as follows: “Natural” for animal and man is that food which appeals to the senses of sight, taste and smell in the natural condition, as it comes from Nature’s hands.’ Any food which needs disguising by cooking, spicing, pickling, etc. is not ‘natural’” (p. 359).

On the last pages of this book are five ads: (1) Nature cure by mail, from The Lindlahr Nature Cure Institutes, Inc., Chicago. (2) Lindlahr College of Nature Cure and Osteopathy (3 year course; also Nurses’ training course, six months’ condensed course, and quiz courses for State Board Health Exams), same address. (3) The Lindlahr Nature Cure Institutes, Inc.—one in Chicago and one in the country—the beautiful Elmhurst Health Resort, a 40-minute ride by Electric car from Chicago’s center. Two full page photos (on unnumbered pages near rear of book) show the sanitarium in Chicago and the resort at Elmhurst. “Some of our healing factors: Pure food diet, water cure treatment, open-air, light and air baths, massage, osteopathic and magnetic treatments, mud baths for rheumatism, corrective gymnastics and breathing exercises, mental therapeutics and normal suggestion (on a common-sense, scientific basis), scientific relaxation, homeopathic and simple non-poisonous herb remedies, diagnosis from the eye [iridology]. (4) Carqué Pure Food Co., Inc., 1603 So. Magnolia Ave., Los Angeles, California. “From California’s sunkissed orchards direct to your table... Black mission figs, Unsulphured white figs, Unsulphured calimyrna figs, Large prunes, Muscatel cluster raisins, Unsulphured apricots, Assorted dried fruits.” 10 pounds for \$1.50 to \$2.00 postpaid. Also nuts, olive oils, honey, unfermented grape juice, and books on hygiene and dietetics. (5) *Iridology: The diagnosis from the [iris of the] eye*, a book by Henry Lindlahr. 156 pages, 70 illustrations.

Henry Lindlahr was a physician (M.D.) who lived 1862-1924. The eleventh edition of this book was published in 1918 in Chicago by the same publisher. The 15th edition, published in 1922 in Chicago by the Lindlahr Publishing Co., was titled *The Lindlahr Vegetarian Cook Book and A B C of Natural Dietetics*. The 18th edition (535 pages) was published in 1926 with the same title and publisher. Address: 1. Mrs.; 2. M.D. Both: The Lindlahr Nature Cure Institutes, Inc., 525-29 Ashland Blvd., Chicago, Illinois.

9. Peel, Henry N. 1915. *Symbioses: Science of natural food*. Minneapolis? 32 p. 22 cm. *

10. Carqué, Otto. 1917. *The folly of meat-eating: How to conserve our food supply. A plea for saner living*. Chicago, Illinois: Kosmos Publishing Co. 18 p. Illust. 21 cm. 25th Thousand.

• **Summary:** The first 16 pages of this interesting book are as described by the author and title above. Copyright 1904 by Otto Carqué, this booklet is quite similar to the booklet titled *An appeal to common-sense: The folly of meat-eating. A reply to an editorial of the New York and Chicago Evening American and San Francisco Examiner. 3rd ed.*, by the same author, except for the following: (1) The first and last parts of the title have been omitted. (2) All the ads on the inside front cover are different (see below). (3) All the text on page 3 and the first 2 paragraphs on page 4 are different. Thereafter, all the text to the end of page 16 is different.

Page 17 is titled "Food preservation and fruitarianism: The social and economic aspects of the meatless diet," by Henry E. Lahn, M.D.

The top two-thirds of page 18 contains many circle charts showing the value (in dollars), supply and consumption of fruits, imported food, vegetables, meat foods [animal products] (incl. dairy products, honey, fish, oysters) and grain foods (incl. peas and beans). The bottom one-third contains two graphs: (1) Meat supply: 1850-1900. Animals per 100 persons. All have decreased—hogs from 118 to 43, sheep from 94 to 50, and cattle from 25 to 20. (2) Vegetable foods: 1850-1900. Bushels per 100 persons. All have increased—wheat from 430 to 600, potatoes from 283 to 356, corn from 252 to 333, and oats from 90 to 362. In short, just what a vegetarian would have hoped for.

The last three pages are titled "Books on natural life and rational cure." Book categories: Diagnosis. Diseases. The medical question. Fasting. Mental therapeutics and new thought. Naturopathy. Miscellaneous. Sexology. German-language publications (by F. Anlicker, Bilz, Bunge, A. Ehret, A. Erz, Dr. J. Heininger, Elbert Hubbard, Dr. K. Kabisch, A. Just, E. Koehler, Father Seb. Kneipp, Dr. Henry E. Lahn, Dr. B. Lust, R. Richter, Dr. F. Schoenberger and W. Siegert, D. Spohr, and A. Uhlig). All are available from The Nature Cure Publishing Co., Butler, New Jersey, Benedict Lust, N.D., M.D., Proprietor. Branches in New York City and Orange County, Florida.

The back cover is a full-page advertisement for Carqué's Pure Food Co., 1605-1607 South Magnolia Ave., Los Angeles, California. They specialize in sun-dried black mission figs, and have a complete line of selected California dried fruits, nuts, nut butters, fruit juices, olive oil, olives, honey, natural whole rice, etc. These foods "have been selected and prepared with especial care... to which Mr. Carqué has given years of study and research."

On the inside front cover are four more ads: (1) J.H.

Heisser, Minneapolis, Minnesota. Dealer in natural products, such as: "Natural brown rice." Natural brown rice polish. "Stone ground w.w. [whole wheat] flour. Stone ground corn meal. Unsulphured black figs, prunes, peaches, raisins, etc. Minnesota wild rice. Alfalfa products. Malt and banana coffee. Banana products... Nut oils. Grinding mills. Fruit presses. Shredders. Honey. Fruit driers. Bottle cappers. Water stills. Books on diet, health, salt, sugar. Vegetarian cook books, etc." (2) The book *Unfired Food and Trophotherapy*, by George L. Drews. (3) Hercules Hygienic Supply House, Chicago, Illinois. "General clearing house for health foods, books, appliances and apparatus." (4) Carqué Pure Food Co. (Inc.) "Carqué's pure natural food products" (1605-1607 South Magnolia Ave., Los Angeles). The company sells unsulphured fruits, black mission figs, white figs, calimyrna figs, almonds, nut butters, olive oil, honey, fruit juices, natural whole rice, whole wheat flour, nut and grain mills, literature on dietetics and hygiene. Otto Carqué lived 1867-1935.

Note 1. This is the earliest document seen (July 2004) that gives the address of Carqué's Pure Food Co. as 1605-1607 South Magnolia Ave. in Los Angeles.

Note 2. This is the earliest document seen (July 2005) that mentions a food product or products ("Alfalfa products") made from alfalfa. Unfortunately no details are given. Address: Los Angeles, California.

11. Rummel, Susan Harding (Mrs). 1919. *Natural food and care for child and mother, presentation of a system which makes safe and healthful the gratification of the natural appetite, including questions and answers for the aid of mothers and children's nurses*. Chicago: Rand, McNally & Co. xiv + 9-298 p. *

12. Carque Pure Food Company. 1920. Carque's natural pure foods (Ad). *Los Angeles Times*. June 27. p. IX19. Sunday magazine.

• **Summary:** "Unsulphured dried fruits, nuts, nut butter, sundried olives, olive oil, honey, fruit juices, whole rice (unpolished); Whole grain flour ground fresh daily by our own mill. Send for descriptive circular and price list."

Note: This is the earliest document seen (July 2004) which mentions that Carque now grinds flour using his own mill. It is also the earliest advertisement seen run by Carque, and the first showing that he has a line of products, described in a circular with price list. Address: Magnolia Ave., S.W. Corner 16th St., Los Angeles, California. Phone: 52269.

13. *Los Angeles Times*. 1921. Carque's natural pure foods (Ad). May 1. p. VIII20.

• **Summary:** This ad is identical to one that appeared in this newspaper on 27 June 1920, p. IX19 (Sunday Magazine), except that the address has changed to 2618 W. 7th St. in Los Angeles. Note: This is the earliest document seen (March

2020) in which Carque appears at this new address. Address: 2618 W. 7th St., Los Angeles, California. Phone: 52269.

14. Brook, Harry Ellington. 1921. Care of the body. *Los Angeles Times*. May 29. p. VIII18.

• **Summary:** The first section, titled “Milk substitutes,” argues that cow’s milk is not suited for human infants (who should use mother’s milk) or adults (for many reasons, including tuberculosis germs). “Recognizing the limitations of milk as a food, many have endeavored to introduce some form of synthetic or artificial milk. In France, for many years, the soya bean has been used for this purpose, in feeding infants. It is not well adapted thereto, because, like the peanut, it contains starch, and infants cannot digest starch.”

Dr. Elmer Lee of New York, recently developed a new synthetic milk made from oats and peanut meal. However these foods also have a high starch content. The best milk substitutes would be made from nuts, which contain no starch. The peanut is not a true nut. “The almond is the best nut to use for this purpose, blanched, ground into cream, but not heated, and mixed with distilled water.” An infant deprived of its mother’s milk will thrive much better on this nut milk, mixed with a little raw fruit juice, than on the milk of a cow, “while for adults it is greatly superior to milk.”

The section titled “Removal” states: “The Carque Pure Food Company has moved from Magnolia avenue to 2618 West Seventh street, two blocks west of Westlake Park.” Address: N.D. [Los Angeles, California].

15. *Los Angeles Times*. 1922. Course of lectures by Linda Burfield Hazzard and Otto Carque (Ad). Feb. 12. p. VIII18.

• **Summary:** The lectures will be at Metaphysical Hall, 512-13 Fay Building, Third and Hill Streets, Wednesday and Friday evening, Feb. 15 and 17, at 8 p.m. “No admission fee. Dr. Linda Burfield Hazzard, author of *Fasting for the Cure of Disease, Diet in Disease and Systematic Cleansing*, etc. is the greatest recognized authority on the fast and all natural curative methods. These will be fully explained.

“Mr. Otto Carque, food chemist and biologist, author of *Natural Foods of California, Curative Foods, Biological Chemistry*, etc. is California’s foremost purveyor of natural unfired foods. Mr. Carque will give a complete exposition of these and allied subjects.”

Dr. Hazzard, Chirothesian, can be reached at 6912 Sunset Boulevard, Hollywood. Phone: 577-382.

Note: A Google Internet search (March 2005) for “Chirothesia*” gets 499 hits, and for “Chirothesian Church” gets 23 hits. The Chirothesian Church of Euth and the Chirothesian Church of Faith are both said to have been founded in 1917.

16. Carqué, Otto. 1922. Natural foods of California. Los Angeles, California: Published by the author. *

• **Summary:** A review in the *Herald of Health and Naturopath* (March 1922, p. 148) states: “Mr. Carque, who is so well known to Naturopaths and Physical Culturists, has here given to his friends an interesting discussion of the relation of food to health. Mr. Carque, who did so much to educate the American public upon the importance of the positive organic mineral salts found in natural food has again placed due emphasis upon this phase of the food problem. He asserts that the body if fed natural foods can build its own vitamins and does not need to depend upon the artificially prepared foods, the commercial world is now exploiting.” Address: Los Angeles.

17. Carque Shop (The). 1922. “Natural Foods of California.” Have you read the headline? (Ad). *Los Angeles Times*. June 11. p. VIII18.

• **Summary:** “For ten years the Carque Pure Food Co. has been supplying them to a steadily increasing and appreciative mail-order trade. Our price list and descriptive booklet will be mailed upon request.

“For years it’s been the aim of the Carque Pure Food Co. to introduce fruit dried only in the sun or by a dehydrator, and without the use of chemicals. We manufacture nut butters which are a revelation in flavor and nutritive quality. We grind from whole wheat a wheat flour and a corn meal which bake breads of satisfying goodness, and our selection of whole grain crackers is unique. Natural whole brown rice, pure honey, and ‘Prunola’ and other fruit confections are all items of real food which are exceptional.

“We invite city customers to visit the Carque shop (Natural Foods of California) at 2618 West Seventh St., Los Angeles. Phone 52269.”

Note: This invitation shows a new openness. Address: 2618 W. Seventh St., Los Angeles, California. Phone: 52269.

18. McCarrison, Robert. 1922. Faulty food in relation to gastro-intestinal disorder. In: Mellon Lecture Series, University of Pittsburgh School of Medicine. p. 1-27. Lecture No. 6, delivered before the Society for Biological Research, Univ. of Pittsburgh School of Medicine, Nov. 18, 1921. [soy ref]

• **Summary:** Contents: Introduction. Scope of the lecture. Prevalence of gastro-intestinal disorders among civilized peoples. Freedom of uncivilized races from gastro-intestinal disturbances. Faulty food. Contrast between the food habits of primitive peoples and those of civilized communities. Effects of faulty food. Evidence of these effects. Applicability of experimental results to genesis of gastro-intestinal disorders. Extensive use of faulty food. Conclusion.

The author spent his medical career in northern India, where he noticed a striking absence of many diseases found in more developed and “civilized” nations. He attributed much of this good health to a good diet and active, healthy

lifestyle. In this interesting lecture he attributes the lack of gastro-intestinal disturbances among primitive peoples to their balanced diet of whole, natural foods, with none of the vitamins removed. Surprisingly, he makes little or no mention of the importance of fiber in primitive diets. Address: M.D., D.Sc., LL.D., Fellow of the Royal College of Physicians, London; Lieutenant-Colonel, Indian Medical Service, Oxford, England.

19. Vital Food Company of California. 1923. Consecrated to health: VPO makes for happiness (Ad). *Los Angeles Times*. Sept. 16. p. XI31. Sunday magazine.

• **Summary:** “Let’s talk less of disease. “Let’s talk more of health. “Let’s try a dose of VPO. “Let’s talk be Healthy and Happy.”

“Nature’s remedy for constipation and the ills arising from it. VPO is a compound of Natural herbs, based on a formula by Mrs. W.S. Wilke, natural food specialist. 50¢ per package, or 55¢ postpaid. Sample mailed for two-cent stamp. ‘Worth a dollar a dose.’

“For sale by Carque’s. 2618 W. 7th St. Eutropheon [Dr. J.T. Richter], 927½ W. 6th St., Vitamine, 713 S. Figueroa St.

“And at your favorite drug or ‘drugless’ store, or direct from the manufacturers.”

Note 1. This is the earliest document seen (July 2004) which states that Carque is located at 2618 W. 7th St.

Note 2. This is the earliest document seen (July 2006) in the *Los Angeles Times* that mentions Eutropheon, an early raw-food vegetarian (actually vegan) restaurant—probably the first in California and perhaps even the first in the United States. The last document in the *Times* that mentioned Eutropheon (actually *eutropheon*) was an article on 13 April 1932. “Eutropheon” is mentioned in at least 44 ads and articles between those two dates—so it was well publicized.

Note 3. This is the earliest document seen (March 2003) that contains the word “vitamine” (or “vitamin” or the plural of either) in connection with the health food movement in the USA. This is surprising, since the word was coined in 1912. Notice that here it is the name of a company. Address: 650 N. Mariposa Ave., Los Angeles, California. Phone: 596-861.

20. Healtheries Natural Foods Company (The). 1923. Welcomes mail orders for... (Ad). *Naturopath (New York City)* 28(9):492. Sept.

• **Summary:** “... 100% whole wheat bread (Maxwell’s 3V Bread, for Vim, Vigor and Vitality, has been used for extensive feeding tests at Westfield Laboratory and is highly endorsed by Professor Allyn after those tests. It is made of whole wheat, whole milk and further fortified with vegex [sic, Vegex], the wonderful vegetable extract and nerve nutrient, rich in vitamins and organic mineral salts.)

“Delicious sun-dried fruits (not chemically treated). Wild fruit juices,... Crackers, cookies, cakes; whole grain foods that are naturally laxative. Cereal drinks instead of

coffee. Nuts and nut meats in choice selection...”

“You must get acquainted with these two stores, just the kind a true Naturopath longs for. We need you. You need us.”

“No white denatured flour or refined sugar used in any of our products. John Maxwell, the President, hopes to meet you at the convention.” Address: (1) 23 E. Van Buren St.; (2) 2731 No. Clark St. Both: Chicago, Illinois.

21. Carque Shop (The). 1923. Our shop has been remodeled (Ad). *Los Angeles Times*. Oct. 14. p. IX24.

• **Summary:** “Come see us. The new fruits are here and we are daily adding many specialties for you. ‘Natural Foods of California’ are ‘The Finest Foods for Health.’

“And the new fall price list—more interesting than ever—is now ready. Write for your copy.”

“Western Ave. car to Coronado St.”

Note 1. This is the earliest document seen (May 2004) that contains the phrase “Natural Foods of California” or that uses the term “natural foods” to refer to specific foods that are unrefined and unadulterated.

Note 2. This is the earliest document seen (July 2004) that mentions the “Carque Shop” or that uses the word “shop” in connection with Carque. Address: 2618 West Seventh St., Los Angeles, California. Phone: 52269.

22. Vital Food Company of California. 1923. To Otto Carque—author, lecturer, scientist, purveyor of natural foods—VPO extends congratulations (Ad). *Los Angeles Times*. Nov. 11. p. IX25.

• **Summary:** Congratulations to Otto Carque “upon the publication of his new book, *Rational Diet*, in our estimation the most exhaustive scientific study of foods and their values.”

“VPO is a compound of Natural herbs, based on a formula by Mrs. W.S. Wilke, natural food specialist.” For sale at all Sun Drug Stores, Carque’s, Eutropheon, and Vitamine. The address of each is given. Address: 650 N. Mariposa Ave., Los Angeles, California. Phone: 596-861.

23. Kellogg, John Harvey. 1923. The natural diet of man. Battle Creek, Michigan: The Modern Medicine Publishing Co. 386 p. Illust. Index. 20 cm. [50+* ref]

• **Summary:** This classic of vegetarian literature contends that a vegetarian diet is the natural diet of man. Contents: 1. Man not naturally a flesh-eater: Modern civilized life unnatural and unbiologic, animal dietaries, lessons from the monkey, porcine wisdom in diet, animals classified by diet, the ancient family of primates, all mammals originally vegetable feeders, when germ diseases were unknown, kinship of higher apes and men, flesh-eating never a universal human custom.

2. Twenty popular delusions about flesh foods: D-1. That meat is superior as a blood-making food, and, hence, is needed in anemia. D-2. That meat is essential as a flesh-

building food. D-3. That a flesh diet is essential to support severe or prolonged activity; that is, promotes endurance. D-4. That flesh-eating is necessary to produce physical courage. D-5. That vegetarian races are inferior physically and mentally to races using a mixed diet. D-6. That flesh foods are more refined and more easily digested and, hence, more nutritious than are foods of vegetable origin. D-7. That man is naturally omnivorous. D-8. That flesh foods are stimulating and thus supply an element needed especially by brain workers. D-9. That beef tea is a useful nutrient. D-10. That a meat diet is required to prevent or cure gastric acidity. D-11. That a meat diet is desirable in tuberculosis. D-12. That a meat diet is necessary in diabetes. D-13. That a flesh diet is essential in the treatment of obesity. D-14. That meat is required in beri-beri. D-15. That meat is essential as a “building-up” or restorative food. D-16. That meat is needed by growing children. D-17. That meats are needed as a stimulus to appetite. D-18. That the beef industry is a necessary part of our national economic system. D-19. That a meat diet is necessary to insure reproductive activity. The law of diminishing returns versus flesh-eating. D-20. That meat is a harmless luxury.

3. Scientific objections to the use of meat: Human liver not adapted to meat diet; important differences between meat and milk; meat deficient in vitamins and food lime; Eskimos eagerly seek vegetable food; ill effects of meat diet on Arctic explorers; meat saturated with tissue poisons; meat readily putrefies, natural foods do not; the poisons of meat; meat extracts; why viscera are especially objectionable; bacteriology condemns meat as food; vast numbers of bacteria in meat; putrefactive products of meat; why physicians forbid meat in cases of kidney disease and high blood pressure; how flesh-eating causes constipation (“partly because the flesh diet is lacking in the roughage or indigestible material required to stimulate the intestine to action”).

4. Diseases due to flesh eating: Tuberculosis in animals, cancer from meat eating, cancer rare and appendicitis unknown among flesh abstainers, meat-eating causes disorders of nutrition, acidosis from a flesh diet, a meat diet and scurvy, meat eating and arteriosclerosis, pernicious effects of a meat diet experimentally proven, recognized meat contraindications, the peregrinations of a deadly parasite, typhoid germs in meat products, flesh poisoning, no protection for meat-eaters, oyster poisoning, converting sewage into food.

5. Experimental evidence against flesh eating: McCollum’s experiments, Dr. S. Weir Mitchell endorses the meatless regimen, an eminent scientist on meat diet, Fauvel’s observations, greater endurance of flesh-abstainers, the death rate reduced by meatless diet, flesh-eating does not develop intelligence, meat-eating and race degeneracy, meat-eating a city habit, non-meat diet best even for carnivorous animals, the Scotchman’s dog, the effects of a meat diet on rats, the

effects of a flesh diet on rabbits, flesh-eating animals short lived. 6. The ethical argument.

7. Historical facts and authoritative opinions: Biblical teaching about flesh eating, apostles who were flesh abstainers, the Essenes were flesh-abstainers, the diet of the ancient Greeks, King Cyrus a flesh-abstainer, Julius Caesar’s army ration, diet of Peruvian soldiers, diet of athletes of ancient Greece, ancient philosophers were flesh-abstainers, Plutarch’s essay on flesh-eating, fleshless diet of a Roman emperor, meatless diet endorsed by Gautier, views of Seneca, diet of the ancient Sumerians [today’s Iraq], eminent modern flesh abstainers, vegetarian monks, Thoreau on the fleshless diet, a Chinese statesman’s experience, the views of two great naturalists, the poet Shelley a food reformer, a child’s natural repugnance to meat, Liebig on the advantages of a non-flesh diet, Sylvester Graham’s diet reform movement.

8. Interesting facts concerning the dietary habits of various peoples. 9. The marvelous adaptation of the natural diet to human needs. 10. How to discard meats comfortably and safely.

11. Is the disuse of meat advisable from a practical standpoint? The U.S. Department of Agriculture shows the use of less meat to be safe and economic, the importance of planting nut trees, avoidance of meat is necessary to change the intestinal flora, vegetable substitutes for meat, the recent low protein movement in the United States, the half century experience of the Battle Creek Sanitarium with a fleshless diet.

12. Newspaper and magazine misinformation: An “eat-more-meat” campaign, Professor Fisher of Yale University [Connecticut] refuses to support the “eat-more-meat” campaign of the [Chicago, meat] packers, pernicious piffle.

Soy is mentioned in many places. The section titled “Flesh-eating never a universal custom” states (p. 33-34): “According to Mori, the Japanese peasant of the interior is almost an exclusive vegetarian. He eats fish once or twice a month and meat once or twice a year... The soy bean is held in high esteem and used largely in the form of *miso*, a purée prepared from the bean and fermented; also *to-fu*, a sort of cheese; and *cho-yu* [shoyu, soy sauce], which is prepared by mixing the pulverized beans with wheat flour, salt, and water and fermenting from one and a half to five years. The Chinese peasant lives on essentially the same diet, as do also the Siamese, the Koreans, and most other Oriental peoples. Three-fourths of the world’s population eat so little meat that it cannot be regarded as anything more than an incidental factor in their bill of fare.”

Page 45: Complete “proteins are found in milk and eggs as well as in most nuts, peanuts, and the soy bean...”

Page 73: “The protein of milk, of the soy bean, and of nuts is known to be superior to be as a source of body nitrogen.” Address: M.D., LL.D., F.A.C.S. [Fellow of the American College of Surgeons], Superintendent of the Battle Creek Sanitarium, Battle Creek, Michigan.

24. Kellogg, John Harvey. 1923. *The natural diet of man* (Continued). Battle Creek, Michigan: The Modern Medicine Publishing Co. 386 p. Illust. Index. 20 cm. [50+* ref]

• **Summary:** Continued: Page 74: “Vegetable extracts (yeast extracts and soy sauce) are now prepared which are finer in flavor than the best meat extracts...”

Page 191: “Complete proteins are found in the almond and also in the soy bean and the peanut, a fact which accounts for the large use of the soy bean and the peanut in China and other Oriental countries as a supplement to a diet of rice and green vegetables.”

Page 198: “The soy bean contains more protein than does beef, and 20 per cent of oil.”

Page 282: G. Yukawa reports that the diet of Japanese monks “consists exclusively of vegetable products, rice being the staple, supplemented with soy beans and vegetables. The diet contained an average of 70 grams of protein, 15 grams of fat, 514 grams of carbohydrates, an average energy intake of 2,500 calories. The experimenter concluded that the absolute vegetarian diet of the Buddhist monks of Japan is entirely adequate to maintain perfect health.”

Page 285: “Some years ago (1899) the Emperor of Japan appointed a commission to determine by investigation whether it was necessary to add meat to the national dietary to improve the physique of the race, especially to increase their stature. As regards the use of meat, the commission reported ‘that the Japanese had always managed to do without it, and that their powers of endurance and their athletic prowess exceeded that of any of the Caucasian races. Japan’s diet stands on a foundation of rice.’ The rice diet of the Japanese is supplemented by the free use of peanuts, soy beans, and greens, which supply all that rice lacks to constitute a wholly sufficient bill of fare.”

Page 306: “The experiments of McCollum and numerous others have in recent years demonstrated the entire feasibility of living exclusively upon a diet of purely vegetable origin. It is only necessary to make such a selection of foodstuffs as will supply the body with all the elements necessary for complete nutrition; and this may be easily done, as has already been indicated. It has also been shown that two widely used legumes, the soy bean and the peanut, as well as nuts, supply complete proteins and may be used in supplementing the incomplete proteins of cereals and vegetables. This fact explains the great rôle played by the soy bean in the bills of fare of the Orientals.”

Pages 313-14: “Certain proteins known as complete proteins, when taken into the body in proper quantities may be wholly utilized in tissue building, because they contain exactly the elements needed, no more and no less, for the building of muscles, nerves, glands, and other nitrogenous tissues.” “The protein of the soy bean, the peanut, the almond, and various other nuts has, however, been shown to

be of high quality, practically equal to the protein of flesh... When meat is discarded, it is evidently necessary that care be taken to supply in its place an adequate amount of protein derived from the soy bean, the peanut, the almond, or other nuts, or from milk or eggs. Four or five ounces of soy beans, peanuts, or almonds afford an abundance of protein for a day’s ration. See also p. 320.

Page 322: “But even in the absence of milk and eggs, an abundant supply of protein could be readily secured by the planting of peanuts and the soy bean, two remarkable legumes which, pound for pound, supply more nourishment than beef or pork and of finer quality.” “Nuts, together with the peanut and the soy bean, afford a protein which is equivalent to that of meat at a cost far below the cost of meat proteins. For example, an acre of very ordinary ground will produce twenty bushels, or twelve hundred pounds of soy beans, which contain 40 per cent, or four hundred and eighty pounds of excellent protein. It takes an acre of ground and two years to produce seventy-five pounds of dried protein in the form of beef. The same land will produce in the same length of time nearly one thousand pounds of soy bean protein. In other words, an acre of ground devoted to soy beans will produce more than thirteen times as much protein as the same ground used as a pasture for fattening steers...”

Page 338: The section titled “The recent low protein movement in the United States,” notes that the daily protein requirement for a person weighing 120 pounds could be “provided by 2½ pints of milk or by 6 ounces of almonds, 5 ounces of peanuts, 6 ounces porterhouse steak, 6 ounces navy beans, 4 ounces soy beans, 5 ounces lentils, 5 ounces black walnuts.”

Page 359: “Animals furnish us a good object lesson on this subject. Compare the agility, alertness, curiosity and intelligence of the fruit-eating chimpanzee with the dull stupidity of the lion and the tiger; or the vivacity and progressiveness of the rice- and soy-eating Japanese, with the dull-witted, decaying Eskimo.”

Nuts are discussed favorably on pages 56, 297, 327-31 but neither peanuts nor peanut butter are mentioned specifically.

Dr. Kellogg was a pioneer in promoting the importance of dietary fiber. The following terms appear: Bran or wheat bran (p. 40, 155, 157, 201, 301). Bulk, bulky, or bulky diet (referring to “roughage”) (p. 70, 135). Cellulose (p. 57, 70, 297, 303). Constipation (p. 10, 66, 135-138, 148, 157, 161, 332, 382). Roughage (p. 57, 135, 297, 301). But none of the following terms appears in the index: Laxative, laxatives.

The author lived 1852-1943.

Note: This is the earliest English-language document seen (June 2004) that contains the term “natural foods” and that also discusses soy. Address: Superintendent of the Battle Creek Sanitarium, Battle Creek, Michigan.

25. *Los Angeles Times*. 1924. Health in California fruits and

nuts: They contain all the elements of a balanced ration and eating them would make the whole nation better. Jan. 1. p. I12.

• **Summary:** “Vitamine is a new word in our vocabulary... Now to obtain the trio of vitamins, cellulose, and the organic salts we simply have to eat raw natural foods.” Mentions and quotes from the “valuable and interesting book” *Rational Diet*, by Otto Carque, who is well known for the “delicious fruits and natural products that appear under the Carque brand.”

26. Carque Shop (The). 1924. Be rational in your diet (Ad). *Los Angeles Times*. April 27. p. I24.

• **Summary:** “Food should be sustaining, with no indigestible additions. It should be natural—not deprived of vital parts. It should please your palate without depressing your nervous system. It should leave nothing in the body to create disease.

“Eat Whole Wheat—Carque style—complete with its minerals and gluten, best for your daily bread.

“Visit The Carqué Shop—Natural Foods of California. Western Ave. car to Coronado St.” Address: 2618 West Seventh St., Los Angeles, California. Phone: DUnkirk 4797.

27. Carque Shop (The). 1924. Be rational in your diet (Ad). *Los Angeles Times*. June 15. p. I24.

• **Summary:** “Food should be sustaining, with no indigestible additions. It should be natural—not deprived of vital parts. It should please your palate without depressing your nervous system. It should leave nothing in the body to create disease.

“Eat Delectables—Carque’s fruit candy—made with honey instead of sugar. Visit The Carqué Shop—Natural Foods of California.” Address: 2618 West Seventh St., Los Angeles, California. Phone: DUnkirk 4797.

28. Dyas Co. (B.H.)—Ville de Paris. 1924. Carque—(Kar-Kay) California gift packages are now available at the Ville de Paris (Ad). *Los Angeles Times*. Nov. 19. p. 9.

• **Summary:** “... and Jevne’s chocolates and fruit cakes.”

“The Holiday Packages Section on the Second Floor presents a remarkable treat for those in search of gifts typically Californian in character to send back East, or back home anywhere!

“A pleasing selection of California’s sun-dried fruits, nuts, honey and other pleasing delicacies. Delightfully packaged in original and interesting gift boxes.”

Note: This is part of a very stylish full-page ad. Carque’s address is not given. Address: Seventh at Olive, Los Angeles, California.

29. Carque Shop (The). 1924. Carque products (Ad). *Los Angeles Times*. Nov. 30. p. J24.

• **Summary:** “... are sold under U.S. Registered Trade Mark ‘Natural Foods of California.’ They are better foods at all times everywhere. Price list of new crop fruits and other

foods upon request.” Address: 2618 West Seventh St., Los Angeles, California. Phone: DUnkirk 4797.

30. Volchert-Lietz, Helene (Frau). 1924. Billige naturkost, lebendige, an chemisch-elektrischer energie reiche, schmackhafte nahrung. 5. verbesserte Auflage [Inexpensive natural foods, tasty nutrition which is living and rich in chemical and electrical energy]. Petershagen bei Berlin: Published by the author. 24 cm. [Ger]*

31. Richter, Vera M. 1924?. Mrs. Richter’s cook-less book: With scientific food chart. Second ed. Los Angeles, California: Los Angeles Service and Supply Co. and Eutropheon (Published by the author). 53 p. Undated. No index. 19 cm.

• **Summary:** A book of raw food vegetarian recipes. Contents: Preface. Vegetable salads. Fruit salads. Dressings. Soups for the toothless. Beverages. Sun-dried breads. Cakes. Pies. Confections. Curative values of natural unfired foods (Food chart).

The chapter on “Confections” (p. 42-44) contains a number of natural-food confections in which the ingredients are rolled out, cut into squares, and served. these include: Carob confection (with pignolias and honey). Coconut-honey caramel. Coconut-raisin caramel. Peanut butter confection (with dates). Figola. Fig-almond confection, etc.

At the back of this book are many ads on unnumbered pages. One of these is titled “For a taste of sunshine try Dr. Richter’s Natur-Bits: Unfired confections made of high grade fruits, nuts, honey—Delicious and nourishing. Twelve kinds; \$0.70 a pound.” The first three are: Coconut-Honey Squares. Coconut-Raisin Squares. Walnut and Fig Squares. (The Eutropheon, 927½ W. Sixth St., Los Angeles). Note: These natural confections sound like the forerunners of today’s nutrition bars.

The previous ad, titled “The natural food diet courses,” shows that John T. Richter, N.D., A.I.D., gives a series of 7 free lectures at 927½ West Sixth St, Wednesday afternoons at 2:30 and Thursday evenings at 7:30. The public is invited and questions are answered. The 7th lecture includes an examination and certificate of endorsement.

The next ad, titled “What is health,” is by The Grist Mill, at Sanitary Market, 251 South Spring St., Los Angeles. Tel. MAin 4874. “Health follows the keeping of natural laws.” A few of the company’s many products are listed, including whole wheat flour, and soy bean flour.

Two pages later is a price list of 25 products made and sold by the package goods department of the Los Angeles Service and Supply Co. and Eutropheon. These include breads, nut butters, and 12 kinds of confections. Address: 927½ West Sixth St., Los Angeles, California. Phone: BRoadway 0643.

32. Carqué, Otto. 1925. Natural foods: The safe way to

health. Los Angeles, California: Carqué Pure Food Co., Inc. 359 p. Illust. Index. 20 cm.

• **Summary:** This book advocates a natural-food, vegetarian diet, but not necessarily a vegan diet.

Contents: Part I: Fundamental facts about food and health. 1. The old and new conceptions of the cause of disease. 2. Drug medication, vaccination, and serum therapy. 3. Nature's healing factors: Sunlight, fresh air, exercise, rest, water, the importance of natural foods for life and health, why denatured foods (white flour, refined sugar, candies, etc) are injurious. 4. The constituents of food considered in the light of modern physiology and biology: Proteins, carbohydrates, fats and oils, cellulose, fruit acids are organic acids, organic salts, the alkaline or base-forming elements (iron, sodium, calcium, magnesium, potassium, manganese, and aluminum), the acid-forming elements (phosphorus, sulphur, silicon, chlorine, fluorine, iodine, bromine, arsenic), the vitamins.

5. Rational soil culture essential for the production of superior foods. 6. The conservation of vital force (stimulants, narcotics, elimination of waste, quality of foods, prolongation of life, alkaline and acid-forming foods). 7. Why the calorie theory is misleading. 8. Fruit, man's best friend (the fruit of the tree, sulphured and unsulphured fruits). 9. Nuts—Nature's most concentrated foods.

10. Vegetables—Nature's blood purifiers (Great hygienic value of green leaves, proper soil fertilization most essential to vegetable culture, loss of organic salts in cooking, classification of vegetables—5 classes). 11. Cereals and legumes (Cereals falsely called "The staff of life," whole grain products are the best, the great waste of food elements by modern milling processes, legumes—an important food). 12. Milk and dairy products (Milk not a perfect food for adults). 13. Meat—the least essential and most expensive of all foods (the vegetarian alternative).

Part II: Practical dietetics. 14. How to live well on less food. 15. The feeding of infants and children (lactation, almond milk, soy bean milk). 16. The rational preparation of foods. 17. Rational food combinations (importance of simplicity of eating, the mono-diet and its advantages). 18. Simple and well balanced menus for all seasons.

Appendix: Tables and statistics. A1. Analyses showing the amount of sodium, calcium and iron in foods. A2. Amount of food materials necessary to supply one ounce of protein. A3. Amount of calories contained in one pound and one ounce of 200 food products. A4. Average time required for gastric digestion of foods. A5. Annual consumption of sugar, soft drinks, salt, spices, coffee, tobacco, drugs, alcohol, etc., in the United States. A6. Regulations for the enforcement of the Food and Drug Act. Important information about chemical preservatives and artificial colors.

The Preface (and the book) begins: "Two powerful superstitions are impeding the welfare and progress of

the human race. The one is the conviction that disease is an entity, a mysterious something that attacks us without warning from the outside, either in the form of germs or as inclemency of weather. The other—perhaps the more harmful of the two—is the belief that for each disease specific remedies must be found, such as drugs, serums, vaccines, glandular extracts, etc., and that, when we are afflicted, we have to submit to a specialist's treatment or even to the affected parts or organs."

The average individual tries "to shift the responsibility for his sins of omission or commission to some imaginary cause, rather than to hold himself accountable for the violation of nature's laws." There is "almost universal ignorance of the fact that disease is merely an effort on the part of nature or the universal life force to restore normal conditions in the organism. Our present system of commercialism has taken advantage of this situation by misleading people through clever advertising to persist in their errors in order to maintain the demand for drugs and serums, proprietary medicines,..."

Chapter 11, "Cereals and Legumes," briefly discusses many types of soyfoods—soy bean sprouts, milk, flour, tofu, soy sauce, and oil (p. 142). Page 196 discusses the use of soy bean milk and almond milk for feeding infants and children.

Chapter 16, titled "The Rational Preparation of Foods," contains a long and detailed section on soy beans (266-71), with subsections on boiled soy beans, soy bean milk, tofu, soy sauce, and soy bean sprouts. Home preparation of each is described. Miso, yuba, natto, and hamananatto are also mentioned (p. 268). Soy-related recipes include: Baked soy beans (p. 269). Soy bean loaf. Soy bean croquettes. Soy bean bread (p. 270).

The section titled "Home made cheese" begins: "Man can live well without milk and dairy products, if he makes judicious use of legumes and nuts in various forms, as has been explained in the preceding chapters, but under the present system of agriculture and production of foodstuffs, many people have to make occasional use of milk products... As the commercial cheese are generally heavily salted, preference should be given to home made cheese... Cottage cheese made without salt is the most wholesome of the cheeses."

Chapter 9 (p. 119-24), about nuts, states: "The making of nut butters is not a difficult process. At present peanuts and almonds are chiefly used for this purpose... The blanching of peanuts and almonds is now done on a large scale by special machinery, and the blanched nuts can be procured in nearly all the larger cities." Break the blanched nuts into small pieces by running them through the Climax Grater or a food chopper. Put them into a moderately hot oven for a few minutes to make them dry and crisp, then run them through a tightly adjusted nut mill to create a "smooth, palatable nut butter." A large table (p. 122) compares the composition of various nuts and nut butters (almond butter, peanut butter)

with meat, cheese, eggs, cow butter, and whole wheat bread. “The pecan contains the largest amount of fat, about 70%, closely followed by the hickory nut, brazil nut, filbert and pine nut, which all contain over 60% of fat. The pignolia imported from Spain ranks highest in the amount of protein, containing nearly 34%; the peanut comes next with 29.8%; the butter nut, almond, pistachio, all contain over 20% protein, excelling the best cuts of meat in that respect. The almond does not contain any starch as is, therefore, the nut best suitable for infants, especially in the form of almond milk.” Chufa contains 3.5% protein and 31.6% fat.

The section titled “Fruit and nut confections” (p. 212-15) discusses and has recipes for natural candies and confections.

The section titled “How the American people deplete their vitality by their favorite poisons: The tremendous waste of our material wealth” (p. 328-43) discusses (p. 338-43): The amount spent in 1924 on each of 15 “adulterated foods and drinks and of poisonous stimulants and narcotics” (\$5,040 million) compared with the amount spent on foods and vegetables (\$850 million, or 16.8% as much). Refined sugar. Coffee. Tobacco. Condiments, etc. Alcoholic beverages. Drugs. Regulations for the enforcement of the Food and Drug Act (due to untiring efforts of Dr. Harvey W. Wiley, former chief of the Bureau of Chemistry, USDA). Sodium benzoate and sulphur dioxide. Salt. Saltpeter. Boric acid and borax. Saccharine. Mineral and coal tar dyes. Laxity in enforcement of the Pure Food Law.

On pages 344-47 is information about the Carque Pure Food Company (incorporated 1912) and its founder and owner Otto Carque, including a brief biography of Otto, a list of leading Carque food products, and a full page photo of the company’s new home at 729 Seward St., on 1 Oct. 1925 (2 story brick building).

The food products are arranged by groups: Fruits: Sun-dried and dehydrated, without bleaches or preservatives (Black mission figs, white Smyrna-type figs, prunes, dates, olives, raisins, apricots, peaches, pears). Nuts: Fresh, selected and unroasted (almonds, walnuts, Brazil nuts, pecans, pignolias, pistachios, peanuts). Confections: Of assorted fruits, nuts and honey, without sugar, salt, glucose or preservatives (delectables, fruit nuggets, Kandy-Andy). Stamina and laxative foods (Nut-Fruto, Prunola {prunes and olives}, fruit laxative). Nut butters: Ground from whole nuts, uncooked and unsalted (almond, nut cream, peanut). Cereals and products: Made from re-cleaned whole grain (wheat flour, yellow corn meal, brown rice, breakfast food, crackers). Miscellaneous (olive oil, strained honey, raw sugar, fig-cereal breakfast drink {instead of coffee}). Price list and descriptive circulars on request.

Note: This is the earliest English-language document (or book) seen (June 2004) with the term “Natural foods” in the title that also discusses soy. Address: Los Angeles, California.

33. Carque Pure Food Company, Inc. 1925. Carqué products... (Ad). *Los Angeles Times*. Oct. 4. p. L2. Sunday magazine.

• **Summary:** “The gift of distinction is Catholic. All have it; it is evinced in many ways. Carqué products are different; they have always been so. And they are ‘naturally’ inseparable from *Health*.”

“For more than thirteen years [i.e. since about 1912] the Carque Pure Food Company has packed in Los Angeles and distributed throughout the United States fruits that are naturally dried, cereals from which no part is removed, unsalted nutbutters made from whole uncooked nuts, and many other food products of essential purity.

“The Natural Foods Building, Seward Street, Los Angeles, today is dedicated to your interests. Remember that a safe food protects its user and then rely upon a rational diet as your insurance against ill health.”

“Visit the Carqué Shops—Natural Foods of California—at 729 Seward St.: Main store—near Melrose Ave.—Hollywood Dist. (Moved from 2618 West Seventh Street), Los Angeles.

“Mail this coupon today—Kar-Kay—to the Carque Pure Food Company, Inc.” for a free “illustrated price list.”

Note 1. In the upper left corner of this ad is a small triangular map showing the location of Carque’s shop in relation to Seward St., Melrose Ave., Highland Ave., Santa Monica Blvd., and Vine St.

Note 2. This is the earliest document seen (March 2005) in connection with Carque which contains the term “Natural Foods Building” or which mentions Seward St.; the Building is located at 729 Seward St.

Note 3. This is the earliest English-language document seen (Dec. 2012) that contains the word “nutbutters” (or “nutbutter,” spelled as one word). However it appears to be a typographical error, since in the company’s next ad in this newspaper (and in all subsequent ads), it is spelled “nut butters” (two words). Address: The Natural Foods Building, 729 Seward St., Los Angeles, California.

34. Carque Pure Food Company, Inc. 1925. Food... (Ad). *Los Angeles Times*. Nov. 1. p. K2. Sunday magazine.

• **Summary:** “... should be sustaining, with no indigestible additions. It should be natural—not deprived of vital parts. It should please your palate without depressing your nervous system. It should leave nothing in the body to create disease.

“For more than thirteen years the Carque Pure Food Company, Inc. has sold such foods. They are distributed under this registered trade mark—‘Natural Foods of California’ and include:

“Fruits dried without chemicals. Unsalted nut butters made from whole uncooked nuts. Cereals from which no part is removed. Pure fragrant honey and olive oil. ‘Fig-Cereal’ breakfast drink and ‘Prunola’ sandwich filling. Pale-roasted coffee mellow with age. Fruit candies made with honey.

Laxative preparations—natural. Books on health and diet by Otto Carque. A safe food protects its user.”

“Visit the Carqué Shops—Natural Foods of California—at 729 Seward St.: Main store—near Melrose Ave.—Hollywood Dist. (Moved from 2618 West Seventh Street), Los Angeles.

“Mail this coupon today—Kar-Kay—to the Carque Pure Food Company, Inc.” for a free “illustrated price list.”

Note: In the upper left corner of this ad is a small triangular map showing the company’s location at 729 Seward St. Address: The Natural Foods Building, 729 Seward St., Los Angeles, California. Phone: GLadstone 4003.

35. Dyas Co. (B.H.)—Ville de Paris. 1925. Carque California Fruits and Nuts! (Ad). *Los Angeles Times*. Nov. 22. p. C10.

• **Summary:** This stylish, elegant display ad, with illustrations of Christmas trees, candles, and wreaths, also shows the cover and interior of two round metal gift canisters of Carque mixed fruits and nuts. “Again, for the Christmas season, the Ville de Paris introduces Carque California Fruits and Nuts!

“Typically Californian delicacies, packed in Los Angeles at the unique Carque factory, come to the Ville de Paris—for the holiday gifts one loves to send to friends in other parts of the country.

“Carque (pronounced ‘Car-kay’) Fruits are known for their purity in packaging and preparation—attractive gift packages—delicious combinations!

“Available at the Ville in colorful tins; redwood and pine boxes, baskets—even burlap bags of nuts!

“Fruit cakes. Plum puddings. Assorted fruits. Glace fruits. Walnuts in shells. Grapefruit cup. At the Ville—Second floor.” Address: Seventh at Olive, Los Angeles, California.

36. Richter, Vera. 1925. Mrs. Richter’s cook-less book: With scientific food chart. Third ed. Los Angeles, California: Los Angeles Service and Supply Co. and Eutropheon (Published by the author). 53 p. 19 cm.

• **Summary:** A book of raw food recipes. Contents: Preface. Vegetable salads. Fruit salads. Dressings. Soups for the toothless. Beverages. Sun-dried breads. Cakes. Pies. Confections. Curative values of natural unfired foods (Food chart).

The Preface states: “To the logical thinker it is plain that a sound body cannot be built of poor material. Of what does the right material for body-building consist? How shall we judge? We read many books, attend lectures, we hear divers theories expounded.

“We must judge by results. ‘By their fruits ye shall know them.’ A system of living which will take us through life without sickness and without fatigue is sought by all. Taking this as a criterion, the natural food system stands the test. *It gets results*—not only the negative results of freedom from sickness and fatigue, but creates a new feeling of well-

being and vigor. However, those who have built their bodies year after year of poor material and too much of it, must not expect to rejuvenate themselves quickly. There are no miracles in Nature. Results of a lifetime of indulgence in cooked food cannot be expected to be eradicated by just a few meals of natural food.

“People who have existed for years on devitalized food, when making the change to natural or uncooked food, sometimes complain of not feeling satisfied on their new diet. This is because their body cells are clamoring for the old stimulants, cooked foods, of which they are built. Such individuals usually do not realize that the artificial energy which they experience for a time on the cooked food diet is but due to a whipping or irritation of the nerves by the poisons with which the system is loaded.

“In cleansing a dirty house dust will arise and inconveniences must be endured. When one resolves to cleanse the physical temple after a long period of wrong living it must be remembered that the eliminations which will occur are preliminaries in the re-building process. Perseverance must be the watchword during these temporary conditions, in the knowledge that the disagreeable symptoms will soon give way to normal and healthy reactions. It will be found that the cleansing period will be shortened if, in addition to natural food, sun and air baths are indulged in, thus encouraging elimination through the skin, also deep breathing and exercising. Remember that ‘Nature cures, not the physician’, and once the question of the proper care of the body is settled, the natural life may be lived automatically. It isn’t necessary to talk and think food ad nauseam, but go about the real business of living, knowing that the body will not intrude upon our attention with the usual train of ills which mankind unnecessarily endures.

“These recipes you will find simple, economical and satisfying to the unperverted taste—more so with time. They are in use at our Dining Room, the Eutropheon.—Vera Richter.”

The chapter on “Confections” (p. 42-44) contains a number of natural-food confections in which the ingredients are rolled out, cut into squares, and served. these include: Carob confection (with pignolias and honey). Coconut-honey caramel. Coconut-raisin caramel. Peanut butter confection (with dates). Figola. Fig-almond confection, etc.

At the back of this book are many ads on unnumbered pages. One of these is titled “For a taste of sunshine try Dr. Richter’s Natur-Bits: Unfired confections made of high grade fruits, nuts, honey—Delicious and nourishing. Twelve kinds; \$0.70 a pound.” The first three are: Coconut-Honey Squares. Coconut-Raisin Squares. Walnut and Fig Squares. (The Eutropheon, 927½ W. Sixth St., Los Angeles). Note: These natural confections sound like the forerunners of today’s nutrition bars.

The previous ad, titled “The natural food diet courses,” shows that John T. Richter, N.D., A.I.D., gives a series of 7

free lectures at 927½ West Sixth St, Wednesday afternoons at 2:30 and Thursday evenings at 7:30. The public is invited and questions are answered. The 7th lecture includes an examination and certificate of endorsement.

The next ad, titled “What is health,” is by The Grist Mill, at Sanitary Market, 251 South Spring St., Los Angeles. Tel. MAin 4874. “Health follows the keeping of natural laws.” A few of the company’s many products are listed, including whole wheat flour, and soy bean flour.

Two pages later is a price list of 25 products made and sold by the package goods department of the Los Angeles Service and Supply Co. and Eutropheon. These include breads, nut butters, and 12 kinds of confections.

Note 1. Vera Richter’s life before coming to Los Angeles is a bit of a mystery. She was born in Pennsylvania in 1884. At some point, she married Dr. John T. Richter, a naturopathic physician, who was two decades her senior. By 1917, they had arrived in Los Angeles, and soon opened their first restaurant, the Raw Food Dining Room, at 640 South Olive St. Considered by many to be the first raw vegan restaurant in the world, it was an anomaly in a meat-and-cheese era, according to naturopath Phillip Lovell, who wrote the “Care of the Body” column in the Los Angeles Times. By the March 1926 the Richters had moved, opening several new restaurants, including ones at 833 South Olive St. and 209 South Hill St., Los Angeles

Note 2. A 13th ed. was published in 1925, and 18th ed. in 1945, and a 30th edition in 1948 (the latter by Hale publications). Address: 927½ West Sixth St., Los Angeles, California. Phone: BRoadway 0643.

37. UPI. 1926. Crime bills to face committees in legislature. *Delaware County Daily Times (Chester, Pennsylvania)*. Jan. 16. p. 1.

• **Summary:** “Friday the Public Health and Safety Committee took up bills that would prohibit fluoridation of public water supplies. Most health agencies, including the State Health Department, were opposed. Those in favor, led by Miss Lillian Van DeVere, contended tests indicated that fluoridated water would poison rats. The Health Department displayed two healthy white rats which it said had been fed fluoridated water since birth.

“The bills are expected to die in committee.”

Note: This is the earliest document seen (March 2020) that concerns fluoridation of public water supplies.

38. Carque Pure Food Company, Inc. 1926. Carqué, “Kar-Kay.” This name stands for the ideal in natural foods (Ad). *Los Angeles Times*. Oct. 31. p. K2. Sunday magazine.

• **Summary:** “For 20 years Carque Products have been sold to America. Otto Carque’s little store sowed the seed of Natural Foods in 1906.” Nationwide, “intent people have been eating their way to efficient health. Such people are nationally minded; when they find that California foods are

so good as Carque Products prove to be, their orders come in every mail, every day from everywhere... No Carque product has been depleted of natural elements, processed to improve looks at the expense of natural food-value, or treated to preserve it or alter its natural composition or taste.”

“Dried fruits: Unsulphured, unbleached, unburned, uncoated. Nut butters: unroasted, unsalted, unsugared. Whole grain products: Wheat flour, yellow cornmeal, cracked wheat, Crown crackers, kitchen cookies, natural brown rice, barley flour.” A sort of logo shows an acorn with the slogan: “Natural causes produce natural effects.”

Otto Carque now owns 3 Carqué Shops with 3 different addresses: 729 Seward St., 6411½ Hollywood Blvd. (right in the middle of everything), and 831 South Flower Street (which is now downtown).

“Write a one-cent postal card to our general offices for: New edition 1926-1927 illustrated free price list.”

Note: This is the earliest document seen (March 2005) showing Carque with a shop on Hollywood Blvd. (6411½). Address: General offices: The Natural Foods Building, 729 Seward St., Los Angeles, California.

39. Sommer, Walter. 1926. Die natuerliche Ernaehrung. 2. verbesserte Auflage [Natural foods. 2nd improved ed.]. Hamburg, Germany: Published by the author. 283 p. 23 cm. [13 ref. Ger]

• **Summary:** About vegetarianism, raw food, and nutrition, with vegetarian recipes. Address: Writer on nutrition, Rendsburg, Germany.

40. Natural Foods & Products Co. 1927. Sleep without drugs says L.A. drugless specialist (Ad). *Los Angeles Times*. Feb. 27. p. J31.

• **Summary:** Contains a long directory of the names and addresses of many stores (incl. many health food stores) in Los Angeles and vicinity that sell Flaxolyn, which relieves constipation and therefore aids sleep. Those which seem to be mainly health food stores (in Los Angeles unless otherwise indicated) are: California Health Food Co. Pure Food Market, 6th and Spring. Grist Mill, 524 W. 8th St. Grist Mill, in Market, 251 So. Spring St. Hain’s Health Foods, 329 W. Third. The Health Corner, 5341 Pasadena Ave. Jones Grain Mill, Stall A-12, Grand Central Market. Kaalish Health Food Store, 2828 Wabash Ave. The May Co., Health Food Dept., 4th Floor. Victor Health Food Co., 721 Alvarado. Carque Pure Food Co. (1) 729 Seward St. (2) 831 So. Flower St. (3) 6411½ Hollywood Blvd., Hollywood. Weber’s Whole Grain Mill, Producers’ Market. Larchmont Health Food Store, 228 N. Larchmont California Food & Health Service. (1) 2156 Colorado Blvd., Eagle Rock. (2) 7253 Sunset Blvd., Hollywood. (3) 215 W. Broadway, Glendale. (4) 445 E. Colorado St., Pasadena. Hollywood Health Food Stores, 5455 Hollywood Blvd., Hollywood. Lee H. Young (Health Food Dept.). (1) 5th and Santa Monica Blvd., Santa Monica.

(2) Main and Ashland Ave., Ocean Park. Pasadena Natural Food Mills, 905 E. Colorado St., Pasadena. National Health Food Store, 414 Pine Ave., Long Beach. Warings Health Foods, 219 N. Market St., Inglewood. Peterson's Health-Food Store, 1262 N. Fair Oaks, Pasadena.

Flaxolyn contains 12 herbs, which are listed and described. Address: 5341 (or 5311) Pasadena Ave., Los Angeles, California. Phone: GARfield 8523.

41. Carque Pure Food Co. 1927. Carque's natural foods at reduced prices (Ad). *Los Angeles Times*. June 26. p. L27.
 • **Summary:** "Otto Carque, the pioneer of pure natural foods in California and president of the Carque Pure Food Co., has adopted a new business policy whereby the numerous Carque products can be sold at greatly reduced prices. Mr. Carque's aim has always been to provide the finest and most wholesome foods for those who want to build up permanent health and vitality. Send for catalog, also tables of contents Mr. Carque's books, "Rational Diet" and "Natural Foods—The Safe Way to Health," with 200 recipes and menus. Mr. Carque, who has made the study of foods and dietetics his life work, can give you the safest and sanest advice pertaining to your health. Write today.

"Factory, store and main office, 729 Seward St., near Melrose Ave. Branch stores: 831 So. Flower St., 6411½ Hollywood Blvd."

A portrait photo shows Otto Carque.

Directly below this ad is a smaller ad for Mensana titled "Get well and keep well at Mensana... Hollywood Health Home." Address: 729 Seward St., Los Angeles, California.

42. Natural Foods & Products Co. 1927. L.A. stomach sufferers acclaim doctor who discovers Flaxolyn (Ad). *Los Angeles Times*. Dec. 4. p. L31.

• **Summary:** Contains a long directory of the names and addresses of many stores (incl. many health food stores) in Los Angeles and vicinity that sell Flaxolyn, which relieves constipation and therefore aids sleep. Companies appearing in this longer directory that did not appear in the ad of 27 Feb. 1927 (p. J31) run by this company in this newspaper include: Health Food Cafeteria, 216 W. 6th St., Los Angeles. Address: 5341 (or 5311) Pasadena Ave., Los Angeles, California. Phone: GARfield 8523.

43. Lovell, Philip M.; Press-Lovell, Leah. 1927. Diet for health by natural methods: Together with health menus and recipes. Complete instructions for the cure of the sick without the use of drugs. Los Angeles, California: The *Times-Mirror* Press. xiii + 428 + [7] p. No index. 21 cm.
 • **Summary:** Part I: Treatment and diet, by Dr. P.M. Lovell. Part II. The preparation of health foods, by Leah Press-Lovell (recipes, p. 129-428). Some of the recipes in this book first appeared in the "Care of the Body" section of the *Los Angeles Times*, which Dr. Lovell has edited for the

past few years. "This is the pioneer health department of any newspaper in the country, undoubtedly the most widely read and unique, in so far as it advocates drugless, natural therapy" (p. 4). "This book is based on vegetarian principles. Meat recipes... are not included." Many reasons for this are given. Meat includes fish and fowl (p. 8-9).

Soy-related: "Soy sauce or shoyu is made from soy beans and can be bought at Japanese stores. It gives a tasty flavor to gravies and to cereals" (p. 134). Chop suey (3 types), each served with "Soy bean sauce" (p. 290-91). Soy gravy (with soy—also called soy sauce or shoyu, p. 305). Chapter 14, "Legumes" (p. 366-70) discusses chick peas (Garvanza), lentils, peanuts, and "Soy beans: Best known in China and India. Rich in oil. Contain almost no starch. Require slow cooking to bring out flavors. Hulls are difficult to digest. Therefore remove them by rubbing through a colander." "About the soy bean: The soy bean is very important in the Orient. When three-fourths grown it makes a nutritious green vegetable [yes] known as 'bean sprouts' [no]. Products of soy beans are soy bean flour, soy bean milk, soy bean cheese (tofu), soy sauce, soy bean oil, sprouts, etc. Soy bean products can be bought at Japanese and Chinese grocery stores." Contains 3 recipes: Soy roll or bread (replace 25% of the whole wheat flour with soy flour in any whole wheat bread recipe). Soy bean porridge (cook 1 cup soy bean flour with 3 cups water for 2 hours in a double boiler. Cool, slice, roll in corn flour and bake with butter or oil to make croquettes). Soy bean croquettes (with "1 cup soy bean porridge"). Soy bean milk (made from soy bean flour, p. 420; also almond milk and cocoanut milk).

Also discusses: Of the general advice given to patients, "the subject of diet occupies the leading position" (p. viii). Agar flakes (vegetable gelatine) are better than animal gelatine (p. 135). Almonds—How to prepare almond milk, cream, and meal (p. 152). Cocoanut—To prepare cocoanut milk. Peanuts—How to prepare raw peanut butter (p. 153). Garvaza [garbanzo] beans and meal (p. 308-09). Nut loaf (Vegetable turkey) (with peanuts, p. 315). Carque's unfermented whole wheat bread (p. 351). Carque's unleavened fruit bread (p. 351). Recipes using Graham flour (different from whole wheat flour, p. 356-59).

Ads on the last 7 (unnumbered) pages are for: (1) Lovell Health Offices. (2-3) Lovell's drugless health library (39 titles on diseases and health problems; pocket edition size). (4) Health of the Child, by Dr. Philip M. Lovell. (5) Carqués California Pure Natural Food Products: Fruits—sun-dried and dehydrated without bleaches, fumigants or preservatives (incl. black mission figs), nuts, confections, stamina and laxative foods, nut butters, cereals and products (incl. soy bean flour), miscellaneous. And Carque Pure Food Co., Inc. (6) Cubbison's Cracker Co., 3419 Pasadena Ave., Los Angeles. And Cubbison's Whole Wheat Flaxseed Crackers. Cubbison's also sells Whole wheat crackers, and Whole wheat nut bread (See p. 32-33, 104). (7) The Cary Health

Cooker (for steaming and baking; Elmer E. Cary Co., Los Angeles).

Note: This is the earliest published document seen (April 2004) that gives the address of Cubbison's Cracker Co. as 3419 Pasadena Ave. Address: 1. Dr., drugless practitioner, Health Offices, 238 Chamber of Commerce Bldg., 1151 So. Broadway, Los Angeles, California; 2. His wife. Phone: WEStmore 8275.

44. Hain Health Foods. 1928. Happy New Year (Ad). *Los Angeles Times*. Jan. 1. p. J27.

• **Summary:** This tiny ad includes addresses for both the Hain Los Angeles shops: (1) 329 W. 3rd St. (2) 429 S. Hill St. Address: 329 W. 3rd St., Los Angeles, California.

45. Hain Health Foods. 1928. Free advice on diet (Ad). *Los Angeles Times*. Feb. 5. p. K29.

• **Summary:** This tiny ad includes addresses for both the Hain shops in Los Angeles: (1) 329 W. 3rd St. (2) 429 So. Hill St. Address: Los Angeles, California.

46. Natural foods the highway to good health. 1928. Kansas City, Missouri: Miller Maid Cook Ware Company. 42 + [2] p. Illust. 23 cm. *

47. Carque Pure Food Co., Inc. 1929. Carque's new process Fig-Cereal: The world's best coffee substitute (Ad). *Los Angeles Times*. March 17. p. H26.

• **Summary:** "25¢ a package. A most wholesome drink for young and old. Sold all over the United States and Canada. For sales at Ralphs Stores and other leading groceries and health food stores. Also at the Carque Shops, 831 S. Flower St., 6411½ Hollywood Blvd. Factory and main office 729 Seward St. near Melrose Ave.—Sample package free.

An interesting logo to the left of the ad has the word "Carque" in a circle with a diagonal line through it. "Every day drink California Fig Cereal, coffee substitute: The unexcelled health beverage," Address: [Los Angeles].

48. Bragg, Paul Chappius. 1930. Professor Bragg's live food cook book and menus. Hollywood, California: National Diet and Health Association of America; and, Live Food Products. 170 p. No index. 24 cm.

• **Summary:** About raw food and vegetarianism. Contents: 1. Why I write this book. 2. Our daily food, is it nourishment or poison? 3. There are no meat recipes in this book. 4. Poisonous white sugar. 5. Dairy products not human food. 6. Coffee and tea are drugs. 7. Don't use condiments. 8. Salt—The enemy of life and health. 9. Pure food. 10. Don't use aluminum cooking ware. 11. Gas, indigestion and stomach trouble. 12. Acknowledgment of recipes and suggestions from other health food writers. 13. Salads. 14. Fruit salads. 15. Salad dressings. 16. Directions for making nut butter and nut milk. 17. Relishes. 18. Soups (incl. Carque's nut milk soups,

made with his nut milk). 19. Cooked vegetables. 20. Meat substitutes and main dishes. 21. Desserts. 22. Breads and bread foods. 23. Sauces and gravies. 24. Drinks. 25. Health confections. 26. Health sandwiches... 30. Baby's diet from birth to 18 months. 31. Diet schedule for the growing child.

Chapter 1 (p. 11) states: "The drug doctor has been a failure. After hundreds of years of his reign there is still universal sickness and suffering which, instead of abating, is unmistakably on the increase."

Chapter 12 (p. 26) acknowledges: "A few of the recipes in this book were taken from the works of some of the most prominent men in the field of Natural Living. I have considered, in giving a cook book to my people, that they should have, not only my own favorite recipes, but also the best of other men who have experimented along this line. I have therefore included recipes from the books of: Dr. John T. and Mrs. Vera Richter, the leaders of the Raw Food movement in the West. Dr. Philip M. Lovell, distinguished editor of the most widely read Health column in the world, the Care of The Body section of the *Los Angeles Times*. Dr. Henry Lindlahr, the great pioneer Nature Doctor. And Otto Carque, chemist, research worker and crusader in the fight for natural foods."

Chapter 16, "Directions for making nut butter and nut milk," begins with a long passage from *Natural Foods: The Safe Way to Health*, by Otto Carqué (1925). It contains recipes for: Coconut milk. Nut milk (made by mixing 1 level tablespoon nut butter with 1 cup warm water, plus a little honey or sweet fruit juice if desired). Almond milk for infants. Nut cream (made from unroasted nut butter, warm water, and honey). Combination nut butter (peanuts, pignolias, cocoanuts). Apple and almond butter. Nut meal.

Chapter 20, titled "Meat substitutes and main dishes" (p. 111-18), contains largely cooked dishes, and makes widespread use of the "Battle Creek Sanitarium product, Protose, being available at most fancy grocers." Vegex and Savita are also widely used in recipes. Soy sauce is used to season Vegetable chop suey (p. 114). It "may be purchased at a Chinese store or any fancy grocers."

The National Diet and Health Association of America is located at 1109 North Hudson, Hollywood, California.

Note: This is the earliest document seen (March 2007) by or about Paul C. Bragg that mentions soy. No juicer is mentioned in this book. A portrait photo (just after the title page, p. 5) shows handsome "Prof. Paul C. Bragg." Address: Professor, California [Los Angeles].

49. Howard, Albert; Wad, Yeshwant D. 1931. The waste products of agriculture: Their utilization as humus. London, New York, etc.: H. Milford, Oxford University Press. xiv + 167 p. Illust. 22 cm. *

• **Summary:** Sir Albert Howard (born in 1873) criticizes chemical farming methods that were taking emphasis away from humus, which he demonstrated to be the foundation

of fertile soil. This book was continued in 1940 by *An Agricultural Testament*. The two books founded the organic movement in the Western world. This book contains a detailed discussion of the Indore process for the manufacture of humus. The British Library Catalog lists the second author's name as Yasvant D. Vad [Wad].

About Albert Howard: "Albert Howard was born at Bishop's Castle, Shropshire. He was the son of Richard Howard, a farmer, and Ann Howard, née Kilvert. He was educated at Wrekin College, Royal College of Science, South Kensington, and as Foundation Scholar, at St. John's College, Cambridge. In 1896, he graduated in Natural Sciences at Cambridge, where he also obtained a Diploma of Agriculture in 1897. In 1899, he lectured in Agricultural Science at Harrison College, Barbados, and in 1899 and 1902, was a Mycologist and Agricultural Lecturer at the Imperial Department of Agriculture for the West Indies. From 1903-1905, he was Botanist to the South-Eastern Agricultural College, Wye; and from 1905-1924, he was Imperial Economic Botanist to the Government of India.

"In 1914, he was created a Companion of the Indian Empire (C.I.E.), and received a Silver Medal of the Royal Society of Arts in 1920. From 1924-1931, Howard was Director of the Institute of Plant Industry, Indore, and Agricultural Adviser to States in Central India and Rajputana. He was made a Fellow of the Royal Asiatic Society in 1928, and in 1930 received the Barclay Memorial Medal of that society. He was knighted in 1934, and made an Honourable Fellow of the Imperial College of Science in 1935.

Howard worked in India as agricultural adviser and was in charge of a government research farm at Indore. He worked together with Gabrielle Matthaei (1876-1930), and her sister Louise (1880-1969). He married Gabrielle in 1905. After her death, he married Louise in 1931. Gabrielle was herself a professionally trained and competent botanist, and indeed the contribution of both women to organic farming is said to be underestimated (Source: Wikipedia, at Albert Howard, Jan. 2015).

50. Anderson, Hans Steele. 1932. *Science of food and cookery*. 6th ed. Mountain View, California: Pacific Press Publishing Assoc. 298 p. Illust. Index. 23 cm. [7 ref]

• **Summary:** This book, by a Seventh-day Adventist, advocates a vegetarian, natural foods diet. "Natural foods, just as they come from the garden, field, and orchard, furnish the elements best suited to the harmonious development and functioning of all the tissues and organs of the body..." (p. 11). It discourages consumption of cane sugar (which is not digested by saliva, p. 14) and encourages consumption of cellulose and bran (p. 15).

Chapter 4, titled "The natural food of man" (p. 37-52) has sections on: True food satisfies hunger. Vegetarian diet and longevity. Vegetable and flesh foods contrasted.

Vegetarian diet and endurance. Flesh eating a cause of disease. Ethics of flesh eating. Cruelty of flesh eating.

Recipes include: Gluten bread (p. 112). Diabetic bread (strong in gluten, p. 112). Gluten biscuit (p. 112). Homemade Nuttose (incl. nut butter, flour, tomato pulp, p. 134). Stewed soy beans (p. 156). Rice and soy bean loaf (with soy bean purée, p. 156). Rice and soy bean patties (p. 156). Favorite soy bean coffee (p. 281).

In the chapter on "Diet and disease" is extensive information and tables about acid-forming and base-forming foods (p. 237-39).

A 5th edition (same publisher, number of pages, and size) was published in 1929, and a 7th edition in 1938.

Address: Dietitian.

51. *California Health News (Hollywood, California)*. 1933. Jones Grain Mill (Ad). 1(1):3. Jan. 30.

• **Summary:** "Listen in. Ann Warner Program, KFI, Monday, Tuesday and Thursday, 1:15 P.M. The New Health Program. Complete line of natural foods. Mail orders promptly attended to." Address: 322 South Hill St., Los Angeles, California. Phone: MUtual 0766.

52. *California Health News (Hollywood, California)*. 1933. Otto Carque works for finer, healthier race. 1(21):1, 14. Nov. 30.

• **Summary:** Editor and publisher Clarke Irvine writes: "I am indebted to Otto Carque. He helped me regain my health, along with McFadden, Hauser, Marden, Lindlahr, Bragg, Ehret, Richter, and teachers of this decade. It was the benign Mr. Carque who first awoke in my drowsy mind the necessity of eating natural foods; given in poignant but brief instructions with his un sulphured, sundried fruits. He has helped thousands of others. I salute!"

Carque, who is nearing age 67, popularized the black mission fig. "This season he celebrates 25 years of health-building business..." "Otto Carque's life story lacks drama." He never lost his good health and had to struggle to regain it. "On the other hand his story has the charm of intelligence, altruism, as well as a rare ability to apply to his being, nature's immutable laws. An idealist, a man of vision, science and practical training in commercial life, the quality and purity of the nation's food supply have always been his deepest concern.

"Otto Carque was a personal friend of the late Dr. Harvey W. Wiley, 'father of the pure food and drug act of 1906,' who often commended him for the good work he was doing. When on a lecture tour some years ago, he enjoyed the privilege of having Dr. Wiley introduce him to a large audience in Washington [DC] as one of the few men in America who practically carried out the spirit of the law.

"He attributes his health and endurance to a diet of simple, natural foods, mostly fresh fruits and vegetables, with some nuts, nut butters and occasionally legumes, whole

grain and dairy products. He believes that simplicity in diet is the key to health and longevity; moreover that the building of a sound and healthy body and mind should only be a means to an end.

“It enables us to more efficiently discharge our duties towards ourselves and our fellowmen,” he says.” A portrait photo shows Otto Carque.

53. *California Health News (Hollywood, California)*. 1933. Four valuable text books given health field by Carque. 1(21):2. Nov. 30. [4 ref]

• **Summary:** They are: (1) *Vital Facts about Foods* (1933), just published. (2) *Rational Diet* (1923), his master work. (3) *Natural Foods* (1925), teaches the new gospel of living well on less. (4) *The Key to Rational Dietetics* (1930), a small but monumental work.

In addition there is *Mrs. Carque's Recipe Book*, still in print.

54. *California Health News (Hollywood, California)*. 1933. Carque factory supplies quarter million customers. 1(21):6. Nov. 30.

• **Summary:** “Where does the United States get its health foods? Automobiles [come] from Michigan... but it remains for California to supply the major portion of health foods, and one of the chief sources is the new and modern plant of Otto Carque, 1315 South Maple, Los Angeles.

“This large plant fills a genuine place in the life of every health-seeker. Over 250,000 customers... known the country over for nearly a quarter of a century as a purveyor of nature's best, free from preservatives, and above all, untampered with.” Products include: Unsulphured dried fruits. Nut butters. Whole-grain flours. Carque Wheatose (ready-to-eat). Lax-a-Meal. Carque's Fig Cereal (coffee substitute made with figs and barley malt). Carque True Vita Sal (salt-free salt substitute with Pacific kelp). Carque's Colon Food (a blend of lactose and dextrin). Carque Laxative Tea (with alkalizing herbs). Carque Herbal Health Tea, Alfamin Tea, Peppermint Tea, and Strawberry Tea (all neutralizers of acidity). Carque Mayonnaise.

“On numerous tables adjoining the mill are poured huge batches of health candy, raw sugar and honey only, to be wrapped into bars; also bulk fruit, nut candy, chocolate covered, for the holiday trade.” “Beautiful Yuletide fancy fruit packs.” His company also warehouses and sells products made by other companies which he endorses, “such as Gud Fud Soy Bean line, Custo Agar Gelatines and Puddings,... and bulk foods such as agar, sea lettuce, Pacific kelp, unfermented and unsweetened fruit juices, raw sugar, whole brown rice...”

Photos show: (1) The front of the plant with employees standing below the large sign that reads “Otto Carque Natural Foods.” (2) Workers packing foods at tables inside the plant.

55. Howard, Albert. 1933. The waste products of agriculture: their utilization as humus. *J. of the Royal Society of Arts (London)* 82(4229):84-121. Dec. 8. [8 ref]

• **Summary:** A long and very interesting treatise about the Indore method of composting in India—a method developed by the author. Address: Sir, C.I.E., M.A., England. Formerly Director of the Inst. of Plant Industry, Indore, and Agriculture Adviser to States in Central India and Rajputana.

56. Carqué, Otto. 1933. Vital facts about foods: A guide to health and longevity with 200 wholesome recipes and menus and 250 complete analyses of foods. Los Angeles, California: Published by the author. 208 p. Index. 24 cm. [20+* ref]

• **Summary:** This manual of food reform discusses the importance of a simple vegetarian diet of natural foods, sunlight and sunbaths, fresh air, pure water, exercise and rest. Also talks about acid and alkaline foods, the influence of mind on health, the failure of synthetic foods, why refined sugar is injurious, the dietetic value of sea plants, table salt is unnecessary and harmful, fruit is man's best food, sulphured and unsulphured fruits, nut butters, food preparation, and the treatment of disease.

“Dedicated to my dear wife, Lillian, who through her sincere and earnest spirit of cooperation has greatly assisted the author in his work of food reform.”

The germ theory of disease has not been proven since potentially harmful germs are omnipresent yet often fail to harm healthy individuals (Pasteur was a chemist and laboratory worker, not a physician. Germ action is always secondary; “when germs invade a living organism it is a sign that the organism is enervated and its chemistry perverted.” p. 114-15).

The section titled “‘Meat substitutes’ not essential” (p. 130) states: “Those persons who want to adopt a meatless diet should not look for artificially prepared meat substitutes as a source of protein. A food constituent required in such a limited amount as protein is easily supplied by the various products of the vegetable kingdom. Such combinations as ‘roast vegetable turkey’ or ‘vegetarian steak’ seem to be the result of the belief that meat is a necessary food and must be replaced in some form. Indeed, vegetarians, who live largely on foods in which the protoplasmic cells have been more or less disorganized by prolonged cooking, have very little advantage over mixed eaters.

“All other factors being equal, a judiciously selected meatless diet is far more conducive to health than the usual mixed diet, consisting, for the most part, of animal and starch-bearing foods deficient in alkaline elements. We should understand that the proteins of fruits and vegetables, supplemented by a small amount of the proteins of nuts, legumes (especially soy beans), or dairy products, are fully able to maintain health and efficiency. It is entirely feasible to live on an exclusive diet of fresh ripe fruits and green-leaf

vegetables for many weeks and months, thereby purifying the blood and greatly improving the keenness of our senses. In fact, in many pathological conditions such a restricted diet is more helpful than an absolute fast.

“Among the legumes which contain a large amount of protein, the soy bean takes first place. Its protein content, nearly 40%, is higher than that of any other food. Moreover, this protein is of excellent quality, as valuable as the casein of milk; it contains all the essential amino acids. It contains a sufficiency of vitamins A and B, and in this respect it is superior to all seeds. It contains very little carbohydrate, only about 6%, and is practically free from starch. The soy bean fills the place of meat as well as milk in the dietary of many millions of sturdy Orientals; it is destined to become one of the great food staples, not only of this country, but of the world. A number of recipes for the preparation of the soy bean are given in Chapter XXI.”

The section titled “Fruit and nut confections” (p. 133-35) begins: “Fruit and nut confections made without refined sugar and glucose should take the place of candies.” These “sweet-meats”... “should be the only kind of confections allowed to growing children, which have a natural craving for sweets.” Recipes include stuffed dates, date caramels, nut fruitose, carob confection, raisin-nut balls, and honey cocoanut balls. For Nut fruitose: Mix dates, figs, raisins, almonds and walnuts. “Run through a food chopper twice. Press the mixture into a flat pan in a layer about 1 inch thick, let stand overnight, and cut into convenient sizes.” Note 1. Carque was a pioneer in the development of healthy, natural treats. The last recipe could be considered a forerunner of the less-healthy “nutrition bar” of the 1990s.

The next section, titled “Nuts and nut butters,” states that “salting and roasting greatly impair the nutritive value of nuts and prevent their proper assimilation. The proteins become coagulated by roasting, and the fats split into glycerine and free fatty acids, while the vitamins are destroyed. Nut butters made from salted nuts should, therefore, have no place in our dietary.” Rather, the peanuts or almonds should be blanched (scalded or parboiled in water or steam). “Since few people, on account of defective teeth, can masticate nuts well enough to be acted upon by the digestive juices, the mechanical emulsification of nuts by means of nut butter mills is quite dispensable.”

The section titled “Melba toast” and “Melbettes” (p. 156) states: “These are delicious dextrinized whole wheat products made by the Cubbison Cracker Co., Los Angeles.” Melbettes are also made from whole rye. “Calavo Melba Toast is another tasty whole wheat product; it contains the natural fruit fat of the California Avocado or Alligator Pear as shortening.”

The section titled “Natural whole rice” (p. 156) notes: “Whole rice, also called brown rice, contains the bran, cuticle, and germ of the cereal. In milling nothing has been removed but the husk and dirt.”

The section titled “The Soy Bean, a Remarkable Food” (p. 158-61) discusses boiled soy beans, soy bean milk, tofu (“it is called by the Chinese ‘the meat without a bone...’”

Note 2. This is the earliest English-language document seen (Aug. 2016) that refers to tofu as ‘the meat without a bone.’

“Other preparations of the soy bean, which are but little known in this country, are *natto*, *hamananatto* [*hamanatto*], *Yuba* and *Miso*. The principal use of miso, which is a slightly [sic] fermented mixture of soy beans and rice or barley, is for making soups and for cooking vegetables”), soy sauce, soy bean sprouts, and various recipes.

Under “Boiled soy beans” we read: “The dry beans are best soaked in soft water over night or for at least 20 hours and then cooked with sufficient water in a waterless cooker or Pressure cooker until tender. This may require as much as 2 hours or more, according to the variety of beans used. The best results are obtained if the beans are allowed to simmer rather than boil quickly. Onions, tomatoes, celery, parsley and other seasoning vegetables increase the palatability of the soy bean. A fireless cooker may also be used in preparing soy beans for the table.”

Under “Ready made soy bean products” (p. 161) we read: “As the preparation of the soy bean in the average household is often not convenient, the author has arranged to supply the following products at reasonable prices: Canned Soy Beans, Soy Bean Spread, Soy Bean Stew, Soy Bean Loaf, Soy Vegetable Onion Soup, Soy Bean Vegetable Bologna, Soy Bean Tasty Lunch, to which others will be added in the course of time. These products have met with ready approval, as they fill a long felt want for tasty, nutritious and wholesome vegetable protein foods to substitute meat and dairy products.”

The author’s signature appears at the end of the Preface. Address: Los Angeles, California.

57. Finkel, Harry. 1933. Seven day trial on natural food diet... containing a week’s recipes and menus for breakfast, lunch and dinner: Also natural food sandwiches and health drinks. 2nd ed. Los Angeles, California: The Society for Public Health Education. 182 p. Index. 23 cm.

• **Summary:** The author, a vegetarian, is now listed on the title page as “Dr. Harry Finkel, N.D., D.C., One of America’s well known drugless doctors and dietitians, author of *Health Via Nature* and *Diet and Cook Book*.” The Society is located at 425 North Larchmont Blvd. in Los Angeles.

The book contains a 4-page chapter titled “The Soya Bean” (p. 178-82), containing details on its nutritional benefits plus ten “Soya Bean Menus.” “Like many leading scientists who believe in the great food value of the Soya bean, so does this author share the same opinion. It is for this reason that he desired to familiarize the public with the many advantages of this nutritious and valuable food.”

Page 183 contains a full-page black-and-white ad

for Gud Fud Soya Beans and 6 related soybean products, prepared in the laboratories of California Food Kitchens, Los Angeles, California.

Page 185 contains an ad for Hollywood Cup Coffee Substitute, made by Hollywood Cup, Inc., 823 Traction Ave., Los Angeles, California. It is "Made from figs, bran and barley." It is "different because it is not merely "Figs and Barley," but a scientific mixture of California figs and various grains skillfully blended." Address: N.D., D.C., Los Angeles, California.

58. Finkel, Harry. 1933. Seven day trial on natural food diet... containing a week's recipes and menus for breakfast, lunch and dinner. Also natural food sandwiches and health drinks. 1st ed. Los Angeles, California: Society for Public Health Education. 182 + [9] p. Recipe index.

• **Summary:** This "2nd ed." appears to be quite similar to the first edition, published the same year with the same number of pages. However some of the unnumbered pages at the rear are different.

A handwritten inscription on a blank page near the front reads: "March 22, 1934. To suffering humanity.

"Health is not an accident. Normal physiological conduct depends on the hygienic and dietetic habits of the individual.

"Nature's laws in relation to health and disease are infallible. Man abuses these laws and suffers disease.

"Natural foods only when properly prepared and combined hold the key to the solution of a healthy humanity.

"Hail-Hail-Hail-to a healthy and civilized humanity!!!

"With compliments from Dr. Harry Finkel, to the University of California at Berkeley."

Contents include: What is meant by natural foods (p. 154). The story of the health food store (p. 155-57). Explanation of general health foods catalog (p. 158-60; incl. Graham flour, soya bean flour, Carque's Wheatose, soy beans, Nut butters {almond, peanut, pecan, cashew, cocoanut}, Carque's mayonnaise, unsulphured dried fruits, meat substitutes {Protose, Nuttose, Nuttolene, Vita Meat, Savory Loaf, Nut Meat, Soya Loaf, Meatless bouillon cubes}, miscellaneous {health candies, carob meal, vegetable gelatine, agar-sea weed gelatine, St. John's bread, poppy seeds, sesame seeds}). How to prepare and cook natural foods (p. 161+; "It is said that because fruits and vegetables have been sprayed with poisons to destroy the insects which infest them, their outer coverings should be removed before eating... if one will wash and scrub them very thoroughly, the danger of being poisoned is removed,..."). The soya bean (p. 178-82).

Concerning the acid and alkaline reaction of the human body. Recently scientists concluded "that the normal or 'mean' of this condition should be fixed at the ratio of 80% alkaline and 20% acid. It is now definitely known that a deficiency in the alkaline reserve, or a marked increase in

the acid content leads to many serious diseases." Refer to "Finkelgram No. 26 (A short thesis on acidosis)" to become familiar with the acid and alkaline reactions of various foods.

It "is very fitting to introduce one of the best foods Nature grows for mankind—the Soya bean. Because the Soya bean is practically starch-free, it is not only acid-free but is also one of the greatest aids in neutralizing an existing acid condition of the body and in maintaining the 80-20 balance of the two physiological conditions known as acid and alkaline reactions.

"Of late, scientists have made an extensive study of this unusual type of natural food, and after making many experiments upon human beings in various stages of health and disease, pronounced the Soya bean one of the best foods of the vegetable kingdom. This they have concluded because of its very high percentage of protein which is by far superior to all animal protein, and also for the reason that it is in a form which is easy of digestion and assimilation. Besides being practically free from starch, they consider it one of the best foods for the human body, and find that it can very satisfactorily take the place of meat in the diet of man.

"The protein content of the Soya bean is nearly twice the amount of the average run of meat, and the remarkable feature of this unique food is that while it ranks extremely high in protein substance, yet its toxic properties are insignificant compared with the large amount of toxic properties all animal foods contain."

"Like many of the leading scientists who believe in the great food value of the Soya bean, so does this author share the same opinion. It is for this reason that he desires to familiarize the public with the many advantages of this nutritious and valuable food.

Health through eating lies mainly in three directions: First, in selecting natural, wholesome foods; second, in preparing them properly; and third, in arranging meals in which the foods are properly combined.

The following 10 menus are examples giving you an idea as to how to balance your meal using the various soya bean products. These menus are appropriate for either lunch or dinner as each of them is sufficient for a full course meal."

"Soya bean menus." These are not recipes, but menus for individual meals, each of which includes a soy recipe. The first, for example, reads: "Soya vegetable-onion soup. Finkel baked potatoes. Red cabbage, apple, and raisin salad with mayonnaise dressing. Sewed prunes. Cereal coffee. No bread."

"Soy beans are mentioned on page 74. Ads on unnumbered pages in the rear: Page 2. "Carque-Natural Foods of California: The symbol of trustworthy and unimpaired natural foods. Wheatose. Almond butter. Otto Carque. Established 1908. California's natural foods pioneer. 1315 S. Maple Ave., Los Angeles, Calif. Endorsed by the Society for Public Health Education."

Page 3: Hollywood Cup, Inc., The perfect coffee

substitute. 823 Traction Ave., Los Angeles, Calif. Four pages of ads for books by Dr. Harry Finkel. Address: N.D. [doctor of naturopathy], D.C. [doctor of chiropractic] [Los Angeles, California].

59. Soya Foods Ltd. 1933. Soyolk: The most highly concentrated natural food. Springwell Lane, Rickmansworth, Herts., England. 20 p. 18 x 12 cm.

• **Summary:** At the top center of the cover is a circular yin-yang symbol. Contents: Comparative analysis of principal flours in everyday use (% composition): Soyolk, finest wheat flour, rye flour, oat flour, maize flour, bean flour, pea flour. Note: Soyolk is by far the highest in calories, protein, and fat.

Soyolk (“It was only after years of research that the Soya Bean, thanks to the use of a special non-chemical process, yielded ‘Soyolk,’ a fine ivory coloured powder”).

Soyolk: An ideally balanced food (“It must be specially emphasized that ‘Soyolk’ contains far more of the most expensive form of nourishment, protein and fat, than such costly foods as beef and eggs themselves”): Vitamins, proteins, fat, carbohydrates, starch, ash, lecithin, analysis by H.B. Cronshaw, London.

The uses of “Soyolk.” Bread (as a yeast food and bread improver, 1½%). In brown bread and wholemeal breads (5-7½%). Soyolk bread (22%). Soyolk in cakes and confectionery (5-10%). Puddings. Porridge, oatmeal and breakfast foods (15-30%). Invalid and health foods. Baby foods. Vegetarian foods. Diabetic food. Tuberculosis. Minced meats, meat and fish pastes. Sausages. Chocolate. Cocoa. Hospitals, Sanatoria, etc. Competitive soya flours and meals. Table: Bar chart: Comparative table of cost of 1000 calories of the most current foodstuffs. Address: Rickmansworth, Herts. [Hertfordshire], England. Phone: Rickmansworth 468.

60. Claunch, B, Stanford (Mrs.). 1934? Natural food recipes. San Francisco, California: 47 p. 18 cm. *

• **Summary:** On the cover: “Gift A.W. Bitting Oct. 6, 1934.” Emphasizes raw foods.

61. Bragg, Paul C. 1935. A tribute to my teacher, Otto Carque. *California Health News (Hollywood, California)* 3(2):7. Jan. 25.

• **Summary:** “News of the death of Otto Carque fills me with a sense of great personal loss. I mourn his passing as I would that of a brother. He was my friend and teacher. He it was who inspired me to carry over the United States his rules for health and longevity. Any degree of success which has followed my efforts is due largely to his encouragement and instruction. He was the most distinguished pioneer in the field of ‘health promotion through the eating of natural foods only.’ He lived and worked for an ideal—that God’s foods should not be polluted, should not be profaned—and never once did he forsake that ideal for gold. He pointed

out to thousands of sick and discouraged people the road to buoyant health. He lived a noble life, gathered lasting friendships, and the respect of all with whom he came in contact. To his foresight, courage, and ability, all who are engaged in health work must acknowledge a debt of lasting gratitude.” Address: Burbank, California.

62. *California Health News (Hollywood, California)*. 1935. In memory of our beloved friend. 3(2):6. Jan. 25.

• **Summary:** In the center of this full page memorial is a large portrait photo of Otto Carque (1867-1935) titled “Auf Wiedersehen” [Goodbye]. Surrounding it are the names (and usually addresses) of 77 companies and individuals involved with health foods who wished to say goodbye. These include (listed alphabetically): Alvita Products, American Health Food Stores, Lima and Soya Bean Products (Mr. and Mrs. Bill Baker), California Food and Health Service (5 entries), California Health Food Store, California Health Hotel, Lillian Carque, Cubbison Cracker Co., Inc., Dr. Harry & Lucy Finkel, Defensive-Diet League of America, Health Cafeteria, Health Foundation of California, House of Better Living (Mildred Lager, 1207 West Sixth), Hygienic Food Co., Dr. Philip M. Lovell, Dr. Benedict Lust and staff, Oakland Health Food Store, The Old Mill, Paradise Health Resort, Martin W. Pretorius, Richter’s Live Food Cafeterias, Rosenberg’s Original Health Food Store (San Francisco), Santa Monica Health Food, Sexauer Natural Food, Vegetarian Cafeteria and Bakery (San Diego) [San Diego’s Health Food Center, C.A. Thompson, proprietor; 1125 Sixth St. Phone F. 2744 {see p. 15}].

Note: This is the earliest document seen (March 2020) that contains a directory of health food stores and individuals in the United States.

63. *California Health News (Hollywood, California)*. 1935. Natural foods saved Carque: But unnatural living took him off prematurely at only 68. 3(2):17. Jan. 25.

• **Summary:** “Like many healthmen, Otto Carque worked for the emancipation of man; sought his release from machines, stores, offices; worked always to help man back to the land, away from unnatural foods and modes of life, and strangely enough, although his life was preserved through natural foods and living habits, it was an unnatural death, a tragic accident, a violent death that ended his career of good work.

“In any company Carque was the healthiest individual around—yet he ate less, remained a vegetarian, used no liquor, tobacco, drugs or stimulants, and retained his buoyancy of mind and body until the very end.

“His boyish body was like a trim organic machine with few spare parts; usually bronzed, hard and enduring like the sturdy mountains that he so dearly loved to climb.

“Born in Germany near the French border, of French blood, Carque lived half his years with a smile on his face—no wonder he always beamed. Handicapped with a weak

physique, he early took up physical culture. It restored him, along with right living and natural foods, which he found remedied his acute constipation. When quite young his mother died—'because of the doctors,' he claimed, causing him to reflect upon health, disease and death, which in time wrought the mighty brainpower that carried him down through the years in his work for humanity.

"At 28 he was a vegetarian, lived 15 years on raw foods, then fresh fruits and vegetables, varied occasionally with eggs, cheese and nut butters, unroasted, sustained him in arduous endeavors."

64. Lager, Mildred. 1935. *Food facts*. Los Angeles, California: House of Better Living. 228 + 10 p. No index. 23 cm. [34 ref]

• **Summary:** Contents: 1. Purpose of food. 2. Classes of food. 3. Natural foods are best. 4. Acid-alkaline balance. 5. Minerals. 6. Vitamins. 7. Proteins. 8. Carbohydrates. 9. Fats. 10. Fruits. 11. Vegetables. 12. Beverages. 13. Better cooking. 14. Food combinations. 15. The mental side of health. 16. What is the "House of Better Living."

Pages 67-68 contain a very positive section on soy beans and foods made from them, including whole soybeans, "curd cheese, resembling cottage cheese [tofu], and soy bean milk... Other soy food products are soy butter [no description is given; this is probably soynut butter from T.A. Van Gundy's La Sierra Foods, but it could be margarine made from soy oil], soy loaf (combined with gluten), soy sandwich spread, soy bologna, soy oil, soy sauce, soy ready-to-serve breakfast foods, coffee substitute, as well as soy flour. Soy flour is yellow and fluffy, and can be used in all baking... Soy macaroni, noodles, spaghetti, bread, and pancake flour are also on the market. Soy beans are also sugar coated for candy and toasted as peanuts. They are a wonderful food for animals and have been used in that way in this country for years. Today the governments of Europe and America are devoting a great deal of attention to the soy bean as human food and the next few years will see an increased consumption, as well as many new soy products."

Page 75 contains a nutritional analysis of soy beans.

In the chapter on Acid-alkaline balance (p. 22-25), foods with the most acid ash are egg yolk and oysters, followed by eggs, most fish and meats. Foods with the most alkaline ash are lima beans, string beans, dried beans, spinach, raisins, figs, dates, and dried milk, followed by soy beans, soy bean tea, and most vegetables. The author believes that one should keep an alkaline balance in the body. Sleep is a great alkalizer.

The subsection titled "Lima beans: states: "Dr. Sansum of Santa Barbara was instrumental in having lima bean flour made, and Bill Baker of Ojai, California pioneered this field, developing the original lima bean bread and lima bean pancake flour."

This is not a vegetarian book. Meat and dairy products

are discussed at length, and their consumption is not discouraged. However this is the earliest book seen that uses the term "natural foods" prominently—in this case as a chapter title.

Also discusses (see index for page numbers): Acidophilus milk, alfalfa (alfalfa tea has alkaline ash, p. 35), almonds, almond oil, aluminum, avocado, bran, carob beans, chufas, cottonseed, cottonseed oil, garbanzas, kephir, lentils, lima beans, linseed, margarine / oleomargarine, olive oil, olives, palm oil, palm kernel oil, peanuts, peanut oil, rape seed oil, sago, sesame oil.

Note 1. This is the earliest document seen (Sept. 2009) concerning Mildred Lager and soy.

Note 2. This is the earliest document seen (Jan. 2014) that contains the term "soy food products."

Note 3. This is the 2nd earliest document seen (July 2005) that mentions a food or drink product ("alfalfa tea") made from alfalfa. This is also the earliest English-language document seen (July 2005) that contains the term "alfalfa tea." It was used for its alkaline ash. Address: House of Better Living, 1207 West 6th St., Los Angeles, California. Phone: Mutual 2085.

65. *California Health News (Hollywood, California)*. 1935. Mrs. Carque carries on work of late husband. 3(15):1-2. Aug. 2.

• **Summary:** "Last January a woman motorist plowed over Otto Carque..." After the funeral, his wife decided firmly to carry on his work. "And Lillian Carque, New York girl, former advertising writer, and competent assistant to the beloved Otto, is still bravely carrying on at the spacious Carque plant, 1315 Maple, Los Angeles." She and her staff are determined to stand behind "every item bearing the famous Carque label which for 25 years has stood for pure, safe, undenatured natural foods.

"Mrs. Carque, in the six months that her husband has been gone, has worked night and day to grasp his end of the work, and declares that no one will ever comprehend the tremendous amount of toil and study that he accomplished, often working long into the night, and very early in the mornings. He did research work, financial matters, was main buyer, and supervised the production, while she attended to the business end."

"The Carque line is complete, with a large number of items, ice cream powders, an unfrozen ice cream bar, vegetable salt and seasonings, wholewheat pie flour, unsulphured fruits, nuts and nut butters, an improved clarified health honey. His last book 'Vital Facts about Foods' is still enjoying a worldwide sale.

"This firm is operating wholesale only, but a complete Carque line is available at Jones' Grain Mill, 322 South Hill, and of course at other health food stores everywhere.

"Mrs. Carque sums up her seven years' marriage to Otto Carque merely as 'an apprenticeship to give me

the opportunity to carry on after his departure, hoping to perpetuate the hard pioneering work to maintain quality and purity in the nation's food supply." A large photo shows Lillian Carque.

66. *California Health News (Hollywood, California)*. 1935. Where famous Carque foods were once made (Photo caption). 3(15):4. Aug. 2.

• **Summary:** The lower caption reads: "This is the old Hollywood plant of the Otto Carque company, at 729 Seward, (now the Alberty Foods building), taken about 1929. The late Mr. Carque is seen with Mrs. Carque at the right of the group behind the radiator of the company truck. Some of this staff are still with the firm."

Across the top of the two-story brick building is written "The Natural Foods Building." About 14 people are standing by the curb and a driver is inside the delivery truck, which has wooden spoke wheels and the word "Carque" legible on one side.

67. *California Health News (Hollywood, California)*. 1935. Carque plant supplies quarter million users. 3(15):8-9. Aug. 2.

• **Summary:** Photos show: (1) The exterior of the Carque Natural Foods plant, with employees standing in front of the building and parts of two cars at each side. (2) People working at a tables inside the plant, packaging foods.

The text below the photo reads: California fruits and food products that are used in every state and many foreign lands are put up in this modern factory of the Otto Carque Company, 1315 Maple avenue, Los Angeles, managed by Lillian Carque, widow of the late beloved Otto Carque, killed last January by an automobile.

This is the last picture made at the place while Mr. Carque lived. In the upper photo he stands with his wife by the door; below he is seen behind a loaded table at the right where he loved to work with his faithful staff, who have carried on his work with Mrs. Carque, seen at the extreme left checking orders for shipment to distant lands. Others are at work making Carque nut-butters, health candies and other pure, natural foods that have borne the Carque label for a quarter of a century, bringing fame to California. It was Otto Carque who developed and made popular the black mission fig of this state.

68. Carque (Otto) Co. 1935. The symbol of trustworthy and unimpaired natural foods (Ad). *California Health News (Hollywood, California)* 3(15):16. Aug. 2.

• **Summary:** "California's natural foods pioneers." A large photo shows the full line of Carque products, about 37 in total. These include: Bottled olive oil. Black cherry juice. Grape Juice. Two samplers of fruits and nuts. Alfalfa flour. Wheatose. Fig cereal. Mint tea. The circular logo "Carque Natural Foods of California" appears in three places.

Note 1. This is the earliest document seen (Oct. 2004) that gives the company name as Otto Carque Co.

Note: This is also the earliest English-language document seen (July 2005) that contains the term "alfalfa flour." It was probably used for its alkaline ash. Address: 1315 So. Maple Ave. (Wholesale Only), Los Angeles, California. Phone: PRospect 1097.

69. Lager, Mildred. 1935. History of The House of Better Living. *House of Better Living (Newsletter, Los Angeles)* 1(1):1. Sept. 11.

• **Summary:** The House of Better Living will be two years old on 25 Oct. 1935. "It was started, and still is, owned and operated by Mildred Lager, whose sole purpose was to teach people about food and healthful cooking. Health is more than food, and that is why she called it *Better Living*. Miss Lager... started with free healthful cooking classes, then came radio..." [by Aug. 1935].

The House of Better Living "is not a health food store, it carries only natural foods minus the highly advertised "Health Food Products... Tune in to KFAC [radio] every Monday, Tuesday, Wednesday and Thursday A.M. at 7:45, and listen to Miss Lager. Come to the free educational class every Wednesday P.M. at 1:30. Address: 1207 West Sixth St., Los Angeles, California. Phone: MUTual 2085.

70. Lager, Mildred. 1935. Healthful and different recipes. *House of Better Living (Newsletter, Los Angeles)* 1(1):1. Sept. 11.

• **Summary:** Gives 5 recipes using natural foods. "Soy or lima bean waffles may be made with Bill Baker Waffle Flour." Ice box dessert calls for "24 Cubbison Melba wafers, or Whole Wheat Vanilla Wafers, as made by the Grist Mill."

Melba toast dressing and bacon calls for "2 cups Cubbison's Melba toast crumbs." Address: 1207 West Sixth St., Los Angeles, California.

71. Lager, Mildred. 1935. Why natural foods are best. *House of Better Living (Newsletter, Los Angeles)* 1(1):2. Sept. 11.

• **Summary:** "Natural Foods, as Nature provided them, supply all our needs. All food is good. Use the proper amounts, properly prepared and combined.

"Natural foods contain what Nature intended they should contain. They may not be as good looking, keep as well, or be as palate tickling as devitalized foods, but are better from a health standpoint. Refined foods have part or all of the minerals removed, and minerals are what we need. Vitamins go hand in hand with minerals and if one is destroyed the other is also. Natural foods contain both the minerals and vitamins.

"Many minerals are found in the outer layers of foods, such as seeds, cereals, etc., and should not be removed. That is why brown rice, whole grains, 100% whole grain meals and flours are the best to use.

“Natural foods are ‘live foods’ and do not keep well. Bugs leave devitalized foods alone. For this reason it is best to buy small quantities as needed.”

“Natural Foods do not have to be called Health Foods. To many it suggests sickness, diet, food fads, etc., and one does not have to be sick to use them. All natural foods are health foods.” Address: 1207 West Sixth St., Los Angeles, California.

72. Howard, Albert. 1935. The manufacture of humus by the Indore method. *J. of the Royal Society of Arts (London)* 84(4331):25-59. Nov. 22. [8 ref]
Address: Sir, C.I.E., M.A., England. Formerly Director of the Inst. of Plant Industry, Indore, and Agriculture Adviser to States in Central India and Rajputana.

73. Bragg, Paul C. 1935. Paul C. Bragg’s personal health food cook book and menus. Burbank, California: Published by the author. Printed by Aetna Printing Co., Los Angeles. 201 p. No index. 24 cm.

• **Summary:** The Introduction to Chapter 22, titled “Meat substitutes or main dishes” states (p. 112): “Variety is the spice of life... Many people can live a vigorous, active, healthful life on a strictly vegetable diet, particularly those who are not engaged in a hard mental occupation. Even then, vegetable proteins, such as soy beans and nuts, can be substituted for meat. To take the place of meat there are the vegetables rich in protein—peas, soy beans, lima beans, kidney beans, Mexican beans, and lentils, and there are on the market many meat substitutes made of nuts and grains. The Battle Creek Sanitarium [Michigan] product, ‘Protose,’ is available at most fancy grocers and health-food stores. ‘Savita’ is a seasoning which gives a delicious meat-like flavor to all vegetable cooking. ‘Vegex’ is a product similar to ‘Savita,’ ...

“The vegetable diet is a very alkaline diet, and should be used three or four times a week by everyone. Vegetable foods are porous, furnish bulking to the intestines, and enrich the body with valuable organic minerals that are very necessary to maintaining perfect health.

“Soy beans are a marvelous source of vegetable protein, and should be fed to the family several times a week, and they furnish a rich source of energy-building food. They can be soaked over night, and then baked in tomato sauce, with a small amount of onion and chopped mushrooms. The soy bean is a food that the American public has not yet cultivated.” Surprisingly, neither this chapter nor this book contains any soy bean recipes! However Vegetable shop suey (p. 116) is served with Savita Gravy or Soy sauce.

Bragg urges his readers to eat “real, natural, live food” (including whole wheat bread—the staff of life) to eat simply with a small number of foods at each meal, only when hungry. Do not worry about combining foods. Avoid white sugar, coffee and tea, salt, seasonings and spices, aluminum

cooking ware, alcohol, preservatives, dyes, and white flour. He believes that eating meat (rare and unfried), fish, and eggs are important for building perfect health. Note 1. The 1930 edition of this book contained no recipes using meat or dairy products.

Chapter 11 acknowledges the use of recipes and suggestions from several health food writers and men in the field of Natural Living: (1) Dr. John T. and Mrs. Vera Richter, the leaders of the Raw Food movement in the West. (2) Dr. Philip M. Lovell, distinguished editor of the most widely read health column in the world, the Care of the Body section of the Los Angeles Times [Sunday Magazine. Note 2. The section contained many fascinating ads]. (3) Dr. Henry Lindlahr, the great pioneer Nature Doctor. (4) Otto Carque, chemist, research worker and crusader in the fight for natural foods. (5) Fannie Merritt Farmer’s *The Boston Cooking School Cook Book*.

The last three pages each contain a full-page ad for mail-order products available from Bragg at Box 428, Burbank, California: (1) Bragg Dextrinized [sic, Dextrinized] (Toasted) Meal with Wheat Germ will keep your energy high and your weight right. 60 cents for a 2 lb. box. (2) “Drink health.” An illustration shows a hand-turned Live Food Juicer. Also mentions a large new book titled *Health Cocktails*, by Paul C. Bragg, “nationally famous Health Lecturer.” The book “is full of live juice treats.” Send \$5.95 for both, postpaid to Live Food Products Co., Box 428, Burbank, California. (3) O.K. Lax is a marvelous laxative for relief of constipation and cleansing agent for internal sanitation. 50 cents for one package. Address: P.O. Box 428, Burbank, California.

74. Pfeiffer, Ehrenfried. 1935. Short practical instructions in the use of the biological-dynamic methods of agriculture. London: Rudolf Steiner Pub. Co. 66 p. Illust. 21 cm. Reprinted in 1990 under the title *Using the Biodynamic Compost Preparations and Sprays*. *

• **Summary:** This is Pfeiffer’s first English-language book. “Written at the request of the General Circle of Anthroposophical Farmers and Gardeners.”

“This book is reserved for the use of those who are applying, or who wish to introduce, the biological-dynamic methods, and can only be obtained from one of the following offices:...” [a list of offices or individuals in Great Britain, the United States, Australia and New Zealand is given].

75. *California Health News (Hollywood, California)*. 1936. Sexauer store moves: Serves health meals. 4(4):9. Feb. 21.

• **Summary:** “Santa Barbara—Moving across the street to 14 West Anapamu, Sexauer’s Natural Food shop is in fine new quarters, is offering real health meals, served by Hoag and Baker. These people have served Montecito with vegetable juices for several months. Hoag became a health-minded vegetarian five years ago largely through the influence of

Sexauer, vegetarian for 30 years, who is doing a fine work here in educating people to the health regime. Lectures are to be held here soon.”

76. Lager, Mildred. 1936. *The House of Better Living Catalog*. Los Angeles, California: Published by the author. March. 14 p. March. 28 cm. Second expanded edition, March 1938.

• **Summary:** On the front cover is a large illustration of the exterior of the House of Better Living, and a 4-stanza poem about the House by Mildred Lager. Below the poem we read: “Catalog. The most unusual store in Southern California. Owned and operated by Mildred Lager, food economist, author, and radio lecturer.”

The first section, titled “The origin of the House of Better Living!” (p. 1) begins: “Is it fate? Often the handicaps and obstacles that we have to overcome lead us into our life work, help us to find ourselves. A few years ago a young school teacher was forced to give up her chosen profession because of arthritis deformans. It was a severe obstacle to overcome, but it was that experience that led Mildred Lager into the study of foods and their relation to health, and led to the founding of the House of Better Living. No one *has* gained recognition as rapidly as Miss Lager. In a little over two years she has won her place among the ‘leaders,’ has received both national and international recognition, and has established the House of Better Living as an institution in Southern California... Her perfect radio voice reaches thousands who cannot attend her classes.

“Miss Lager is teaching the ounce of prevention, the health insurance that pays dividends in years of health and happiness. Her slogan is that Pure Air, Pure Water, Pure Food and Constructive Thought plus exercise and sunshine build health.

“The House of Better Living is more than a Health Food Store. It is a bureau of food information and a place and means where Miss Lager can conduct her classes free of charge—and *that* is her goal. Two years ago it seemed an impossibility—very few thought it would ever succeed. They did not know the sincerity and the spirit behind it... It is but two and a half years old. We cannot predict its future nor that of its charming founder—we can only wait and see, knowing that achievement and not time is the measure of success.—By one who has watched the growth from the start.”

At the top of page 2 in large letters: “The House of Better Living offers you: 1. The best of natural foods at reasonable prices. 2. Free delivery of all \$3.00 orders in Los Angeles. 3. Free cooking classes every Wednesday afternoon at 1:30. 4. Food classes Monday and Thursday afternoon at 1:30 (except during June, July and August). 5. Miss Lager’s Radio talks every Monday, Tuesday, Wednesday and Thursday morning at 7:45 over KFAC.”

Product categories and products mentioned include: Coffee substitutes (Soyco, Hollywood Cup, Breakfast

Cup, Ficgo, Sipp). Broths (Vegebroth, Vegemineral Broth Concentrate, Hauser’s Meatless Bouillon). Nut butters—Freshly ground (Soy Bean Butter, Almond butter, Cashew butter, peanut butter—dextrinized). Whole grain flour, meal, etc. (Soy Bean Flour, Bill Baker’s Prepared Lima Bean Pancake or Waffle Flour, Bill Baker’s Prepared Soy Bean Pancake or Waffle Flour {2 lb for \$0.30}, whole wheat flour, wheat germ, bran, buckwheat flour, dextrinized flour, gluten flour, breakfast cereals—to cook {Cubbison’s cracked wheat}). Ready to serve cereals (Soy bean breakfast food, wheat germ). Macaroni, noodles, etc. (Soy bean macaroni, garbanza shells). Legumes (soy bean {imported}, garbanza peas, natural brown rice, sesame seeds). Melba toast, crackers, cookies, etc. (Bill Baker’s Soy Toast {\$0.30/lb}, Cubbison’s Melba Toast, Cubbison’s Melbetts, Soy bean gluten cracker, Cubbison’s whole wheat crackers, Cubbison’s Whole Wheat Dunkeretts, Cubbison’s wheat soda cracker, Cubbison’s honey wheat cookies, Cubbison’s Melba cookies, Soy bean wafers, soy bean macaroons, Bill Baker’s 100% Soy Bean Fruit Cookies {\$0.18/dozen}, Bill Baker’s 100% Lima Bean Fruit Cookies {\$0.18/dozen}, Olson’s soy bean bread, sliced {\$0.12}, Bill Baker’s soy bean bread—unsliced {\$0.16}, Bill Baker’s Lima Bean Bread, unsliced {\$0.16}). Natural aids (Agar, flaxseed, psyllium, Burbank kelp, kelp, Green kelp, Santay sea greens). Oils (Soy bean oil, sesame oil, Lindsay Cold Pressed California Oil). Meat substitutes (11 products, 5 with “Soy” in the name, such as Soyatose). Soy bean products (25 products! Makers incl. La Sierra, Loma Linda, etc.).

The 27 different soy products are: La Sierra Soy Beans, plain or with tomato sauce; Loma Linda Soy Beans, plain or with Proteena; Soy Beans, imported; Soy Beans, roasted; Soy Bean Loaf (meat substitute); Soy Bean Bologna; Soy Bean Spread; Soy Bean Butter (like peanut butter); Loma Linda Soy Mince Sandwich Spread; Soy Bean Sauce; Soy Bean Milk; Soy Bean Oil; Soy Bean Noodles, Macaroni, and Spaghetti; Soyco (Soy Coffee); Soy Bean Breakfast Food; Soy Bean Sprouts; Soy Bean Flour; Bill Baker’s Prepared Soy Bean Pancake or Waffle Flour; Bill Baker’s Soy Bean Bread; Olson Soy Bread (sliced); Bill Baker’s Soy Toast; Bill Baker’s Soy Bean Fruit Cookies; Soy Bean Macaroons; Soy Bean Wafers; Soy Bean Gluten Crackers.

Photos show: (1) A portrait of Mildred Lager smiling (p. 1). (2) Mildred conducting a free cooking class in her kitchen at The House of Better Living. Many men and women, all wearing hats, are seated around the perimeter of the kitchen (p. 6-7). (3) Packages of various “Bill Baker’s Soy & Lima Bean Products” including Lime Bean Wafers, Pancake Waffle & Biscuit Lima-Bean “Neat Flour,” Lima Bean Toast, Pancake Waffle & Biscuit Soya-Bean “Neat Flour,” Lima Bean Bread, and Soy Bean Bread” (p. 10).

A small ad (3½ by 2¼ inches, p. 6) by the Cubbison Cracker Co. (3417-19 Pasadena Ave., Los Angeles, California) states: “Dextrinized and whole wheat products:

Melba Toast, Melbetts, Cracked Wheat, Whole Wheat Crackers and Cookies.” Note 1. This is the earliest document seen (June 2004) concerning the work of Sophie Cubbison with soyfoods.

A ¼-page ad (p. 12) titled “Hain 100% pure foods,” describes Vege-Jell Puddings, Mal-Ba-Nuts (a powdered beverage), Potassium broth, and Col-Lax (whose ingredients are: Powdered psyllium, Powdered agar, and lactose).

Note 2. This is the earliest document seen (Aug. 2015) that contains the term “Soy bean gluten” or the term “Soy bean gluten cracker.” Address: 1207 West Sixth St., Los Angeles, California.

77. Carque (Otto) Co. 1936. The symbol of trustworthy natural foods (Ad). *California Health News (Hollywood, California)* 4(14):7. July 17.

• **Summary:** A logo at the top of the ad reads “Carque Natural Foods of California.” At the bottom we read: “Carqué foods are good!” Address: 1315 Maple, Los Angeles [California].

78. Carque, Lillian. 1936. Highlights on Carque teachings. *California Health News (Hollywood, California)* 4(14):7. July 17.

• **Summary:** An article about her husband, Otto Carque. “Otto Carque’s interest in the food question developed early in life, when he recognized the inadequacy of prevailing methods of cultivating food products, intensified by their artificial and irrational preparation. For 30 years, both in Europe and America, he was a close student of the laws of diet and health.

“His activity in the food industry was a protest against man’s foolish attempts to improve on nature—modern machinery that was constantly being devised to rob natural foods of their rugged strength by milling and refining, coupled with the use of adulterants and poisonous preservatives to disguise their inferior quality.”

“Mr. Carque was likewise a profound student of the soil—and its relation to food and health. He believed that as all our food comes directly or indirectly from the soil, its chemical composition is a most important factor in the production of healthy vegetation.” A photo, taken by his friend H.F. Sexauer (of Santa Barbara’s health food store), shows Otto Carque standing among tall plants. The caption reads: He inscribed it “‘Among the century plants,’ as he fully believed he would reach the 100 year mark. He will—in influence and spirit, but alas he was cut down at only 68 when in perfect health. If Carque’s simple teachings were followed today the world would be ideal.” Address: [Los Angeles, California].

79. Lust, Benedict. 1936. State news: New York. *Naturopath and Herald of Health (New York City)* 41(10):306-07. Oct.

• **Summary:** “Another visitor who graced our home and

table during August [1936] was the well-known editor of the California Health News, of Hollywood, California, Mr. Clarke Irvine, known to his intimates as the ‘skipper.’ It was a genuine pleasure to have this interesting and charming man with us...”

“Mr. Irvine is an advocate of natural foods and a believer in strict vegetarianism. He has to his credit the formation of the California Academy of Health and the Health Food Dealers Association. He is dead set against smoking and was particularly disgusted with the manner in which restaurants and theatres in New York and elsewhere have their air polluted with the smoking of men and women.”

80. Howard, Albert. 1936. The manufacture of humus by the Indore method. *J. of the Royal Society of Arts (London)* Vol. (no):x-147. Dec. 18.

Address: Sir, C.I.E., M.A., England. Formerly Director of the Inst. of Plant Industry, Indore, and Agriculture Adviser to States in Central India and Rajputana.

81. Irvine, Clarke. 1936? Health! With remedies and recipes: The book of the new race. Hollywood, California: Clarke Irvine. 78 p. Undated. No index. 18 cm. [1 ref]

• **Summary:** Filled with mostly wise and practical advice. On the title page of this 9th edition published in Hollywood we read: “Evolved from the author’s original card ‘Eleven Rules for Health,’ published in 1924. First edition was three years in writing; printed in Auckland, New Zealand, 1927. In loving dedication to all little children; also to our dear mothers and fathers—they did the best they knew. No copyright; please credit. Published by the author in an effort to help suffering humanity.” Facing the title page is a large portrait photo of “Skipper” Clarke Irvine. Above it: “Health is wealth.” Below: “This book has helped you; buy another and pass it on.”

Contents: Introduction. 1. Breathe. 2. Drink. 3. Sleep. 4. Eat (vegetarian natural foods, uncooked, in season, especially fresh fruits and juices). 5. Eliminate. 6. Exercise—work. 7. Play. 8. Think. 9. Improve. 10. Examine. 11. Love. Remedies. Recipes.

Concerning soy: “Soy bean milk is replacing animal milk” (p. 26). The last chapter, titled “Recipes,” mentions” Soy milk (p. 75) recommended as a “nightcap” or drink before bedtime. Raw peanut butter (p. 76, 77). Garbanzas (p. 76). Soy or lima bread (p. 77). A liquefier helps to make delicious drinks (p. 77).

All editions are undated. An early edition is listed in the Jones Grain Mill Natural foods catalog, probably published in 1933 (p. 49). The 4th edition was the most recent on sale in Jan. 1937. The 7th edition was published in about 1945. The 9th edition is 78 pages and bears the extra subtitle “The book of the new race.” It must have been published after Jan. 1935, the month that Otto Carque died (see p. 56).

Irvine, Clarke. 1964. Letter re: Irvine family genealogy

to Myra, his only sister. May 5. He wrote “one little book which I’ve sold 10,000 on my own by mail,…”

Talk with Alice Marks Irvine, Clarke Irvine’s wife. 2004. Feb. 23. Clarke wrote and began publishing this long before she met him, in 1941. It went into a 10th or 12th edition and was being sold during the 1940s and 1950s. One could probably determine when it was first published by looking through issues of *California Health News* from the 1930s. She does not have a copy. Address: Hollywood, California.

82. Jones Grain Mill. 1936? Natural foods: Catalog, recipes, information. Los Angeles, California. 74 p. Undated. 22 cm.
 • **Summary:** On the cover is a white mill behind a mill wheel (unrealistic) on a mill pond. Contents: Foreword. Health recipes: Cereals (incl. Soy bean or Mamenoke {Mamenoka, Mamenoko} breakfast cereal), breakfast cakes (incl. soy hot cakes with soy milk and Mamenoka flour, soy waffles, soy bean griddle cakes), desserts, breads (incl. soy bean flour gems, whole wheat bread), candies. Vital information: Vitamins and minerals essential to life.

Price list (prices are given for each item listed on pages 46-72): Alberty products, Alvita products, Battle Creek Sanitarium Health Foods [Michigan] (p. 47-48), beverages—coffee substitutes (Loma Linda Breakfast Cup, Soyco {soy bean coffee}, Javex {soy bean}, Carque’s Soy Bean Coffee), books (by Dr. Benjamin Gayelord Hauser, Paul C. Bragg, Mrs. Alberty, Martin W. Pretorius, Otto Carque, Clark Irvine, Dr. Harry Finkel), Dr. Paul Bragg products, Jones Grain Mill Bakery (operated by Alberty Specialty Bakers), Burbank products, Carque’s products, crackers and toast (Cubbison’s bulk or packaged), honey, jams & jellies, juices (fruit & vegetable), KAL products, kelp products (products of the sea, incl. sea lettuce, dulse, Parkelp), Kovac products, Loma Linda Foods (Soy products: Soy beans—plain, tomato, or tomato and Proteena, Soy milk—8½ oz, No. 1, or No. 2, Soy Mince sandwich spread), macaroni & noodles (incl. soy bean macaroni, soy bean noodles), meat substitutes (incl. Simoein [Smoein], Soy loaf, Alfa Soy Spread, Soy Mince) McCollum products, maple syrup and candies, Martin Pretorius products, nuts and butters, Nature Ade products, Nutro Links (Santay, Swiss, Hauser), oils, olives, Radiance products, salts (vegetable, vegetized, and vegetablized), salad dressing and mayonnaise (made with lemon and vegetable oil), health sugars and sugar substitutes, seeds, soya bean products, teas.

The price list of “Soya bean products” (p. 72) reads as follows: “Breakfast Cereal with Carob Flour ([and soya beans] tastes like Grape Nuts), pkg., 25¢. Breakfast Cereal (prepared [with soya beans]), pkg., 25¢. Soya bean flakes, pkg., 30¢. Soya bean grits, pkg., 25¢. Soya bean bread, lb. loaf, 14¢. Soya bean melba toast, lb., 30¢. Soya bean wafers, lb., 40¢. Soya bean cookies (sweetened with dextrose), doz., 15¢. Soya bean coffee cakes (sweetened with honey), each, 5¢. Soya beans cooked: Soya beans (plain cooked), No. 2

can, 13¢. Imported soya beans from Manchuria, lb., 10¢. Pre-cooked soya beans (easily prepared in 30 minutes), lb., 15¢. Soya beans with tomatoes (ready to serve), No. 2 can, 15¢. Cooked soya beans with Proteena, No. 2 can, 15¢. Other soya bean products: Non-fattening [sic] soya bean oil (for all cooking purposes), pint, 40¢. Soya bean coffee, lb., 25¢. Soya bean flour, lb., 10¢; 3 lbs., 25¢. Dextrinized soya bean flour, lb., 15¢. Soya bean milk flour, lb., 60¢. Soya bean candy (with pure chocolate and Dextrose), lb., 50¢. Soya bean sandwich spread, 25¢. Soy sauce, 20¢. Soya bean loaf, No. 2 can, 25¢. Soya bean milk, No. 2 can, 15¢. Soya bean cheese (made from soya bean milk), lb., 30¢. Soya bean mince, 8-oz. can, 25¢. Soya bean spaghetti, lb., 25¢. Soya bean macaroni, lb., 25¢. Soya bean noodles, lb., 25¢. Soy beverage (Cocoalette), 10¢.

Ads include: Hollywood Cup (p. 20). Otto Carque Co. (Glendale, California, p. 30). Loma Linda Foods (p. 33, sells soy wafers, three styles of soy beans, liquid soy milk, soy mince). Vita-Pekan (p. 46, formula includes soya bean as a major ingredient). Alberty dried brewers yeast (p. 50). Kovac Laboratories (p. 67). Cubbison (p. 73, incl. Soya Toast, Soya Cookies, Soya Gluten Crackers).

Note 1. This is the earliest English-language document seen (Jan. 2019) that contains the term “Soya bean grits.”
 Note 2. This catalog was probably published in 1933, since the company’s location in Beverly Hills is not mentioned; it opened in 1934. Moreover, the book titled *Vital Facts about Foods*, by Otto Carque was first published in 1933. Address: 322 So. Hill St. and 504 So. Broadway. Both: Los Angeles, California.

83. Carque (Otto) Co. 1937. The symbol of trustworthy & unimpaired natural foods (Ad). *California Health News (Hollywood, California)*. Jan. 8. p. 15.

• **Summary:** “Carque’s raw sugar and honey confections are deliciously wholesome. Safe for the kiddies. At all health food stores.” On the circular logo is written: “Carque Natural Foods of California.” Address: 4328 San Fernando Rd., Glendale, California. Phone: Omaha 34066.

84. Carque, Lillian. 1937. Nutritional research. *California Health News (Hollywood, California)*. Jan. 8. p. 15.

• **Summary:** “Natural foods are much more economical than unnatural ones—an important factor for one with a restricted budget.

“Those denatured and irrationally prepared foods rob us of 30% to 50% of organic salts and vitamins and make it necessary to consume much more to appease hunger than would be necessary if natural foods, rationally prepared, were consumed.

“These figures show tremendous unnecessary waste ‘in the usual preparation of our daily foods. Of the total expended,

“41% goes for meat, poultry, fish.

“15% for cereals, most of which are denatured and demineralized

“7% for refined sugar, refined sugar candies and ice cream.

“21% for milk and dairy products.

“5% for salt, spices, condiments, vinegar, etc.

“Only 4% goes for fruit (fresh, dried and canned); 3/4% for nuts and only 7% for vegetables (fresh and canned), most of which are badly prepared, making a total of not quite 12% only for nature’s best foods.

“On soft drinks alone (mostly artificially sweetened and colored) we spend \$250 millions. On drugs and patent medicines the American public spends \$500 millions to expel from the body waste poisons generated from inappropriate foods. On drugs sold illegally like cocaine and opiates, \$250 millions are spent.

“An insufficient intake of those alkaline elements found in fruits and vegetables renders it impossible for the body to neutralize fatigue and waste poisons. This causes craving for some stimulant to whip our declining vital forces into action. No intelligent person can maintain that the enormous consumption of meat, alcohol, coffee, tea, tobacco and other stimulants and cathartics indicates a true physiological requirement. As man learns to enjoy exquisite and inimitable flavors of natural foods, desire for stimulants, condiments and artificially prepared dishes to tempt the palate will vanish, and with it will go the appalling waste in appropriating funds for perverted needs and cravings.

“Not only does a simple, natural diet correct the evils of overeating and disease, but experience has shown that a meal composed of a few simple, natural and nutritious articles costs less money, requires much less labor to prepare and appeals to the highest sense of taste and enjoyment. There is another vast saving that makes the actual food cost most insignificant: that made in good health, higher efficiency, more capacity for doing things, longer life and keener enjoyment in living. Herein lies true economy—for Health is Wealth.” Address: [Los Angeles, California].

85. *California Health News (Hollywood, California)*. 1937. Leading U.S. health food stores. Where to buy *Health News*. 5(4):19. Feb. 19.

• **Summary:** The first half of this directory is organized alphabetically by cities and neighborhoods in Southern California—especially the greater Los Angeles area. There is one store in each area unless otherwise noted: Alhambra, Arcadia, Beverly Hills, Burbank, Compton, Glendale (2), Hollywood (6), Huntington Park (2), Inglewood, La Jolla, Long Beach (5), Los Angeles (14), Monrovia, Newhall, Ontario, Pasadena (2), Pomona, Riverside, San Bernardino, San Diego (2), San Pedro, Santa Barbara, Santa Cruz, Santa Monica (2), Van Nuys, West Los Angeles.

Then there are listings for Central California: Fresno, San Francisco (4), Oakland (2), and San Jose (2). The last

40% of the ad gives the same information for other states.

Note: This is the earliest document seen (March 2020) that contains a real directory of health food stores and individuals in the United States.

86. Lager, Mildred. 1938. *The House of Better Living Catalog: Finer natural foods*. Los Angeles, California: Published by the author. 36 p. March. 23 x 10 cm.

• **Summary:** The single most important document showing the creative development of commercial soyfoods in California in the late 1930s. This catalog contains a large section on Diabetic Foods, consisting mostly of soyfoods, and an even larger section titled “Soy Bean Products.”

The Foreword (p. 1) begins: “The House of Better Living is as unusual as its name. Its aim is to teach better living, and has made possible Mildred Lager’s free educational program by radio and class work. Become a member of our ever-growing family. Secure one of our creed cards—Realize life can be a game and not a battle, and if you give to the world the best you have, the best will come back to you.

“The House of Better Living has grown in four years from what was called a brain storm to an institution. It is outstanding, unique, and built on the ideals of sincerity and service. It is teaching the ounce of prevention—the health insurance that pays dividends in years of health and happiness. It carries for you, Finer Natural Foods, selected by Mildred Lager.”

A full page of delivery and order information (p. 2) shows that Mildred was shipping foods (such as California nuts and fruits, fresh and dried) all over the United States.

This catalog contains a total of 42 soyfood products, including 26 such products not found in the 1936 catalog. Soy (and other interesting) products are listed as follows (prices and weights are given for each): Beverages—Coffee substitutes: Radcliff’s soy bean, Soy-Co. Other beverages: Dr. Fearn’s Proteinized Cocoa, Radcliff’s Malted Soya Milk, Radcliff’s Soya Bean Cocolette, Soy-Malt (plain or chocolate). Sugars and syrups: Radcliff’s Golden Soya Honey Spread (4-oz. glass). Natural sweets—Candies: Carque’s health candies, bar, 5¢, Halvah bars, Sesame brittle, Soya candy sticks, 1¢ each, Soy milk “chocolate” bars, in Bavarian, cocoanut, mint, cherry, pineapple, and creme de mint flavors, Soy milk “chocolates,” ½-lb. box or 1-lb. box, Soy chocolate, 1¢ square, ½-lb, 1 lb, 60¢, or bulk.

Desserts: Agar—Parfait mix, Agar—Hain Vege-Jell, Agar—Sanitarium vegetable gelatin. Diabetic foods: Gluten flour, Soy bean flour, 10¢ lb, Soy Bean Pancake and Waffle Flour (Bill Baker’s Prepared; 2-lb. pkg. 30¢), Dr. Fearn’s Soya Cereal, Dietetic Soyrina Cereal, Dr. Fearn’s Soya-Date Breakfast Food, Battle Creek Dietetic Bran, Battle Creek toasted gluten bran flakes, Soy breakfast food, Cubbison’s soy-gluten crackers, Soy-gluten wafers, Loma Linda soy bean wafers, Bill Baker’s 100% soy-fruit slices,

Bill Baker's soy bean bread, Olson's soy bread, Soy bean macaroni, spaghetti and noodles, Soy beans—imported, Soy beans—cracked, Soy beans—red, Soy beverages (without sweetening), Bill Baker's soy melba toast, Cubbison's soy melba toast.

Nut butters: Almond butter, Almond meal, Cashew butter, Peanut butter (dextrinized or raw), Pecan butter, Soy bean butter (1b or 8-oz. can). Whole grain flours, meals, etc.: Lima bean flour, Soy bean flour (1 lb, 3 lbs, or 10 lb), Soy bean pancake and waffle flour (Bill Baker's prepared), Soy bean pancake and waffle flour (Mrs. Hauser's), Whole wheat flour, wheat germ. Breakfast cereals (to be cooked): Mildred Lager's quick cooking cracked soybeans, Dr. Fearn's soya cereal, Dietetic Soyrina Cereal. Breakfast cereals (ready to eat): Battle Creek Zo, Dr. Fearn's soya-date breakfast food, Soya breakfast food, Bill Baker's 10% soya cereal. Melba toast, crackers, cookies: Cubbison's soy toast, Bill Baker's soy toast, Cubbison's Soy-Gluten crackers, Soy-gluten crackers, Loma Linda soy bean wafers, Cookies: Cubbison's soy cookies, Bill Baker's 100% soy fruit slices. Bread: Olson's soy bean bread (sliced loaf), Bill Baker's soy bean bread (unsliced loaf 16¢). Macaroni noodles: Soy bean macaroni, spaghetti and noodles. Legumes: Soy beans—imported, Soy beans—cracked, Soy beans—red. Meat substitutes: Nuteena (7 oz. can 15¢), Nut Meat, Nuttose (Battle Creek), Proteena, Protose, Soy bean butter (30¢ lb.), Soy mince sandwich spread, Soy bean spread, Soy bean ravioli (12¢ and 20¢ can).

Soy bean products (40 products; those mentioned above may be omitted here): Loma Linda soy beans (plain or tomato flavored, No. 1 can), Loma Linda soy beans with Proteena (No. 1 can), Dry soy beans (quick cooking red), Soy bean spread, Soya bean honey spread, Loma Linda soy mince sandwich spread, Soy bean sauce (5 oz for 18¢ or 2 oz bottle for 10¢), Soy bean oil (45¢ pint bottle), Soyco (Soy coffee), Soya bean milk powder, Milk of soya bean (6 oz or 12 oz can), Soy-Malt, Proteinized cocoa, Radcliff's 100% soya bean beverage (1 lb package), Cubbison's soy bean cookies, Cubbison soy-gluten crackers, La Sierra Soy breakfast cereal, Diamel Soyarina cereal, Diamel breakfast cereal. Salad dressings: Imitation Worcestershire sauce (Carque's, 5 oz bottle for 25¢). Powdered dry vegetables: Dulse, Dulse leaf, Irish moss, Kelp, Kelp—fancy, Sea lettuce (leaf or powdered), Soy-banana powder. Laxative foods: Agar, Psyllium, Swiss Kriss, Sym, Tam (laxative jam). Natural aids: Savita yeast tablets, Sesame seeds, Theradophilus (4 oz bottle 75¢, 8 oz bottle \$1.25). Electric appliances: Electric juicers are not yet on the market. Index (p. 36).

There are ads for the following: Battle Creek Sanitarium Foods (p. 5; ask for literature). Ficgo coffee substitute (display ad, p. 6). Racliffe's Soya Products (p. 9, 21). Mildred Lager's quick cooking family (incl. cracked soy beans), Bill Baker's soy and lima bean products (photo

display, p. 16). Therapy, Ltd.—Foods for Better Living (Theradophilus, soy bean milk, p. 19, 29).

A photo (p. 1) shows Mildred Lager.

Note. This is the earliest English-language document seen (Aug. 2013) that contains the term “soya bean beverage,” which probably refers to powdered soya milk. Address: 1207 West Sixth St., Los Angeles, California.

87. Lager, Mildred. 1938. Five years ago... *House of Better Living (Newsletter, Los Angeles)* 8(34):1. Oct.

• **Summary:** “... the House of Better Living first opened its doors to the public.” “My aim was to teach and not merchandise, and to always make my classes free of charge.”

“The House of Better Living aims to be far more than a food store—as a store it has a policy of quality, service, and fair prices. Its aims are to teach Better Living—to teach you to help yourself—to help you to realize that sensible living pays big dividends and is the secret of a healthier, happier, and more prosperous life.” Recipes for October (p. 1) include: Soy bean loaf. Soy vegetable hash.

Sidebar: “Start your day with Mildred Lager's cheery philosophy. KFAC [radio]—8:45 A.M. Tuesday, Wednesday, Thursday, and Friday mornings.” Address: 1207 West Sixth St., Los Angeles, California. Phone: MUtual 2085.

88. Pfeiffer, Ehrenfried. 1938. Bio-dynamic farming and gardening: soil fertility renewal and preservation. Translated from the German by Fred Heckel. New York, NY: Anthroposophic Press; London: Rudolf Steiner Publishing Co. vii + 220 p. Illust. (18). No Index. 22 cm. [42 ref]

• **Summary:** This is Pfeiffer's second English-language book. Summarizing research and techniques developed in Europe and the United States, it was to become the textbook of the biodynamic method in agriculture.

Contents: Preface. 1. The farmer of yesterday and today. 2. The world situation of agriculture. 3. The farm in its wider connection. 4. The soil, a living organism. 5. The treatment of manure and compost. 6. The maintenance of the living condition of the soil by cultivation and organic fertilizing. 7. How to convert an ordinary farm into a bio-dynamic farm. Comments on forestry. Comments on market gardening. 9. The dynamic activity of plant life—some unappreciated characteristics. 11. Scientific tests. 12. Fertilizing: its effects on health. 13. Practical results of the bio-dynamic method. 14. Man's responsibility. A summary.

Based on the idea of the farm, organized and managed as an organism, the book includes an important chapter on the importance of the family farm for the health and preservation of rural areas.

The last English-language edition published under Pfeiffer's guidance appeared in 1956. A sixth German edition was published in 1977.

Note 1. This is the 2nd earliest document seen (Feb. 2011) concerning bio-dynamic / biodynamic farming.

Note 2. This book is weakened by the lack of an index.

Note 3. In Jan. 1943 an ad in *Organic Gardening* magazine (p. 29) states that this book is sold by the publisher for: “cloth \$2.00; paper \$1.50; mailing 3¢ extra.”

Note 4. J.I. Rodale, founder, editor and publishing of *Organic Gardening* magazine, described this book as follows (Dec. 1946, p. 52): “The author asks his readers to look back to the agricultural practices of yesteryear when the farmers and gardeners followed the course of nature in tilling the soil, in planting, and in harvesting in an almost instinctive manner. Gradually emphasis was shifted from nature’s ways to the ways of man, from an economy based upon the soil to one based upon the dollar. In simply written but masterful style, the author surveys the world situation in agriculture, the farm in its wider connections, soil as a living thing, and proper feeding of the soil to maintain its fertility and productiveness. Comments are made on forestry, gardening, the dynamic activities of plant life, the relation of fertile soil to health, and practical results of the bio-dynamic method of farming, a method based upon the return of all plant and animal residues to the soil whence it comes. Cloth. 240 pages, 18 illus. \$2.50.” Address: Director of the Bio-chemical Research Lab. at the Goetheanum, Dornach, Switzerland.

89. Pfeiffer, Ehrenfried. 1938. Die Fruchtbarkeit der Erde: ihre Erhaltung und Erneuerung: das biologisch-dynamische Prinzip in der Natur [Bio-dynamic farming and gardening: soil fertility renewal and preservation]. Basel, Switzerland: Zbinden & Huegin. vii + 184 p. Translated into English in 1938 by Frederick Heckel. [Ger]*

• **Summary:** Note: This is the earliest book seen (March 2020) written by Ehrenfried Pfeiffer. Address: Director of the Bio-chemical Research Lab. at the Goetheanum, Dornach, Switzerland.

90. Lager, Mildred. 1939. The march of progress. *House of Better Living (Newsletter, Los Angeles)* 10(46):1. Oct.

• **Summary:** “I was one of the speakers at the recent Health Food Dealers convention in Chicago [Illinois]. I went back there and had my eyes opened. We are apt to think that California ranks tops as to interest in the food field, but I think others are right up there with us. There is a tremendous interest all over the United States. The East Coast is wide awake—so is Washington, DC; the mid-west and even parts of the south.” Address: 1207 West Sixth St., Los Angeles, California. Phone: MUtual 2085.

91. Natural Foods Institute. 1939. Know the joy of vigorous health: Vita-Mix, revolutionary new food liquefier (Ad). *Health News (Hollywood, California)*. Nov. 24. p. 6.

• **Summary:** “Stop over-taxing your digestive organs and poisoning your system with the wrong foods. Be alive, vibrant, vigorous. Drop carrots, lettuce, spinach, celery,

tomatoes peppers—all vegetables, into the quart-size bowl of the Vita-Mix and you’ll actually be drinking these same vegetables in less than three minutes. Vita-Mix makes the finest drinks, soups and raw apple sauce in three minutes.

“Vita-Mix is powerful and fast. It mixes, chops, whips, liquefies. Stainless steel blades. Two-speed motor. Chrome plated base. Heavy clear glass bowl. Guaranteed for one year.”

“Free: W.G. Barnard’s 40p. book, ‘Health Via the Carrot and Other Fruits and Vegetables’ [published ca. 1939 by Natural Foods Institute, Cleveland, Ohio]. Explains the therapeutic value of fruits and vegetables in the care of constipation, arthritis, kidney trouble, ulcers, hyper-acidity, high and low blood pressure, sinus trouble and other diseases.”

A photo shows the Vita-Mix and a lady drinking a glass of juice. Note 1. This is the earliest document seen (July 2006) that mentions the “Vita-Mix,” an early brand of electric blender.

Note 3. This is the earliest English-language document seen (July 2006) that uses the verb “to chop” (“it... chops”), or the verb “to whip” (“it... whips”) in connection with an electric blender. Address: 807-F St. Clair Ave., Cleveland, Ohio.

92. Weaver, Diana; Weaver, Purcell. 1939. Natural foods: their preparation and use. With dietetic tables by Edmond Székely. Victoria, B.C., Canada: Cosmovitalist Press. 253 p. *

• **Summary:** An early book on vegetarian cookery.

93. Weaver, Diana; Weaver, Purcell. 1939. Natural foods: their preparation and use. With dietetic tables by Edmond Székely. London: C.W. Daniel Co. 253 p. *

• **Summary:** An early book on vegetarian cookery.

94. *Eat For Health (Rosenberg’s, San Francisco)*. 1940. Here’s an easy way to balance your diet. Spring. p. 2-5.

• **Summary:** A table (p. 4) titled “Essential foods for a balanced diet” gives a good summary. One should eat foods from four groups: Foods containing—(1) Body-building proteins: Cheeses, eggs, milk, nuts, whole-grain breads, flours, pasta, soy beans, dried peas, peanuts, dried peas [no meats, poultry, or fish]. (2) Body-heating fats. (3) Energy carbohydrates: Butter, cream, olive oil, honey, fruits, etc. (4) Regulatory substances: Whole grain cereals and their products (for cellulose or roughage), foods rich in vitamins and minerals like fruits and vegetables, and “all natural foods.” Address: Rosenberg’s Original Health Food Store, 1120 Market St., San Francisco, California. Phone: MArket 3033.

95. Howard, Albert. 1940. An agricultural testament.

London, New York, and Toronto: Oxford University Press.

xv + 253 p. Illust. 23 cm. [5 ref]

• **Summary:** This book is the continuation of an earlier book by Sir Albert Howard titled *The Waste Products of Agriculture* (1931). The two books founded the organic movement in the Western world. The latter book inspired J.I. Rodale to start publishing *Organic Farming and Gardening* magazine in May 1942. This book contains a detailed discussion of the Indore process for the manufacture of humus through composting.

Sir Albert Howard (8th Dec. 1873–20th Oct. 1947) was an English botanist, an organic farming pioneer, and a principal figure in the early organic movement. He is considered by many in the English-speaking world as the father of modern organic agriculture. His knighthood was conferred in 1934, so in publications prior to that, he is not referred to as “Sir.”

“From 1903-1905, he was Botanist to the South-Eastern Agricultural College, Wye; and from 1905-1924, he was Imperial Economic Botanist to the Government of India. In 1914, he was created a Companion of the Indian Empire (C.I.E.), and received a Silver Medal of the Royal Society of Arts in 1920. From 1924-1931, Howard was Director of the Institute of Plant Industry, Indore, and Agricultural Adviser to States in Central India and Rajputana. He was made a Fellow of the Royal Asiatic Society in 1928, and in 1930 received the Barclay Memorial Medal of that society. He was knighted in 1934, and made an Honourable Fellow of the Imperial College of Science in 1935” (Source: Wikipedia at Albert Howard). Address: Sir, Formerly Director of the Inst. of Plant Industry, Indore and Agricultural Adviser to States in Central India and Rajputana.

96. *Land (The)* (Washington, DC). 1941-1954. Serial/periodical. Published by Friends of the Land (DC). Vol. 1, No. 1. Winter 1941. Quarterly. Last issue was Vol. 13, No. 2 (Nov. 1954).

• **Summary:** An early periodical within the environmental and natural foods movements in the United States. The succeeding titled was *Land and Water*. One of its major focuses was soil conservation, and protecting the soil from poisons and erosion. Issues for 1953 were titled “Land and Land News” and were published in Columbus, Ohio. Address: Washington, DC.

97. *Health News* (Hollywood, California). 1942. Leading U.S. health food stores selling *Health News*. 10(8):10. April 30.

• **Summary:** This directory is organized alphabetically by state. Within each state, the entries are arranged alphabetically by city; for each is given the name of the store, its address and phone number. A bold dot before the city means that the store also serves health meals. The states are: Arizona (4 stores). Arkansas (1). California (66). Colorado (2). District of Columbia (1). Florida (2). Georgia

(2). Hawaii (1). Illinois (10). Indiana (3). Iowa (1). Kansas (2). Michigan (10). Minnesota (2). Missouri (8). Nebraska (3). New Jersey (1). New York (18). Ohio (9). Oklahoma (1). Oregon (3). Pennsylvania (9). Texas (7). Utah (1). Washington state (11). Wisconsin (5).

Thus, the states with the most stores listed are: California (66). New York (18). Washington state (11). Michigan (10). Within California, there are 27 stores in the greater Los Angeles area (incl. Beverly Hills, Glendale, Hollywood, Huntington Park, Long Beach, Los Angeles, North Hollywood, Santa Monica, West Los Angeles), 7 in San Diego, 6 in San Francisco, and 1 in Berkeley.

Fifteen of the stores have the term “Natural Food(s)” in the store name; most of these are in California. Only one has the word “Vegetarian”—San Diego, California, Vegetarian Cafe & Bakery, 1125 6th St. Phone: Main 3159. Well-known stores include: House of Better Living, Los Angeles. Richter’s Cafeteria, Los Angeles. The Food Mill in Oakland. Sexauer Natural Foods in Santa Barbara. Huni Health Products and Lust’s Original Health Foods in New York City.

98. *Organic Farming and Gardening*. 1942-1942/10. Serial/periodical. Emmaus, Pennsylvania: Rodale Press. Jerome I. Rodale, editor and publisher. Vol. 1, No. 1. May 1942.

• **Summary:** This title continued until Vol. 1, No. 6, Oct. 1942, when it became *Organic Gardening and Farming* with Vol. 2, No. 1, Dec. 1942. Merged with *Organic Farmer* in Jan. 1954 to become: *Organic Gardening and Farming*. The single most important periodicals in launching and developing the organic foods movement and industry in the United States, and eventually the Western world. At the time he started publishing this magazine, J.I. Rodale was already publishing two other magazines, one titled *Health Guide* and the other *Fact Digest*. In both of these he had been running articles about Sir Albert Howard and his organic method. During the first two years of publication the magazine changed titles several times, being called *Organic Gardening and Farming* (starting Dec. 1942) and simply *Organic Gardening* (Jan. 1943 to 1953). He published 6 issues under the title of *Organic Farming and Gardening*, but with Nov. 1944 it became *Organic Gardening and Farming*; “We decided to aim our sights at the gardener and catch an aggressive farmer here and there.”

Note 1. This is the earliest document seen (March 2020) concerning with work of J.I. Rodale and *Organic Farming and Gardening*. In the magazine’s many name changes between May 1942 and Jan. 1954 we see the difficulty of positioning a pioneering periodical in a completely new field.

Note 2. This is the earliest document seen (March 2020) that concerns organic farming or gardening.

Note 3. More specifically, this is the earliest document seen (March 2020) that contains the word “organic” in the title or that uses the word “organic” to refer to the production of food without application of pesticides / agrichemicals. J.I.

Rodale popularized the word “organic” in English to mean grown without pesticides and using practices that constantly build soil fertility. Address: Emmaus, Pennsylvania.

99. Rodale, J.I. 1942. Introduction to organic farming. *Organic Farming and Gardening*. May. p. 3-5.

• **Summary:** “Organic farming is new to the majority of farmers. In this country it has been taken up on a limited scale, only in the last few years. In Europe,—England, Denmark, Switzerland and Germany especially—it has been in use on a more extensive scale for many years and its advantages have been tested widely. There are two methods that have been used, the Bio-Dynamic system and the Indore method, the latter receiving its name from the city of Indore in India where it was first tried by Sir Albert Howard. They both have one thing in common, which is that they frown on the use of so-called chemical fertilizers.

“A detailed description of the Indore method of composting is given elsewhere in this magazine as is also the Bio-Dynamic system. What is claimed roughly for these organic methods of farming is that they increase the fertility of the soil, produce much better tasting crops, crops that are healthier for man and beast, reduce weeds, do away with the necessity of using poisonous sprays, improve the mechanical structure of the soil, enable it to retain moisture, and reduce soil erosion, etc.

“Sir Albert Howard, advocate of the Indore method of farming has said that ‘artificial manures (chemicals) lead inevitably to artificial nutrition, artificial animals, and finally to artificial men and women.’

“A few years ago in a English health magazine published in London there appeared a brief account of an experiment in the feeding of children which had a tremendous significance in connection with bodily resistance to disease. There were two groups of children. One group was fed on vegetables raised by ordinary methods with the liberal use of chemical fertilizers. The second ate vegetables grown by the use of compost fertilizer only, containing no chemicals.

“The latter children enjoyed a singular immunity to colds whereas the former suffered from the regular, normal condition as to colds, coughs, etc.

“Compost fertilizer is a purely organic material as distinguished from mineral fertilizers (chemicals). It is made by mixing manure with such plant materials as weeds, leaves, grass clippings, etc. By a natural process, decay takes place and the resultant material, which has a rich woody brown color, goes back into the land to enrich it in a manner that the roots of plants can appreciate and absorb, as against unnatural chemicals which the roots cannot as efficiently work with.

“This was the first time that I had ever heard a question raised as to the methods used in raising crops insofar as it affected our health. Having read, extensively over a long period of time in medical journals, health magazines and

books and never having seen this point discussed, it reacted as something of overwhelming importance.

“I have obtained and read several times over Sir Albert Howard’s book entitled ‘An agricultural testament’ which treats the entire subject in adequate detail. (Price \$4.50).

“The Bio-Dynamic method is described in a book called ‘Bio-Dynamic, Farming and Gardening’ by Dr. Ehrenfried Pfeiffer.

“Since July, 1941, we have been making compost heaps, using manure obtained from a herd of 20 steers. There is no question that the making of these heaps means extra labor, but it will be shown in the columns of this magazine that this extra work will be more than repaid by getting better crops and selling them at higher prices. The use of organic materials exclusively means greater profits for the farmer.

“Plant growth depends on a bacteriological process in the soil and in this process there is a certain relationship or cooperation between bacteria and certain fungi called *mycorrhiza*. These two work as a team in feeding the organic matter of the soil to the roots. In the presence of artificial chemical fertilizers the efficiency of these bacteria and *mycorrhiza* is greatly reduced and the resultant food products do not have the fine taste of those raised with natural organic fertilizer materials, also called humus. In other words not only would we be much healthier if we ate food grown under the above-mentioned correct methods, but our farm animals, if fed on them would be healthier and the income we get through them would be higher.

“Where much chemical fertilizers are used with insufficient application of organic substances the soil is gradually becoming hard-packed and the earthworms which nature put there for a well-defined purpose are being killed off. By boring in the earth these tiny creatures produce openings which help in getting oxygen into the soil. But their most important duty is actually to swallow earth, mix it with matter from their digestive process and excrete one of the finest natural fertilizer materials ever made. Many soils today are almost barren of worms because of the constant dumping into the soil of artificial chemical fertilizers. By the use of humus, or the natural organic fertilizers, the amount of earthworms in the soil is greatly increased because they can live and multiply in this element which is natural for them.

“It is rather paradoxical that the medical profession and its thousands of scientific workers are spending so much time measuring the amount of vitamins in various food products and formulating interesting principles regarding their application to health problems, yet disregarding the basis or foundation of the food products. Plants are not like money for example. A one dollar bill always means 100 cents. But two different pea-pods each representing the same weight do not have the same amount of vitamins.

“One of these fine days the public is going to wake up and will pay for eggs, meats, vegetables, etc., according to how they were produced. A substantial premium will

be paid for high quality products such as those raised by organic methods. It is possible that if you feed chickens on home raised feeds produced without the use of chemical fertilizers, instead of getting 30 or 40¢ a dozen your eggs will command 50 or 60¢ a dozen. The better-earning class of the public will pay a high price if they can be shown its value, and that they will save on doctor bills. Dr. Alexis Carrel, in his world-famous book 'Man the Unknown,' wrote: 'Chemical fertilizers, by increasing the abundance of crops without replacing the exhausted elements of the soils, have contributed indirectly to change the nutritive value of our cereal grains and our vegetables.'

"It has been proven that not only may food crops be grown without the aid of chemical fertilizers, but that when natural organic fertilizers are used, the food thus grown not only produces greater body resistance to disease when eaten by either man or animal, but the taste of the food is by far more delicious and natural.

"In New Zealand practically all the farms are treated with chemical fertilizers. A few years ago, the *Lancet*, famous London medical magazine said, 'In 1936 Dr. G. B. Chapman, of the Physical and Mental Welfare Society of New Zealand, persuaded the authorities of a boys' school hostel to grow their fruit and vegetables on soils treated with humus. This has since been done, and a striking improvement is reported in general health and physique, particularly as regards freedom from infections, alimentary upsets and dental caries.'

"In India, the Hunzas of the north have been found to have the best health and physique of the entire country. They are a 'hardy, agile, and vigorous people,' says Sir Albert Howard. 'They have marvelous agility and endurance, good temper and cheerfulness. These men think nothing of covering the 60 miles to Gilgit in one stretch, doing their business and then returning... health and physique enjoyed by the Hunza hillmen appears to be due to the efficiency of their ancient system of farming.' It was found that they return to the soil all human, animal, and vegetable wastes after being made into compost heaps as described earlier in this article. Chemicals do not enter into their farming formula.

"In overpopulated China, where the soil is literally 'worked to death,' and land is so precious, this method of using compost heaps has been in use for over five thousand years. The full advantage in China, however, cannot be secured on account of overpopulation in the first place and secondly because of frequent crop failures due to insufficient rainfall. Had chemical fertilizers been extensively used there over a period of not thousands, but only hundreds of years, China today would be a barren wasteland" (Continued). Address: Editor and founder, Emmaus, Pennsylvania.

100. Rodale, J.I. 1942. Introduction to organic farming (Continued—document part II). *Organic Farming and Gardening*. May. p. 3-5.

• **Summary:** Continued: "The dust storms in mid-western United States are partly due to the lack of organic humus in the soil. The humus that the farmer can make in the form of compost heaps, after being worked into the soil will improve the moisture retaining capacity of the earth. That is one of the very important aspects of this method of fertilization. The earth will retain moisture during long periods of drouth. Ground which is over-chemicalized, as in the dust-bowl regions, becomes hard packed and powdery, and is bound to become worthless eventually.

"Unless more organic material is returned to the soil, the future of this country looks somewhat disheartening, because industry and prosperity are closely bound to and dependent upon agriculture. It is said that the decline of Rome was due to a deterioration of its crop lands. There are many other examples in History where carelessness in the handling of the soil resulted in the practical extinction of races, or reduction to a low status.

"According to Sir Albert Howard in his *Agricultural Testament*: 'At Marden Park in Surrey; England, Sir Bernard Grenwell has found that a change over to a ration of fresh homegrown food (raised on soil manured with humus) fed to poultry and pigs has been followed by three important results: (1) the infantile mortality has to all intents and purposes disappeared; (2) the general health and well-being of the live stock has markedly improved; (3) a reduction of about 10 per cent in the ration has been obtained because such home-grown produce possesses an extra-satisfying power.

"At a large preparatory school near London, at which both boarders and day-boys are educated, the change over from vegetables, grown with artificial manures, to produce grown on the same land with Indore compost has been accompanied by results of considerable interest to parents and to the medical profession. Formerly, in the days when artificials (chemicals) were used, cases of colds, measles, and scarlet fever used to run through the school. Now they tend to be confined to the single case imported from outside. Further, the taste and quality of the vegetables have definitely improved since they were raised with humus.

"(Another article in this series will appear next month.)"

Note: The price of the magazine is 10 cents (\$0.10) per issue; \$1.00 a year. Address: Editor and founder, Emmaus, Pennsylvania.

101. Pfeiffer, Ehrenfried; Riese, Erika. 1942. Grow a garden and be self-sufficient. Done into English by Alice Heckel. New York, NY: Anthroposophic Press, Inc.; London: Rudolf Steiner Publishing Co. x + 118 p. Illust. Index. 21 cm. Reprinted in 1981 by Mercury Press. [5 ref]

• **Summary:** On the title page: "With a garden plan by Nikolaus Stoeklin and five illustrations in the text."

Contents: Index. Preface. 1. Successful gardening for the small landholder. 2. Basic considerations for the home

garden. 3. Home garden management. 4. Crop rotation and the significance of mixed cultures. 5. Vegetable production concentrated in the smallest possible area. 6. Practical cultural directions for the various vegetables. 7. Herbs in the farm and home garden. 8. A manifesto for the housewife.

This book is based on the "Bio-Dynamic Method," which the authors have applied with success for the last 16 years. It is based on humus-forming organic methods which are designed to maintain and increase the fertility and health of the soil, while also giving high yields.

Two tables (Plans A and B, p. 4-5) indicate that the authors believe that children and adults need milk, fats, sugars and meat. In Plan B, considered healthier and more advisable, an active boy, over age 11, should consume each year: 240-365 quarts of milk, 80 pounds of fats, 115 pounds of sugars, and 250 pounds of lean meat, poultry and fish. A moderately active man should consume each year: 182 quarts of milk, 65 pounds of fats, 75 pounds of sugars, and 220 pounds of lean meat, poultry and fish.

Note 1. This appears to be Pfeiffer's third English-language book. Advertised in *Organic Gardening* magazine (Jan. 1943, p. 29) it sold for "Paper \$1.25. Mailing 2¢ extra" from the publisher.

Note 4. J.I. Rodale, founder, editor and publishing of *Organic Gardening* magazine, described this book as follows (Dec. 1946, p. 52): "In this small book, Dr. Pfeiffer gives undivided attention to problems of the garden and is quite chatty with the gardener. In the first line he puts his finger on the essence of the good life, namely self-sufficiency. This involves careful planning and a full understanding of nature's ways. First consideration is given to the home garden and the planting of gardens and homesteads. The author discusses size and yield, digging and cultivation, watering and irrigation, the preparation of composts and fertilization, sprays and spraying, and hotbeds and coldframes. For tops in gardening one must understand the value of crop rotation, the significance of mixed culture. He concludes with practical cultural directions for various vegetables in the home garden and the importance of herbs in the home and on the farm. Paper: 118 pp., illus. \$1.40." Address: Kimberton Farms, Phoenixville, Pennsylvania.

102. Ratcliff, J.D. 1942. The town without a toothache. *Collier's*. Dec. 19. p. 58-59.

• **Summary:** About the remarkable lack of cavities in Hereford, Texas, and the role of fluoride (in a concentration of 3 parts per million) in creating this enviable situation.

The main who discovered Hereford was Dr. George W. Heard, age 75. Although he has almost no scientific training, he is very observant. Born on a farm in Alabama, he earned his way through dental college, and then married. Because of his wife's lung trouble, he decided to move to Hereford, the county seat of Deaf Smith County, Texas. "The county was named for Sam Houston's chief scout in the Texas

Revolution."

After he began practicing dentistry in Hereford, he noticed that among the people who had resided in the county for a long time, there was virtually no tooth decay. "New settlers needed an occasional filling." Even the aged horses and dogs had fine teeth.

Dr. Heard finally got Dr. Edward Taylor, the able, hard driving state dental officer, interested in the very interesting and unusual situation. Taylor went to Hereford County and did a systematic, large-scale examination of 810 youngsters who had been born and raised in the county. Well over half the group showed no decay at all. On average, there was one-half a decayed, missing or filled (DMF) tooth per child.

This finding called for an even bigger study. Analysis of the water at Hereford showed 2.5 parts of fluorides per million parts of water. A study of the foods grown in the area showed that they were "astonishingly high in phosphorus." In conclusion, Dr. Taylor tentatively ascribed the low rate of tooth decay in Deaf Smith County to a combination of factors. "He thinks that fluorides play a part; and sunshine, calcium and phosphorus as well." He believes a much larger research effort is needed.

Note 1. Because of the high concentration of fluoride in the local water, fluorosis (a mottling of the teeth) was endemic in the Hereford area. But this key fact was not mentioned in the *Collier's* article.

Note 2. A condensed version of this article was reprinted in the Feb. 1943 issue of *Reader's Digest* magazine.

103. *Organic Gardening and Farming*. 1942-- . Serial/periodical. Emmaus, Pennsylvania: Rodale Press. Jerome I. Rodale, editor and publisher. Vol. 2, No. 1. Dec. 1942. *
• **Summary:** Previous title *Organic Farming and Gardening*. Subsequent title: *Organic Gardening*, from Vol. 2, No. 2, Jan. 1943 through Vol. 21, No. 12, December 1953. Address: Emmaus, Pennsylvania.

104. *Organic Gardening*. 1943-1953/05. Serial/periodical. Emmaus, Pennsylvania: Rodale Press. Jerome I. Rodale, editor and publisher. Vol. 2, No. 2. Jan. 1943.
• **Summary:** This title continued through Vol. 21, No. 12, Dec. 1953. Previous title *Organic Gardening and Farming*. Subsequent title: *Organic Gardening and Farming*, from Vol. 1, No. 1, Jan. 1954. Address: Emmaus, Pennsylvania.

105. Allison, R.V.; Whitehead, Thomas, Jr. 1943. Know fertilizer materials better: trace elements in some organic fertilizers. *Florida Grower* 51(1):4, 19. Jan. [1 ref]
• **Summary:** A large table titled "Spectrographic analysis of organic and inorganic sources of fertilizer nitrogen" gives analyses of castor pomace, peanut meal, soybean meal and cottonseed meal. These can be considered by-products and even wastes.

This table is taken from page 6 of Florida Experiment

Station Bulletin No. 290.

106. *Organic Gardening*. 1943. With Sir Albert Howard. 2(2):24-25. Jan.

• **Summary:** This is a published letter: “To Sir Albert Howard, Windways, Heversham, Milnthorpe, Westmoreland, England.

“From J.I. Rodale, Editor. September 29, 1942.

“I am beginning to experiment with mechanical devices that would eliminate the turning of compost heaps and I am wondering if you have had any experience along such lines. Do you know of any equipment that might be used to turn over a heap?”

107. *Organic Gardening*. 1943. The beneficial earthworm. 2(2):27-28. Jan.

• **Summary:** “The vegetable mold, made by earth worms, is generally of a blackish color and a few inches in thickness. This mold is one of the best types of humus in existence. It is made by the worm, swallowing the earth, and throwing it out after it has passed through the little creature’s digestive system.

“Charles Darwin, the first scientist to really investigate the relation of the earthworm to agriculture, stated that it was his absolute conviction that without the earthworm all growing plants would eventually vanish from this earth. Later experiments seem to bear out these conclusions.

“Earthworms, through their incessant borings, help aerate the soil and aid the rain to seep into the lower strata. They bring up valuable minerals from the depths to serve as plant food and dying, in vast numbers, furnish the soil with essential protein elements—so necessary to plant growth. It has been estimated, that truly fertile soil should have approximately 1,000,000 earth worms to the acre. This number of worms, in a single year, would manufacture approximately 50 to 150 tons of humus.”

108. Ratcliff, J.D. 1943. The town without a toothache. *Reader’s Digest*. Feb. p. 87-88.

• **Summary:** About the lack of cavities in Hereford, Texas. Dr. George W. Heard moved to Hereford from Alabama 26 years ago and began to practice dentistry there. Almost from the beginning he noticed that there was essentially no tooth decay among the local people. For years he tried to interest others in this unusual situation, until finally Dr. Edward Taylor, the state dental officer, did take an interest—and was quite surprised at the very low rate of decayed, missing, or filled (DMF) teeth shown by a survey he conducted. To determine this happy situation he first had the drinking water analyzed. It was found to contain 2.5 parts of fluorides per million parts of water. Yet other towns in the area had similar fluorine levels but normal rates of DMF teeth. A second survey found that the foods were unusually high in phosphorus and high in calcium. Researchers have found that

animals and humans consuming diets high in phosphorus generally have little tooth decay. Clearly more research is needed.

109. Rodale, J.I. 1943. With the editor (Editorial). *Organic Gardening* 2(3):2-4. Feb.

• **Summary:** J.I. Rodale signs his name at the end of this editorial, which begins: “Bugs, worms, blights and rusts. A number of years ago I heard the statement that on a farm in New York State they were actually demonstrating that well-nourished vegetables were distasteful to insect pests. At the time the idea seemed illogical—so illogical that I would have wagered that the greener, the more leafy, the more luxuriant a plant, the more enticing it would appear to bugs, caterpillars, blights and rusts.

“However, today my opinions have changed. On our experimental farm here in Eastern Pennsylvania we have seen some things happen that have altered my point of view.”

While discussing similar observations by gardeners, farmers and soil scientists worldwide, he adds (p. 3):

“Frankly, it was the writings of Sir Albert Howard that started me investigating this seeming phenomenon of proper plant fertilization. The wonderful results that he had achieved in India, fighting insect pests and plant diseases merely through proper fertilization of the soil, astounded me. It was all so contrary to my logical deductions that I was intrigued and fascinated. I determined to go deeper into the subject.”
Address: Emmaus, Pennsylvania.

110. Anthroposophic Press, Inc. 1943. The Bio-Dynamic Method: The sure way to soil fertility (Ad). *Organic Gardening* 2(4):31. March.

• **Summary:** This small (1/10th page ad) states: “Details in Bio-Dynamic Farming and Gardening, by Dr. E. Pfeiffer.

“Cloth \$2.00; mailing 6¢ extra.

“Paper \$1.50; mailing 6¢ extra.

“For the small plot owner:

“Grow a Garden and Be Self-Sufficient, by E. Pfeiffer and Erika Riese.

“Paper \$1.25; mailing 3¢ extra.” Address: 225 West 57th St., New York, NY.

111. Howard, Albert. 1943. The control of plant diseases. *Organic Gardening* 2(4):3-4. March.

• **Summary:** This article begins: “As Great Britain and other parts of the empire become compost-minded and more and more attention is being paid to Nature’s law of return, an interesting sidelight on the control of plant diseases is developing.”

Most producers rely on three methods to control pests (including pesticides and pest-resistant plants), but the pests keep coming back. Obviously something is wrong.

A better approach begins with the “application to the soil of freshly prepared humus.” “The only sound method of

preventing plant diseases is the restoration of soil fertility.” People must learn how to make compost. Address: Sir, C.I.E [Companion of the Indian Empire].

112. Howard, Albert. 1943. The history of the Indore method of composting. *Organic Gardening* 2(4):9-12. March.
 • **Summary:** This article begins: “A little more than ten years have passed since a detailed account of the Indore method of composting appeared in book form under the title—*The Waste Products of Agriculture: Their Utilization as Humus*. This book was written to assist the cotton cultivators of India who provided a large portion of the funds needed for the foundation and maintenance of the Institute of Plant Industry at Indore in Central India at which this method of converting vegetable and animal wastes into humus was devised, tested on the local cotton crop and shown by large-scale trials to be the basis of any permanent and effective system of cotton growing.”

This was a method of maintaining soil fertility; the humus not only increased the yield but also improved the cotton fibre. Address: Sir, C.I.E. [Companion of the Indian Empire].

113. Keene, Paul. 1943. How did your garden grow? *Organic Gardening* 2(4):5-6. March.

• **Summary:** This article was reprinted from “The Decentralist,” a publication of the School for Living, Suffern, New York. This summer the School of Living laid out five gardens, all on the same 1/3 acre. In all of them they used the biodynamic method of organic gardening in which no chemical sprays or dusts are used, and the plants are grown in raised beds.

The first garden is the 30 by 30 small-family garden as described in *Grow a Garden*, by E. Pfeiffer and E. Riese. Dr. Pfeiffer is head of the Biodynamic Farming and Gardening Association of America. This garden is divided into 14 beds.

The second garden, described in the same book by Pfeiffer and Riese, is the “Chinese garden.”

Note: This is the earliest document seen (March 2020) concerning Paul Keene in *Organic Gardening*. Address: [Walnut Acres, Pennsylvania].

114. *Organic Gardening*. 1943. Table of contents: 2(5): April.

• **Summary:** The writing on the wall (inside front cover). With the editor. Hints for the Victory Gardener. Mulching garden crops with corn cobs. Compost and orchard. How solar energy is wasted. Speeding Indore compost by petty method. Spring notes on growing vegetables. The Japanese beetle ignores a bio-dynamic garden. Science makes the worm turn. To the rescue of the soil. Our daily bread. Health from properly raised food. Earthworm department. The earthworm. Reader’s correspondence. Help the war effort: Use only home-made organic fertilizers.

Price: 25¢. Subscription rate: 12 issues for \$2.00. Address: Emmaus, Pennsylvania.

115. Rodale, J.I. 1943. With the editor (Editorial). *Organic Gardening* 2(5):1-3. April.

• **Summary:** “Cautions—As the season begins, let me caution you in regard to a few of the pitfalls that are awaiting you in connection with your gardening plans.” Address: Emmaus, Pennsylvania.

116. Howard, Albert. 1943. The handwriting on the wall. *Organic Gardening* 2(5):Facing p. 1, and inside back cover. April.

• **Summary:** “What is the real status of chemical fertilizers in agriculture?” The writer tries to answer this question by looking at the sugar cane industry in Barbados, West Indies, where he served as a research officer for three years (1899-1902) in the newly-formed Imperial Department of Agriculture for the West Indies.

That was 40 years ago. As the internal combustion engine increasingly “provided a ‘cheaper’ form of road transport and a ‘cheaper power unit for cultivation, the number of animals on the sugar estates rapidly dwindled and the supplies of properly constituted humus almost vanished.” A host of problems, such a plant diseases, followed. Address: Sir, C.I.E. [Companion of the Indian Empire].

117. Balfour, E.B. (Evelyn Barbara, Lady). 1943. The living soil: evidence of the importance to human health of soil vitality, with special reference to national planning. London: Faber and Faber. 246 p. Illust. Plates. 23 cm. Reprinted in 1943 as *The Living Soil and the Haughley Experiment*, ¼ by Universe Books (NY, 383 p.). [20+ ref]*

• **Summary:** A classic in the history of the organic farming and gardening movement. Discusses: Soils. Compost. Soil microbiology. Nutrition. Evelyn Balfour was born in 1898. Address: England.

118. *Nature’s Path (New York City)*. 1944. Deaf Smith County wheat. Jan. p. 24.

• **Summary:** “Early this year [sic, on 19 Dec. 1942] the health-conscious world was startled by an article in *Collier’s* [magazine] regarding a ‘town without a toothache.’ Later this article was reprinted in part in *Reader’s Digest*” [Feb. 1943, p. 87-88].

The inhabitants of Hereford, in Deaf Smith County, Texas, had hardly any tooth decay. “Dr. George W. Smith, who came to Hereford from Alabama some 26 years ago, reported that while new settlers occasionally required fillings, there was virtually no practice of this kind among old residents, even those of advanced years.”

Researchers at Texas Technological College analyzed samples of meat, milk, wheat, and vegetables, which they found to be astonishingly rich in phosphorus. Wheat, the

chief food grown in the area, had more than 600% above normal. It is not known whether increased phosphorus intake can reduce cavities.

However, Great Valley Mills, of Paoli, Pennsylvania, is now milling flour from wheat grown in Deaf Smith County.

119. Natural Foods Institute. 1944. Carrot juice for health (Ad). *Nature's Path (New York City)*. Oct. p. 394.

• **Summary:** A small (2¼ inch square) ad. "All vitamins and minerals retained. Juice of California carrots. Nothing added. "48-8 oz. cans-\$4.80 a case. 24-12 oz. cans-\$3.60 a case. Free book-'Health Via the Carrot' with each order."

Note: This company was a pioneer in the electric kitchen blender industry. Their blender was eventually re-named "Vita-Mix." Address: 624 Prospect, Cleveland, Ohio.

120. Rodale, J.I. 1944. With the editor: legitimate means of checking insects and disease (Editorial). *Organic Gardening* 6(1):3. Dec.

• **Summary:** "The earthworm should be assiduously cultivated in the vegetable garden because he eats the larvae of destructive insects. There is definitely a connection between a large earthworm population and a small amount of disease and destructive insects."

121. *Sheboygan Press (The) (Sheboygan, Wisconsin)*. 1945. Fluorine in water lessens decay in teeth, probe shows. March 22. p. 4.

• **Summary:** "Investigation by Dr. H. Trendley Dean, senior dental surgeon of the United States Public Health Service, and by others, have shown that communities whose water supply contains fluorine experience less dental decay in children who have drunk this water during the period of tooth formation than communities whose water supply contains no fluorine. Other investigations in areas where water supplies contain up to 14 parts per million of fluorine have been unable to show any harmful effects to bone or other body tissue other than mottled tooth enamel.

"In a paper presented before the National Conference of the American Water Works association in Cleveland, Ohio, on June 17, 1943, Dr. Dean showed the difference between the number of decayed, missing and filled teeth in children twelve to fourteen years of age in Galesburg, Illinois, with water of 1.8 parts per million of fluorine, and Quincy, Illinois, with 0.1 parts per million to be well over a ratio of three to one in favor of the Galesburg children.

"A comparison of eight communities in the Chicago metropolitan and suburban area with waters varying from 0.0 to 1.8 parts per million of fluorine showed to similar comparative relationship.

"After discussing the results of the studies of this relationship between fluorine content of drinking water..."

122. *Business Week*. 1945. Is it oleo, or not? Soya butter

subject to a jumble of conflicting rulings. April 21. p. 95-96.

• **Summary:** "Soya butter is bringing lots of business and plenty of grief to W.G. Barnard of Cleveland [Ohio], whose vegetarian Natural Foods Institute has developed a thriving business distributing this butter substitute.

"Margarine or not?: The Bureau of Internal Revenue has ruled that soya butter is oleomargarine, that Barnard must have a \$480 wholesaler's license, a \$48 retail license, and must collect a 10¢-a-pint tax from his customers. But the U.S. Food & Drug Administration holds that soya butter is not oleomargarine and that to label it as such would be misbranding, inviting penalties." The sole manufacturer of this product is Butler Food Products Co. of Cedar Lake, Michigan.

123. Siegmeister, Walter. 1945. Seeds as a human food. *Organic Gardening* 6(5):18-19. April.

• **Summary:** Page 18: Left column: "Lecithin, which has recently entered therapeutics as a nerve reconstituent, is at present manufactured from the soya bean. However all seeds contain lecithin, which is intimately associated with the vital functions of the germ or embryo of seeds." Address: Ph.D.

124. *Soybean Digest*. 1945. "The Useful Soybean"... Health stores introduced it to the public. July. p. 14-15.

• **Summary:** This very favorable review of Mildred Lager's book titled *The Useful Soybean*, which contains 350 recipes, says of Miss Lager: "The author conducts a health food store in Hollywood, has had her own [radio] program on the air, is past president of the Health Food Dealers of Southern California and past vice president of the National Dietary Association... The author, who says that soybeans originally were 'thrust upon' her, has her own dietary philosophy. She gives little comfort to a public currently trying to solve all dietary problems by taking a few food pills daily. She says, 'Synthetic vitamins and minerals will never equal the intricate combinations of natural foods... We must go back to the use of more natural, unrefined foods with their known and unknown vitamins. We must replenish our soils and strive to produce foods that contain what nature intended them to contain.'"

125. *Let's Live*. 1945. Have you tasted the new formula? Kevo has amazing flavor-Gives more pep (Ad). Sept. p. 19.

• **Summary:** This 2¼ by 3½ inch ad states: "This hearty food beverage offers you something delightfully different—a smooth, chocolate-like flavor but contains no chocolate. Kevo powder makes a delicious drink hot or cold. Try it with your meals every day for a week. Carry Kevo Tablets (Enurgets) in your pocket or purse and eat like candy for more pep.

"You will keep coming back for more because Kevo tastes So Good and makes you feel so good.

"Kevo is made from the following natural foods that

give True Minerals and Vitamins: Whole soy bean, germ of whole wheat, dextrose, soy bean milk, deep sea kelp, mint leaves, rhubarb plant, spinach, carrot, celery, W.H.Y. Blended flavoring, Special calcium, phosphorus, iron, copper, iodine.

“Ask your Pure Food dealer for Kevo. If he is temporarily out, send his name, address and 10¢ to the factory. We shall mail you a generous trial size of Kevo and Enurgets, post paid. Kevo-L-2, Azusa, California.” Address: Azusa, California.

126. Bromfield, Louis. 1945. Pleasant valley. New York and London: Harper & Brothers. vii + 300 p. Illust. (by Kate Lord). 22 cm.

• **Summary:** A biography. His home was Malabar Farm near Lucas, Ohio. A conservationist, he believes that farmers need to return to more natural methods which do not destroy the soil.

127. Howard, Albert; Howard, Louise. 1945. Farming and gardening for health or disease. London: Faber & Faber, Ltd. 282 p. + 15 p. of plates. Illust. Index. 23 cm. Subsequently published as *The Soil and Health*. [5 ref]*

• **Summary:** Discusses: Soil fertility. Soils and nutrition. Plant-soil relationships. Sir Albert Howard lived 1873-1947. His wife, Louise Ernestine Howard was born in 1880. Address: Sir, C.I.E. [Companion of the Indian Empire], M.A., Formerly Director of the Inst. of Plant Industry, Indore and Agricultural Adviser to States in Central India and Rajputana.

128. Rodale, J.I. ed. 1945. The fruit orchard. Emmaus, Pennsylvania: Organic Gardening. 48 p. See p. 11. Illust. 21 cm. Organic Gardening Series, No. 6. [10* ref]

• **Summary:** In the first chapter, titled “Orchard practices,” by J.I. Rodale: “Recently a certain company, at my instigation, has been offering premiums of 50¢ a bushel for organically grown grains such as wheat, corn, buckwheat, etc. It has done this because it can sell them at higher prices to discriminating purchasers. There is a tremendous field waiting to be tapped. A large part of the population is not only health-conscious but has the money to pay a little more for quality food that will keep the doctor away.”

“The time is not far off when grocers will offer special grades of organically grown fruit, guaranteed to be unsprayed, at higher than regular prices and they will have difficulty meeting the demand. Think how important this type of food will be to growing children and to invalids. There is opportunity beckoning.”

Note: Contains chapters by various authors, some published previously. Address: Editor of Organic Gardening, Emmaus, Pennsylvania.

129. Rodale, J.I. 1945. Pay dirt: Farming & gardening with composts. Emmaus, Pennsylvania: Rodale Press; New York:

Devin-Adair. x + 245 p. Introduction by Sir Albert Howard (London). Frontispiece. No index. 23 cm. [45 ref]

• **Summary:** This is a book about the importance of fertile, healthy soil and the important role of compost in maintaining such soil.

The Introduction by Albert Howard begins: “A revolution in farming and in gardening is in progress all over the world. If I were asked to sum up in a few words the basis of this movement and the general results that are being obtained, I should reply that a fertile soil is the foundation of healthy crops, healthy live stock, and last but not least healthy human beings. By a fertile soil is meant one to which Nature’s law of return has been faithfully applied, so that it contains an adequate amount of freshly prepared humus made in the form of compost from both vegetable and animal wastes.” Healthy soil needs the “unpaid labor force of the soil”—microorganisms, earthworms, etc. And it needs good soil structure and aeration. Without these, soil erosion results.

This book opposes the use of chemical fertilizers.

Chapter 2, “The earthworm, notes that in about 1881 the book *Vegetable Mold and Earthworms*, by Charles Darwin was published. It explains the many remarkable and surprising benefits of earthworms. For example, they kill nematodes.

Jerome Irving Rodale lived 1898-1971. Address: Editor, *Organic Gardening* magazine, Emmaus, Pennsylvania.

130. Shepard, Ward. 1945. Food and famine: the challenge of erosion. New York: Macmillan Company. x + 225 p. Plus 16 black and white photos on 8 unnumbered leaves. Illust. Map. Index. 21 cm.

• **Summary:** Chapter 1, “Erosion and hunger,” begins with this question: “Can civilization conquer soil erosion before soil erosion destroys civilization?” This is “one of the most fundamental problems confronting mankind.” The enormous rise in population which resulted from the Industrial Revolution was nourished on the soil of new continents—North and South America, Africa, and Australia. But today there are no new continents to exploit. Although humans think they have conquered, such conquests are always short-lived.

Discusses: Soil conservation. Soil erosion. Ward Shepard lived 1887-1959. Address: Vienna, Virginia.

131. *Lebanon Daily News (Lebanon, Pennsylvania)*. 1946. Personals. July 17. p. 11.

• **Summary:** “Rev and Mrs. James E. Keene, of Avon, left today for Penns Creek, where they will spend a few weeks with their son, Paul K. Keene, and his family, who live on a farm there.”

Note: The farm is named “Walnut Acres.”

132. Keene, Paul. 1946. Re: Renovations at farm in Easton,

Pennsylvania. Letter to Betty Keene (his wife), Avon, Pennsylvania, Sept. 26. 1 p. Handwritten.

• **Summary:** This letter, addressed to “Dearest darling Betty,” discusses the health of their first daughter, Marjorie (referred to by her nickname “Dumper”), the necessity of getting a ration book, his return to Soleil Farm (the name of the farm at Kimberton Farms School?) to pack up their belongings on the previous day, buying fruit & nut trees for their new farm in Easton / Bethlehem, unloading their belongings in Easton, sleeping in the barn, the progress of rebuilding the house, and that he will pick her up when the house (at least the kitchen) is ready—expected to be in October. It is signed “Paul.”

Note 1. Letter (e-mail) from Jocelyn Keene. 2011. Feb. 24. “Though the year is not given explicitly anywhere, I deduce that is 1944 in two ways. (1) In 1945 my mother would have been about 8½ months pregnant. I suspect that this might have been mentioned in the letter somewhere. (2) I looked on a calendar for 1944 and Sept. 26 was a Tuesday and Sept. 28 was a Thursday. It could not have been 1945 which is the other possibility.

“I also deduce that my mother was staying with my father’s parents in Avon. Finally, I deduce that Soleil Farm might have been the name of the farm they lived at when they were at Kimberton Farms School. In fact, scrawled in the margin in shaky handwriting and in different pen is a note saying (Betty still at Soleil farm in Coventryville, near Kimberton). When my father was in his 80’s, he set about annotating letters and documents so as to write up some family history. I suspect this was written at that time. However, the annotation is probably not correct for two reasons: (1) the first letter refers to his trip to Soleil Farm on the previous day to pack up their belongings and (2) the text of the second letter says that my mother’s letter came from Avon and he sent greetings to his parents who were living in Avon.

“Re: Bethlehem vs. Easton. If you look at a map, you’ll see that Allentown and Bethlehem are side-by-side. They are often referred to as the same town. A little further to the east and slightly separate is Easton. I expect that the farm was between Easton and Bethlehem.” Address: Bethlehem or Easton, Pennsylvania.

133. Walnut Acres. 1946. Walnut Acres (Ad). *Organic Gardening* 10(1):63. Dec.

• **Summary:** In the classified ads section under “Organically-grown products” the only entry states: “Organically-Produced Foodstuffs. Our prime concern is the health of our soil, animals and produce. We use no sprays or chemical fertilizers. Several items now available. Your inquiry invited. Paul Keene. Walnut Acres. Penns Creek, Pa” [Pennsylvania].

Note: This is the earliest document seen (March 2020) that mentions Walnut Acres of Penns Creek, Pennsylvania. It is also the earliest ad seen (March 2020) for Walnut Acres

in *Organic Gardening* magazine. Address: Penns Creek, Pennsylvania.

134. Howard, Albert. 1946. *The soil and health*. London: Industrial Christian Fellowship. xi + 307 p. Illust. 22 cm. Reprinted in 1947 in paperback by: Emmaus, Pennsylvania: Rodale Press; New York: The Devin-Adair Co. *

• **Summary:** Agricultural autobiography of the world’s foremost scientist in the field of organic farming. Address: Sir, C.I.E. [Companion of the Indian Empire], M.A., Formerly Director of the Inst. of Plant Industry, Indore and Agricultural Adviser to States in Central India and Rajputana.

135. Sikinger, Maximilian. 1946. *Classical nutrition*. Calabasas, California: Published by the author. 34 p. No index. 19 cm. [Eng]

• **Summary:** This concise little book is about live vegetarian foods, meditation, breathing, sunshine, the creative powers of the universe, and the purpose of our existence. “Classical Nutrition embraces the laws of life and nature to reciprocate in harmony to the highest attainment of health.” On the cover is a photo of Sikinger kneeling on a rock by a stream.

Contents: The goal of civilization and the human race is the preservation of life; simplicity is the fact and staff of life (Eat mostly raw foods. Eat only natural foods. Eat simply, only 1-3 kinds of food at each meal. Eat foods in season. The four principal groups of foods). Protein foods (incl. Soy beans, raw peanuts, garvanza [garbanzo] beans). Carbohydrates. Natural sweets (esp. fruits; white sugar causes poisoning). Hydrocarbons or fats. Food combinations and food combining rules. Minerals: Magnesium, calcium, chlorine, fluorine, hydrogen, iodine, iron, manganese, nitrogen, oxygen, potassium, sodium, silicon, sulphur. Vitamines: Vitamin A, vitamin B complex, vitamine D, vitamine E, vitamine K, vitamine P. Summary. Soil deficiency is life deficiency. Therapeutic fasting.

Gordon Kennedy writes in *Children of the Sun* (198, p. 165): Maximilian was born in Augsburg, Germany, on 5 Feb. 1913. “This unique little book sold thousands of copies and helped to spread the *naturmensch* (natural men and women) ideas to many Americans. A trained masseur, physical therapist, dietary counselor and body builder, Maximilian has worked with the holistic community and continues to lead an active life on his ranch in the Santa Monica Mountains, where he lives with his beautiful wife, Carla.” Address: Calabasas, California.

136. *SoyaScan Notes*. 1946. Chronology of Paul and Betty Keene of Walnut Acres, Pennsylvania (1910-1946). Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Chronology: 1910 Oct. 12—Paul Kershner Keene is born in Lititz, Lancaster County, Pennsylvania, the third son of James Edward Keen (1878-1966; formerly

Kühn, of German ancestry) and Nora Mary Kershner (1878-1957). James Keene was a minister in the United Brethren Church and, as a result, his family moved from town to town in southeastern Pennsylvania. Paul lived in Lancaster, Monte Clare and Pine Grove during his early years.

1928—Paul graduates from Pine Grove High School and enrolls in Lebanon Valley College (in Annville, Lebanon County, Pennsylvania) where he majored in math and physics.

1932—He earns a B.A. degree in mathematics.

1932—He enrolls in Yale University (New Haven, Connecticut).

1936—He earns a master's degree in mathematics from Yale, and plans an academic career. 1936-37—He teaches mathematics at Brothers College, Drew University (a private university in Madison, New Jersey, affiliated with the United Methodist Church), eventually becoming head of the mathematics department. Then wanderlust struck.

1938—Applying to the school's Methodist missionary board, he is assigned to the Woodstock School in Dehra Dun, northern India. Woodstock School in Landour, Mussoorie, India—with a two-year teaching contract. Woodstock was a boarding school started many years ago to educate children of all races whose parents were missionaries, business people and government officials. It was begun and run primarily by American and British citizens, and it prepared pupils for entrance to colleges in the United States, Great Britain and Canada.

This time in India (18 months) was pivotal in his life. He taught various subjects, traveled widely, and in 1938 met his wife to be, Enid Betty Morgan, also a teacher at Woodstock, and the daughter of Rev. David Thomas Morgan (1872-1953) and Edith Mannington Morgan (1871-1941), Welsh and English Baptist missionaries, respectively, in India.

During his two years in India, he discovered the work of Sir Albert Howard, founder of the worldwide organic farming movement, and he visited (for a few days) Mohandas K. Gandhi, who lived in a simple mud house at Wardha [in today's Maharashtra state], India. Strolling with Gandhi along a dusty road, Paul asked: "How can a young person best serve humanity and his world?" Gandhi replied: "Ah, my friend, when you return to your home in America, you must give away everything you have... Then you will be free to talk and act. Doors will open for you." Paul later wrote that his teaching work in the USA had come to seem "somehow flat and empty. At unreality about it gnawed at my spirit. Had I become too separated from life at the roots? It was Gandhi—his simple life, his powerful personality, and his philosophy—who inspired me upon return to the States to spend four years studying and learning homesteading and organic food production."

In addition to learning about rural living, agriculture, and nutrition, he also became involved in India's struggle to free itself of British rule. He even talked with Nehru in his

rooms after meetings of the Congress Party.

1940 Jan. 22—Paul and Betty are married in Bangalore, India, in the Ebenezer Baptist Church, where her father is pastor.

1940 March 23—Paul and his bride return to the United States, landing in San Pedro, California, on board the Japanese ship *Tatuta Maru*. He was a different person. The drive across country, sightseeing on the way for a few weeks, then stay with Paul's parents in Avon, Pennsylvania (PA), where Paul's father was pastor.

1940 summer—They live on the farm of a friend, Bill Simpson, in the Catskill Mountains of New York. There they encounter pamphlets by Ralph Borsodi discussing the School of Living.

1940 Sept.—Although mathematics no longer interested him, he taught math and physics for a year (until spring 1941) at Drew University in New Jersey. He tried unsuccessfully to write a doctoral thesis.

1941 spring—The couple (with friends recently returned from India) goes to live at economist Ralph Borsodi's School of Living near Suffern, New York—for almost two years. Paul later recalled: "There we learned organic gardening, flour grinding, bread baking, butter and cheese making, food preserving, weaving, homestead arts and crafts. With a marvelous library we had hundreds of thinkers and doers by our sides as we both theorized and practiced. Here we were paid five dollars a week, plus room and board." Here Paul ran a cooperative store and taught homesteading. Before long they learned about the Threefold Farm in Spring Valley, New York, based on the teachings of Rudolph Steiner. The Keene's began teaching Steiner's principles and composting to their students.

1942 July—Their first child, Marjorie Ann Keene is born in New York.

1943 early—The Keene family moves to Kimberton Farm School (now nonexistent), near Philadelphia where they had two wonderful years of work and study with Dr. Ehrenfried Pfeiffer who had come from Switzerland to direct the school. About 10-15 men and women managed 1,000 acres. Of Dr. Pfeiffer, who is one of the foremost authorities on natural and biodynamic farming, Paul later said, 'he helped bring all of life together for us in a definite coherent pattern.' He also later recalled: "For two more years, to learn full-time farming, we attended Kimberton Farms organic farm school near Philadelphia. Here we learned the use of both horses and tractors as power sources for field-scale growing of crops. Studying under Dr. Pfeiffer from Europe, these were days of revelation in which love of the soil grew into a deep, rewarding, abiding part of our lives. We learned by doing the work on this farm of over one thousand acres, where milk cows, beef cattle and grain and vegetable production were paramount. Of course no chemicals or poisons were ever used. We were paid fifty dollars a month for our labor, and lived rent free in the top story of an ancient,

freezing farmhouse. Nothing seemed really to matter, in our exuberance and sturdiness, as long as we continued to learn who we were!”

1944 Sept.—Paul goes to work on a farm in Easton, R.D. 4, Pennsylvania, to renovate the place so it will provide adequate shelter and a kitchen for Betty and baby Marjorie. The first night there he sleeps in the barn. Betty is about 8½ months pregnant with their next child. Betty and Marjorie stay with Paul’s parents in Avon, Pennsylvania.

1944 Oct.—Betty and Marjorie move to Easton, PA. Here the family lives for more than a year on a farm they rent. After tragic losses there from heavy hail- and rainstorms, they decide to try to locate a farm of their own which is relatively inexpensive.

1945 Oct.—Their second child, Ruth Carol Keene is born shortly after the move to Easton.

1946 May 18—Paul and Betty purchase the first of several farms (as the deed of sale shows). They borrow \$5,000 to buy slightly more than 104 rocky acres (142 acres and 142 perches) and some dilapidated buildings on the walnut-lined banks of Penns Creek, near the tiny crossroads village of Penns Creek, Pennsylvania, about 50 miles north of Harrisburg, PA—the capital of the Commonwealth of PA. The sign at the entrance to the lane said: “Long’s. Walnut Acres. Pigs for Sale.” The lettering was quickly abbreviated to “Walnut Acres.”

In 1988 Paul remembered: “Finally, penniless except for two hundred dollars, a team of horses, an old rusting horse plow and harrow, second-hand furniture, an ancient car, and two small daughters, we were able to get a long term loan [\$5,000] from government sources to purchase our very, very own farm of one hundred acres. Here our feet trod a portion of the earth leased for our lifetimes from the universe, to have and to hold precious and beloved until death do us part.”

“There was no furnace for central heating, no water heater except the kitchen range, no bathroom, no clothes-or-dish washers, no telephone, no refrigerator no freezer, no air conditioner, no T.V. For years we used a cast-iron kitchen range for heating both house and water.” During the winter, the bedroom was freezing cold.

In the Prelude to his book “Fear Not to Sow Because of the Birds,” Paul wrote (p. 3-4): “Since that beginning, things have always come as they were truly needed. A surprised observer, I have been swept along by life as in a miraculous stream.

“I have found that answers do not come by concentrating on one’s own desires or fancied wants or needs. Somehow, by seeking out the larger framework, as Gandhi did, one rises here and there above the choking limits of self into a freer, fresher atmosphere, to where one simply sees farther, through an expanded, more beautiful landscape.”

“In our chosen work we have been greatly upheld by life. Had we known beforehand what lay ahead we would

have been scared to death. But nature kindly keeps our destinies from us. One grows but gradually into one’s future.”

137. *SoyaScan Notes*. 1946. Chronology of Paul and Betty Keene of Walnut Acres, Pennsylvania (1946 to 2011). Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Continued: 1947 fall.—Abundant apple harvest. They make Apple Essence in a big iron pot. A jar finds its way to food writer Clementine Paddleford, who sings its praises in both the *New York Herald Tribune* (1-3 Sept. 1947) and *Gourmet* magazine (Nov. 1947).

1949 Feb.—Their third child and last (and 3rd daughter) Jocelyn Betty Keene is born in Pennsylvania.

1949—The first stone mill is purchased and set up in a converted brooder house.

1950s—Interest in Walnut Acres increases and with it comes modest prosperity. Draft horses are replaced by a Ford 9N tractor.

1954—Paul helps to found the Pennsylvania chapter of the Natural Food Associates, based in Atlanta, Texas—the headquarters of America’s first natural foods movement.

1956 April—Walnut Acres runs a 1/6 page ad in *Natural Food and Farming*—a sign of growing prosperity.

1958—The huge old dairy barn is converted to a grinding mill and modern store.

1961 Oct.—An excellent feature (5-page) article, “The Story of Walnut Acres,” by Ethyl DeLoach, is published in *Natural Food and Farming*. At this time, Walnut Acres has 20 employees, seven mills, all of the grain sold is raised on the farm. Only one crop is harvested from any particular field every two years. More than 10,000 customers order Walnut Acres’ food by mail order.

1961 Nov.—Walnut Acres runs a full-page ad in *Natural Food and Farming*—a sign of even more prosperity.

1964-65—A new wing for a mill and refrigerated storage is added, along with a cannery, freezer room, office and new retail store.

1964—Paul and Betty Keene create the Walnut Acres Foundation to further their commitment to the community and the world. Over the years, many thousands of dollars were collected through the generosity of Walnut Acres customers and friends. Two projects became the foundation’s primary focus: the Walnut Acres Community Center and the Family Village Farm, an orphanage in South India, where the foundation built several dormitories and classrooms and finally, in 1990, a large auditorium dedicated to the memory of Betty Keene.

1971—Paul is awarded Susquehanna University’s first Distinguished Citizenship Award.

1972—More storage, a huge kitchen, and an even bigger retail outlet are added. The farmland now totals 360 acres. “Unbeknownst to the Keenes, their unassuming farm at Penns Creek was also producing a totally unexpected crop—

new organic farmers” (DeVault 2006).

1976–He is presented with an Honorary Doctor of Science degree from Lebanon Valley College.

1980s–Financially, Walnut Acres enjoys its best decade ever.

1980s mid–Paul begins to experience the initial symptoms of what would later be diagnosed as Alzheimer’s disease. He begins to withdraw from the business. His middle daughter, Ruth, and her husband Bob Anderson, increasingly manage the business. “Despite annual sales of \$10 million, Walnut Acres was not prospering and growing as other organic food companies were” (DeVault 2006). Betty’s health also began to deteriorate rapidly, from a genetic condition named Alpha 1 Anti-trypsin Enzyme Deficiency.

1984–He is awarded the Community Partnership Award from Gov. Richard Thornburgh.

1986–Paul receives a citation from the Pennsylvania House of Representatives.

1987 May 28–Betty Keene dies in Lewisburg, Pennsylvania. Paul is devastated by her death. He writes a long a very eloquent farewell tribute to her, which is published in the Walnut Acres catalog.

1987 June–The small farm has grown into a big business, according to a long article by Sally Moore in the *New York Times* (June 10). After 41 years Walnut Acres grosses (has sales of) \$4 million a year. Although there is a retail store on the premises, most sales are by mail via their catalog, which includes product descriptions, menus, recipes, and a folksy message from Paul–whose puckish good humor and boundless energy belie his 76 years.

1988–*Fear Not to Sow Because of the Birds: Essays on Country Living and Natural Farming from Walnut Acres*, a collection of essays written by Paul from 1949 through 1986 is published by Globe Pequot Press (Connecticut; viii + 151 pages + 16 pages of photos). These essays were first published in the popular Walnut Acres catalog sent to mail-order customers.

1990s–The demand for organic foods explodes in the United States, with sales climbing by 20% a year.

1995–Major article on Walnut Acres in *US News & World Report*, titled “Pure & Unadulterated,” by Kerry Hannon. By 1994 Walnut Acres was offering 350 products and had annual sales of almost \$8 million.

1998–The Organic Trade Association presents Paul with the Organic Leadership Award.

1999 March–David C. Cole, the former president of America Online’s internet services, buys a controlling interest in Walnut Acres. He soon invested \$4 million to increase Walnut Acres’ online presence.’

2000 March–David Cole buys the rest of Walnut Acres. That same month, the dot-com bubble peaks then quickly bursts (goes bust).

2000 April–Mark Rodriguez is made the new CEO of

Walnut Acres. That month Rodriguez establishes Acirca, Inc., a venture capital-financed packaged goods company targeting the rapidly growing world market for organic food and beverages.

2000 June 20–Cole sends out news releases announcing the end of Walnut Acres. Catalog operations are suspended June 23. Then he quickly (and ruthlessly) closes Walnut Acres, keeping only the brand name.

2000 Aug. 19–Walnut Acres’ facility at Penns Creek is officially closed. The entire workforce at Walnut Acres–more than 100 people–is thrown out of work by the new owner, David Cole. A sign on the farm reads: “America’s Original Organic Farm.” The shelves are filled with organic foods and crops are standing in the fields.

The sudden, tragic end of Walnut Acres was a traumatic time for the three Keene children, and particularly for Ruth (the middle daughter). She had to locate as many of the family’s personal belongings (papers, letters, catalogs, mementos, etc.) as she could, bundle them into boxes, and store them wherever she could find space–before everything was sold at auction or thrown out.

2001 Feb. 15–Walnut Acres and all its property is sold at auction–a very sad day; 40-50 former employees attend. 27-page auction catalogs break Walnut Acres into 681 lots to be sold to the highest bidder. The auctioneer begins by offering the entire business–land, building, contents–for one lump sum. No one will bid even \$200,000. For the real estate (land) alone, no one will pay \$100,000.

2003 June 17–The Hain-Celestial Group, Inc. buys Acirca, Inc., including the Walnut Acres “brand” soups and salsas, for an estimated \$13.5 million. It was a small price to pay (DeVault 1966).

2005 April 23–Paul Keene dies at the Messiah Village Nursing Home (100 Mt. Allen Drive, Mechanicsburg, Cumberland County, Pennsylvania; not far from Penns Creek), where he had resided for the last four years of his life. A service celebrating Paul’s life was held on April 29 Emmanuel United Church of Christ, Penns Creek. Private burial was in Penns Creek Union Cemetery.

138. *Food Industries*. 1947. Court reverses OPA [Office of Price Administration] on Deaf Smith flour. 19(2):211. Feb. • **Summary:** The United States Emergency Court of Appeals recently ruled that Vitamin Products Co. (Milwaukee, Wisconsin) had not violated OPA ceiling prices by selling whole wheat flour, made from wheat grown in Deaf Smith County, at prices higher than the prices established by OPA for ordinary whole wheat flour. The court based its ruling on the widespread opinion that Deaf Smith flour is more costly to produce, has always sold at higher prices than ordinary whole wheat flour, and is recognized by many physicians as beneficial in prescribed cases of malnutrition.

Note: Deaf Smith is a county in northwest Texas, known for its rich, fertile farmland. The county was named

for Erastus “Deaf” Smith (1787-1837), a partially-deaf scout and soldier who served in the Texas Revolution. In 1960 Frank Ford was one of the founders of Arrowhead Mills in Hereford, the capital of Deaf Smith County, Texas. Starting in the early 1970s, Arrowhead Mills became an important company in the Natural Foods and Organic Foods movements in the United States.

139. Rodale, J.I. 1947. With the editor: Cancer bill (Editorial). *Organic Gardening* 10(3):10-11. Feb. .

• **Summary:** “In the last Congress there was submitted a bill No. S. 1875 ‘to authorize and request the President to undertake to mobilize at some convenient place in the United States an adequate number of the world’s outstanding experts, and coordinate and utilize their services in a supreme endeavor to discover means of curing and preventing cancer.’ The bill provided for an appropriation of one hundred million dollars to enable the President to carry out the provisions of this act. It did not pass. But the hearings in reference to the proposed legislation conducted by Senator Claude Pepper brought to light the astounding fact that a Dr. Max Gerson of New York City had developed a cure for cancer by means of diet.

“Dr. Gerson brought five persons to the hearing; cases of advanced cancer that were abandoned by the medical profession, whom he cured by a special diet. If you are interested in it send 35¢ to the Government Printing Office, Washington, D.C. for a copy of the transcript of the hearings. The idea that cancer could be even remotely connected with food intake has always been repulsive to the medical profession. In fact their approach has been exclusively from the curative angle. To prevent cancer in the first place is relegated by them to the same classification as seeking perpetual motion. They just simply don’t think that way.

“If you get a copy of the Government booklet you will be amazed to see a statement by Dr. Gerson on page 98 in which he imputes part of the blame for cancer on the use of chemical fertilizers. He says: ‘The fundamental damage starts with the use of artificial fertilizer for vegetables and fruits as well as for fodder. Thus the chemically transformed vegetarian and meat nourishment increasing through generations, transforms the organs and functions of the human body in the wrong direction. Another basic defect lies in the waste of excrements of the cities. Instead of returning the natural manure to the fruit-bearing soil, it is led into the rivers, killing underwater life. The natural cycle is interrupted and mankind has to suffer dearly for the violation. Life in forest and wilderness should teach us the lesson.’ I am sure this sounds somewhat familiar to the average *Organic Gardening* reader. According to the facts brought out in the hearing, there are big people behind Dr. Gerson, including the famous radio commentator Raymond Gram Swing.” Address: Editor.

140. Pfeiffer, Ehrenfried. 1947. The living soil. *Organic Gardening* 11(1):16-19. July.

• **Summary:** “The soil on which we walk and which we plow and cultivate for food is full of life. Not only is its mineral matter mixed with organic matter deriving from roots, decomposing animal and plant bodies, but there is a perpetual process of life going on performed by the plant and animal microbes in between the particles of the mineral matter. The maintenance of this life process is the chief concern of the organic gardener.

“In fertile soil, for instance a good pasture or alfalfa field, one to two million earthworms per acre produce about 40,000 lbs. of neutral colloidal humus annually. To our readers it is a well-known fact that the earthworm castings are extremely rich in all nutriments, richer than the surrounding soil, especially in nitrates, phosphates and calcium. It is through the earthworm we know how to hunt up the hidden resources of the topsoil as well as of the deeper layers of the subsoil (down to 6 ft.) and make this storage available for plant growth. Earthworm castings also teem with bacteria.

“Bacteria in their turn support the humus forming process. There are manifold species with many tasks. Some are helpful, some not. Nitrogen-fixing bacteria, for instance, are most beneficial, for they transform other nitrogen compounds and atmospheric nitrogen into nitrates, the most stable form of nitrogen in the soil, humus or compost.” Address: Dr. (Honorary), USA.

141. Rodale, J.I. 1947. Organic matter inhibits plant disease (Editorial). *Organic Gardening* 11(1):12-15. July.

• **Summary:** “An intensely interesting booklet has been issued by the Connecticut Agricultural Experiment Station (Bulletin 500) dated November, 1946, called “Physiology of Fusarium Foot Rot of Squash,” written by George A. Gries. It proves irrefutably that there is a definite connection between disease in the plant and organic matter in the soil...” Address: Emmaus, Pennsylvania.

142. Rodale, J.I. 1947. Should the U.S. government go into the chemical fertilizer business? (Editorial). *Organic Gardening* 11(2):12-13. Aug.

• **Summary:** “The U.S. government already has a foot-hold in that business, but it wants to get into it deeper.” Bills are working their way through the Senate and the House. Address: Emmaus, Pennsylvania.

143. Paddleford, Clementine. 1947. 2 amateur wine makers send Maryland product to New York. *New York Herald Tribune*. Sept. 3.

• **Summary:** “Apple essence—Something good came our way from Walnut Acres, a 400-acre farm located in the beautiful Penns Creek Valley near Lewisburg, Pa. [Pennsylvania]. We mean a dark brown spread called apple essence, made by an

adaptation of an old Pennsylvania Dutch apple butter recipe.”

To make it: Carefully select 10 bushels of the finest unsprayed apples. Wash, then press them to make 27 gallons of sweet apple juice, and let it stand for one day.

During this time, select 4 more bushels of the finest unsprayed apples, slice them and remove any undesirable parts, but leave the skins on and the seeds in. Turn these into apple sauce, then strain by pressing through a colander (semi-mechanical) to remove the seeds.

At 6 a.m. on the cooking day build a wood fire under an old-fashioned 30-gallon cooking kettle. Pour in the cider, light the fire, and stoke it until it is roaring. Boil the apple juice down to half its original volume. Add the apple sauce and stir constantly for about six hours using a wooden stirrer with a ten-foot handle. Then add old-fashioned dark brown sugar, using one-half pound per gallon. Then sample to determine the proper consistency. By 5 p.m. (using a sterile spoon) have all the apple essence in pint or quart glass jars, in which it should keep indefinitely. The yield is 14 gallons from 14 bushels of apples.

“One quart weights approximately two and one-fourth pounds. Shipping weight is four pounds per quart and three pounds per pint. Into that quart has gone approximately one-fourth bushel of good organic apples and one man-hour of labor. Price per quart is \$1, and 55 cents for a pint. Four or more quarts are 90 cents a quart, postage pre-paid to the third zone.”

“Organic Farmers—The apple-butter makers are Paul and Betty Keene, who operate a diversified farm selling eggs, butter, cornmeal, wholewheat flour, other items too, by the long arm of the mail man. The essence is but one money maker on their selling program but an important one in good apple years. The Keenes use only natural farm practices such as contouring, strip cropping, letting the land lie under grass. They use no chemical fertilizer sprays or dust. It’s nature’s own balance they seek for the land and the product.

The Keenes produce most of their own foodstuffs and all the feed for their livestock. They grind their own wheat, make their own bread and butter, cure their own meats—a self-sufficient unit, composed of the Keenes, their two little girls and grandpa Morgan.”

Note 1. The title of this two-column article is unrelated to the section about “Apple essence,” which begins near the top of the right column.

Note 2. Clementine Paddleford lived 1920-1967. For an archive of her personal papers see: <http://www.lib.k-state.edu/depts/spec/findaids/pc1988-19.html>

144. Howard, Albert. 1947. The animal as our farming partner. *Organic Gardening* 11(3):17-19. Sept.

• **Summary:** “In Nature, animals and plants lead an interlocked existence. The connection could not be closer, more permanent, or more crucial.” Address: Sir.

145. Pfeiffer, Ehrenfried. 1947. Fermentation versus putrefaction and decay. *Organic Gardening* 11(3):22-26. Sept.

• **Summary:** The two processes are completely different. Address: Dr. (Honorary), USA.

146. Rodale, J.I. 1947. A visit to a famous physician [Max Gerson] (Editorial). *Organic Gardening* 11(3):14-16. Sept.

• **Summary:** “In the February, 1947 issue of this magazine there appeared an article regarding the sensational work of Dr. Max Gerson in curing cancer cases by diet.

“When this article appeared, one of our readers who had an advanced case of cancer went under the care of Dr. Gerson and was so impressed with what was going on in that office, that he wrote me a series of enthusiastic letters, urging me to come and talk with Dr. Gerson. In one of them he said that ‘Dr. Gerson is literally snatching people from the grave.’ He had many interesting conversations with cured cancer ‘cases’ that were coming back for check-ups. What finally impelled me to visit Dr. Gerson was a statement he had made in the cancer bill hearing at Washington [DC] that ‘the fundamental damage starts with the use of artificial fertilizer for vegetables and fruits as well as for fodder...’ Address: Emmaus, Pennsylvania.

147. Howard, Albert. 1947. Labour saving in compost manufacture. *Organic Gardening* 11(4):15-16. Oct.

• **Summary:** Describes in detail the method that has been developed at Iringa in Tanganyika by Mr. J.E. Macnarty-Snape. Address: Sir, C.I.E. [Companion of the Indian Empire].

148. Pfeiffer, Ehrenfried. 1947. A cry for natural food. *Organic Gardening* 11(4):21-25. Oct.

• **Summary:** “Biodynamic and organic gardeners have known, for more than 15 years, that diseases in soils and plants do not spread as much as they would otherwise if rotted and composted manure and plant material are applied. They have also known that malnutrition does not occur in a living soil fertilized with neutral humus and enriched with organic matter. In a balanced soil nematodes, for instance, are beneficial and do not become malignant and attack roots. Plants develop resistance. All future research ought to concentrate upon these questions of the natural health and resistance of a balanced soil. Then one would discover—which at present is known only by some practicing farmers and gardeners—that humus building organic methods are preventive medicines We should go out, not to kill, but to heal.”

“The pressure sprayer or tankwagon has become a ‘must’ in growing ‘healthy’ crops. Recently the chemical fight against weeds has been added.” Today the “really ‘advanced’ gardener and fruit grower has of necessity become a kind of chemist in the chemical warfare against

pests and diseases.”

But our soil, the foundation of plant growth, has become ill too. Address: Dr. (Honorary), USA.

149. Rodale, J.I. 1947. The Rodale diet (Part I) (Editorial). *Organic Gardening* 11(4):12-14. Oct.

• **Summary:** Despite Rodale’s ongoing campaign against the use of strong chemical fertilizers, it will be a long time before “appreciable amounts of organically-grown foods are available generally in the public markets.”

So here are some crops that do not require such fertilizers: Kelp, mushrooms, coconut, water-cress, Indian nuts (pinyon pine nuts), lychee nuts, berries, palm cabbage, wild rice, and the meat of wild game (such as deer). (To be continued). Address: Emmaus, Pennsylvania.

150. Rodale, Robert. 1947. Pesticides prove detrimental to plant health (Editorial). *Organic Gardening* 11(4):31. Oct.

• **Summary:** “In an article in the March-April issue of Farm and Home Research published by the Ohio Agricultural Experiment Station at Wooster, Ohio the detrimental effect of several of the newer pesticides on plants was shown by giving the results of experiments involving the use of both insecticides and fungicides. These experiments strengthened the case against poisonous sprays as destroyers of the fertility of the soil by showing that their application hinders plant growth. Cucumbers, potatoes, and tomatoes were experimented on in the greenhouses of the station.

“Of all the insecticides used on cucumbers, the inorganic ones such as DDT, Methoxy, and Rothane caused much stunting and even death of some of the treated plants while those prepared from plant sources such as Sebacide, Derris, Ryanex, and Pyrocyde, caused less injury in comparison.” Address: Emmaus, Pennsylvania.

151. Howard, Albert. 1947. How to avoid a famine of quality. *Organic Gardening* 11(5):15-19. Nov.

• **Summary:** Western Civilization is suffering from a new and subtle type of famine—a famine of poor quality food. This can be seen, in part, in the UK, with the steady growth of dental problems. We must realize that our most important crop is a race of healthy human beings—not so many bushels of low-quality wheat. Address: Sir. Editor of Soil and Health.

152. Keene (Paul). 1947. Foodstuffs (Ad). *Organic Gardening* 11(5):63. Nov.

• **Summary:** In the “The Trading Post” section of classified ads, under “For sale” (at far lower left) we read: “Foodstuffs—Root crops, acorn squash, tomato juice, apple juice, apple butter, honey, dressed chickens and goose. Organically raised on our own farm. Absolutely no sprays, dusts or chemicals used. Write for Information. Paul Keene...”

Note: Walnut Acres is not mentioned. Address: Penns Creek, Pennsylvania.

153. Paddleford, Clementine. 1947. Food flashes. *Gourmet*. Nov.

• **Summary:** “Blustering, warm-hearted November is a superior month in which to be thankful.” “Thanksgiving is the great day, the dinner its mainspring.”

“Thanksgiving turns thoughts to the foods stemming from old-fashioned kitchens. Such a one is apple essence, a dark-brown spread typical of the Pennsylvania Dutch apple butter known fifty years ago. The essence is made with freshly milled cider with the finest of apples. One cooking requires twenty-seven gallons of fresh cider pressed from ten bushels of apples. Four bushels of apples are sliced, these cooked with skin and seeds, then strained to make a purée which is added to the boiled cider; one bushel of apples is needed to make a gallon of spread.”

“Making a fourteen-gallon batch of the essence is a day-long job. By six in the morning a wood fire is roaring under the old-fashioned thirty-gallon kettle in which the cider is waiting. This is boiled down to half its original quantity, then the applesauce added and for six hours the mixture is stirred, and constantly, by means of an old-time wooden paddle with a ten-foot handle. After that the sugar is added, for this the dark-brown, a half pound per gallon. Then the sampling begins to determine the proper consistency. By late afternoon the essence is finished and packed into glass jars to keep indefinitely, if given the chance. The essence has a tart, spicy flavor, yet sweet enough too, made so by the natural sweetness of the cider. The price is \$1 a quart; 55 cents a pint. Buy four or more quarts and the price is 90 cents each, postage prepaid to the third zone. Make checks payable to Paul K. Keene, Walnut Acres, Penns Creek, Pennsylvania.

“The Apple Essence makers, Paul and Betty Keene, operate a diversified farm, selling their produce by the long arm of Uncle Sam’s mailman. Here’s their latest price list, in 5-pound packages: yellow corn meal, 80 cents; whole yellow soy beans, 75 cents; whole wheat, 75 cents; whole-wheat cereal, 80 cents; whole-wheat flour, 85 cents.”

154. Pfeiffer, Ehrenfried. 1947. Organic soils versus mineralized soils. *Organic Gardening* 11(5):20-23. Nov.

• **Summary:** “There is a little confusion in terminology that must be cleared up before entering our subject: ‘Why Are Fertilizers Fertile?’” Address: Dr. (Honorary), USA.

155. Rodale, J.I. 1947. The Rodale diet (Part II) (Editorial). *Organic Gardening* 11(5):11-13. Nov.

• **Summary:** “In the last issue of this magazine I began a preliminary discussion of the Rodale Diet, which is an attempt to find foods that are more or less available to the general public, and which are normally grown without the aid of the strong chemical fertilizers. I listed salt water fish, kelp, mushrooms, cocoanuts, water-cress, Indian nuts (of the pinyon pine), lychee nuts, mulberries, huckleberries,

sometimes raspberries and blackberries, palm cabbage in Florida, wild rice and wild game.”

In this issue Rodale adds cranberries, maple syrup, honey, nuts, and pecan. Address: Emmaus, Pennsylvania.

156. Rodale, J.I. 1947. Solicitation of members for The Soil and Health Foundation (Editorial). *Organic Gardening* 11(5):14. Nov.

• **Summary:** “For a long time it has been felt that a scientific study of the relationships between soil, farm practices, and health should be made. Although there are many indications that artificial fertilizers are detrimental to the soil and to human health, sufficient data to prove these claims to the satisfaction of soil scientists are not yet available. At last a non-profit Foundation has been organized to make scientific studies of soil and health interrelationships. It is called the “Soil and Health Foundation” with headquarters at 46 South West Street, Allentown, Pennsylvania. The announced purposes for which this Foundation has been organized and incorporated are:

“(a) To promote, foster and encourage the use of humus and other organic matter in order to maintain and improve soil fertility, to prevent soil erosion and improve the health of man.

“(b) To conduct, engage in, foster and encourage scientific research and study and teaching, training, informing and educating the public, on and concerning the soil, foods and health of man—and their relation to each other.

“(c) To study the effects of organic and artificial fertilizers on soil, plants, animals and man.

“(d) In order to accomplish the foregoing purposes to establish, use, maintain and operate farms, schools, laboratories, experimental stations, publishing houses and all other appropriate agencies, means and instrumentalities.” Address: Emmaus, Pennsylvania.

157. Pfeiffer, Ehrenfried. 1947. Trace elements—Boron, molybdenum, cobalt, iodine. *Organic Gardening* 11(6):24-27. Dec.

• **Summary:** “Of all the trace elements, boron is one of the most important and interesting.” Only tiny amounts are needed. Address: Dr. (Honorary), USA.

158. Rodale, J.I. 1947. Sir Albert Howard—In memoriam (Editorial). *Organic Gardening* 11(6):10-12. Dec.

• **Summary:** Sir Albert Howard, C.I.E., M.A. Died October 20, 1947. Honorary fellow of the Imperial College of Science. One-time Director of the Institute of Plant Industry, Indore. And Agricultural Adviser to States in Central India and Rajputana.

A large portrait illustration (p. 10) shows Sir Albert Howard.

“On October 20th the sad news came across the cables that Sir Albert Howard had quietly passed away that morning

of a heart attack suffered at his home in Blackheath, nine miles from London, at the age of 74.

“It is deeply distressing to think that the leader of the organic farming movement is no more, that he who has won international fame for his labors in the interests of the soil will soon be laid to rest in that same brown soil which was the passion of his life. It is still incredible that the man from whom we heard in every mail, whom we plied with a thousand questions and whose magnetic personality and deathless friendship were felt in every sheet and envelope he sent, has passed from the scene. Although he had continued to work unremittently until his last moments and had seemed to be in good health, it is certain that the trying conditions with which he, like all his fellow Britishers, had been coping in these recent years [World War II] had been insidiously undermining his vigor.

“Circumstances and conditions militated against the Howards’ acquisition of a place large enough to produce their own, food, which, had they been able to achieve, would undoubtedly have meant the prolongation of Sir Albert’s life. Food being scarce in England, friends on this side occasionally sent packages to the Howards, a mere token endeavor to help. Still, he lived beyond the Biblical allotment of three-score years and ten.

“It is one of the insolaceable regrets of my life that I never had the honor of meeting Sir Albert personally. Yet I feel that our relations have been as close as if we had had weekly meetings in the intimate sessions of personal friends. We needed only to ask a favor of each other to find it done. Sir Albert would search in the second-hand stalls of London bookshops in which to find some rare book of which I had need. Recently he undertook the task of obtaining some photographs from the Royal Geographical Society for a book which I am engaged in writing. On our side, we filled the need of Sir Albert for books and bulletins. We were like inseparable, inveterate friends.

“I was frequently delighted by Sir Albert’s copious use of American slang in his personal letters to me. Sir Albert’s honesty and flexibility always inspired in me the most profound respect and veneration. He had developed the Indore method of making compost over a period of thirty years in India and attained world-wide fame because of it. One would imagine that he would have ardently preserved and doggedly fought over its every tenet, every split hair of its principle. Yet, when we discovered on this side of the ocean that the two turnings of the compost could be eliminated by employing earthworms for that purpose, he applauded heartily, reprinting in his publication, *Soil and Health*, our article describing that method. On other occasions, too, he zealously exhibited the same totally dispassionate and altruistic interest in contributions by others to his own life’s purpose and project.

“With his scintillating spark of genius and that paramount ability of leadership in his field, he corresponded

with people all over the world, seeing the seeds of his work planted in New Zealand, Australia, Rhodesia, Palestine, India, Central America, Canada, the United States and many other countries where organic farming societies are now flourishing. He answered hundreds of letters every month, promptly and with exemplary thoroughness. Through my knowledge of him there were dozens of persons in the United States who maintained a steady correspondence with Sir Albert. It was a strenuous program for a man of 74, and demanded that he give unstintingly of his time, his energy, and his money.

“He fought the chemical companies, the college professors, and all the vested interests that placed considerations of financial profit ahead of the welfare of man and that of the soil. Fearing no one, he gave others the courage to fight, himself setting the example and the pattern. A strong and stalwart bulwark, defender of the soil, he tilted intrepidly with the chemical dragons. He had a kind of picturesque grandeur and strength that commanded the admiration and respect of friend and foe. From his own richly metaphor-laden language comes the opprobrious phrase, ‘devil’s dust,’ with which he dubbed chemical fertilizers.”

“Sir Albert Howard, the world salutes you! The world, both its great and its pitiable common men who must resign their sad lives to a long oblivion as they chant to Mother Earth their immemorably pathetic plaint, *te mori-turi salutamus*. Your memory, however, will be forever green. Your accomplishments will go down through the ages, your spirit haloed with un-dimming brilliance.” Address: Emmaus, Pennsylvania.

159. Rodale, J.I. 1947. The Soil and Health Foundation (Editorial). *Organic Gardening* 11(6):31. Dec.

• **Summary:** Sir Albert Howard’s death puts a big responsibility on *The Soil and Health Foundation*. Sir Albert unquestionably was the father of the organic agricultural movement. To him the world owes a big debt, for it was he who first detected the pathetic fallacy of present day chemical fertilization, and through sheer force of determination spread his philosophy far and wide.

“His death thrusts a new urgency upon the infant Soil and Health Foundation, for now we in America must take the lead. To us has fallen the task of finishing what Sir Albert so ably began, fighting to victory a battle against the unnatural methods that are ruining soil and begetting degenerative diseases.”

Note: In 1947, J.I. founded the Soil and Health Foundation, later to be renamed Rodale Institute. As of March 2020 it is still active. The Rodale Institute has been called “the birthplace of organic agriculture in North America. For more than 60 years it has scientifically researched, documented and shared the benefits of organic food for human and environmental health. Set on 333

acres in Kutztown, Pennsylvania, the nonprofit farm offers comprehensive programs serving a range of people, from farmers to educators to community leaders to gardeners to children.

“The Rodale Institute is a research farm, conducting carefully monitored experiments to determine the best growing practices for organic agriculture. It is an educational institution, sharing its findings with people around the globe.” Address: Emmaus, Pennsylvania.

160. Howard, Albert; Howard, Louise E. 1947. *The soil and health: Farming and gardening for health or disease*. Emmaus, Pennsylvania: Rodale Press; New York: The Devin-Adair Co. xi + 307 p. Illust. 22 cm. Previously published as *Farming and Gardening for Health and Disease* (1945).

• **Summary:** A classic in the field of farming, soil and disease. Contents: Preface (by Howard). 1. Introduction: An adventure in research.

Part I: The part played by soil fertility in agriculture. 2. The operations of nature: The life of the plant, the living soil, the significance of humus, the importance of minerals, summary. 3. Systems of agriculture: Primitive forms of agriculture, shifting cultivation, the harnessing of the Nile, staircase cultivation, the agriculture of China, the agriculture of Greece and Rome, farming in the Middle Ages. 4. The maintenance of soil fertility in Great Britain. 5. Industrialism and the profit motive. 6. The intrusion of science: The origin of artificial fertilizers, the advent of the laboratory hermit, the unsoundness of Rothamsted, artificials during the two world wars, the shortcomings of present-day agricultural research.

Part II: Disease in present-day farming and gardening. 7. Some diseases of the soil. 8. The diseases of crops. 9. Disease and health in livestock. 10. Soil fertility and human disease. 11. The nature of disease.

Part III: The problem of fertilizing. 12. The origins and scope of the problem. 13. The Indore Process and its reception by the farming and gardening worlds. 14. The reception of the Indore process by the scientists.

Part IV: Conclusions and suggestions. 15. A final survey. Appendices: A. Progress made on a tea estate in North Bengal. B. Compost making in Rhodesia. C. The utilization of municipal wastes in South Africa. D. Farming for profit on a 750-acre farm in Wiltshire with organic manures as the sole medium of fertilization.

Note: Great attention must be given to: Soil fertility, return of all agricultural wastes to the land, humus, mycorrhizae. The health of humans depends on the fertility of the soil.

Sir Albert Howard lived 1873-1947. The title page states: He is also author of *An Agricultural Testament*. “Honorary Fellow of the Imperial College of Science. Formerly Director of the Institute of Plant Industry, Indore,

and Agricultural Adviser to states in Central India and Rajputana.” His wife, Louise Ernestine Howard was born in 1880. Address: Sir, C.I.E. [Companion of the Indian Empire], M.A., Formerly Director of the Inst. of Plant Industry, Indore and Agricultural Adviser to States in Central India and Rajputana; 14 Liskeard Gardens, Blackheath, London S.E. 3, England.

161. Pfeiffer, Ehrenfried. 1947. *The earth’s face and human destiny: Landscape and its relation to the health of the soil.* Emmaus, Pennsylvania: Rodale Press. 183 p. Foreword by Sir John Stapledon. Illust. (61 black and white photos). Index. 23 cm. [85 ref]

• **Summary:** Contents: 1. An introduction. 2. Landscapes. 3. Problems of the plain. 4. Problems of the mountains. 5. Problems of the woods. 6. Urban civilization, industry and the landscape. 7. Park and garden, beauty and utility. 8. Some basic biological principles [fascinating!]. 9. Our past, present and future shaping of environment. 10. Landscape consciousness and man’s responsibility.

A brilliant book by a great biologist and soil scientist, as relevant in 2011 as it was in 1947.

J.I. Rodale, founder, editor and publishing of *Organic Gardening* magazine, described this book as follows (Dec. 1946, p. 52): “Nothing is so stimulating as a look at the earth’s surface as a whole. The total life of a region is commonly referred to as a landscape. Dr. Pfeiffer discusses the landscapes of the earth in relation to the geological and biological forces which have been responsible for them. Beauty may be defined as harmonious expression. A beautiful landscape is biologically sound. When we upset Nature’s balances and expose the earth’s face to destructive forces we destroy beautiful landscapes and convert them into something artificial and ugly. This book deals with healthy and diseased landscapes through all phases of their deterioration or improvement—problems of the plain, the mountains, the woodlands, and the parks and gardens. Man has been more destructive to the earth’s face than almost any geologic agent, and he must be constructive in shaping his environment or it may become a barren wasteland.”

Ehrenfried Pfeiffer lived 1899-1961. Address: M.D. (Honorary), Chester, New York; Director Bio-chemical Research Lab., Dornach, Switzerland.

162. Rorty, James; Norman, N. Phillip. 1947. *Tomorrow’s food: The coming revolution in nutrition.* New York, NY: Prentice-Hall, Inc. xiv + 258 p. Foreword by Stuart Chase. Index. 21 cm. 2nd ed. 1956. [19 ref]

• **Summary:** Contents: Part I: The quest for health. 1. Give us this day [our daily bread that brings health]. 2. The good doctors of Cheshire [and their revolutionary declaration linking diet and health]. 3. The healthy Hunzas. 4. Dentist’s holiday (Weston A. Price of Cleveland, Ohio).

Part II: What’s wrong with American food? 5. What

happened to the America diet? 6. The lesson of draft rejections. 7. Better food makes better babies. 8. Food and the aging process. 9. The broken staff. 10. American bread is “enriched.” 11. Sugar: Bottleneck of nutritional policy. 12. Can science resolve the sugar dilemma? 13. Milk, butter, and margarine. 14. Let ‘em eat pills. 15. Where do our food habits come from?

Part III: The tools of liberation. 16. Research magnificent. 17. Agricultural heretics and evangelists. 18. We can double our food production. 19. The revolution in food processing. 20. Streamlining distribution and labeling. 21. TVA: Pilot plant of plenty and health.

Part IV: The consumer’s job: Putting the tools to work. 22. Wanted: Another Harvey W. Wiley. 23. The advantages of being blitzed. 24. Food, planning, and the scientist. 25. Can the co-ops do the job? 26. How about free food? 27. Taking hunger out of history: The global task.

Appendix I: How to eat sensibly without vitamin charts. Appendix II: Bibliography of recommended books.

Chapter 17 discusses: Goethe, Rudolf Steiner, biodynamics, and Ehrenfried Pfeiffer. Address: 2. M.D.

163. Pfeiffer, Adelheid. 1948. *Homemade bread—the staff of Life.* *Organic Gardening* 13(1):28-31. July.

• **Summary:** Read this article! It is too beautiful and subtle to summarize. Why doesn’t someone start making this delicious and nourishing bread today? To learn more, see Baldwin Hill Bakery, 15 Baldwin Hill Rd., Phillipston, Massachusetts.

“The art of making good bread has been lost. In order to produce a good homemade bread the first thing, therefore, is to secure a whole wheat or whole rye flour. By ‘whole’ we mean that everything which has been in the original seed kernel of the wheat or rye is still in the flour, the bran and everything, nothing taken away from it. Only from such flour can we really obtain a nourishing bread. Proteins and the vitamins, for instance, stick to the inside of the outermost layer around the grain, if we remove the bran there is not much of anything left in the white flour...” The wheat should be organically grown, then ground slowly in a stone mill so the flour does not heat up too much.

Note: Adelheid Pfeiffer is the wife of Ehrenfried E. Pfeiffer—of biodynamic farming and gardening fame. They have a son Christoph and a daughter Wiltraud. At about this time they lived on their farm at Chester, New York. Address: USA.

164. Pfeiffer, Ehrenfried E. 1948. *Basic ideas of the Indore and biodynamic methods.* *Organic Gardening* 13(1):19-23. July.

• **Summary:** “Rudolf Steiner was the founder of Anthroposophy, a philosophy which acknowledges the primacy of spirit over matter.”

“Sir Albert Howard’s Indore Composting Method and the Biodynamic Method of Dr. Rudolf Steiner have

much in common. Both methods aim to improve the soil by increasing the organic matter content, by manufacturing humus from agricultural and other wastes. The biological concept that humus “holds” the soil, improves the state of health in plants, builds up resistance to diseases and pests and permits the growing of well balanced crops, or in other words plants with an increased health-giving nutritious value, form the basis of both methods. One should, therefore, never attempt to build up an antagonism between these two ways of composting. Both lend themselves to the purpose of transforming crude organic matter into humus. Both have from their very beginnings acknowledged the importance of the earthworm and soil building bacteria.

“The writer and Sir Albert Howard, in the course of a meeting some ten or eleven years ago, found they had many fundamental points of view in common. The observation of soils and of the inability of modern, especially of the chemical and one-sided agricultural methods to solve the problem of health and nutrition has led both Sir Albert Howard and Dr. Rudolf Steiner, to an organic concept. The approach and the historical development were, of course, different. Sir Albert Howard was stimulated by the study of Eastern composting methods in India (and China) which had evolved there as a result of thousands of years of agricultural necessity in overpopulated rural areas. He has brought to us the condensed extract of the striving for survival of Indian agriculture: not to waste anything at all but to conserve it and to transform all refuse into humus. Three decades of empirical study were at the basis of Sir Albert Howard’s message when he first spoke about the Indore Process at the Royal Academy of Arts in London and published the fundamental brochure with Y.D. Wad: ‘The Waste Products of Agriculture; their Utilization as Humus,’ in 1931; and also, with G. Howard in 1929: ‘The Application of Science to Crop Production.’

Wikipedia (March 2020) states “Sir Albert Howard worked together with Gabrielle Matthaei (1876-1930), and her sister Louise (1880-1969). He married Gabrielle in 1905. After her death, he married Louise in 1931. [2][6] Gabrielle was herself a professionally trained and competent botanist, [2] and indeed the contribution of both women to organic farming is said to be underestimated [6].” Address: Dr. (Honorary), USA.

165. Rodale, J.I. 1948. The place of protein in the organic method. *Organic Gardening* 13(1):12-16. July.

• **Summary:** This article begins: “There is more than sufficient evidence to show that people who eat food that is raised organically are healthier than those whose food comes from farms where the more concentrated chemical fertilizers are used. By organically raised crops we mean crops raised on land where none of the artificial fertilizers are used but instead composts, rotted animal manures, green manure crops, ground limestone, raw phosphate

rocks, and other ground-up rocks that do not contain certain elements in too high a concentration are applied to the land. We organiculturists have been held up to reproach and stigmatized as cultists because our opponent friends either are not well informed about what we stand for, or if they do know, distort the facts for various reasons.

“They are telling the public that we believe only in applying composts in gardens or on farms. This they say is wrong because if there is a deficiency in the soil, composts made from materials that stem from that soil will not correct the deficiency. We agree with them, although if leaves are used from deep-rooted trees and plants, they will bring up from inexhausted strata, minerals that are not present in the upper soil layers. These critics continue to accuse us of advocating the use of composts only, even though in every issue of this magazine we advise differently.” Address: Emmaus, Pennsylvania.

166. Ahearne, Daniel A. 1948. An agricultural Shangri-La: *The Healthy Hunzas* By J.I. Rodale. Rodale Press. Emmaus, Pa.; \$2.75. A review. *Hartford Daily Courant (Connecticut)*. Aug. 8. p. SM14.

• **Summary:** The Hunzas, whose population is about 22,000, are a superbly healthy people who dwell in the mountain valleys of northwest India [actually Pakistan as of April 2020]. The “author offers the results of experiments by many competent research authorities, here and abroad, to support his contention that organically grown food is more nutritious and more beneficial than food ‘forced’ by artificial and chemical fertilizers.”

Note: This is the earliest document seen (Sept. 2010) in the ProQuest family of major American newspapers that contains the term “organically grown” in the sense related to agriculture.

167. Pfeiffer, Ehrenfried E. 1948. The physical structure of the soil. *Organic Gardening* 13(2):23-27. Aug.

• **Summary:** “We hear so much about the elements necessary to the soil, potassium, calcium, magnesium, phosphates, nitrates, manganese and trace elements. We also have learned recently much about soil life and humus forming bacteria, about the work of the earthworm. To observe and maintain all these factors is most important if one wants to have a fertile, living soil. However, it is just as important to have a soil structure upon which the soil life can develop, that is, that there is access of air to the soil, the soil is in good drainage. In a soil with poor drainage, for instance, very few humus-forming bacteria can live and no nitrate fixing bacteria will exist, and the earthworms also get lost.” Address: Dr. (Honorary), USA.

168. Balfour, Eve (Lady). 1948. The late Sir Albert Howard. *Organic Gardening* 13(3):18-19. Sept.

• **Summary:** “So many tributes, from all over the world, have

been paid to the late Sir Albert Howard, so many accounts have appeared of his career and lifework, that it would almost seem that nothing more remained to be said. Yet this opportunity must not be allowed to pass without a few words from a personal friend, on behalf not only of herself but of the many men and women now banded together as the Soil Association. For though Sir Albert to the last remained independent of this or any other organization, it is doubtful whether the Association would have come into being save as a result of the seed which he had sowed. Sir Albert, like all outstanding pioneers, was a man of intense personality which he projected without reservation into the cause with which his name will always be identified.

“Yet because of this very gift of integrating life and work in one purposeful whole, it is far from easy, even for those who came into relatively frequent contact with him, to give an account of him as a man.

“Though he possessed both intellect and scientific qualifications of a high order, anyone less like the popular concept of a scientific intellectual would be hard to imagine. Stocky in build, broad and weather-beaten in countenance, direct in speech, he typified the man of action. And man of action he undoubtedly was, spending a crowded lifetime in accumulating in the fields of many lands the evidence which led him to his triumphant conclusions, and then devoting the years which for most men mean peaceful retirement to the propagation of those conclusions far and wide. Perhaps the dominant impression which one retains of him is that of, utter sincerity, associated with an unshakable faith in his convictions and complete fearlessness in propounding them.” Address: Organizing Secretary, Soil Association, Ltd. [UK], Author of “The Living Soil”.

169. Eyster, William H. 1948. Sir Albert Howard—Student of nature. *Organic Gardening* 13(3):23-24. Sept.

170. Haas, H.C. 1948. Sir Albert Howard—Respecter of all forms of life. *Organic Gardening* 13(3):41-42. Sept.

• **Summary:** Because of Sir Albert’s work, evolution will be allowed to continue. The writer considers Howard’s *An Agricultural Testament* to be as important a book as Adam Smith’s *Wealth of Nations*.

171. Howard, Albert. 1948. The progress of organic agricultural in the U.S.A. *Organic Gardening* 13(3):42-43. Sept.

• **Summary:** This article appears under the heading “Sir Albert Howard’s last editorial.”

“His personal interest in the organic movement in the United States is well expressed in his last editorial in *Soil and Health*, Winter, 1947, which follows:

“The Progress of Organic Agriculture in the U.S.A.

“Albert Howard

“The onward march of the organic farming and

gardening movement in the United States of America will be evident from a single example. In June 1942 a new journal—*Organic Gardening*—appeared which was dedicated from the beginning to the Indore Process of composting. I was asked by the Founder and Editor, Mr. Jerome I. Rodale, to assist in the capacity of Associate Editor.

“The history of *Organic Gardening* makes interesting reading. At the beginning there were no sales, but Mr. Rodale persisted and was soon rewarded by a growing roll of subscribers and by a steady rise in the revenue from advertisements. To-day the paper has over 60,000 subscribers and is well on its feet.” Address: Sir, United Kingdom.

172. Howard, Louise E. (Lady). 1948. The birth of the organic farming movement. *Organic Gardening* 13(3):15-18. Sept.

• **Summary:** Louise was Sir Albert Howard’s second wife; his first wife, Gabrielle Howard, had been his fellow worker for 25 years. He and Louise met in May 1931 at the seaside resort of Rimini [on the east coast of Italy]. He was correcting the proofs of his book *The Waste Products of Agriculture: their Utilization as Humus*.

“The integrity which was an abiding part of his character urged him to do more, to make one last gift of his genius to the peoples of India. This final gift was to be a book on the manurial future of a country which for four thousand years had used three-fourths of its dried animal dung as its sole domestic fuel, thereby reducing the potentialities of its agriculture to an enormous extent. Yet the fuel was a necessity and no substitute was possible over the area of this huge continent. It was a cruel problem only too well known—a solution had never yet been suggested.” Address: Second wife of Sir Albert Howard, United Kingdom.

173. Kirkham, Ellinor. 1948. Sir Albert Howard—Prophet and champion of the soil. *Organic Gardening* 13(3):25-27. Sept. Address: Private Secretary to Sir Albert Howard.

174. Lutman, B.F. 1948. The scientific work of Sir Albert Howard. *Organic Gardening* 13(3):29-33. Sept.

• **Summary:** “Sir Albert was fortunate in being born and raised in an English country home. No amount of book or laboratory training could have taken the place of boyhood years spent among the problems and uncertainties of a family whose livelihood depended on the soil. Those years gave him a practical touch with agriculture that he never lost.

“His education at London and Cambridge Universities does not seem to have made a deep impression upon him and still, someone in those impressionable years must have drawn his attention and stirred his enthusiasm for plants and plant diseases. That teacher seems to have been Marshall Ward, a professor at Cambridge University. Ward had one of those uncompartmented minds that could roam over the whole field of plant life and touch every branch of it from

the bacteria and fungi to the higher plants with the fingers of genius. Ward had been the student of some of the great botanists of his day and had served as an assistant to the zoologist, Huxley, the most noted biological teacher of his generation.

“In contact with such a mind as that of Marshall Ward, Sir Albert must have taken on some of those habits of thought and methods of approach to scientific problems, that made specialized technicians who knew only one small segment of their subject, almost as undesirable as investigators as those who were entirely ignorant of the subject. That Sir Albert Howard must have profited by Marshall Ward’s influence is shown by the fact that he won honors in botany and plant diseases and after his graduation was appointed as a lecturer in botany and especially in plant diseases to the West Indies. He was stationed at the agricultural college on Barbados. This was in 1899 when he was 25 years old. Again he was fortunate.” Address: Prof. Emeritus, Univ. of Vermont.

175. Martin-Leake, H. 1948. Sir Albert Howard—An appreciation. *Organic Gardening* 13(3):27-28. Sept. Address: Close intimate of Sir Albert Howard and authority on tropical agriculture.

176. Pfeiffer, Ehrenfried E. 1948. Sir Albert Howard’s deed for science. *Organic Gardening* 13(3):20-22. Sept. • **Summary:** “Sir Albert Howard’s life work has only just begun. It is the highest tribute one can make to a man...”

“At the same period when mineral fertilizers held the highest rank, his attention was directed to the very core of soils—the role which humus plays in their maintenance and improvement. it is true that the humus concept was not new. There was, to refer only to one, the humus theory of the German agriculturist Thaer, current early in the 19th century, long before Liebig.

“But Liebig had given the agricultural concept a turn towards the mineral theory, in fact, towards the very one-sided concept that only a few major elements are needed for plant growth, namely, nitrogen, potassium, and phosphate. The application of these three elements brought about a revolution in farming; an increase of crops was observed. As a consequence, agricultural science and practice still believe today that ‘this is it.’ Many other factors were neglected during the next hundred years as a result of Liebig’s discovery. One can objectively state that it led to the excessive use of soils and brought increases of crops at the expense of other factors in soil, all the other elements, including trace elements, the important biocatalysts, and organic matter. World agriculture, deceived by the NPK theory, demanded more from soils than they could give and a general depletion cycle began.” Address: Dr. (Honorary), USA.

177. Picton, L.J. 1948. Sir Albert Howard—Master farmer of India. *Organic Gardening* 13(3):39-41. Sept.

• **Summary:** His first field work on Barbados was short-lived; he had been given no land. So he returned to England to Wye College, in Kent, where he again faced the same problem: no land. Nevertheless he made a major discovery that left its mark on hop-growing practice.

“It was in India, at Pusa, that he first had, not only the problems of pests to solve, but land on which to solve them. The fertilization of the hops was an indirect method of disease prevention: at Pusa he was going to try others. As he quaintly put it, his plan was to regard the peasants and the pests as his professors of agriculture. He saw that the peasants, using no pest killers, grew crops practically free from pests. The pests, on their part, were pointers to the unsuitability of the variety of the plant which suffered or succumbed from their attack, or to the farming methods used being inappropriate to the locality. Survival proved the suitability of kind or culture.” Address: Dr., O.B.E. [Order of the British Empire], Member of Panel, Soil Association, Ltd.

178. Rodale, J.I. 1948. Sir Albert Howard: A tribute. *Organic Gardening* 13(3):12-14. Sept.

• **Summary:** “Almost a year has passed since the death of Sir Albert Howard, which took place on October 20, 1947. But in that year events have shown and evidence has demonstrated that the organic farming and gardening movement, which received its inception in his researches, will march forward and onward more triumphantly than ever, its dynamic impetus gaining legions of converts and including many of its former scoffers and strongest critics. The name of Sir Albert will always be at the head of the roster of people connected with this movement, regardless of changes and improvements in his methods.”

A full-page photo (p. 12) shows Sir Albert Howard wearing an overcoat and hat. Address: Editor, *Organic Gardening*.

179. Wad, Yeshwant D. 1948. The work at Indore. *Organic Gardening* 13(3):6, 8-9. Sept.

• **Summary:** “In 1928 I joined the staff of the Institute of Plant Industry just started at Indore by the late Sir Albert Howard and his wife for introducing improved agriculture in States of Central India and Rajputana and advising on their agricultural problems. Sir Albert’s previous work at Pusa had enabled him to arrive at reforms in agriculture supremely suitable to rural India and very largely meeting the current needs of the population.

“The principal features of his system were: improved implements and new labour-saving appliances, some improvised by the Howards themselves; adequate provision of food and fodders by suitable rotation of crops and grazing areas and the maintenance of grassed edges on field boundaries to prevent erosion; making of silage; systematic

care of cattle and implements; orderly harvesting, threshing, and storage; planning of field operations to reduce hours of work, make effort easier and distribute it more evenly; and, the most outstanding item of all, the conversion of wastes to humus and their systematic return to the fields.” Address: M.A., M.Sc., Formerly Chief Chemist and Agronomist, Inst. of Plant Industry, Indore, Central India.

180. Pfeiffer, Ehrenfried E. 1948. New standards of soil and health. *Organic Gardening* 13(4):15-19. Oct.

• **Summary:** “The other day a chemist came to our laboratory and told of a carrot that contained no carotene.” Housewives are taught by advertising to want big, good-looking carrots, not nutritious carrots—rich in carotene.

“Last year, the Chicago Medical Society sponsored a public conference on nutrition. During one of the sessions, Dr. Clive M. McCay (Cornell University) reported an interesting experiment. At the Naval Medical Center in Bethesda, Maryland, a study was made of the kinds of bread selected by naval officers and enlisted men. The officers chose dark breads much more frequently than they did the white, while the enlisted men reversed this ratio. Education and food habits play a leading role here. The dogma that ‘people just won’t eat dark bread’ is the result of badly educated food habits.” Address: Dr. (Honorary), USA.

181. Pfeiffer, Ehrenfried E. 1948. Protect birds. *Organic Gardening* 13(5):15-17. Nov.

• **Summary:** According to a report in the *Chicago Daily Tribune* (12 July 1948) officials of the National Audubon Society at Greenwich, Connecticut, “are concerned over the death of many birds apparently from eating insects killed by insecticides.”

Birds are the best of all insect destroyers. “Moreover, hundreds of species of valuable insects, such as bees, are likewise killed by those poisons.”

“Another and even more vital reason for our concern for the birds is that they are a part of the living balance of nature. Once this balance is distorted, there is no visible end of the consequences in the general household of animal and plant life, among the healthy as well as the diseased.

“Then, too, not only are birds ‘the best of all insect destroyers’, but they are the most harmless...” Address: Dr. (Honorary), USA.

182. Striegel, Joel V. 1948. Nature boys I know. *Vegetarian News Digest (Los Angeles)* 1(3):3-4, 18. Dec.

• **Summary:** “Ever since Eden Ahbez wrote America’s No. 1 hot tune, the song that has made him famous, the Nature Boy idea has spread epidemically... Several Los Angeles naturists who were already inclined that way began to live as Nature Boys.”

Another Nature Boy is Gene Mariani (“Gypsy Gene”), who often travels on his bicycle, and is frequently seen at

“Muscle Beach” in Santa Monica. “He keeps in physical fitness by following a regimen of rising at daybreak, retreating at sunset, avoiding not only meat, fish and fowl but coffee, tea, milk, dairy products and packaged foods, also any foods touched by fire. He sleeps on the ground in the open under the stars. He smiles often and maintains a jolly spirit in spite of the gibes he receives from jokesters.”

Buddy Rose, age 41, like Ahbez, came from Brooklyn, New York; he was attracted to California because of its varied topography, climate, and spiritual environment. Fifteen years ago he was very ill but more than a “decade of natural living has brought him health of body and peace of mind. Wherever he goes, Buddy Rose makes friends; he believes in upliftment, ‘in expanding someone’s joy in life.’”

“Robert Bootzin, about 30, known as ‘Boots,’ is one of Nature’s Boys who never drank or smoked. Bearded, rugged, athletic, Bootzin can play in professional football but does not prefer professional sports. He loves to sing, and shows his respect for Nature quite frequently. He works at fruit-picking in the summertime and eats only natural food.

“Emile Zimmerman, also about 30, who came to California from Michigan over a year ago, is the adonis type of Nature Boy. Blond, six foot tall, with a fine physique, Zimmerman is making great strides in developing his body toward perfection by exercise, outdoor living and proper food. Musical, quiet and contemplative, he, like Bootzin, speaks of Nature with great respect.

“A different type of Nature Boy who inclines strongly toward the religious life is that of Forrest Nannery, also known as Bob Wallace, and that of Sam Price. Both full-bearded, raw food vegetarians, they wear sackcloth robes as a symbol of simplicity, sleep outdoors, and walk barefooted. They eschew root vegetables and eat all their natural foods whole without cutting into them; thereby preventing oxidation and loss of vitamins. Both these naturists are said to come from rather wealthy parents.”

A small photo shows Robert Bootzin [“Gypsy Boots”], Forrest Nannery, and Emile Zimmerman.

183. Vitamin Products Co. 1948. Whole wheat flour (Ad). *Organic Gardening* 13(6):59. Dec.

• **Summary:** A small (2.75 by 1.75 inch ad). “From whole wheat grown in Deaf Smith County, Texas. Stone-ground to a fineness suitable for every baking purpose. No better or fresher flour anywhere in the world!

“5 lb bag. \$1.50 plus postage.

“Write for contract prices and literature.” Address: Milwaukee 3, Wisconsin.

184. Walnut Acres. 1948. Organic Foodstuffs (Ad). *Organic Gardening* 13(6):59. Dec.

• **Summary:** A small (2.75 by 1.5 inch ad). “Ever buy food by mail? Write for information on foods raised strictly organically. We raise, grind and process everything ourselves

on our family farm—Fresh, organically-raised, stone-ground whole wheat, corn meal and buckwheat—Marvellous cookies, made with our own whole wheat. No white flour—Organically raised, dressed chickens—Honey, strawberry jam, herb jellies.

“Paul Keene, Walnut Acres, Penns Creek, Pa.”

[Pennsylvania]. Address: Penns Creek, Pennsylvania.

185. Bromfield, Louis. 1948. *Malabar farm*. New York and London: Harper & Brothers. viii + 405 p. Illust. (by Kate Lord). 22 cm.

• **Summary:** This book is about Malabar Farm in Ohio, written from 1944 to 1945 while the author was living and working there. Much of this book is about the philosophy and practice of farming.

Chapter 13, “The organic-chemical fertilizer feud” begins: Justus Liebig was born in Darmstadt in 1803. At age 15 he decided to become a chemist. He was always trying to extend the boundaries of human knowledge, to penetrate into the unknown. At times he was unorthodox, speculating about things that other professors regarded as already settled and beyond dispute. “Eventually he became one of the world’s greatest scientists and he brought to world agriculture a revolution. He was the creator of the principle of chemical fertilizer.” He was a Renaissance man with many interests and deep curiosity, a man of broad culture and knowledge. He understood that “the content, implications, and potentialities of a cubic foot of soil reach far beyond the realms of purely inorganic chemistry.

“From Liebig there stemmed a whole school of false disciples (or rather narrow and limited fellows)” which he surely would have disavowed.

“On the other hand there has grown up during the past generation another school of thought, as fanatic as the pure specialist, inorganic chemists are limited and academic. They are the people who believe passionately that all chemical fertilizer is poison and that in decaying and decayed organic matter lies the salvation of the agriculture and of the world. They are perhaps a shade nearer the truth...”(p. 274-76).

“Louis Bromfield was born in Mansfield, Ohio in 1896 to Charles Brumfield, originally from New England, and Annette Marie Coulter Brumfield, the daughter of an Ohio pioneer. Bromfield decided to change the spelling of his name after it was misspelled on one of his early works.

One of Mansfield, Ohio’s most famous natives, his home was Malabar Farm, near Lucas, Ohio, from 1939 until his death in 1956.”

“Bromfield studied agriculture at Cornell University from 1914 to 1916, but transferred to Columbia University to study journalism.” He was married in 1921.

“In 1925, Bromfield and his family left for a vacation in France, a country he had come to love during the war. They stayed for thirteen years. Paris, between the wars was known for its expatriate community of American writers. Among the Bromfields’ friends were Edith Wharton, the poet Natalie

Barney, Sinclair Lewis, and Gertrude Stein.

“As World War II threatened Europe, the Bromfield family returned to the United States, where Bromfield bought 1,000 acres near his native Mansfield, Ohio. The farm, which he named “Malabar Farm” was to become his major work during his last 20 years. Bromfield was an early proponent of organic and self-sustaining gardening, and his farm was one of the first to ban pesticides. The farm was used as a government test site for soil conservation practices” (Source: Wikipedia, at Louis Bromfield).

186. Johnston, Eric A. 1948. *We’re all in it*. New York, NY: E.P. Dutton. 220 p. 22 cm. *

• **Summary:** Eric Allen Johnston lived 1895-1963.

187. Rodale, Jerome Irving. 1948. *The organic front*. Emmaus, Pennsylvania: Rodale Press. 199 p. 21 cm.

• **Summary:** This early book about organic gardening and farming is divided into three parts: I. On the organic front (17 chapters, incl. compost, and the work of Weston A. Price). II. Debates (3 chapters, incl. “Do chemical fertilizers kill earthworms?”). III. Foods (21. Raw foods. 22. Sunflower seeds—The forgotten food. 23. Seeds as human food. 24. The wonderful grape. 25. The Rodale diet). The author was born in 1898. Address: Emmaus, Pennsylvania.

188. Rodale, J.I. 1948. *The healthy Hunzas*. Emmaus, Pennsylvania: Rodale Press. 263 p. Illust. Map. No index. 21 cm. Popular edition. [46* ref]

• **Summary:** Contents: Introduction. 1. Sir Robert McCarrison. 2. Sir Albert Howard. 3. The organic doctrine. 4. Chemical fertilizers. 5. Manure. 6. Privies and goitre. 7. The husbandry of the Hunzas. 8. Hunza land practices. 9. Rock powders. 10. The blinks. 11. Who are the Hunzas? 12. Our kinesthetic sense. 13. The Nagyri. 14. The food of the Hunzas. 15. The health of the Hunzas. 16. The intelligent Hunzakuts. 17. Evidence of Hunzarization possibilities. Conclusion.

A map of India, including Afghanistan, Kashmir, Sinkian (China) and Thibet (Tibet), shows that the Hunzakuts live at the northwest border of India.

McCarrison, the great English physician, lived with the Hunzakuts for about a decade. They are light skinned and claim descent from three soldiers of Alexander the Great. McCarrison attributed their outstanding health to: (1) Infants are breast-fed, as Nature intended. (2) The people live on simple, natural foods: Milk, eggs, grains, fruits and vegetables. Almost no sugar or refined foods. (3) Their religion prohibits alcohol, and they consume little. (4) Their way of life requires vigorous exercise. In 1927 (at Conoor, India) he started a famous feeding experiment with albino rats. He was, at this time, director of Nutrition Research for the entire country of India. One group of rats was fed a diet similar to that enjoyed by the Hunza. A 2nd group of

rats was fed the poor diet of the Southern India rice eaters. A 3rd group was fed the diet of the lower classes of India. The trial went on for 2¼ years. The Hunza rats (1) were in excellent health. The Bengali rats (2) suffered from a variety of diseases and were in very poor health. (3) The English rats were in the worst physical and mental health of all. The dramatic findings “didn’t even produce a ripple in the pond of medical inertia” (p. 21-22).

“At the time McCarrison was working among the Hunzas, another great idealist, Sir Albert Howard, was engaged in agricultural research at Pusa, in southern India.” He was interested in the fertility of soil, and prevention of its loss. Howard “had an instinctive feeling that the use of chemical fertilizers was doing more harm than good, that it was destroying the life and vitality of the topsoil, that it was merely ‘a shot in the arm,’ which momentarily stimulated yield, but struck back viciously later in bringing about conditions that actually invited disease.” So he used natural fertilizers instead of chemical ones with great success. Later he developed the Indore method for making a compost fertilizer, based on three parts plant matter and one part animal matter. Howard summed up his work with this classic statementL “Artificial chemical fertilizers lead to artificial nutrition, artificial animals, and finally to artificial men and women.”

The term “organically grown” appears on 7 pages, including pages 236, 251, and 253.

Page 251: “In the early spring of 1946, my daughter and I went on a diet of organically grown fruits and vegetables—raw salads,... I was freed from rose fever and my daughter from hay fever, thanks to organically grown fruits and vegetables.” Address: Editor, *Organic Gardening*, Emmaus, Pennsylvania.

189. Walnut Acres. 1949. Classified ads: Walnut Acres. *Organic Gardening* 14(4):64. April.

• **Summary:** In the section under “Organic trading post”: “Organically Raised, Stoneground to order. Buckwheat flour and cornmeal—5 pounds, 75¢. Dark honey—5 pounds, \$1.50. Postage extra. *Cooking with Wholegrains*—64 page book. \$1.00—postpaid. Paul Keene, Penns Creek, Pa.” [Pennsylvania]. Address: Penns Creek, Pennsylvania.

190. Rodale, Jerome Irving. 1949. The organic method on the farm. Emmaus, Pennsylvania: Rodale Press. 128 p. July. Illust. No index. 21 cm. Series: The Organic Farmer No. 41. • **Summary:** “A tremendous change occurred in the organic method in September, 1949, as is outlined in the last chapter of this book” (see p. 120). It is indeed a new organic method, which is both revolutionary and labor-saving.

The “tremendous change” may eliminate the need for farmers to make compost in heaps or pits. “Many agriculturists have contemptuously referred to the organic method as the pitch-fork method of farming. It was that at

the beginning, but we have progressed considerably since then.”

Contents: Introduction. How to Make a Compost Heap. The Compost Process. The Organiculturist’s Creed. With Further Reference to Composting Pits. Filling the Compost Pit. A Suggestion for Compost Making. Labour Saving in Compost Manufacture. Large Scale Composting. Composting on a Farm Scale. A Trip to Alabama. Sheet Composting on the Farm. Manure Loader Equipment in the United States. Making Compost for the Farm is Practicable. Nitrogen. The Nitrogen Problem. Phosphate Rock. Potash Deficiency in Soils. Sources of Natural Potash in the United States. Subsoiling. The Control of Eelworm (Nematodes). Artificials and Sprays Are Not Used Here. Orchard Practices. The Chicken-Dropping Pit. The *New Organic Method*.

“Sir Albert Howard, who died a few years ago, was the father and developer of the organic method of farming. He had a background of experience with it over thirty years. He proved conclusively that it could give higher yields and healthier foods. I had the pleasure of introducing his method officially into the United States as his direct representative. Now we have about seven years of experience with it. We and many others have found it good.”

Rodale then describes the work of Mr. Charles Selvi more than ten years ago with manure on farms in Italy. He developed a new method for aging manure. “He suggested that instead of leaving the manure heaped in piles it be placed in covered pits” (p. 123). Mr. Selvi worked with Rodale’s Soil and Health Foundation for about two months. His method may eliminate the need to make compost.

The author was born in 1898. A revised edition was published in Oct. 1949. A 5th edition of this book was published in 1952 and a 6th edition in 1953. Address: Emmaus, Pennsylvania.

191. *Organic Farmer (The)*. 1949-1953. Serial/periodical. Emmaus, Pennsylvania: Organic Gardening. Jerome I. Rodale, editor and publisher. Vol. 1, No. 1. Aug. 1949.

• **Summary:** This title, starting in Aug. 1949, continued until Vol. 5, No. 5, Dec. 1953. Then in Jan. 1954 merged with *Organic Gardening* to become *Organic Gardening and Farming*. See also *Organic Farming and Gardening* (May 1942).

Note 1. Vol. 1, No. 1 (Aug. 1949) states: Editor: J.I. Rodale; Associate Editor: Dr. Wm. H. Eyster. Published monthly by Organic Gardening. Publication, Executive, Editorial, Subscription and Advertising Offices: 6th and Minor Streets, Emmaus, Pennsylvania.” This title lasted from Aug. 1949 through Vol. 5, No. 5, Dec. 1953.

Note 2. The launching of this publication was a milestone in the history of organic farming in the USA. The first year had many articles about composting, compost heaps, earthworms, the wisdom of not plowing (later generally called no-till), and Sir Albert Howard (the English

botanist, an organic farming pioneer, a principal figure in the early organic movement, and author of *An Agricultural Testament*; he worked for 25 years as an agricultural investigator in India).

Here is the table of contents of Vol. 1, No. 2, Sept. 1949. Editor: J.I. Rodale. Managing editor: Robert D. Rodale. Associate editor: Dr. Wm. H. Eyster. From readers. Editorial, by J.I. Rodale. Composting Corn Cobs, by J.I. Rodale. Sewage a National Resource. What about DDT? A Perfect Score Growing Chicks. Mexico Has Agricultural Troubles. Kale as a Cover Crop. Farm Compost in Production. Artificial Insemination Failure Sells More Bulls. Straw Gives Life to Soil. Hedges control soil. Harvesting sunflowers. Pasture your flock. Overtilling destroys fertility. Mulches. Memos to farmers. Killing the soil. Starland Farm goes organic. How lime paid off. Yarbs [herbs, medicinal plants] are organic. Livestock. Poultry. Scoop used to move manure. Address: 6th and Minor Streets, Emmaus, Pennsylvania.

192. Walnut Acres. 1949. Classified ads: Walnut Acres. *Organic Gardening* 15(6):63. Dec.

• **Summary:** In the section under “Organic trading post”: “Fourth Year for Walnut Acres home processed organic foodstuffs. Fresh stoneground wheat, rye, corn, buckwheat flours and cereals; honey, jam. Paul Keene, Penns Creek, Penna.” [Pennsylvania]. Address: Penns Creek, Pennsylvania.

193. Arthur, Julietta K. 1949. How to make a home business pay. New York, NY: Prentice-Hall, Inc. xviii + 330 p. See p. 46-47, 257. Index. 21 cm. [20* ref]

• **Summary:** In the chapter on “Kitchen products that sell,” the section titled “Choosing an appetizing name” contains eight rules. “Rule 5. If a product is to be sold on the basis of its homespun quality, the words ‘spicy,’ ‘nutty,’ ‘fruity,’ and the like will always have a homey sound.

“Paul and Betty Keene sell their ‘Apple Essence,’ made from freshly mulled cider, by direct mail from Penns Creek, Pennsylvania. Their business also includes a sizable list of home-ground flours which the alluring name of their farm, Walnut Acres, helps to promote.”

In the chapter titled “Selling what you produce,” the section on “Publicity: Sales asset” states, under “Regional and local magazines and newspapers”: “As an indication of what a good shopping editor’s favor means, Mrs. Gebhard Wuest reports that when her soya-bread was first praised in Clementine Paddleford’s food column in the *New York Herald-Tribune*, four hundred letters poured into the little Wuest bake-shop in twenty-four hours.”

194. Balfour, E.B. (Evelyn Barbara, Lady). 1949. The living soil: evidence of the importance to human health of soil vitality, with special reference to national planning. Rev. ed. London: Faber and Faber. 270 p. Plus 14 plats on

unnumbered pages. Illust. Index. 22 cm. 1st ed. 1943. [54 ref]

• **Summary:** Contents: Foreword to the Revised edition (dated Jan. 1948). Introduction. 1. Preliminary survey. 2. Medical evidence. 3. Humus. 4. Direct evidence. 5. Circumstantial evidence. 6. Indications: Plants, animals, man. 7. Whole diets. 8. The Haughley Research Trust and the Soil Association. 9. Facing the implications. 10. Postscript: Technical references, bibliography, glossary.

Evelyn Balfour was born in 1898.

The biological composition of the soil is more important than its chemical composition. Address: Haughley, England.

195. *SoyaScan Notes*. 1949. Chronology of the macrobiotic movement in North America, 1949-1966. 25 Jan. 1995.

Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1949 Nov. 24—Michio Kushi, a student of George Ohsawa, arrives in New York City from Japan, in connection with the World Federalist Movement. He writes letters back to Japan, and Ohsawa reads them to his students at his center (*Maison Ignoramus*) in Yokohama, near Tokyo, Japan.

1951—Aveline Tomoko Yokoyama falls in love with Michio’s letters, wins a trip to America by being the best seller of Ohsawa’s newspapers, and meets Michio in New York.

1952, early—Herman Aihara, age 31 (born Nobuo Nishiyama on 28 Sept. 1920), arrives in America, and settles in New York City. As early as March 1952 he was selling macrobiotic foods in New York; he imported them from Ohsawa in Japan.

1954—Michio Kushi and Aveline Tomoko Yokoyama are married in New York City. They had exchanged letters before she arrived.

1955 Dec.—Herman Aihara and Chiiko (Cornellia) Yokota are married in New York. Cornelia arrived in the United States from Japan in Oct. 1955. They had exchanged many letters before she arrived.

1960 Sept. 20—Zen Teahouse, the first macrobiotic restaurant in the USA, is started in New York City by Alcan Yamaguchi. It was located at 317 Second Ave. and consisted of a small (4-table) main room containing a kitchen. Miso and shoyu were served regularly. This restaurant was later renamed Paradox.

1959 Nov. or Dec.—George Ohsawa arrives in America for the first time, staying in New York City with Herman Aihara, his closest associate. After a week he flies to California to find a source of short-grain brown rice; he locates Koda Brothers (in Dos Palos), but also gives lectures in San Francisco and Los Angeles. After one week in California, he returns to New York City.

1960 Jan.—Ohsawa presents the first of three series of lectures designed to introduce macrobiotics, and the philosophy and medicine of the Orient, to America; each

for ten nights during January, February, and March of 1960 at the Buddhist Academy in New York City. During these lectures his first work in English is published, a mimeographed edition of *Zen Macrobiotics*. He and the Aiharas duplicated and bound these in the Aiharas' apartment, then sold them at the lectures for \$0.50. He also lectured at the Universalist Church, The New School for Social Research, Columbia University, and New York City College (See: *Macrobiotics: The Art of Longevity and Rejuvenation*, p. 188-89).

1960 May 10—Herman Aihara starts publishing *Macrobiotic News*, a magazine consisting mainly of Ohsawa's lectures, plus some current news.

1960 July—Ohsawa returns to America (after a trip to Europe) and lectures daily for two months at the first American macrobiotic summer camp at Southampton, Long Island, New York. Mrs. Lima Ohsawa, aided by Cornelia Aihara, gives macrobiotic cooking classes. Many people attend, especially writers, actors, artists, musicians, and intellectuals.

1960—To serve this growing interest, a tiny restaurant named Musubi is started in Greenwich Village and run by Alcan Yamaguchi, Romain Noboru Sato, Herman Aihara, and Michio Kushi. In late 1961 Musubi was moved to 55th Street.

1960—The first macrobiotic food store (combined with a gift shop), named Ginza, is started by Herman Aihara.

1961 Feb.—At a meeting of the Ohsawa Foundation, Inc. (New York City) Herman Aihara is elected president while he was traveling in Europe. He accepted the position when he returned later that month.

1961 summer—George and Lima Ohsawa come to America again for the second macrobiotic summer camp, this time in the Catskill Mountains at Wurtsboro, New York. Lima and Cornelia Aihara give cooking classes. After the camp, at the time of the Berlin Wall crisis (August 1961, before the Cuban missile crisis of Oct. 1962), Ohsawa feared that a nuclear war might be near. He urged his followers to leave New York and find a place that was safer from radioactive fallout and good for growing rice. After extensive research, they choose Chico, California.

1961 Oct. 1—Thirty four people (11 families) arrive in Chico from New York City in a caravan of vans, buses, and station wagons. Among the active people in the group are Bob Kennedy, Herman Aihara, Teal Ames, Lou Oles, and Dick Smith.

1961 Nov.—The first printed edition of *Zen Macrobiotics*, by G. Ohsawa is printed in Japan (218 pages). It has been edited and the parts rearranged.

1962 March 6—The group in Chico establishes a new food company named Chico-San as a retail store and an import and wholesale business. It was capitalized with \$10,000. In addition to a line of whole-grain products, they soon began to import a variety of macrobiotic foods from

Ohsawa in Japan. The first store and food plant (they made sesame salt or *gomashio* and repackaged foods) was in the basement of a small hearing aid shop in Chico. It became the first macrobiotic food production company in the USA.

1962 July 7—Third summer camp opens in Wurtsboro, New York, under the direction of Irma Paule and Sam Chapman; it continued until Labor Day.

1962 Christmas—George Ohsawa visits Chico and lectures on macrobiotics.

1963—Ohsawa lectures in Boston, New York City, and at the fourth macrobiotic summer camp (the first on the West Coast) at Chico. Lima Ohsawa and Cornelia Aihara give cooking classes. In Chico, Ohsawa suggests that the group try making rice cakes. He sends them a rice cake machine from Japan.

1963 May—Junsei Yamazaki arrives in the USA (in San Francisco) from Japan. He first goes (by bus) to Chico, California, to help with the installation of small rice cake machines. Production of rice cakes begin in the fall of 1963. They soon become Chico-San's first really popular and successful product. After the July 1963 summer camp in Chico, California, Yamazaki goes to New York, arriving in August.

1964 summer—Ohsawa lectures in California at the fifth macrobiotic summer camp (2nd on the West Coast) near Big Sur. Lima Ohsawa and Cornelia Aihara give cooking classes.

1964 Sept.—After the macrobiotic summer camp on Martha's Vineyard, the Kushi family moves from the island to Cambridge, Massachusetts (101 Walden St., on the outskirts of Boston to the northwest). Michio stops all his outside business activities and directs his full attention to teaching macrobiotics.

1964 Nov.—The first edition of *Zen Cookery*, edited by Teal Nichols, a book of macrobiotic recipes (83 p.), is published by The Ohsawa Foundation in Chico, California.

1965—The macrobiotic movement in America, though small, is growing rapidly. Ohsawa lectures again in California at Mayoro Lodge, near Pulga.

1965—Michio Kushi organizes the first East West Institute out of his home in Cambridge and begins teaching macrobiotics, cosmology, and cooking to mostly young people.

1965—The second edition of Ohsawa's *Zen Macrobiotics* is prepared and published by Lou Oles of the Ohsawa Foundation in Los Angeles. It contains much more information (including much more about soyfoods) than the original 1960 mimeographed edition.

1965—*You are All Sanpaku* by William Dufty is published.

1965 Nov. 9—Beth Ann Simon, a young heroin addict from New Jersey, dies while following a strict macrobiotic diet. This is the movement's first major setback. Ohsawa and the macrobiotic diet receive much adverse publicity, and the

incident brands macrobiotics among many in the medical and health professions as a dangerous and extreme form of food faddism. The image was hard to get rid of. The U.S. Food and Drug Administration closes the New York branch of the Ohsawa Foundation, run by Irma Paule.

1966 April 24—George Ohsawa dies unexpectedly in Tokyo, Japan, at age 72—just as his teaching is beginning to spread rapidly in the West. The cause of his death: a heart attack, perhaps caused by filarial parasites he had picked up at Lambarene, Gabon.

1966 April—Erewhon opens as a tiny (10 by 20 foot) retail store downstairs at 303-B Newbury Street in Boston.

1966 summer—Michio Kushi begins to lecture each Monday and Wednesday evening in a back room of the Arlington Street Church in Boston. These talks were supplemented by cooking classes with Aveline Kushi in Brookline.

196. Sykes, Frank/Friend. 1949. *Humus & the farmer*. Emmaus, Pennsylvania: Rodale Press. xxi + 392 p. Illust. First published in 1946 by Faber & Faber, London (xix + 298 p.).

• **Summary:** Biography of a 1,000 acre English farm where the organic method has proven its superiority over farming with chemicals.

Note: The word “organic” appears on 43 pages in this book.

“This edition... reproduces the third British edition of February 1934.”

197. Norman, Robert C., Jr. 1950. *Houses—Nassau—Suffolk*. *New York Times*. Feb. 10.

• **Summary:** “Northpoint—”C” Norman. The Future Belongs to Those Who Prepare for It... Wood-shingled, 20-year old house... Property about 3/4 acre, level, completely fenced to protect your fruit and vegetables organically grown for years by owner, who really enjoyed the hobby... Taxes \$200. Sick Owner. Sacrifice \$17,500. Price form. Free and clear. Terms within reason.” Address: Broker. Npt 1354.

198. *Vegetarian News Digest (Los Angeles)*. 1950. Organic vegetarian community started in southern California. 1(11):22. Jan/Feb.

• **Summary:** “In view of ever-increasing economic uncertainty and disturbed world condition, thinking vegetarians are planning to secure their future by settling on the land in subsistence homesteads.

“Such a group is attempting to do so in Southern California’s Morongo Valley, called the Valley of Destiny because it is believed to be the future home of New Age pioneers who will settle here away from a worried world.

“Morongo Valley is 17 miles above Palm Springs, situated in a secluded valley completely surrounded by mountains, at an elevation of 2650 feet, which provides it

with an ideal year-round climate.”

“A new vegetarian community along organic lines is now in development in Morongo Valley,” 17 miles above Palm Springs, completely surrounded by mountains at an elevation of 2,650 feet.

“Interested persons may write to Roy Sandsberry, P.O. Box 131, Morongo Valley, California, for further information.” Note: Morongo Valley is in today’s (March 2004) San Bernardino County, California.

199. Stuart, R.L. 1950. Classified ad: Gardening. *Scotsman (Edinburgh)*. May 17. p. 10.

• **Summary:** “Strawberry plants.—Auchencruive Climax, exceptionally fine plants, organically grown 2 years in complete isolation at high elevation. Dept. of Agric. Stock Runner certificate S.R. 3749. immediate delivery, £5 per 1000 (for 5000 and over), £5 10/- for 1000, £1 for 100,...; carriage paid” Address: Hopes, Gifford, East Lothian.

200. Stahr, Alden. 1950. Paul Keene of Penns Creek: For this man, the organic approach is the only rational one. *Organic Farmer (The)* 2(4):10-14. Nov. Cover story.

• **Summary:** A photo on the cover shows Paul Keene standing with a pitchfork in his barn. Printed above the magazine’s title: “Farming without chemicals.” A good, detailed article with many photos by the author.

The farm Paul bought five years ago had been in the same family for over a hundred years and until recently sustained a large dairy herd with careful management of manure and little if any commercial fertilizers. The first crops Paul planted and plowed under were buckwheat, rye and vetch, soybeans, and cowhorn turnips. He also raises millet, wheat, soybeans and rye. Early publicity included an article by Clementine Paddleford in the *New York Herald Tribune* and *Gourmet* magazine. Betty Keene’s mother practiced organic gardening in India when Sir Albert Howard first launched modern organic culture there. Paul and his wife have three young daughters—and no hired man.

Photos show: (1) Paul driving his Ferguson tractor. (2) Betty Keene, his wife, smiling and weighing organic flour for shipment to a customer. (3) Paul standing with his two horses beside a barn. He thinks they make better company than a tractor, but he found them impractical on a one-man 200-acre farm. (4) Four organic farm families in front of the Keene’s two-story home making short work of a hundred ears of organic sweet corn. Present are Keenes, Parkers, Stewarts and Stahrs—with many children. (5) A view of Walnut Acres (Penns Creek, Pennsylvania), showing houses and barn, with a clover pasture in the foreground. (6) “Some of the sheep at Walnut Acres, which provide a good means of turning organic pasture into good organic meat.”

201. Worth, Miklos. 1950. Soyabeans: The fabulous food that supplies meat, milk, cheese, proteins, amino acids,

vitamins, minerals. New York, NY: Ideal Health Books. 62 p. A MacRichard publication.

• **Summary:** This book consists of many short chapters. Contents: The bean that is not a bean. A therapeutic substance. Chemical requirements of life. Natural foods supply basic needs. Disease—A disturbance of mineral salt balance. Essentials in man’s diet. The big five. A balanced mineral supply. Soybean oil valuable to health. Carbohydrates in soybeans. A storehouse of vitamins. How vitamins are to be used. Soyabeans in Rheumatism. Nervous exhaustion. Rickets. Gastro-intestinal disorders. A perfect food for invalids. Constipation. Obesity—An easy way to reduce. Loss of weight. Dandruff and loss of hair. Eczema and other skin disorders. Sciatica. Hardening of the arteries. Excellent food for diabetics. An excellent blood builder. Soyabeans influenced civilization. The poor man’s meat. Introduction to America. Revolutionizing modern economy. Soyabeans could enrich the diet. How to make soya milk. Soyabean sprouts. Soyabean curds. Soyabean coffee. Soyabean oil. How to cook soyabeans. Soyabean flour in baked products. Its use in green salads. Soyabean sauce. Health through soyabeans.

Chapter 1 begins: “Soyabean, the wonder-plant of the Far East that has given sustenance to the peoples of the Orient since time immemorial, is not only a nourishing food, but plays a host of roles in natural health because of its medicinal and therapeutic properties... There is no other single plant known to man which yields such bounty of goodness. All the essential ingredients for health and long life are gathered and packaged in this singular food.”

Note 1. This is the earliest English-language document seen (April 2013) that uses the term “soyabean curds” to refer to tofu.

Note 2. This is the earliest English-language document seen (Jan. 2013) that uses the term “soyabean sprouts” to refer to soy sprouts.

Note 3. This is the earliest English-language document seen (Nov. 2012) that uses the term “soyabean coffee” to refer to soy coffee.

Note 4. This is the earliest English-language document seen (April 2012) that uses the term “soyabean sauce” to refer to soy sauce.

202. Foods for Life. 1950? Introducing Foods for Life! Incorporated (Leaflet). Glendale, California: Foods for Life, Inc. 4 panels each side. Each panel: 23 x 10.5 cm. Undated.
• **Summary:** On the front cover is a photo of a stand of peaches above the title. On the two inside pages is a statement with this title: “Dr. Jonathan Forman presents ‘Creative Medicine.’” The text, spread across two panels below a photo of Navel Oranges, reads: “It is no simplification to say that *our health comes from the soil*. No matter how many physicians and health officers we train and how much curative and preventive medicine they may

practice, we cannot attain optimum health until they and we have turned our attention to *creative* medicine, and thereby learn to keep and even improve our health.

“I challenge anyone to name a single infectious or parasitic disease in which the nutritive state of the tissues of the victim is not more decisive than the germ itself. People do not die of infectious diseases, as they are signed out, but really of *malnutrition* that allows the germ to gain its foothold. In the non-infectious fatal diseases, or degenerative diseases, as they are called, malnutrition, or under-nutrition, is the real cause in every instance.”

The text continues onto the back panel: “Glendale physicians accept Dr. Forman’s challenge... Dr. George Johnstone and his associates have formed the Foods for Life Corporation to implement this ‘Creative Medicine’ program so enthusiastically recommended by Dr. Forman.

“The Three-fold mission of Foods for Life, Inc. will be to grow, process, and market fruits and vegetables, grains and nuts of the highest nutritional value.

“Organic Farming methods will be used exclusively. All the products marketed by this organization will be grown with natural organic fertilizers, and none of their products will be contaminated by caustic artificial chemical fertilizers or poisonous sprays or insect powders.

“Keep your eyes on this important new development in the field of preventive medicine.

“For further information address...” Address: Behrens Memorial Hospital, Glendale, California.

203. Talbot (Leo). 1951. Display ad: Tibby’s. The home of Good Poultry. *Christian Science Monitor*. Jan. 19. p. 6.

• **Summary:** “Meat type poultry is our business. Our Only business. All our poultry is organically grown.” Address: Proprietor, Swansea, Massachusetts. Phone: 6-8189.

204. Gordon, Walter. 1951. Organic gardening co-operative planned in northern California. *Vegetarian News Digest (Los Angeles)* 2(5):22. Summer.

• **Summary:** “The Organic Gardens Cooperative, 1737–101st Ave., Oakland, California, is now being organized.” Its four main objectives are given.

205. *Vegetarian News Digest (Los Angeles)*. 1951. Organic gardening idea growing in New York. 2(5):24. Summer.

206. Rodale, J.I. 1951. With the editor: In defense of the organic method (Editorial). *Organic Farmer (The)* 3(2):17-19, 49. Sept.

• **Summary:** This editorial begins: “Of late there has been an increasing tempo of criticism leveled against the organic method by our opposition and I would like to run this series in answer to it.”

He cites numerous health benefits, to both humans and rats, of organically raised food. “Lady Eve Balfour in her

book *The Living Soil* states that she was cured of rheumatism by eating food organically raised.” Address: Emmaus, Pennsylvania.

207. Whole Grain Flour Mills. 1951. Deaf Smith health foods (Ad). *Organic Farmer (The)* 3(2):1. Sept.

• **Summary:** “Now! Enjoy a higher level of vigorous, disease resistant health with delicious flours, cereals, and unique, skillfully blended meals made from Deaf Smith County Wheat organically grown in the rich, fertile soil and healthful waters of Hereford, Texas, the famed ‘Town Without A Toothache.’ This wheat has an amazingly high percentage of calcium, phosphorus, from six to nine times the amounts found in the average flour. Bread baked from stoneground Deaf Smith Wheat has a flavor and health value superior to any other known. Free recipes and an interesting story on ‘The Most Expensive Bread in the World’ included with order. Order Today!”

The following products are available: Deaf Smith cracked wheat. Deaf Smith bread flour. Deaf Smith laxa-meal. Potato meal. Deaf Smith Vita-Meal. Deaf Smith wheat berries.

“Special selected natural foods.

Organic cake flour. Hulled millet seeds. Natural brown rice.

50-50 Sesame-sunflower meal. Soybean flour. Hulled sesame seeds

Whole rye flour. Organic sunflower seeds. Flaxseed meal.

Millet-ses-sun cereal. Yellow corn meal (Stoneground). Scotch steel-cut oats.

Pure raw wheat germ. Crude black molasses (“Delightful tasting, superior to Blackstrap”). Crude dark raw sugar (“A real raw sugar that is rich in natural un-fired molasses”).

How to eat safely in a poisoned world.” Right living series (“32 booklets, 1,024 pages, written from a unique Christian viewpoint”). Washed raw sugar.

Concerning the “Soybean flour–Starch-free alkaline reaction.–Richest in protein of all known foods. High in calcium, phosphorus and potassium. Use in making soymilk, bread, muffins, and cookery for added protein. 3 lbs. 85¢. 6 lbs. \$1.65.”

This ad also appeared in the next 3 issues of this magazine, right after the title page, and in the Jan. 1952 issue (Vol. 3, No. 6).

Note: A surprise to find foods grown in Deaf Smith County being sold as natural, whole health foods almost 20 years before Frank Ford and others founded Arrowhead Mills—for the same purpose. He too was a devout Christian. Is there any connection between this 1951 venture and Frank Ford? Address: 2611 N. Jones St., Chicago 47, Illinois.

208. Rodale, J.I. 1951. With the editor: In defense of the

organic method (Part II) (Editorial). *Organic Farmer (The)* 3(3):17-19, 56-59. Oct.

• **Summary:** Long subtitle: “Our critics often say that if everyone were to practice the organic method there would not be enough organic matter to go around. It is my purpose to show how untrue that statement is.” Address: Emmaus, Pennsylvania.

209. National Research Council (U.S.); Ad Hoc Committee on the Fluoridation of Water Supplies. 1951. Report: November 29, 1951. Washington, DC: National Academy of Sciences, National Research Council. 8 p. 25 cm. [27 ref]

• **Summary:** Foreword: “Fluoridation of public water supplies has been the subject of widespread controversy in recent years. Its advocates have supported it as a public health measure of considerable importance, while opponents have questioned its value and safety. In April, 1951, the National Research Council convened the Ad Hoc Committee on Fluoridation of Water Supplies to review the evidence and prepare an impartial report. The Committee’s conclusions are presented herewith as a service to those professional, governmental, and civic groups who must make decisions for their communities.

“M.C. Winternitz, M.D., Chairman, Division of Medical Sciences, National Research Council.

Page 1 states: “3. The caries-preventive effect of adequate fluoride intake is principally conferred when the dentine and enamel of the permanent dentition are being formed, i.e., from birth up to about the twelfth year. There is evidence that this increased resistance to dental caries is carried over to some extent into later life.

Conclusion (p. 6): This committee favors fluoridation of the water supply so long as: (1) It includes a child population of sufficient size; (2) It obtains its water supply from sources which are free from or extremely low in fluorides; (3) The adjustment is in accord with climatic factors and a constant chemical control should be maintained, conducted under expert dental and engineering supervision by the state board of health. Address: Washington, DC.

210. Old Mill Cereal. 1951. Old Mill cereal (Ad). *Organic Farmer (The)* 3(4):9. Nov.

• **Summary:** A 1/3 page ad. An illustration shows an old stone mill turned by a water wheel. “Guaranteed made from 100% organically grown grains. Natural. Nourishing. Delicious. Old-fashioned stoneground cereal. Contents: Whole wheat, flaxseed, wheat germ, bran, brewer’s yeast, sunflower seeds, dry skim milk.” Address: R.D. 3, West Chester, Pennsylvania.

211. Rodale, J.I. 1951. With the editor (Part III): Agriculture of olden times (Editorial). *Organic Farmer (The)* 3(4):15-17, 54-59. Nov.

• **Summary:** Indeed, as this magazine and related books

have often said, the organic method is thousands of years old. But: "I can safely make this statement, that for every race that conserved their organic matter there were fifty who were profligate with regard to it." Address: Emmaus, Pennsylvania.

212. Rodale, J.I. 1951. With the editor: Do chemicals give greater yields? (Editorial). *Organic Farmer (The)* 3(5):15-19, 59. Dec.

• **Summary:** Subtitle: "This is the fourth part of my series in answer to those who oppose the spread of organic farming. Part I dealt with the question of whether organically produced food will give better health to the eater. The second article covered the question of whether there will be enough green matter to go around if all farms would practice the organic method. Part III discussed the reasons for the decline of old civilizations."

Contents: Introduction (Prof. Ray Koon of the University of Massachusetts). Organic matter is essential. Farmers not taught how to use organic matter. Fight famine with organic method. Yields no higher (in the USA than they were 50 years ago). New varieties from agriculturally primitive countries.

A photo shows an aerial view of the "Organic Experimental Farm." "Yields here are way above those on neighboring farms." Address: Emmaus, Pennsylvania.

213. Day, Ray. 1952. My bees are dying: "Advanced" farming methods are killing the bees of one of California's best beekeepers. *Organic Farmer (The)* 3(6):24-28. Jan.

• **Summary:** C.F. Eitel, blue-ribbon beekeeper and honey producer, has a small farm west of Chico, California. But his future does not look bright. "In ten years I've watched production go from 120 pounds of honey per hive per year to somewhere between 20 and 50." The cause—poison chemicals used in agriculture. Last year alone one aerial spraying killed 100 hives of his bees.

214. **Product Name:** Dr. Bronner's Balanced Mineral Salt (Powdered).

Manufacturer's Name: Dr. Bronner & Associates.

Manufacturer's Address: 447 South Hope St., Los Angeles, California. Phone: 619-745-7069.

Date of Introduction: 1952 January.

New Product—Documentation: Talk with Dr. E.H. Bronner himself. 1990. Feb. 8. He is a rabbi and soap maker, age 82. He introduced this powdered product in Jan. 1949. He was born and raised in Germany, in a family of soap-makers. The first soap plant was started by his grandfather. He is a nephew of Albert Einstein. Neither a PhD nor an M.D. (physician), he has a German doctor of chemistry degree (SSMC: Seifensieder Meister Chemiker, or SMMC: Soap Maker Master Chemist, recognized by the American Chemical Society). He came to America in 1929 and became

superintendent of a large soap plant in Pennsylvania. From 1929 to 1944 he built 3 soap factories in America.

His discovery of this product went through at least 6 steps, but there were two main ones. First, in 1933-34, when Hitler came to power and German imports were unpopular in America, he began to look for potassium salts (potassium hydroxide) for soap making. The imported German potassium source made a better product. He found a natural mineralized dulse (that had been overlooked by others) which he used with good results in his soaps.

Second, in 1938, as a young man with 3 lovely children, he had dental plates—he had lost his teeth. His body had craved calcium since he was a young boy in Germany and he would eat eggs with the shells. In 1941 he read the front-page headlines about "The town without a toothache," Hereford, Deaf Smith County, Texas. The American Dental Association (83rd annual convention, Houston, TX) discovered that the high calcium, phosphorus, magnesium, vitamin D, and fluoride content of the food and water was instrumental in preventing tooth decay. That article plus his own personal experience led him to believe that there was a great need for a balanced mineral seasoning that contains calcium, phosphorus, magnesium, potassium, sodium, iodine, iron—all the minerals in the right proportion. He wanted to make both a seasoning and a mineral / vitamin supplement that was a balanced food. He started by using what the Romans called *sal digestivus* or "digestion salt," a red mineral salt containing potassium, sodium, iron, chloride, found in deposits on the surface of the earth, produced by Chief Chemist God from ocean dulse (a sea vegetable), i.e. mineralized dulse. He uses it to this day as the source of potassium in his mineral seasoning. The only ingredient listed on the original product was "mineralized dulse." This innovative ingredient became the key ingredient in his various products. In about 1952, to add more flavor, he first began to add a powdered HVP (made by hydrolysis of corn, whole wheat, and soybeans), which he bought as powdered HVP (from a company whose name he no longer remembers and which no longer exists) and blended it with the minerals and vitamins in the right proportions. HVP was developed in America in the 1930s and became commercially available in the 1940s. His present source of HVP is a "military secret." This powdered mineral seasoning was his first soy product. It got off to a very slow start. This product (which still exists) has remained basically unchanged since 1952. It and its liquid counterpart are doing well, especially considering the fact that he has no salesmen and no advertising. His original company was located on Hope Street (at 5th and Hope) in Los Angeles, in a 10-story building. In 1955 he got his current building at Box 28, Escondido, CA 92025. From 1955 to 1962 he commuted between the two locations and in 1962 moved everything to Escondido.

He became a rabbi in 1962-63 after a lecture in Watts, the black ghetto near Los Angeles. The 200 blacks applauded

but a white man shouted: “You stole that brilliant speech. You stole it from Rabbi Hillel’s 2,000 year old Torah. You stole it.” Hillel was a top man in the Dead Sea Scrolls. Hillel said that “A great teacher must first a self-supporting, creative handworker be.” Otherwise he can be bought and sold. In about 1963 he changed the name of his company from Dr. Bronner & Associates to All God One Faith, he changed the name of this product to Dr. Bronner’s Balanced Mineral Seasoning, and he began to add spiritual messages to the labels of his products. But only the quart sizes are large enough to contain his full message. The pint is too small to make sense.

From 1949 to about 1970, 90% of his sales were food products. From 1970 on, about 90% of his sales have been his soaps and the food is only 10%.

Today Dr. Bronner is totally blind. In 1944 he buried his wife in central Illinois. Weighing 71 pounds, her jaw bones broken, she had been beaten and starved to death by Jewish people. She was German Catholic and he is German Jewish. In 1941 he lived in Chicago as director of research for a soap and perfume company. A relative wired him for funds (which he did not have) to save their mother from the Nazis. His wife tried to commit suicide, so she was sent to a state hospital where Jewish refugees were in charge. The day before she was to go home, she was forced to do demeaning work by a Jewish doctor. She refused and said “No you damned Jew.” The doctor sent her to a ward where she was further starved and beaten. *Readers Digest* (Feb. 1962) did an article on the subject, titled “The progeny of the same people who get put away.” Now Dr. Bronner began to investigate what was going on and to speak on peace. At the University of Chicago he was captured as a Jew and for 3 months was unconscious and almost dead, having been given shock treatments that burned the back of his eyes. He escaped from that place in Central Illinois and fled to California to forget the whole thing. Between 1971 and 1973 he went blind from the electrical shock. He has two sons: A teacher in Milwaukee, and chemist in Glendale, California. They will continue his business. Though Hitler killed 6 million Jews, the Soviet Communists, especially Stalin, killed 66 million people, including 16 million Jews. Today there is a great danger of a nuclear warehouse exploding; it would destroy the world. Dr. Bronner says that no good, in-depth article has ever been published about his work with food.

Paul Bragg was a brilliant lecturer and personal friend of Dr. Bronner’s. His product was introduced after Dr. Bronner’s, in about 1955.

215. Powell, Thomas. 1952. Our vanishing bees: We don’t have half enough bees to do a good job of crop pollination. *Organic Farmer (The)* 3(6):20-23. Jan.

• **Summary:** At least 50 crops depend on bees for pollination. The number of bees has decreased because: (1) Farmers

have worked to get every acre into crop production, thereby destroying the habitat of wild bees. (2) Chemical pesticides such as DDT, parathion, the arsenicals (based on arsenic), pyrethrum, derris, rotenone, chlordane, and the nicotine compounds, even in very small amounts, can kill bees.

What can farmers do? (1) Set aside some wild land. (2) Do not use any chemicals on crops. (3) Plant crops like sweet clover on unused land. (4) Raise your own colonies of honeybees.

“The lowly bee is the most important insect in the world today.”

Note: As of 2018, vanishing bees is still a big problem in the United States.

216. Rodale, J.I. 1952. With the editor: Do chemicals give greater yields? (Part IV) (Editorial). *Organic Farmer (The)* 3(6):17-19, 55. Jan.

• **Summary:** Subtitle: This is a continuation of Part IV of my answer to those who oppose the spread of organic farming. The first half of Part IV in last month’s *Organic Farmer*.”

Contents: Shrinking crops and midget oranges. Nutrients from natural minerals. Rothamsted (the famous British experimental plot). Organic fertilizers come to the front. Bees and clover. Address: Emmaus, Pennsylvania.

217. *Organic Farmer (The)*. 1952. List your organic foods free in the *Organic Food Directory* (Ad). *Organic Farmer (The)* 3(7):43. Feb.

• **Summary:** “If you have organically grown foods for sale, you are invited to list them without charge in the Organic Food Directory over your name and address. Describe in detail what you have that is organically grown, mentioning how long and in what manner you have applied the method. We will also register overnight accommodations serving organic food. An up-to-date issue of the Organic Food Directory is yours for 25c. It lists producers of organically grown foods in all parts of the U.S. Write today to Organic Food Division, The Organic Farmer, Box 2-F, Emmaus, Pa.” [Pennsylvania].

Note: This is the earliest document seen (March 2020) with the term “organic foods” in the title.

218. *Organic Farmer (The)*. 1952. The chemicals-in-foods investigation: Northwest report. 3(7):58-59. Feb.

• **Summary:** About the cross-country survey of the House Select Committee to investigate the Use of Chemicals in Food Products (James J. Delaney, New York, Chairman). In a series of public hearings in Seattle and Spokane, Washington, they spoke to a wide variety of experts who know all about chemicals but almost nothing about their safety when used in foods. “Thus the final guinea pig will continue to be Mr. John Q. Public....”

219. *Vegetarian News Digest (Los Angeles)*. 1952. Organic

food market opens in New York City. 2(7):27. Winter.

• **Summary:** “Directed by and under the personal ownership of Alec Burleigh, and sponsored by the New York Natural Hygiene Society, an establishment offering organically-grown fruits, nuts and vegetables for the benefit of vegetarians and health-minded individuals has opened its doors at 236 West 10th Street, New York City.

“The new distributing center will be known as Guaranteed Organic Foods Market and will offer exclusively foods grown in this nature and certified as to their source to be authentically cultivated according to the best organic principles.

“Mr. Burleigh has made an intensive study of the subject and during the past few months has established personal contact with many farmers and growers who have dedicated themselves to this method of food growing.

“He will offer all fruits and vegetables in season and will specialize in whole grain products with bread that will be made from completely unrefined flour which has been stone-ground and slow-oven baked. Cookies of the same ingredients will also be on sale to cultivate the tastes of the young in the direction of organically-grown products.”

Note: This is the earliest document seen (March 2020) with the term “organic food” (or “organic foods”) in the title.

220. Pacific Vital Foods. 1952. Display ad: A smart new health food shop comes to 358 So. Broadway—near Fourth St. *Los Angeles Times*. May 12. p. B7.

• **Summary:** A large ad. “Finest unsulphured sun-dried fruits organically-grown. Meat substitutes. Vegetable juices. Pure fruit juices... Whole grains. Natural vitamins. Gayelord Hauser “Wonder Foods.” Health Books...” Address: 358 So. Broadway (near Fourth), Los Angeles.

221. Nichols, Joe D. 1952. A concept of totality. *Texas Bankers Record*. May. 4 p. Reprinted many times and widely distributed.

• **Summary:** This article is: “From an address before the 68th Annual Convention, Texas Bankers Association of Galveston, May 12.”

Contents: The six chief causes of disease (No. 1 is emotional; No. 2 is nutritional). “The greatest cause of disease is, without a doubt, emotional. Worry, fear, anxiety, hate, envy, jealousy—these are the great killers. When any of these emotions take hold of us, we get a conflict and that conflict leads to tension.

“Emotional causes of disease: Heart disease is the leading cause of death in America today... Conflict and tension cause the coronary vessels to constrict: the heart muscle itself does not get enough blood, and the heart cries out in pain. We call this symptom angina, which is functional or inorganic... All organic disease is made worse by emotional upset.” We should do our best to resolve conflicts. The example of an unfaithful husband and a jealous wife is

given. We can run away from a conflict, change the situation that caused it, or accept that situation. “But just saying you accept a situation is not enough. It must be completely accepted in order to stop the conflict and tension. But few people really know how to accept these conflicts. This is done by knowing and practicing the three A’s.”

The three A’s: They are acceptance, approval, adoration or love. One of the great natural laws is The Law of Love. “No man can ever violate any natural law. This is the central idea of our concept of totality... Natural law is simple, self-evident, universal, and inviolate... The law of love is divided into two parts. First, love of God, and second, love thy neighbor. You cannot hate your neighbor and get by with it. He will become a pain in your neck. And it makes no difference how much he may have mistreated you, you still cannot afford to hate him.” “The second great cause of disease is nutritional. But first let me give you something of my own family history.” Joe starts with his great-great-grandfather who lived in South Carolina. The basic idea is that each generation wore out the rich land they farmed, so they were basically forced to abandon (or sell) that land and to move on to new land. His great-grandfather moved to Tennessee, then his grandfather moved to Alabama (he bought 2,000 acres of very rich land in Maringo County, about 40 miles from Selma), “where he did the very same thing his father and grandfather had done.” So his father left the worn out farm and “moved to Ashley County, Arkansas, down in the Mississippi Delta. He bought a rich farm and the same old things started all over again.” But when Joe came of age, there was no place nearby with good soil, so he decided to become a doctor instead of a farmer. “I graduated from the University of Arkansas with an M.D. degree in June, 1932. In November, 1933, I started practicing medicine in Atlanta, Cass County, Texas. This was in the depths of the great depression and Cass County was one of the poorest places in Texas. The average production of corn was 8 bushels per acre. In 6 months I was making more money than the president of the bank who had been there a lifetime. You see, all the land was poor and all the people were *sick!* I did not average fifty cents per office call nor more than one dollar for house calls, but I had *volume*.

“Now I have a farm. I bought one thousand acres of the poorest land in America. Most of it cost only ten dollars an acre. It was as hard as concrete and would hardly grow weeds when I got it. My ambition is to restore the fertility to this worn-out land.”

“Nutritional cause of disease: We live in a country where we have more good doctors, more great medical schools, and more hospitals, more education, and more great scientists, and more money than any other place on earth... But despite all of this, everybody in the country is sick. I do not know anyone anywhere, who does not have some physical disability. Even my own son at the age of three had three bad teeth!... Lat year we had more cancer than

ever before. We had more heart disease. It is the leading cause of death, killing young people before the age of forty all over the land. We had much more high blood pressure, more stomach ulcers, more rheumatism, more diabetes, and more mental disease. Fifty per cent of the hospital beds in America are filled with mental patients... We had more polio last year than ever before. Perhaps we are not so smart after all. Maybe something is wrong here. There are places in the world where these degenerative diseases do not occur. There is a place in India, called Hunza, where a British physician, Sir Robert McCarrison, stayed seven years looking without success for a cancer. These people live to be one hundred and ten years of age and die with their own teeth in their mouths. Seventy year old men run 20 miles a day and think nothing of it. Sir Robert McCarrison said the reason these people have such excellent health is because they do three very simple things that we fail to do. They eat natural food grown on fertile soil, and they eat it fresh... The farmers of America have violated another one of God's Natural Laws—Nature's Law of Return. This states that if you take away from me then you must return something to me." Farmers have taken away from the soil much more than they returned. As a result, the soil has become poor. Poor land grows poor food—poor that is poor in vitamins, minerals, and enzymes, and has proteins of poor quality. "All this means sick people."

"About the time all the land became worn out, along came Science to the rescue. And in this country we have been taught to bow down and worship this word, science. In this instance, the scientist through the chemical trust using the United States Department of Agriculture, the A. & M. Colleges, and County Agents, gave to the farmers commercial fertilizer, N.K.P. [sic, N.P.K.], Nitrogen, Potash, and Phosphate. They said to the farmer, 'If you will put this on your land, we promise it will grow twice as much, and it will put money in the bank,' and of course it was true... This was true for a while; but then the farmer found it took more and more fertilizer and he got less and less in return. Unfortunately N.K.P. does not make land rich. It merely drives out what fertility is present and finally leaves a piece of dead, hard concrete."

"Chemical farming leads to disease: The end result of chemical farming is always disease, first in the land itself, then in the plant, then in the animal, and finally in us. Everywhere in the world where chemical farming is practiced, the people are sick."

"There is one way and only one way to make land rich, and that is just exactly like the good Lord does on the floor of the forest. He puts back into the land three parts of dead plant matter and one part of dead animal matter. That is what leaf mold contains." Natural food. Our daily bread. Grade A raw milk ("We drink raw milk at our home. I believe that pasteurization of milk kills the life of the milk." "The best meats are the internal organs—liver, brain, heart, and kidneys. Fish is good. Seafood is the best"). Fresh vegetables ("Turnip

greens for dinner should be cut after breakfast." Fruit should be ripened on the tree, not in a warehouse or during shipping. Of all the sweets, wild honey is the best).

Conclusion: "Natural food grown on fertile soil, eaten fresh, is the answer to the nutritional cause of disease. Science is no longer science when it attempts to violate God's natural law.

"The restoration of fertility of the soil would go a long way toward solving our health problems; it would also solve many other problems. The problem of floods and water shortages will never be solved until we restore the organic matter to the soil. One hundred pounds of humus holds like a sponge 195 pounds of water. The usual 100 lbs. of Cass County [Texas] soil won't hold 30 lbs. of water. The construction of dams on the rivers will never solve the water problem. This only treats the symptoms of the disease. The underground water level in Texas will continue to fall until we restore organic matter to the soil."

Note 1. Most of the basic themes (and many specifics) of Dr. Joe Nichols' life's work and work with Natural Food Associates is contained in this speech. One big thing changed: He came to view nutritional causes of disease as more important than emotional.

Note 2. This is the earliest document seen (March 2020) by or about Dr. Joe D. Nichols of Atlanta, Texas. Address: M.D., Chairman of the Board, Atlanta National Bank, Atlanta, Texas.

222. Rodale, J.I. 1952. With the editor: Our critics (Editorial). *Organic Farmer (The)* 3(11):11-13, 36. June.

• **Summary:** This editorial begins: "Something about us organiculturists must be annoying the chemical people, for they have suddenly drawn up heavy artillery and begun to pelt us with a vicious barrage, with murderous intent. Up to Up to this point it had been a vague, cold war, with an isolated burst, here or there, but now they are really fighting, and using any kind of ammunition on which they can lay their hands—anything which will go off with a loud bang. It is a war which must have been planned in the offices of a large firm of public relations counsel. It shows all the ear-marks of it." Address: Emmaus, Pennsylvania.

223. Rodale, J.I. 1952. With the editor: Our critics (Part II) (Editorial). *Organic Farmer (The)* 3(12):11-13, 36, 38, 40. July.

• **Summary:** A point-by-point rebuttal of criticisms, continued from last month. Address: Emmaus, Pennsylvania.

224. Sakurazawa, Nyoichi (George Ohsawa). 1952. Eien no shōnen: Benjamin Furankurin no issō ni yosete [Eternal youth: The life of Benjamin Franklin]. Tokyo: Nihon C.I. Kyokai. 132 p. 15 cm. Reprinted in 1976 by Nippon C.I. Kyōkai (Shibuya, Tokyo). [Jap]

• **Summary:** The subtitle written on the cover (but not on

the title page) is *Kenko to kofuku e no michi* meaning “The path to health and happiness.” This is a loose biography of Benjamin Franklin (the American statesman and philosopher, lived 1706–1790) into which Ohsawa intersperses many of his own ideas concerning diet and health.

Page 134 contains a brief chronology of the main events of Ohsawa’s life; he was born in Kyoto, Japan, in 1893.

225. Throckmorton, R.I. 1952. Organic farming—Bunk! *Reader’s Digest*. Oct. p. 45. *

• **Summary:** Reprinted from Country Gentleman. Address: Dean, Kansas State College.

226. Rhyne, Charles S.; Mullin, Eugene Frank, Jr. 1952. Fluoridation of municipal water supply: a review of the scientific and legal aspects. Washington, DC: National Institute of Municipal Law Officers. 62 p. 23 cm. NIMLO Report No. 140. [30+ ref]*

• **Summary:** One chapter is titled: Some technical aspects of fluoridation.

227. Heard, George W. 1952. Man versus toothache. Milwaukee, Wisconsin: Lee Foundation for Nutritional Research. 183 p. Illust. Portrait.

• **Summary:** Written by a dentist credited with the discovery of the ‘town without a toothache, Hereford, Smith County, Texas. An important book, full of useful information, sincerely written.

Page 64: “To begin with my natural-born curiosity has set me to searching out the reasons why so few people in Hereford country [sic, county] came in to get their teeth fixed and why so few ever had toothaches.”

Page 115: The author’s brief advice for building sound teeth is: “Drink plenty of pure, raw milk every day.”

Note: The words “fluoride,” “fluorides” or “fluoridation” appear rarely in this book. On page 83 we read: “How does fluorine get into the water in the first place? My theory is that it is dissolved from the soil by rainwater and carried down to the underground reservoirs by seepage—but that fluorine in inorganic.

“For the reasons stated, I question if the experiments which a great many cities are carrying out—adding sodium fluoride to their drinking water—will get results enough to avert tooth decay. We need not only to prevent caries...”
Address: D.D.S., Hereford, Deaf Smith County, Texas.

228. Forman, Jonathan. 1953. Fluorine on tap: The case against it. *Land (The) (Columbus, Ohio)* 12(1):38-44. Spring.

• **Summary:** Contents: Introduction. Chronic and rampant decay. More brains, less teeth? The “sweet tooth.” Recruits without teeth. To grow good faces. The jaw needs work. Is fluoridation foolproof? Long, smooth words evade the issue. The ethical aspect. Commercial angles (toxic fluorides from the manufacture of superphosphate for fertilizer and

of aluminum). What overdoses do (Fluorine and its salts are strong poisons). Limits of tolerance. (Fluorosis and other unfavorable effects on vitamins and enzymes). Factors of variation. What of the individual? The diabetic, the pregnant. Cooking and concentration. The uncalculated risk (Conclusion).

The article, written by a physician (M.D.), begins: “Fluorine has become a highly controversial element. One reason for this is the tendency, strongly backed by the U.S. Public Health Service, to slip a little of it to everybody in public water supplies, as if it were a cure-all for, or a universally safe preventive of, dental decay.

“Dental disease in terms of number of people involved is certainly the number one disease problem of our nation. Dental caries, as tooth decay is called, is only a phase of dental disease, and is essentially a problem of the children of the White man’s civilization. It takes an ever increasing toll, nevertheless, in terms of the total suffering and complicating diseases, irritations, inflammations, diseases of the soft tissue around the gums, or periodontal disease.

“Here good dental hygiene with its tooth brush and regular visits to the dentist pays big dividends in prevention of this condition, but dental hygiene has little, if any, effect on tooth decay. For a long time the Freshman class at the University of Minnesota has shown each year more D.M.F. (a dental abbreviation for decayed, missing, or filled teeth) in spite of the fact that as a class they came from homes where brushing the teeth and seeing the dentist twice a year is the rule.

“As for tooth decay, there are several factors to be considered, viz: inheritance, climate, sunshine, foods, nutrition, and medication—especially with fluorine.

“The fact that something like one-quarter of the inhabitants of the earth are not troubled by tooth decay makes it appear hopeful that those factors which contribute to dental caries can be so marshalled as to do away with it as a major health problem of the White race.

“Primitive peoples are not, as some say, constitutionally immune to tooth decay, for they succumb promptly when they change to the White man’s diet. They likewise escape dental caries as long as they follow the diet which their own people have evolved through centuries for themselves. The presence of so large a segment of the world’s population which remains free of tooth decay without the aid of any inherited immunity points out the need for an accurate evaluation of those factors provoking the deterioration of the teeth, and an elimination of them through the proper education of our young.”

The conclusion states: “In conclusion, then, fluorine so far as we know is not an essential trace element in the nutrition of either plants or animals. It is a highly toxic substance which, when, used in extremely dilute amounts, painted on the tooth and supplied in food or drinking water, reduces dental caries in the mouths of about one third of

the youngsters. We, however, know so little about its action on the other tissues, on old people, and sick people, that to compel all to drink a water fortified with it is to assume risks that cannot as yet be calculated.

“While willing to accept for the sake of the argument that our engineers can devise machines which will never fail and can never be tampered with by the malicious, the disgruntled, the ignorant, or the saboteur, I insist that it is a form of compulsory medication and not a public health measure.

“This type of medication can be given effectively by the dentist to the individual child who needs it, without saturating the tissues of young and old, sick and well, susceptible and resistant alike, and Without doing the least bit of harm to anyone.

“In the meantime, we can emphasize the most important factor of all in dental decay, that of adequate exercise for our jaws and teeth. We can teach our expectant mothers to get an adequate diet so that our babies may be born without dental deformities, and then with a good diet teeth of sound construction can be built into the mouths of our children. These can then be protected by a quarantine of sweets, by a diet rich in all the essential vitamins and minerals. With good oral hygiene and the application of fluorine to teeth that are soft by painting on directly, We can go a long way in controlling this disease without taking risks, calculated or otherwise.

“When and if any community decides to take the risk involved in fluoridating the public water supply, there should be an adequate preliminary survey of the amount of dental caries among the children, and an adequate yearly evaluation of what is happening to the teeth of the community and more important what is happening to the health of the community, especially as it relates to any increase in the degenerative diseases. Without the surveys and the evaluation, no one will know whether or not the community is getting its money’s worth in terms of the reduction of tooth decay, or whether or not the procedure is doing harm to general health of the community.

“It cannot be emphasized too strongly that if the people of the community accept fluoridation to the neglect of the restriction of sweets, the use of a diet containing all of the essential nutrients, and a sound program of oral hygiene, the community will no doubt be worse off than it is today without fluoridation.

“Adding a minute trace of fluorine is not a cure-all. To get the best results from fluoridation, it should be looked upon as a supplement to an over-all caries control program.” Address: M.D.

229. Hughes, Cyril. 1953. Diet and intelligence: An experiment with ‘difficult’ children. *Manchester Guardian (England)*. Aug. 14. p. B3.

• **Summary:** “Unfortunate heredity and unsuitable

environment are, it is generally agreed, major causes of backwardness in school-children. There is also the factor of food.”

“The Salvation Army has a good record in this respect. Following the success of the reformed diet introduced into The Haven, the Salvation Army children’s home in London, similar measures were adopted elsewhere.

“Fourteen months ago a new diet took the place of the old at Strawberry Fields, the Salvation Army home at Woolton, Liverpool, so that a reasonable time has now elapsed in which to observe results.”

The modified regimen, suggested by Dr. A.B. Cuning, consists of essentially a normal pattern of meals (to try to avoid interruptions), “composed entirely of natural, organically grown food, with plenty of raw salads and fruit, nuts, fresh meat and fish, and something raw, hard, and fibrous at the end of each meal. Canned and processed foods are banned, as are white bread and white sugar, which are particularly bad for the teeth.” The drinking of pasteurised milk is not banned but not encouraged.

Once their early prejudices had been overcome, the children took enthusiastically to the reformed diet. Within two years, the intelligence quotients of the children had gone up. An “equally convincing evidence of success is the observable improvement in the general outlook and behaviour of the girls. The duller ones have acquired much brighter and better attitudes and the formerly maladjusted, anti-social children are, without exception, much more reasonable and co-operative, much less sullen and pugnacious.”

“Since the diet was adopted, growth, general health and dental health have greatly improved.” More details are given.

230. *Let’s Live*. 1953. Pioneer organic roadside store (Photo caption). 21(9):17. Sept.

• **Summary:** This photo shows a roadside food store. “This one of Phil and Sylvia Arena’s near Escondido, California, supplies patrons with natural, spray-free foods.”

231. Organic Food Research Associates. 1953. Organic foods—The new way to health (Ad). *Let’s Live* 21(9):25. Sept.

• **Summary:** This ad (5 by 2½ inches) begins: “We are National Distributors of over 150 different Organic Foods, raised on organic farms and orchards in the U.S. and imported from Turkey, Egypt, Syria, etc.—all rich in health-giving vitamins and minerals.” Also publications: *How to eat safely in a poisoned world* (book), *Organic Foods for Health* (booklet), and *Organic Nutrition* (periodical).

A smaller ad appears in the October issue (p. 25). “Write for a free copy of *Organic Nutrition*.” It is a publication devoted to the Organic Way to Health, sent to members of Organic Food Research Associates. Membership: \$3.00 per year, entitles you also to a 56-page booklet on organic foods, “Organic Foods for Health.” Address: 215 Sixth St., Lorain,

Ohio.

232. Phil's Organic Products. 1953. Good food for good health (Ad). *Let's Live* 21(9):25. Sept.

• **Summary:** This ad (2¼ by 2½ inches) describes foods sold by Phil & Sylvia Arena at this roadside stand on Highway No. 395, 2½ miles south of Escondido. They are: (1) Escondido Valley's famous muscat grapes. (2) Organically grown fruits and vegetables. (3) Pure grape juice (no sugar, no preservatives, no water added). Address: Route 3, Box 786, Escondido, California. Phone: 652-J.

233. Vitamin Products Co. 1953. You can always count on Deaf Smith County wheat flour and wheat berries (Ad). *Let's Live* 21(9):15. Sept.

• **Summary:** This ad (4.75 by 4 inches) states: "We believe the finest wheat available is selected, hard, high protein wheat from Deaf Smith County, Texas."

"We buy this wheat at the farm in Texas, and carry our reserve stock in cold storage to insure against the need for fumigating with poison gas to protect against insects. Such poisons may be absorbed in the grain; without holding the wheat in our own possession between harvest seasons, we have found that such poison treating cannot be avoided with certainty. And we find only about 10% of the wheat grown in Deaf Smith County comes up to the quality of our requirements." Introductory price: 5 lb. of the wheat berries—\$1.00.

Note: Arrowhead Mills is not mentioned. Address: 1. 2023 West Wisconsin Ave., Milwaukee 3, Wisconsin; 2. 5015 West Pico Blvd., Los Angeles 19, California.

234. Gould, Symon. 1953. Vegetarian views and news. *Let's Live* 21(10):44. Oct.

• **Summary:** Discusses: "The latest proof of vegetarian stamina is the amazing feat of David Will Power, of California, a 61-year-old World War I veteran, who is the first to walk from the Pacific to the Atlantic Ocean. He started in the surf at Santa Monica, walked an average of 43½ miles per day for a total of 72½ days, consecutively, and ended up in the surf at Coney Island, New York. Power received his nutritional sustenance from rolled oats, raisins, raw salads of cabbage, lettuce, onions and greens, some whole wheat bread daily with oleomargarine; and depended for his protein on meat substitutes. When I was a guest at the Physical Culture Center in Dansville, New York, where I go each summer to deliver my annual lecture, I witnessed Power's extraordinary exercise demonstration for a full hour. Power lives at Hemet, California, where he conducts an organic farm."

Last month he was snowed under with requests for his publication on protein and meatless recipes. An excellent and popular book is *314 Meatless Recipes or Better Food at Less Cost*, by Dr. [Max] Warmbrand and his wife Ruth. They run

the Florida Health Conservatory.

"The New York Natural Hygiene Society has been in the forefront of those organizations campaigning for wider use of organic foods and has been the first to sponsor and establish an organic market in New York City and also a delivery service." The society "has just issued a Bulletin which lists 44 different sources of supply of organically-produced vegetables, fruits, cereals, nuts, etc." Address: 117 W. 48th St., New York City 36.

235. Miller, Fred D. 1953. The bread that went to college. *Oral Hygiene* 43(11):1508-10. Nov.

• **Summary:** "About three years ago the entire student body of Farleigh Dickinson College, Rutherford, N.J., was started upon a nutritional program by the faculty of its School of Dental Hygiene. Dean of the school is Doctor Roy Dufford Ribble."

The college took steps to remedy the lack of whole grains in the diet "by developing a 100 per cent whole-wheat bread" based on consultation with experts. I had been interested for some time in work done by the Soil Association in England through a campaign for organic farming and whole-wheat bread. The recipe for bread used at the New Jersey college was developed with the help of Lady Balfour, head of the Soil Association, and the recipe of an Altoona, Pennsylvania, housewife who for 28 years has baked this whole-wheat for her family.

"Wheat for the bread is grown by the organic farming method, and the grain relies upon natural organic matter rather than chemical fertilizers. Stone grinding is necessary because heat is not generated in the process, and heat can destroy essential nutrients in wheat. Freshly ground wheat is shipped weekly from Paul Keene's Walnut Acres Farm in Penns Creek, Pa., where it is grown. Whole-wheat flour is perishable and should not be stored."

"College Bread is available to the public in metropolitan New York through Hathaway Bakeries who pay a royalty to the college scholarship fund on each loaf sold." A recipe for the bread is given.

Note: Parts of this article also appeared in the Jan. 1954 issue of *Pennsylvania Dental Journal* (p. 39) and the *Altoona Mirror*. Address: D.D.S., 1808 Third Ave., Altoona, Pennsylvania.

236. National Research Council, Committee on Dental Health. 1953. The problem of providing optimum fluoride intake for prevention of dental caries: A report of the Committee on Dental Health of the Food and Nutrition Board. Prepared by the Subcommittee on Optimum Fluoride Levels. Washington, DC: National Research Council, Division of Biology and Agriculture. 15 p. 25 cm. Publication No. 294. [40 ref]

• **Summary:** Contents: 1. The magnitude of the caries problem versus conventional approaches to its prevention.

2. The efficacy and safety of fluoridation. 3. Vehicles for fluoridation. 4. Summary and conclusions. Literature references.

Foreword: In the spring of 1953 the Food and Nutrition Board appointed a subcommittee under the Committee on Dental Health to study this problem. The names titles, and affiliations of the committee members are given.

“During recent centuries the civilized world has seen an alarming increase in the prevalence of dental decay.” There is no indication that this upward trend has leveled off during the past few decades. The total annual personal expenditure for dental care in the United States is more than one billion dollars. “Although enrollment in the nation’s 42 dental schools has increased almost 50% during the last decade, it is generally estimated that only 25% of the actual dental needs are met through conventional care by the nation’s 80,000 dentists and, hence, that their number would have to be quadrupled if existing dental defects were to be remedied” (p. 1).

So another approach is needed. A remarkable table titled “Fluoride study projects” (p. 3) shows the results of such studies in five communities: Grand Rapids, Michigan; Brantford, Ontario, Canada; Newburgh, New York; Evanston, Illinois; Sheboygan, Wisconsin. The table shows the date each study started (from Jan. 1945 to Feb. 1946), the report period (6-8 years), the age groups studied (generally ages 6-13) and the percentage reduction in decay (range: 70.8% {in the youngest age groups} to 29.7% {in the oldest}).

Conclusion: Recommends fluoridation of the drinking water to a level of 1 part per million which gives maximal tooth health with minimal hazard. Address: Washington, DC.

237. *Organic Farmer (The)*. 1953. Memos to farmers: A new magazine. 5(5):2. Dec.

• **Summary:** “The next issue of *The Organic Farmer* will reach you in a different dress and will, in fact be a different magazine. Effective with the issue of January, 1954, *The Organic Farmer* and *Organic Gardening* are being combined into one larger—and better—magazine. (See the official notice of the merger on page 13 of this issue.) Now, you will be able to get the complete story of the organic method in one place and we here in Emmaus will be able to do a better and more conscientious job of supplying you with the information you need and want about the soil.”

238. El Molino Mills. 1953. El Molino best recipes: Tested in El Molino kitchens. Alhambra, California: El Molino Mills. 132 p. Illust. No index. 17 cm. [4 ref]

• **Summary:** This book is contained in a 13-ring loose-leaf binder “so that you can add your favorite recipes and new ones, too.” Thus the recipes (more than 900) and not the pages are numbered. This is largely, but not entirely, a vegetarian cookbook.

Contents: Equivalents. Products offered by El Molino Mills (specializing in whole grains, flours, and mixes; ask for them at all health food stores; incl. soya beans {whole}, soya grits, soya meal, soya flour, soya powder {for milk}, soy bean flour—raw, alfalfa seed—for sprouts or tea, carob powder, cottonseed flour, flaxseed {whole}, garbanza beans {chick peas, whole}, lentils, mung beans—for sprouting, rice—brown, short or long grain, sesame seed {hulled, whole}, sesame seed meal, seven grain cereal {incl. soybeans}, sunflower seed {hulled, whole}, gluten flour, wheat germ cookies).

Photo of outside of the mill. Brief history of El Molino (started in 1926 by Edward Allen Vandercook). El Molino distributors by state: California—Kahan & Lessin Co. (Los Angeles & San Francisco). Colorado—Health Food Sales Co. (Denver). Michigan—Health Food Distributors (Detroit). New York—Sherman Foods, Inc. and Balanced Foods Inc. (New York City). Oklahoma—Akin Distributors (Tulsa). Washington—Kahan & Lessin Co. and Vital Foods Distributors (Seattle). Illinois—Health Food Jobbers, Inc. (Chicago). Oregon—Nu Vita Foods (Portland). Massachusetts—Food, Inc. (Cambridge). Tennessee—Collegedale Distributors (Collegedale).

Guide to recipes: Breads and rolls (incl. soya flour 100A-C, Cornell triple rich bread with full fat soya flour 101, Whole wheat soya bread—sponge method 107, soya bread 107A), Biscuits. Coffee cake. Muffins. Wheat sticks. Cakes & pastries (incl. Spicy banana soy bars 202D). Cookies. Casseroles (incl. cost and nutritional value of soybeans vs. beef, Cooking soybeans 301, Soybean paste (cooked soybeans that have been drained then put through a food press or sieve, or mashed thoroughly) 302, Soy chile con carne 303, Meatless soy chile con carne 304, Baked soybeans 305). Cereals. Drinks (incl. Milk from soya powder 504, Soya-pineapple tonic 507). Gluten. Hot cakes & waffles. Soups and sprouts (incl. Soya soup 806, Sprouting, incl. alfalfa seed, hulled sunflower seed, radish seed, wheat, mung beans, soybeans, lentils 850-850A. A recipe for Alfalfa Sandwich mentions “alfalfa sprouts”). Allergy recipes and helpful hints (incl. Soya-rice flour banana bread 904, Soya muffins 905, Soya rice waffles 907, Soya-rice flour coffee cake 909, Soya, carob cup cakes 910, Soya cake 910A). Sifting. Skin cleanser. Sour milk. Glossary of products offered by El Molino Mills, with numbers of recipes in which each product is used. Recommended daily dietary allowances (Revised 1948, NRC). Approximate composition of foods—100 grams edible portion.

Note 1. This is the earliest document seen (July 2005) which states that alfalfa seeds can be sprouted for use as human food. This is also the earliest English-language document seen (July 2005) that contains the term “alfalfa sprouts.”

Note 2. This is the earliest document seen (March 2006) that mentions Balanced Foods Inc. (a health-food distributor in New York City).

Note 3. An ad for this book in *Natural Food and Farming* (April 1957, p. 13) states that El Molino Mills is now located at 3060 West Valley Blvd., Alhambra, California.

Note 4. This is the earliest English-language document seen (June 2013) that uses the term “soybean paste” to refer to cooked soybeans that have been drained then put through a food press or sieve, or mashed thoroughly. The term “soybean paste” is also widely used to refer to miso. Address: 3036 W. Valley Blvd., Alhambra, California. Phone: CUMberland 3-3764.

239. Spira, Leo. 1953. *The drama of fluorine: Arch enemy of mankind*. Milwaukee, Wisconsin: Lee Foundation for Nutritional Research. 142 p. 23 cm. [34 ref]

• **Summary:** Contents: 1. What is the matter with these people. 2. I turn into a research worker. 3. The culprit is cornered. 4. The aluminium industry turns vindictive. 5. I join the army. 6. Mottled teeth. 7. Plenty of harm caused by fluorine. 8. Fluorine in the Drinking Water. 9. I receive a Surprise. 10. The General Pays a Visit. 11. Ectodermal Lesions. 12. Brown Pigmentation of the Skin and The Man without Sweat Glands. 13. The Brown Girl. 14. My Desperate Endeavours to Obtain Facilities to Carry Out Animal Experiments. 15. Experimental Rats are Given Fluorine in Their Drinking Water. 16. The Life and Health of Fluoridated Rats are Saved by Pure Drinking Water and Calcium. 17. Gastric and Duodenal Ulcers and Bright's Disease Caused by Fluorine. 18. Actions of Fluorine and Arsenic Identical. Cases of Mental Illness Yield to Treatment Directed Against Chronic Fluorine Poisoning. 19. Case of Nerve-Leprosy is Associated with Chronic Fluorine Poisoning. 20. I Plan Further Research. 21. Fluoridators at Work in U.S.A. and Elsewhere. 22. Otosclerosis: Gradually Increasing Deafness. 23. Old Soldiers Never Die. 24. Postscript. List of author's publications in medical journals.

Leo Spira was a British physician and biochemist. Born 26 Dec. 1899. Died 30 June 1972. This is a typewritten treatise arguing against the fluoridation of drinking water. He summarizes his findings of over 30 years of pioneering research which he ultimately found to be related to fluoride intake. He also coined the term “Spira's syndrome” to refer to a chronic form of hypoplasia of the dental enamel characterized by mottling or brown discoloration of teeth. Other features include nausea, anorexia, vomiting and constipation.

Note: This is the earliest document seen (June 2011) concerning fluoridation of drinking water. Address: M.D., Ph.D. (Medicine), England.

240. *Year book of the American Baptist Convention*. 1953? Ordained ministers and chaplains—Pennsylvania. 1952. See p. 518. *

• **Summary:** In the section titled “Ordained ministers and

chaplains” (p. 473+) under “Pennsylvania—Continued,” and within Pennsylvania in the subsection on “Ministers not in active service” is an entry (p. 518) for: “Morgan, D.T., Walnut Acres, Penns Creek.”

241. *Organic Gardening and Farming*. 1954. The Organic Gardening Clubs of America. 1(1):88-91. Jan.

• **Summary:** This is basically a list of the name and address of each club, alphabetically by state, and within each state, alphabetically by club name. The states are: Alabama (1 club). California (19 clubs). Canada (2 clubs, one in British Columbia and one in Ontario). Colorado (3) Connecticut (1). Florida (4). Georgia (1). Illinois (4). Indiana (3). Massachusetts (2). Michigan (7). Minnesota (2). Missouri (1). Nebraska (1). Nevada (1). New Jersey (4) New Mexico (1). New York (4). North Carolina (1). Ohio (10). Oklahoma (1). Oregon (3). Pennsylvania (1). South Dakota (1). Texas (4). Utah (1). Washington state (5). Address: Emmaus, Pennsylvania.

242. *Organic Gardening and Farming*. 1954---. Serial/periodical. Emmaus, Pennsylvania: Rodale Press. Jerome I. Rodale, editor and publisher. Vol. 1, No. 1. Jan. 1954.

• **Summary:** Formed by the merger of *Organic Gardening* and *Organic Farmer* in Jan. 1954. Numbering started over at Vol. 1, No. 1. Continued until Vol. 25, No. 6, June 1978, when the title changed to simply *Organic Gardening*. The single most important periodical in launching and developing the organic foods movement and industry in the United States, and eventually the Western world.

J.I. Rodale died on 9 June 1971 of a massive heart attack while taping a guest appearance on the Dick Cavett Show; prior to that he had been listed on the masthead as editor and chief, and his son, Bob Rodale, had been the editor. In Sept. 1971 J.I. was listed as founder, but Bob remained as simply editor until Nov. 1974, when he became editor and publisher. In the years that followed, Bob greatly expanded the magazine's circulation. Based on official audits, the number of paid subscribers for selected years was as follows:

1956–92,032

1960–249,378

1966–343,099

1970–554-385

1976–1,104,711 (the fastest increase in subscriptions took place from 1970 to 1976)

1980–1,335,699

1983–1,399,223 (peak)

1986–1,212,151

Note: Circulation leveled off starting in the late 1970s because (1) *The New Farm* was started in 1979 and it attracted organic farmers away from *Organic Gardening*, and (2) Rodale Press kept raising subscription rates to try to hold down circulation to keep advertising rates affordable for advertisers. As of Oct. 1993, the standard subscription was

\$25.00/year for 9 issues.

In July 1978 the title was shortened to *Organic Gardening*. After Bob Rodale was killed in a car crash in on 20 Sept. 1990, Mike McGrath took his place as editor in chief of *Organic Gardening* with the February 1992 issue. Bob Teufel took over as CEO of Rodale Press. An excellent 50th anniversary retrospective issue was published in May/June 1992. Address: Emmaus, Pennsylvania.

243. *Pennsylvania Dental Journal*. 1954. New bread developed. 21(1):39. Jan.

• **Summary:** This article is a summary of #87441.

244. Rodale, Robert. 1954. Who pays for agricultural research? *Organic Gardening and Farming* 1(1):16-20. Jan.

• **Summary:** Subtitle: "Upward surge of industrial grants to experiment stations must not be allowed to interfere with the tenets of independent agriculture."

"One of the most potentially dangerous chemicals that has appeared in recent years is Systox. It is an insecticide that is actually taken up into the bloodstream of the plant. The very sap of the plant becomes deadly poisonous.

"Systox has captured the imagination of many agronomists because it can't be washed off by rain, and because it is apparently one of the most effective insecticides. It is apparent that it must be tested under the most rigid conditions and over a long period of time—and before it is sold it should be approved by a completely impartial group.

"The record of the Maine Experiment Station shows that it has received a \$750 grant from the Chemagro Corporation 'for testing Systox on potatoes.' The New York State Experiment Station has also received \$750 from Chemagro 'for the evaluation of certain compounds as insecticides and acaricides on fruit and vegetable table crops.'"

Note: Acaricides are pesticides that kill members of the arachnid subclass Acari, which includes ticks and mites (Source: Wikipedia: Feb. 2015).

"I am not saying that anything is remiss in the giving or the handling those two grants. I have not investigated the program of research that has been set up. But I do maintain that Systox is such a dangerous item that its evaluation should not be made entirely at the expense of and under the control of the company that is going to market it."

Tables show: (1) Report on agricultural experiment stations. Sources of income, 1939-1952. The total federal funds available has grown from \$6.5 million in 1939 to \$13,200 million in 1952.

The total state appropriations has grown from \$9.2 million in 1939 to \$40,346 million in 1952. The Special endowments, industrial fellowships, etc. has grown from \$469,000 in 1939 to \$5.0 million in 1952. Growth in this latter category, largely from chemical companies, has been the fastest.

(2) Report on agricultural experiment stations, 1952.

Shows the amount of income from each of the three sources for each agricultural experiment station in the United States.

Note: Only two states have two agricultural experiment stations: Connecticut (state and Storrs) and New York (Cornell and state).

245. Powell, Thomas. 1954. Sir Albert Howard: A reappraisal. Fast-moving events in agriculture bring a new prominence to the work of its creator. Part I. *Organic Gardening and Farming* 1(2):24-27. Feb.

• **Summary:** This article begins: "The late great naturalist, Aldo Leopold, once remarked, 'The outstanding scientific discovery of the twentieth century is not television or radio, but rather the complexity of the land organism.'"

"We heartily echo those sentiments. The relationships between the soil and all that compose it and react with it are now being recognized, thanks to the organic movement, as the most vital consideration of modern times. Organics is spot-lighting the fact that the world's future, our best hope of building a healthy, happy human race, are inextricably interwoven with the well-being of the soil. Its ideas are spreading with astonishing speed—indisputable proof of how much they are needed.

"Its detractors are losing ground daily. But as their cause becomes weakened, they reiterate with increasing fervor the old argument: organics is unscientific. It has, they say, no basis in fact or in competent research.

"The more this argument is repeated, the more important it becomes to study the foundation on which organic gardening and farming rests."

Illustrations (line drawings) show: (1) A portrait of Sir Albert Howard. (2) A village in India with men at work in the fields. On the left are cattle and barns surrounded by a fence. On the right are 6-7 long, low uninclosed compost heaps.

Note: This is the earliest document seen (March 2020) that contains the word "Organics."

246. Cavin, Patty. 1954. Good looks are 'internal.' Beauty forever. *Washington Post, Times Herald*. March 25. p. 49.

• **Summary:** "Food plays an important part in Miss Swanson's beauty routine." For lunch she has a crisp green salad of raw vegetables, topped with a liberal portion of lemon and soya bean oil dressing. And she always has several pieces of organically grown wheat bread and butter; she makes her own bread. A photo shows Gloria Swanson smiling.

247. Powell, Thomas. 1954. Sir Albert Howard—A reappraisal: The problems that faced the Howards throughout their work were not unique, but their approach to them was. Part II. *Organic Gardening and Farming* 1(3):26-28. March.

• **Summary:** Part II of this article begins: "Every so often,

history tells us, a man appears on the world scene who is far ahead of his time. Blessed with the right opportunities—and the genius for taking full advantage of them—such a man can forge magnificent advances in the well-being of mankind.

“Sir Albert Howard was, more so than any other man in history, in tune with Nature. For this we may be everlastingly grateful. In the words of Lady Eve Balfour, ‘Always Sir Albert looked to Nature for guidance, appealed to her for a verdict, cited her as the authority.’

“It is perhaps hard for us to appreciate just how novel his ideas were. In his early days, all emphasis was being turned to chemical fertilizers, insecticides, the search for pathogenic organisms and the like. But Sir Albert directed his tireless energy toward the evolving and testing of an entirely new concept of soil, plant and animal health. More, his approach was all-embracing: he believed in following a crop from its seed through all the complexities of growth, harvesting and preparation for the table.”

248. *Natural Food and Farming (Atlanta, Texas)*. 1954-1995. Serial/periodical. Edited and published by Joe D. Nichols, M.D., of Natural Food Associates, Atlanta, Texas. Vol. 1, No. 1. April 1954. Monthly.

• **Summary:** The official publication of Natural Food Associates, Inc. (an advocacy and membership organization with chapters in many states), this was an early publication to advocate natural and organic foods (free of artificial ingredients / additives and unnecessary processing), organic farming, and biological pest control. They strongly opposed fluoridation, immunization, poisons in foods, and the use of agrichemicals such as pesticides (such as DDT and chlordane), herbicides, and chemical fertilizers, pasteurized milk, synthetic vitamins, etc. They do *not* advocate a vegetarian or meatless diet. Their logo shows a leaf going through the three stages of growth, decay, and rebirth. Across the bottom is printed: “Better foods from living soil.” Any important early contributor and supporter (with advertising) was Royal Lee, D.D.S., and his Lee Foundation for Nutritional Research (Milwaukee, Wisconsin, and Los Angeles, California).

The last issue published was Vol. 41, No. 2 (Aug. 1995).

On 10 June 1988 Natural Food Associates Newsletter began publication. Bill Francis was executive director. Each issue was 4 pages long. In the first issue, a financial statement of assets showed that NFA had \$1.429 million in assets.

On 31 Jan. 1990 Natural Food Associates Annual Newsletter began publication. Bill Francis was still executive director. NFA’s magazine was still being published.

Mergentime. 1992. *Natural Foods Merchandiser*. Dec. p. 30. In 1954 Joe M. Nichols, M.D., “unveiled *Natural Food & Farming* magazine as a forum for nutritional education and the fledgling organic industry. ‘We have truth on our side,’ he wrote in his first editorial, ‘and with God’s help we

will succeed in bringing the truth to the people.’”

Note 1. This is the earliest document seen (March 2020) that mentions “Natural Food Associates.” This periodical was the official organ of that group.

Note 2. This is the earliest periodical seen (March 2010), published in the USA, with the term “Natural Food” (or “Natural Foods”) in the title. The earliest worldwide was: *Natural Food* (London) (1890-1896).

Note 3. This is the earliest periodical seen (March 2020) that is part of the natural foods movement or industry in the United States (after about 1890). Address: Atlanta, Texas.

249. Lee Engineering Co. 1954. Stone grind your own flour (Ad). *Natural Food and Farming (Atlanta, Texas)* 1(1):16. April.

• **Summary:** A 1/6 page ad. “Enjoy finer flavor and greater nutrition of whole wheat grain—freshly ground!”

A photo shows the compact electric mill. With the mill, one can also order: “Deaf Smith Flour, 5-lb pkg. Postpaid, Only \$1.50.”

Note: This ad also appeared in the May 1954 issue (p. 12), and in the June 1954 issue of this magazine (p. 12). Address: 323 W. Wisconsin Ave., Milwaukee 3, Wisconsin.

250. Lee, Royal; Stolzoff, Jerome S. 1954. The special nutritional qualities of natural foods. *Natural Food and Farming (Atlanta, Texas)* 1(1):4-5, 7, 17. April.

Address: 1. D.D.S. Both: Lee Foundation for Nutritional Research [Milwaukee, Wisconsin].

251. *Natural Food and Farming (Atlanta, Texas)*. 1954. Letters to the editor. 1(1):2. April.

• **Summary:** “New directors: Could you please send me a list of the new NFA [Natural Food Associates] directors elected this year.” A.H.D., Blackwell, Oklahoma.

“Eastern Zone—John Pearmain of Boston and Gloria Swanson of New York City were re-elected and J. Anthony Barone of Detroit [Michigan] is a new director.

“Central Zone—Ernest Halbleib, McCabb, Illinois; Anthony Jackson, Assumption, Illinois; Dr. Royal Lee, Milwaukee, Wisconsin, and Robert Rowe, Mt. Zion, Illinois.

“Mountain-Pacific Zone—Re-elected: Dr. Joseph Feinberg, Portland, Oregon; Mrs. James Massie, Grants Pass, Oregon, and Dr. John Potts, Walla Walla, Washington. New directors are, Lee J. Anderson, Cozwhella, California; R.W. Dickenson, Anaheim, Calif., and Wayland Gilbert, Sultana, Calif.”

252. *Natural Food and Farming (Atlanta, Texas)*. 1954. Questions and answers about Natural Food Associates. 1(1):12. April.

• **Summary:** “What is NFA? N.F.A. is a non-profit educational organization of people who are interested in natural food grown on fertile soil.

“When was NFA organized? Jan. 1953.

“Who can belong to NFA? Anyone. There are no restrictions on membership.

“How can I become a member? By sending in an application blank, along with \$3.00, to NFA, Atlanta, Texas. Included with membership is a year’s subscription to the official publication *Natural Food and Farming*.

“What is the official publication of NFA? *Natural Food and Farming Magazine*. This name was adopted in Feb. 1954.

“What is the purpose of NFA? 1. To teach the value of natural food grown on fertile soil. 2. To tell the people how and where to get the food.

“Is there an annual meeting for NFA members? Yes. The conventions in 1953 and 1954 were held at the Normandy House Restaurant, Chicago, Illinois.

“Where can NFA members obtain better foods? From other NFA members. Consult the directory and advertisers in the monthly magazine.

“Where is the magazine published? The monthly magazine is published at Jonica Farms, Atlanta, Texas. The printing is by the Shreveport Journal, Shreveport, Louisiana.

“Where do NFA members live? NFA now has members in each of the 48 states, Canada, England, and Ireland.”

253. Natural Food Associates. 1954. Directory listing (Ad). *Natural Food and Farming (Atlanta, Texas)* 1(1):16. April.

• **Summary:** The Directory in this first issue of the magazine begins: “Rate: \$12 per year for four lines—additional lines \$3 per line—payable to Natural Food Associates.” Entries include:

“Organically grown citrus fruit in season. Normal season, Dec. thru June. Write for prices. L.P. DeWolf, Crescent City, Fla. [Florida].

“Send card for price list of organic whole grain flours, cereals, etc. Paul Keene, Walnut Acres, Penns Creek Pa. [Pennsylvania].

Note: this short entry / ad ran for the entire year. Walnut Acres did not run any other ads in volume 1 of this magazine.

“Azomite Soil-Ayd (Catalyst). A natural mineral rock soil conditioner. Mined and milled by AUMCO, Sterling, Utah.

“For a variety of naturally-grown foods, cereals, mixes, fruits, nuts, etc., write for free list. Ella Hanford, Hershey, Pa.

“Serving N.Y. City area with organic fruits, vegetables, nuts and bread. Organic Food Market, 236 W. 10th St., New York 24, N.Y.

“Wanted: Organic Farm Products, April to Nov., to sell at our roadside farm market. H.E. Abbott, Woodbury (phone 120) Conn. [Connecticut].

“Raisins: Sweet, seedless, grown without chemicals. Write for prices to grower. Gilberts Organic Farm, Sultana,

Ca. [California].

“Organically grown, whole grain flours, cereals, baked goods, etc.; shipped nation wide. Write for free catalog. Stone Mill Products, 1014 Franklin St., S.E., Grand Rapids, Michigan. Department NF.”

“Books lent. No obligation to buy. Postage only charge... Ask for list. Mildred Hatch, St. Johnsbury, Vermont.”

“Certified Organically Grown” produce, dates, pecans, grapefruit and grapes. Prices on request. Lee Anderson, Covalda Date Co., Hy 99 [Highway 99], Coachella, Calif.” These advertisements are divided into the following categories: Organic foods (listed alphabetically by state), juicers, books, miscellaneous, ladybugs, business opportunities, soil building. Within each category, they are organized by state. About two-thirds of the ads are for organic foods (especially fruits), with California (9 ads), New York (6), Illinois (4), Pennsylvania (4), and Wisconsin (4) having the most ads.

For example: Lee Anderson of the Covalda Date Co. (Highway 99, Coachella, California), is selling “‘Certified organically grown’ produce, dates, pecans, grapefruit and grapes. Prices on request.

Pacific Sunblest of Orange, California, is selling “Oranges—Organically grown by us for 25 years.”

Health Research, Mokelumne Hill, California, offers “25 lbs. assorted organically grown fruits and nuts—\$12.50. F.O.B. Health Book Catalogue free!”

“Barton Whole Foods, organically grown for 38 years. Naval oranges, cold-pressed olive oil, dried fruits and mountain apples in season... Porterville, California.

Walter Buschman of Juniper Farm, Sugarloaf, Orange Co., New York, is selling Bio-dynamic (BD) whole wheat flour and cereal, BD rye flour and cereal, BD cornmeal, BD white pastry flour, organic oatmeal and soybeans, and Cheddar cheese made from unpasteurized milk.

Helen and Scott Nearing of Harborside, Maine, are selling their book *Living the Good Life*, a “how-to-do-it book for Vegetarians and Organic Gardeners. 210 pages. Photographs. \$3.50.”

In Pennsylvania, Paul and Betty Keene of Walnut Acres Natural Foods in Penns Creek are “One of the first in the supplying of organic and other natural foods direct from the farm where grown and milled. One of the most complete lines in the country, conscientiously chosen.”

In Texas: “5 lbs. Deaf Smith County stone ground 100 per cent organic flour \$1.50 postpaid. Write for list of organic foods. Natural Organic Foods, Atlanta, Texas.”

Many of the ads are from individuals who grow and sell organic foods. One is from L.E. Schnoor (Comptonville, California), who sells ladybugs for natural insect control. There are ten ads for soil building materials. At the bottom right corner of p. 23 is a box that states: “Eat organic food.”

Note: This ad also appeared in the next issue (May 1956, p. 18-19).

254. Nichols, Joe D. 1954. President's page. *Natural Food and Farming (Atlanta, Texas)* 1(1):3. April.



• **Summary:**
 “God grant me the serenity to accept the things I can not change. The courage to change the things I can—and the wisdom to know the difference.

“We in Natural Food Associates have set out to change the eating habits of America. This my friends is a colossal task, and will not be done overnight. We recognize the magnitude of our

task. We think we know our friends and our foes. This latter group has great power in many high places. They have plenty of money to form ‘Foundations’ with slogans of ‘better nutrition’ with which to mislead the public. We do not underestimate their power. However, we are also convinced that we have the truth on our side, and with God’s help we will succeed in bringing the truth to the people.

“Our new magazine is our greatest weapon in disseminating the true facts about Natural Food and Farming. If we are to succeed, every member of Natural Food Associates must support this magazine to the utmost. What can you, as an individual do to help? We have many letters asking this very question. I want to suggest a few—you will think of many more:

“(1) Each of you must become a magazine salesman. We will do our utmost to give you a magazine that will be easy to sell.

“(2) If you can write, send us an article, a success story on organic farming.

“(3) We want short, interesting letters to the editor.

“(4) We want membership news items, do not make them too long.

“(5) We need organic advertising. Our financial solvency depends upon this. If you have organic food to sell, use our columns to tell the people about it. People write us every day asking the question, ‘Where can I get organic food?’

“(6) Form organic clubs. Try to interest the civic leaders, especially in the smaller towns. Ours must be an educational movement from the grass roots up.

“(7) Help us get advertising from legitimate farm

machinery manufacturers, and organic fertilizer firms. How can we teach farmers the organic way unless they know where to get organic materials?

“(8) Patronize the advertisers. Let them know you saw their ad in our magazine.

“Our membership is growing daily. If all of us, and that includes your president, can put aside personal ambitions, and work together for the success of Natural Food Associates—we can succeed.”

A portrait photo shows Joe Nichols, M.D. in a suit and tie. Address: M.D., President, Natural Food Associates.

255. Pearman, John D. 1954. A backyard salad garden. *Natural Food and Farming (Atlanta, Texas)* 1(1):8-11. April.

• **Summary:** “This is the story of Mr. Eddy’s back yard garden, Bio-Dynamically grown, a garden that can be duplicated by any city or suburban dweller who has a space 10 feet square where the sun shines the greater part of the day.”

“During the past five years the Eddys have consumed no sugar or commercial flour products. They have, however, used more than five pounds of honey each week.

“The Eddys were married in 1913 and became interested in gardening 3 years later. They chemically fertilized gardens for the next 30 years, then did organic, compost gardening for 2 years, and Bio-Dynamic gardening for the past 5 years, raising vegetables, herbs, and flours for themselves at their farm garden at Readsboro, Vermont, 2,200 feet above sea level.

“Last year, 1953, was the first year they lived all year at East Providence [Rhode Island], at their home at 51 Outlook Avenue.”

Mrs. Eddy makes all of her baked goods with Bio-Dynamic whole wheat flour and honey. The Eddys spray “BD (Bio-Dynamic) solutions directly in the foliage” of their plants and they apply BD compost.

“In planning your garden Eddy says that: ‘A compost pile should be constructed at least 3 months before planting time. One unit of Bio-Dynamic Starter with complete instructions sufficient for making a ton of compost, may be purchased from the Biochemical Research Laboratory, Three Fold Farm, Spring Valley, New York, for \$1.25.

Overhead photos show the Eddy’s garden on (1) 20 May 1953. (2) 21 June 1953. (3) 23 Aug. 1953.

256. Stahr, Alden. 1954. *The Web of Life*, by John H. Storer: A comprehensive review of the book. *Natural Food and Farming (Atlanta, Texas)* 1(1):6, 13-15. April.

• **Summary:** A long, excellent review, with many quotations, from this book on basic ecology, food and soil. The book is published by Devin-Adair, New York, NY.

How the land gets its water: “While the sun’s rays apparently have little effect direct on air temperature, they warm the surface of the earth and oceans very noticeably.

This heat is then radiated back to warm the air.

“The result is that air near the earth’s surface is usually much warmer than the air high overhead. This added warmth has two dramatic effects on air. It not only gives it greater power to absorb moisture, but under its influence air expands and becomes lighter. Light air rises through heavy cooler air above, while cool air sinks to replace it at the surface. So there is a steady circulation of air... As warm air rises from the ocean surface, it is laden with water vapor that it has absorbed. When it is cooled overhead its moisture-carrying power is reduced and some of this vapor condenses into tiny droplets of water or ice.”

Two factors control the movements of the earth’s blanket of air, higher temperature at the equator and the spinning of the earth on its axis. Our prevailing winds blow from west to east, laden with moisture from the Pacific Ocean. Each mountain range boosts the wet winds high, precipitating their moisture.

The amount of rain has a dramatic effect on the fertility of the soil. “When the land receives too much rain it tends to rob the soil... leaching away the dissolved minerals.”

257. Swanson, Gloria. 1954. Glorious living. *Natural Food and Farming (Atlanta, Texas)* 1(1):2. April.

• **Summary:** “My inquisitive mind has taken me into many worlds, up many paths; my interests are boundless and therefore I have never understood the word ‘bored’ or the phrase ‘killing time’ and, as a consequence, I live to the fullest—I have no time for anything from which I can’t learn something. My reading consists of philosophy, metaphysics, religious philosophy, avenues of parapsychology, technical books on soil conservation, synthetic foods versus organic foods, political controversies (not as much now as formerly) and non-fiction. I have no interest in novels (I’ve lived a thousand) nor in ‘whodunnits’—there is enough real tragedy without having to seek it; nor the funnies (because they don’t make me laugh), nor gossip columns (because I’m too busy with my own business and have no time for others).

“This pretty much takes care of the spiritual and the mental.

“And now for the physical, I believe that I am physically what I inherited from my forebears (fortunately healthy peasant stock—I claim no royalty), And What I Eat. I believe if my body is clean inside as well as outside—healthy, in other words—nothing can assail it, for it has the infinite capacity to throw off, and out, all things foreign to it and, given half a chance, will work miracles.

“Well, to get down to the practical—the business of daily living, I find it a real chore. When I was a little girl, this business of eating was simple. (I have a sneaking hunch that is why I have withstood the rigors of a very hectic life.) Milk was as the cow gave it—the cow’s diet was as nature made it. It was not a synthetic world—a banana was not gassed, nor an orange artificially colored—male birds were not castrated, nor

given female sex hormones. Natural food was the normal, not the exceptional article. (Now just try and find something to eat that isn’t dyed, bleached, preserved, gassed, sprayed, softened, etc., etc., etc., ad infinitum.)

“I read the Delaney Report of 1952 (a committee formed to investigate our antiquated food and cosmetic laws) and didn’t eat for three days. (Incidentally, not eating for a few days never hurt anyone. What does an animal do when it isn’t feeling well?)

“Once a year, for a week or ten days, I have a housecleaning. I house-clean Spring and Fall in my apartment—why shouldn’t I do the same for my most precious house in the world, my body, my temple? I can move out of my apartment if it becomes ramshackle, but I can’t move out of my body at will... as yet.

“As for exercise...”

Gloria is age 54. Address: New York City.

258. Forman, Jonathan. 1954. Fluorine on tap: The case against it. *Natural Food and Farming (Atlanta, Texas)* 1(2):8-15, 17. May.

• **Summary:** A closely reasoned argument, by a physician, against the use of fluorine in tap water. The U.S. Public Health Service favors the addition of fluorine to all drinking water to prevent dental decay.

Note: This is the earliest document seen (Sept. 2013) on fluoridation of drinking water in this periodical. Address: M.D., Secretary, Ohio State Medical Assoc.; Editor, Ohio State Medical Journal; Past President of Friends of the Land.

259. Lager, Mildred. 1954. Nutritional news and recipes: If you are smart. *Let’s Live* 22(5):14-15, 45. May.

• **Summary:** “There is no term as misunderstood as health foods. To most persons it is an oddity, a pill, something to stay away from until you are forced to use it. Health foods are our natural foods, those that have more nutritional value because they have not been refined, bleached, highly processed, etc... Health food stores are one step ahead in nutrition, and the person who knows the value of natural foods is also one step ahead.” Also discusses complete and incomplete proteins. Soybeans are “partially complete proteins.” They are “vegetable proteins and while they are complete some of the amino acids are inadequate in amounts.” The complete proteins are expensive animal proteins, while the incomplete are generally the inexpensive vegetable proteins. “An incomplete protein may be made more complete by the addition of a food high in the essential aminos: for instance, adding milk to cereals... It is very easy to get adequate amounts of essential amino acids if you know your proteins.

“One of the cheapest protein fortifying foods is the soybean and it may be added in many ways. If soy grits are added to a vegetable soup instead of barley you have a better protein dish.” Discusses the symptoms of protein

deficiencies, and gives recipes. Praises “Nut butters” as concentrated foods. “Health food stores carry almond [almond butter], cashew, pecan as well as peanut butter. Try eating them on apples, celery and salad vegetables. They are delicious.” A small portrait photo shows Mildred Lager. Address: Los Angeles, California.

260. Swanson, Gloria. 1954. Glorious living. *Natural Food and Farming (Atlanta, Texas)* 1(2):2. May.

• **Summary:** “Washington [DC]—Actress Gloria Swanson, still glamorous and enviable slim at 55, told a Washington audience that she believes beauty is strictly internal. ‘It comes from within, and concerns one’s circulation, and I don’t mean the newspaper kind,’ she said.

“You too may find good health if you start the day as does lovely Gloria, with a helping of Irish sea moss and with your own bread of organically grown wheat. The last is raised in good fertile soil without the use of chemical fertilizer or insecticide sprays.”

“Luncheons and dinners consist of about a dozen different raw green vegetables, doused with lemon juice and soya bean oil and accompanied with the wheat bread, sometimes a cooked vegetable, and lamb, liver, or fish. Fresh fruit makes up the dessert.” Address: New York City.

261. Trautmann, Henry. 1954. Food for thought. *Natural Food and Farming (Atlanta, Texas)* 1(2):2. May.

• **Summary:** “Foods are only as good as the soils on which they have been raised.” Address: M.D. [Madison, Wisconsin].

262. Trautmann, Henry. 1954. Basic concepts of health: A re-examination of man’s environmental and nutritional handicaps. *Natural Food and Farming (Atlanta, Texas)* 1(2):4-7. May. [23 ref]

• **Summary:** Contents: Introduction. New diseases on the march. The death of the soils. The harvest: malnutrition. Embalmed foodstuffs. Protein poverty. The doctrine of true fertility. Restoration of organic materials. The attack on human malnutrition. Nature’s chemistry—The guide to prevention. Multiple therapy for multiple deficiencies. Working in harmony with nature. To summarize.

“The importance of nutrition in preventive medicine is coming to the fore, although its application is little appreciated or understood by a large proportion of the medical and pharmaceutical professions.”

Some statistics show the health of people in the USA to be improving, while others show the opposite. “The difference can be reconciled only when we remember that the infectious and contagious diseases are under control. Against this positive gain must be placed the ascendancy of degenerative diseases which impair the prime of life—the cardio-vascular diseases, nervous ailments, rheumatism, arthritis, gastro-intestinal disturbances, cancer, mental

diseases, allergies, and others.”

We must seek the causes of our ailments in the destruction of the earth’s thin layer of topsoil and in the loss of her ground waters. “More hospitals, more surgery, more experts, more remedies, more chemicals are but weak defenses against Mother Earth in revolt. We cannot break the laws of nature.”

Contains an interesting bibliography of 23 books. Unfortunately this bibliography contains only the author and title of each book; the year of publication, publisher, and number of pages is missing. Moreover, the names of at least three authors are misspelled. Address: M.D. [Madison, Wisconsin].

263. *Natural Food and Farming (Atlanta, Texas)*. 1954. Protest use of DDT for gypsy moth: Organic gardeners oppose spray as being injurious to life. 1(3):7. June.

• **Summary:** This article is reprinted from the May 5, 1954, issue of *The New Milford Times* (New Milford, Connecticut). The U.S. Dept. of Agriculture (USDA) is the main federal agency using DDT.

1945—DDT was released against the advice of investigators who found that DDT was dangerous for all forms of life.

1950—More than 200 million pounds were used in agriculture alone.

1951—323 million pounds were used. Yet the U.S. Public Health Service pointed out: “DDT is a delayed action poison. Due to the fact that it accumulates in the body tissues, the repeated inhalation or ingestion of DDT constitutes a distinct health hazard.”

264. Swanson, Gloria. 1954. Glorious living. *Natural Food and Farming (Atlanta, Texas)* 1(3):2. June.

• **Summary:** “I have just returned from Detroit [Michigan] where I was on a health lecture tour with Paul Bragg.

“Michigan is right on its toes in the fight and they now have five more farms going in for organic methods this year in and around Detroit—they are organizing organic garden clubs too.”

“Foods for Life, in Glendale (California) are supplying quite a number of health foods as well as regular stores now, in and around Los Angeles, with year round fresh produce.

“It is Mr. Bragg’s intention and mine, to go to 20 cities, starting right after Labor Day and finishing around Thanksgiving. Our idea is to get as many big cities as possible to encourage organic farming and to establish a central market where the organic farmers can bring their produce.” Address: New York City.

265. Albrecht, W.A. 1954. Diseases as deficiencies via the soil. *Natural Food and Farming (Atlanta, Texas)* 1(4):6-7, 15.

• **Summary:** Contents: Introduction (“The word ‘disease’

like its counterpart the word 'health,' still challenges our definition of it"). Higher animals make higher demands for good nutrition. Protein services in nutrition are little known. Ample nutrition cure for tuberculosis, deficient nutrition its cause? Animal choices of grazing areas are according to soil differences. Knowledge comes slowly, that about the soil, more so ("Soil fertility is the foundation of the pyramid of all life").

Note: Dr. Albrecht earned his PhD degree from the University of Illinois. His research has focused on the soil's service in the nourishment of life. Address: PhD, Prof. of Soils and Chairman, Dep. of Soils, College of Agriculture, Univ. of Missouri.

266. Gould, Symon. 1954. Vegetarian views and news. *Let's Live* 22(7):44. July.

• **Summary:** The American Cancer Society emphasizes cure, not prevention. They seem to be little interested in the possible causes of cancer—such as nutritional deficiencies, devitalized foods, and chemical poisons in our food and environment. Of course, the society "would wave aside the example of the Hunza Tribes in Northern India who live on organically-grown foods, practically 95% vegetarian diet, and among whom there has never been found a case of cancer, according to one British doctor, Dr. Wrench, who lived among them for almost 30 years."

Tells the story of how in 1910 in London, Mahatma Gandhi, a young lawyer from India, came upon a small pamphlet, "A Plea for Vegetarianism," by Henry Salt. He states in his autobiography that he was much impressed by it. The eloquent Salt started a chain of events that resulted in Great Britain giving independence to India. Address: 117 W. 48th St., New York City 36.

267. *Let's Live*. 1954. Fluoridation facts. 22(7):4. July.

• **Summary:** "At Akron, Ohio, fluoridation was started and stopped within 90 days. At Sheridan, Wyoming, fluoridation was discontinued after two years' operation. At Fort Worth, Texas, fluoridation never got started because the city council rescinded its favorable action after the issue was degraded by the opposition to a level at which the dental society withdrew its active leadership."

268. *Let's Live*. 1954. Fluoridation loses in San Diego [California]. 22(8):45. Aug.

• **Summary:** "By a decisive vote June 8 this city has stopped fluoridation of its drinking water. The vote was 46,976 against fluoridation and 41,382 in favor of it."

269. Lee Foundation for Nutritional Research. 1954. Books that give you inside information on how to keep well (Ad). *Natural Food and Farming (Atlanta, Texas)* 1(6):2. Sept. [10 ref]

• **Summary:** A full-page ad. "These books show you how

to avoid many traps in the modern diet of Foodless Foods." Lists 10 books plus 4 portfolios of selected reprints: (1) For the housewife. (2) For the layman. (3) For the doctor. (4) For the agriculturist. Address: 2023 W. Wisconsin Ave., Milwaukee 3, Wisconsin; 4015 West Pico Boulevard., Los Angeles 19, California.

270. Kidson, Dick. 1954. Farmers Market today. *Los Angeles Times*. Oct. 26. p. 4.

• **Summary:** Crambamboli is a new type of strawberry topping which is "made at Oceano by a Danish couple of strawberry fanciers named John and Grudun Grell."

"It comes from organically grown strawberries. By that they mean that no commercial or synthetic fertilizers are used on their land. The soil is enriched only by organic materials."

271. Walnut Acres. 1954. Classified ad: Walnut Acres. *Organic Gardening and Farming* 1(10):96. Oct.

• **Summary:** In the section titled "Certified organically grown": "Stone Ground Flours and Cereals: Modestly speaking we've been at this longer than most! We have never used chemical fertilizers or poison sprays on Walnut Acres Organic Farm. We grind fresh daily, to your order only. 100% whole wheat flour, rye flour, cornmeal, muffin meal, wheat cereal or rye cereal—your choice. Trial order—5 lbs. 75¢. Postage Extra. Price list shows great variety of seeds, dried fruits, nuts, and other natural foods. Paul Keene, Penns Creek, Pa." [Pennsylvania]. Address: Penns Creek, Pennsylvania.

272. Ginns, Max. 1954. Open letter to publisher: This matter of fluoridation. *Let's Live* 22(12):5, 41, 43. Dec. [1 ref]

• **Summary:** "Please obtain a copy, through your congressman, of HR2341 entitled *Fluoridation of Water Supplies* (ADA calls it 'Best seller'—getting scarce), and you will get both sides of the story." The writer explains why he is strongly opposed to fluoridation. Address: D.M.D., 717 State Mutual Building, 340 Main Street, Worcester, Massachusetts.

273. Gould, Symon. 1954. Vegetarian views and news. *Let's Live* 22(12):40. Dec.

• **Summary:** Discusses: His opposition to the fluoridation of America's water supply. *The United States Dispensary* (24th ed.) states: "Fluorides are violent poisons to all living tissue because of their precipitation of calcium." The major dental associations are endorsing fluoridation. But they know that major causes of tooth decay are sugar and the phosphoric acid in many soft drinks.

Gloria Swanson, youthful and vivacious at age 55, and a devotee of organic foods. Tom Brown, age 85 and a strict vegetarian, who wins many walking contests. Address: 117 W. 48th St., New York City 36.

274. Rancho La Puerta. 1954. Renew your health in our year 'round health with organic grape cure under the personal supervision of Dr. Edmond Bordeaux Szekely (Ad). *Let's Live* 22(12):30. Dec.

• **Summary:** "Winter grape cure. Scientific diets and special reducing diets adapted to the individual. Medical care. All foods organically grown. Sun, air, water therapy. Classes, lectures, swimming, hiking. 2,000 ft. altitude. 340 sunny days per year in desert mountain area." The mailing address is: Essene School, Tecate (near San Diego), California. Note: Rancho La Puerta is actually in northern Mexico.

A similar ad appeared in the Nov. 1955 issue (p. 34) of this magazine. It adds: "950 acres for recreation, health building, and relaxation." "Weekly expense fee \$35 and up. Phone: Tecate, Mexico 2953."

275. Davis, Adelle. 1954. Let's eat right to keep fit. New York, NY: Harcourt, Brace & World. 322 p. Index. 21 cm. [14 ref]

• **Summary:** Advises Americans to eat more vitamins, minerals, and protein—as well as wheat germ and tiger's milk [Tiger's Milk]—to reduce their risks of possible deficiencies. Meats, fish, and fowl are considered excellent sources of protein. "Other superior sources are eggs, fresh milk, buttermilk, yogurt, powdered milk, cheese, soybeans, and powdered yeast" (p. 26). "Proteins from brewers' yeast, certain nuts, soybeans, cottonseed, and the germ of cereals are complete proteins (p. 29). A table (p. 32-33) lists good sources of protein including: Low fat soybean flour (1 cup has 60 gm of complete protein). Cooked soybeans (½ cup has 20 gm of complete protein).

"If milk, cheese, or eggs are disliked or unobtainable, getting adequate protein becomes a serious matter indeed. When the complete proteins of wheat germ, soybeans, brewers' yeast, and nuts are eaten, it is possible to obtain sufficient amounts of essential amino acids, provided the diet is planned with utmost care. Some of the world's leading athletes and scholars have been vegetarians. Unless a vegetarian is trained in nutrition, however, he usually becomes an unhealthy vegetarian."

Lecithin and its benefits are described on pages 38, 41, 78, 80, 115, and 219. "When oils are refined or hydrogenated, lecithin is discarded." Soybeans are a good source of pantothenic acid (p. 86) and vitamin B-1 (p. 101).

"If there is no health-food store in your community, you can purchase stone-ground flour from El Molino Mills, Alhambra, California; Paul Keene, Walnut Acres, Penns Creek, Pennsylvania; Great Valley Mills, Kellers Church, Bucks County, Pennsylvania; Elam Mills, Chicago, Illinois; Wight's Grist Mill, Old Sturbridge Village, Sturbridge, Massachusetts; Stone Buhr Milling Company, 3509 Evanston St., Seattle, Washington; Whole Grain Flour Mills, 2611 North Jones St., Chicago 47, Illinois; Huni Health Products,

207 East 87th St., New York City; The Vermont Country Store, Weston, Vermont" (p. 107).

"At first it may seem complicated to get your B vitamins from natural foods. Perhaps I can help you most by telling you how I have solved the problem in my family. I have had no white flour in the house for perhaps 20 years. All my flour is stone-ground whole wheat; [Sources of such flour, nationwide, are listed.] it is usually 'organically grown,' that is, grown on soil rich in humus, without commercial fertilizers. Such flour has a flavor infinitely more delicious than that of ordinary varieties... So-called 'enriched' flour is my idea of outright dishonesty... I rarely serve cereals because they contain so much starch... Soy flour, which supplies protein, cholin, inositol, and some anti-stress vitamins, I use in tiger's milk (p. 114) and the best hotcakes" (p. 109).

"Many authorities believe that the deficiency of calcium is more widespread than that of any other nutrient; milk is the only dependable source in the America diet... A certain amount of calcium can be obtained from mustard and turnip greens, soybeans, and blackstrap molasses, but these foods are rarely eaten daily... Certainly there are healthy people who do not drink milk, but each has a source of calcium; the Hawaiians' source is poi; the Orientals', soybean curds [tofu]."

"During hot weather, salty foods, such as salted nuts or soybeans, cheeses or potato chips, should be kept near the drinking water, and at least one well-salted food should be served with each meal." Address: Los Angeles, California.

276. Rodale, J.I.; Adams, Ruth. eds. 1954. The health finder: an encyclopedia of health information from the preventive point-of-view. Emmaus, Pennsylvania: Rodale Books, Inc. 928 p. See p. 122. 23 cm.

• **Summary:** A unique book about the prevention of disease, with many interesting entries. Bread (p. 122): "A recipe developed and used by the Farleigh Dickinson College in Rutherford, New Jersey follows. This college buys their flour from Paul Keene of Walnut Acres, one of the pioneer organic farmers, located at Penns Creek, Pennsylvania."

Also: Alcohol. Breast feeding. Cancer (Lung cancer and tobacco). Chemical fertilizers. Chemicals (Poisonous chemicals in foods, by Dr. Clive McCay). Cholesterol. Constipation. DDT. Deaf Smith County (Texas). Diet and disease. Fluoridation of water. Heart disease (first described in 1912). Insecticides. Natural vs. synthetic. Nutrition. Obesity. Old age. Organic movement (The). Overweight. Polio. Preventive medicine. Raw food. Salt. Sprouting vegetables (mentions soybeans, mung beans). Stilbestrol. Sugar. Sunflower seed.

Note: The Index contains no entries for soy, or biodynamic, or meat, or soil, or Steiner (Rudolf), or vegetarianism. Address: Emmaus, Pennsylvania.

277. Sakurazawa, Yukikazu [Ohsawa, George]. 1954. Eien no shōnen-tsuzuki: Gandhi no shōnen jidai [The eternal youth—continued: Gandhi's youth]. Tokyo: Nihon C.I. Kyokai. Reprinted in 1977 by Nippon C.I. Kyōkai (Shibuya, Tokyo). [Jap]*

278. *Land and Water (Columbus, Ohio)*. 1955-1959. Serial/periodical. Published by Friends of the Land (Zanesville, Ohio). Vol. 1, No. 1. Winter 1955. Quarterly. Last issue was Vol. 5 (Summer 1959).

• **Summary:** An early periodical within the environmental and natural foods movements in the United States. Its major focus was soil and water conservation, and protecting the soil from poisons and erosion.

One page in the first issue is a letter on "Friends of the Land" letterhead. Below the heading, "A Non-Profit Non-Partisan Society for the Conservation of Soil, Rain and Man.

"Hidden Acres, RFD #3, Zanesville, Ohio.

"March 7, 1955.

"Dear Friends,

"This is the first issue of our new Quarterly, *Land & Water*. We hope you like it. Through it our members will be kept informed about the four field projects of the Society: Home Watershed Management; The Relationship of Soil, Food, and Health; The Wise Use of Home Acres; and the Appraisal of the Progress Made in Soil and Water Conservation and the obstacles in its way.

"It is the hope of your officers that you will be moved to attend these national meetings and take an active part in helping with the educational program of the Society. Your help is needed in informing and activating your neighbors and friends to taking part in the movement to make better and wiser use of our renewable natural resources. In this way our nation can remain strong.

"We are proud of this issue. In it you will find a wealth of information about the behavior of water in the basin of a stream or river. You will have a compilation of information about floods, about our demands for water, and about the management and organization of a watershed. It is planned to make this issue into a manual on how to start a movement to utilize to the maximum every drop of water that falls in our home watersheds.

"It is our hope that you will find this issue of *Land & Water* of such merit that you will pass it around to your friends. The teachers in your schools, the ministers and other speakers, the editors, the radio and TV leaders, and others in the community who are helping to create the pattern of public opinion can read and will pass on these ideas and concepts, and thus assist the educational mission of Friends of the Land. You are cordially invited to come to our St. Louis meeting for the Second Annual Watershed Clinic and profit by this outstanding program. The program is published in this issue for you. We also hope that you will take a moment to inform us about your reaction to *Land & Water*.

This Quarterly replaces *The Land*, which we regret has suspended publication.

"We thank you for your continued interest and support to Friends of the Land."

Louis Bromfield, Chairman of the Board

Ollie E. Fink, Executive Secretary

Jonathan Forman, M.D., President

Also in the 1st issue is the program of the "Second Annual Watershed Clinic (St. Louis, Missouri)," and Editorial, and an article on "The problem of water conservation" that begins with a quotation from Benjamin Franklin: "When the well's dry, they know the worth of water." Address: Washington, DC.

279. Nichols, Joe D. 1955. President's page: 1955 national convention. *Natural Food and Farming (Atlanta, Texas)* 1(11):5, 14. Feb.

• **Summary:** "Natural Food Associates, Incorporated, not for profit, was organized in February, 1953. A very small group of people met at the home of Ham Noyes in Woodstock, Illinois, to plan the original organization. They arranged for a meeting at the Normandy House Restaurant in Chicago. About thirty (30) people from all sections of the country worked for two days to establish the new organization. A name was agreed upon, a constitution was adopted and officers were elected. Alden Stahr of Leyton, New Jersey, was publishing a small magazine called *Normal Agriculture*, and it was agreed that this would serve as our first official publication. The organization had no money and no paid officers. It struggled through the first year making slow, but steady progress. The second annual convention was held last February at the same place in Chicago. About two hundred (200) intensely interested people came from all over the country. Busy people left their businesses in New York, Florida, Alabama, Texas, California, Washington, and many states in between, because they were interested in the ideals of Natural Food Associates. It was decided at this meeting that we needed our own official publication. Bob Rowe of Mt. Zion, Illinois, was elected Executive Secretary with the responsibility of publishing the magazine. Alden Stahr was to continue as Editor. Both of these men were to be paid, provided we had the money. Upon returning home, Bob Rowe found that it would be impossible for him to serve as Executive Secretary and continue the management of his large farm. He resigned with sincere regrets. I found a man, Mr. Thomas Lavin of Atlanta, Texas, who agreed to take the job on the basis of being paid if he succeeded in the position. The Executive Committee had a hurried meeting by telephone and Mr. Lavin was employed. Headquarters was moved to Atlanta, Texas. After one month it was found that it was not practical to publish the magazine in Atlanta with the editor in New Jersey.

"In April the Executive Committee agreed to adopt the name of Natural Food and Farming for our official

publication and to have it edited and published in Atlanta. One thousand copies of the first issue were printed. During the last year the growth has again been steady, but if I may say so, entirely too slow to satisfy your president. Thirty-four hundred copies of the January issue were printed. Many of our original members failed to renew their membership. Some of our directors have done very little to help us grow during the past year. Many of our members have failed to recognize any responsibility whatever for the success of NFA, but there have been others who have worked with a zeal that insures our continued success. Some of you have made financial contributions over and above your three dollar membership. Most of these have sent in two, three, five, and ten dollar donations so that we are still solvent enough to at least pay the printer. The percentage of renewals is increasing every month, and new members are coming in every day. The interest of many old members and directors is becoming manifest, and let me tell you quite frankly—NFA is on the way—*We Will Succeed*. We now have members in 48 states and 11 foreign countries.

“We have powerful forces opposing us. Naturally we would have. Our objective is to teach the American people the values of natural food grown on fertile soil, and tell them how to get such food. We do not believe in the use of soluble commercial fertilizer and poison insecticides. We do not believe in degerminated, devitalized, lifeless food. We do not believe in artificial fluoridation of public drinking water with poison sodium fluoride. We believe that the end result of chemical farming is always disease, first in the land itself, then in the plant, in the animal and finally in us. We believe that the continued use of poison insecticides will not solve the insect problem; it will only make it worse. We believe that the insane promiscuous use of DDT, chlordane, parathion and all the other poison agricultural chemicals constitutes one of the gravest perils to our *national health*.

“We believe that unpoisoned food grown on fertile soil, eaten fresh, would do more to solve the problems of metabolic, or so called degenerative diseases, than all the chemicals in the country. We believe that the answer to the farm problem is the restoration of the fertility of the soil—and we believe the only way to restore the fertility is the organic way, and the organic way includes the use of ground limestone, and raw rock fertilizers when indicated. We are not against fertilizer—we are only against soluble commercial fertilizer.

“With these beliefs you can easily see why we have opposition.” Address: M.D., President, Natural Food Associates.

280. Trautmann, Henry. 1955. The influence of N.F.A. for healthful living. *Natural Food and Farming (Atlanta, Texas)* 1(11):7, 10. Feb.

• **Summary:** Address to Natural Food Associates Convention, Longview, Texas, Feb. 3, 1955. Address: M.D.

[Madison, Wisconsin].

281. *Natural Food and Farming (Atlanta, Texas)*. 1955. News from the Pennsylvania meeting. 1(12):4. March.

• **Summary:** In a small but growing number of states, NFA state associations have been established. One of the first to meet was in Pennsylvania. “As this issue goes to press we have the following news from the Pennsylvania meeting held in Centre Hall [town name, in Penns Valley, central Pennsylvania] on March 12.

“Over 100 NFA members and guests were present at the meeting held at the high school auditorium. The banquet was held at the Centre Hal American Legion Post No. 779.

“The program began at 12:00 p.m. and lasted until 9:00 p.m. Speakers were:

“Paul Keene, Penns Creek, Pennsylvania—‘Natural farming for better living.’

“Philip S. Wells, Wellsboro, Pennsylvania—‘Compost—the key.’

“Thomas Lavin, National Executive Secretary, Atlanta, Texas—‘What natural food associates can do for you.’”

282. *Natural Food and Farming (Atlanta, Texas)*. 1955. New officers: Natural Food Associates. 1(12):12. March.

• **Summary:** The following listings (a person’s name, city and state is given for each position) occupy ½ page: National officers (5). Board of directors (incl. Dr. E.E. Pfeiffer, Spring Valley, New York; Gloria Swanson, New York City). State officials for the following states: California, Michigan, Kentucky, Louisiana, Texas, Nebraska, Pennsylvania, Indiana, Ohio, Washington state, and Oregon.

Note: In this issue, the NFA paid Directory Listing (p. 15) fills about 75% of a page; it has grown dramatically over the past year.

283. Rodale, Jerome Irving. 1955. *Poison in your pots and pans: Aluminum and plastic kitchenware are dangerous*. Emmaus, Pennsylvania: Rodale Books. 63 p. March. 21 cm. [20+* ref]

• **Summary:** The book begins: “There is not the slightest doubt in my mind that aluminum utensils for cooking are dangerous to human health. One should ban them from the kitchen.” Address: Emmaus, Pennsylvania.

284. Ressor, Alice (Mrs.). 1955. Letters [to the editor]: Chicago has market. *Organic Gardening and Farming* 2:6. June.

• **Summary:** The writer, secretary of the South Side Organic Gardeners in Chicago, writes that one of the club’s members, Mrs. Rose Pfnister, “the first secretary of the club and the best one too... has opened a Natural Foods Store on the far south side of Chicago which is growing by leaps and bounds.”

“This natural foods store might also answer the plea

from Mr. Charles A. Humphrey of Chicago whose letter you published in the March issue.

Note: This may be the earliest modern use of the term “natural foods store.” Address: Chicago, Illinois.

285. Fearn Soya Foods. 1955. Invoice: Goods sold to Western Natural Foods Co., 1334 Second Ave., Seattle, Washington. Melrose Park, Illinois. 1 p. Sept. 9.

• **Summary:** The address printed on this invoice is “355 West Ontario Street, Chicago, Ill.” But over the top of that is stamped: “Our new address. 1206 North 31st Ave., Melrose Park, Illinois.” At the bottom of the invoice is a typed note: “We are sorry we have been so slow—We just moved into our own new building and in the future we should be able to give you excellent service.” The goods were shipped on Sept. 9, the same date as the invoice. This shows that the company moved to this new address in about 1955. The soy products listed on the invoice are: Soyo Pancake Flour Regular. Soya Whole Wheat Pancake Flour. Dr. Fearn’s Wheat Cereal and Soya. Dr. Fearn’s Pure Soy Bean Powder. Dr. Fearn’s Soya Granules. Address: 1206 North 31st Ave., Melrose Park, Illinois.

286. Gould, Symon. 1955. Vegetarian views and news. *Let’s Live* 23(11):50-51. Nov.

• **Summary:** “On September 27, the President of the United States convened 139 leaders in education, government, medicine and athletics to attend a Conference on the Fitness of American Youth... But, to my mind, the group was sadly lacking in representatives who could really make a fundamental contribution to the President’s objective” to help young people to become physically fit.

Dr. Leo Spira is “the accepted authority on the subject of poisoning our water supply through fluoridation.”

At the start of 1956 he will embark on a world tour for Peace. Address: 117 W. 48th St., New York City 36.

287. Wickenden, Leonard. 1955. Our daily poison: The effects of DDT, fluorides, hormones, and other chemicals on modern man. New York, NY: Devin-Adair Co. xiv + 189 p. Foreword by Morton S. Biskind, M.D. Preface by William Coda Martin, M.D. Introduction by Jonathan Forman, M.D. Index. 21 cm. [7* ref]

• **Summary:** This book, about the poisons in our daily foods, is carefully researched and documented, and written in a professional, balanced, and fair manner. This is the earliest document seen (Sept. 2009) that makes a strong and convincing case for the health dangers of fluorides.

Contents: Foreword by Morton S. Biskind, M.D. Preface by William Coda Martin, M.D. Introduction by Jonathan Forman, M.D. Before you read. 1. Our poisoned world: Hepatitis and DDT. 2. The more sprays, the more pests. 3. Fluorides on trial—The case stated. 4. Fluorides on trial—The case of the proponents. 5. Fluorides on trial—The verdict. 6.

The new cosmetics—The dangers of being beautiful. 7. The perils of hormones (such as diethylstilbestrol or stilbestrol [DES]).—Atomic radiation. 9. Poisoned soil. 10. Your doctored daily bread. 11. Postscript. 12. The choice facing us.

A great deal of interesting information comes from the hearings of the Delaney Committee (House Select Committee to Investigate the Use of Chemicals in Food Products) which met from Sept. 1950 to March 1952. The expert testimonies are shocking.

A table (p. 3) gives the quantity of various pesticides produced in the USA in 1951, as follows: Calcium arsenate 7.865 million lb. Lead arsenate 14.287 million lb. DDT 99.929 million lb. Benzene hexachloride 85.090 million lb. Parathion 2.365 million lb. TEPP 922,000 lb. Aldrin, chlordane, lindane, toxaphene and others 64.386 million lb. Total: 274.844 million lb. The total was sufficient to kill 15.2 billion human beings.

Chapter 7 tells the chilling story of artificial female hormones (such as diethylstilbestrol / stilbestrol [DES]) now implanted in pellet form into the upper necks more than 30 million U.S. chickens per year, and added to the feeds consumed by approximately half the beef cattle in the USA. The drug can cause reproductive problems, including sterility. The effects of residues often found in chicken meat are discussed in detail.

Chapter 10 praises the “Triple Rich bread,” made according to a formula developed by Dr. Clive McCay, professor of nutrition at Cornell University. It contains 6% soy flour, 2% wheat germ, and 8% dried milk. “Dr. McCay found that rats could grow healthily on a diet of Triple Rich bread alone, but pined and died when fed on ordinary white bread” (p. 165).

The last chapter urges that we should not submit cheerfully, but should protest against “our poisoned food, our poisoned water, and our poisoned air.” More than 300 communities have voted down fluoridation, including such cities as Cambridge (Massachusetts), Boulder (Colorado), Erie (Pennsylvania), Peekskill (New York), Saginaw (Michigan), Kenosha (Wisconsin), and many others. Insects cannot be eliminated by poison sprays (such as DDT); they develop resistance so that larger amounts of more toxic insecticides are needed in the future. Address: Author, USA.

288. *Let’s Live*. 1955. Flash! Fluoridation loses [in Sacramento, California]. 23(12):13. Dec.

• **Summary:** “Sacramento—This capital city of California has decisively defeated a proposal to fluoridate its drinking water. In a special election held November 8, a majority of the 137,572 population turned thumbs down on the proposal...”

289. Arthur, William Reed. 1955. The law of drugs and druggists: a treatise with text, cases, statutes, readings,

and digests for schools of pharmacy, retail, wholesale, and manufacturing druggists. 4th ed. St. Paul, Minnesota: West. Publ. Co. 399 p. See p. 300. *

• **Summary:** “The information charges that the false labels were shipped by appellant to the Natural Food Store at Kansas City, Missouri, on February 7, 1944, that is two months and eleven days before April 18, 1944,…”

290. Rodale, Jerome Irving. 1955. *Organic gardening: How to grow vegetables, fruits, and flowers using nature’s own methods*. Garden City, New York: Hanover House. 224 p. See p. 87, 197. Illust. Index. 24 cm.

• **Summary:** J.R. Rodale started the organic gardening and farming movement in America. Soybean hay is recommended as a high nitrogen fertilizer (p. 87). If soybeans are grown as a companion crop with corn, they shade the bases of the corn plants and this protects them from highly destructive chinch bugs.

Note: The Library of Congress catalogued this book under the main subject heading “Organiculture.” Other books by the author include: *Organic Gardening*. *Pay Dirt*. *The Healthy Hunzas*. *The Health Finder*. *The Word Finder*. *The Phrase Finder*.

Note: This is the earliest document seen (July 2001) concerning with work of J.I. Rodale with soy. Address: Rodale, Pennsylvania.

291. Springer, Gertrude Anders. 1955. *Natural food cookery: Nature’s sweets, herbs and wholegrain flours*. Milwaukee, Wisconsin: Lee Foundation for Nutritional Research. 71 p. No index. 23 cm.

• **Summary:** An early natural-foods cookbook. Contents: 1. Foreword. 2. Fundamental food concepts (“The way to build this vibrantly alive soil is by practicing the Science of Organiculture, or the organic method”). 3. Wholegrain flours. 4. Wholegrain meals and grits. 5. Other valuable foods. 6. Herb cookery. 7. Pies. 8. Cookies. 9. Cakes. 10. Cake frostings. 11. Doughnuts. 12. Confections. 13. Fruits. 14. Health beverages. 15. Salads. 16. Salad dressings. 17. Breads, rolls and muffins. 18. Meat, fish and eggs. 19. Vegetable dishes. 20. Soups and stews. 21. Pancakes and waffles. 22. Jams and preserves. 23. Quick desserts. 24. Article “Sesame seed—An important food.” 25. Practical methods in preparing health-building foods. Note 1. Chapters 24 and 25 (on unnumbered pages) are written by Royal Lee, D.D.S. [dentist].

Soy-related recipes: Chapter 3, “Wholegrain flours,” contains a photo of bags of five such flours, including “Soya flour.” A paragraph (p. 5) explains: “Soya flour can be a full fat flour (all of the fat left in) which many consider nutritionally superior, or it can be a low fat flour (part of the fat removed) for low calorie diets.” Note 2. This is the earliest English-language document seen (Nov. 2003) that uses the term “low calorie” or “low calorie diets” positively

in connection with soybeans for human diets. Throughout most of human history, people wanted calories, which provide energy.

Unleavened Indian chapatis (with ½ cup soy flour, p. 52). Basic muffin recipe—Soya muffins variation (“Substitute ½ cup soya flour for ½ cup of the pastry [flour]. Gradually increase the soya and decrease the pastry until you are using half and half after several batches have been made.” p. 54). Chinese chow mein (with up to ½ cup “Show You sauce,” p. 62). Japanese sukiyaki (with about ½ cup “Show You sauce,” p. 63). Egg white leavened waffles (with a bit of soya flour, p. 67). In Chapter 25, the section on “Vegetables” contains brief instructions for making soy bean milk, and using soaked, “liquefied beans direct from the blender” in making bread. The Chinese never eat soy bean products without first soaking the beans. “It is the secret of successful soy cookery.” The chapter on sesame seeds notes: “Sesame seed ground into a butter like peanut butter is used in some countries—Turkey in particular—like our dairy butter is here, and is used in almost every food in some degree. It makes first-class salad dressing when mixed with vinegar and prepared mustard. With honey and milk powder a very tasty cream candy can be made... In Roman times the emergency ration for soldiers was a candy made from sesame seed and honey. A very tasty and nutritious ice cream can be made from sesame butter, honey and milk powder. The sesame seed can be used for these purposes instead of the sesame butter if the seed is liquefied with the honey in a blender or Osterizer. Sesame butter is an ideal shortening for bread and cookies.” Note 3. This is the earliest English-language document seen (Aug. 2017) that contains the term “sesame butter”—a smooth paste of ground sesame seeds.

This book also discusses: Carob brownies, peanut butter, sunflower seeds, how to sprout mung beans, herbs, etc.

Note 4. This is the earliest English-language book seen (June 2003), published after World War II, with the term “natural food” in the title.

Note 5. This is not a vegetarian cookbook. Recipes (p. 55-58) call for steak, pork, ground beef, spare ribs, lamb chops, ham, chicken, tuna, and salmon.

292. Lee, Royal. 1956. What does “organic food” mean? *Natural Food and Farming (Atlanta, Texas)* 3(1):12, 20-21. April. [3 ref]

• **Summary:** “When applied to food, the term ‘organic’ means from a living source, and in its intact form without heat treatment or other destructive influence having reduced its value.”

“It means too, natural foods that were not fed upon artificial or synthetic substitutes for natural ones, whether these substitutes were in the form of plant or animal foods, soil additives or synthetic fertilizers.”

“When we heat foods, at the temperature of 140°F the enzymes are destroyed, at 187°F food proteins are damaged

so that the nutrition of bone and tendon is affected.”

“The cells in our bodies begin to be damaged as soon as the body temperature rises above 105°F. It has been well demonstrated that many of our commonest forms of disease arise from the use of pasteurized milk and cooked foods, in particular loss of teeth, arthritis, stomach ulcers and liver disease.” Address: D.D.S., Milwaukee, Wisconsin.

293. Natural Food Associates. 1956. Directory listing (Ad). *Natural Food and Farming (Atlanta, Texas)* 3(1):22-23. April.

• **Summary:** These advertisements are divided into the following categories: Organic foods (listed alphabetically by state), juicers, books, miscellaneous, ladybugs, business opportunities, soil building. Within each category, they are organized by state. About two-thirds of the ads are for organic foods (especially fruits), with California (9 ads), New York (6), Illinois (4), Pennsylvania (4), and Wisconsin (4) having the most ads.

For example: Lee Anderson of the Covalda Date Co. (Highway 99, Coachella, California), is selling “‘Certified organically grown’ produce, dates, pecans, grapefruit and grapes. Prices on request.

Pacific Sunblest of Orange, California, is selling “Oranges—Organically grown by us for 25 years.”

Health Research, Mokelumne Hill, California, offers “25 lbs. assorted organically grown fruits and nuts—\$12.50. F.O.B. Health Book Catalogue free!”

“Barton Whole Foods, organically grown for 38 years. Naval oranges, cold-pressed olive oil, dried fruits and mountain apples in season... Porterville, California.

Walter Buschman of Juniper Farm, Sugarloaf, Orange Co., New York, is selling Bio-dynamic (BD) whole wheat flour and cereal, BD rye flour and cereal, BD cornmeal, BD white pastry flour, organic oatmeal and soybeans, and Cheddar cheese made from unpasteurized milk.

Helen and Scott Nearing of Harborside, Maine, are selling their book *Living the Good Life*, a “how-to-do-it” book for Vegetarians and Organic Gardeners. 210 pages. Photographs. \$3.50.”

In Pennsylvania, Paul and Betty Keene of Walnut Acres Natural Foods in Penns Creek are “One of the first in the supplying of organic and other natural foods direct from the farm where grown and milled. One of the most complete lines in the country, conscientiously chosen.”

In Texas: “5 lbs. Deaf Smith County stone ground 100 per cent organic flour \$1.50 postpaid. Write for list of organic foods. Natural Organic Foods, Atlanta, Texas.”

Many of the ads are from individuals who grow and sell organic foods. One is from L.E. Schnoor (Comptonville, California), who sells ladybugs for natural insect control. There are ten ads for soil building materials. At the bottom right corner of p. 23 is a box that states: “Eat organic food.”

Note 1. This is the earliest document seen (Oct. 2006)

that mentions Walnut Acres Natural Foods of Penns Creek, Pennsylvania.

Note: This full-page ad also appeared in the next issue (May 1956, p. 18-19).

294. Natural Sales Co. 1956. Save money on natural organic foods (Ad). *Natural Food and Farming (Atlanta, Texas)* 3(1):18. April.

• **Summary:** This 1/6 page ad shows dollar coins falling from the sky onto a lady who is standing, hands up, on a pile of them. “Do as thousands of families have—Order your natural foods and vitamins from Natural Sales—Top quality and absolutely fresh at rock bottom prices.”

“Some sample values: 5 lb. wheat germ—raw \$0.69. 5 lb. wheat germ—toasted \$1.20. 3 lb. sesame seed—hulled \$1.65.” Address: P.O. Box 25, Pittsburgh 30, Pennsylvania.

295. Rorty, James. 1956. Fluorine—The case against: Despite intensive propaganda by sugar interests and fluorine suppliers, competent authorities see no evidence that the program cuts down tooth decay. *Natural Food and Farming (Atlanta, Texas)* 3(1):8-9, 16-18. April.

• **Summary:** Examples from Europe during World War II showed public-health workers that “wartime rationing of sugar had contributed importantly to a drop in the incidence of tooth decay in children.

“The war had barely ended when Schour and Massler reported that the relatively sugarless population of wartime Italy had from one-half to one-seventh as much tooth decay as the average for sugar-saturated America, which had reduced sugar consumption relatively little during the war. In hard-pinched Norway, tooth decay among school children dropped by half. Norwegian dentists agreed that this was due to the wartime shortage of refined carbohydrates, especially sugar.

“In America, the official press of the American Dental Association printed these findings. The same thing had happened during World War I, and the cause-and-effect relationship had been confirmed by many controlled studies, some of them sponsored by the ADA itself.”

“Thus, in 1950 the reduction of sugar intake, in the diet of children especially, was second only to toothbrushing in the credo of prevention-minded American dentists. Yet, it was in that year that the American Dental Association suddenly turned its face away from the admitted prime cause of tooth decay and chose instead to promote a program of mass medication of dubious effectiveness and even more dubious safety. The program, which was sanctioned by the United States Public Health Service after only five years of a scheduled ten-year tryout in the pilot plant cities of Grand Rapids, Michigan, and Newburgh, New York, was the fluoridation of municipal water supplies.

“In November, 1950, the American Dental Association led the procession of professional societies that endorsed the

program. It was quickly followed by the American Public Health Association, the National Research Council, and the American Medical Association (which, however, limited its approval to an endorsement of the ‘principle’ of fluoridation). Among the earliest advocates of the program was the Sugar Research Foundation, which is the research and propaganda arm of the sugar-refining industry.”

296. Walnut Acres Natural Foods. 1956. Paul and Betty Keene (Ad). *Natural Food and Farming* (Atlanta, Texas) 3(1):18. April.

• **Summary:** A 1/6 page ad. “They call us pioneers! We guess we were among the first, but there is no time to rest on one’s laurels! We are always seeking to improve our own soil and crops,...

“Home grown, strictly organic, freshly stone-ground flours and cereals. And hundreds of other natural food items, very carefully chosen. Drop us a line sometime!” Address: Penns Creek, Pennsylvania.

297. White, Herbert Clarence. 1956. California meeting impresses physicians: Display of organically-grown produce earns favorable comment from Los Angeles medical group. *Organic Gardening and Farming* 3(5):70-71. May.

• **Summary:** “January 3, 4, and 5 of 1956 were three great days in the annals of Organiculture out here on the West Coast, During the history-making event, nearly 7,000 members of the Los Angeles County Medical Association were brought face to face with the basic principles of natural farming and gardening under the most favorable environment possible.”

At the annual mid-winter convention, Foods for Life, Inc. presented a magnificent exhibit of organically-grown fruits, vegetables, nuts and grains. It was favorably received, and so far as the writer could tell, not one unfavorable or disparaging comment was heard from these distinguished physicians about the value or soundness of the Foods for Life enterprise, which involves the growing and distribution of all many kinds of organic foods; all are grown without the use of chemical fertilizers or poison sprays.

“It is heartening to know that Dr. Jonathan Forman’s basic concept of ‘Creative Medicine’ seems to be gaining ground among his fellow Allopathic practitioners. For the benefit of our readers it might be of interest to re-state Dr. Forman’s dynamic views on this subject. Here is a paragraph from *The Land*, of which Dr. Forman is editor.

“It is no oversimplification to say that *our health comes from the soil*. No matter how many physicians and health officers we train, and how much *curative or preventive medicine* they may practice, we cannot attain optimal health until they and we have turned our attention to creative medicine, and thereby learned to keep and even improve our health. To build and maintain good soil is the real fundamental service. Creative medicine must be founded

on growing the best foods. Thus alone can create real health for our people—through creating a sound and prosperous agriculture.”

“The most important single attraction of the Foods for Life booth was the display of succulent, garden-fresh organic produce.”

“But the biggest ‘hit’ of all was the bakery display. In front of the array of Foods for Life loaves, trays of delicious peanut-butter and creamed-cheese sandwiches were placed. These, of course, were made from the new 100% whole-grain loaf we have mentioned. A leaf or two of crisp bronze lettuce was also incorporated into each delightful sandwich. One of these dainty ‘delicacies’ was offered *free* to each visitor at the booth. The almost overwhelming popularity of this ‘sandwich feature’ is indicated by the simple fact that that nearly 3,000 of these tantalizing, titillating morsels ‘disappeared’ during the three day medical conclave.

Note: The founder and head of Food for Life, Inc. was Dr. George Johnstone, a Seventh-day Adventist physician, who also founded Behrens Memorial Hospital in Glendale, California. Address: Emmaus, Pennsylvania.

298. Golden Key Productions. 1956. Organic farming film! “Practical methods in Natural Farming.” Produced by Phil Arena (Ad). *Let’s Live*. June. p. 25.

• **Summary:** “In 16 mm, sound and color, shows basic principles of natural farming from compost making to cover crops, to planting trees, pruning vines. Photographed over a period of years on the Phil Arena Farm in Escondido, California. Narration by Phil Arena. Film runs 25 minutes. Available for rent or purchase.” Address: 1921 Hillhurst Ave., Hollywood 27, California.

299. Natural Foods Inc. 1956. Vita-Mix: America’s first heavy-duty, stainless-steel liquifier (Ad). *Let’s Live*. June. p. 25.

• **Summary:** This 2¼ by 5½ inch ad features an illustration of a Vita-Mix, with arrows pointing to and brief descriptions of its most important features—such as “New, more powerful motor with two speeds.” “Special: Only \$39.95, \$49.95 value. More speed. Greater power. Greater durability. Makes smaller blenders and glass bowl models obsolete. So powerful and durable it even makes soy beans into a low-calorie flour or cereal... Grinds wheat, grain, peas, beans, soy beans, coffee. Why just blend what you can actually liquefy! Save now, at your nearest health food store.”

Note: This is the second earliest English-language document seen (Nov. 2003) that uses the term “low-calorie” positively in connection with soybeans. Address: Olmsted Falls, Ohio.

300. Elwood, Catharyn. 1956. Feel like a million. New York, NY: The Devin-Adair Co. xiv + 332 p. Index. 21 cm. [79 ref]

• **Summary:** A section on soybeans (p. 34-35) discusses their

many nutritional benefits and the work of Dr. and Mrs. Clive McCay at Cornell University in Ithaca, New York. "Already over a million people are improving their health with the Cornell-formula bread." Soy sprouts are discussed as a rich source of vitamin C and other nutrients (p. 254-55, 260, 263).

"Dr. Joe Nichols [M.D.] of Atlanta, Texas, President of the nationwide Natural Food Associates, a nonprofit organization sponsoring only the best in natural whole foods, treats these deficiency cases every day" (p. 135).

Sprouted-wheat bread is delicious and has an antiscorbutic value not found in freshly milled whole wheat. "The Foods for Life group in Glendale, California, is making a wonderful loaf with this method" (p. 264). "The Chinese use sprouted soy and mung beans very generously in their cooking. They fry them quickly as a vegetable. They also add them with other vegetable and cook them gently in such specialty dishes as chop suey, chow mein, and subgum" (p. 265).

About the author: A photo of Kathryn Elwood and a brief biography appears on the inside rear dust jacket. Address: Washington, DC.

301. McCance, Robert Alexander; Widdowson, Elsie May. 1956. *Breads, white and brown: Their place in thought and social history*. London: Pitman Medical; Philadelphia and Montreal: J.B. Lippincott Co. xi + 174 p. Illust. Index. 22 cm. [720* ref]

• **Summary:** This is perhaps the most authoritative, interesting, and well documented book ever published on the history of bread, with emphasis on the differences between white and brown breads. Trowell (1979, p. 2) says of this important book: "In that prolonged controversy almost everyone argued in terms of value of the absorbed nutriment, for fibre, often called roughage, was considered to be a gastro-intestinal irritant."

Contents: Preface. 1. Early Mediterranean civilisations. 2. Mediaeval and early modern England (1200-1700). 3. The eighteenth century (1700-1820). 4. Peace and plenty (1820-1914). 5. Shortages and war (1914-1921). 6. Return to plenty (1921-1939). 7. The second war (1939-1946). 8. Progress by experiment (1947-1949). 9. Past, present, and future.

"Preface: This book is the outcome of investigations that were made in German orphanages in 1947-49 to compare the nutritive value of different kinds of bread. The results which we obtained surprised us very much at the time, for in spite of all that we had been led to believe, white turned out to be just as good as brown, and all kinds of wheaten bread to have a nutritional value far in excess of anything we had been led to suppose."

"Grinding and bolting [sifting] of cereals date from the earliest civilizations. In classical Greece and Italy [incl. Rome] both processes were directed by the baker; milling was not a separate trade. By classical times wheat had largely

displaced barley for breadmaking. White flour was produced and used for fancy baking but it was expensive and its use was a sign of wealth and position. Wholemeal bread had an appeal to some people, to whom it symbolised the simple life and the good old times, then as always gone beyond recall." During the period from 1200 to 1700 in England, a white wheaten loaf was produced largely for the rich, but the poor ate white bread whenever they could. Doctors considered, as Galen had, that white bread was more nutritious than brown.

"Peace and plenty (1820-1914): The laboring poor continued to demand white bread, and by 1860 the sale of the by-products enabled the millers to supply white flour at a price below that of brown. Under the influence of Graham, Carr and Allinson the intelligentsia came to believe that wholemeal bread was the great essential for those who wished to be simple, strong, temperate and healthy. Physiological work between 1870 and 1910 showed that the white flour provided more calories and protein than the same weight of wholemeal. Work on beriberi and the experiments prompted by the standard bread controversy of 1911, however, suggested once more that the wholemeal flour contained something of nutritional value absent from white flour, and most scientists interested in human nutrition reverted to the idea that brown bread was a more desirable than white. The loyalties of scientists associated with agriculture and milling tended to make them support the cause of white." Page 46 adds: "By 1865 the white loaf had become cheaper than the brown... Reducing the price of white flour below that of brown brought about a complete reversal of the status of white and brown bread. 'It (brown) has become a mark of luxury and not of poverty, and is the rich man's instead of, as formerly, the poor man's food (E. Smith 1865).'"

The introduction of silk bolting cloths and the replacement of mill-stones by steel rollers in about the year 1870 made a great difference to the mill products. These improvements in technique were first introduced into Hungary and the USA to cope with the "hard" wheats grown there. The new techniques also enabled the millers to separate the wheat "germ" from the flour, and to further improve the separation of the bran. Now they could make a whiter flour for human consumption with keeping qualities far superior to those of stone-ground flour. "The risk of wastage and loss of wholemeal flour on storage helped to maintain its price above that of white flour for the next 70 years..." (p. 47).

"Bread for health: As in earlier times the laxative properties of bran continued to be advanced as a reason for eating brown bread." "The great apostle of wholemeal bread as a natural food was Sylvester Graham." In 1837 he wrote and published his first important book on the subject. An ardent vegetarian, he believed that most human health problems were caused by a departure from natural conditions. In bread, he taught, mankind should not "put

asunder what God has joined together.” Much of Graham’s work with bread was sponsored by a society called the Bread Reform League. Graham’s counterpart in England during the last 20 years of the 1800s was Dr. T.R. Allison. Like Graham, he was a vegetarian, a strict teetotaler, and opposed to vaccination.

During World War I in England, importation of wheat was reduced by enemy action. By Government order, the extraction rate of wheat was raised from 70% to 76%, 81%, and finally 90%. By 1918 wheat was permitted to comprise no more than 80% of the flour used for bread-baking, the remainder being barley, oats, potato, or maize flour. The discovery of vitamins led nutritional experts to support the higher extraction rate and to advocate consumption of wholemeal bread. In 1941 all bread in England began to be fortified with vitamin B-1; the USA soon followed.

Chapter IX, “Past, present and future” notes that the “poor man of southern England has always made it one of his ambitions to have ‘white bread’ on his table, and by 1750 he had achieved this.” At present three groups are in favor of white bread: The common people, the millers and bakers, and the animal husbandmen who feed their pigs, poultry and horses the milling residues or “offals.” Address: 1. C.B.E., F.R.S., M.A., PhD., M.D., F.R.C.P., Prof. of Experimental Medicine, Univ. of Cambridge; 2. DSc, PhD.

302. Ohsawa, Georges. 1956. Guide pratique de la médecine macrobiotique d’Extrême-Orient: Pour ceux qui ont bien étudié la philosophie dialectique pratique [Practical guide to the macrobiotic medicine of the Far East: For those who have studied well the philosophy of practical dialectics]. Centre Ignoramus, 26 rue Lamartine, Paris 9^{ème}, France. 82 leaves. 28 cm. [Fre]

• **Summary:** After Ohsawa arrived in France (Feb. 1956) he published this work in a stenciled edition. It was only sold or given as a present to students who had obtained “the fifth level (dan) of practicing the U.P. (Universal Principle).”

On page 17, under the heading “Macrobiotic Pharmaceutical Preparations,” we find No. 9: Miso and fried miso. And on page 80 is a 1-page explanation about miso, plus the following specific macrobiotic miso preparations: (1) Miso fried in sesame oil. (2) Tekka. (3) Muso or mausoh (miso with tahini). (4) Nutritional composition of miso. It is therefore one of the most Yang vegetable foods.

Note 1. This book was translated into English and first published in August 1973 as a part of “Practical Guide to Far Eastern Macrobiotic Medicine.”

Note 2. This is the earliest document seen (Aug. 2017) in which Ohsawa uses the word “macrobiotics,” a word which apparently had been coined in 1805 by Hufeland in German (*Makrobiotik*).

Note 2. This is the earliest document seen (March 2011) in which George Ohsawa mentions miso—or any other soyfood product. Address: Paris.

303. Rorty, James; Norman, N. Phillip. 1956. Tomorrow’s food. Revised and enlarged ed. New York, NY: Devin-Adair Co. 297 p. Index. 21 cm. 1st ed. 1947. [19 ref]* Address: 2. M.D.

304. Sakurazawa, Nyoiti (George Ohsawa). 1956. La philosophie de la médecine de l’Extrême-Orient: Le livre de jugement suprême [The philosophy of East Asian medicine: The book of supreme judgment]. Paris: Librairie Philosophique J. Vrin. 208 p. 20 cm. [Fre]*

• **Summary:** The author’s name on the title page is given as “Nyoiti Sakurazawa (Ohsawa).” Address: France.

305. Lavin, Thomas. 1957. America’s organic farms: Royal Oak Farm. *Natural Food and Farming (Atlanta, Texas)* 3(9):11. Jan.

• **Summary:** “Royal Oak Farm is located in the beautiful rolling countryside of Maryland, just a few minutes drive from downtown Baltimore. This modern farm is operated by NFA [Natural Food Association] member J.A. Johnson. Mr. Johnson owns 80 acres and rents an additional 80 acres.

“Mr. Johnson obtained the farm and leased the land in 1952, for use as an experimental farm for the Organic Development Co. Before 1952 the land was worn out from many successive seasons of chemical farming and poor farm management. Needless to say the farm was losing money each year. Natural farming practices have restored the fertility to the land and now Royal Oak Farm is one of the showplaces of the entire area.

“The farm is divided into 78 experimental plots. Plant life is tested under all conditions by using innumerable combinations of natural soil building materials.

“Plots are provided for all farm crops of this area, as well as all vegetables.”

“The Organic Development Co. was organized in 1951. Mr. Johnson had been an earthworm dealer since 1944. He had shipped earthworms to almost every country in the world. Mr. Johnson became convinced that the addition of earthworms to poor soil was not the complete answer. At this time he began to experiment with various natural soil-building materials. To fill an ever growing demand for this type material, he blended by hand and sold 35 tons the first year.”

Note: This appears to be the first in a series of articles about America’s organic farms. Unfortunately only one other article in the series was ever published. Address: Executive Secretary, Natural Food Associates, Atlanta, Texas.

306. Natenberg, Maurice. 1957. The legacy of Harvey W. Wiley: The father of the pure food movement. *Natural Food and Farming (Atlanta, Texas)* 3(9):6-7, 10, 14-16. Jan.

• **Summary:** This is a chapter from a forthcoming biography of Dr. Harvey W. Wiley by Maurice Natenberg. The book,

titled *The Legacy of Doctor Wiley*, was published in 1957. The chapter begins:

“June 30, 1956, marks the fiftieth anniversary of the passage of the Pure Food Law. This measure, undoubtedly one of the finest and most inspired pieces of legislation ever enacted by Congress, rightfully should be considered Dr. Harvey W. Wiley’s gift to the world. He was the father of that law, the product of a life of unsurpassed devotion to the public’s interests and welfare. The law is great because the man was great: one of the greatest this country has ever produced.”

Unfortunately, “his food law has never been adequately enforced.”

“The health of our people would be vastly improved and their life greatly extended. The manufacturers of our food supply, and especially the millers, would devote their energies to improving the public health and promoting happiness in every home by the production of whole ground, unbolted cereal flours and meals.”

“The resistance of our people to infectious diseases would be greatly increased by a vastly improved and more wholesome diet. Our example would be followed by the civilized world and thus bring to the whole universe the benefits which our people had received.”

“We would have been spared the ignominy and disgrace of great scientific men bending their efforts to defeat the purpose of one of the greatest laws ever enacted for the protection of the public welfare. Eminent officials of our Government would have escaped the indignation of outraged public opinion because they permitted and encouraged these frauds on the public. The cause of a wholesome diet would not have been put back for fifty or a hundred years. And last but not least, this History of a Crime would never have been written.”

A review of the book is found in the December 1957 issue (p. 18-19) of this magazine.

307. Nichols, Joe D. 1957. President’s page. *Natural Food and Farming (Atlanta, Texas)* 3(9):5. Jan.

• **Summary:** Begins with this quotation in a box between the headline and the article itself: “Goethe on Truth and Error: The chief thing is to have a soul that loves the truth and harbors it where it finds it. And another thing: the truth requires constant repetition, because error is being preached about us all the time, and not only by isolated individuals but by the masses. In newspapers and encyclopedias, in schools and universities, everywhere error rides high and basks in the consciousness of having the majority on its side. (Conversations with Eckermann, 1828)” Address: M.D., Atlanta, Texas.

308. Lavin, Thomas. 1957. How to organize Natural Food Associates groups: State NFA chapters, District NFA chapters, Local NFA chapters. *Natural Food and Farming*

(Atlanta, Texas) 3(10):11, 19. Feb.

• **Summary:** Contents: Why to organize a Natural Food Associates chapter. The first meeting. Speakers for your meeting. Not always necessary to have a speaker. Dues. Things to remember. Address: Executive Secretary, Natural Food Associates, Atlanta, Texas.

309. Natural Food Associates. 1957. These retail outlets sell the NFA magazine *Natural Food and Farming (Ad)*. *Natural Food and Farming (Atlanta, Texas)* 3(10):15. Feb.

• **Summary:** The name and address of about 39 retail outlets are given. Address: M.D.

310. White, Herbert Clarence. 1957. Natural Food Associates in action. *Natural Food and Farming (Atlanta, Texas)* 3(10):12-14. Feb.

• **Summary:** See next 2 pages. Heroes of the Natural Foods Movement include Dr. Joe Nichols, Paul Pfund, Dr. Fred Miller, Earl Striplin, Leonard Wickenden, Dr. Royal Lee, and many others.

“But in this brief story I want to bring to our membership the thrilling story of another N.F.A. member from the medical profession who has gone ‘all the way’ in an effort to bring ‘Creative Medicine’—not only to his family, and to the patients in his 100 bed Behrens Memorial Hospital [Glendale, California], but to the *entire community*.”

The article then focuses on the story of Dr. George A. Johnstone of Glendale, California, the Glendale, California, founder and president of Foods for Life, Incorporated, and of its first Foods For Life market and lunch counter, which opened in the late spring of 1950 in Glendale, California (on South Verdugo Road).

Dr. Johnstone has three farms—one in North Dakota and two in Southern California. After hearing the writer speak, he said: “I want to get onto this organic program—and Fast! Will you help me?” And that is how Foods for Life was conceived. Three months later the Foods for Life enterprise was “born” as a legal corporation with nearly twenty of Dr. Johnstone’s medical associates.

“One of the first projects of the new corporation was to make Dr. Jonathan Forman’s concept of ‘Creative Medicine’ not merely a ‘dream’ but a ‘living reality’ in the lives of the Glendale community. Southern California organic farmers from Escondido to Santa Barbara were sought out and their garden-fresh, vitamin-packed, mineral-rich produce was made available to city dwellers in the greater Los Angeles Metropolitan area.”

The second step was to establish the Foods for Life store.

One photo shows the outside, and three show the inside of the huge, modern natural foods supermarket—the first of its kind in the United States.

Note 1. Dr. George A. Johnstone was a Seventh-day Adventist and graduate of the College of Medical





Evangelists (now Loma Linda University) School of Medicine Class of 1923.

Note 2. According to a small ad in *Modern Nutrition* magazine, in about 1961 Foods for Life was located at 821 E. Broadway, Glendale, California. It sold “Organically grown and unsprayed fruits and vegetables. Roger Jessup and Alta Dena certified Milk. Natural Vitamins and Minerals.”

Note 3. In 1968, Dr. Jonathan Forman established the Jonathan Forman Gold Medal Award, honoring those who had contributed to the field of clinical ecology. Dr. Forman was also president of Friends of the Land—and a professor of the history of medicine at Ohio State University.

Note 4. This is the earliest document seen (March 2020) that describes a natural foods supermarket.

311. El Molino Mills. 1957. Carob Candy: You asked for it—a confection without objections (Ad). *Natural Food and Farming* (Atlanta, Texas) 3(11):10. March.

• **Summary:** “Like chocolate—only better. Without highly refined sugars: Carob (St. John’s Bread) consists of over 50% natural sugars. Without chocolate or cocoa products. A natural, wholesome confection: Contains only carob powder, Kleen Raw Sugar, coconut butter, soya, soya lecithin, vanilla. Ask for it at all Dietary Food Stores or direct from El Molino Mills. Now in 10¢ bars.” An illustration shows a boy holding up a bar of Carob Candy. Address: Alhambra, California.

312. Lavin, Thomas. 1957. News from the secretary’s desk. *Natural Food and Farming* (Atlanta, Texas) 3(11):4. March.

• **Summary:** Gives the name and address of the president and the three vice-presidents, plus the name and address of each

of the 40 members of the national board of directors. Twelve of the 40 directors are either physicians or dentists, with either an M.D. or a D.D.S. degree. Two others have PhD degrees (both in soil science). Also gives a brief summary of the 1957 national convention; over 50 booths were in the exhibit hall. Town Food Co. (seller of Soy Lecithin) was one of ten companies that furnished foods for convention meals.

313. *Natural Food and Farming* (Atlanta, Texas). 1957.

The 1957 Natural Food Associates convention. Little Rock, Arkansas, Feb. 14-17, 1957. 3(11):11-14. March.

• **Summary:** The story is told by 22 black-and-white photos which include: (1) President Nichols standing behind the podium as he calls the convention to order. (2) National Director Joe Francis passing the money basket (to request contributions) at the All-State breakfast. (3) Janet Wright and the Town Food Company booth.

Other companies with booths mentioned in the photo story are: Fanning Soil Service and Hoosier Soil Service. Mountain Valley Mineral Water. Natural Organic Foods, Inc. (Atlanta, Texas). Deer Valley Farm. Friend of the Land. Eagle’s Nest Grove (L.P. DeWolf). Natural Food Supplement Co. D. Earl Striplin (organic grapes). Robertson Organic Empire. Vita-Green Farms. Lee Foundation for Nutritional Research (books and reprints). Krezin (Vincent and Violet Krezin grow organic natural foods on 16 acres). Activo. Adult Bee Farm. NFA Bookstore. Golden Key Productions. Aunt Anna’s Stonemill Bakery and Natural Foods. Lee Engineering. Stone Mill Health Foods. Specialty Foods & Feeds Exchange (Monroe, Wisconsin). Catharyn Elwood (author). Organic Gardening and Farming (Rodale).

Champion Brothers (Redlands, California; navel oranges).

314. Nichols, Joe. 1957. President's address, 1957 national convention. *Natural Food and Farming (Atlanta, Texas)* 3(11):5, 8-10. March.

• **Summary:** "Natural Food Associates was organized in January, 1953, at the Normandy House in Chicago, Illinois. A small group of men and women met together in an effort to effect a national organization which would have for its objective, the teaching of the advantages of natural, poison-free food and natural organic farming methods. This was not the beginning of the organic movement in America. Many people and a few organizations had practiced organic farming and had taught the values of natural foods for many years. Long before Sir Albert Howard's book, *An Agricultural Testament*, was published in this in this country in 1946, there were organic farmers scattered all over this nation. Some of the people at our first Chicago convention had been taught organic farming by their fathers. The publication of Sir Albert's book and the work of the Mr. J.I. Rodale of Emmaus, Pennsylvania, did much to increase the interest of thousands of American farmers. Books by Friend Sykes and Sir Lionel Picton in England, and the work of Lady Eve Balfour and her Soil Association, with members scattered all over the world increased interest in natural farming methods and emphasized the declining nutrition of both man and beast. Sir Robert McCarrison for years had tried to interest the medical profession in better nutrition. Our own Dr. Royal Lee, Dr. Henry Trautmann, Dr. Jonathan Forman, Dr. Fred Miller, Dr. Coda Martin, Dr. Ray Evers and many, many others have recognized the values of natural foods grown on fertile soils for years. Dr. James Asa Shields of Richmond, Virginia, has been writing about the relationship of soils to health for a long time. The American Academy of Nutrition, organized on the West Coast in 1936, was an attempt by a group of doctors and dentists to find and publicize the truth about nutrition in relation to metabolic disease. Dr. E.E. Pfeiffer, who is perhaps the world's greatest soil scientist, has proved the principles of organic farming, long before some of you were born."

"The Mormons and the 7th Day Adventists have known and practiced these principles for decades."

"Modern scientific agriculture and modern scientific nutrition have failed. The plight of our farmers and the illness of our people prove that statement... The real cause of our farm problem is poor soil and the hordes of insects that have resulted from chemical farming. Chemical farming has failed... All history teaches us that every great civilization has failed when the fertile soil was destroyed." Address: Atlanta, Texas.

315. Martin, W. Coda. 1957. Insecticides today and tomorrow. *Natural Food and Farming (Atlanta, Texas)* 4(1):6, 10-12. April.

• **Summary:** "From World War I in 1918, to the Korean War in 1950, a period of 32 years, there was an increase of rejections [after physical examinations, from military service] from 21.3% to 52%. This is an increase of 30.7% or approximately 1% per year. Even this marked increase of rejections is not a true picture of the health of the youth today as the physical standards for draftees in 1918 were very high, while in 1950 they were markedly lowered as the essential manpower could be obtained only by reducing the physical standards with respects to some defects and psychiatric conditions.

"If this appalling speed of degeneration continues at the rate of 1% per year for our young people, then within 25 years, and that is a short period of time, 75% of the youth of the nation will be physically or mentally unfit for active military service. These figures are hard to believe, but they are statistical facts obtained from the Selective Service reports." Address: M.D., 125 E. 72nd St., New York, NY.

316. Natural Food Associates. 1957. These retail outlets sell the NFA magazine *Natural Food and Farming (Ad)*. *Natural Food and Farming (Atlanta, Texas)* 4(1):14. April.

• **Summary:** The name and address of about 69 retail outlets are given. Of these, about 13 have the term "Natural Foods / Food" in the company name and 13 have the term "Health Foods / Food in the company name.

Note: An even larger list appears in the June 1957 issue (p. 14). Address: M.D.

317. Pfeiffer, Ehrenfried E. 1957. Commentary on definitions. *Natural Food and Farming (Atlanta, Texas)* 4(1):7, 12-16. April.

• **Summary:** Contents: 1. What is organic? 2. What is natural food? 3. What are natural fertilizers. 4. Are pesticides or insecticides natural aids in the production of crops? (Insects are a sign that the balance of nature has been disturbed. Killing the insects does not correct the imbalance). There are two types of insecticides: Chemical poisons (such as DDT), and organic natural poisons which leave no residue and do not build up immunities (such as Derris, Rotenone, Pyrethrum, Nicotine). 5. What is natural balance? (balance is the key concept in nature and in farming). 6. Is commercial fertilizer objectionable? 7. What is a fertile soil?

"To work with Nature and not against it is the aim of the N.F.A. affiliated grower."

"We have to differentiate between organic and mineral fertilizers. Lime, rock phosphate, green sand and potash rock are minerals. Nevertheless they can be used according to the concept of the organic movement for they are natural. To call rock phosphate or potash rock 'organic' is a misnomer. Superphosphate is a processed mineral fertilizer. Organic fertilizers are: manure of all kinds, compost, peat, guano... The aim of all composting processes is to produce finally, humus, that state of organic matter in soil which is

stabilized and maintains soil life. There are many degrees of breakdown between the raw offal [such as fresh manure, feces, or night soil] and the biologically digested end product. The nearer to the state of humus, the more valuable the compost is for the production of soil health. The cruder, the more the danger that undesirable by-products and by-effects will show up.”

“In mineral fertilizers [such as NPK] the availability of the contents decides their value... Organic matter and soil life are a must to maintain availability.”

“Finally a word about sewage sludge. This has to be completely broken down to be most beneficial. Nothing of the original nature of feces should be left; otherwise the danger of the presence of pathological organisms, as well as toxic by-products, exists” (p. 7).

“There are other factors besides soil chemistry which determine whether a soil is fertile or not. One important factor is the water absorption and water holding capacity of a soil. It is much too little realized that water is the limiting factor with regard to crop yield” (p. 14).

“A hardpan underneath prohibits the roots from growing deeper and contains a toxic accumulation of salts and acidity. The bacterial life in the soil decides the availability of minerals, the rate of nitrification and of useful nitrogen reserve. The most favorable bacteria life can only exist if the soil structure is friable, crumbly and well aerated. It can only exist if the drainage is well maintained.

“A root consumes its own weight by way of oxygen per day. Water-logged soil increases acidity and unfavorable reactions. Spectacular results can be seen by just improving the soil structure (so-called physical considerations versus chemical nutrients). A fertile soil is one which is well supplied with available minerals, humus or organic matter better than 2 per cent, water holding capacity, good drainage, good aeration, favorable structure conditions, good tith, proper cultivation, balance of rotation versus exhausting monoculture. It is a grave error, frequently encountered, to think that fertilizer alone can amend all problems of the soil.”

“Fertilizer is only a small item of a manifold pattern. Only the integration of all factors will secure health and nutritional value of crops.

“Under deficient and unbalanced conditions, pests will find an easy prey. The spraying of toxic materials alone does not solve the problem. Soil building practices have to support the combat against pests.”

Note 1. Healthy soil is essential for producing healthy organic foods.

Note 2. This is the earliest document seen (April 2019) that contains the word “monoculture.” Address: M.D.

318. *Los Angeles Times*. 1957. Sciences accused as cause of most illness. May 22. p. B2.

• **Summary:** Dr. Joe D. Nichols, a “small town Texas banker,

physician and nutritionist,” spoke yesterday before 75 physicians at a staff meeting in Behrens Memorial Hospital, Glendale, California. When he finished, he was applauded. Nichols is the spark plug behind “several organizations which are trying to change farming methods and the nation’s dietary habits.”

He said that we live in a country where we have more good physicians, more excellent medical schools and hospitals, more education, more outstanding scientists, and more money than any other country on earth.

“But despite all of this, everybody in the country is sick.” He said that he did not know anyone, anywhere, who did not have some physical disability. Even his own son, age 3, has three bad teeth!

Diseases such as heart disease, cancer, high blood pressure, stomach ulcers, rheumatism, diabetes, and mental diseases are all increasing in the USA. He believes that the basic cause of these problems is modern chemical farming—the way we mistreat our soil, with chemical fertilizers and sprays—and the effects of this on the crops and animals that consume the products of such farms. The plants are unhealthy, and so the animals (both human and non-human) are unhealthy.

He then discussed refined foods, such as white bread and white rice. He described white sugar as “the worst food in the American diet”—noting that not even a worm would eat it. By refining natural foods, American food processors are destroying their life-giving qualities. When people eat such foods, day after day, it is no surprise that they are poorly nourished.

Note 1. This is the earliest article seen (Aug. 2010) on “Joe D. Nichols” in the ProQuest suite of 15 digitized major American newspapers.

Note 2. Behrens Memorial Hospital was founded and is run by Seventh-day Adventist physicians.

319. Delaney, James J. 1957. Chemical additives in our food supply can cause cancer: Extension of remarks of Hon. James J. Delaney of New York in the House of Representatives—Thursday, February 21, 1957. *Natural Food and Farming (Atlanta, Texas)* 4(2):8-9. May.

• **Summary:** “Mr. Speaker, in 1950, 1951, and 1952, I was chairman of a select committee which investigated the use of chemical additives in foods and cosmetics.

“Testimony given in the hearings established the fact that the enormously expanded use of a constantly growing number of new chemical additives in food constitutes a definite hazard to public health and that new legislation is needed to bring the situation under control.

“For this purpose, in the 84th Congress I introduced H.R. 4475, a bill to protect the public health by amending the Federal Food, Drug, and Cosmetic Act so as to provide for the safety of chemical additives in food. No action was taken by the Congress, so on January 29 I reintroduced the bill,

which is now H.R. 4014.

“Mr. Speaker, although over five years have elapsed since the committee terminated its investigation, evidence continues to accumulate showing the urgent need of this legislation. The following letter, sent me by one of the noted cancer experts of the country emphasizes the urgency.”
Address: Congressman from New York.

320. *Natural Food and Farming (Atlanta, Texas)*. 1957. America’s organic farms: Brunson Farms. 4(2):19. May.
• **Summary:** Owned and operated by Doyle Brunson in Alexandria, Indiana. Photos show the barn and silo, and Mr. and Mrs. Brunson.

321. Natural Food Associates. 1957. Ready now: “Our Living Soil” (Ad). *Natural Food and Farming (Atlanta, Texas)* 4(2):19, 22. May.
• **Summary:** “The first color sound motion picture produced by Natural Food Associates in a fully professional manner.
“The film everyone should use in his community, church, P-TA, TV station. Excellent for companies in fields related to Natural Food and Farming. Place your order now! Price \$200.00.” Address: Film Div., 1921 Hillhurst Ave., Hollywood, California.

322. Nichols, Joe D. 1957. President’s page. *Natural Food and Farming (Atlanta, Texas)* 4(2):5. May.
• **Summary:** Discusses the dangers of organic phosphorus insecticides and safety precautions suggested in handling them, based on an article in a popular farm magazine. “These new powerful insecticides are causing horrible deaths.” The insecticides include Demeton / Systox, E.P.N., Guthion, Methyl Parathion, Parathion, TEPP, Thimet, Bayer 19639, Diozinon, Phordrin, and Trithion.

“These insecticides are dangerous because they destroy an enzyme in the body known as cholinesterase.” “A chemical developed during the war and called a nerve poison gas, which was too dangerous to use, is now termed an insecticide and sold to the American farmer to spray on his fields.” Gives a long list of the safety precautions for using insecticides. Address: M.D., Atlanta, Texas.

323. Nichols, Joe D. 1957. Book reviews: Soybeans for Health, Longevity and Economy, by Philip S. Chen, Ph.D., Professor of Chemistry, Atlantic Union College. Reviewed by Joe D. Nichols, M.D. *Natural Food and Farming (Atlanta, Texas)* 4(2):13, 22. May.
• **Summary:** “The soybean is a food that is as nearly perfect as cow’s milk, but at the same time is rich in iron and vitamin C (when sprouted). Its milk is used as a substitute for cow’s milk for individuals who are allergic to it.

“This little book by Dr. Chen comes at an opportune time. The increasing incidence of cardio-vascular disease has focused the attention of the medical profession on nutrition.

The possible relationship of ‘bad fats’ to cardio-vascular disease is in the news.”

“The book makes a good case for vegetarians. (So did the Symposium on fats at New Orleans last month sponsored by the American Medical Association Council on Food and Nutrition.)”

“Every doctor interested in nutrition should read this book. It is easy to read and can be ‘digested’ in an evening

“It is said that the future of medicine lies in the field of prevention. I believe the greatest part of prevention lies in the field of nutrition.” Address: M.D.

324. *Organic Gardening and Farming*. 1957. The beginning of our experimental farm: Editor’s review. 4(5):56, 58, 60-61, 64. May. [3 ref]

• **Summary:** Next month marks the 15th anniversary of this magazine [so it started in June 1942]. Mr. Rodale was inspired by the work of Sir Albert Howard and his book, *An Agricultural Testament* (1940, Oxford University Press).

“A powerful impetus surged over us, and within a few weeks my wife and I became the proud owners of one of the worst pieces of land in our county, sixty acres of the most refractory clay you would want to sink a disc into.” That was in 1941, and they set out “to prove the advantages of the organic method, and to show how a person with little agricultural experience need not fear to farm the most barren piece of land.” A photo shows J.I. Rodale. Address: Emmaus, Pennsylvania.

325. Pfeiffer, Ehrenfried E. 1957. Balanced nutrition of soils and plants: Part 1 of 2. *Natural Food and Farming (Atlanta, Texas)* 4(2):6-7, 14, 16-18. May.

• **Summary:** In general, the farmer is interested only in “top yields, for he is paid for the quantity of his products. Seed breeding, selection of varieties, any measured with regard to agriculture, soil fertilization, soil cultivation, are all geared to higher yields.

“The spreading of insect pests and plant diseases has brought a certain change in this quality production concept, namely, there is now a demand for resistant plants. This is probably the only beneficial aspect of pests—that their existence calls for a change in agricultural thinking.”

“The health-conscious consumer is not so much interested in yield per acre, but he demands a food of highest nutritional value, free from poison or irritating contamination. Biological control of pests is one answer to the demand. Biological control brings up one of the most important problems: that of *biological balance* in soil, in plants, in the environment of growing crops.

“To maintain and to create balance is therefore, the first step towards crop improvement with regard to quality. That we deal today with disturbed natural balances in the production of nutritional values is another conclusion which the facts press upon us.

“Here the problem of *food quality* enters. If anything goes wrong in agricultural production, the first question should never be, ‘Which and how much fertilizer should one use?’ but rather, ‘Which principle of balance has been violated?’ The fertilizer use is only a small fraction of the entire balanced pattern. There are many other factors involved.” Address: M.D.

326. Exner, Frederick Blythe; Rorty, James; Waldbott, George L. 1957. *The American fluoridation experiment*. New York, NY: Devin-Adair. viii + 277 p. Index. 21 cm. [262 ref]

• **Summary:** Written by doctors Exner and Waldbott, this book was edited by James Rorty, who also wrote the Introduction. Contents: Introduction: Twenty-eight million guinea pigs. Fluorine has a history, fluorine or calcium?, origin of the fluoridation thesis, too much sugar causes tooth decay, the fluoridation bandwagon, the “engineering of consent,” Congress warns “go slow,” Europe watches “the American experiment,” adverse findings accumulate, the spread of fluorine poisoning, is dental caries really being reduced in the fluoridated cities?, food, too, contains fluorine, the warning of the water engineers, fluoridation and the Fourteenth Amendment, the dilemma of the public health administration.

Part I: Fallacies of the fluoridation thesis (by Frederick B. Exner, M.D.). 1. The physiological action of fluorides. 2. Why fluoridating water supplies is dangerous. 3. Chronic fluorosis in animals and man. 4. Big Brother knows best: budding authoritarianism in our public health service.

Part II: Fluoride poisoning in the fluoridated cities (by G.L. Waldbott, M.D.). 5. Incipient fluorine intoxication from drinking water. 6. The great fluoridation promotion. 7. The fluoridation-resistance movement. 7. The water engineers know their subject. 8. Alternatives to fluoridation. 9. Revolt of the human test animals.

Appendixes: 1. How the public health service answers questions. 2. Communities discarding artificial fluoridation. 3. Fluoridation-the unbelievable blunder. 4. Organizations comprising the fluoridation-resistance movement.

Appendix 1 consists of 10 typewritten questions (dated 8 July 1956) that the author submitted to Dr. John W. Knutson, Assistant Surgeon General, Chief Dental Officer, Public Health Service, Washington, DC. He explained that he was preparing a book on the subject. The full answers (dated 9 Aug. 1956) and likewise published. These are followed by “A review and analysis of Dr. Knutson’s answers,” by Rorty.

Appendix 2 lists 75 communities that have discarded fluoridation, alphabetically by state, and within each state by city. Address: 1&3. M.D.

327. *Natural Food and Farming (Atlanta, Texas)*. 1957. Let experiences of others teach us: These 75 cities put fluorides in their water, but stopped when they learned the truth about fluoridation. 4(3):12-13. June.

• **Summary:** The 75 cities are listed and details on the population and date of vote to stop fluoridation in each are given. Below that is “A statement on fluoridation by the medical-dental ad hoc Committee on Evaluation of Fluoridation.” This consists of nine basic points, and is “signed by Jonathan Forman, M.D., National Chairman, Columbus, Ohio, and approximately 500 other doctors and dentists.”

This ad was printed in *The North Side News*, Atlanta, Georgia, April 25, 1957. Address: M.D.

328. *Organic Gardening and Farming*. 1957. Landmarks of the organic epic. 4(6):54-55. June. [3 ref]

• **Summary:** “1840–Justus von Liebig created the chemical school of agriculture by his classic experiment which used an analysis of the ash of burned plants as the basis for recommendations of artificial fertilizers.

“1931–Sir Albert Howard wrote his book, *Waste Products of Agriculture*, which expressed his rebellion against artificial farming methods.”

“1942–J.I. Rodale starts publication of *Organic Gardening and Farming* magazine.”

“1947–Publication of J.I. Rodale’s basic book on the practice and theory of organic gardening and farming.” It is titled *Pay Dirt* and 50,000 copies have been sold.

“1949–The Soil and Health Foundation was formed.” It is a non-profit organization “which has sponsored much significant research on plant, soil, and health relationships.

“1957–For the first time circulation of *Organic Gardening and Farming* magazine exceeds 100,000 copies. Paid circulation is now 135,000 copies monthly.” Address: Emmaus, Pennsylvania.

329. Pfeiffer, Ehrenfried E. 1957. Balanced nutrition of soils and plants: Part 2 of 2. *Natural Food and Farming (Atlanta, Texas)* 4(3):6, 11, 14-15. June.

• **Summary:** “The greatest disturbing factor in nature is man, because he creates conditions which are based on his limited knowledge and one-sided purpose of action.”

“The mineral fertilizer concept, which was geared to bigger quantity production and looked upon nitrogen, phosphate, potash and lime as the only means of producing crops, had neglected the role of trace minerals, of humus, of water preservation, of soil conservation, of quality and nutritious food production, of balanced protein, etc.” Address: M.D.

330. Evers, Ray. 1957. Position of N.F.A. in our national economy. *Natural Food and Farming (Atlanta, Texas)* 4(5):7, 12, 14-17. Aug.

• **Summary:** Begins with a sharp criticism of the basic philosophical ideas of Descartes and Locke, and their influence on modern food and farming. If we follow the ideas of Locke and Decartes to their natural conclusion, “family

life and human personality are sacrificed for production, while production and consumption in their turn are sacrificed for monetary profits.”

“Agriculture, which supplies men with food, is the first of all arts.” Next comes industry. Banking and the manipulation of money is an auxiliary art, meant to serve agriculture, the primary art, and then the secondary industrial arts. Because of Locke and Descartes, money has become the measure of all things, distorting the men’s minds and values. “The results have been disastrous for soil fertility, healthy foods, and human life” (p. 7).

“The materialistic philosophy of Descartes and Locke led to money as the standard value which brought on the Industrial Revolution and the Factory System. The worker became a cog in a machine. The same is now coming true of the farm. It is ceasing to be a personal matter and is succumbing to the factory idea. Large farms are replacing the family units and are owned by corporations. It is now known as the agricultural industry.” Now the challenge is to produce more food at less cost. This leads to chemical fertilizers and food additives and the abandonment of organic farming and high quality soil. Quantity has replaced quality. Self-reliance has replaced reliance on big government, and worship of the State. Reliance on God and religion are waning.

The NFA, though small, “can organize in every state, and by example and precept we can grow foods the natural way and live a natural life, and pray to God” that we can help to save our country. Address: M.D., Andalusia, Alabama.

331. Bonbrake, A.E. (Mrs.). 1957. City fathers study fluoridation issue: Board of Estimates listens 13 hours to proponents and opponents; Water department is opposed. *Natural Food and Farming (Atlanta, Texas)* 4(8):10-11, 20-22, 26. Nov.

• **Summary:** Reprinted from *The Tablet* (Brooklyn 17, New York, March 16, 1957): An excellent and balanced discussion of both sides of the debate over the safety of fluoridated drinking water.

Opponents of fluoridation are of two types: (1) “The Mental-Dental Ad Hoc Committee on Fluoridation” composed of health professionals. (2) Laymen and women. “The largest opposition lay group was the Greater New York Committee Opposed to Fluoridation, Inc., the chairman of which is Mrs. Emily Meher of Rockville Centre. This committee had 53 speakers listed, but not all were able to be heard by the board. Mrs. Meher gave the opening talk for her committee... [It was] factual, documented, informative and admirably dignified. She made some excellent points and when she had finished the Mayor [Robert F. Wagner, Jr., of New York City] said, ‘That was a fine presentation.’” Address: M.D.

332. Balfour, Eve (Lady). 1957. Converting a farm to an organic farm. *Natural Food and Farming (Atlanta, Texas)*

4(9):6, 12-14. Dec.

• **Summary:** This article is based on two articles by Lady Eve Balfour in *Mother Earth*, Journal of the Soil Association, Spring 1949 and Jan. 1954. Soluble inorganic fertilizer decreases “the number of vigour of the soil population.” The conversion make take 3 years, before yields are back to standard.

“Another vital principle to remember is that successful operation of the biological nutrition cycle depends upon right biological balance, and this means balance in the farm as a whole—balance as between arable and grass, balance as between crops and livestock; balance as between cash-crops and fodder crops, and in the insect and soil populations.”

Address: Soil Association, UK.

333. Forman, Jonathan. 1957. A statement on fluoridation. *Natural Food and Farming (Atlanta, Texas)* 4(9):16-17. Dec.

• **Summary:** A highly respected and experienced medical doctor, he makes seven excellent points. For example: (1) “I believe that all freedom loving Americans should be opposed to fluoridation on the grounds that it is totalitarian medicine of the worst sort in that this is the first in the history of medicine that the size and age of the individual has been disregarded in the prescribing of a poison to be taken internally as a medicine.” Address: M.D.

334. Hewitt, Edward R. 1957. Lecithin and health. San Francisco, California: Health Publishing Co. xvi + 238 p. Illust. Index. 24 cm.

• **Summary:** Contents: 1. How to get relief from pains and aches without drugs. 2. Conditioning the body permanently for beauty and health. 3. Aches and pains relieved with the fast [fasting]. 4. Food—Its relation to aches and pains. 5. The law of wholeness of foods. 6. The use of sea water for health. 7. What you should know about meat in your diet (... we should try to get along with as little flesh food as possible”). 8. The smoking problem. 9. The county without a toothache (fluoridation; calcium fluoride is probably beneficial, but sodium fluoride is an inorganic poison). 10. Cholesterol and lecithin. 11. The wonderful world of corrective foods and herbs. 12. The new diet for dynamic health. 13. Kruska and honey for new energy. Recipes and menus. 14. New menus for healthful living. 15. How to select healthful food combinations.

The section titled “Thirty daily menus for your health guidance” (p. 214-24) includes: “soy spread” (with many types of bread). Soy beans are mentioned as a good protein source (p. 226).

Note: A 16-page booklet, only 15.2 cm tall, was also published in 1957 by the same author with the same title. Address: D.C. [Doctor of Chiropractic].

335. Natural Food Associates. 1957. *Natural Food and Farming* digest: a selection of articles from the monthly

magazine. Atlanta, Texas: NFA 146 p. 22 cm. Includes bibliography. *

336. Cocannouer, Joseph A. 1958. Earthworm circulation. *Natural Food and Farming (Atlanta, Texas)* 4(10):10, 19. Jan.

• **Summary:** Discusses several of the many benefits of earthworms in the soil.

Note 1. Wikipedia, under “Earthworm,” lists many benefits:

Biological: Add organic matter to the soil. Convert large pieces of organic matter (e.g. dead leaves) into rich humus (worm feces = casts), and thus improving soil fertility. Once in the burrow, the worm will shred the leaf and partially digest it, then mingle it with the earth by saturating it with intestinal secretions. Worm casts (see below) can contain 40% more humus than the top 9” of soil in which the worm is living.

Chemical: Makes minerals more available to plants. When the worm excretes this in the form of casts which are deposited on the surface or deeper in the soil, minerals and plant nutrients are made available in an accessible form. Investigations in the US show that fresh earthworm casts are 5 times richer in available nitrogen, 7 times richer in available phosphates and 11 times richer in available potash than the surrounding upper 6 inches (150 mm) of soil. In conditions where there is plenty of available humus, the weight of casts produced may be greater than 4.5 kg (10 lb) per worm per year, in itself an indicator of why it pays the gardener or farmer to keep worm populations high.

Physical. Increase the porosity of the soil and enables the process of soil aeration, water holding, and soil drainage to occur. By sliding in their tunnels, earthworms “act as an innumerable army of pistons pumping air in and out of the soils on a 24 hour cycle (more rapidly at night). Earthworms excrete mucus into the soil that acts as a lubricant for easier movement of the worm. (See Bioturbation.) Move minerals from deep layers up to surface layers.

Note 2. Charles Darwin’s last book was about earthworms. At his time, worms were considered pests. Initially, his earthworm work drew as much, or more, attention as his evolution work. His book, *The Formation of Vegetable Mould Through the Action of Worms, With Observations on Their Habits*, published in 1881, sold even better than *On the Origin of Species* during Darwin’s lifetime.

337. Walnut Acres. 1958. Classified ad: Walnut Acres. *Organic Gardening and Farming* 5(1):103. Jan.

• **Summary:** In the classified ads section (left side about half way down): “Walnut Acres. Organic Farm and Mill. Stone ground products fresh from the farm. Grains never treated with fumigants—All grains refrigerated. Complete line of natural foods. Paul Keene. Walnut Acres. Penns Creek, Pa”

[Pennsylvania]. Address: Penns Creek, Pennsylvania.

338. Nichols, Joe D. 1958. Scientific suicide. *Natural Food and Farming (Atlanta, Texas)* 5(1):6-7, 13-17. April.

• **Summary:** “Doctors, dentists, farmers and the common man are becoming aware of the importance of nutrition. The question is, what is proper nutrition? Natural Food Associates believes that the answer to this question is simple. It means natural food grown on fertile soil eaten fresh and poison free. And, as far as I know, NFA is the only well organized national group that is trying to bring this simple truth to a diseased America. We are a national, non-profit, educational organization with only one objective. We are trying to bring the truth about proper nutrition to our people. We have nothing to sell but the truth about nutrition.

“Natural Food Associates was founded five years ago in Chicago, Illinois, at the Normandy House. We did practically nothing the first year. Some of you know that at the second annual convention held at the same place, we almost disbanded. But thanks to Dr. Ray Evers and a few other level headed people, catastrophe was averted. Tom Lavin dropped like manna from Heaven as our executive secretary, and our official journal, *Natural Food and Farming*, came from the press. Our progress since then has been slow, but it is growing. I am happy to report to you that our membership had doubled in the past year.”

“I can report to you that hydrogenated fats have been proved guilty by an increasing number of honest scientists. Only recently Dr. L.W. Kinsell of Oakland, California, has reported a careful three year study which places the chief blame on hydrogenated fats as a cause of atherosclerosis. He has also proved that natural oils, high in the essential fatty acids, will consistently lower the cholesterol level and aid in the treatment of cardiovascular disease. I can only repeat what I told you last year. Do not use hydrogenated fats. These include the ordinary vegetable shortenings in common use today, oleomargarine, mellorine ice cream and most peanut butter found in the average grocery store. Practically all commercial bakery products also contain hydrogenated fats. I talked to the medical director of one of our largest insurance companies recently and he told me that cardiovascular diseases accounted for 64 per cent of his death claims. I doubt if this figure will change much until the American people come to realize the dangers of hydrogenated fats.”

Note: This is the president’s address at the National NFA Convention, March 6-9, 1958, Memphis, Tennessee. Address: M.D., President, NFA, Atlanta, Texas.

339. McCay, Clive M. 1958. The use and abuse of nutrition research. *Natural Food and Farming (Atlanta, Texas)* 5(2):6-7, 14-17. May.

• **Summary:** “In 1915 at the ripe age of 88 died one of the most remarkable women that America had produced. Her

name was Ellen G. White. Although she had only a few months of formal schooling when a child, her list of books even today numbers about 60. Some of these are books about her or compilations from her lectures. Unfortunately these writings are buried in a few stores dealing with religious books and listed in a catalogue entitled *Spirit of Prophecy Volumes*. The chief book of Ellen G. White which deals with nutrition is entitled *Counsels on Diet and Foods*. This work consists of excerpts starting in 1863, at the time of our War Between the States and extending until 1909 or nearly until World War I.” Address: Ph.D., Prof. of Nutrition, Cornell Univ., Ithaca, New York.

340. Goldman, M.C. 1958. Why you should eat organically grown foods: Let’s face the facts about what we eat. Turning away from the truth doesn’t change it—nor does it lessen the dangers in today’s tampered foods. Here are the straight, fact-backed reasons for all of us to seek, demand and stick to natural nutrition. *Organic Gardening and Farming* 5(7):31-36. July.

Address: Emmaus, Pennsylvania.

341. Downs, Robert A.; Dunn, M.M.; Richie, E.L. 1958. Report of dental findings of Seventh Day Adventist students as compared to comparable students in other schools. *Bulletin of the American Association of Public Health Dentists* 18(3):19-21. Sept.

• **Summary:** In November 1956 a study of the dental effects of five years of fluoridation was conducted in Grand Junction, Colorado. “The students’ dental caries rate was found to be similar for all the Grand Junction schools with the exception of a statistically lower decay rate found in the students attending the Seventh Day Adventist school.” It was hypothesized that the reason for this difference, which was also found in studies of other groups of students, was that Seventh Day Adventists discourage the use of refined carbohydrates (such as white sugar) in their diet, and discourage snacking between meals.

342. *Natural Food and Farming (Atlanta, Texas)*. 1958. Personality of the month: Dr. Joe D. Nichols, president of the NFA. 5(5):9. Oct.

• **Summary:** This picture story contains a large illustration of Dr. Nichols and highlights of his life in the form of four cartoons—all by Ray Sawyer. (1) He was “Mr. Conservation of Texas” in 1956. “Very active in soil conservation, Dr. Nichols is secretary of the Marion-Cass Soil Conservation District.” (2) “A resident of Atlanta, Texas, Dr. Nichols is chairman of the board of the Atlanta National Bank and owner of a 1,000-acre organic farm. (3) A graduate of the University of Arkansas Medical School, he is a much sought public speaker. (4) Former president of the Tri-State Medical Society, Dr. Joe operates a 35-bed hospital.”



343. *Los Angeles Times*. 1958. Natural foods group opens 2-day meeting: Children falling victims to diseases formerly old-age ailments, says president. Nov. 17. p. 5.

• **Summary:** The Western States Conference of Natural Food Associates opened a two-day meeting yesterday at the Huntington Sheraton Hotel. The group’s message is simple: “Everyone who eats should join.”

One of the organization’s basic beliefs is that prevention of metabolic diseases can be found only in sound nutrition. “America is a sick nation” said Joe D. Nichols, M.D. and NFA’s national president. Heart disease, cancer, diabetes, arthritis, and dental caries are all increasing rapidly in the United States. “These are no longer diseases of old age. Our children are falling victim to them at an alarming rate.”

Dr. Nichols said that Americans should be eating natural foods, which are grown on fertile soil, eaten fresh, and “poison free”—which means free from food additives and synthetics, such as emulsifiers, softeners, synthetic dyes, bleaches, oil and fat substitutes, insecticides, antibiotics, hormones, and other substances which “contaminate” the American food supply.

Mrs. Eva Maloney is president of NFA’s regional

chapter in Southern California, and Stewart Reed is head of the chapter in Northern California.

Dr. Jonathan Forman, chairman of the board of Friends of the Land (which is carrying on the work of Louis Bromfield at Malabar Farm) delivered a speech titled “Fluoridation Must Go,” strongly opposing the compulsory fluoridation of our water supply.

Ross Lelansky, D.D.S. from La Canada, spoke about “Your Oral Health,” and deplored the inroads that sugar was making in the American diet. He emphasized that proper nutrition was the key to a healthy mouth, gums, and teeth.

Note: This is the earliest article seen (Aug. 2010) on “Natural Food Associates” in the ProQuest collection of 15 digitized major American newspapers. A total of 37 articles were found from 1958 to 1989.

344. Elwood, Catharyn. 1958. Tribute to a great leader [Congressman James J. Delaney of Queens, New York]. *Natural Food and Farming (Atlanta, Texas)* 5(6):12-13, 26. Nov.

• **Summary:** Tells the story of Delaney’s life and bill (H.R. 13254). Delaney is noted for his campaign to have cancer-causing agents banned from food, drugs and cosmetics. Passed in 1958, the Delaney Amendment was a clause in the 1938 Federal Food, Drug, and Cosmetic Act that outlawed cancer-causing additives in food and commenced the federal government’s role in protecting the public from cancer. His amendment required the Food and Drug Administration to monitor for any chemical additives in food that were found to induce cancer in man or animals.

345. Sakurazawa, Nyoiti [Ohsawa, George]. 1959. *La philosophie de la médecine de l’Extrême-Orient: Le livre de jugement suprême* [The philosophy of East Asian medicine: The book of supreme judgment]. Paris: Librairie Philosophique J. Vrin. 207 p. Feb. 16. No index. 20 cm. [Fre]

• **Summary:** The author’s name on the title page is given as “Nyoiti Sakurazawa (Ohsawa).” Contents: Foreword. Dedication: To my dear Dr. A. Schweitzer. Preface (written by G. Ohsawa on 18 Jan. 1956 at the station of the Protestant Mission at Andéndé, French Equatorial Africa (A.E.F.)). 1. Introduction: Medicine or faith? 2. A practical and dialectical classification. 3. The unique principal of science and the philosophy of East Asia. 4. The origin of man. 5. The medicine of East Asia. 6. The order of the universe and the constitution of man. 7. The supreme faculty of judgment. Appendixes: I and II. Practical guide to East Asian medicine: Gives addresses in France, Germany, Switzerland, Belgium, USA (Michio Kushi, 420 W. 119th St., New York 27, New York), Brazil (Tomio Kikuchi, rua Fugandes, 154, Liberdade Centro, Sao-Paulo), Japan (Nippon C.I., 8 Kasumi-cho, Minato-ku, Tokyo).

The word “macrobiotic” is mentioned in this book, for example on p. 20, No. 4.

On p. 46 Ohsawa mentions miso (*la pâte de soya, de blé ou de riz, pâte tout-à-fait végétale,...*).

Note 1. This is the earliest document seen (May 2019) concerning the soyfoods movement in South America; Tomio Kikuchi was a pioneer in Brazil.

Note 2. This is the 4th earliest document seen (June 2019) that mentions Michio Kushi.

346. Natural Food Associates, Inc. 1959. Announcing 1959 Summer Seminar (Ad). *Natural Food and Farming (Atlanta, Texas)* 6(1):23. June.

• **Summary:** A full page ad. “July 13-18. Classes will be held at the new NFA National Headquarters in Atlanta, Texas.” Who should attend? Men or women interested in better nutrition, better food, organic farming. Class limited to 100 students. 22 hours of class work. 9 hours of field work. “A practical course for everyone.

Outstanding faculty include: (1) E.E. Pfeiffer, Hon. M.D., Spring Valley, New York. (2) Jonathan Forman, M.D., Columbus, Ohio. (President, Friends of the Land). (3) W. Coda Martin, M.D., Hollywood, California. (4) Fred D. Miller, D.D.S., Altoona, Pennsylvania. (5) William A. Albrecht, Ph.D., University of Missouri. (6) Joe Francis, Terre Haute, Indiana. (7) Joe D. Nichols, M.D., Atlanta, Texas. (8) Royal Lee, D.D.S., Milwaukee, Wisconsin.

“Tuition: \$25.00. Entertainment every night. Write for class schedule and complete information. NFA Seminar, Atlanta, Texas.” Address: Atlanta, Texas.

347. Natural Food Associates, Inc. 1959. Southern Conference, Atlanta, Texas (Ad). *Natural Food and Farming (Atlanta, Texas)* 6(1):24. June.

• **Summary:** A 1/3 page ad. “July 18. A one-day program with the following speakers:” Note: This “Conference” is on the last day of the two-day Summer Seminar at the same place. Most of the speakers are the same. Yet this conference appears to be free of charge. “Write for program. Plan to come and bring your friends.” Address: Atlanta, Texas.

348. Nichols, Joe D. 1959. President’s page. *Natural Food and Farming (Atlanta, Texas)* 6(1):5, 24. June.

• **Summary:** “Time is running out. Physical degeneration in America is proceeding faster than it ever has in any civilization.” There is “a biological blight over America” and it is destroying our country.

“Tom Lavin and I have returned from a tour of the West. We had fine, wonderful NFA [Natural Food Association] state meetings and also attended the American Academy of Nutrition convention in Pasadena.”

“One of the speakers at the convention in Pasadena suggested that if Diabetes keeps increasing at the present rate, everybody will have it 25 years from now.” Address: M.D., Atlanta, Texas.

349. Akin Distributors, Inc. 1959. Akin's: Offering dealers in your community the most and best in health foods (Ad). *Natural Food and Farming (Atlanta, Texas)* 6(2):27. July.

- **Summary:** A full-page ad. The company's logo is a smiling sun. "If your community does not have a health food store, why not open one?" Let Akin Distributors tell you how. "Outstanding advantages for dealers: Distributors for over 150 leading manufacturers and brands. Fresh lines—Always. Central location. Fast shipments. Write for our complete catalog."

Note: This is earliest ad by Akin seen in this magazine. Address: 6947 East 13th St., Tulsa, Oklahoma. Phone: TEmple 6-2534.

350. *Natural Food and Farming (Atlanta, Texas)*. 1959. Worth quoting again. 6(2):23, 38. July.

- **Summary:** "It is easier, and more economical to maintain health than it is to restore it.—Henry Trautman, M.D."

"To maintain and create balance is the first step toward crop improvement with regard to quality.—E.E. Pfeiffer, *Balanced Nutrition of Soils and Plants*."

"Testimony given in the hearings establish the fact that the enormously expanded use of a constantly growing number of new chemical additives in food constitutes a definite hazard to public health and that new legislation is needed to bring the situation under control.—Congressman James J. Delaney, House of Representatives, 1959."

"The future health of our nation depends upon nutrition and the greatest factor in prevention of disease is proper nutrition. And proper nutrition begins only in fertile soil.—Joe D. Nichols, M.D., August, 1957."

"The over-eating of refined foods is the only form of suicide tolerated by our customs even though it is painful and tortuous.—Clive McCay, Ph.D., Cornell University" [Ithaca, New York]

"The miller in milling the wheat refines out 25 important food elements, amino acids, vitamins and minerals, some in part and others in entirety, when he makes white flour. Then he puts back 4 or 5 synthetics to call it enriched.—Agnes Fay Morgan, Ph.D. [nutritionist], University of California."

351. McCay, Clive M. 1959. A Swiss visitor brought me up to date: Use and abuse of foods. *Natural Food and Farming (Atlanta, Texas)* 6(3):6-7, 28, 30. July.

- **Summary:** The Swiss dislike stilbestrol implants in poultry, poultry bathed in an antibiotic such as Aureomycin, dyes in food. White flour is taxed to subsidize dark flours thus making dark flour breads less expensive. "The Swiss forbid the bleaching of flour by any chemical agent such as the chlorine dioxide used here."

They have a commission studying the question of putting fluoride in the water supply. Two American cities ran "campaigns stressing the bad condition of the teeth of their children only to discover that their water supply was already

above the recommended level in fluoride before they had added any."

Eli Lilly & Co. are purveyors of stilbestrol to the feed industry; it was sanctioned by the FDA for poultry in 1947 and for cattle in 1954. Address: Cornell Univ., Ithaca, New York.

352. *Natural Food and Farming (Atlanta, Texas)*. 1959. Worth quoting again. 6(4):15. Sept.

- **Summary:** "Our national strength lies in the fertility of our soil and our future survival in the wide management and utmost conservation of it—William A. Albrecht, PhD, *Soil Fertility and Plant Nutrition*."

353. *Washington Post*. 1959. Volunteers find ready takers: Anne's reader exchange. Oct. 9. p. C4.

- **Summary:** The section titled "Organic foods" notes that anyone interested in such foods deserves to know local sources. "First, contact all the health food stores listed in the telephone book." There is also an *Organic Food Directory*, available for only 10 cents from *Organic Gardening and Farming* magazine in Emmaus, Pennsylvania.

Other clubs in the "area concerned with organic or natural foods: Soilbuilders Club of Takoma Park; Natural Food Associates, with headquarters in Atlanta, Texas. I would be glad to hear from you through the Exchange—M.H.T."

354. *Washington Post*. 1959. Nutrition expert cancels speeches. Oct. 28. p. C8.

- **Summary:** "Dr. Clive McCay, professor of nutrition at Cornell University [Ithaca, New York], who was scheduled to speak today at the Natural Food Associates 8 p.m. meeting at the National Housing Center, will be unable to attend because of illness."

His speech, titled "The Use and Abuse of Food," will be read at the meeting by the local NHA president, Miles H. Robinson, M.D.

Dr. McCay's other scheduled appearance at the Piney Branch Co-Op food market also had to be cancelled.

355. McCay, Clive M. 1959. Fads and faddists: Use and abuse of foods. *Natural Food and Farming (Atlanta, Texas)* 6(5):6-7, 22. Oct.

- **Summary:** A nice example of Prof. Clive McCay's wisdom and humor. "1. If a person pressed his own vegetable juice he is a faddist but if he drinks the commercial 'V-8' he is normal."

"4. If a person has brown sugar on his table he is a faddist but if it is white than he is not.

"5. If a housewife makes skim milk into yogurt she is a faddist but if it goes into hot chocolate she is normal.

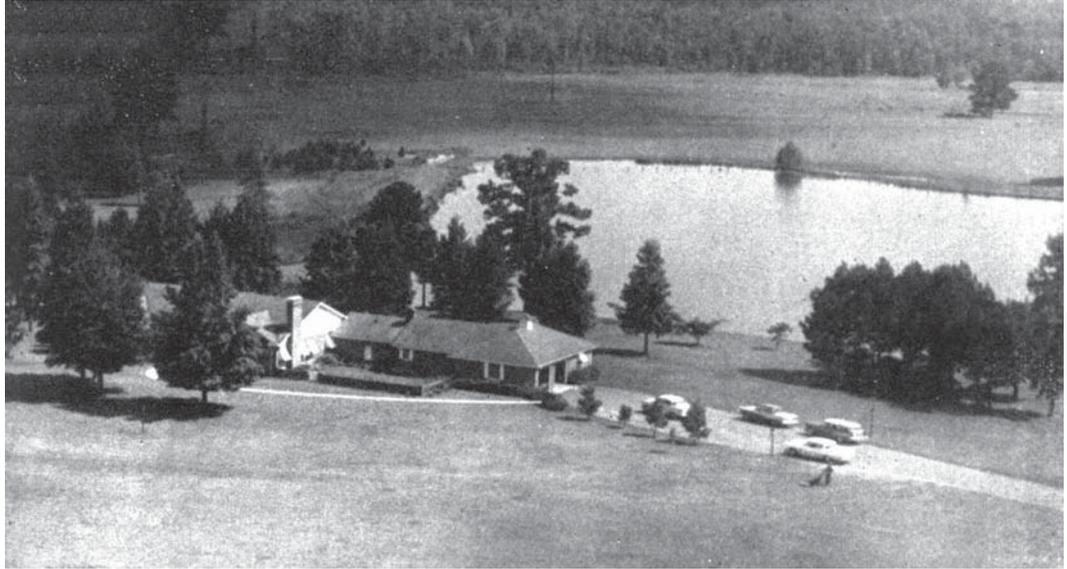
"6. If a person puts rose hips into his lemonade he is a faddist but if he merely adds rum he is normal.

“7. If a person eats whole grain bread he is probably a faddist and well ‘regulated,’ if he insists upon white flour products he is probably normally constipated.

“8. If one produces a garden with little or no spraying he is a faddist, but if he has no garden he is probably normal.”

“11. If one believes that food industries should constantly attempt to improve the nutritive value of their products he is a faddist but if he believes they should center attention upon fancy packages he is normal.

“12. If one believes that there are no deficiency diseases in America today he is normal but if he believes atherosclerosis is such a disease he is a faddist.” Address: Cornell Univ., Ithaca, New York.



356. *Natural Food and Farming* (Atlanta, Texas). 1959. Natural Food Associates: National headquarters, Atlanta, Texas. Photo story. 6(5):25-28. Oct.

• **Summary:** See also next page. Photos show: (1) NFA’s national headquarters on a large lake next to the demonstration farm. (2-6). The staff, which also produces the monthly magazine. Art dep., Advertising and circulation, two secretaries, mailing department.

(6) “The National NFA headquarters is located in a beautiful home that was built in 1959, This building was purchased, along with the 150-acre demonstration farm in March, 1959. The main building has 5,300 square feet of office space and was built at a cost of over \$100,000. The property is located on U.S. Highway 59, five miles west of Atlanta, Texas” [in Cass County, in the northeast corner of Texas, very near the border with Arkansas].

(7-8) Joe D. Nichols, M.D., national president, and Thomas Lavin, national secretary—each seated at his desk. (9) The mailing department in action.

(10) The mailing department in action. “All of the printing, with the exception of the magazine, is done at the national headquarters. NFA owns a Multilith offset printing press and a Gestetner Mimeograph machine.” (11) “A full-time caretaker [seated on his tractor / bulldozer] lives on the property the year around.”

“Natural Food Associates is a national non-profit educational organization with the following objectives: 1. To teach people the values of natural poison-free food, grown on fertile soil. 2. Tell them how and where to get this food.”

357. Strayer Seed Farms. 1959. Classified ad: Delicious, healthful, organically grown vegetable soybeans... *Organic Gardening and Farming* 6(10):92, col. 2.2. Oct.

• **Summary:** “... for cooking, baking or sprouting—5 lbs. \$2.00, 10 lbs. \$3.75 postpaid anywhere in the U.S.” Address: Hudson, Iowa.

358. *Los Angeles Times*. 1959. Natural food sessions open. Nov. 15. p. SG6.

• **Summary:** “Pasadena—The Western Conference of the Natural Food Associates will open a two-day convention today at the Huntington Sheraton Hotel.

“W. Coda Martin, M.D., vice president of NFA, will deliver the welcoming address at 9:45 a.m. today. In addition to a wide selection of lecture subjects, the conference will hear a ‘Forum on Standards’ at 3:15 p.m.

“Annual banquet tonight: Thomas Lavin, national NFA secretary, and Joe D. Nichols, M.D., national NFA president, will speak at the annual banquet tonight at 6:30.

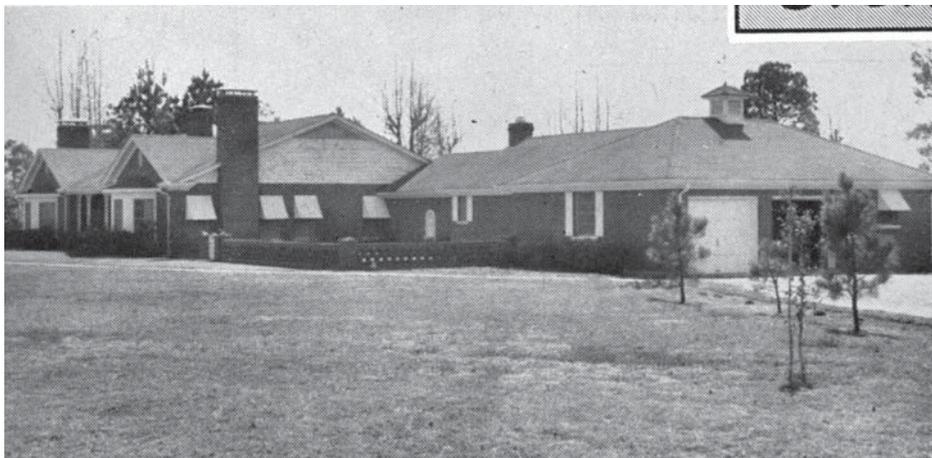
“The conference will end tomorrow afternoon following a tour of a local dairy” [probably Alta Dena, which sells raw / unpasteurized milk].

359. *Los Angeles Times*. 1959. Diet experts gather. Nov. 15. p. C4.

• **Summary:** “A western conference of Natural Food Associates will be held today and tomorrow at the Huntington-Sheraton in Pasadena.” Among the speakers are six physicians from various parts of the USA; they will talk about the relationship between diet and a variety of diseases.

360. *Los Angeles Times*. 1959. Cranberry furor seen causing attack on law: Amendment on cancer to Drug Act should be preserved, Health Food group told. Nov. 16. p. 4.

• **Summary:** Yesterday in Pasadena Dr. Jonathan Forman



drinking milk and consuming fluoridated water. There has been much recent concern about the strontium 90 content of milk as a result of fallout, and of the cholesterol content of milk. "Part of the public has turned from conventional [animal] fats to oils such as corn, cottonseed, olive, soybean, and safflower. New margarines are appearing on the market boasting of their content of unsaturated fatty acids."

"If these trends continue, revolutionary changes may be forced upon the dairy industry... Butter

may have to be mixed with corn oil in order to compete with special margarines..."

"The next great concerns of the public about milk are due to its content of spray residues and antibiotics. Mass spraying against such pests as the gypsy moth has caused much concern over the DDT that finds its way into milk." Address: Ph.D., Prof. of Nutrition, Cornell Univ., Ithaca, New York.



addressed 200 "health food disciples" at the Western Conference of Natural Food Associates. Forman is a physician in Ohio, is on the faculty of the Ohio State University medical school, and for 20 years was the editor of the *Ohio State Medical Journal*. He said that the current controversy that has arisen over contamination of a portion of the U.S. cranberry crop might lead to an attempt to dilute or eliminate the Delaney amendment to the Pure Food and Drug Act.

Dr. Forman explained that this amendment, which was made part of the act in 1958, "makes it unlawful to sell food that is contaminated with substances known to cause cancer in animals, regardless of their cancer-producing properties in humans." Dr. Forman said it is important to preserve this law at all costs.

"Some 400 health food followers are expected to attend the convention before it ends" this evening.

A large photo, titled "Health food meeting, shows (left to right): Drs. Jonathan Forman, Joe D. Nichols, and W. Coda Martin standing together.

Note: Although repeatedly called a "health food" group in this article, NFA is actually a "natural food" group—as its name clearly states.

361. McCay, Clive M. 1959. The use and abuse of food: The impact of current public opinion on the use of foods. *Natural Food and Farming (Atlanta, Texas)* 6(6):6, 29-30, 32. Nov.

• **Summary:** About the concerns of various groups of people

362. *Natural Food and Farming (Atlanta, Texas)*. 1959. New compost material: Chicken litter. A new product for organic farming. 6(6):25-28. Nov.

• **Summary:** "To help build a prosperous organic agriculture, and assist growers in the practice of real soil conservation, Dr. E.E. Pfeiffer, Director of Research, Biochemical Research Laboratory, Spring Valley, New York, together with leading businessmen such as Mr. Joe Francis, Jesse Jewell, Charles and Everett Davidson and George Van Giesen, have developed process of mineralizing chicken litter. The product, trade named Mineralized Poultry Compost, is now being made available to organic farmers as MPC."

"Production of MPC was first started in July of 1958 in Gainesville, Georgia. under the guidance of Dr. Pfeiffer. Recognized as one of the nation's leaders in the field of organic fertilization [fertilizers], Dr. Pfeiffer is a Professor of Biochemical Research, Farleigh-Dickinson University, Rutherford, New Jersey, and author, lecturer, and holds an honorary M.D. degree." He also operates a laboratory in Mexico City.

"It is a recognized fact that basic elements and minerals, together with organic matter in balance with water and air are needed for good soil fertility. MPC gives the organic or biological farmer the opportunity to work with these tools of nature—the use of only natural minerals. No highly soluble [chemical NPK] fertilizer, chemicals, synthetics or poisonous sprays are used in the manufacture of MPC.

"The MPC processing plant in Gainesville, Georgia, is the only one of its kind in the nation today." The 20-

acre processing plant produces 50-100 tons per day of an excellent, odorless product. "Under the proper conditions, the active bacteria remain indefinitely and under the proper environment continue to multiply." If the bacteria die, they can be restored by "adding applications of MPC at periodic intervals."

"With the number of large commercial farms using organic and biological methods ever increasing, MPC is providing a logical method of creating the vital biological activity for a living soil that provides non-toxic growth and balanced soil-mineralization."

Photos show: (1) First step in the MPC process is the gathering of the poultry litter. Below, a front end loader [tractor] cleans poultry house. Litter from broilers deposited on peanut shells is preferred. (2) Powered scoop shovels are used to load large dump trucks with the raw manure and litter used in the MPC process. (3) At the MPC plant bacteria is placed in solution and sprayed on the newly built piles to assure even distribution. (4) The newly built piles of MPC consisting of broiler litter, hen litter, Hybro-Tite [lithonia granite dust from Georgia], colloidal phosphate, soil, water and B.D. Compost starter are sprayed with a bacteria solution and then loaded into trucks by a continuous loader for delivery to the composting area. (5) MPC is delivered to the composting area and placed in many long parallel windrows called fermentation piles. Above, process is being checked for moisture content which is reduced to about 15% before further processing. (6) The continuous loader is used to turn piles of MPC undergoing fermentation in the composting area to insure thorough and complete processing. (7) When the MPC is dried to approximately 15% moisture, it is loaded on a conveyor belt preparatory to the screening process. (8) Close-up view of the screening process which segregates the fine and coarse particles of MPC. Fine particles are placed into a shed and are now ready for market. Coarse particles are gathered and placed in a new pile for additional processing. (9) The finished MPC is loaded directly into a Hoosier Soil Service truck for delivery to a plant where it will become a vital part of "Hoosier Blend."

363. Miller, Fred D.; Yost, Edna. 1959. Open door to health: A dentist looks at life and nutrition. New York, NY: Devin-Adair Co. x + 182 p. Introduction by Victor G. Heiser, M.D. Index. 21 cm.

• **Summary:** This book is by Dr. Fred D. Miller as told to Edna Yost. Chapter 1, "The mouth is the barometer of health," begins: "My patients often ask why I, their dentist, am so much more interested in helping them to learn to eat properly than are their physicians."

"The recipe [for whole wheat bread] selected, largely the one Peg Canan and her aunt had worked out and the Canans had been using for twenty-eight years, made use of fresh stone-ground wheat flour shipped weekly from Paul Keene's Walnut Acres Farm in Penns Creek. Today that loaf has

attained fame as Fairleigh Dickinson College Bread,... (p. 36).

The author is opposed to fluoridation (p. 102-15). He believes in consumption of whole, natural foods and to elimination from one's diet of highly refined foods such as white flour and white sugar. Address: 1. D.D.S., F.I.C.D; 2. A.B., Litt.D.

364. Sutton, Philip R. 1959. Fluoridation. Carlton, Victoria, Australia: Melbourne University Press. Nov. 2nd ed. 1960. *
• **Summary:** According to <http://fluoridationqueensland.com>: "Dr Sutton was the leading Australian dental researcher to question the alleged scientific basis for fluoridation. In 1959, as a Senior Research Fellow in the Department of Oral Medicine and Surgery, University of Melbourne, Dr. Sutton published a landmark monograph, 'Fluoridation: Errors and Omissions in Experimental Trials' (Melbourne University Press, Melbourne). This was a greatly expanded version of a paper published in 1958 by Dr Sutton and Sir Arthur Amies, then Dean of the Melbourne University Dental School. The monograph revealed in detail some of the serious deficiencies in the North American fluoridation 'trials' at Grand Rapids, Evanston, Brantford and Newburgh. In my view it is a substantial scientific analysis, carefully and rigorously done. It shows that the trials have major shortcomings, including limitations of data used, inconsistencies and errors in sampling, inadequacy of control populations, inappropriate 'weighting' of results, alterations to original results and misleading presentations and discussions of results.

"Soon after publication of the monograph, the pro-fluoridation Australian Dental Association (ADA) sent copies 'to all of the men who are in charge of the experiment', asking them for comments. Then three hostile reviews were published in the *Australian Dental Journal* (February 1960) and in the *New Zealand Dental Journal* (January 1960). Although the reviews contained serious and inaccurate accusations, it appears that Dr Sutton was not given the opportunity to reply in the journals concerned.

"So, Dr Sutton brought out a second edition of his monograph (Melbourne University Press, 1960) which included the hostile reviews in full, together with his responses.

"To do this, he first had to overcome the obstacle that the plates of the first edition had been destroyed, counter to normal practice and counter to his wishes.

"Dr Sutton's critique of the early fluoridation trials has stood the test of time. It is unfortunate that these inadequate trials are still cited in reports by pro-fluoridation health authorities and textbooks, without any citation of Dr Sutton's critique.

"In 1985, Dr Sutton and I convened a scientific symposium on fluoridation at the annual conference of the Australian and New Zealand Association for the

Advancement of Science (ANZAAS). This may well have been the first scientific symposium aiming to debate the issue of fluoridation in Australia. We invited two of the main proponents of fluoridation to participate: the ADA and the National Health and Medical Research Council. Both declined, and the ADA wrote to the organisers of the ANZAAS Conference questioning the motivations of the conveners of the symposium. Fortunately, this pressure was resisted and the symposium went ahead. As a result of the attempted suppression, the symposium gained very wide media coverage in Australia.

“Although he was ostracised by many of his dental colleagues for his position on fluoridation, Dr Sutton stood firm, while remaining calm and polite to those who saw themselves as his opponents.

“He was a gentleman and scholar of high moral courage. He will be missed.” Address: DDSc (Melbourne), FRACDS.

365. Anderson, Lee. 1960. Is it organically grown? *Natural Food and Farming (Atlanta, Texas)* 6(8):12-13, 33-34. Jan.
 • **Summary:** Discusses the lack of understanding of the meaning of the term “organically grown” and the need for organic standards. Address: Covalda.

366. Keene, Paul. 1960. Organic farming. In: Walnut Acres mail order catalog. Jan.

• **Summary:** “Nature understands no jesting; she is always true, always serious, always severe; she is always right, and the errors and faults are always those of man. The man incapable of appreciating her she despises, and only to the apt, the pure, and the true does she resign herself and reveal her secrets.—Goethe”

“Back in the hills, fifteen miles southwest of Lewisburg, lies the quiet little village of Penns Creek. The lovely stream bearing the same name flows gently by on its way to the Susquehanna River. Jack’s Mountain looms over the creek in a kindly way. Bears still visit the outlying fields. Stories and legends whisper among the trees—of William Penn, of Indians and buffalos and wild-and-woolly outlaws. We feel the strengths and the weaknesses of the frontier town that even today has not yet completely found its way into creative, meaningful living on the far side of the frontier. Yet perhaps we can be thankful for this and the thousands of other little Penns Creeks all over our country. They may yet have something of value to offer that our larger towns and cities have passed by.

“Less than a mile east of the village, reached only by a country road in middling repair, one finds a farm named Walnut Acres. Signs direct one there. From the outside the farm looks average, raising average crops in the usual way. This farm has few fences, however, for the last cow has long since bellowed her last bellow.

“You should see the barn. From a distance it looks like any other old Pennsylvania Dutch barn, big and reddish.

As one draws near, however, one hears the hum of motors. Entering, one sees painted interiors. Gone the horse stalls, the cow stanchions, the manure alleys. The gloom, the spiderwebs, the lowing, the munching—the sights and sounds that for generations tugged at the hearts of old and young have at last given way. This is not an average farm, however. These are not the usual synthetically fertilized local fields. Ever since we moved onto Walnut Acres, peculiar things have happened. No chemical fertilizers, no poisonous sprays have been applied in the fields, for we had studied a different method of farming known as organic farming or natural farming, and we were convinced of its merits.

“Briefly, in organic farming farmers give more than they take. (This is the basis for all sound living, isn’t it?) We feed the soil, trying to bring it to a high state of natural, well-balanced fertility. We want to be able to sow and then to sit back in calm assurance that a good harvest will follow, without our having to depend on the shot-in-the-arm effect of synthetic fertilizers. What an insult these so-called fertilizers must be to the life of the soil.

“And we believe that in good time, as the soil becomes healthy and independent, disease and insect infestation will lessen naturally. We do not say that the fields will be without insects, nor do we anticipate an easy road. This attitude does seem to make sense, doesn’t it?”

“Many people are looking for foods that they know have been raised naturally, without unbalancing synthetics. They want these foods to be as close to the original, natural form as possible. That desire makes sense, too. Why take apart a grain of wheat, remove the elements that everyone knows are the most valuable—the bran, the wheat germ, the middlings—and then use only the unbalanced white flour? Are we smarter than the Creator who gave us the whole grain? Can anyone really give a sound reason for altering the natural product?”

“And yet every day most people eat highly refined foods, which means foods greatly out of natural balance. And why? Well, it’s a habit—these products are cheap, easy, readily available, they keep forever and a day, the label on the container is so persuasive, and on and on. And often, to our detriment, we quicken and cheapen and submit to high-pressure advertising, and we find ourselves at the same time wondering why we degenerate as we do. Oh, some of us live long, yes, but so often it’s a dragging, nagging kind of living in imperfect health, a kind of living we would almost rather be without. Mere length of days without decent quality of living can be unspeakably empty and meaningless.” Address: Walnut Acres, Penns Creek, Pennsylvania.

367. Walnut Acres. 1960. Classified ad: Walnut Acres. *Organic Gardening and Farming* 7(1):111-12. Jan.

• **Summary:** In the classified ads section, under “Certified Organically Grown” (left side about 1 inch down on p. 112): “Walnut Acres—one of the oldest and best known producer-

to-consumer organic farms. We try sincerely to preserve the goodness that God breathed into the products originally. We offer many items. List awaits! Walnut Acres.” Address: Penns Creek, Pennsylvania.

368. Winchell, Joan. 1960. Tidbits on eating places: restaurant round-up: Aware Inn. *Los Angeles Times*. Feb. 25. p. 33 (Part II, p. 3).

• **Summary:** “Expansion... The Aware Inn on Sunset (home of organically grown food) has opened a branch in Studio City.”

Note: This is the earliest document seen (March 2020) that mentions the “Aware Inn.” It is also the earliest document seen (March 2020) that mentions a natural foods restaurant. No surprise that the restaurant is in California, and in Los Angeles.

369. Ohsawa, George S. 1960. *Zen macrobiotics*. New York, Paris, Brussels, Tokyo: Ohsawa Foundation. 103 p. Undated. 28 cm.

• **Summary:** Note: This is the earliest English-language document seen (Sept. 2017) that contains the word “macrobiotics” (or “macrobiotic”). This is also the earliest book known to macrobiotic recipes (Sept. 2017).

This bound, cloth cover book was owned by Herman Aihara, and is now (April 2011) in the library of the George Ohsawa Macrobiotic Foundation in Chico, California (President: Carl Ferre). The size is 8½ by 11 inches. The cloth cover is pea green and on it, near the top, is written (on two lines): “Zen macrobiotics” with the word “Zen” in large bold capital letters. In the middle: “George S. Ohsawa,” the author. And near the bottom (on two lines): “Ohsawa Foundation: New York–Paris–Brussels–Tokyo.”

The book consists of leaves and the text is typewritten. All of the leaves in this edition are edited, some heavily, in two colors of ink: red edits by George Ohsawa, and blue by Lou Oles (According to Herman Aihara). There is no table of contents or copyright page. On the first leaf, near the top, the title is typewritten again on two lines: “Zen Macrobiotics.” Then the book begins:

“Two ways to happiness through health. Happiness is the goal of everyone in the world. But what is happiness, in the West, and specially in the Far West, America? I do not know. In the Orient happiness was defined by sages some thousands of years ago as consisting of five factors, as follows:

“(1) The first fundamental factor of happiness is joyfulness, an amusing, interesting, brilliant and healthy longevity.

“(2) The second, not to be worried about money.

“(3) The third, instinctive capacity to avoid accidents and difficulties that would cause premature death.

“(4) A loving realization of the order of the infinite universe at all levels.

“(5) Not to become the first as you will become the last. But try to become the last so that you will become the first forever.

“All Oriental philosophy is the practical teaching of how to realize such happiness. It is biological, physiological, social, economical, and logical. It is prohibited for the teacher to explain the deep significance of the philosophy of the constitution of the infinite universe...”

“... School education is completely unnecessary, and even detested. All great men are autonomous and self-made...”

Note 1. This section (two leaves) becomes the Forward in the next edition, which was printed in Japan.

The third leaf is a title page: Like the cover, it has text on 3 levels, but is typewritten. Title: “Macrobiotics: The Biological and Physiological Foundation of Zen Buddhism.” Author: George Ohsawa. Publisher: Ohsawa Foundation: New York–Paris–Brussels–Tokyo.

Note 2. The relationship between this title page, the title page of the mimeographed edition, and the cover is unknown.

The next two leaves, are titled “Health to Peace” and numbered “i” and “ii.” Note 3. They become the Preface in the next edition, which was printed in Japan.

Next is “iii” which is the Foreword in this mimeograph edition but becomes Chapter 1 in the next edition, printed in Japan.

Next are leaves “iv” through “xxii” which are the Introduction in this edition, but become Chapter 1-3 in the next edition printed in Japan. After leave xxii, the leaves are numbered “8” through “86,” and after that is the back cover. The last section of the book is titled “The Case of Mr. E” (leaves 77-86). Note 4. It becomes the first appendix in next edition printed in Japan, which also contains a second appendix titled “The Pro-Forma Death Certificate...”

The mimeograph edition is thus missing pages 3-7. Moreover, all the pages are renumbered by Ohsawa by hand in the upper right corner. In Ohsawa’s numbering there are no pages numbered 1, 2, 5, 6, 7, 8, 10, 33 and 34 (a total of 9) and thus his page is numbered 112.

Because the mimeograph edition is bound, it appears that the pages were rearranged after typing but before publication and distribution.

Page 19: “With the conception of Principal Food and that of secondary food clearly distinguished, people of the Orient could live a happy, free and peaceful life from the beginning up to the importation of the brilliant Occidental civilization, more or less violent, with its industrial and scientific instruments... The Principal Food should occupy at least 60% of your eating.”

This bound, mimeograph book contains many recipes, all of which are numbered. Soy-related recipes include the following: In the section titled “Beans”: 117. Boiled soy beans with miso (the soy beans are first roasted until

they pop). 118. Boiled beans (“Boil soy beans until tender. Seasoned with soy sauce and salt. Boil until liquid is gone. Prepare black [soy] beans in the same way.”)

Note 5. Later writings by Ohsawa show that by “black beans” he meant black soy beans, *Kuro mame* in Japanese. This is the earliest macrobiotic document seen (April 2013) that gives a recipe for whole soybeans.

119. Gomoku beans (boiled soy beans with vegetables). 120. Goziru soup (Gôjiru; ground soaked soybeans with vegetables). 121 and 122. “Aduki” [azuki, adzuki] beans. 159. Hiziji [Hijiki] with age (seasoned with “soyu” [sic, shoyu]). 160. Hiziki and soybean (seasoned with syoyu [shoyu]).

In the section titled “Miso and syoyu preparation”:
 “Both miso and syoyu should be of traditional make.” 201. Sauce miso (miso-tahini sauce). 202. Miso cream. 203. “Muso” (miso and tahini with minced orange peel). 204. “Miso” soup (5 persons). 205. Carrot and onion au “miso” (15 persons). 206. Vegetable au miso. 207. “Oden” au miso. 208. Buckwheat “dango” au “miso.” 209. “Miso-ae.” 210. “Tekka” no. 1 (miso with minced yang vegetables—lotus root, burdock root, ginger—fried in sesame oil until very dry. Good for all yin diseases).

In the section titled “Syoyu”: Recipes 212-221 are seasoned with “syoyu” (shoyu, traditional fermented soy sauce). “Use the traditional syoyu in all cooking (vegetables and fish). Syoyu diluted with a little water is very good for ‘Sasimi’ [sashimi] and fried oyster, ‘Tempura’, fish ‘Sukiyaki’, ‘Tohu’ ([tofu] vegetable cheese of soya beans), etc.”

803. “‘Tohu’ plaster. Squeeze ‘tohu’ (white soya bean cheese) add 10% of flour; stretch this directly on the front or any part painful with inflammation. All pain or inflammation will go away soon.” Note 6. This book does not use tofu in any recipes, probably because Ohsawa considered it too yin. However Ohsawa was the one person most responsible for introducing the word “tofu” to popular American culture; his later writings and especially his students and admirers spread the word to the four corners of the United States.

Note 7. This is the earliest macrobiotic document seen (April 2013) that mentions tofu.

Note 8. This is the earliest English-language document seen (July 2000) that mentions “Tekka” (spelled that way, which is now the proper romanization) or that gives a recipe for making it.

Note 9. This is the earliest English-language document seen (March 2006) that uses the word “aduki” beans to refer to azuki beans. This spelling was subsequently widely used, but only in macrobiotic publications.

Also discusses: In the section on “Egyptian beans” (p. 30): Pois “chiche” (chickpeas, basic preparation by boiling). “Beignet” pois chiche (deep-fried balls of mashed chickpeas mixed with flour). Pois chiche croquette (chickpea croquettes).

Publication: “Published by Ohsawa Foundation, 331 Riverside Drive, New York City, U.S.A. (Secretary Aihara, 44 W. 96th St., New York City, U.S.A.).” Underneath this is “Printed in Japan.”

Note 11: Concerning the date of publication, we read: “My first two books in English will arrive beginning of November: *Zen Macrobiotics* and *The Philosophy of Oriental Medicine*.” (Source: G.O. [George Ohsawa]. 1960/09. “Letter from the editor.” *Macrobiotic News* (New York, NY). No. 6. Sept. p. [7]). Address: New York, USA.

370. Ohsawa, George. 1960. *Zen macrobiotics* [Continued, Part II]. New York, NY: Ohsawa Foundation. 103 p. Undated. 28 cm.

• **Summary:** This mimeograph bound book with the pea green cover, the only known copy of which is owned by the George Ohsawa Macrobiotic Foundation in Chico, California, raises many interesting questions about the publication history of this and closely related titles.

Carl Ferré, an expert on this subject, believes: (1) That there were several “printings” of mimeographed edition and that “printings” may vary. (2) There is a strong possibility that the first editions were sold in Jan., Feb., and March of 1960, before there was any editing on them. (3) It is unlikely that any books were sold with only Ohsawa’s red edits on them. (4) It is probable that no books were sold with both Lou Oles’ blue editing and George Ohsawa’s red editing on them.

Was there a printed edition prior to and different from this edition?

Does anyone own such a copy?

How many pages did it contain and how were the pages arranged? For example, did the original book start with the title page, followed by ages i, ii, iii, etc?

Were the original pages reshuffled to create this bound edition? In this edition, why are there xxi pages of front matter numbered in roman numerals followed by pages 8 through 86 in Arabic numerals.

Why do some pages seem to be missing from this edition. Carl Ferre believes that someone typed the entire book, then Ohsawa decided to move some of the pages around, which they did before they bound and sold the books (for \$0.50 each) at Ohsawa’s lectures.

How did they bind the books? Did they bind the books by themselves or send them out to a professional bookbinder? Or did a person (who attended the lectures) who was in the bookbinding business offer to bind the books free of charge so they could be sold for only \$0.50 each. Was it originally hardcover or paperback? Is the pea green book in Chico simply an example of all the books sold in 1960 at Ohsawa’s lectures? Or is it unique—one of a kind? When and where did Ohsawa make all this handwritten changes in red? Was someone suggesting the changes to him? If yes, who?

Why is the title on the cover different from the title on

the title page.

Why was the original title page numbered “9” in Ohsawa’s handwriting.

What do the Japanese characters under the handwritten “9” mean?

Why is there content before the title page?

We are told the original mimeograph edition was duplicated and bound in the Aihara’s apartment in New York City; how was it bound?

Carl Ferre reminds us (e-mail of 2 May 2011): Lou Oles took the recipes out of *Zen Macrobiotics* to create a separate book, *Zen Cookery*. “The problem that has always existed is that *Zen Macrobiotics* has numbers in it that refer to numbers in *Zen Cookery* and they have never corresponded. For example *Zen Macrobiotics* says “See *Zen Cookery* No. 103” and you go to *Zen Cookery*, find that number, and its something totally different—or even nonexistent.” Address: New York, USA.

371. Foods for Life, Inc. 1960. Classified ad: Have you tried Foods for Life, Inc. *Los Angeles Times*. April 24. p. GB_A12, col. 3.8. Sunday.

• **Summary:** In the section on “Beauty and health suggestions”: “Sprouted grain bread. Organically grown fruit, vegetables, nuts.”

Note 1. This 11-line ad appeared every Sunday in the *Times* for the rest of the year.

Note 2. This is the earliest document seen (Aug. 2010) that mentions “Foods for Life” in the *Los Angeles Times* or any other California newspaper or magazine.

Note 3. This company (Food For Life Baking Co., Inc.) later renamed its breads “Ezekiel 4:9”—however we are not sure when this designation started to be used. Address: 821 E. Broadway, Glendale [California]. Phone: Citrus 4-8601; Chapman 5-2231.

372. *Compost Science*. 1960--.. Serial/periodical. Emmaus, Pennsylvania: Rodale Press. Jerome I. Rodale, editor and publisher. Vol. 1, No. 1. spring 1960.

• **Summary:** Published quarterly from 1960 to 1969, then bimonthly (once every 2 months) from 1970 until the last issue in Nov/Dec. 1977. Continued by *Compost Science / Land Utilization*. The contents of Vol. 1, No. 1 (Spring 1960) are:

Materials-Handling Methods for City Composting, by H.B. Gotaas, Dean, The Technology Institute, Northwestern University

Using Organic Wastes in Agriculture, by Stephen J. Toth, Professor of Soils, Rutgers University

Marketing of Large Amounts of Compost, by Robert Rodale, Editor, Organic Gardening and Farming

How One City Sells Its Sludge, by Clifford E. Irving, Superintendent, Bureau of Sewage Treatment, Schenectady; New York

Composting Municipal Garbage in Israel, by Hillel Shuval, chief Sanitary Engineer, Jerusalem

Composting Wood Wastes With Other Organic Materials, by Stanley P. Gessel, Associate Professor of Forest Soils, University, of Washington

Composting Around The World, by John R. Snell; Principal, Michigan Associates

Rate of Oxygen Consumption and Respiratory Quotients during the Aerobic Decomposition of a Synthetic Garbage, by K.L. Schulze, Assistant Professor, Dept. of Civil Engineering; Michigan State University

Cannery Waste Disposal by Spray Irrigation, by Helmer Monson, Manager, Civil Engineering, Green Giant Company

Composting Manure, by Anaerobic Methods
Compost News.

“*Compost Science* is a quarterly journal covering the entire field of large-scale composting. It will provide the technical, scientific and practical information that will enable the composting process to achieve its fullest state of development as a means for conversion of municipal and industrial wastes into useful products.” Address: Emmaus, Pennsylvania.

373. Sherman, Gene. 1960. Cityside: He wears a beard but shuns eye patch. *Los Angeles Times*. June 27. p. B5.

• **Summary:** “Jim Baker is the proprietor of the Aware Inn, a slightly avant-garde restaurant on the Sunset Strip.” A “modest man who slightly shuns commercialism,” he “owns a swimming pool and wears a beard.”

374. Grepke, Eva M. 1960. Soybean. *Natural Food and Farming (Atlanta, Texas)* 7(2):14-15, 34, 36. July. [4 ref]

• **Summary:** Contents: Introduction. High in protein and oil. Rich in vitamins and minerals. Most Orientals sprout eaters. Certain precautions required. Meat without a bone (Tofu or soy cheese, with homemade recipe). Proof of anti-enzyme factor.

The article begins: “The history of the soybean is a fascinating story. This little round bean has literally been a golden nugget to the oriental world. For centuries,... it has served as meat, cheese, bread, milk and oil to the people of Asia.”

375. *Natural Food and Farming (Atlanta, Texas)*. 1960. The farmer’s market. 7(2):40-44. July.

• **Summary:** This section of classified ads is divided into organic foods and other classified ads. The organic foods section, 3¼ pages, has entries listed alphabetically by state. The rates are \$24 per year for four lines—additional lines \$4 each per year. Payable to Natural Food Associates, Atlanta, Texas.

The other classified as, which are \$27.50 per year, are divided into these sections: Books, business opportunities, classified (juicers, earthworms, etc.), dairy goat,

miscellaneous, rabbits, soil building, soil test.

Soy related ads: (1) Arkansas: Soybeans, organically grown. No sprays. Paradise Valley Ranch, Box 396, Glenwood, Arkansas.

(2) Illinois: Organically grown. Stone-ground soybean flour and whole soybeans. Halbleib Orchards, Dept. N.F., McNabb, Illinois.

(3) Minnesota: Organically grown, high protein wheat,... soybeans... Seppden's Organic Farm, Rt. 3, Alexandria, Minnesota.

(4) New York: Bio-dynamic whole wheat flour,... Soybeanflour [sic],... Bio-Dynamic Whole Wheat Products, Walter Buschman, Sugar Loaf, Orange Co., New York.

Texas: Note—Many ads contain the term “Deaf Smith” or “Deaf Smith County.” For example: “Biggest stock natural foods in the South. Write for free catalog. 5 lbs. Deaf Smith Country Flour. \$1.50 postpaid. Natural Organic Foods, Inc., Atlanta, Texas.” However Arrowhead Mills is not listed or mentioned here or anywhere in this issue.

Note: This is the earliest document seen (March 2020) that contains a sort of directory of early natural food stores in the United States.

376. *British Vegetarian*. 1960. Vegetarian foods. Sept/Oct. p. 248-49.

• **Summary:** The main protein foods used by vegetarians are nuts, cheese and pulses. In addition, all Health Food Stores sell a wide variety of tinned nutmeats, including the following:

Granose Foods Ltd. makes: Nuttolene (peanuts and cashew nuts). Sausalene (wheat protein, mixed nuts, etc.). Saviand (Wheat gluten, ground nuts, etc.). Meatless steaks (wheat gluten, etc.). Savoury Pudding (wheat protein, wheatmeal flour, groundnuts, etc.). Nutmeat (wheat gluten, cashew nuts, wheat flour, etc.). Sausalatas (wheat protein, mixed nuts, etc.). Soya Beans (soya beans, tomato puree, brown sugar, vegetable shortening, onion, yeast extract, wholemeal flour, seasoning). Peanut Butter. Cashew Nut Cream. Granose was founded in 1898 under the name International Health Association Ltd. and is now at Stanborough Park, Watford. Note: This is the earliest document seen (July 2000) concerning the work of Granose Foods Ltd. with soya beans.

Mapleton's Nut Food Co. Ltd. makes: Maplemeat (cashew nuts, wheat risk, etc.). Savormix and Frittermix (incl. groundnuts); these are in packets for making savouries. They also make numerous tinned nutmeats, plus a wide range of nut and soya butters [probably margarines], savoury spreads and pastes, nut creams, fruit and Dundee cakes. Mapleton's was started in 1897 by the two Mapleton brothers who were processing cracked nuts in a large house on Dolphin Street, Manchester. By 1907 Mapleton's had become a public limited company and occupied a mill at Wardle, Lancashire, later moving to Garston, near Liverpool.

The company opened a second factory in Hamburg, Germany, which flourished until 1914, when it was confiscated. A fire gutted the their Garston mills in 1932 but in 1933 the factory and offices were rebuilt.

Many tons of organically grown produce are grown in the UK and overseas using compost.

377. Rodale, J.I. 1960. A pioneer in soil and health research: The ideas of Sir Robert McCarrison have been of immense value to both the health seekers and the farmers. *Organic Gardening and Farming* 7(10):48-50, 52. Oct.

• **Summary:** The article begins: “In May of this year there died a great man...” A portrait photo shows Sir Robert McCarrison (1878-1960). A physician (M.D.), he died at age 82 (see also *The Lancet*, 28 May 1960). In Nov. 1921 this great English physician visited the USA at the invitation of the University of Pittsburgh to deliver the sixth Mellon Lecture. He talked a lot about the Hunzas, who dwell on the northwestern border of India. This article is about his life and work.

378. Winchell, Joan. 1960. Around town. *Los Angeles Times*. Nov. 13. p. N22.

• **Summary:** In the section titled “Today”: “Natural Food Associates' annual Organic Food Banquet at Huntington-Sheraton.”

379. *Los Angeles Times*. 1960. Natural food group urges health drive. Nov. 14. p. B3.

• **Summary:** More than 1,000 members attended the Natural Foods Associates' Western Conference at the Huntington Sheraton Hotel in Pasadena. The educational theme of the first day of the conference was “the value of natural food grown in good soil.” Dr. Jonathan Forman, professor of the history of medicine at Ohio State University, spoke about the way to gain and maintain prime health through a diet of natural food properly grown, and through regular exercise. People must learn to eat for health, above all, and to insist on whole, natural foods.

Dr. Joe D. Nichols, national president of NFA (Atlanta, Texas), emphasized the two main goals of the non-profit organization: “To educate all people to the necessity of poison-free natural food grown on fertile soil and to tell them how and where to get this food.”

380. Winchell, Joan. 1960. Around town. *Los Angeles Times*. Nov. 27. p. B2, B20.

• **Summary:** The section titled “Did you know?” states: “Gloria Swanson buys all her organically grown fruits and vegetables at ‘Foods for Life’ in Glendale?”

381. Walnut Acres. 1960. Classified ad: Walnut Acres. *Organic Gardening and Farming* 7(11):92. Nov.

• **Summary:** In the classified ads section, under “Certified

Organically Grown” (left side about 70% of the way down): “Walnut Acres—one of the oldest and best known producer-to-consumer organic farms. We try sincerely to preserve the goodness that God breathed into the products originally. We offer many items. List awaits! Walnut Acres.” Address: Box 42, Penns Creek, Pennsylvania.

382. Cummings, Bob. 1960. Stay young and vital. Englewood Cliffs, New Jersey: Prentice-Hall, Inc. xi + 208 p. Dec. Illust. No index. 22 cm. [18* ref]

• **Summary:** This well-known and good-looking movie star, who had his own TV show, was interested in healthy eating. The book includes many rules for good health and many black-and-white photos of the author. In the chapter titled “Sex and salad,” under sources of vitamin E (p. 169), cold-pressed vegetable oils (incl. soy oil) are mentioned.

Cummings liked: (1) Bernarr McFadden [Macfadden], who “crusaded for ‘making a fad of nature.’”

(2) Louis Bromfield (Pulitzer Prize winner) who “pioneered for a return to ‘natural farming’” (p. 202). Bromfield was interested in organic and sustainable farming. In 1939 he bought a 340-acre farm, which he named Malabar Farm; it still exists in Mansfield, Ohio. Address: Los Angeles, California.

383. Banik, Allen E.; Taylor, Renée. 1960. Hunza land: The fabulous health and youth wonderland of the world. Long Beach, California: Whitehorn Publishing Co. 239 p. Introduction by Art Linkletter. Undated. Illust. No index. 24 cm. [1 ref]

• **Summary:** Contents: Introduction, by Art Linkletter (host of the “People Are Funny” TV show). Preface. 1. Journey to a hidden land. 2. The road to Hunza. 3. Introduction to Hunza. 4. Hunza farming and food. 5. Hunza families and Hunza health. 6. Farewell to Hunza. 7. The Hunza lesson. 8. The inspiration of Hunza. Appendix: Questions and answers.

“This book is dedicated to my friend, Art Linkletter, in grateful appreciation for his generous support and sponsorship of my trip to Hunza.” The Hunzukuts, the citizens of Hunza, number about 25,000 and live in tiny autonomous region in high, remote mountain valleys near where the borders of China and Pakistan meet. They live in health and happiness, many past the age of 100. Fair skinned, they trace their lineage to soldiers of Alexander the Great, who took Persian wives. They are Muslims. Dr. Banik, an eye doctor, visited Hunza alone in the summer of 1958. There he confirmed a theory that he has long advocated, that people with good eyesight generally enjoy good health. He also found a better way of living through a balance of one’s physical, mental, and spiritual aspects. Dr. Banik came away convinced that the lifestyle (including diet, hard work, happy disposition) and environment (good soil, clean air and water) of these people was responsible for their good health. Renée Taylor of California helped Dr. Banik write the story of his

visit to Hunza.

A table (p. 193) listing of good calcium sources, soy flour is shown to contain 330 mg/cup. A list of protein-rich foods that contain phosphorus in quantity (p. 194) includes “bean, peas, legumes, soybeans, nuts.”

Notice in *Let’s Live*. 1962. April. p. 13. “Renee Taylor, journalist, lecturer, and author of the book ‘Hunza Land’ will speak for the Pasadena Chapter of the American Nutrition Society, Monday, April 16.” Miss Taylor, who recently returned from a trip to Hunza in the Himalayas, will show photos she took while there. Contains 19 black-and-white photos. Address: 1. M.D. (optometrist), Kearney, Nebraska; 2. Author, lecturer, and managing editor Whitehorn Publishing Co., Long Beach, California.

384. Jarvis, D.C. 1960. Arthritis and folk medicine. New York, NY: Holt, Rinehart and Winston. 179 p. See p. 151.

• **Summary:** “If a natural foods store or a health store is available I feel sure you will find in stock a full strength vinegar suitable for medicinal use” (p. 151).

The term “natural foods” is mentioned on 6 pages in this book: “We can help this process [of healing] by a wise selection of the foods we eat. We need to shun civilized foods, represented by white flour, white sugar, packaged cereals, and processed foods. We need to turn to natural foods that do not come out of a factory, and eat more of fruits, berries, edible leaves and roots, and honey...” (p. 9).

“We would avoid refined foods, like white flour and white sugar, and seek natural foods” (p. 49).

“Besides the vinegar-and-honey treatment, we must return to natural foods. White flour foods and white sugar must be removed from the daily food intake because they are highly refined, which removes the minerals the body depends on to rebuild and maintain body tissues” (p. 115).

“They told me, these old Vermonters, that natural foods gave them the strength to do farm work—strength they could not get from packaged cereals and other processed foods” (p. 128).

“Such a [bodily] condition simply means that you have lost your knowledge of nature’s plan, or have never heard of it. That is the time to examine your daily food intake and begin the biologic selection process, avoiding the civilized [refined] and substituting for them the natural foods that will give your body the acids and minerals nature intended it to have” (p. 145).

Note: This book is poorly written and highly repetitive. On page 151 the author appears to endorse certain makers of medicinal apple cider vinegar. The index is poor and inaccurate.

Note: DeForest Clinton Jarvis (March 15, 1881–Aug. 18, 1966) was an American physician from Vermont. He is best known for his writings on the subject of folk medicine. He recommended a mixture of whole apple cider vinegar and honey that have variously been called switchel or honegar, as

a health tonic. He graduated from the University of Vermont Medical College in 1904, and began practicing medicine in Barre, Vermont in 1909.

His obituary was published in the *New York Times* on 18 Aug. 1966; it states that his 1958 book, *Folk Medicine: A Vermont Doctor's Guide to Good Health*, sold over a million copies. An article about him, titled "Folk medicine." was published in *Time* magazine on 28 Dec. 1959. He died in South Barre, Vermont, at age 85. Address: M.D.

385. LaLanne, Jack. 1960. *The Jack LaLanne way to vibrant good health*. Englewood Cliffs, New Jersey: Prentice Hall, Inc. ix + 224 p. Illust. Index. 23 cm.

• **Summary:** In the section titled "The man who saved my life," LaLanne says that he was a "sickly child" who ate all manner of "treats" such as candy, milkshakes, pies, etc. "In short, I treated my pimples lavishly." One evening he went to hear Paul Bragg speak at a woman's club in Oakland, California. The hall was full when he arrived. "Paul Bragg was the most dynamic man and speaker I had ever heard. He soon convinced me that my condition was not incurable—he'd once been the same way. He spoke of natural laws and natural foods, and how we disobey God's laws by our eating habits. My eyes almost popped when he, a man in his fifties, did handstands across the stage. In that moment I made my decision... 'Dear God, give me fortitude to follow this course.' That night I foreswore the very things I craved most... I began a systematic program of body-building in our back yard.

"This was my conversion... Paul Bragg was a vegetarian and for seven years I followed that regime... I wanted to keep people well. After a time, too, I saw that vegetarianism wasn't the answer. I learned to balance my meals healthfully with meats and fish." He advocates natural foods and an abundance of raw foods (p. 80-83).

Chapter 14, titled "There are no 'miracle' foods," has a full-page, very positive section on "Soy beans" (p. 98-99). "Here is a source of protein higher even than eggs and meat. Soy beans are also a good source of lecithin which, with its ability to fight cholesterol, should be in every diet. You may have to go to Chinese stores to buy your soy beans, but that can be an adventure in shopping. Buy some soy bean sprouts while you're there... I recommend soya bean powder (available at all health food stores) to everyone with an electric blender..."

The section titled "Make the electric blender—Nutrition's miracle tool work for you" (p. 114-15) says that every home should be equipped with "an electric blender or liquifier." In moments you can produce a "health cocktail." "Children should be encouraged to drink the blender beverages." If a sweetener is needed, use honey. For vitamins, add skim milk, wheat germ, brewers yeast, and black strap molasses.

The section on "The fun of Oriental cookery" (p. 121-22) describes shopping for soy beans, bean sprouts, etc. in

San Francisco's Chinatown, and visiting Yamato Sukiyaki House, Trader Vic's, and Don the Beachcomber's. He gets brown rice from George Mardikian, the famous restaurateur. "I never eat the polished white rice." On p. 142 is a recipe for Soy bean bread (with soy bean flour).

Concerning supplements: He takes supplements with every meal, every day. "I take bone meal tablets, multi-mineral-vitamin tablets, Vitamin C and Vitamin E, one teaspoon of wheat germ, one tablespoon of brewer's yeast and two tablespoons of soy powder" (p. 145).

The section titled "Organic foods: Nutrition's next breakthrough" (p. 146-48) includes a long discussion of "One of the great success stories I know... a young man named Jim Baker and his discovery of organic products. I first met Jim during the latter days of World War II when I was stationed at the Navy's rehabilitation center at Sun Valley, Idaho. Jim, a big, handsome, lanky Marine sergeant, was in from the island war zones. He had been injured in an engagement for which he was to be recommended for the Marine Corps' top medal for heroism. But he didn't care to talk of that.

"As I worked with him, helping rebuild his body, we talked of exercise, nutrition and health. We became fast friends there and subsequently, when Jim went home to Ohio, he wrote for photos of my conditioning studio in California. He built a duplicate gym in Cincinnati and used the proceeds to go back to college, where he took advanced degrees in public health.

"The next thing I knew, he was in Hollywood. He had discovered the theory of organic gardening and was sold on it. In Hollywood he opened a restaurant, The Aware Inn, for people who wanted only *health* food, only vegetables grown by organic methods and meat from animals that had been fed the same way. Today Jim's restaurant on the glittering Sunset Strip is never empty. His clientele? People who are aware—who want to eat right. They range from Marlon Brando to Red Buttons to Jack LaLanne and all my friends.

"I foresee a future when millions of Americans will be aware of the need for the best foods that can be grown on God's green earth. On that day, Aware Inns will have sprung up from coast to coast. A healthier nation will be building from the ground up."

In 1956 Paul Bragg introduced LaLanne to the "rubber cord" which he used to develop more than 100 good exercises; he demonstrated some of these on his television show. He called it his "Glamour Stretcher" and sold 200,000 the first year. Today this is widely used in medical physical therapy.

Note: This is the earliest document seen (March 2020) that mentions the "Aware Inn." Address: [California].

386. Longgood, William. 1960. *The poisons in your food*. New York, NY: Simon & Schuster. vi + 277 p. No index. 22 cm. [19 ref]

• **Summary:** Contents: 1. The poisons you eat. 2. The nation's health—Hospitals, SRO [standing room only]. 3. A little poison. 4. Bug killers in every bite. 5. Cancer in human guinea pigs. 6. Dyes—the “innocent” carcinogens. 6. Test-tube meat. 7. Emulsifiers—Whose laboratory, which tests? 9. White bread—Enriched but still impoverished. 10. The sugar story. 11. You are what you eat. 12. The law that does not protect [1958 amendment to the FDA pure food law; 1938 “per se rule”]. 13. What to do about it. Postscript. Bibliography. About the author. Address: Newspaperman, Upper Saddle River, New Jersey.

387. American Board of Commissioners for Foreign Missions. 1960? 150th Annual report. *

• **Summary:** “Mr. Paul K. Keene, Walnut Acres. Penns Creek 17862.” Address: Boston, Massachusetts.

388. Foods for Life, Inc. 1961. Classified ad: Foods for Life, Inc. *Los Angeles Times*. Jan. 4. p. C6, col. 4.7.

• **Summary:** In the section on “Health food”—a tiny 2-line ad with only the company name, address, and phone number. Address: 821 E. Broadway, Glendale [California]. Phone: CItirus 4-8601.

389. *Chicago Daily Tribune*. 1961. Natural food group will meet tomorrow. April 28. p. C11.

• **Summary:** Exhibits of organically grown foods and natural food products will be featured at the annual meeting of the Illinois chapter of Natural Food Associates, Inc., to be held tomorrow, starting at 9 a.m. in the Home Economics building at the Du Page county fair grounds, in Wheaton. Speakers will include Dr. W. Coda Martin of Hollywood, California.

390. Sun Circle Ranches. 1961. Organically grown fruits and vegetables: Without chemicals, sprays or dusts (Ad). *Let's Live* 29(8):43. Aug.

• **Summary:** This ad (5 by 3.75 inches) features the company's label / logo. Around the circle are many rays. Inside: “Partners with nature: Organic growers.” The text states: “Behind the Sun Circle label is a controlled and certified program. Under the Sun Circle label, up to 46 items are now available—with more added from time to time. Four certified representatives personally inspect all Sun Circle farms and groves... Customers in 31 states, including Hawaii, now being served.” Address: 4207 West 3rd St., Los Angeles 5, California. Phone: MA 2-6093 or DU 5-6361.

391. Associated Press (AP). 1961. 50 families ‘fleeing’ Long Island: Seeking nuclear safety. *Kentucky New Era*. Sept. 15. p. 1, 10.

• **Summary:** “Smithtown, N.Y. (AP)—The vanguard of about 50 families in this Long Island community, seeking a better chance of survival in case of nuclear warfare, leaves this weekend to take up residence in Chico, Calif.” [California].

Alvin Bauman, age 43, who is married and the father of two children, said the group had been considering the move for some time, but the present war scare had prompted them to action.

Bauman, spokesman for the group, said Chico had been chosen after exhaustive research, as one of the few areas in the USA that would remain habitable after atomic attacks. The group had also considered Montana (too cold), Oregon, and other locations in Northern California.

About 30 people, including several children, will comprise the initial contingent. A real estate firm in Chico has already leased 12 houses for the group.

Bauman said that many of those joining the exodus were, like himself, members of the Ohsawa Foundation, a philosophical group interested in increasing knowledge between the Orient and the West. George Ohsawa, a Japanese scientist and philosopher, was the founder of this society.

Note 1. The lead article on page 1 of this paper is “US fires underground nuclear test: First since 1958,” by the Associated Press. President Kennedy reassured the nation that today's nuclear explosion had “produced fallout.”

Note 2. This is the earliest document seen (July 2017) that describes the remarkable trip from New York to Chico, California, by the group that founded Chico-San soon after they arrived—in March 1962.

Note 3. This article also appeared in *The Sun* (Flagstaff, Arizona, Sept. 15, p. 2) under the title “Fifty families flee Long Island to ‘survive’ possible nuclear warfare: head for Chico, Calif.”

392. United Press International (UPI). 1961. War scare refugees on Chico trek. *Lodi News-Sentinel* (California). Sept. 16. p. 3.

• **Summary:** “Smithtown, N.Y. (UPI)—A group of nuclear war scare refugees from the New York metropolitan area will begin their journey to California Saturday as scheduled, despite the fact that their chosen small town sanctuary has been dubbed a ‘prime target’ by one civil defense official”—said Alvin Bauman, spokesman for the group of 20 families.

Bauman claims that they “knew all along” that a Titan intercontinental missile base was being built near Chico, California, the town picked by the group to escape the blast and fallout in case of a nuclear attack. He admitted that Chico would have been more attractive had their been no Titan base nearby.

The group is comprised of artists, teachers, and businessmen. A few of the refugees, according to Bauman, lean toward Zen Buddhism and have adopted a diet “prescribed by the Japanese scholar Dr. George Ohsawa, but he denied they composed any kind of a sect.”

Note: These stories by AP and UPI were picked up by newspapers across the United States.

393. Kaltwasser, Ray. 1961. Long Island group looks for

new life here. *Chico Enterprise-Record*. Oct. 2. p. 1A, 2A. Monday eve.

• **Summary:** The article begins: “Well, what are our mystery visitors from Sunken Meadow [a place on Long Island] like?” They are typical Americans “who also happen to be musicians, business people, artists and housewives.” They are generally young and intellectual people who have decided that their future belongs in Chico.

They look just like any group of tired travelers who have come to the end of a long journey. They pack up their belongings, camped their way across the United States, and arrived at Chico at exactly 8 p.m. last night [Oct. 1].

Their unofficial leader, Alvin Bauman, is a professional musician and a composer. While the group’s first reason for choosing Chico had to do with a nuclear attack and radioactive fallout, there was a second, more philosophical reason expressed by many in the group. They felt they had to take a new look at themselves, at the way their lives were going, and where they were headed. Sculptor Sanford Goodman said he wanted to get away from metropolitan New York. Teal Ames, a lovely television actress (“The Edge of Night”), wanted to pursue deeper, real values, far from the madding crowd. Many of the adults have expressed an interest in settling on small farms in the Chico area.

The group has been called “food faddists,” but Miss Ames says this is because they just happen to believe in a balanced diet and in eating only “organically grown food.”

The group did not come to Chico to escape or return to nature. They could have done that in the South Pacific. If they are escaping at all, it is “to a better and fuller life.”

Three of the men, Bob Kennedy, Irving Hirsch, and Dick Smith are outstanding professional musicians. William Salant is an economist. Miss Jo-Ann Hirsch is interested in teaching. Yesterday was Adam Bauman’s fourth birthday. Address: Enterprise-Record staff writer.

394. Robertson, Phil. 1961. Chico welcomes Eastern families: Friendship extended at City Plaza. *Chico Enterprise-Record*. Oct. 2. p. 1A, 2A. Monday eve.

• **Summary:** The article begins: “Chico’s most celebrated new residents completed their exodus from the East Coast last night and were officially welcomed in City Plaza by Chico officials this noon.”

The group chose Chico as one of the few places in the United States where they thought they would be relatively safe in case of a nuclear attack in the future. Their studies show that, due to geography and prevailing winds, the area would be comparatively free of nuclear fallout.

In New York, when they announced they were selling their homes and moving en masse to Chico, California, on the West Coast, the 12 families and 34 persons stepped into the national spotlight.

The members of the group share a common bond “of being associated with the Ohsawa Foundation, a dietary food

cult based on oriental philosophy.” They have been close friends on Long Island for a long time.

There were warm welcoming speeches at City Plaza by Mayor Ross Lawler, and Chamber of Commerce President Vernon Fish. After the speeches, the group broke up and went to the Hotel Oaks for a luncheon sponsored by the Chamber of Commerce. Don Wood, Chamber Manager, was master of ceremonies. Alvin Bauman, age 43, said 13 houses had been rented for the group three weeks ago through a local realty company.

The 34 weary travelers who made up the caravan had been on the road since Sept. 18, when they left Long Island. The last leg of their trip was from Reno, Nevada, to Chico. They arrived one day before they were expected, but last-minute adjustments were made in Chico and the welcoming and hospitality arrangements went well.

A large front-page photo shows the Mayor Ross Lawler and Vernon Fish welcoming two new residents—Mrs. Robert Kennedy, who is holding her daughter Gayle (age 11 months). Mrs. Kennedy came from New Shrewsbury, New Jersey, to avoid nuclear fallout. Another large photo (p. 2A) shows Alvin Bauman talking to the group about how to locate their new (rented) homes in Chico.

Note: CBS News was on hand to greet the travelers upon their arrival in Chico. Address: Enterprise-Record staff writer.

395. Robertson, Phil. 1961. Not strangers any longer: Exodus ends. *Chico Enterprise-Record*. Oct. 3. p. 1A, 2A. Tuesday eve.

• **Summary:** The article begins: “Yesterday they were strangers. Today they are part of the community...” They say they are determined to blend into Chico’s community life. While some were busy settling into their new homes, others were making arrangements for their children to enter Chico’s schools.

The J. Robert Kennedy family moved into 688 E. Eighth St. The Herman Aihara family moved into 667 E. Third Ave. And the Lou Oles family settled into 2538 White Ave.

Today the Exodus was over.

A large front-page photo shows four of Chico’s new residents (Mrs. Jane Andrews, her son Silas {age 10}, Teal Ames, and Joanne Hirsh) as they greet Charlie Mack (who is carrying a large white box), a trucker for Allied Van Lines, which carried their belongings across the United States. They had met him when they left Long Island two weeks ago. Address: Enterprise-Record staff writer.

396. DeLoach, Ethel. 1961. The story of Walnut Acres. *Natural Food and Farming (Atlanta, Texas)* 8(5):12-13, 34-36. Oct.

• **Summary:** “Here is the story of one of the nation’s most remarkable organic food businesses—Walnut Acres of Penns Creek, Pennsylvania.” The story began in 1946 “when Paul

and Betty Keene resolved to raise their family of three girls 'far from the maddening crowds and ignoble strife' and with firm faith that their duty was to learn and teach all they could concerning natural farming and nutrition." At last they found a 150-acre farm in the tiny village of Penns Creek about 50 miles north of Harrisburg, Pennsylvania. "The sign at the entrance to the lane said: 'Long's. Walnut Acres. Pigs for Sale.' The lettering was quickly abbreviated to 'Walnut Acres.' The old colonial farmhouse has been restored and the barn converted, but the black walnuts still thrive along the creek in the wooded areas." A pond in the creek serves for both swimming and fire protection.

"Studied under Dr. Pfeiffer: Paul and Betty started in, fresh from the Kimberton Farm School (now nonexistent) near Philadelphia where they had two wonderful years of work and study with Dr. Ehrenfried Pfeiffer who had come from Switzerland to direct the school. Of Dr. Pfeiffer, who is one of the foremost authorities on natural farming, Paul says, 'he helped bring all of life together for us in a definite coherent pattern.'

"The first stone mill was purchased in 1949 and set up in a converted brooder house. In 1958, the huge barn was transformed into a grinding mill and modern store. Today seven mills, all of the closed type to eliminate loss of flour, grind grain from the finest flour to coarse cereals."

"All of the grain sold is raised on the farm... No chemicals or poison sprays have ever been used." Only one crop is harvested from any particular field every two years. The usual practice is to put back more than was removed. Green manure crops include clovers and soy beans. Rest for the land is considered vital. Paul's yields exceed those of his neighbors. After the grains are harvested, they are cleaned, cured, and refrigerated in dry air to prevent insect infestation. The huge bins have a capacity of 300,000 pounds. The store is a natural foods supermarket, complete with shopping carts. More than 10,000 customers order these special foods by mail order. A total of 20 people are employed.

Photos show: (1) A distant view of the various buildings at Walnut Acres. (2) An employee filling an order in Walnut Acres' modern "supermarket-style natural foods store." (3) A man and a combine working in the rich fields of grain. "Only natural organic methods are used here." (4) A young lady looks in awe at 12 foot tall stalks of Krug open-pollinated corn at the side entrance of the Walnut Acres Mill.

Note: This is the 2nd earliest document seen (March 2020) that contains the term "natural foods store or "Supermarket-style natural foods store.

397. Pfeiffer Foundation (The). 1961. The B.D. compost starter (Ad). *Natural Food and Farming (Atlanta, Texas)* 8(5):35. Oct.

• **Summary:** A ¼-page ad. This "starter has proven its value to convert organic wastes, manures and garbage into valuable organic fertilizer.

"It is used to *activate* Hoosier Soil Blend, Hybrotite, Revita, N.P.C.

"It will produce valuable compost in your garden or on your farm. Rich humus and more available nutrients will be your reward.

"Single units (enough for one ton of compost) \$1.65 postpaid." Address: Threefold Farm, Spring Valley, New York.

398. Akin Distributors, Inc. 1961. America's health food distributors (Ad). *Natural Food and Farming (Atlanta, Texas)* 8(6):33. Nov.

• **Summary:** A full-page ad. The company's logo is a smiling sun. "Serving dealers across the nation. Akin Distributors offers outstanding advantages to dealers: (1) We represent over 150 leading manufacturers and brands. (2) Fresh, complete stocks—Always... "We invite dealers to write today for our complete catalog. Address: 6947 East 13th St., Tulsa, Oklahoma. Phone: TEmple 6-2534.

399. Walnut Acres. 1961. Organic Farming—Natural Foods (Ad). *Natural Food and Farming (Atlanta, Texas)* 8(6):37. Nov.

• **Summary:** A full-page ad. "Hello! May we tell you just a little about us? We've been raising our produce for 15 years with never a chemical or spray. Our Mill-and-Store is right here on the farm. Everything is raised and kept as carefully as we know how. No fumigants are used—we even refrigerate all our grain. We're probably the only ones anywhere doing this! Fresh, stone-grinding action every day.

"We carry hundreds of different items of honest, whole, unadulterated foods.

"We ship daily (except Sunday) to all parts of the country. Orders are sent with dispatch—and loving care!

"We're rather pleased to think we are one of the oldest and best-known sets of people engaged in this sort of thing. This is our life!" Address: Penns Creek, Pennsylvania.

400. Shumway, De Van L. 1961. 'Refugees' from N.Y. happy in N. California. *Deseret News (Salt Lake City, Utah)*. Dec. 8. p. 8A.

• **Summary:** A group of New Yorkers, seeking refuge from nuclear war, have found a welcoming home in Chico, northern California. Alvin Baumann, a concert pianist-composer, led the group from Smithtown, New York, across the USA, arriving in Chico in October 2. The 13 families, totaling 34 men, women and children, quickly settled into this city of 16,000. And they say they feel more welcome every day. Painter Joan Andrews is impressed that service station attendants wash the windows of her small foreign car each time she stops for gasoline.

Many in the group are members of the Ohsawa Foundation; they "follow the teaching of a 68-year old Japanese philosopher, George Ohsawa, who teaches an

orderly life based on natural foods.”

Baumann said the group’s own business is taking shape. Believers in eating “natural” foods, they have started the “Chico-San” Bakery and plan to share the profits. They will bake breads with no sugar and little yeast.

They also plan to start a restaurant where the menu will show the exact number of calories per serving, and where live music will be provided by group members. Once a week there will be a discussion on controversial or popular current events.

Note 1. This is the earliest document seen (May 2011) which states that Chico-San has started a bakery.

Note 3. There seems to be little chance of an atomic bomb being dropped on or near Chico. The nearest major city is San Francisco. Address: United Press International (UPI).

401. Albrecht, William A. 1961. Policies regarding agricultural chemicals. *Natural Food and Farming (Atlanta, Texas)* 8(7):20-25. Dec.



• **Summary:** “In this statement to the Governor’s Special Committee on Agricultural Chemicals, Sacramento, California, Nov. 15, 1960, Dr. Albrecht showed convincingly how we have gone astray by ignoring the Laws of Ecology, and what we must do to correct our errors.” Note: Edmund G. “Pat” Brown, Sr. was governor at this time.

Contents: Introduction: Our land is undergoing declining productivity. Price of exploitation (of the fertility of the soil for economic gain). Falsity of economic manipulation: Pasture plants, non-legume plants, sorghums, nitrate poisoning, some legumes synthesize hormones like the sex hormone of clover, sodium benzoate, aminotriazole, trees.

Use determines effects. Major weakness of management. Organic functions acknowledged (Dr. Francis Pottenger, Jr. of Monrovia, California). Indole synthesized. Better quality needed. Synthetic environment. Results of straying from ecology. “We need to see agriculture as our first concern, since it is the foundation of health of all life forms.”

“Man’s emphasis on economics, his assumption of control of natural life forms as management of them instead of studying the plant’s (or animal’s) requirements, have depleted and destroyed soils to bring synthetic environment for what we grow, including our own bodies. That disruption of living things in their place for healthy survival by self-preservation is the basis of man’s fighting other forms of life; his monocultures which upset natural balances of predators and pests; his present degenerations (called diseases)...” Address: Emeritus Prof. of Soils, Univ. of Missouri.

402. *U.P. [Unique Principle] (Chico, California)*. 1961. From East to West in the U.S. p. 2-7. Undated. Dec.?

• **Summary:** Tells the story (and group dynamics) of 34 people who traveled across the United States from the New York area to Chico, California, to escape the potential danger of nuclear war. “The word ‘group’ is the most difficult to handle in reporting this move.” “We began from N.Y. with an established rendezvous point at Shawnee Campgrounds, Pa. [Pennsylvania] on Monday, September 18th.” “Since George Ohsawa’s arrival in N.Y. in early summer [June 1961], discussions had ensued concerning the threat of disastrous, thermonuclear war.” “So we came to Shawnee Campgrounds in Sept. 18th! A festive celebration filled with the spirit of thankfulness and wonder at the unknown before us was interrupted by a few newsmen who had come to check that we were actually doing what had been publicized.”

During the trip: “Small groups of two or three families began to emerge, the organic progression from single unit to large oneness appeared in tentative ways. Only at the end of the trip did we realize that we had been all together. We had planted seeds of unity.

We arrived in Chico Sunday evening, Oct. 1st, after having spent two days at Lake Tahoe. The town welcomed us warmly; many had anticipated our arrival with pleasure. At the very least we had given Chico good publicity.”

“We arranged to hold weekly meetings beginning the first day in Chico. We had considered the dangers of let-down after the build-up of our trip. We had considered the need for mutual discussions and support in our new acclimatization. To some extent we felt ourselves to be a

group.”

“We are now preparing to go into business. Chico-San, Inc. is on its way to legal status. Our first business will have to do with food. Bread is already being baked [where?] and some is sold in the community as we experiment with formulas for our larger scale operation. We expect to open a Restaurant-Bakery, a Food and international crafts store, a food processing and distribution business and a mobile food unit serving hot meals to construction workers. We are considering other, more expanded businesses as our first enterprises grow. Farming is first amongst the expanded considerations.”

“Some of us have begun working at various jobs—musicians playing weekends, one of us working in a hearing aid center, another teacher, etc.”

“The Ohsawa Foundation has two large groups now, one on each coast. How shall we work together?... How can we apply the unique principle, bipolar oneness to the service of humanity that needs the understanding of lawful cosmic functioning in order to survive?”

Note 1. On the last page of this issue is a section titled “Useful addresses.” Addresses are given for one or more groups in Japan (2 groups), France (1), Belgium (2), Brazil (2) and the USA (4, including Ohsawa Foundation, Inc., Box 238, Chico, California. No address is given for Chico-San).

Note 2. Carl Ferré (e-mail dated 9 May 2011) says, concerning the date and author: “... articles indicate late in 1961 (my guess is December). Includes the first mention of Chico-San in an article, presumed to have been written by Lou Oles, but may have been written by Al Bauman.”

403. *U.P. [Universal Principle] (Ohsawa Foundation, Chico, California)*. 1961. From East to West in the U.S. Dec. p. 2-7.

• **Summary:** “Now the time for positive steps had come to hand. Our weekly meetings and the work of individuals and committees have prepared us quickly for early positive action. Weekly meetings have taken the form of a movement from inspirational, spiritual to study and practicality. At the start of our meetings one of the group reads a selection and then we listen to music. After this opening, we discuss our business. These weekly sessions have become, even in one month, a major source of strength and pleasure. In addition a weekly cooking class has been in session from the start.

“We are now preparing to go into business. Chico-San, Inc. is on its way to legal status. Our first business will have to do with food. Bread is already being baked and some is sold in the community as we experiment with formulas for our larger scale operation. We expect to open a Restaurant-Bakery, a Food and international crafts store, a food processing and distribution business and a mobile food unit serving hot meals to construction workers. We are considering other, more expanded businesses as our first enterprises grow. Farming is first amongst the expanded considerations.”

Note: This is the earliest document seen (March 2020) that mentions “Chico-San.” But the company is not yet in business. It was officially incorporated as Chico-San, Inc. in March 1962.

404. Hunter, Beatrice Trum. 1961. *The natural foods cookbook*. New York, NY: Simon and Schuster, and Pyramid Books. xvi + 296 p. Index. 22 cm. Pyramid Books pocketbook ed. published in 1967.

• **Summary:** This very early and important natural foods cookbook contains more than 2,000 recipes. The Introduction is written by Dr. Clive M. McCay, Professor of Nutrition, Cornell University, New York, and Dr. Jeanette B. McCay, nutritionist. The pages numbers are those in the original 1961 hardcover edition. The author calls tofu “soy cheese” and uses it in many recipes, including mashed in a recipe for “soy cheese sherbet” (p. 204). This book is not vegetarian (some recipes call for beef, chicken, fish, etc.), but was quite influential in the early days of the U.S. natural foods movement.

Soy-related recipes include: Soy spreads (p. 14-15): Soy flour spread. Soybean spread (in blender). Soy cheese [tofu] spread. Soy butter (made from soy flour, regular or roasted, and oil). Smoothies (p. 26-29). Soybean-cheese salad (p. 35). Soybean-vegetable salad. Soybean molded salad. Soy butter dressing (with soy butter, p. 41). Soy cheese dressing. Eggless mayonnaise (with soy flour). Soybean soup (p. 49). Cream of soy soup (with soybeans in blender). Soy-vegetable soup (with soy milk in blender, p. 54). Soy noodles (with soy flour, p. 59). Green soybeans in pods (p. 70). Steamed green soybeans. Soy grits stuffing (for fowl, p. 127). Homemade soy cheese (also known as soybean curd or *tofu*; from soy milk or soy flour, p. 137).

Soybeans (p. 142-44): Basic soybean filler. Broiled soyburgers. Soybean ring (in blender). Baked soybean croquettes. Soybean casserole. Baked soybeans. Soybean-lentil loaf. Stewed soybeans. Soybean soufflé. Soybean squares. Roasted soybeans (dry-roasted). Leftover soybeans. Soy-oatmeal porridge (with soy grits, p. 162). Soy-cornmeal porridge. Soy sprouts (p. 163). Soy breads (p. 179-80): Kneaded soy-wholewheat bread. No-knead soy-wholewheat bread. Soy spoon bread. Unraised soy biscuits (p. 184). Soy-gluten popovers (p. 189). All-soy pancakes (p. 192). Soy waffles (p. 195). Soy cheese sherbet (with tofu, honey, vanilla, and nutmeg, p. 204). Soy cookies (p. 238). Flourless soy cookies. Soy-wholewheat cookies. Soy-cheese piecrust (with soy flour). Spiced soybean pie (with boiled, pureed soybeans, p. 250).

The section titled “Smoothies” (p. 26-29) contains the following recipes (those followed by an asterisk { * } contain dairy products and no soy unless stated in recipe name; the directions for all recipes in this section is “Blend all ingredients”): Homemade soybean milk (from whole soybeans, or from soy flour). Spiced soy milk. Soy-fig

shake (with soy milk). Milk-soy smoothie (with soy flour)*. Almond milk. Peanut milk. Cashew milk. Milk-wholewheat shake*. Orange-coconut milk*. Coconut milk. Milk fruit shrub*. Strawberry smoothie.* Apricot shake*. Anise milk*. Milk smoothie*. Fruit milk shake*. Banana smoothie*. Lemon egg nog*. Honey egg nog*. Carob milk*. Carob smoothie. The recipes followed by an asterisk contain 2-4 cups cow's milk and no soy. Note 1. This is the earliest document seen (July 2013) that mentions "smoothie" or "smoothies" in connection with soy. All of the 22 recipes in the category titled "Smoothies" contain some kind of milk (either cow's milk or milk made from a seed-soy milk, almond milk, peanut milk, cashew milk, coconut milk, anise milk). About half of the smoothies contain fruits or fruit juices (orange juice, fresh berries, strawberries). None of the smoothies contain ice cream, frozen yogurt, or any other frozen dessert or frozen food. Therefore a smoothie seems to be like a milk shake but without the ice cream.

The recipe for "Milk-Soy Smoothie" (p. 27) reads: 4 cups milk. ½ cup soy flour. 4 tablespoons molasses. 2 eggs, raw. ½ teaspoon pure vanilla extract. 3 tablespoons nutritional yeast. Blend all ingredients. Serves 4-6.

The section titled "Nut butters (p. 29-30) gives a recipe for homemade peanut butter with "Variations: Homemade nut butter may be made from raw almonds, filberts, pignolias, walnuts (English and black), cashews, Brazil nuts, etc. Most of these nuts have enough oil so that no extra oil need be added." On p. 30 is a recipe for "Homemade peanut-sunflower seed butter."

By the time of the 19th printing, in Jan. 1974, this book had sold over one million copies.

Note 2. This is the earliest document or book seen (Dec. 2001) after 1960 with the term "natural foods" in the title.

Note 3. An advertisement for this book appeared in the July 1965 issue of *Natural Food and Farming* (p. 40). Address: White Mountains, New Hampshire [by July 1965: Hillsboro, NH 03244].

405. Rodale, J.I. ed. 1961. How to grow vegetables and fruits by the organic method. Emmaus, Pennsylvania: Rodale Books, Inc. 926 p. See p. 507-09. Illust. Index. 23 cm. Reprinted in 1974.

• **Summary:** In the large Section 2, "Organic vegetable culture: A complete listing," is a subsection titled "Soybean" (p. 507-09) with the following contents: Introduction, brief history [inaccurate], and nutritional value. Range and soil. Seed. Planting. Enemies. Harvest. Focuses on how to grow "vegetable soybeans" using the organic method.

"Two types of soybeans are now cultivated in this country, out of the hundred or more varieties of the Orient. Field soybeans are used to make hay, for seed, for green manure and in combination with sorghum, for silage. The seed is a rich source of oil which has industrial as well as culinary uses. Vegetable soybeans are used green like peas or

lima beans; dried, like navy beans, or are sprouted like Mung beans. Soybean protein is more complete than the protein found in any other vegetable. Soy flour is a valuable protein additive to baked products and is used for diabetics because it is low in carbohydrates. Soy milk and cheese [tofu] are useful for babies and children suffering from cow's milk allergies. Soy meal, like cottonseed meal, is a rich source of nitrogen when used as a fertilizer."

"Tests at Iowa State have shown that the best way to plant soybeans is to plant several varieties, maturing in different periods, at the same time. Judging by gustatory as well as horticultural standards, Iowa State recommends Sac, maturing in 9 weeks, Kanro, maturing in 10 weeks and Jogun, maturing in 12 weeks. These may be expected to supply green beans for the table during the late summer."

Photos show: (1) Wilbert Walker, a Pennsylvania organic gardener, with a sprawling vegetable soybean plant in his garden. (2) A close-up of soybean pods on a soybean plant. Address: Editor-in-Chief, Rodale Books Inc., Emmaus, Pennsylvania.

406. Rodale, J.I. ed. 1961. The complete book of food and nutrition. Emmaus, Pennsylvania: Rodale Books. 1054 p. Index. 23 cm.

• **Summary:** J.I. Rodale recommends the consumption of natural meat and eggs. He discourages humans from consuming or using milk, chemicalized meats, added salt, sugar, chocolate, aluminium utensils, and heated or hydrogenated fats. Throughout this book, he uses scientific sources and cites them carefully.

Chapters 30-40 (p. 116-56) are a critique of cow's milk. Man has made the cow into a milk machine, with ever larger udders, which can produce 75 times as much milk per year as in Biblical times. For adults, milk may cause lactose intolerance, allergies and excessive tallness, and may contain undesirable antibiotics.

Chapter 40, titled "Nutritive substitutes for milk" (p. 154-55), mentions "soybean milk and Tahini milk which is a milk made from ground sesame seeds. Tahini milk appears to us to be an excellent substitute for milk in the diet because of its extremely high content of calcium" (p. 155).

Dr. Stefansson (p. 69-72) lived for one year in good health on meat alone. The discovery of cereal culture 2,000 years ago was the beginning of civilization and human degeneration. The human digestive tract has not had time to adjust to this change. It took humans 2 million years to adapt to the diet of the primitive human hunter (consisting mainly of proteins and animal fats) from the largely vegetarian diet of the anthropoids. "It is extremely difficult to plan a vegetarian diet in which the essential amino acids will all be represented in their proper proportion."

Chapter 127, "How to sprout beans" (p. 472-74), discusses mainly how to sprout soybeans, and their nutritional value. A table compares the vitamin and mineral

content of soybean sprouts and mung bean sprouts; the former are much more nutritious.

Chapter 153, “Soybeans—The wonder food” (p. 536-41) has the following contents: Introduction. How nutritious are soybeans? (“Soybeans are one of the few non-animal proteins which are complete—that is, contain all of the essential amino acids in good proportion.”) Sprouting beans for vitamin C. Soybeans are economical (says the best book on soybeans is *Soybeans for Health, Longevity and Economy*, by Philip S. Chen, Ph.D.). Soybean milk for infants. “Soybeans are richer in potassium than any other food except brewer’s yeast which, of course, is eaten in much smaller quantities. They contain more pantothenic acid than any other food except egg yolk, brewer’s yeast, liver, rice bran, and wheat bran. The iron in soybeans is 96 per cent ‘available’—that is, digestible and used by the body.” Chapter 154, “Soya milk and soya curds” (p. 541-42), by Dr. W. Kring, of Dusseldorf discusses: Use of soybeans in East Asia. Fresh soya milk for every household. *Acidophilus* soya milk—Soya curds. Making soya cheese or tofu [at home].

Note 1. This is the earliest English-language document seen (April 2013) that uses the term “soya curds” in connection with tofu.

Note 2. This is the earliest English-language document seen (Sept. 2012) that contains the term “*Acidophilus* soya milk” (or “*Acidophilus* soymilk”) regardless of capitalization, hyphenation, or spaces.

Chapter 178, “Eggs, meat and soybeans” (p. 675-77) gives a nutritional comparison of these three high-protein foods. One section titled “Meat substitutes” begins: “Soybeans should be a part of your diet as a substitute for meat.” It continues: “Even though you include plenty of meat in your diet, make use of soybean protein, too. If your family does not know soybeans, get some and begin to introduce them to a wonder food.”

Chapter 169, “Are chemical fertilizers harming our food” (p. 618-24) is part of a statement made by J.I. Rodale on December 15, 1950, to a Congressional Committee formed to investigate chemical fertilizers. He argues that the organic method is “far superior to the present general practice with respect to fertilizer usage, not only from the human health standpoint but from the point of view of preventing soil erosion and giving higher yields at a lower cost.” Also discusses: History of the organic method. What is the organic method? What is a chemical fertilizer? The health aspect (experiments showing a much higher survival rate in mice fed organically grown food). More vitamins in “organic” food. Physicians praise the organic method. Rejection by our government (and request that agricultural experiment stations test and compare the two methods).

Chapter 173 titled “Investigating Primitive Diet” (p. 642-54) contains a detailed summary of the work of Weston A. Price, D.D.S., as described in his book *Nutrition and Physical Degeneration*. This book is available from the Lee

Foundation for Nutritional Research, 2023 W. Wisconsin Ave., Milwaukee, Wisconsin.

Chapter 182, titled “When you use fats and oils” (p. 682-83) discusses margarine, which is made from vegetable fats which have been hydrogenated. Soybean oil is one of the oils use to make margarine. “As you know, we do not recommend using margarine, mostly because of the many chemical substances used in it, of which the synthetic vitamin A is only one. Artificial coloring, preservatives and so forth are also used. But, in addition, hydrogenating the oils to make them solid destroys most of the essential fatty acids which are the chief reason for eating vegetable oil. So margarine is no better than butter as a spread, in spite of the fact that it is made from substances that do not contain cholesterol.” “Soybean oil is another popular vegetable oil.” Rodale especially recommends “our old friend, sunflower seed oil”—which is rich in vitamin E and linoleic acid.

Chapter 183 titled “Heated fats can cause cancer” (p. 686-90) summarizes several scientific studies and notes that “Hydrogenated fats are everywhere” in our food supply. “Finally, don’t buy hydrogenated shortenings (the solid kind)...”

Chapter 198 titled “Who pays for nutrition research?” (p. 741+) begins: “Dr. Stare’s Nutrition Department (at Harvard University, Massachusetts) received from Food Industries and Foundations representative of their interests between and including the fiscal year 1950 to 1956 gifts totaling approximately \$378,000, half of which was from the Sugar Research Foundation, supported by the sugar interests, and the Nutrition Foundation, supported largely by commercial food processors. A large portion of the other half was from the chemical and drug interests.

“This challenging statement sets the tone for a series of open letters from the Boston Nutrition Society, Incorporated, to Dr. Nathan M. Pusey, President of Harvard University. We think readers will find in these letters the answer to their puzzled query ‘Why?’ Why must we eat doctored up, chemicalized, refined, cheapened food and above all, why must some of our top food scientists, men like Dr. Stare of Harvard, call everyone a faddist and a crackpot who points out that the modern American food is not everything it should be?

“The open letters hit at the very heart of the problem. Much university research on nutrition is being financed by the very folks who profit from selling this worthless food.”

Chapter 199, “A British nutritionist takes stock,” summarizes an article titled “Food and Health,” by Dr. H.M. Sinclair (*British Medical Journal*, 14 Dec. 1957) about the dangers of feeding too much cow’s milk to infants and children. Another article on the same subject by Dr. Milton J.E. Senn, was published in *McCall’s* (Jan. 1958). Chapter 272 is “Kelp for trace minerals” (p. 1005-09) and Chapter 273 is “The value of seaweed nutrition” (p. 1010-12).

Chapter 274 is “Do you need lecithin?” (p. 1013-17;

Contents: Introduction. How can you avoid cholesterol deposits? Lecithin and cholesterol in natural foods. Experiments with lecithin prove its healthfulness. Why do we not get enough lecithin? Take lecithin as a food supplement {it is made chiefly from soybeans}).

Chapter 275 is “Why do you need lecithin?” (p. 1018-1021); Contents: Introduction. The what and how of lecithin. Processing at fault. Where can you get lecithin in your diet? (seeds and cold-pressed oils). Hydrogenation (which destroys all the lecithin, B vitamins, vitamin E, and essential fatty acids).

Chapter 39, “Miscellany on milk” (p. 146-54), documents many problems with cow’s milk. Its contents: Introduction, detergents in milk, antibiotics in milk, some infants can’t take milk at all, is milk the universal antidote?, an all-milk diet is hazardous, ulcer patients beware!, cavities caused by milk, DDT contamination, misuse of calcium, radioactive substances in milk, milk as a cause of goiter, a famous nutritionist speaks (Dr. Norman Jolliffe), milk’s value questioned (by McCance and Widdowson), allergies to milk sugar, dermatologist criticizes both bread and milk, and an old (1926) court decision on raw milk. Chapter 41: “Yogurt” (p. 156+). “Yogurt is probably the most popular of all so-called health foods”. In the 19th century, Metchnikoff was the first to investigate it scientifically. Chapter 96: “Sesame seed—An ancient and nutritious food” (p. 342-44; Tahini milk makes a good milk substitute). Address: Emmaus, Pennsylvania.

407. Shepard, William Peacey. 1961. Executives’ health secrets: how to lick tensions and pressures. Indianapolis, Indiana: Bobbs-Merrill. 268 p. See p. 113, 114. Index. 24 cm.
• **Summary:** “‘What You Eat Today Will Walk and Talk Tomorrow.’ This macabre sign in the window of a so-called ‘natural foods’ store did not exactly enhance my appetite” (p. 113).

The term “natural foods store” also appears on p. 114. Address: M.D.

408. *SoyaScan Notes*. 1961. Chronology of Chico-San, Inc. (Chico, California). 24 March 2011. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1955 Dec.—Herman Aihara and Chiiko (Cornellia) Yokota are married in New York. Cornellia arrived in the United States from Japan in Oct. 1955.

1961 summer—George Ohsawa, fearing that a nuclear war might be near, urges his followers to leave New York and find a place that was safer from radioactive fallout and good for growing rice. After extensive research, they chose Chico, California.

1961 Oct. 1—Thirty two people (11 families) arrive in Chico (in the Sacramento Valley of northern California) from New York City in a caravan of vans, buses, and station wagons. It is an area of fertile farmland where rice is already

being grown. Among the people in the group who remained active in work with macrobiotic foods were Bob Kennedy, Herman and Cornellia Aihara, Teal Ames, and Dick Smith.

1961 Dec. 8—The group in Chico has started a bakery named “Chico-San” (Shumway 1961).

1962 March 6—The group in Chico incorporates a new food company named Chico-San, Inc.; it consists of a retail store and an import and wholesale business. It is capitalized with \$10,000. In addition to a line of whole-grain products, they soon began to import a variety of macrobiotic foods from Ohsawa in Japan. The first store and food plant (they made sesame salt or *gomashio* and repackaged foods) was in the basement of a small hearing aid shop in Chico. The address was apparently 64, 5th Ave., Chico, California. It became the first macrobiotic food manufacturing company in the USA. Note: Infinity Foods in New York City was apparently the first macrobiotic import and wholesale company.

1962 Christmas—George Ohsawa visits Chico and lectures on macrobiotics.

1963—Ohsawa lectures in Boston (Massachusetts), New York City, and at the fourth macrobiotic summer camp in Chico. Lima Ohsawa and Cornellia Aihara give cooking classes. In Chico, Ohsawa suggests that the group try making rice cakes. He sends them a rice cake machine from Japan and production began in the fall of 1963. Rice cakes soon became Chico-San’s first really popular and successful product.

1963—Junsei Yamazaki emigrates to Chico, California, from Japan.

1964—Yamazaki starts to make miso and shoyu for Chico-San.

1966 April 24—George Ohsawa dies. The Ohsawa Foundation now has offices in Los Angeles, New York, Paris and Tokyo.

1968 fall—Bob Kennedy of Chico-San signs a contract with the Lundberg brothers of Wehah Farm (Richvale, California) to grow short-grain brown rice organically, exclusively for Chico-San. Chico-San agrees to buy all brown rice planted in 1969.

1969—Lundberg brothers plant 78 acres of brown rice, which is harvested in the fall. Because of Chico-San’s successful advertising campaign, one third of this crop as sold in advance and all was sold before the next year’s crop was available.

1969 fall—Wendell Lundberg visits Erewhon.

1970—Chico-San contracts for 200 acres of brown rice this year with Lundberg.

1970 fall—Spiral Foods Distributing Company is organized by Chico-San and Peter Milbury to distribute Chico-San products directly to retail stores in the greater San Francisco Bay Area. It is discontinued in about Aug. 1972.

1970—Herman Aihara and Bob Kennedy establish the George Ohsawa Macrobiotic Foundation (GOMF). Junsei

Yamazaki makes his first big batch of miso. First summer camp at French Meadows. Herman and Cornelia make their first nationwide teaching tour.

1971–Noboru [not Naboru] Muramoto sensei arrives.

1972–The book *Miso and Tamari*, by Herman Aihara published.

1972 Sept. 14.–Fire destroys the Chico-San plant. It started as a short in a rice-cake machine. Chico-San is out of business for several months. The company resumed business at another location across town. But Chico-San lost its exclusive right to distribute Lundberg organically grown brown rice as the company had been unable to package and ship rice and rice products for several key months during the peak sales season.

1973–Herman Aihara establishes the Vega Institute in San Francisco. Noboru Muramoto lectures and his first book, *Healing Ourselves*, is published.

1974–Herman Aihara moves GOMF to Oroville from San Francisco. *Soybean Diet*, by Herman published.

1976. Muramoto moves to Glen Ellen.

1984 Nov. 19–Heinz U.S.A. acquires Chico-San Inc. a manufacturer and marketer of rice cakes and related products. Privately held Chico-San (headquartered in Chico, California) operates rice-cake production facilities in California, Mississippi, and New Jersey. Founded in 1962, the company has about 340 employees.

1985 Jan.–The Quaker Oats Company acquires the Arden Rice Cakes business. The natural foods portion of the business is incorporated under the Mother's brand. Chico-San is based in Chico, California; Arden in North Carolina.

409. Balanced Foods, Inc. 1962. On the business of selling quality (Ad). *Natural Food and Farming (Atlanta, Texas)* 8(9):31. Feb.

• **Summary:** A full-page ad. “As major wholesale distributors of natural organic and health foods, we are proud that our ‘shingle’ is synonymous with quality.” Address: 700 Broadway, New York 3, NY. Phone: ORegon 4-2740.

410. Nichols, Joe D. 1962. President's page. *Natural Food and Farming (Atlanta, Texas)* 8(9):5, 46. Feb.

• **Summary:** “I am more optimistic about the future successes of NFA than I have ever been before. We have a growing group of dedicated, loyal, intelligent people who are assuming leadership of chapters all across the nation... In a small way we are becoming a mighty force for good in this country. It has been and it will continue to be a hard fight to bring the great truth about natural, poison-free food, grown on fertile soil to America. But the odds are in our favor. America is a sick nation, else why do we need so many new hospitals? The fact that five out of seven draftees are being rejected has shocked the nation.” A portrait photo shows Dr. Nichols. Address: M.D., Atlanta, Texas.

411. **Product Name:** Chico-San Soybean Puree (Barley Miso).

Manufacturer's Name: Chico-San Inc. (Importer). Made in Japan.

Manufacturer's Address: Chico, California.

Date of Introduction: 1962 March.

New Product–Documentation: *Health Food Business Review*. 1968. July. p. 44-45. “Soy bean puree: Miso.” Miso is repeatedly called “Soybean Puree” in this article. A table gives the nutritional composition of “Barley miso” (based on Yamada 1957, p. 44).

Midwest Natural Foods Distributors, Inc. 1972. Catalog and price list. Nov. 1. Ann Arbor, Michigan. 58 p. See p. 7. “Miso Soybean Puree.” 8 oz or 16 oz.

Chico-San Products. 1973. July. p. 13. “Soybean puree (Miso).” This is barley miso. Same publication, 1981. Jan. p. 13. They now import and sell mugi, kome, and hacho miso.

Shurtleff & Aoyagi. 1983. *The Book of Miso*. 2nd ed. p. 236. Chico-San was founded in March 1962, in Chico, California. One of their first products was traditional miso, imported from Japan and distributed widely under their label.

Chico-San Cracker Barrel. 1984. Oct. p. 1. Chico-San “was the first natural foods company to import miso into America.”

412. Nichols, Joe D. 1962. President's page. *Natural Food and Farming (Atlanta, Texas)* 8(11):5. April.

• **Summary:** “As I write this we [Natural Food Associates] are furiously trying to get ready for our Ninth Annual Convention in Cincinnati” [Ohio]. Address: M.D., Atlanta, Texas.

413. W.R. Laboratories. 1962. The Champion Juicer (Ad). *Natural Food and Farming (Atlanta, Texas)* 8(11):3. April.

• **Summary:** This full-page ad shows a photo of the patented Champion Juicer surrounded by vegetables. The F.O.B. factory price is only 149.95 including a five-year guarantee.

Note: This is the earliest document seen (Aug. 2010) that mentions the Champion Juicer—although it may have existed as early as the 1940s. Address: Factory Distributor, 639 E. Lockford St., Lodi, California.

414. *Los Angeles Times*. 1962. Sunday [TV program schedule]. May 20. p. B6.

• **Summary:** Evening: 9:30 p.m. Channel 13. “‘Shangri-La Today.’ Hosts Larry Moore, Ava Maloney & Top Stars! Sponsored by Foods for Life.”

Note: Shangri-La may refer to the former princely state of Hunza in the far north of today's Pakistan. In 1962 a book titled *Hunza, the Himalayan Shangri-la*, by Renée Taylor and Mulford J. Nobbs was published. The people living in the Hunza Valley were known for their good health, natural farming methods, natural foods, and long life.

415. Nichols, Joe D. 1962. President's page. *Natural Food and Farming (Atlanta, Texas)* 8(12):5. May.

• **Summary:** "Cincinnati, Ohio, the Queen City of the Ohio Valley, was the site of our most successful convention. More than one thousand people registered for the Ninth Annual NFA National Convention." "The spacious Netherland Hilton Hotel provided us with everything that could be desired for a successful meeting."

"As usual, every speaker drew a full house. Harold Peters of the National Audubon Society captivated our audience with his lecture depicting a robin dying from mass-sprayed DDT."

"We saw the premiere showing of the film made in Hunza by Renee Taylor."

"Regional conventions: I came home so excited and rededicated that I have not been able to sleep too much, making plans to bring this type of program to all of you. There is no reason why we cannot have regional conferences in each of your [five] areas just as good as our national convention." The areas are: Northeast, Midwest, South, Northwest, and Southwest. "We now have the organization."

"Pfeiffer memorial: The board of directors instructed us to proceed with the building of the Dr. Ehrenfried E. Pfeiffer Memorial Plant Laboratory just as quickly as we receive enough money for this project. The demonstration of Doctor Pfeiffer's great knowledge must be brought to everyone. A dying agriculture demands this demonstration. A diseased and dying civilization must have this knowledge transmitted to the farmers of this country."

Note: Dr. E.E. Pfeiffer died on 30 Nov. 1961. During 1938-39 Pfeiffer investigated a novel technique using crystallization for diagnosing cancer at Hahnemann Medical College in Philadelphia, Pennsylvania. This work earned him an honorary Doctor of Medicine [M.D.] degree from Hahnemann Medical College and Hospital of Philadelphia on 8 June 1939 at the 91st Commencement ceremony.

"Seal of approval: The board of directors also instructed us to go ahead with the plans for an NFA Seal of Approval. Our Standards Committee has developed a set of specifications which when met will entitle those engaged in the natural food movement to our NFA seal of approval." Address: M.D., Atlanta, Texas.

416. Nichols, Joe D. 1962. 'Caveat emptor!' Let the buyer beware! *Natural Food and Farming (Atlanta, Texas)* 8(12):23-27. May.

• **Summary:** "In this full text of the Annual President's Address at the 1962 NFA [Natural Food Associates] National Convention in Cincinnati, [Ohio], Doctor Nichols warns of the dangers the consumer faces as a result of the vast programs of the food industry designed to support and defend their adulterated products."

"Dr. Joe D. Nichols is a graduate of the University of Arkansas School of Medicine. He operates a 35-bed hospital

in Atlanta, Texas. He is a past President of the Tri-State Medical Association, Councilor of the Texas State Medical Association for nine years, a member of the American Association of Physicians and Surgeons, and Executive Director of the International Institute of Clinical Physiology. Dr. Nichols, a noted physician, lecturer and student of the science of nutrition owns a 1,000 acre organic farm."

Contents: Quotation from Goethe on truth and error. The medicine man. Mineral oil (once sold at a fancy price as a cure for all disease). Use radio and TV (to promote refined foods). Pretentious scientism ("Our agricultural schools have been 'convinced' that only a chemical agriculture is scientific... that only through the use of commercial fertilizers, insecticides, weedicides, defoliants, and other agricultural chemicals, can the nation avoid starvation and famine. They have been persuaded to look on organic farmers as ignorant people... They have destroyed the balance of nature in many places"). Public is awakening. Government agencies fall short. Must be a reason ("... why five out of seven draftees are now rejected by the military forces"). A sick nation ("Despite the great wealth of America, we are a sick nation"). Socialized medicine (a bad idea, run by government bureaucrats). What we can do (start with revitalization of our soil, organic agriculture, and natural foods). NFA determined ("to change the eating habits of America"). Potential of U.S. (to become a healthy nation and a leader in reforming food and nutrition). Cancer researcher's report (Dr. William E. Poel, head of Univ. of Pittsburgh's [Pennsylvania] laboratory of experimental carcinogenesis, says much cancer comes from our food). Enforced law needed (cancer-causing chemicals in foods). Doctors awakening. Predator research at USC. Later than you think. NFA must work religiously. American Cancer Society successful (in educating about pap smears). Famous doctors agree ("Dr. Albert Schweitzer is convinced that the modern devitalized processed diet of the civilized world is a major cause of cancer"). Check-up and check. Must not relax. Medical quackery (adding sodium fluoride to the water supply). Address: M.D., President, Natural Food Associates, Atlanta, Texas.

417. Sawyer, Ray. 1962. National convention report: 1962 convention rousing success. *Natural Food and Farming (Atlanta, Texas)* 8(12):7-9, 29-34, 36-39. May.

• **Summary:** See next page. "An outstanding program and an enthusiastic crowd of more than 1,000 combined to make the 1962 NFA National Convention the greatest and most successful ever."

A large photo (p. 7) shows the attendees in the main lecture hall, listening to an address by National President Joe D. Nichols. Contains many additional photos.

418. Lembke, Daryl. 1962. New Yorkers enjoying new lives in Chico: Artistically inclined 'Exodus group' adapting well



Department of Agriculture will have to listen to the growing force of the people... There are quite a few food stores in the United States where organically grown food is sold... Much of the food raised by modern chemical methods is very low in vitamins and minerals and reduces the resistance of individuals, making them the prey of dangerous germs and viruses... Every state experiment station should start an experiment comparing organic and chemical farming, side by side... As the quality of our food decreases, so does the quality of the mind.”

to small town's tempo. *Los Angeles Times*. June 17. p. F1.

• **Summary:** Bob Kennedy, age 42, was a former CBS trumpet player making \$20,000 a year. Lou Oles, age 38, was also a trumpet player who formerly performed with the NBC Symphony and with Benny Goodman and Buddy Rich. Herman Aihara operated a Japanese gift shop in New York City. In 1961 they were among 34 New Yorkers (22 adults and 12 children) who left their jobs and homes and drove west to the small town of Chico, California, to escape the threat of nuclear war and to spread the good word about the macrobiotic diet and foods. When they arrived on Oct. 1 the local people staged a big welcome.

The group's leader is Alvin Bauman, age 43. They are all disciples of George Ohsawa, and they meet once a week to discuss philosophy, world events, and how to earn a living. Jan Andrews, one of the group, “bakes bread two nights a week at Chico-San, a corporation formed by the Exodus group to produce, wholesale, and retail whole-grain foods.” The business is growing rapidly but is under-capitalized. The food store provided jobs for three in the group, including Aihara and Kennedy. Most of the group are very happy with their new home.

A photo shows Kennedy and Aihara baking bread.

419. Rodale, J.I. 1962. 20 years of Organic Gardening. *Organic Gardening and Farming* 9(6):17-19. June.

• **Summary:** The founder and Editor-in-Chief of this publication looks at the achievements of the past two decades—and points to the challenges of the future. “The fact that the magazine now has over 300,000 paid subscribers is a sign that the organic movement has established itself... The time is coming when our overly-conservative U.S.

420. Carson, Rachel. 1962. *Silent Spring*. Boston, Massachusetts: Houghton Mifflin Co. x [6] + 368 p. Illust. by Lois and Louis Darling. 22 cm. [550* ref]

• **Summary:** The author (lived 1907-1964), biologist and author, helped start today's environmental movement by scientifically documenting the devastating effects of chemical pesticides, especially DDT, on the earth's natural environment.

She stated our choice well in these words: “We now stand where two roads diverge. But unlike the roads in Robert Frost's familiar poem, they are not equally fair. The road we have long been traveling is deceptively easy, a smooth superhighway on which we progress with great speed, but at its end lies disaster. The other fork of the road—the one ‘less traveled by’—offers our last, our only chance to reach a destination that assures the preservation of our earth.

“The choice, after all, is ours to make. If, having endured much, we have at last asserted our ‘right to know,’ and if, knowing, we have concluded that we are being asked to take senseless and frightening risks, then we should no longer accept the counsel of those who tell us that we must fill our world with poisonous chemicals; we should look about and see what other course is open to us.”

Soybeans are mentioned on pages 79 and 315 of this edition.

Note: Prior to 1993 a group at Pennsylvania State University asked 235 environmental leaders worldwide to select the most influential environmental books. The top three were *Sand County Almanac* by Aldo Leopold, *Silent Spring* by Rachel Carson, and *State of the World* by Lester Brown and the Worldwatch Institute. Address: USA.

421. *Yin Yang: The Unifying Principle (Ohsawa Foundation, Chico, California)*. 1962. Useful addresses. p. 38. Sept.

• **Summary:** Chico-San's address is given as "1364 Mangrove Ave., Chico, California."

Other organizations whose addresses are given: Japan: Nippon (C.I.). Shinsei-Kai (C.I.). Anbara (C.I.).

U.S.A.: Ohsawa Foundation (Chico, Calif.). Mr. Michio Kushi (562 Fifth Ave., New York 36, N.Y.). Azuma Inc. Mr. Tommy Nakayama (2486 Silverlake Blvd., Los Angeles, Calif.). Musubi Restaurant (61 W. 56th St., N.Y.). South America: Casa Longavida (Liberdada, Sao Paulo, Brazil). India: Mr. R.T. Saklath (9 Grant Lane, Calcutta 12, India). France: "Sesam" (Paris). "Longue Vie" (Paris).

Note: This is the earliest document seen (March 2020) that shows Chico-San as being in business and as having an address on Mangrove Ave. in Chico, California.

422. *Hartford Courant (Connecticut)*. 1962. Bird Club schedules slide talk: Hampton. Oct. 20. p. 10C.

• **Summary:** The 2nd half of this column of local news begins: "The sixth annual convention of the New England Chapter of the Natural Food Associates is being held this weekend at the Harvard Ellis Technical School in Danielson" [Connecticut]. Local gardeners and farmers will exhibit foods grown by organic gardeners using the "organic method."

In the women's division, entries will include homemade natural foods such a natural breads baked with whole wheat flour.

During the convention a variety of lectures will be presented by well-known authorities on natural foods and their production. "A medal will be presented by the Associates to Rachel Carson, author of the present controversial book 'Silent Spring,' which lists harmful effects from using insect sprays [such as DDT].

"The exhibits are open to the public."

423. *Hartford Courant (Connecticut)*. 1962. Nature's own (Photo caption). Oct. 20. p. 10C.

• **Summary:** This large photo shows Mrs. Harold Stone of Hampton, Connecticut, standing next to some vegetables grown by her husband using "organic" gardening, in which no chemical fertilizers or poisonous sprays are utilized. Stone will exhibit this produce at the sixth annual convention of the New England Chapter of the Natural Food Associates in the Harvard Ellis Technical School in Danielson [Connecticut] this weekend. Photo by Pearl Scarpino.

424. Chico-San Inc. 1962. Chico-San: A new company with new products (Ad). *Yin Yang: The Unifying Principle (Ohsawa Foundation, Chico, California)* 2(2):30. Dec.

• **Summary:** A ¼-page ad. The Chico-San logo, in the upper left corner is the company name written with a large

"C" superimposed on an upward pointing triangle below a downward pointing triangle. The text, in mostly small letters, reads: "Cereals. Grains. Condiments.

"Unique Foods: Whole grain, yeast, & no yeast breads. Noodles and macaroni. Sea vegetables. Zen Cookery.

"Yin (before large downward pointing triangle)–(large upward pointing triangle) Yang.

"No chemicals or preservatives. Our products are processed from organically grown grains. Special attention to mail orders."

Note: On the last page of this issue (p. 31), Chico-San's address again appears: "1364 Mangrove Ave., Chico, California." Address: 1364 Mangrove, Chico, California.

425. Rodale, J.I. 1962. Looking back. *Organic Gardening and Farming* 9(11):59-60. Nov.; 9(12):47-49. Dec. [3 ref]

• **Summary:** Part I recalls the first issue of *Organic Farming and Gardening* (May 1942, 12 pages in all). Rodale printed 12,000 copies and sent them free to a list of farmers. 14 subscriptions resulted. At the time he started publishing OGF, Rodale was already publishing two magazines, one titled *Health Guide* and the other *Fact Digest*. In both of these he had been running articles about Sir Albert Howard and his organic method. "We published 6 issues under the title of *Organic Farming and Gardening*, but with Nov. 1944 it became *Organic Gardening and Farming*; we decided to aim our sights at the gardener and catch an aggressive farmer here and there." There were articles about Sir Albert Howard and his *Agricultural Testament*, about Rudolph Steiner and his Bio-Dynamic Techniques (including his Bio-Dynamic way of making compost, perfected by Dr. Ehrenfried Pfeiffer), and about Charles Darwin's observations on earthworms.

The second issue was 16 pages long. Mr. Rodale does not take vitamins but advocates increased consumption of organically grown vegetables and a "sharp reduction in such grain foods as bread, spaghetti, cereals, etc... The most important of the earth's resources is a fertile soil."

426. **Product Name:** Black Soybeans.

Manufacturer's Name: Chico-San Inc. (Importer). From Japan.

Manufacturer's Address: P.O. Box 1004, Chico, CA 95926.

Date of Introduction: 1962.

Ingredients: Black soybeans.

New Product–Documentation: Chico-San, Inc. 1973. July. Chico-San Inc. products: A catalog of unique foods. p. 12. "Black Beans. A pleasant, sweet tasting source of proteins and mineral salts."

Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 126. "A pleasant, sweet-tasting source of protein and minerals." A sidebar gives details on how Chico-San has brown rice grown

organically at Wehah Farms in Richvale, California.

Chico-San Products. 1981. Jan. p. 12. "Imported variety, which is an excellent source of proteins and minerals with a pleasant sweet taste."

Chico-San, Inc. 1982. June. Mail order–Price list. p. 2. "Since 1962 we have also been importing the very finest Japanese Azuki and Black Beans."

427. Product Name: Azuki Beans (Dainagon Red).

Manufacturer's Name: Chico-San Inc. (Importer). From Japan.

Manufacturer's Address: P.O. Box 1004, Chico, CA 95926.

Date of Introduction: 1962.

Ingredients: Azuki beans.

How Stored: Shelf stable.

New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1972. Catalog and price list. Nov. 1. Ann Arbor, Michigan. 58 p. See p. 7. "Azuki Beans." 8 oz or 1 lb.

Chico-San, Inc. 1973. July. Chico-San Inc. products: A catalog of unique foods. p. 12. "Azuki Beans–Dainagon Red. From the coldest part of Japan–Hokkaido. They are organic–untainted by sprays, insecticides, or preservatives, and can be used as a basic food. They are rich in proteins and minerals."

Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 126. "They can be used as a basic food. They are rich in protein and minerals."

Chico-San, Inc. 1982. June. Mail order–Price list. p. 2. "Since 1962 we have also been importing the very finest Japanese Azuki and Black Beans."

Note: Chico-San appears to be the first company to have sold azuki beans to Caucasian Americans.

428. Product Name: Lima Tamari Soy Sauce.

Manufacturer's Name: Chico-San Inc. (Importer). Made in Japan.

Manufacturer's Address: P.O. Box 1004, Chico, CA 95927.

Date of Introduction: 1962.

New Product–Documentation: Note: This is the earliest known soyfood product imported to the USA from Japan by a Caucasian-run U.S. company. The product is actually shoyu, named after Lima Ohsawa.

Midwest Natural Foods Distributors, Inc. 1972. Catalog and price list. Nov. 1. Ann Arbor, Michigan. 58 p. See p. 7. "Lima Tamari Soy Sauce." Sold in 8 fl. oz, pints, and quarts.

Chico-San Products. 1973. July. p. 4, 13. "Made in a little rustic factory in Northern Japan operated by the same family for more than ten generations. Aged for two years." Same publication, 1981. Jan. p. 13. Ad by Chico-San Inc. in *Macrobiotic Review* (Towson, Maryland). 1980. 2(2):2. "The soy sauce story. For almost twenty years Chico-San, Inc. has imported the very best natural, traditional soy sauce. Our Lima Soy Sauce is made with handcrafted techniques,

using only natural ingredients... It is aged through two yearly cycles of seasonal changes in large wooden casks." Leaflet. 8½ by 11 inches, color. Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. "Taste the difference. Only Chico-San's Lima Soy and Tamari Sauces bring you the real taste of traditional Japanese preparation."

429. Herman Aihara rings up a sale of macrobiotic foods from the tailgate of his car near Chico, California (Photograph). 1962. Undated.

• **Summary:** Herman Aihara (left), the first elected president of the Macrobiotic Foundation of New York in 1961, rings up a sale of Chico-San products from the tailgate of his car in the Sacramento Valley of California in 1962. Chico-San, Inc. began operations in Chico, California in March of 1962, providing brown rice, beans, miso, soy sauce, sea vegetables, and other staple foods imported from Japan to the budding macrobiotic group and to the local community. Chico-San's first company-made product was unleavened "macrobiotic" bread. Herman Aihara and others went around the Sacramento valley selling this bread and Chico-San's other products out of the back of his car. Herman often joked that the bread was worth its weight in gold as it was as heavy as a gold brick!

Note: Photo and text from Carl Ferré, editor and publisher of *Macrobiotics Today*, Chico, California.

430. Product Name: [Seitan].

Foreign Name: Seitan.

Manufacturer's Name: Marushima Shoyu K.K.

Manufacturer's Address: Kamigata-dori Ko 881, Uchiuimicho, Shodo-gun, Kagawa-ken, Japan.

Date of Introduction: 1962.

Wt/Vol., Packaging, Price: 3.5 oz jar.

How Stored: Shelf stable.

New Product–Documentation: Note: This is the world's earliest known commercial seitan product. It was first imported to the USA by Erewhon Trading Co. in 1969.

Talk with Aveline Kushi. 1992. April 9. The first seitan imported to America was made by Marushima Shoyu Co. on Shodoshima in Japan. George Ohsawa went to visit the company, talked with Mr. Mokutani (who is still the chairman, and a close friend of the Kushis, and a great admirer of Ohsawa), and showed him how to make it. Marushima began to make seitan commercially in the late 1960s. It was imported to America by Muso Shokuhin at about the same time the first miso and shoyu were imported. She thinks it came in small jars, and was so salty that she used it as a seasoning in place of soy sauce in stews (such as soybean stews) or cooked it with vegetables; this cooking made it softer. This seitan probably started to be imported to America in about 1969.

Letter (fax) from Yuko Okada of Muso Co. Ltd., Japan. 1992. July 2. "I remember the term 'seitan' since I was a kid;

it was probably coined by George Ohsawa. *Sei* means 'is' and *tan* is the first character in the Japanese term *tanpaku*, which means 'protein.' So *seitan* means something like 'right protein substitute.' Marushima Shoyu Co. developed seitan commercially in Japan and Muso has carried their seitan since Feb. 1966 when we started. We shipped seitan to Erewhon on a regular basis from 1968. [Note: Kotzsch. 1984, Dec. *East West Journal* p. 14-21 states that Muso began to export foods in 1969.] We also exported it to Chico-San [in the USA]. In Europe, we exported seitan to Paris, France." This seitan went to Institut Tenryu, which had a little macrobiotic food shop in Paris run by Madame Françoise Riviere. The first seitan Muso exported to Australia went to Spiral Foods.

Muso Shokuhin. Pure Heart–Muso general catalogue. 1990 July. p. 41. A color photo shows a 180-gm jar of Seitan. The product name is written in English (i.e., in roman letters). Under that, it is written smaller in katakana. Above the company name and address is written: "Sakurazawa Nyoichi shido" which means, "Made under the guidance of George Ohsawa."

Talk with Mr. Kiyoshi Mokutani, president of Marushima Shoyu K.K. in Japan. 1992. July 12. "The invention and development of seitan in Japan." He invented seitan in 1961-62 and took a sample to George Ohsawa, who coined the term "seitan" upon seeing it. Commercial production began in 1962. For details, see interview.

431. Taylor, Renée; Nobbs, Mulford J. 1962. *Hunza, the Himalayan Shangri-La*. El Monte, California: Whitehorn Publishing Co. 56 p. Illust. 28 cm. *

• **Summary:** Photography by Zygmunt Sulistrowski and Wayne Mitchell. Notice in *Let's Live*. 1962. April. p. 13. "Renee Taylor, journalist, lecturer, and author of the book 'Hunza Land' will speak for the Pasadena Chapter of the American Nutrition Society, Monday, April 16." Miss Taylor, who recently from a trip to Hunza in the Himalayas, will show photos she took while there.

432. Ohsawa, G. 1962? *Zen macrobiotics: The art of longevity and rejuvenation*. New York, NY: Ohsawa Foundation. Printed in Japan. 218 p. Undated. Index. 17 cm.

• **Summary:** This is the second printed edition of *Zen Macrobiotics*. The cover is gray. The author is George Ohsawa. The content is basically the same as the first printed edition, except that (1) Typographical errors on pages 3, 7, and 62 have been corrected; (2) A folded, undated insert, titled "Dictionary of Macrobiotic Terms" was found in this printing between pages 216 and 217 (for details, see below). The insert is 17.0 cm / 6.69 inches high by 30.0 cm / 11.81 inches wide. Folded crosswise into thirds, it fits perfectly into these books; (3) The information on pages 217 and 218 is different and updated. The following appears on page 218: Brazil (Casa Longavida, Sao Paulo), Sweden (Miss

Ilse Clausnitzer, Stockholm), U.S.A. (Ohsawa Foundation, 61, W. 56th St., New York; Ohsawa Foundation, P.O. Box 238, Chico, California; Chico-San, Inc., 64, 5th Ave., Chico, California; Musubi, 61, W. 56th St., New York–Macrobiotic Restaurant).

Concerning the date of publication: Although the date is not given in or on the book, Carl Ferré (who owns an original of this 2nd Japan printing) notes (8 May 2011): "Chico-San is listed. This means it was after Nov. 1961 at the earliest and most likely very early in 1962. I say this because the address given is not the Mangrove Ave. one." "There is no 'Printed in Japan' in this book either but it is so similar to the earlier one that it has to be printed in Japan. It is also undated. It is not 'revised'..."

In the 3-column "Dictionary of Macrobiotic Terms" (insert), for each entry there is the word or term, its definition, and one page number on which that word appears. Because the page numbers refer to pages in this edition, the dictionary was probably published at about the same time as this book—or at the time of the previous edition in 1960. The following is a selection from the Dictionary, with pages given for soy-related words: Aduki: Japanese red bean. Ae: Dressing (vegetables) with soy bean paste [miso], orange juice, etc. (p. 96). Aemono: Japanese salad (p. 88). Age: Fried bean curd. An: Red [aduki] bean jam. Ankake: Pouring [aduki] jam. Bancha: Coarse green roasted a few minutes. Bansho: Bancha with soy sauce (p. 152). Daikon: Long, white Japanese radish. Dango: A dumpling. Dentie: Head of eggplant salted, kept, dried and then burned into a powder. Egoma: A type of sesame seed—most yang. Gobo: Burdock. Gomashio: Sesame salt. Goma Tofu: Sesame curds (p. 87). Goziru [gōjiru, gojiru]: Soup made of grated soy beans and vegetables ("Ziru" means soup in Japanese) (p. 84). Gyoza: A Chinese food—vegetable mixture wrapped in pieces of thin dough. Hako: A mold or box in Japanese. Haru Tea: A very yang herb beverage. Hiziki [Hijiki]: Spindle-shaped, small, black seaweed. Jinenjo: A wild potato or a Japanese yam. Karinto: A kind of deep-fried cookie. Kasha: Russian buckwheat grain preparation. Kayu: Thin rice preparation [porridge]. Kinpira: Burdock and carrots preparation. Kitune [Kitsune]: Boiled rice or noodles cooked with thin fried bean curds [*agē*] (p. 68). Kobu (or Konbu): A (sea) tangle coming from deep ocean waters. Kobu Maki: Kobu stuffed with vegetables. Koi-Koku: A special carp and miso soup (p. 109). Kokkoh: A creamed blended cereal. Konnyaku: A paste made from flour of this Japanese tuberose [tuber]. Kuzu: Powdered plant-gelatine obtained from kuzu plant. M.U. tea: A tea made of 15 blended herb's roots. Matuba [Matsuba]: Pine leaves. Miso: Soy bean paste (p. 65). Miso Ae: Boiled vegetables served with miso cream (p. 96). Misoni: Carrots and onions cooked with miso (p. 129). Mochigome: Glutinous rice. Moti [Mochi]: Rice cake. Musubi: A knot. Nisime [Nishime]: Same as Nituke. Nituke [Nitsuke]: Vegetables sauteed. Nori: Laver or sloke—a kind

of seaweed. Ogura: Aduki (red bean) preparation. Omedato: Dessert made of roasted rice and red beans. Originally Japanese word for congratulation. Oshitashi: Boiled vegetables, served with Tamari (p. 97). Ransho: Egg–Tamari preparation. Renkon: Lotus root. Sashimi: Sliced raw fish. Sarashina: A kind of buckwheat dish. Originally it means the name of a place famous for producing good buckwheat. Siitake [Shiitake]: A kind of Japanese mushroom. Sio [Shio]: Salt. Sio Kobu [Shio Kombu]: A kobu (seaweed) preparation. Soba: Buckwheat. Sukiyaki: Fish (or beef) and vegetables cooked a la japonaise. Sushi: A rice preparation. Syo-ban [Sho-ban]: Coarse green tea with soy sauce (p. 101). Tahini: Sesame butter. Tai: A red snapper [fish]. Tamari: Traditional soy sauce (p. 62). Tekka: A preparation of minced lotus root, burdock root, carrot, ginger, and miso (p. 96). Tempura: Japanese process of deep-frying in oil. Tofu: White soya bean cheese (p. 134). Tororo: Wild potato [wild yam]. Udon: Wheat vermicelli or noodle or macaroni. Umeboshi: Japanese plum salted and conserved for years. Ume-sho-ban: Medicinal beverage [containing umeboshi and shoyu] (p. 156). Yannoh (Ohsawa coffee): A cereal coffee made of roasted rice, wheat, aduki, chick peas and chicory. Yomogi: Mugwort (or wormwood). Yuba: Soybean protein prepared into transparent paper-like sheets (p. 77). Zosui: A rice preparation. Zaru: A bamboo basket. Address: Ohsawa Foundation: 331 Riverside Dr., New York City. Secretary Aihara, 44 W. 96th St., New York City, U.S.A.

433. Talese, Gay. 1963. One year later, still no bomb. *Esquire*. May. p. 76-77.

• **Summary:** The story of the Exodus from Long Island to Chico, California in the fall of 1961—prompted by the teachings of “Zen Buddhist philosopher” [sic] George Ohsawa. Full of interesting details. The Berlin Crisis [which ended with the city’s partition and the East German erection of the Berlin Wall] has worsened and many believed that New York City was the world’s leading target for an atomic bomb.

They chose Chico based on their interpretation of Atomic Energy Commission reports and data.

It was Mr. Alvin Baumann who gathered friends at his home one evening when they decided to leave the New York City area. These were not aging beatniks (as the press has implied) but a group of largely successful, professional people. Their names and professions are given. But they had had enough of the big city “rat race”—they were fed up and ready for a simpler life. A study of AEC reports showed Chico as a possible place to go. A few days after the meeting at his home, Bauman and two others flew to California to look at small towns north of San Francisco. They found Chico and liked it. It had a population of less than 37,000, an average temperature of 63 degrees, its own university (Chico State College) to give an intellectual flavor, and it was only 3 hours by car from San Francisco.

“The possibility of great doses of nuclear fallout being carried by rain into Chico is slight because the area has a light rainy season, and the surrounding mountain formation keeps away east-to-west winds that might be transporting atomic dust from other contaminated cities.”

They were given a big welcome, but some people in Chico were suspicious—and rumors began to fly when it was learned that the first baby born to Mr. and Mrs. Aihara in Chico had died. An inquest—rare in Chico—stated that the death was attributed to “abdominal abscesses.” But then the rumors stopped.

Note: Herman and Cornelia Aihara had two children born in New York—Mari / Marie and Jiro—who were part of the caravan trip to Chico.

The newcomers soon got jobs and also opened a “large health-food shop” named Chico-San. The business averaged sales of \$2,000 a month. Irv Hirsh [also spelled Hirsch] worked as a baker—of unleavened bread. Lou Oles, a former trumpeter with Benny Goodman, enrolled as a student of mathematics and physics at Chico State College. At a tavern frequented by college students, Teal Ames was introduced one evening by a friend to a California bachelor named Bill Nichols, who now also lived in Chico. Six weeks after he met Teal he converted to a macrobiotic diet; then they were married.

434. *Yin Yang: The Unifying Principle (Ohsawa Foundation, Chico, California)*. 1963. Summer camp—Chico, California. 3(3):5-6. Aug/Sept.

• **Summary:** “This summer, August 1-31, the Ohsawa Foundation sponsored its first Macrobiotic Summer Camp here in Chico. The camp was a complete success—an example of what people who work together can achieve. The guests, numbering more than 25 per day, from all parts of the United States, as well as Mexico, Brazil, Belgium, Hawaii and Japan, were delighted with the improvement in their health and well-being. The food, the accommodations (a lovely, rambling building with a spacious L-shaped swimming pool), the staff—all lived up to our fondest expectations. Daily lectures were given by Herman Aihara, Bill Nichols, Al Bauman and Lou Oles. The highlight of the last two weeks was the arrival of George and Lima Ohsawa. Mr. Ohsawa was more profoundly clear than ever and won many new friends for Macrobiotics. Dr. Kikuo Chishima lectured on his revolutionary theory of cell reproduction. Dr. Chikao Narita, director of a Macrobiotic clinic in Japan, held daily consultations. Dr. Moriyasu Ushio, director of a 100-bed hospital in Tokyo, also was in consultation. Mr. Kakujiro Hoshina, well-known entertainer in Japan, held the guests spellbound with folk songs. He sang and accompanied himself on the shamison (shamisen; Japanese stringed instrument) and the shakuhachi (Japanese end-blown bamboo flute).

“Report of the First International Conference on

Macrobiotics. During the last weeks of August, 1963 two meetings of international representatives to the First International Conference on Macrobiotics were held in Chico, California. There were people present from Belgium, Mexico, Brazil, Japan and the United States. The most urgent need of all countries is for communication with others. Dr. Narita, Japan, emphasized the value that exchanges of case histories could have in supporting and clarifying a new medicine. Eve Lasson, Brazil, revealed the hunger of doctors in Brazil to learn from the experiences of practitioners in other parts of the world.

“Communication on many subjects could be very helpful: (1) Food factories. (2) Clinics. (3) Children’s health and education in an unsympathetic society. (4) Advances in knowledge—Reports of research and experience.

“It was decided to begin publishing at once: (A) A list of macrobiotics doctors throughout the world. (B) An International Bulletin of Macrobiotics that would contain reports on the macrobiotics activities in each country and articles of general interest from each country. Though the need to work actively together was recognized, it was considered premature to attempt any such plans at this time.

“The 2nd International Conference will be held in France in 1964. Before adjourning, the representatives agreed that we had entered a very exciting, hopeful phase of our work. The seed of an international organization has been planted.

* Center Ignoramus—School of Macrobiotics. Address: P.O. Box 238, Chico, California.

435. *Yin Yang: The Unique Principle (Ohsawa Foundation, Chico, California)*. 1963. Center Ignoramus—School of Macrobiotics. 3(3):6-7. Aug/Sept.

• **Summary:** P.O. Box 181, Chico, California. Note: Herman got a separate P.O. Box for Center Ignoramus. That name had deep meaning for Herman, since it was the name of George Ohsawa’s school, Centre Ignoramus School (*Maison Ignoramus*), near Tokyo, Japan when Herman first met Ohsawa. The name reflects a concept with deep historical roots via Socrates, Krishnamurty, Suzuki roshi, etc. The Oracle of Delphi pronounced Socrates the wisest of Greeks; and Socrates took this as approval of his agnosticism which was the starting point of his philosophy: ‘One thing only I know’, he said, ‘and that is that I know nothing’. Philosophy begins when one begins to doubt—when one begins to question the accepted wisdom of tradition. Particularly the one’s cherished beliefs, one’s dogmas and one’s axioms.’ Krishnamurty wrote a book titled “Freedom from the Known.” Suzuki roshi wrote a book titled “Beginner’s Mind.

“September, 1963. The first International Summer Camp of Macrobiotics in the United States has just concluded its schedule for the summer.

“We are very happy to inform you that a year-round continuation of the summer camp program has been

organized. Under the direction of Herman and Cornelia Aihara, the Center Ignoramus School of Macrobiotics is beginning its activities.

“A program of macrobiotic meals and care, lodging and lectures is planned.

“The fee for attendance at the Center Ignoramus School of Macrobiotics is \$200 per month. A schedule of fees will be available for those who wish to attend for shorter periods. We shall attempt to meet your needs. For example, a request has been received for week-end classes and accommodations for beginners.

“Please contact us at the above address if you have any questions about attendance at the school. We will be very pleased to work out convenient arrangements.

“Why the Centre Ignoramus School of Macrobiotics? by Herman Aihara.

“The summer camp in Chico, 1963 has provided us with many interesting experiences. The most important one concerned a couple who had been observing macrobiotics for a year and a half through their own study of the book *Zen Macrobiotics*.

“Immediately after their arrival at the camp, the husband suffered a severe headache. We learned that he had had headaches for 20 years and had taken medication daily with no improvement. At camp there was no pain-killing medication: the pain was terribly severe. Mrs. Ohsawa comforted him with her hands and after an hour, he fell asleep. The next day was free from pain. Day by day improvement in his health continued with no further headaches.

“We had learned an important lesson. This couple thought that they had been practicing macrobiotics but in reality they had not. There was much that they did not understand.

“As a result, we decided to open a school of Macrobiotics. After having visited periodically with many people, having given numerous lectures and cooking classes in various communities, we have found that this is not enough for an understanding of Macrobiotics. The real understanding comes from concentrated study in daily life.

“A month of daily attendance at a school could eliminate many months of floundering [sic, foundering] in a sea of misunderstanding. We Japanese disciples of Macrobiotics have been fortunate to study at the Tokyo Centre Ignoramus School under the direction of George Ohsawa. We think that this period of study was a key point in our lives. Our sense of gratitude makes us want to give others the same opportunity we have had.

“Our school will be closely connected with Mr. Ohsawa wherever he may be and will be most precisely advised and supervised.” Address: P.O. Box 238, Chico, California.

436. *Chicago Tribune*. 1963. Food group to meet in Du Page County. Oct. 13. p. W4.

• **Summary:** The fall convention of Natural Food Associates will be held starting at 9 a.m. Saturday at the Du Page County fairgrounds. John H. Guill, Jr., formerly with the U.S. Food and Drug Administration, will speak at the all-day session.

437. Natural Food Associates. 1963. Classified ad: Startling. Provocative. Worthwhile. Challenging! *Chicago Tribune*. Oct. 17. p. W_A12.

• **Summary:** “Four outstanding talks on food and health. Delicious, hard-to-find unsprayed foods for sale. Wonderful natural food gourmet’s lunch. Directory tells where to buy healthful foods in Chicago area.

“The work of the Food and Drug Administration: 10:30 a.m. John Guill, director, Chicago district, FDA. Illustrated slide lecture.

“Natural foods—Fables and facts: 11:30 a.m. Is Rachel Carson’s book ‘Silent Spring’ highly exaggerated? Is unsprayed food foolish, inferior, too expensive as magazines claim?”

“What can one person do? 1:30 p.m. Hear Tom Edwards, newspaper editor, reveal the unused powers you have.

“What not to breathe: 2:45 p.m. Dr. Francis Silver, Chemical engineer from Martinsburg, West Virginia, tells how to protect your family from deadly unknown poisons found in every kitchen and bathroom.

“Fall convention, Natural Food Associates, Du Page County fairgrounds, Wheaton, Illinois, Saturday, Oct. 19, hours 9-5.

“Go 2 miles west of Wheaton to County Farm rd. and Manchester, midway between Roosevelt rd. & North ave. Adults \$1.50, Children free.

“For more information phone 742-8627. S.T. Peters, 326 Hamilton ave., Elgin, Illinois. 60621.

“The public is invited.”

438. Jacques DeLangre, Tommy Nakayama, Lou Oles, and Bob Kennedy (from left to right) relax during lectures in Los Angeles in 1963 (Photograph). 1963. Undated.

• **Summary:** Jacques DeLangre was a photographer in Los Angeles in the early 1960s who helped with many of the early publications. Later, he would found Happiness Press and the Grain and Salt Society in Magalia / Paradise Northern California. Jacques is the author of *Do-In 1* in 1971, *Do-In 2* in 1974, and *Seasalt’s Hidden Powers: How to Tell Its Integrity and Use it Correctly* in 1984 and 1987. Tommy Nakayama was the first of George Ohsawa’s students (founder of modern-day macrobiotics) to relocate to the West Coast of the United States in 1952. In 1963, Tommy and his family opened “Zen Restaurant” in Hollywood. Ohsawa attended the grand opening and was very pleased. Lou Oles translated and edited many of George Ohsawa’s writings, making them available to an English-speaking audience. J.

Robert (Bob) Kennedy was the president of Chico-San, Inc., the first macrobiotic food producer and distributor in the United States.

Note: Photo and text from Carl Ferré, editor and publisher of *Macrobiotics Today*, Chico, California.

439. Peters, Sidney C. 1964. Good insects too (Letter to the editor). *Chicago Tribune*. Aug. 28. p. 16.

• **Summary:** “Elgin, Aug. 22—Several days ago Walter Trohan (my favorite columnist) warned that food prices would go up if the anti-pesticide voices prevail. The anti-pesticide people have never been against all pesticides, only the deadly, long-lasting chlorinated hydro carbon poisons of the DDT variety.”

Actually, there are many safer pesticides available. New Zealand has now banned DDT plus a long list of American favorites including dieldrin, aldrin, lindane, etc.

A new book, ‘Gardening without Poisons,’ by Beatrice Trum Hunter, points out that over 3,000 plants have known insecticidal properties. Moreover, says Mrs. Hunter, there are 76,000 “good” insect species in the United States and only 10,000 “bad” ones. Address: Member, board of directors, Illinois Natural Food Associates.

440. Nelson, Harry. 1964. Quackery in nutrition field assailed by medical groups: Health food fad called ‘expensive nonsense’ by doctors, drug agency. *Los Angeles Times*. Nov. 8. p. B1, B4, B5.

• **Summary:** In the USA. the most widespread kind of quackery is in the field of nutrition, according to Kenneth L. Milstead of the bureau of enforcement of the U.S. Food and Drug Administration (FDA). The American Medical Association reports that every year about “10 million Americans spend \$500 million for nutritional nonsense in the form of ‘health’ foods, food supplements [vitamins, minerals], weight-reducing gimmicks and literature, fads and cults.”

“More people seem to believe more bunk about food and nutrition than any other single topic in the health field, and perhaps any other field,” according to Millstead in one of his many speeches around the country.

Martha F. Trulson, a nutritionist at the Harvard School of Public Health, agrees.

Southern California is seen as being “heavily infested with nutrition faddists.” An FDA publication states that three of the five organizations in America taking the lead in spreading nutritional fads are centered in the Los Angeles area. “These are the National Health Federation in Monrovia [membership 30,000], the American Nutrition Society and the Academy of Applied Nutrition, both of Pasadena.”

According to the FDA, the main objective of these three organizations is “the promotion of so-called natural or unprocessed foods.” They constantly tell Americans about the disadvantages of refined and processed foods.

The two other groups disliked by the FDA are the Boston Nutrition Society and Natural Food Associates of Atlanta, Texas. These groups counter that top officials in the FDA and AMA are “completely supported by the food industry.”

The five groups exist to perpetrate what the FDA calls the four myths of nutrition. These four myths, which are listed, are clearly a distortion of the groups’ real message.

Dr. Frederick J. Stare, a nutritionist at Harvard, is one of quackdom’s most vocal foes. He argues that iodine deficiency is the only known example of a relationship between soil composition and human nutritional status. Stare adds that an increase in soil fertility leads to increased crop yields but not to increased crop quality. Increasing soil fertility, says Stare, does not increase the vitamin or mineral content of the crops.

The FDA states the following authors and lecturers are the best-known propagandizers of the “four nutritional myths”: Lelord Kordel, Carlton Fredericks, Adolphus Hohensee, William L. Abt, Royal Lee, Gaylord Hauser, Dr. Herman Taller, Dr. D.C. Jarvis, Bob Cummins, Dr. Allen E. Banik, and Dr. H. Curtis Wood. There are many more.

Next Monday: “How the FDA plans to crack down on food faddists.” Address: Times Medical Writer.

441. Nichols, Teal. ed. 1964. *Zen cookery*. Chico, California: The Ohsawa Foundation. 83 p. Index. 22 cm. A second edition appeared in 1965.

• **Summary:** This is the earliest known macrobiotic cookbook written by an American, and its influence was profound.

Note 1. The Nov. 1964 edition of *Yin Yang* magazine, published in Chico, California, announced that the book had been published that month (Nov.).

“Acknowledgements: Our heartfelt gratitude goes to Lima Ohsawa, the foremost authority on Macrobiotic Cookery, without whose patient assistance and teaching this book would not have been possible. Many of the recipes appearing in *Zen Cookery* are from her collection in an earlier edition of *Zen Macrobiotics*. The Editor wishes further to thank the following people for recipes, suggestions, and invaluable comments: Joanne Hirsh, Dorothy Salant, Nina Bauman, Cornelia Aihara, Penny Smith, Shayne Oles, Betty Kennedy, and Jane Andrews.”

“*Zen Cookery* is a collection of recipes gleaned from the files of many people, all of whom have adjusted their salt intake to suit their own needs. Their recipes reflect this.”

Contents: 1. Grains. 2. Noodles. 3. Vegetables. 4. Soups. 5. Sauces. 6. Salads. 7. Inspirations from around the world. 8. Special dishes. 9. Miso soy bean paste. 10. Tamari soy sauce. 11. Breads. 12. Pancakes and crepes. 13. Pie doughs. 14. Desserts. 15. Beverages.

Note 2. This is the earliest English-language document seen (March 2012) that contains the term “tamari soy sauce.”

It is also the earliest English-language cook book seen that contains the word “tamari” or the term “tamari soy sauce.”

Each recipe is numbered. Recipes mentioning soy in recipe name (and a few other recipes introducing foods new to the USA): 2. Rice with tamari soy sauce. 3. Rice with aduki beans. 4. Rice & aduki pudding. 7. Sesame rice. 9. Rice with chick peas (garbanzo). 21-28. Buckwheat recipes. 34. Bulgur. 48. Buckwheat noodles in soup (Soba with kombu). 50. Buckwheat noodles with fried bean curds [tofu]. 54. Buckwheat noodles with miso sauce. 55-56. Buckwheat noodles in kuzu sauce. 61. Udon with aduki. 62. Carrot sesame nituke [nitsuke]. 75. Scallion nituke with miso (soybean paste). 76. Carrot and onion nituke with miso. 77. Onion nituke with miso. 78. Vegetable miso stew. 79. Boiled pumpkin with miso. 80. Vegetable sauces with kuzu arrowroot (and tamari soy sauce).

81. Vegetables with tamari soy sauce and tahini. 98. Jinenjo (5 recipes). 101. Miso-vegetable relish. 102. Aduki beans, black [soy] beans, chick peas. 105. Baked chick peas. 106. Buckwheat-aduki pancakes. 107. Udon with aduki beans. 108. Chestnut-aduki gelatine. 109. Chick pea party dip (with tahini and tamari). 110-118. Sea vegetables (kombu, nori, hiziki, wakame, most with tamari). 119. Clear broth (with tamari). 122. Tamari-vegetable broth. or stock. 123. Miso soup (2 types). 124. Creamed miso soup. 125. Root vegetable soup with miso. 131. Soybean soup. 134. Wakame soup (with miso). 149. Sesame sauce. 150. Miso sauce. 151. Miso salad dressing. 152. Thick tamari soy sauce. 153. Tahini tamari soy sauce. 154. Onion tahini sauce (with tamari). 172. Wakame salad.

189. Clam miso. 190. Scallop miso-lemon. 203 Miso spread [with tahini]. 204. Miso sauce [with tahini and orange rind]. 205. Sauce for vegetables [with black sesame and miso]. 206. Scallion miso. 207. Miso salad dressing. 208. Miso-vegetable relish. 209. Miso soup. 210. Udon with miso sauce. 211. Rice porridge with miso. 212. Deep fried miso balls. 213. Carrots and onions miso. 214. Vegetables miso. 215. Tekka (2 types). 216. Tea with tamari soy sauce. 217. Tamari broth. 218. Stringbeans. 219. Dried radish (daikon). 220. Shredded sea vegetables (hiziki). 221. Thick tamari soy sauce. 222. Tahini-tamari sauce. 223. Vegetables with tahini-tamari soy sauce. 234. Aduki muffins. 238. Miso spread (for sandwiches). 239. Tahini-tamari spread. 246. Buckwheat aduki pancakes. 272. Aduki pudding. 273. Chestnut-aduki gelatine. 274. Kanten jello (with agar).

291. Grain Milk (Kokkoh [Kokoh]; a finely ground combination of roasted rice, glutinous rice, oatmeal, soybeans, and sesame seeds). 294. Tea with tamari soy sauce (syo-ban).

Note 3. This is the earliest document seen (Feb. 2005) that mentions Kokkoh (or Kokoh), a grain milk introduced by macrobiotics.

Note 4. Tofu, amazake, and seitan are not mentioned in this book. 287 is Ohsawa Coffee (Yannoh) and 288 is

Dandelion Coffee.

Note 5. This is the earliest document seen (June 2000) that mentions the use of miso in a salad dressing (Nos. 151 and 207).

Note 6. In 1985, when writing a revised edition of this book titled *The First Macrobiotic Cookbook*, Herman Aihara wrote (p. v) that this 1964 edition, published by the Ohsawa Foundation of Chico, California, was first the edition of the various subsequent and very influential books with this title.

Note 7. This is the earliest document seen (March 2011) concerning Herman or Cornelia Aihara and macrobiotics (or soyfoods).

Note 8. Along with soyfoods, this cookbook (and its many successors) also introduced numerous other basic Japanese foods such as aduki [azuki] beans (3-4, 102, 106-08, 234, 272-73), sea vegetables of all types, and soba. Address: Chico, California.

442. Lou Oles (left), Shayne Oles, and Junsei Yamazaki pose for a photo at the 1964 summer camp at Big Sur, California (Photograph). 1964. Undated.

• **Summary:** Lou Oles translated and edited many of George Ohsawa's writings (founder of modern-day macrobiotics), making them available to an English-speaking audience. When Herman Aihara, the first elected president of the Ohsawa Foundation of New York and California, resigned to work exclusively with Chico-San, the first macrobiotic food producer and distributor in the United States, Lou became president of the Ohsawa Foundation and moved to Los Angeles with his wife Shayne. She was instrumental in presenting macrobiotic recipes and editing recipes of Cornelia and others with her work on *Zen Cookery*, the first macrobiotic cookbook in 1964. Junsei Yamazaki was sent by Ohsawa to help set up a rice cake machine for Chico-San in 1963. Junsei also was the first person [in many years] to make natural, traditional miso in America and produced some of the finest rice syrup and candies, toasted sesame butter, and traditional tamari shoyu.

Note: Photo and text from Carl Ferré, editor and publisher of *Macrobiotics Today*, Chico, California.

443. Hunter, Beatrice Trum. 1964. Gardening without poisons. Boston, Massachusetts: Houghton, Mifflin Co. xiv + 314 p. Illust. 22 cm. [150+* ref]

• **Summary:** This is the story of restoring a California citrus ranch to productivity using organiculture [organic agriculture]. Points out that over 3,000 plants are known to have insecticide properties.

Soybeans are used as a cover crop and for weed control—see p. 55, 72, 107, 112, 125, 159, 162, 205. Address: White Mountains, New Hampshire [by July 1965: Hillsboro, NH 03244].

444. Ohsawa, George. 1964. *Le Zen macrobiotique*; ou,

L'art du rajeunissement et de la longévité [Zen macrobiotics, or the art of rejuvenation and longevity]. Paris: Librairie Philosophique J. Vrin. 212 p. [Fre]*

• **Summary:** The author (lived 1893-1966) lists his name on the title page as “Georges Ohsawa (Nyoiti Sakurazawa).”

445. Taylor, Renee. 1964. *Hunza health secrets for long life and happiness*. Englewood Cliffs, New Jersey: Prentice-Hall; New Canaan, Connecticut: Keats Publishing. xv + 173 p. See p. 110, 112, 118. No index. 24 cm.

• **Summary:** Formerly Hunza was an independent kingdom. Today it is part of West Pakistan, functioning as an independent state with a king on the throne. The population is mostly Moslem.

Dr. Robert McCarrison lived with the Hunzas (also called Hunzakuts) for 7 years and studied their way of life, which he praised as being basically free of disease. He wrote of his findings in *Studies in Deficiency Disease* (1921). The mainstay of their diet is whole-grain chapatis, made from wheat, barley, buckwheat, or millet flour. They consume some milk and yogurt, plus apricots and their stones. Many of the people drink wine but the more orthodox Moslems don't drink any alcohol.

The author visited Hunza, landing by plane in Gilgit (p. vii-viii, 1-21). In chapter 10, “Recipes from the Rooftop of the World” (many of which contain meat), page 110 states: “Soy Beans: Soy beans are very high in nutritional value. The soy bean serves in many capacities such as providing protein for the making of cheese, milk, bakery goods, etc.”

Page 112 states: “The Hunza people sprout the following seeds, which convert starches into proteins: soybeans, alfalfa seeds, lentils, green peas, lima beans, whole wheat kernels, and barley.”

Pages 160-61 note that in 1950 a group of physicians, dentists, and laymen met in Chicago, Illinois, and formed “Natural Food Associates” as a nonprofit association under the leadership of Joe D. Nichols, a surgeon in Atlanta, Texas. “Their objectives are to educate all people to the value of poison-free natural food grown on fertile soil... They publish a monthly magazine *National Food and Farming* which contains articles on organic gardening.”

Note: G.J. Binding, in his book *About Soya Beans* (1980, p. 54-56) says (probably incorrectly): “Rene [sic, Renee] Taylor found that the soya bean played a vital and important part in the Hunza diet, providing protein for the making of cheese, milk, bakery foods, etc. She said they only ate meat on rare occasions such as holidays, weddings and so on... The little soya bean consumed extensively by this healthy race of people without doubt plays a vital part in keeping them not only strong, healthy and free from disease, but puts them on their own as one of the fittest races in the world.” Address: P.O. Box 995, Beverly Hills, California.

446. Ohsawa, G. 1964? *Macrobiotics: The art of longevity*

and rejuvenation. New York, Paris, Brussel [sic], Tokyo: Ohsawa Foundation. Printed in the U.S.A. by Eastern Technical Publications (Boston & New York). 218 p. Undated. Index. 17 cm.

• **Summary:** This is the earliest known American printing of “Zen Macrobiotics.” The word “Zen” was removed from the title at Michio Kushi’s suggestion. The cover is yellowish tan. The author is George Ohsawa.

Contents: Foreword: Two ways to happiness through health. Preface: Health to peace. Books by the same author (7 in French, 9 in Japanese, one in English, plus 4 periodicals). Table of contents. 1. Macrobiotics and Oriental medicine. Why I have written this book. What is the philosophy of the Far East? 2. What is my therapy? Unhappiness, illness, crime. Incurable disease. Three categories of cure. What we must not cure. Satori. Courage, honesty justice. Tolerance. 3. The six main conditions of health and happiness. 4. Nothing shall be impossible to you. You should have infinite freedom. You must be your own doctor. 5. Ohsawa’s macrobiotic cuisine. 6. Principal foods: Rice, buckwheat, udon etc., millet, raw rice etc. (p. 62-71, with recipes). 7. Secondary foods (p. 72-103, with recipes): Nituke, soup (lotus root ankake, kuzu gruel, cracknel yuba), pie, gyoza (piroshiki), chapati, jinenjo (wild potato, tororo). Egyptian beans (chick peas, *pois chiche*), beans (boiled soy beans with miso, gomoku beans, goziru [gojiru] soup, aduki beans), corn, aduki (ogura vermicelli), goma-tohu [sesame tofu], aemono (salads), varieties (chou farci, buckwheat crepe), wild vegetables, seaweeds (shi kobo [shio kombu], kobo maki, fried kobo, musubi kobo, kobo soup, matsuba kobo, salmon head kobo-maki, hiziki with lotus root, hiziki nitsuke, hiziki with “age,” hiziki and soyabean, gomoku hiziki, hiziki rice), wild plants (dandelion leaves or root, aozo {wild spinach}, fuki), miso and tamari preparation (sauce miso, miso cream, muso [miso with tahini and orange peel], miso soup, carrot and onion au miso, vegetable au miso, oden au miso, buckwheat dango au miso, miso ae, tekka no. 1 and 2), syoyu [shoyu] (sakura rice, sauce au shoyu, sauce au sesame, bouillon au shoyu, ositashi [ohitashi], oatmeal cream, potage oatmeal, sauce bechamel a la sauce shoyu, mayonnaise a la sauce shoyu, sauce Lyonnaise; “Shoyu diluted with a little water is very good for Sasimi [Sashimi = raw fish] and fried oyster, tempura, fish Sukiyaki, tofu {vegetable cheese of soya beans}, etc.”), beverages (rice tea, wheat tea, dandelion coffee, Ohsawa Coffee {Yannoh; incl. roasted and ground rice, wheat, aduki, chick peas, and chicory}, Kokkoh {incl. roasted rice, glutinous rice, oatmeal, soya beans, and sesame seeds}, Mu tea, syo-ban {coarse green tea with soy sauce}, kuzu [cream, with shoyu] {“A good drink for everyone”}, aduki juice, radish [daikon] drink no. 1 and 2, ransyo {one beaten egg + 50% of traditional Ohsawa shoyu}, soba tea, umeboshi juice, ume-syo-kuzu, special rice cream).

8. Special dishes. Desserts. 9. Yin and Yang. 10. Macrobiotic suggestions for various symptoms of disease

(p. 131-36, with recipes): General suggestions (by disease), macrobiotic external treatment (tofu plaster, soya bean plaster, Dentie). 11. Specific curative dietary suggestions: Examples of diseases and their macrobiotic treatments. 12. Kokkoh: Macrobiotic food for baby. 13. On cooking. Salt. Folk medicine. Your history. Appendix: The case of Mr. E. (Cure in 10 hours). “Pro-forma death certificate of the American World Empire and its Gold Dynasty.”

Ohsawa centers and friends (p. 217-18): England (Trustin Foods, London; Mrs. R. Takagi, London), France (Centre Ignoramus, Longue Vie, Guenmai [Genmai = brown rice], Yamato, Ohsawa-France; all in Paris). Germany (Miss M. Arnoldi, Heidelberg; Dr. P. Martin, Munich; Dr. Henning, Hamburg), Italy (Miss H. Onoda, Rome; Mrs. Baccolis, Rome), Japan (Nippon Centre Ignoramus, 8 Kasumi-cho, Minato-ku, Tokyo; Shinsekai, Osaka), Brazil (Casa Longavida, Sao Paulo), Sweden (Miss Ilse Clausnitzer, Stockholm), U.S.A. (Ohsawa Foundation, 61, W. 56th St., New York; Ohsawa Foundation, P.O. Box 238, Chico, California; Chico-San, Inc., 64, 5th Ave., Chico, California; Musubi, 61, W. 56th St., New York—Macrobiotic Restaurant).

This book is undated, but it contains clues as to when it was published. On page 190 is reference to an article in *Time* magazine dated 7 March 1960 about the sad state of health in the United States. Then on page 189, Ohsawa states: “Upon my arrival in the United States last November, I began my lectures on the philosophy and medicine of the Orient. I gave some in Los Angeles and San Francisco [California], but mostly in New York institutes and schools such as the Universalist Church, The New School for Social Research, Columbia University, New York City College, and the American Buddhist Academy. I have postponed my departure twice. But I am very happy as I have confirmed my assumption: marriage between paradoxical philosophy of the Orient and the materialistic techniques of precision of American science, which must be realized for the infinite freedom of Man and for world peace” (p. 189).

Concerning the date of publication, which is not given in or on the book. One guess is about 1964, because when you do a printing of a book, you want to print enough to last for at least two years. This $1962 + 2 = 1964$. A pretty weak reason! Carl Ferré (6 and 8 May 2011) states: I’ve done enough printing to know that the book printed in the USA uses the same plates as the second printing in Japan except for two changes. They added “Printed in the USA by...” (in a different type face) to the back side of the first page, which is blank; and, they whited out “Zen” and the smaller “Macrobiotics” on the cover and title page and replaced both with one word: “Macrobiotics” (again, in a different type face). The rest of the book appears to be exactly the same as the second printing from Japan.”

“My thinking is that 1964 is a pretty good guess because I believe it may have been arranged by the East Coast Group—thus, the word ‘Zen’ was off the title and it

was printed by a printer in Boston and New York. This would be about the time Michio Kushi was getting settled in Massachusetts.”

Note 1. These lines almost certainly describe Ohsawa’s first visit to the United States. He arrived in November 1959 and stayed well into 1960.

Note 2. All recipes in this book are numbered, from No. 1 (Unpolished rice, p. 162) to No. 816 (Rice plaster, p. 136). The recipe numbers are identical to those published in the mimeograph edition of *Zen Macrobiotics* (also titled *Macrobiotics—The Biological and Physiological Foundation of Zen Buddhism*), published in early 1960.

Note 3. The contents of this book is very similar to that of the earliest published edition of *Zen Macrobiotics*, which was printed in Japan and was 218 pages long.

447. *Natural Food and Farming (Atlanta, Texas)*. 1965. Health food store directory. 11(8):42-42. Jan.

• **Summary:** The directory is arranged alphabetically by state. The states with the most stores listed are: Texas 11, California 7, Ohio 6, Illinois 5, and Florida 3.

Note: This is the first issue of this magazine which contains a “Health Food Store Directory”; it is 1.5 pages long.

448. Ryon, Art. 1965. Roundabout: Aware Inn. *Los Angeles Times*. March 3. p. 70 (Part V, p. 10).

• **Summary:** “If you are impressed with blanket-size menus, visit the Aware Inn at 8828 Sunset Blvd. on The Strip. This, by the way, is a fine small Restaurant. It is open only from 6 p.m. to midnight. Long a favorite of business men in the Strip, it is becoming increasingly popular with the Up-and-Coming young film folk. And, oh, this Aware Inn has no connection with the Aware Inn in the valley.”

449. *Natural Food and Farming (Atlanta, Texas)*. 1965. The farmer’s market. 12(1):43-46. June.

• **Summary:** This section of classified ads is divided into natural organic foods and other classified ads. The natural organic foods section, 2.2 pages, has entries listed alphabetically by state. The rates are \$24 per year for four lines—additional lines \$4 each per year. Payable to Natural Food Associates, Atlanta, Texas.

Under “Texas” is this entry: “Deaf Smith County organically grown, thoroughly cleaned, hard winter wheat from our famous mineral-rich soils. 50 lbs., \$4.00: 100 lbs., \$7.50. F.O.B. Deaf Smith County. Write Box 866, Hereford, Texas.

Note: In the next issue, this company first advertised under the name “Arrowhead Mills” in this magazine.

450. *Natural Food and Farming (Atlanta, Texas)*. 1965. Health food store directory. 12(2):41-42. July.

• **Summary:** “This directory is printed six times each year as

a service to those who wish to buy good food. A free copy is available to anyone on request. Write NFA Health Food Directory, Box 210, Atlanta, Texas.”

The directory is arranged alphabetically by state. The states with the most stores listed are: Texas 9, California 7, Illinois 6, Ohio 6, and Florida 5. Stores with “Natural Foods” in their name are: (1) Chamberlain Natural Foods, Orlando, Florida. (2) Natural Food Center, Lakeland, Florida. (3) Hale’s Natural Foods, Alston, Illinois. (4) Walker and Westbrook Natural Foods, Belleville, Illinois. (5) A & B Natural Foods, Ft. Wayne, Indiana. (6) Beeler’s Natural Foods, 127 East Ohio St., Indianapolis, Indiana. Indiana’s largest and oldest natural food store—Serving our community since 1929. (7) Good Earth Natural Foods Supermarket, New York City, New York. (8) Massie’s Natural Foods, Grant’s Pass, Oregon. (9) Gigler’s Natural Foods, Klamath Falls, Oregon. (10) Natural Foods, Lancaster, Pennsylvania. (11) Mease’s Natural Foods, Schoeneck, Pennsylvania. (12) Natural Foods Center, Marshal, Texas. (13) Natural Food Center & Juice Bar, Houston, Texas. (14) Moore Natural Foods, San Antonio, Texas.

451. Natural Food Associates. 1965. Plan a week of study and fun at the 1965 NFA Summer Seminar (Ad). *Natural Food and Farming (Atlanta, Texas)* 12(2):3. July.

• **Summary:** “The Arlington Hotel, Hot Springs, Arkansas. August 2-6. Study subjects: Nutrition. What to eat and why. True prevention. You and your heart. Physical fitness. Meal planning. Ecology and you. And others.”

452. Natural Food Associates. 1965. The Farmer’s Market (Ad). *Natural Food and Farming (Atlanta, Texas)* 12(2):43-46. July.

• **Summary:** This section of classified ads is divided into natural organic foods and other classified ads. The natural organic foods section, 2.2 pages, has entries listed alphabetically by state. The rates are \$24 per year for four lines—additional lines \$4 each per year. Payable to Natural Food Associates, Atlanta, Texas.

Under “Texas” is this entry: “Deaf Smith County organically grown, high gluten, hard winter wheat from our mineral-rich soils, cleaned. \$7.50 / 100 lbs., \$60.00 / 1,000 lbs. F.O.B. Arrowhead Mills, Box 866, Hereford, Texas.

Note: This is the earliest document seen (March 2020) that mentions “Arrowhead Mills” of Hereford, Deaf Smith County, Texas.

453. Nichols, Joe D. 1965. President’s page. *Natural Food and Farming (Atlanta, Texas)* 12(2):5. July.

• **Summary:** “Another segment of agriculture is now in peril. Something is killing the valuable honeybee. According to newspaper reports, losses in five states have been more than fifty per cent. Mysterious deaths of entire hives have been reported in Texas and Louisiana.

“California, producing more than 29 million pounds of honey this year, is also in serious trouble.

“This summer the U.S.D.A. is to begin studies in an attempt to find the cause of the deaths. Beekeepers all over America already know that mass spraying with modern agriculture chemicals is the chief cause of the death of the bees.

“This is an emergency. We could get along without honey—I certainly would not want to lose this valuable food—but we certainly cannot get along without the honeybee. The bee is necessary for the pollination of our fruits, melons, and legumes. We cannot continue to feed our people without the bee.”

“Rachel Carson wrote *Silent Spring* and it became a best seller. Many of us thought this book would alert America and stem the tide. A few people were alerted but the tide of the poison chemicals was not checked. On the contrary, more and more are being used every year. The ‘system’ made an effective counterattack. They have made too many people in high places believe that we cannot feed our people without their poison chemicals.” Address: M.D., Atlanta, Texas.

454. Re: Early invoices from The Infinity Food Co. 1965. New York, New York. Typed, with signature on letterhead.
• Summary: On 15 Feb. 1995 Howard Rower wrote: “I enclose Xeroxes of a few invoices found in the back of a drawer.” There is no company name on these invoices, but they are dated and numbered, and contain interesting information:

No. 78. Aug. 14, 1965. Ship to: East West Institute, 101 Walden St., Cambridge [Massachusetts]. Buyer: [David] Levin. 10 bags Koda rice, \$150.00.

No. 79. Sept. 1, 1965. Ship to: Ohsawa Foundation Inc., 317 2nd Ave. [New York City]. Buyer: I. [Irma] Paule. 15 lbs. chestnut flour, \$7.50. Grind 30 lbs. chickpeas, \$1.50.

No. 78. Aug. 14, 1965. Ship to: East West Institute, 101 Walden St., Cambridge [Massachusetts]. Buyer: Levin. 10 bags Koda rice, \$150.00.

No. 81. Sept. 7, 1965. Ship to: East West Institute, 101 Walden St., Cambridge [Massachusetts]. Salesman: Rower. Buyer: Levin. 80 bags W.W.F. [whole wheat flour], \$32.00. 100 lbs WWF bulk, \$14.00. 20 lbs. RC [rice cream] coarse, \$12.00. 20 lbs. RC fine, \$8.00. 25 lbs. chestnut flour, \$12.50.

No. 82. Sept. 12, 1965. Ship to: Ohsawa Foundation, 317 2nd Ave. Buyer: I. Paule. 25 lb. WWF, \$3.50. 15 bags WWF, \$6.00, 14 bags RC, \$5.60.

No. 83. Sept. 13, 1965. Ohsawa Inc., 763? Lex. Ave. Salesman: Rower. Buyer: Mr. Sato. 12 rice cream, \$4.80. 6 WWF, \$2.40.

No. 84. Sept. 16, 1965. Ship to: Specialty Foods Corp., 116? Houston St. Buyer: Sid. 72 rice cream, \$25.20.

No. 85. Sept. 19, 1965. Ship to: Ohsawa Foundation, 317 2nd Ave. Buyer: I. Paule. 36 rice cream, \$14.40. 12 chestnut flour, \$6.00. 12 WWF, \$4.80.

No. 86. Sept. 23, 1965. Ohsawa Foundation, 317 2nd Ave. Buyer: I. Paule. 20 lbs. wheat berries, \$2.80. 12 rice cream, \$4.80. 36 rice cream \$14.40.

No. 87. Sept. 26, 1965. Ship to: Zara’s, 255 W. Newton St., Boston. 80 lbs. WWF bulk, \$11.20. 20 lbs WWF bulk, \$2.80.

In addition to the invoices, there are: (1) One business card (undated) belonging to Howard Rower. “Infinity Foods. Specialists in wholesale macrobiotic provisions. 84 macdougall st., new york, 12. YUkon 2-3620.”

(2) Three printed business cards (undated) belonging (separately) to Howard Rower, Jason Hammond, and John Hammond. They read: The Infinity Co., Written inside an infinity symbol: “Nothing added. Nothing removed.” Traditional foods. Importers, processors, distributors. 84 MacDougal Street, New York, New York 10012. Phone: 212 YUkon 2-3620. The same information is written on the back of Rower’s card in Japanese.

(3) A label (2¼ inches wide by 3½ inches high, black on white, self adhesive) for Dentie sold by The Infinity Co., Inc., New York, N.Y. 10012. 1½ oz. New Weight / Japan Import. Ingredients: Eggplant and salt. It contains a large, humorous illustration of dentures and pliers. (4) A typed letter (1 p.), with the signature of Howard Rower, on “Last Gasp Realty Ltd., 157 Hudson St., New York, NY 10013. Tel. 925-1145. Cable: Sansfin N.Y. Howard Rower: President.”

Note: The Aug. 1965 invoice is the earliest document seen (March 2020) concerning Infinity Foods of New York. Address: New York, New York.

455. *Hartford Courant (Connecticut)*. 1965. Natural foods convention set. Sept. 6. p. 16.

• Summary: “The ninth annual New England convention of the Natural Food Associates (NFA) will be held September 17-19 at the Griswold Hotel and Country Club in Groton” [Connecticut].

The mission of NFA, which was established 14 years ago, is to teach the value of natural foods. Dr. Thelma Ellis Arthur, an expert on the processes of aging, will deliver the keynote address titled: “Can Nutrition Alone Prevent or Cure Degenerative Disease in You?”

456. *Hartford Courant (Connecticut)*. 1965. Matikinus named star gardener. Sept. 23. p. 45B.

• Summary: Torrington (Special)—“At the ninth annual New England convention of Natural Food Associates this past weekend at Griswold Hotel and Country Club in Groton [Connecticut], Anthony J. Matikinus, of 129 Hawthorne Terrace, was designated ‘The 1965 Gardener of the Year.’” The award was won in competition with organic and bio-dynamic farmers from throughout New England. Bio-dynamic methods emphasize building up soils for long-term productivity and high nutrient quality. “No water-soluble

chemical fertilizers or toxic sprays are used.”

457. *Hartford Courant (Connecticut)*. 1965. Top baker. Sept. 23. p. 45E.

• **Summary:** At the ninth annual New England convention of Natural Food Associates this past weekend at Griswold Hotel and Country Club in Groton [Connecticut], Mrs. James W. Frost of Putnam was designated the ‘Baker of the Year.’ She was chosen from among 60 other bakers.

458. Sawyer, Ray. 1965. Seminar is great success: Photo story. *Natural Food and Farming (Atlanta, Texas)* 12(4):11. Sept.

• **Summary:** Four photos show the seminar, held Aug. 2-6, in Hot Springs, Arkansas.

459. *Natural Food and Farming (Atlanta, Texas)*. 1965.

A review of the new fluoride film: Through time-lapse photography the toxicity of fluoride to living cells has been dramatically proven once and for all. 12(5):19-20. Oct.

• **Summary:** A review of the chilling research film “Fluoridation Toxicity Research,” made in 1964. The narrator is Jonathan Forman, M.D., “a renowned practicing immunologist in Columbus, Ohio. He was trained as a pathologist. He is part president of the American College of Allergists, and was for twenty-three years Editor of the *Ohio State Medical Journal*, and presently is Editor-in-Chief of *Clinical Psychology* and... Dr. Forman has been interested in fluorine and its role as a trace element in biology since 1950 and publishes a bibliography of references in the literature dealing with fluorine, now grown to over 4,000 items.”

460. *Natural Food and Farming (Atlanta, Texas)*. 1965.

Health food store directory. 12(6):42-43. Nov.

• **Summary:** The directory, which is printed six times a year, is arranged alphabetically by state; it is 1.8 pages long.

461. Shannon, George W. 1965. A tribute to Albert Schweitzer. *Natural Food and Farming (Atlanta, Texas)* 12(6):24. Nov.

• **Summary:** “Last January 14, on his ninetieth birthday, Albert Schweitzer told his co-workers at the sprawling hospital he had built and operated in Lambarene, Gabon, Africa. ‘I feel at home here. I belong to you until my dying breath.’”

His words were prophetic. Not long thereafter he was buried next to his wife’s grave on the hospital grounds. “He had fashioned a simple cross, the only symbol of their death. Their lives had been an exemplification of Goethe’s theme, man’s redemption through beneficent activity.

“In this age of grubbing for money, Schweitzer was unique in that he advised that ‘you must give some time for your fellow man—something for which you get no pay but the privilege of doing it.’” Address: Editor, Shreveport Journal,

Shreveport, Louisiana.

462. **Product Name:** Mugi Miso.

Manufacturer’s Name: Infinity Foods (Importer). Made in Japan.

Manufacturer’s Address: New York.

Date of Introduction: 1965.

New Product–Documentation: Shurtleff & Aoyagi. 1983.

The Book of Miso. 2nd ed. p. 236-37. Howard Rower’s Infinity Foods, founded in the mid-1960s, was an early macrobiotic importer of miso. By April 1966 the company was selling it to Erewhon in Boston.

Ad in East West Journal. 1971. 1(16):10. For The Infinity Co. in New York City shows an infinity symbol, within which is written: “Nothing added, nothing removed.” The text for the ad reads: “We’ve been here since 1964, milling flour and selling Umeboshi. Now we have absolutely guaranteed organic produce. Contact us for more information: N.Y.C. 925-2082.”

463. Boots, Gypsy; Hopkins, Jerry. 1965. Bare feet and good things to eat. Los Angeles, California: Virg Nover, Printer. iii + 162 p. Illust. No index. 18 cm. Introduction by Steve Allen.

• **Summary:** This is the autobiography of Gypsy Books (born Robert Bootzin in 1911 in California) as told to Jerry Hopkins. Retail price: \$1.00. His father, Max, came to the USA from Europe without a penny and raised a happy family in San Francisco. They were raised on an organic, natural foods, vegetarian diet. His parents taught him to be happy, to love every person, to live a healthy but simple life, and to laugh a lot. Today he lives with his wife, Lois, and three kinds in a small cottage in Los Angeles.

In the 1940s he was one of the roughly 15 “Nature Boys” who lived in Southern California and shared a common desire to “abandon civilization and live a natural, healthy life.” He and Eden Ahbez were friends for two years. Eden wrote the words to “Nature Boy” which begins: “There was a boy / A very strange, enchanted boy; / They say he wandered very far, / Very far over land and sea.” Some 2-3 years later Nat King Cole recorded this song of Eden’s and shortly thereafter Eden became a celebrity, with his photo in *Life* magazine. The song he had written was at the top of the national Hit Parade, and the record sold a million copies. Today Eden lives in one of the canyons north of Los Angeles.

In 1958 Gypsy and his wife opened a “Back to Nature Health Hut” in Hollywood, not far from Beverly Hills (p. 50). A huge sign on top read “Organic Fruit, Produce & Juice.” There he served many fruits, nuts, vegetables and healthy foods. Many celebrities came. Among his biggest boosters were Gloria Swanson, Steve Allen, and Pat Boone. At his first luau he served a Baked soy bean casserole (using whole dried soy beans; recipe on p. 55). Other soy-related recipes: Soya-rice flour coffee cake (with soya flour and

brown rice flour, p. 64). Rye bread (with soy oil, p. 65).

There are chapters on fasting (5), health for growing children (13), salads (14), healthy drinks (15; he avoids alcohol and loves carrot juice and herb teas), vital foods (16-20, incl. soy beans, p. 111; and lecithin, p. 140), the Gypsy Boots Corporation (24; one of its products is the Gypsy Boots Energy Bar, p. 153-54; it contains malted milk crunch, vegetable oil, carob powder, brown sugar, skim milk, sunflower seeds, sesame seeds, and lecithin). Joe Weider is one of the people who have influenced him most in life (p. 157); others are Paul Bragg, Indra Devi (yoga teacher), Prof. [Edmond] Szekely (who lives at Rancho La Puerta in Mexico). The book contains 20 pages of photos, most showing Gypsy Boots with various celebrities, including: (1) Some of California's "nature boys." (2) Charlton Heston. (3) His health hut in Los Angeles. On the cover is a photo of Gypsy and Steve Allen.

Talk with Gypsy Boots. 2000. July 9. Gypsy does not remember exactly when his Energy Bar was first sold commercially, but it was probably in the late 1950s or early 1960s. As far as he knows, it was America's first "Energy Bar," made at first in small quantities by a Hungarian candy maker. For more information, visit his Web site at www.gypsyboots.com. He will be celebrating his 90th birthday on 19 Aug. 2000 at Paramount Studios in Hollywood. He now lives in Camarillo, California, and still has lots of energy.

Note: Talk with Chef Akasha Richmond. 2004. June 14. She was scheduled to meet Gypsy yesterday, on Sunday, June 13, to drive him to a book signing. He never showed up. She was worried, and quickly found out from his caretaker and close personal friend that he had to go to the hospital for surgery. The caretaker then told Akasha that he was not born in 1911, but on 14 Aug. 1916; his caretaker learned this from Gypsy's first wife. Years ago, he started to use the 1911 date to make him look older than he really was when he first appeared on the Steve Allen show. Address: Los Angeles, California.

464. Great Britain, Ministry of Health. 1965. Fluoridation. London: H.M.S.O. *

• **Summary:** A scientific study of the subject. An earlier edition was published in 1963.

465. *SoyaScan Notes*. 1965. Chronology of The Infinity Company (Originally named Perseverance Foods). 16 Jan. 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1965?—This company was founded in New York City under the name Perseverance Foods by Howard Rower. 1964 or 1965—The company name was changed to The Infinity Co., but it was popularly known as Infinity Foods. In 196? it was incorporated as The Infinity Food Co. Inc.

After Herman Aihara and the Chico group left New York in 1961 and the Kushis left in 1963, something of a void was left—which Infinity filled. It was a macrobiotic and natural

foods warehouse, importer, and wholesale distribution company that was a prime source of food for many of the early macrobiotic and natural foods groups and students, including the Kushi Study Houses in Boston, Massachusetts. Infinity imported foods (including Mugi Miso by 1965) from Tokyo CI (Centre Ignoramus), which "guaranteed" the foods' quasi-medicinal effects. The food was of top quality. The owners (including Howard Rower and Jason Hammond) were involved with the Church of Scientology.

1971—Greenberg's Natural Foods in New York City and Mother Nature & Sons in New York City both advertise that they carry foods supplied by Infinity Food Co. which was located at 171 Duane Ave., New York City, New York 10013 [later 10005]. Phone: 212-925-2062. Infinity was located in the old produce district of New York, an area of town called Tribeca.

Bruce Macdonald (1992) remembers that for a while, in the late 1960s, Erewhon was Infinity's largest customer, even though Infinity was always a relatively small company. As Howard Rower moved up in the Scientology hierarchy, he gradually lost interest in Infinity. He married someone who was very wealthy, soon got in the "fast lane," was traveling to Europe, etc. Bruce doubts that the decline of Infinity was attributable to Erewhon in any way. Bruce thinks Infinity went out of business in about 1970 or 1971.

Sources: Ad in East West Journal. 1971. 1(16):10. says the company was started in 1964 in New York; E. Farmilant. 1972. *Macrobiotic Cooking*. p. 208; Paul Hawken. 1973. East West Journal 3(8):11-16. Aug. "Erewhon: A biography. The view within." Shurtleff & Aoyagi. 1983. *George Ohsawa and the macrobiotic movement: History of work with soyfoods*. Interview with Jimmy Silver. 1992. Dec. 9 and 15. "History of work with natural foods." Interview with Bruce Macdonald of Erewhon. 1992. April 5. Address: New York. Phone: 212-925-2062.

466. Chronology of San Francisco rock music: 1966 at The Firehouse on Sacramento St. (Important event). 1966.

• **Summary:** 1966 Feb. 12—"Lincoln's Birthday Party with Sopwith Camel at the Firehouse, former quarters of Engine Co. 26 and Truck Co. 10, 3767 Sacramento St. The Charlatans also appeared."

Feb. 19—"Family Dog and Bill Graham presented The Jefferson Airplane at the Fillmore Auditorium. Wildflower and Sopwith Camel at the Fire House."

March 5—Jesse Fuller One Man Band, The Amazing Charlatans, The Wildflower.

March 12—"The Alligator Clip, the Charlatans, Sopwith Camel, and Duncan Blue Boy and his Cosmic Yo-Yo, at the Firehouse on Sacramento Street."

March 19—"Big Brother and the Holding Company, A Moving Violation, and movies appeared at the Fire House. Projections by Elias Romero, Assorted Effects by Ray Andersen. Sgt. Barry Sadler, who was to entertain, could not

attend.” March 26—Great Society, The Outfit. April 2—The Wildflower, Ale Extrom and His Conceptina, movies. “The Wreckers Ball—see this grand old firehouse in its last days before it becomes a parking lot...” [Final Show].

Note: “Most of the shows were advertised by large format handbills, each containing humorous notations.” Each of the handbills is shown on the 1st website cited below.

Source: <http://www.chickenonaunicycle.com/Firehouse%20History.htm> <http://www.sfmuseum.org/hist1/rock.html>.

467. *Hartford Courant (Connecticut)*. 1966. Food Associated to hold meeting at Rocky Neck. April 10. p. 19A.

• **Summary:** A picnic meeting of the Connecticut Natural Food Associates will take place next Sunday at 12:30 p.m. at Rocky Neck State Park Pavilion. Those attending are asked to bring picnic lunches; raw milk will be served. “Natural Food Associates is a non-profit organization dedicated to the preservation of soil, water and health.”

Dr. Richard E. Goodwin, of the botany department at Connecticut College, will speak about gypsy moth control. Mr. and Mrs. Frederick W. Roberts, of West Hartford, will discuss “Nature’s Body Builders” and “Vitamin E and Your Heart.”

468. *SoyaScan Notes*. 1966. Chronology of Erewhon. Renamed Erewhon Trading Co. in 1967. 12 Dec. 1991. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1966 April 9—Erewhon opens as a small (10- by 20-foot) macrobiotic and natural foods retail store at 303-B Newbury Street (below street level) in Boston. Aveline and Michio Kushi are the founders, but Aveline is the sole owner. Evan Root is the first retail store manager. The origin of the natural foods industry and movement in America can be traced to this date. Erewhon is the first store of its kind in America and it soon serves as a model for many other similar natural food stores across the nation. Erewhon sells several soyfoods, mainly miso and shoyu purchased from Howard Rower’s Infinity Foods or Japan Foods Corp., both in New York.

1967 Aug.—Paul Hawken takes over the management of Erewhon (one small retail store) from Evan Root. He changes the name to Erewhon Trading Co. (from simply “Erewhon”) and starts to expand the business.

1968 May—Paul Hawken incorporates Erewhon Trading Company. Paul later states that he and Aveline Kushi each own 50% of the stock. However Aveline Kushi and her attorney, Morris Kirsner, agree that they offered him 50% of the Erewhon stock shortly before he left for Japan (in March 1969) but he did not accept it. To this day (Feb. 1999) Aveline has no idea why Paul did not accept such a generous offer.

1968 June—Hawken establishes his first supplier of organically grown grains, Ted Whitmer, a wheat farmer in

Montana. By 1973 Erewhon had established and contracted with 57 farms in 35 states to provide the company directly with organically-grown foods.

1968 Aug.—Erewhon starts to import foods from Japan, initially from Muso Shokuhin, later by correspondence with Mr. Akiyoshi Kazama, who worked for an import/export company named Mitoku, which sold no food at the time. The initial orders contained red miso (made by Sendai Miso Shoyu Co.) and natural shoyu (made by Marushima).

1968 Nov.—On Thanksgiving day, Erewhon moves up and across the street to a much bigger and nicer location at 342 Newbury St. Paul had hired Bruce Macdonald, a carpenter, to remodel this store. The company now has 6 employees: Paul Hawken, Roger Hillyard, Bruce Macdonald, Bill Tara, Jim Docker, and Jean Allison. One day later, Bill Tara leaves to start a macrobiotic East West Center in Chicago. The original downstairs room is taken over by Tao Books, then Redwing Books. Tofu, curdled with calcium sulfate and made by a Chinese company in Boston, starts to be sold.

1969 March—Paul Hawken and Evan Root leave for Japan. Bruce Macdonald takes over as general manager of Erewhon. Paul stays in Japan for 9 months, arranging for individual packaging of products that were formerly imported in bulk, and finding new items for Erewhon to import. He visits suppliers, works with Mitoku and Muso, and studies Japanese language and culture.

1969 spring—Erewhon starts wholesaling foods, under the direction of Bruce Macdonald. Their first wholesale product is natural sesame oil.

1969 Aug.—Aveline Kushi moves to Los Angeles where her youngest son, Hisao, undergoes traditional Japanese bone massage therapy. In Los Angeles, she establishes the first macrobiotic study house at 7511 Franklin Ave. Bill Tara arrives about a month later to set up a retail store, Erewhon West, which opens on 8001 Beverly Blvd. in about September.

1969 Oct. (early)—Bruce Macdonald leaves for Los Angeles with his new bride, Maureen Traill, to run the new Erewhon West retail store there. Roger Hillyard takes over as general manager of Erewhon in Boston.

1970 Jan. 1—Erewhon’s earliest existing catalogue seen (wholesale and retail) lists 7 pages of natural food products—most of them imported from Japan. By March 1970 Erewhon lists 96 products in its catalog.

1970 July—Erewhon’s rapidly expanding distribution business moves into a large (20,000 square feet) fifth-floor leased brick warehouse at 33 Farnsworth St., on the docks in South Boston. *East West Journal* and Tao Books soon move to the same area.

1970 fall—Erewhon receives its first shipment of brown rice from the Lundberg brothers in Richvale, California; it is “unsprayed” but not organic. Chico-San has exclusive rights to all Lundberg’s organic brown rice.

1971 Jan.–*East West Journal* begins publication in Boston, Massachusetts.

1971–Erewhon Trading Company of Los Angeles has expanded and is now at 8001 and 8003 Beverly Blvd., Los Angeles, CA 90048.

1971 March–Roger Hillyard is replaced as general manager of Erewhon–Boston.

1971 March–Paul Hawken finalizes a contract with Carl Garrich of Lone Pine, Arkansas, to grow short-grain brown rice organically and exclusively for Erewhon. 330 acres are planted in April. That fall, Erewhon starts to retail and wholesale its first organic brown rice.

1971 May–Bruce Macdonald leaves Erewhon in a dispute over ownership of the company.

1972–John W. Deming Jr. plans to invest \$150,000 in Erewhon in exchange for stock, and Advest Co. plans to conduct Erewhon's first public stock offering—but neither happens after Michio Kushi nixes the plans.

1972 fall–Erewhon first buys organic brown rice from Lundberg brothers of California; a fire that destroyed Chico-San's plant in early Aug. 1972 rendered their exclusive contract with the Lundbergs null and void.

1973 Aug.–Paul Hawken writes a critical history of Erewhon and its problems. Published in *East West Journal* it is titled “Erewhon: A Biography. The View Within.” Shortly thereafter Paul Hawken resigns, saying that running Erewhon was a nightmare. Some say he sells his 25% ownership back to the company, which was subsequently managed by Bill Garrison, Tyler Smith, Jeff Flasher, and Tom Williams, in that sequence.

1974 July to 1977–Erewhon becomes the exclusive representative and agent for both the Muso and Mitoku companies in North America. The labels of all products imported from these companies must bear the Erewhon label.

Starting in late 1969 a number of macrobiotic and/or natural foods companies grew into distributors following the models established by and with help from Erewhon: Eden Organic Foods in Ann Arbor (started by Bill Bolduc on 4 Nov. 1969), Food for Life (started in 1970 by Bill Tara as a retail store on the 10th floor of a Chicago office building), Janus in Seattle, Washington (Jan. 1972, by George Gearhart and Blake Rankin, formerly of Spiral Foods), Essene in Philadelphia, Pennsylvania (by Feb. 1971), Laurelbrook in Maryland (Aug. 1971), Ceres in Colorado Springs (1973), and The Well in San Jose, California (1973, by Phil Parenti). These macrobiotic distributors had a strong influence on the numerous other non-macrobiotic natural food distributors, such as Lifestream (started in 1969 as a retail store), Westbrae in Berkeley, California (wholesale distribution: July 1970, by Bob Gerner; retail: Feb. 1971, Gerner). Shadowfax (New York, 1971), and Tree of Life in St. Augustine, Florida (retail: May 1971; wholesale distribution: Feb. 1972, by Irwin Carasso).

1975 Aug. 1–Erewhon sells all of its West Coast

Division in California (Los Angeles and Culver City) to John Fountain and John Deming for cash and notes, realizing a net gain of \$86,872.

1977 March 23–Erewhon sues natural foods retail stores in several states for boycotting Erewhon for selling to co-ops. Erewhon eventually wins the case, but its legal bills are something like \$250,000. There was not enough money to pay these fees and Erewhon never recovered.

1978 (early)–Erewhon moves into a huge warehouse and office complex at 3 East St., Cambridge, Massachusetts 02141.

1979 April 27–The workers in Erewhon's production, trucking, shipping, and kitchen departments vote 42-19 to form a union affiliated with Local 925, the Service Employees International Union.

1979–John Deming steps in to liquidate all the assets of financially failing Erewhon–Los Angeles. Tom DeSilva, Tyler Smith, and Jeff Flasher buy the retail store at 8001 Beverly Blvd.

1981 Feb.–Erewhon currently lists 4,000 products in its catalog—in its bid to become a full-line distributor. It services 2,000 customers and provides jobs for 175 people in its warehouse and retail stores.

1981 Nov. 10–Erewhon files for bankruptcy protection under Chapter 11 of the Federal Bankruptcy Act because of debts totaling \$4.3 million. At this time, Aveline Kushi is the sole owner of Erewhon. Stow Mills picked up the lion's share of the Erewhon business, with Westbrae also getting a significant part of it.

1982 May–A \$1.3 million offer by Ronald Rossetti, president of Nature Food Centres, is accepted as the reorganization plan in the Erewhon, Inc. bankruptcy. Rossetti purchased Erewhon as an individual; it was never part of Nature Food Centres.

1986–Erewhon acquires U.S. Mills, which had been founded in 1908. In effect U.S. Mills and Erewhon were merged, and U.S. Mills was chosen as the corporate name, largely since it had been around longer.

1988 May–Chuck Verde (who was the president of Erewhon) and Cynthia Davis acquired the U.S. Mills / Erewhon business. They became the main joint shareholders. Address: 303-B Newbury St., Boston, Massachusetts.

469. *Natural Food and Farming (Atlanta, Texas)*. 1966. Health food store directory. 12(12):42-43. May.

• **Summary:** The directory, arranged alphabetically by state, is 1.7 pages long.

470. Greenberg, Belle. 1966. Around our town. *Valley Times (North Hollywood, California)*. June 10. p. 11.

• **Summary:** “Vince Edwards seems to like duck eggs for breakfast, according to Jim Baker, owner of Old World Restaurant on Sunset Strip... it seems that Vince breakfasts there almost daily and Baker brings the prescribed eggs from

his ranch—plus the fresh-squeezed orange juice the good doctor prefers.”

471. Bragg, Paul C. 1966. *The miracle of fasting: For agelessness—Physical, mental & spiritual rejuvenation* [First edition]. Burbank, California: Health Science. [vi] + 194 p. Illust. Ports. No index. 21 cm.

• **Summary:** At the top of the title page: “New discoveries about an old miracle—The ‘fast’ fasting way to health.” Contents: 1. Getting the most out of life. 2. The miracle of fasting. 3. The enemy within our bodies [autointoxication]. 4. Toxic acid crystals can cement your movable joints, make you stiff and fill you full of misery! Fight deadly acid crystals by fasting. 5. Scientific fasting explained with full directions. 6. Why I drink distilled water exclusively. 7. How long should one fast? 8. How long should one fast for best benefits. 9. How to break a 24-hour fast.

10. I fast 7 to 10 days four times a year. 11. How to break a seven-day fast. 12. I do not believe in the enema during the fast. 13. Your tongue never lies [it is a mirror of your mucus membrane and of your health]. 14. Just grin and bear it. 15. Defeating mucus by rational fasting. 16. Fasting helps pounds melt away. 17. How to gain weight by a scientific fasting program. 18. Fight the sniffles and winter miseries with fasting. 19. Outwitting premature aging with fasting. 20. Fasting to keep arteries young.

You have nine doctors at your command: 21. Doctor sunshine. 22. Doctor fresh air. 23. Doctor pure water. 24. Doctor good natural food. 25. Doctor fasting. 26. Doctor exercise. 27. Doctor rest. 28. Doctor good posture. 29. Doctor human mind. 30. The science of eating for superior health. 31. Nature knows no mercy. 32. Food for thought.

Note 2. This is the earliest document seen (April 2010) in which Paul Bragg claims to have an “N.D.” [doctor of naturopathy] degree or a “Ph.T.” degree, or to be a “Life extension specialist.” When did he get these degrees and from what school or schools? When and how did Bragg become a “Life extension specialist”? Paul says that he was raised in Virginia, mostly on fried food (p. 28). Note: Actually, he was born in Indiana.

Paul has a sister named Louise, who lived at their home in Virginia. She was teaching high school, but was thin and often looked run-down and emaciated; after work she often felt exhausted. During the summers he helped her to gain weight by fasting and exercise. She became beautiful and charming, married and had a happy family with children (p. 102-03).

In Chapter 30 are lists of recommended foods. These include Legumes—Soya beans (p. 179), and vegetable oils—Soya oil (p. 180). Lean meats and unsalted fish are okay to eat 2-3 times a week as a protein source.

In Chapter 32, “Food for Thought,” are many superlatives. “The Best Play—Work. The Greatest Stumbling Block—Egotism.” “The Most Dangerous Man—The Liar.”

On the inside back cover is a list of 18 health books by Bragg, with the price of each. Most sell for \$1-2 and can be ordered from Health Science.

The back cover is about the author. “Paul C. Bragg, N.D., Ph.T. Life extension specialist. Physical therapist, Natural nutrition and health culture pioneer. Author. Lecturer. Dietary advisor to the stars of screen, stage, TV. Originator of health food stores.” “Here is a man—over three score and ten years of age [i.e., over age 70. True; he was born in Feb. 1895]—who still climbs mountains, plays vigorous tennis, swims for miles, and can out-walk, out-run and out-Live men who are half his age!

“Crippled by TB when in his teens, Bragg developed his own eating, breathing and exercise program to rebuild his diseased body into a citadel of glowing, radiant health and strength.

“Bragg teamed with Bernarr Macfadden to introduce America to the benefits of Physical Culture at the turn of the century. He was one of the first editors of the *Physical Culture Magazine*. He worked with Luther Burbank in California to produce healthful, organically grown fruits and vegetables. He opened the first Health Food Store in Los Angeles, California. Now over 2,500 such stores are open for business in almost every urban community in America.

“Bragg was the personal consultant on diet and exercise to Douglas Fairbanks, Sr., Tom Mix, Rudolph Valentino, Ethyl Barrymore, Ruth Roland and many other public performers. He has counseled kings, queens, politicians, sportsmen and statesmen.”

Photos show: (1) Paul Bragg, smiling and looking healthy (cover and p. 62). (2) Bernarr Macfadden and Paul Bragg, both looking strong, happy and healthy, standing side by side with their arms around each others shoulders, bare from the waist up. Of the two, Bragg looks younger and stronger (p. 4). (3) Paul Bragg standing behind a table of fruits. He is a “Specialist in nutrition and life extension” (p. 41). (4) Paul Bragg doing a head-stand, fully clothed and wearing shoes. “Bragg’s daughter, Patricia, hold’s father’s shirt so he can smile at the camera. Bragg stands on his head for five minutes every morning and five minutes every night” (p. 74). (5) Patricia Bragg (p. 83, 173). (6) Paul riding a horse, playing polo. “Bragg—Active sportsman today at 85 years young” (p. 108). Note 1. This is the earliest document seen (April 2010) in which Paul Bragg exaggerates his age. He says he is age 85. He was born on 6 Feb. 1895. Therefore in 1966 he would be about 71 years old.

(7) Paul Bragg and Bernarr Macfadden leading a thousand happy hikers, summer 1932, on the trail to Mt. Hollywood, California (p. 121). (8) Paul, bare from the waist up, with large chest and his “powerful body” (p. 126). (9) Paul, dressed in a white clinicians outfit, pointing to the colon in a transparent cross section of the human body. “Bragg shows danger area where poisons collect” (p. 146). (9) Bragg in a swim suit, laughing happily, riding

an aquaplane behind a speedboat. “Bragg—An active athlete—Loves all sports” (p. 153). (10) Bragg dressed up in a sheriff’s outfit, wearing a star, standing beside an old tree with a hanging noose rope, holding a pistol, which he is pointing at a sign that reads: “Wanted for Murder, Sheriff Bragg.” For example: “Killer—Saturated fat. Choker—Hydrogenated fat. Clogger—Salt. Deadeye—Devalitized food.” etc. (p. 172). Address: N.D., Ph.T., Life Extension Specialist, Box 310, Burbank, California 91503.

472. Photograph of Evan Root at the first Erewhon retail store at 303B Newbury St. in Boston, Massachusetts. 1966.
 • **Summary:** Evan Root wrote in Nov. 2010: This “one is me, circa 1966, at 303-B Newbury St., Boston, below street level, at the corner of Hereford Street, wearing a Japanese clerk’s coat, something like what is called a Happi Coat, hand made by Aveline [Kushi]. This picture was in Lilly Kushi’s marvelous photo album, which you may well have had a chance to see. She took it out and gave it to me near the end of her life.

“There are, to my knowledge, very few photo archives of that first little Erewhon store. You can’t see anything of the store or the shelves in the picture. I am sitting at the check-out desk, upon which there is a decorative bouquet of wheat grain in a vase.

“This store defied all business reason as so few people came through the doors to shop. It was principally a place where people came to talk and wonder about our place in



the universe, and how macrobiotic practice could align us with that order. It took about one year before we had our first \$100 day, and that was worth a celebration.”

Question: In those early days, which important macrobiotic addresses were in Boston and which were in Brookline (which was enclosed on three sides by Boston)?

Evan: “Before I left for Japan (spring 1969), in Brookline there was the Kushi’s house at 216 Gardner Road. This is the first house the Kushis rented when they moved from Wellesley in March of 1966 and was their home along with as many other people as could fit in, myself included. There were several apartments where groups of mb (macrobiotic) students lived, as well. Sometime later (I can’t recall the timing here) 29 University Road opened up as the first ‘study house’ outside of the Kushi’s home. I think another one opened on Washington Street before I left, though my memory is hazy on just when. These first ones were rented by Aveline and were all under the Kushi umbrella with ‘house leaders’ usually a couple whose studies of Macrobiotics qualified them as ‘senior students.’ There may have been one or two others.

“By the time I returned, there were numerous ‘study houses,’ more in Brookline and in various other locations such as Brighton, Cambridge, Boston, Jamaica Plain, and Wakefield as well. At this time, maybe 6 or 7 of them were in the Kushi study house system, and many were independent.

“Before I left for Japan, the important Boston addresses were: 303B Newbury Street (first as Erewhon retail store, then as Tao Books), 342 Newbury Street (Erewhon retail), 272A Newbury Street, and The Arlington Street Church, a Unitarian Universalist church at 351 Boylston Street where Michio’s lectures and large community events were held. I could say (only somewhat facetiously) that the Half Shell, a seafood restaurant on Boylston Street was important as well, as it was very near Erewhon, and served as a place for many a meeting with Michio and fish dinner for the working crew.

“When I returned from Japan, arriving in Boston in late October of 1972, added to the list above, the Seventh Inn restaurant, an outgrowth of Sanae was operating near the corner of Boylston and Arlington Street. Aveline had rented space in the building next to the Arlington Street Church on Boylston St. and had installed a Noh Stage there. This was referred to as the Noh Center, and most of the downtown classes were held there at this time. Erewhon’s warehouse at 33 Farnsworth Street in Boston had, of course, been up and running for some time.

“In an eight-block stretch, running from Erewhon on Newbury Street to Seventh Inn on Boylston, there were 5 (6 counting the Church) active Macrobiotic “hot spots.” During any given walk down Newbury or Boylston Street, a macrobiotic person of those days would encounter many friends just by virtue of walking down the street.”

Note: Evan helped the Kushis open the pioneering natural / macrobiotic food store, Erewhon, and was it’s first

manager. This first Erewhon retail store was located at 303B Newbury Street in Boston and opened for business on 9 April 1966. The business was registered in Aveline's name.

Evan continues: "Interesting side note: During a certain period of time, not too long after we opened the retail store, when the U.S. government was attempting to have the Kushis deported, the registration of the business was transferred to my name. For almost a year, I was the straw owner. After some time, the Kushis prevailed, and the ownership went back to Aveline.

"You may ask, why do I prefer the wording 'registered' rather than 'owned'? This is because questions, and even thoughts about ownership did not arise until later. The store was opened to serve a need, and the Kushis acted more like the custodians of a communal trust or mission. In essence, I believe they tried to act in this manner throughout Erewhon's existence, although many factors came into play to muddy that water."

This photo was sent by Evan Root to Patricia Smith (of Mill Valley, California) and by Patricia to Soyinfo Center (Nov. 2010).

473. Photograph of members of the San Francisco Calliope Co. 1966. San Francisco, California.

• **Summary:** This photograph appeared in *I.D.* magazine's *Band Book* (pages 16-17, unpaginated). Wally Gorell, who sent this photo, writes: "Deacon is at the left wearing an Indian block-printed cotton bed cover (his face is largely out of frame). I'm wearing the Liberty print shirt with the bow tie, Jean Allison is at the center rear wearing white glasses. Georgeanne Coffee (later known as Annapurna Broffman) is in front, just right of the fold, wearing a blouse with a white collar. Elias Romero, who invented the liquid light projections emblematic of the '60s, is in the rear, bearded [3rd person to right of centerfold]. Bill Tara is at the extreme right of the frame. Even at the time I didn't know most of the others who appear in the photograph."

Context (from Wally): Most or all people in this photo were members of San Francisco Calliope Co., which was a theater company that ended up putting more energy into producing rock and roll dances than to mounting theater productions. They found they could make money and have fun more easily by producing rock dances. The company was founded in late 1965 or early 1966 as the Firehouse Repertory Company. It changed its name to the San Francisco Calliope Company after we got kicked out of the firehouse on 2 April 1966. (Calliope was the eldest of the Muses, the goddesses of music, song and dance. She was the goddess of epic poetry and of eloquence.) The company worked with various San Francisco bands, including The Charlatans, the Sopwith Camel, Jefferson Airplane, Big Brother and the Holding Company, Quicksilver Messenger Service, and the Grateful Dead. The group was quite stable for its roughly two years of existence; few people came or

went. The members lived in many different places in San Francisco—rather than all in one place. Wally was one of three actors. He does not think he created the group's logo in the lower left corner of the photo, but he might have. Jean Allison was the only actress in the company. Bill Tara was the director. Elias Romero did the lights for the rock dances. So far as Wally knows, Paul Hawken continued his involvement under both company names. Paul probably coproduced some of the dance events with Bill Tara. To support themselves financially, Wally worked at the post office and Bill Tara earned money from producing the dances. Wally does not know about the others. Wally does not know how the money from the dances was divided, but the basic idea was that it would be used for future theater productions. The company lasted until (I believe) autumn of 1967.

Paul Hawken comments by e-mail (28 March 2011): "Who do you think took the picture? -: I took it. I was there at Calliope and yes, we worked together, Wally, Jean, Bill. It went on after the Firehouse, George [Ebey, not pictured] left early as I remember. And once it moved to Harriet St. it was pretty much Bill, Michael, Jean, Wally for awhile and myself in Calliope."

Bill Tara comments by e-mail (28 March 2011): "The reason that Paul is not in the picture is that he took it—Paul was a very talented photographer. Back row left in sunglasses Steve Tortoreci (musician), very back David Oliver (artist) (old friends of mine from Santa Cruz)—Next to me on far right Ken Connolly (Wally identifies occupation-street name 'Goldfinger' and says he was a drug dealer), Elias Romero is the bearded guy in the back row two to the right of Jean, guy kneeling to my right is Michael Layton (Actor). I cannot remember any of the other names. People came and went. Wally, Jean, George (not pictured) and I were the only holdovers from the Firehouse.

"The Firehouse opened in February 1966 and was open till April when the property was sold the last event was 'The Wreckers Ball', there were six events in all. Wally, Deacon, George, Jean and I were the only actors (I was also the Director) we were planning on producing several plays, I had rights to 'The Fire Bugs' and 'Endgame'. The sale of the place threw things off, Paul was interested in technical work such as lighting. We were the core. Michael Lawton and Goldfinger were also involved. Once we moved to the warehouse (summer of 1966 we started work again and got into producing concerts at California Hall with the Grateful Dead et al). Paul was designing Light Shows. The last event by the Calliope Company (rock wise) was our Halloween Dance opposite the Kesey Acid Test Graduation. We then had one theatre event at the Straight Theatre, the premier of Michael McClure's 'Blossom.' After Xmas that year I left for Boston." Address: San Francisco, California.

474. Arrowhead Mills. 1966? Arrowhead Mills (Ad). *Modern Nutrition* 19(19-21): Classified ads. *

• **Summary:** “Deaf Smith County organically grown wheat from our famous mineral rich soils \$7.50/cwt F.O.B. Arrowhead Mills, Box 866, Hereford, Texas.

Note: This periodical was published monthly from 1943 to 1947, 1952 to June 1968 by the American Academy of Applied Nutrition / American Nutrition Society (Pasadena, California). Address: Box 866, Hereford, Texas.

475. *Order of the Universe*. 1967. Serial/periodical. Order of the Universe Publications, Boston, Massachusetts. Editor: Jim Ledbetter. Frequency: Monthly.

• **Summary:** The initial subtitle of this magazine is: “The Way of Life in the Age of Humanity.” By vol. 1, no. 6 (about Oct. 1967) it has expanded to: “The Unifying Principle and the Way of Life in the Age of Humanity.”

Soyfoods Center owns (gifts of Evan Root in Oct. 2005) complete, original / real issues of the following: May 1967, July 1967, vol. 1, no. 4, vol. 1, no. 6, vol. 1, no. 7 (these latter three are undated). Also color photocopies of the covers of vol. 1, no. 2 (where does it fit?), and June 1967.

A clue as to the date of the first issue is found on the inside back cover of vol. 1, no. 2. Under “Editor’s Notes,” by Jim Ledbetter we read: The “first issue was printed in May of this year.” That year is not given, but was probably 1967.

Talk with Evan Root. 2005. Oct. 29. The first issue of *The Order of the Universe* was published in May 1967, and was dated. It has a plain (uncolored) cover, reflecting the shortage of money. The list of “Useful Names and Addresses” on the last page is shorter than in subsequent issues, again showing that it was the first. Address: Box 203 Prudential Center Station, Boston, Massachusetts 02199.

476. Rodale, J.I. 1967. Why I started *Organic Gardening*. *Organic Gardening and Farming* 14(5):30-34. May.

• **Summary:** Long subtitle: “A quarter of a century later, Editor J.I. Rodale recalls the events that launched the organic idea in America—and began his own exciting crusade.” He also points to the challenges of the future.

Worldwide, the organic movement had its inception in the experiments and research of Sir Albert Howard in India, over a period of 40 years, culminating in the publication of his ideas in 1940, Howard was a British government agronomist who was a very perceptive observer.

Howard’s basic idea was to endow the plant with the strength it needed to resist disease. He believed that chemical fertilizers were destroying the life and vitality of topsoil, giving a sort of “shot in the arm” resulting in a momentary spurt in yield. But in the longer term they brought about conditions that actually invited pests and disease.

He worked on a 75-acre experimental farm, carefully studied the methods of local Indian farmers, and observed how careful they were that all animal and plant residues (even weeds) were returned to the soil. Nature’s balance sheet was of great importance.

Note: A marvelous story. Unfortunately the writer omits many important dates. When did he first read about Sir Albert Howard’s work in a British health magazine? When did he buy a 60-acre farm halfway between Allentown and Emmaus, Pennsylvania, so he could try out Howard’s ideas for himself—and provide healthy food for his family?

“Among our readers, thousands upon thousands began to raise their own vegetables organically and many of them have written to us expressing the improvement of their health in glowing words.”

477. Rodale, Robert. 1967. The next 25 years: With the editor. *Organic Gardening and Farming* 14(5):25-29. May.

• **Summary:** “This May marks the 25th anniversary of the publication of *Organic Gardening and Farming*.”

The conditions which caused my father, J.I. Rodale, to start *Organic Gardening and Farming* back in 1942 still exist today. The humus in farm soil is still gradually being depleted by short-sighted farming methods. Much of the organic matter produced on our farms is still being wasted, through the destruction or burying of garbage. Too many chemicals are still being used in the production and processing of food crops. The health quality of our food is not as high as it should be. People are still too far separated, both physically and spiritually, from the land which supports them.”

“Our primary function as intelligent gardeners and farmers is to care for the soil in such fashion that we can pass it on to future generations in at least as good condition as we received it, or even better.”

Another basic challenge is to establish scientifically “the true relationship between the health of the soil and the health of the people being supported by that soil.”

An aerial photo shows the Rodale Farm; in 1960 more than 500 people came to an “open house” there.

The last two pages of this article show copies of the covers of various important issues (including the first issue, titled *Organic Farming and Gardening*, May 1942). The magazine apparently now has about 375,000 subscribers.

478. Chico-San Inc. 1967. Chico-San Inc.—Unique foods: Retail price list. P.O. Box 1004, Chico, California. 2 p. July 15. 35 cm.

• **Summary:** This single-sheet catalog and price list, printed front and back with dark brown ink on pink paper (8½ by 14 inches), begins:

“Dear retail customer: We encourage you to buy Chico-San products through your local health food store. When you buy directly from Chico-San you must add shipping costs to the cost of food.” Includes the following interesting items. Those followed by an asterisk (*) are marked “OEI” meaning “Our Exclusive Import.”

Specialties: Rice cakes, buckwheat cakes, millet cakes, wheat cakes, roasted rice, rice crackers*. Condiments: Tekka



CHICO-SAN INC. - Unique Foods

P.O. Box 1004 • Chico, California

RETAIL PRICE LIST

Dear Retail Customer:

We encourage you to buy Chico-San products through your local health food store. When you buy directly from Chico-San you must add shipping costs to the cost of food. Of course to meet your needs in areas where we have no retail outlets or where retail outlets are not meeting your needs properly, we want to bring you the service you deserve. We shall be pleased to send you the names of local retailers of Chico-San products. We are seeking the best means to serve you.

Items marked OEI - OUR EXCLUSIVE IMPORT - Through rigorous inspection, we can attest to the purity of these foods organic grains and complete absence of all chemical additives.

SPECIALTIES

Rice Cakes	4	oz	.54	_____
Buckwheat Cakes	4	oz	.54	_____
Millet Cakes	4	oz	.54	_____
Wheat Cakes	4	oz	.54	_____
Case	@ .49		11.76	_____
Roasted Rice	2	oz	.18	_____
	4	oz	.33	_____
	8	oz	.54	_____
	1	lb	.96	_____
Roasted Pumpkin Seeds	1	oz	.28	_____
	2	oz	.50	_____
	4	oz	.91	_____
	8	oz	1.73	_____
	1	lb	3.35	_____
Rice Cracker OEI	2-3/4	oz	.54	_____

CONDIMENTS

Tekka OEI	3-1/2	oz	3.04	_____
Tamari Soy Sauce OEI	8	oz	.75	96
	pint		1.35	150
	quart		2.35	268
Soybean Puree OEI (Miso)	8 oz	Cont.	.81	92
	16 oz	"	1.43	159
	2 lb	Bag	2.24	250
	5 lb	"	5.42	570
Sesame Salt	2 oz	jar	.37	_____
	4 oz	"	.57	_____
	8 oz	"	.96	_____
	8 oz	Bag	.72	_____
	16 oz	"	1.28	_____
Sesame Spread	4 oz		.60	73
	8oz		1.14	126
Sesame Butter	4 oz		.57	_____

CEREALS

Rice Cream	1 lb	.61	_____
	2 lb	1.10	_____
	5 lb	2.65	_____
	10 lb	5.30	_____

Blended Cereal	1 lb	.88	_____
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Instant Cereal	12 oz	.36	_____
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RICE

Brown Short Grain	1 lb	.35	_____
	2 lb	.66	_____
	5 lb	1.55	_____
	10 lb	2.80	_____
	25 lb	6.25	_____
	50 lb	11.50	_____
	100 lb	21.00	_____

Rice Flour	2 lb	.70	_____
	5 lb	1.65	_____

SESAME SEEDS

White - Brown OEI	8 oz	.55	_____
	1 lb	.98	_____

Black OEI	8 oz	.74	_____
	1 lb	1.36	_____

BEVERAGES

Ohsawa Twig Tea OEI	8 oz	1.90	205
16 Herb Tea OEI	2 pkt	.51	54
	8 pkt	1.82	186

Grain Beverage - Koko	8 oz	.49	_____
	1 lb	.85	_____

Grain Beverage - Yano	8 oz	.64	_____
	1 lb	1.27	_____

[miso], Tamari soy sauce*, soybean puree (miso)*, sesame salt, sesame spread, sesame butter, kuzu arrowroot*, salt plums, salt, sesame oil. Crude salt (1 lb to 10 lb). Cereals: Rice cream. Rice: Brown short grain (2 lb to 100 lb). Sesame seeds: White-brown. Black. Beverages: Ohsawa twig tea*, 16 herb tea*, Grain beverage–Koko, Grain beverage–Yano, Lotus root tea*, green tea. Noodles. Beans: Azuki red* (\$1.72/lb), Imported red, black beans [soy] (\$1.37/lb).

Note 1. This is the earliest English-language document seen (March 2009) that uses the term “Soybean Puree” to refer to miso. During the next decade, many macrobiotic publications referred to miso as a “Soybean puree.”

Sea vegetables: Shredded hijiki, kombu*, wakame–curly*, nori–thin sheet, kanten–sea veg gelatin. Dried foods: Lotus root, shrimp, dried fish, small fish–chirimen, tazukuri, shaved bonito [sic, bonito], dried radish [daikon], gourd strips [kampyo, kanpyo], mushrooms. Grain: Barley, buckwheat groats, corn meal, cracked wheat, millet, oat groats & oat meal, rolled oats, rye, wheat–hard red. Flour: One from each grain. Tooth powder jar. Cosmetics. Utensils.

Note 2. This is the earliest document seen (July 2017) that mentions Chico-San. It is also the earliest known Chico-San catalog and price list, and the earliest known Chico-San catalog and price that mentions “Rice cakes.”

Note 3. This is the earliest document seen (Sept. 2002) concerning the use of miso in second generation products (tekka).

Note 4. This is the earliest English-language document seen (Dec. 2006) that uses the term “salt plums” to refer umeboshi salt plums.

Note 5. This is the earliest English-language document seen (Jan. 2020) that mentions seitan, which it calls “seitan.” The entry for “Seitan” (actually misspelled as “Sietan”) is different from all other entries in this catalog, since no weight, no price, and no explanation is given—as if Chico-San has ordered the product, but it has not yet arrived. Moreover, no “OEI” (“Our exclusive import”) appears after the word “Sietan.” Address: P.O. Box 1004, Chico, California.

479. **Product Name:** Tekka [miso].

Manufacturer’s Name: Chico-San Inc. (Importer). Made in Japan.

Manufacturer’s Address: P.O. Box 1004, Chico, CA 95926.

Date of Introduction: 1967 July.

Ingredients: Incl. miso.

How Stored: Shelf stable.

New Product–Documentation: Unique foods: Retail price list. 1967. July. Tekka [miso] is one of the condiments listed in this catalog. Spiral Foods Inc. 1971. Price list of macrobiotic foods. Condiments: “Tekka (A traditional flavoring prepared from carrot, burdock, ginger, lotus root, Soybean Puree {Miso}, and sesame oil),...” Note: This is the earliest commercial product seen (Jan. 2009) in which miso

is used as an ingredient.

480. [Ledbetter, Jim]. 1967. Evan Root. *Order of the Universe* (Boston, Massachusetts). July. Inside back cover.
• **Summary:** This is “the first in a series of profiles of young people who are studying the Unifying Principle under the guidance of Michio Kushi in order to deepen their own understanding and to prepare themselves to become leaders and teachers of others.

“Evan is, in many ways, the dean of young Boston friends. For the past year he has been proprietor of Erewhon, where some food supplies are obtainable, and hundreds of people have become grateful to him for his attendance... His manner is quiet and thoughtful, punctuated by occasional bursts of hilarity which are apt to be accompanied by impromptu monologues or imitations.”

Evan was born on 12 June 1943 in New York. His earlier ambition was to become a director in the theater or the cinema. “A few weeks ago, Evan ‘graduated’ from Erewhon and began to make plans for the future. At present, he is considering a lecture tour, a restaurant, and perhaps supplementing his studies with Haikoryu jujitsu.”

Note: This is the earliest document seen (March 2020) that mentions Erewhon.

Talk with Evan Root. 1992. April 27. He notes that this “profile” was written by Jim Ledbetter, editor of this magazine, and the cartoon of Evan’s head was drawn by Michio Kushi. Address: Boston, Massachusetts.

481. *Hartford Courant* (Connecticut). 1967. Free for the asking. Sept. 16. p. 8.

• **Summary:** Includes: *Natural Food and Farming* magazine, published by Natural Food Associates, a national organization established to help you get the kind of food you must have to maintain good health.

For a free sample of this monthly magazine write: *Natural Food and Farming* magazine, Dept. 1F, Atlanta, Texas 75551.

482. McCay, Jeanette B. 1967. Re: Biography and obituary of Clive M. McCay–1898-1967. Letter to Ralph for Clive McCay’s memorial service at Cornell, Sept. 23. 13 p. Typed, with signature.

• **Summary:** This long, interesting typewritten letter is written to “Ralph,” whose surname is unknown. Later it formed the solid foundation of “Clive Maine McCay (1893-1967): A biographical sketch,” by J.K. Loosli, published in the prestigious *Journal of Nutrition* (Vol. 103, No. 1, Jan. 1973).

“During his first year in a study on fish blood and its relation to water pollution he wrote: “The mass of men (fail) to realize that their welfare is closely interwoven with the condition of everything that lives.”

“Clive was interested in everything that lives and during

his more than 40 years of scientific work he made studies of: Cold blooded animals (fish, eels, turtles), farm animals (such as dairy cows, calves, bulls, goat, sheep, pigs), laboratory animals (such as white rats, cotton rats, mice, guinea pigs, hamsters, rabbits, and monkeys), fur bearing animals (chinchillas, mink), insects (such as clothes moths, bean weevils, flour beetles, cockroaches), dogs (Cairn terriers, beagles, danes, dalmations, and old dogs over ten years of age)—and finally man [humans].

Some quotations of his: “A century ago, Sylvester Graham stumped the nation in attempts to impress upon housewives the importance of high-quality bread to their families’ health, Today, poor Sylvester would probably roll his lean bones over in his long grave if he realized how little attention the average housewife pays to the nutritive value of the bread she buys.”

“In addition to bread, Clive felt that other foods could also be improved. One might find him almost any day entertaining house guests... making chop suey with soy beans that he had sprouted. In the laboratory he developed a large scale bean sprouter [see illustration], and for a while he was taking down bushels of sprouted soy beans to sell at the Co-op.”

“Human experience has long shown the value of temperance in the consumption of food. Luigi Cornaro (1464-1655) stressed this in the series of essays written in the late years of his life. Francis Bacon stated: ‘It seems to be approved by experience that a spare diet, and almost a pythagorical,—such as is either prescribed by the strict rules of a monastical life, or practiced by hermits, which have necessity and poverty for this rule,—rendereth a man long-lived.’ Such statements as these comprise the content of many of the works written about diets for the aged.”

1951 in Empire State Jersey Journal: “Every pound of sugar that goes into an American home pushes off the table more than five pounds of wholesome natural foods such as milk, potatoes, and apples.”

In a 1950 hearing on Poisonous Chemicals in Foods before a Congressional Committee he stated: “We have made numerous studies of the effect of these cola beverages upon the teeth of rats, dogs and monkeys... We have published data indicating that the molar teeth of rats are dissolved down to the gum line if the rats are well fed but given nothing to drink except cola beverage for a period of six months.”

In 1953, in the Introduction to a paper on “Diet as a Factor in Aging he wrote: “The object of nutrition research is to discover diets that will preserve the best possible health and the greatest productivity throughout the life of man and his domestic animals. Research upon aging is not concerned with protracting the worthless years at the end of life when a senile body and a deteriorated brain make living nothing but a heavy burden.”

“Almost at the beginning of his research life, Clive began the famous series of studies on prolonging the span

of life through retardation of growth.” The following are quotations from some of his papers:

1928—in a paper titled “The nutritional requirements and growth rates brook trout”—“The growth of the animal body has occupied the attentions of students of natural science as long as we can have historical records. It remains the outstanding concern of all those engaged in animal industry, whether they be rearing swine or trout.” Yet is life span not as important as growth?

“Although Clive has been a loyal and enthusiastic Unitarian for years, he developed a great interest and respect for the dietary practices and teaching of the Seventh-Day Adventists and Jehovah’s Witnesses. This also carried over to other health groups such as Friends of the Land, Natural Food Associates and those that some of his academic friends called faddists or fringe fanatics. He spent a good deal of time writing and speaking to these groups, and was always ready to welcome them in his home or laboratory.

“In general he felt that their ideas were correct and he admired their sincerity and the tenacity in actually practicing what they believed to be good nutrition. He felt that they stand as a block against the steady erosion and deterioration of natural foods by the tampering of the food industries eager to make dollars without respect to nutritive value.

“He thought that learning about food and its health values was an excellent hobby for older people, and that gardening was a sure way to obtain pure and wholesome diets. ‘... gardens are stable investments for good nutrition and health. On our small home place we even produce our own meat by raising an occasional calf and keeping a small flock of sheep. We also produce our own apples, cherries, plums, strawberries, gooseberries and currants... plus vegetables.

“There was no sharp division between Clive’s professional life and his recreation and home life. His friends were his fellow workers and other scientists from near and far... He must have hiked hundreds of miles with Dr. Maynard and Dr. Sumner.”

“In the garden, he would include plants in which he happened to be interested at the moment such as soybeans,...”

Reading was Clive’s great delight, and if reading maketh a full man, he was very full indeed. Clive’s happiest hours at Cornell were spent in the libraries. He loved to study old book catalogs and browse in second hand book stores to find treasures for his own library or for the University.”

A long and very interesting section concerns four reasons for studying the history of any science. Plus several paragraphs of additional thoughts on that subject.

“When Clive was 22 years old [ca. 1920] and an instructor in Chemistry at Texas A. and M. College, he filled out an “Individual Analysis Card,” which I just found among his papers. I am amazed to see how well he knew his own characteristics at this age. He checked for himself:

Common sense; industry, persistence, moral courage, conscientiousness, self control and self respect—attributes that carried through his whole life.

“Likewise there were the following traits. Regularity in habits, purpose and coordination in work, ability to profit [learn] from experience, breadth of view, given to facts, lives at high tension.

“These are the same traits and characteristics that I would have checked after knowing him these 45 years. Perhaps most revealing of his personality was his answer to the questions of how he reacted to success and adversity. To the first he wrote ‘elation,’ to the second ‘renewed energy.’” Address: 39 Lakeview Lane, Englewood, Florida.

483. *Health Food Business Review*. 1967. Here’s a health food so old—it’s new. Sept. p. 27, 28, 43.

• **Summary:** Tamari soy sauce has a history that is centuries old. This article discusses it from the viewpoint of macrobiotics and Chico-San. “Only Chico-San produces this product by the old and patient (18 months) method which is 100% natural.”

484. de Langre, Jacques. 1967. Editor’s page: Macrobiotics is a free passport to the world and a carte blanche to new friends everywhere. *Macrobiotic Monthly (The) (Los Angeles, California)* 7(2):2. Sept/Oct.

• **Summary:** “The previous issue of the magazine (Vol. VII, No. 2) mentioned in the editors page, the surging activity and rapidly increasing interest in Macrobiotics. This was reflected in the letters, phone calls and visits to the Foundation in Los Angeles.

“My wife, Yvette [de Langre], and I, having traveled to Portland and Denver last month, will confirm this from the field. Our visit to one of the attractive health food stores in Portland and a casual conversation with the manager triggered a series of phone calls from three Macrobiotic persons, all beginners and all eager to study further.

“One of the callers, one of the town’s doctor of optometry, invited us to conduct a discussion group on the following Thursday. No less than forty people assembled there that night and the questions were most interesting.

“In Denver, the owner of an organic produce cooperative with a good understanding of the principle is also most eager to learn himself and report much interest among his patrons; he feels that the need is great for Macrobiotics and the necessity of a study group being organized in Denver (could be that some of the advanced students of G. Ohsawa in Golden, Colorado would offer their services?)

“Barbara Grace writes from Paris, where she now resides, and her latest letters show a radical improvement in clearness of thought and purpose. She has found Marshall a man transmuted by the application of the principle.

“We are eagerly awaiting the return from Chico of one of our most promising editor-idea man: Lawrence. A phone

conversation with Mitio [Michio Kushi] assures us that he will visit Los Angeles and lecture in the near future.

“How fortunate to be able to walk in the Zen Restaurant and meet so many friendly faces, have such good food served by smiling Toyo, soon to be Mrs. Furukawa. We know of New York with two restaurants and Paris with four: GuenMai, Yamato, Zen and “A la Bonne View,” we would like to list all Macrobiotic restaurants around the world. Please keep us informed.

“Sad News: We are greatly saddened by the death of our Ohsawa Foundation President, Lou Oles, in Japan on the 20th of August. His death was caused by heart failure.

“All of Mr. Oles’ efforts and activity were directed to the dissemination of Macrobiotic knowledge. The English speaking (and soon the Spanish speaking) countries owe to him all of the books now available at the Foundation. plus many more which he had managed to get ready and that we pledge to finish as soon as possible.

“Because of his dedicated work, and the help of his wife, Shayne, we are fortunate in having here in Los Angeles one of the best centers and library, organized and built by a man, unaided.

“His devotion to the cause cost him his life, for he would not stop long enough to recognize or take care of his long-standing illness.

“News from B.C. The Yoga Vendanta Book Store in downtown Vancouver B.C. has recently won their battle with import laws so they can import products from Chico-San.

“They have a Macrobiotic group of 150 people and meet regularly in the Yoga Vendanta Book Store

“News from Mexico: From Mexico City and points south, Warren Stagg brings news of much Macrobiotic activity down there, with two restaurants serving macrobiotic fare. Mr. Stagg will have Spanish versions of the Zen Macrobiotics book, the *Book of Judgment* and *Zen Cookery* available very shortly.

M-B Activities in California. Los Angeles Dinner lectures will start again in September and will be held at the studio, 7557 Sunset Boulevard.—First and third Thursdays of the month—7:30 P.M.

“Here at our house not one day goes by without the news of someone having found new happiness or regained health thru the practice of Macrobiotics. True, there are the detractors, the critics and the ignorants, the part-smarts and the persons influenced by advanced technology of many fields. A recent contributor to ‘Fact’ magazine expressed his opinion on Macrobiotics and his writing shows a lack of deep study of the subject, the article being only a poor parrot-like repeat of what the unenlightened press reported some years ago. From many corners, Macrobiotics are answering ‘Fact’ on that point and, because we are convinced that here is a magazine of great integrity, we know the answers will be acknowledged.

“Overheard in a Vitamin store; a customer with a Zen

Macrobiotic book in his hand, ready to buy, is coldly given the once over by the portly balding owner, 'Don't get mixed up with That!'

"Then, there was this new night club in the San Fernando Valley, with a rather yin name: 'Magic Mushroom' which briefly served brown rice dishes at the start of their operation, maybe the chef will follow the Macrobiotic cooking classes in the fall.

"Going to France with us?

"The International Macrobiotic Summer Camp will be held in France next year and the Los Angeles group will charter a plane for all those who wish to attend. The flight will be organized on the same pattern as our Japan trip last year and the round-trip price will cost between \$300 and \$360.

"To participate in either the flight above or the Summer Camp attendance, a member must have a current, paid-up membership in the Foundation. We hope to fill the plane for the trip and we will inform you of the exact date of the camp very soon.

"Magazine to Appear More Regularly: The decision to publish the Macrobiotic Monthly ourselves had been made prior to Lou's death, in order to ease his task. Now, with the kind offers of literary contributions received from all directions, we have an even better chance of catching up on the delay. We will gratefully accept your letters, reports, news and personal experiences in macrobiotics.

"Please address your correspondence to: Jacques de Langre, Editor pro tem, 7557 Sunset Blvd., Los Angeles, Calif. 90046." Address: The Ohsawa Foundation, Inc., 1434 No. Curson Ave., L.A., 90046.

485. *Prevention (Emmaus, Pennsylvania)*. 1967. The superior soybean: Delicious to eat and packed with good nutrition, this little-used vegetable belongs on every table. Oct. p. 60-62. [5 ref]

• **Summary:** This article begins: "A little girl suffering from asthma had attacks that were so severe, she could hardly breathe. Her pulse would beat rapidly, and she would turn very pale. When milk was eliminated from her diet, and soy milk was substituted, her breathing became normal.

"Mr. D., a man of 48, has already had one heart attack, and he does not want to go through the ordeal of another. Since his attack, he has, fortunately, been able to keep his cholesterol level under control, thanks to soya-lecithin tablets.

"The soybean, long one of the major food staples of the Orient, has gradually won worldwide recognition as a protective dietary factor against a host of illnesses. Doctors have been finding that patients with hardening of the arteries, respiratory ailments, and food allergies often improve after eating soy products.

"What is there in the soybean? Protein, vital to tissue growth and repair, composes almost 50 per cent of the bean.

Many vegetables contain some of the essential amino acids, but the soybean is the only vegetable that comes close in competing with meat, fish, and eggs, for a good supply of them. The protein value of the soybean is of such a high quality that nutritionists are seriously considering this food as the key to coping with meat shortages in underdeveloped nations. It is the easily assimilated protein in soya that makes it such a good substitute for the indigestible and allergenic protein of milk. While soybeans are a good source of protein, however, they are not perfect. They are low in methionine, an essential amino acid that is present in many other foods. Yet even this defect has made the soybean valuable for another reason: the soybean is the only food that has been found to be successful in treating a rare inherited disease called homocystinuria..." Address: Emmaus, Pennsylvania.

486. *SoyaScan Notes*. 1967. Chronology of soybeans, soyfoods and natural foods in the United States 1966-1967 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1966, April 9. Erewhon opens as a small (10- by 20-foot) macrobiotic and natural foods retail store downstairs at 303-B Newbury Street in Boston, Massachusetts. Aveline and Michio Kushi are the founders and Evan Root is the first retail store manager. Erewhon is the first food store of its kind in America, and it soon serves as a model for many other similar natural foods stores across America. Erewhon starts to grow in Oct. 1967 with the arrival of Paul Hawken.

The natural foods movement in America is in its infancy, advocating a return to traditional whole foods, naturally grown and processed. It's predecessor, the health foods movement (which started in the 1930s, based on the new public interest in vitamins), now largely sells vitamin, mineral, and protein supplements.

1966, Nov. America's first soybean checkoff program voted in by North Carolina soybean growers, who will pay half a cent per bushel checkoff on the 1966 crop. This new income source marks the start of a new era for the American Soybean Association.

1967. The All-India Coordinated Research Project on Soybean is founded in India, after about 4 years of pioneering soybean work there by American Land Grant Universities, funded largely by the Rockefeller Foundation. This story is well told in Carroll P. Streeter's book *A Partnership to Improve Food Production in India* (1969).

1967. Soy idli developed by Steinkraus and van Veen at Cornell University, New York. These small steamed cakes are the first traditional Indian fermented soyfood to be fortified with soy flour. The fortification of basic foods in Third World countries with soy flour becomes popular.

1967. Philsoy brand soymilk launched in Los Baños, Philippines, with aid from Cornell University food scientists Bourne and Steinkraus.

1967. Proceedings of International Conference on

Soybean Protein Foods published by USDA Agricultural Research Service. The conference was held 17-19 Oct. 1966 at Peoria, Illinois. Many of the 276 attendees were pioneers in the field. A similar conference on Soybean Products for Protein in Human Foods had been held in 1961 at the same location. A major theme at both is that protein malnutrition is now the world's most widespread deficiency disease.

1967. Soybean production in Latin America reaches 1 million metric tons (tonnes), up 10-fold since 1953.

487. Garten, Max Otto. 1967. *The health secrets of a naturopathic doctor*. West Nyack, New York: Parker Publishing Co., Inc. xvi + 238 p. Illust. Index. 24 cm.
 • **Summary:** Contents: 1. How to get relief from pains and aches without drugs. 2. Conditioning the body permanently for beauty and health. 3. Aches and pains relieved with the fast [fasting]. 4. Food—Its relation to aches and pains. 5. The law of wholeness of foods. 6. The use of sea water for health. 7. What you should know about meat in your diet (... we should try to get along with as little flesh food as possible"). 8. The smoking problem. 9. The county without a toothache (fluoridation; calcium fluoride is probably beneficial, but sodium fluoride is an inorganic poison). 10. Cholesterol and lecithin. 11. The wonderful world of corrective foods and herbs. 12. The new diet for dynamic health. 13. Kruska and honey for new energy. Recipes and menus. 14. New menus for healthful living. 15. How to select healthful food combinations.

The section titled "Thirty daily menus for your health guidance" (p. 214-24) includes: "soy spread" (with many types of bread). Soy beans are mentioned as a good protein source (p. 226). Address: D.C. [Doctor of Chiropractic].

488. Hunter, Beatrice Trum. 1967. *The natural foods cookbook*. New York, NY: Pyramid Books. 368 p. Index. 18 cm.

• **Summary:** The content of this paperback edition is almost identical to that of the original 1961 hardcover edition, but the pagination is different. The Introduction by Clive and Jeanette is missing. On the cover of the 19th printing (Jan. 1974) is written: "Over a million copies sold." Address: White Mountains, New Hampshire.

489. Marsh, Edward E. 1967. *How to be healthy with natural foods*. New York, NY: Gramercy Publishing Co. 157 p. No index. 21 cm. [23 ref]

• **Summary:** The message of this unusual, copycat book on "natural foods" is largely borrowed from Linda Clark, Adelle Davis, Carlton Fredericks, Gayelord Hauser, D.C. Jarvis, and other health-food authors of the 1950s and early 1960s. The book has no clear publication date, no index, and we are told nothing about the author. It advocates a diet based on fatty meats plus various "extraordinary foods" such as apple cider vinegar, honey, bone meal, brewer's yeast, lecithin, sea kelp,

sunflower seeds, and yogurt.

Soybeans are mentioned as follows: Most vegetable proteins (except soybeans, sunflower seeds, peanuts and a few other foods) do not contain all the essential amino acids in the correct amounts to be first-class or complete proteins. Be sure that at least two-thirds of your protein intake comes from animal protein; the other third can come from other complete proteins such as soya products (p. 22-23). Soybeans are listed as a good source of vitamin D (p. 43), B-complex vitamins (p. 44), vitamin B-1 (p. 47), choline (p. 51), folic acid (p. 51-52), niacin (p. 53-54), pantothenic acid (p. 54-55), vitamin C (p. 60), vitamin E (p. 66), vitamin F (soybean oil, p. 67-68, 71), calcium (p. 76), copper (soy flour, p. 78), magnesium (soy flour, p. 83), and phosphorus (p. 84).

Lecithin, one of the "extraordinary foods," is "not a drug, but a granular form of soybean lecithin, free from objectionable elements." It can help relieve stress, quiet nerves, promote good health, improve mental poise, and induce a renewed feeling of well-being. Lecithin is found only in natural foods, such as soybean oil (p. 95-97).

Note: Edward Marsh was born in 1900. This edition was published by Gramercy, a division of Crown Publishers, Inc., by arrangement with Arco Publishing Co., Inc. Copyright Arc Books Inc., 1963. Library of Congress Catalog Card No. 67-14909. On the back cover is a full-page ad for *The Soybean Cookbook*, by Dorothea Van Gundy Jones.

490. *SoyaScan Notes*. 1967. Chronology of Arran Stephens: Early years in preparation for work with natural foods, vegetarianism, and Lifestream Natural Foods Ltd. (Vancouver, then Richmond, BC, Canada). Part I (1944–1967). Compiled by William Shurtleff of Soyfoods Center.
 • **Summary:** The focus of Arran's life has been his spiritual practice; his work with food has taken an important supporting role as service to others. He has written his autobiography, published as *Journey to the Luminous: Encounters with Mystical Adepts of our Century* (Seattle, Washington: Elton Wolf Publishing, 1999. 380 p. with 70 black and white photos). An expanded version, titled *Moth & The Flame: Adventures with Spiritual Adepts of Our Time* is now available free of charge on the Web at www.ArranStephens.com.

1944 Jan. 6—Arran Blackburn Stephens is born in Duncan, on southeast Vancouver Island, British Columbia, Canada—at King's Daughter Hospital, about 10 miles from the family farm. He is the youngest of three brothers, the others being John Rutherford Jamieson (Gwen's son from her first marriage. John was born on 20 Sept. 1931 in New Zealand, the son of William John Jamieson, a New Zealand sheep farmer) and Godfrey (born on 28 Oct. 1939). Arran's father, Rupert Edward Cripps Stephens, was born on 4 April 1896 in or near Plymouth, UK. Arran's mother, Gwendolyn Minnie Elise Hopkins was born on 4 Nov.

1909 in Kent, King Co., Washington. Arran's parents run Mountain Valley Farm, the family farm of 89 acres of hard living they inherited from Rupert's father; there they grow field berries. Rupert had been a captain in World War I and saw some brutal action in Belgium and Germany; he would never talk about it. Rupert's father, "Surgeon Commander, Dr. Harold Frederick Dale Stephens," was in the Royal Navy and saw action in the Boer War in South Africa. Arran's paternal grandmother (his father's mother), Agnes Grace Cripps, daughter of Lieut.-General J.M. Cripps and Agnes Grace Cripps, had been born in about 1857 in Peshawar, in India's North-West Frontier (in today's Pakistan). Agnes married Lt. General J.M. Cripps, who had lived in colonial India from 1839 to 1878. General Cripps wrote a book titled *Recollections of My Indian Career*, illustrated with 25 exquisite original watercolors by his wife, Agnes. Aaron later wrote: "In my child's mind's eye, India's mystery beckoned, like a distant voice from a faded dream."

At Mountain Valley Farm, the Stephens family lives in a "hand-hewn log-house, overlooking the Goldstream Valley," surrounded by natural beauty, a waterfall, and wilderness.

1947—When Arran is age 3, the family sells Mountain Valley Farm and moves to Goldstream, about 40 miles south, closer to Victoria, where they wrest Goldstream Berry Paradise farm from the forest. Arran's parents have renounced modern chemicals and mechanization, finding simple, economical methods (such as sawdust mulch and earthworms) to strengthen soil fertility and the health of plants, Rupert's credo is: "Always leave the soil better than you found it." They establish a roadside "berry stand" from which to sell their berries and other produce directly.

1951—Rupert's treatise, *Sawdust is My Slave*, is published extolling the methods he had discovered. When not working the land, Rupert wrote the lyrics for hundreds of songs, poems, and articles.

1955—After attending a Christian Bible camp Arran's interest in God begins to awaken. He feels called to the ministry. His dad takes him to a pristine forest behind their farm and tells him: "Arra-boy, this is our church; this is our cathedral."

1957 Jan.—The family (with Arran age 13) sells the farm (Goldstream Berry Paradise) and moves from Vancouver Island to Southern California. "The songwriter in Rupert's heart was restless for fame and Hollywood." The family settled in a "rented palm-shaded hacienda in the Hollywood Hills." Arran quickly learned to his dismay that violent gangs controlled the schools and streets. This urban concrete jungle was a different world.

1959—At age 15, Arran's "secure, trusting world abruptly ended: mum and dad separated" (temporarily). Brother "Godfrey roared off on his Harley motorcycle for New Orleans [Louisiana] and high adventure;" he later became a renowned artist. Confused and desperate, Arran decided to become an artist and poet. He encountered the Beat

generation and the counterculture of the 1960s.

1961—Arran (now 17) has one of his poems published in the *Mendicant Poetry Journal*. He struggles to navigate the psychedelic 1960s, becomes a spiritual seeker, reads books of many spiritual traditions, meets Eden Ahbez, the first vegetarian he had ever met, "part of a handful of health and fitness devotees from the Hollywood Hills, including well-known Gypsy Boots and Al Jacobson. But every hope, each oasis, turned into an empty mirage." "Often broke, I slept on the beach, drunk or high on cheap wine or high on drugs, sometimes crawling into a cardboard box to mitigate the winter cold. When hungry, I ate discarded food or begged. When I could I painted. Misery was my companion,... a course which took but two years to break mind, body, and spirit." By age 17 he "was a haggard alcoholic and drug-dazed atheist railing against the Author of pain." One day he tried to end it all in the Ocean waves off Venice Beach in California. But after a momentary experience of serenity, he pulled back from the brink.

Then he heard of a monastic retreat named Fountain of the World in the hills above smoggy Los Angeles. One week after his arrival he had an experience that profoundly changed the course of his life. During an evening group Concentration, he experienced brilliant light and "intoxicating waves of Unconditional Love... This was my first taste of a state of Reality—something beyond the senses; something beyond intoxication; perhaps something I had always been blindly hoping and groping for." Similar experiences returned repeatedly but were not encouraged by his fellow monastics. After two months, and increasing pressure to "renounce the world and become a full-fledged monastic brother," he decides to leave.

1963—In San Francisco, Arran experiences how this spiritual light can miraculously save the life of a person about to be run over by a bus. He "never hesitated to investigate any teacher, religion or teaching." "From 1961 to 1964, with one or two exceptions, the springs of Divine Light all but dried up as this prodigal profligate wandered and squandered the spiritual capital we all come into the world with."

1964 April—Arran's parents, now back together, move back to British Columbia from southern California. They now live in Victoria on Vancouver Island.

1964—Arran (now 20) has several one-man shows of paintings under his belt. He leaves San Francisco for lovely Mendocino County, then, en route to Tangiers, he arrives in New York's Greenwich Village—almost broke. He paints and reads spiritual books. After a two-year lapse he starts daily sitting meditation again. Many brief and isolated inner experiences of light and peace lifted him "above an otherwise sordid existence." Craving discipline and order, he joins a group and for 9 months studies Gurdjieff whose "principal teaching was that we are all 'asleep,' and must awaken in a higher sense through various esoteric practices,

including self remembering and sacred dance.” He earns money at odd jobs, including as a waiter in a macrobiotic restaurant, the Paradox (owned by Richard Lane). Arran becomes interested in the vegetarian aspect of macrobiotics. He recalls (2006): I “largely ate macrobiotic for years at a stretch, but I also experimented with various diets, such as vegan, mucusless (Arnold Ehret), fruitarian, raw foods, and some fasting.” But increasingly he yearns to meet a living perfect master and experience mystical union with God. After reading about Sri Ramakrishna, he gives up his bad habits and returns to being a vegetarian.

“From 1964 to 1965 my life revolved around art and the inner quest. One day, when shown photos of Hazur Baba Sawan Singh (1858-1948) and his disciple, Kirpal Singh (both great Sikh masters), and given a book by the latter, he is deeply moved. When he learns that Kirpal Singh is alive, he knows has almost found what he has been looking for. Meeting the Master in person became his passion. He writes Kirpal Singh (in India) asking for initiation.

1965 March 28—Arran receives a written reply, with instructions. “I was accepted for initiation... My feet were on the Path at last.” He meditates, keeps a diary, and writes questions to his Master. Written answers return. He returns to Vancouver and opens the East West Gallery, eager to save enough money to go to India.

1967 Jan. 20—He departs for India, welcomed by his Master. He stays at the Master’s Sawan Ashram, in Shakti Nagar, near Delhi, and has many wonderful experiences, beautifully and humbly described in detail. Most important are love, attending satsang, practicing meditation, not creating either bad or good karma, and weeding out personal shortcomings. Part of the practice is to eat a vegetarian diet and avoid all intoxicants. After exactly 7 transforming months in India he returns home. “Before leaving India, the Master authorized me to begin work as his representative in Western Canada.” Continued. Address: Vancouver, BC, Canada.

491. *SoyaScan Notes*. 1967. Chronology of the work of Arran Stephens with natural foods, vegetarianism, and Lifestream Natural Foods Ltd. (Vancouver, then Richmond, BC, Canada). Part II (1967–1971). 24 Sept. 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: 1967—Arran begins his first food business when he starts the Golden Lotus restaurant at 2936 West 4th Ave. (at Bayswater), Vancouver. Serving natural, vegetarian and macrobiotic foods, it is the city’s first vegetarian restaurant. Before he left India, his Master had encouraged him to take up this “right livelihood” and promised to extend “all feasible help, both inside and outside.” A place was found and the necessary money appeared as if by magic. Most of the workers were spiritual seekers. All lived upstairs, above the restaurant.

Arran was one of the cooks; he had learned how to cook

brown rice, veggies, hijiki, wakame and miso soup while working as a waiter at the Paradox Restaurant in New York City in 1964; he learned the rest by trial and error, including the use of macrobiotic and vegetarian cookbooks such as *Vegetarian Cookery*, by Pietro Rotondi, and (later) *Ten Talents* by Frank and Rosalie Hurd.

“Amazingly, the rather monastic rules—including regular meditation and celibacy—were accepted and enthusiastically followed. In the communal setting, all worked without pay for the first 9 months. “Before the year was out, bills and loans were entirely repaid and all began receiving hourly wages, benefits, room and board. The numbers attending our weekly satsangs outgrew the upstairs, and the venue shifted downtown to the YMCA.” One photo shows Arran standing in front of the Golden Lotus restaurant in 1968 and another standing inside in 1969.

1968 Oct.—Arran and three others return to India to be with Master Kirpal Singh, having received his written permission. On the way they visit Ram Das (the former Richard Alpert) who was in retreat at his father’s large New Hampshire estate. In India Arran lives close to Kirpal Singh. The Master will not initiate those who beg for food, only those who earn an honest living.

1969 March 4.—Arran, with the Master’s blessing, marries an Indian woman, Rattan Mala Bagga, age 22, in a traditional Sikh marriage. She comes from a good family, has an M.A. degree, and is a lecturer at a girls’ school in Moradabad. The Master, who changes her name to Ratana (“jewel”) encourages family life and the tender bonds of matrimonial love and responsibility.

1969 April—Arran and sari-clad Ratana return to Vancouver, Canada, after nearly 6 months in India. He has changed from ascetic to householder. They settle into a little room above the restaurant, sharing a bathroom with 14 others and working, on average, 12-16 hours a day to get the restaurant firmly established. In May and December, Kirpal Singh writes with wise advice. As a result: “In three months we saved \$1,000 to make a down payment on a little two-bedroom house with a garden. Ratana was already pregnant with our first child, and we had had our fill of communal living.”

“Considerable agitation began among the more left-leaning workers to turn the Golden Lotus into a commune. After a lot of soul-searching, we decided to make a clean break, and sold the restaurant to the group for a paltry \$3,000, wishing them all success.” Soon after the Golden Lotus restaurant became defunct.

1970 Jan.—Arran opens a little store named Jyoti Importers and Natural Foods at West 4th Ave., near Yew Street on the same street as the Golden Lotus, but on top of the hill. He sells “Indian bedspreads, clothing, classical musical instruments, and healthy and organic foods. Food soon edged out the other wares. It became obvious that my destined vocation was connected to organic foods and





wholistic living.” After several years of growth, the business moves into a much larger building at 1813-1817 West 4th Ave., a corner location and opens as Lifestream Natural Foods on 1 Jan. 1971. Then Lifestream expanded to a second store on Broadway at Traflagar (See: *Shared Vision* 1990, p. 9).

1970 April 4—Arran and Ratana’s first child is born at St. Paul’s hospital in Vancouver by natural childbirth. Master telegraphed. “You may name the baby Shanti” (the ancient Sanskrit word for “peace”). Note: All the Stephens’ children were born at this same hospital. Arran writes: “I was present at the miracle of each birth. On the birth of two of our children, Ratana was blessed with the vision of our Master, and she also experienced great light within.”

1970 spring—On an impulse, Arran gives half of his business, Jyoti, to Peter Harwood, his friend and fellow disciple of Kirpal Singh; Peter becomes a working partner.

1970 Aug.—Arran attends the founding meeting of Organic Merchants (OM), held outdoors on the side of Mt. Shasta. Lifestream becomes one of the founding members. OM was the first trade association for natural food retailers on the West Coast and the first organic trade association. Arran also remembers OM meetings at Blake Rankin’s, at Lifestream, and at Pajaro Dunes.

1971 (1990 *Shared Vision* article says Lifestream opened 1970 Jan. 1). Jan. 1—Arran opens Lifestream Natural Foods in Vancouver, British Columbia, Canada, just north of the U.S. border, at 1813-1817 West 4th Ave. (at Burrard). It is Canada’s first large natural foods retail store. His father suggests the name. “Free fresh carrot juice drew in crowds;

an electric powered 20-inch stone-buhr mill, visible through a window from the street, ground tons of fresh whole-grain flour every day; alfalfa sprouts were grown in our nearby warehouse / factory; fresh nut butters were roasted and milled to order; natural candy bars and cookies were extruded and baked; egg-free cakes and muffins popped from the ovens; pies, crunchy granola, bulk foods, and wholesome artisanal breads were baked and sold by the hundreds. These were all firsts in Canada.” The inspiration came from many sources, but was not macrobiotic. The Lifestream brand was represented by a woman gathering sheaves of wheat into a basket. “Teachers brought classes of school children on tours to see how wholesome foods were made. The store became so busy that it was often difficult to wade through the crowds of shoppers and hangers-on... Sales doubled every year for seven years, and the business quickly branched out into wholesale distribution.”

1971 or 1972—A separate small vegetarian restaurant, named Mother Nature’s Inn (MNI) was started as a *separate* business in the rear of the large retail store (on West 4th Ave.) by Victor Yankowich,...” But after about a year MNI was purchased from Victor (for a pittance) for Ratana, who showed her business skills by running it very successfully and profitably. The company’s best-known products are its line of Essene sprouted grain breads—moist, heavy, and delectable.

1972—Lifestream opens its own Bread of Life bakery (100% owned by Lifestream) in North Vancouver because of the area’s scarcity of organic and natural baked items. The original Lifestream Essene Bread, developed by Arran at that bakery, was one of the Lifestream’s first baked products. Essene Bread was always made with organic grain—from the Alvin Scheresky and David Orchard organic grain farms in Saskatchewan province.

A 1971 color photo shows Arran, smiling, holding a loaf of Essene Bread.

1971—At about this time Lifestream Natural Foods Ltd. moves to 724-26 W. 6th Ave., Vancouver 9, BC, Canada. This was a combination headquarters, warehouse, manufacturing and packaging facility. It housed a flour mill, alfalfa sprout operations, nut butter operation, tamari nut roasting and packaging, plus packaging a wide range of organic grains, beans, nuts, seeds, flours, etc. When this facility opened, the only other Lifestream operation was the retail store.

1971—Since there was a scarcity of natural and organic foods, Lifestream began to do wholesale distribution. Frank Ford, founder of Arrowhead Mills in Texas, appointed Lifestream as distributor in Canada for the entire Arrowhead Mills’ range of organic grains, beans, flakes, hot cereals, and

flours. Hundreds of products were developed and marketed under the Lifestream brand: Breads, other baked goods, fruit & nut-based energy bars, juices, trail mixes, tamari roasted nuts and seeds, preserves, yogurt, granolas, mueslis, sprouts, soyfoods, expeller-pressed oils, and a wide range of imported Japanese macrobiotic products. During the 1970s Lifestream's profits came from a blend of manufacturing, wholesaling, and retailing—but not even the accountants knew what percentage of the total came from each of these activities. Continued. Address: 724-26 W. 6th Ave., Vancouver 9, BC, Canada.

492. *SoyaScan Notes*. 1967. Chronology of the work of Arran Stephens with natural foods, vegetarianism, and Lifestream Natural Foods Ltd. (Vancouver, then Richmond, BC, Canada). Part III (1972–1980). 24 Sept. 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: 1972—A third partner, Louis Kiraly, joins Lifestream; he, too, is a disciple of Kirpal Singh. Louis contributed part of his outside job wages to help support the business during the first year. The three partners become equal owners of the company, which was incorporated at about this time as Lifestream Natural Foods, Ltd.—a limited corporation.

1972 Nov.—Sant Kirpal Singh visits Vancouver on his third world tour. He visits Arran and Ratana's home, and encourages Arran to build Lifestream into a large, successful business. Doing such service need not interfere with his spiritual practice.

1972-73—Lifestream starts importing products from Muso Shokuhin (macrobiotic) in Japan. Blake Rankin and George Gearhart of Janus Foods in Washington state were good friends of Arran's. Their two companies did not compete. Canada had its own packaging regulations and Lifestream developed a complete line of Japanese products under the Lifestream brand for Canada.

1973 Feb. 1—The Stephens' 2nd child is born; the Master names her Gurdeep (Lamp of the Lord). Oct. Arran and Ratana, with both children, make another pilgrimage to India. One day "Yogi Bhajan, the founder of the 3HO Society, arrived at the ashram with a large retinue of Sikh followers. Yogi Ji was of gigantic stature, with a big black beard, flowing robes, jewelled rings, necklaces, and a commanding personality." The Stephens attend Kirpal Singh's 80th birthday on 6 Feb. 1974 then they return to Vancouver.

1974 Aug. 21—Sant Kirpal Singh returns to the Source, leaves his body (dies). Arran immediately flies to India, and arrives in time to see his Master's body cremated on a funeral pyre at Kirpal Bagh in Old Delhi, a few miles from the Yamuna River. Bereft, he stays for about a month, searching for the Master's successor, then finally returns home—the succession enigma unresolved. He tries to return to being "a successful businessman responsible for more than a hundred

employees, a devoted husband and father, etc." But for the next two years he is torn by the pangs of separation.

1974—Arran and Ratana buy 2 acres of land and a ranch house on Panorama Ridge, Surrey, BC, out in the country, about 15 miles southeast of Vancouver. They move there from their little house in Vancouver, work with others to build an ashram for those interested in Kirpal Singh's practice, and they live there for the next 5 years.

1974 Nov.—Lifestream is a member of the Natural Foods Distributors Assoc. (NFDA).

1974—A 4-page menu (black on yellowish-tan paper) from Mother Nature's Inn this year still exists, along with a black-and-white photo of Lisa serving food in the restaurant.

1974 or 1975—Lifestream starts to lease space at 12411 Vulcan Way, Richmond, BC; it was converted from a pet food factory to completely vegetarian use. Here Lifestream operates its bakery and wholesale distribution; this continues until 1981.

1976 Jan.—Lifestream is still distributing products imported from Muso Shokuhin in Japan.

1977 July 23—A third child and daughter, Jyoti, is born in Vancouver.

1977 July—*The Lifestream Cookbook* is published by Lifestream (58 p.).

1978 June—Lifestream is now located in Richmond, BC, Canada V6V 1J7.

1978 Oct.—Arran and his family (wife and 3 children) return to India; he is still torn by the succession question. At first he tentatively but sincerely comes to believe that the "Desert Baba" in western India was Kirpal Singh's true successor; he shares his belief with other Kirpal Singh initiates. On Nov. 5 and 6 he realizes (to his immense relief and embarrassment) that Darshan Singh, Kirpal's eldest son, is his true successor and mystically one with his father. "The successor will bind you to your Master and not to himself."

1978 Dec.—When Arran returns from India he receives a letter (which he still has) which basically excommunicates him from the community of initiates and from the Ashram in Surrey, BC, which he and Ratana had helped to motivate, build, and finance. One of his partners at Lifestream could not handle the fact that Arran was no longer a follower of the "Desert Baba" any more, and soon that partner left to go see him in India. The advice he received in India was not helpful for his relationship with Arran, and soon he began a program of systematic non-cooperation with Arran in the business. The third partner remained fairly neutral and would not take sides. Yet it is soon clear that the Lifestream partnership has become unworkable. Yet as president, Arran has most of the responsibility. He was the first to arrive at work each day and the last to leave. And there were other inequities. The bank had only Arran as a secured creditor, yet the three partners were paid equally. Lifestream was always profitable, but the rapid growth meant tight cash flow. With no clear leadership at the top of the company, the Lifestream partnership begins

to unravel.

1979 early—Arran and family move from their former community in Surrey, BC, in the “country back to the city, drawn to a gracious old house in a quiet neighborhood, surrounded by a high-hedged secluded garden.” They live and raise their family in this house for the next 23 years.

1979 April—Arran returns “alone to India for 3 weeks, to fortify and deepen my connection to the Divine working through Darshan, the poet-saint.”

1979 Sept.—Fourth printing of *The Lifestream Cookbook*; it eventually sells over 100,000 copies. The company is now at 12411 Vulcan Way.

1979—Lifestream opens a big Lifestream Natural Foods retail store (#2) at 2582 West Broadway in Vancouver. On the 2nd floor above this new store, Woodlands Natural Restaurant (vegetarian) opens. However the restaurant, owned by Ratana and Arran, is kept separate from Lifestream. The original Lifestream retail store at 1813-1817 West 4th Ave. continues to operate at its original location.

A photo shows the Lifestream crew in about 1980.

1980—“Annual sales of Lifestream brand products reach \$9 million, making the line one of Canada’s leading natural food brands.” Continued. Address: 724-26 W. 6th Ave., Vancouver 9, BC, Canada.

493. *SoyaScan Notes*. 1967. Chronology of the work of Arran Stephens with natural foods, vegetarianism, and Lifestream Natural Foods Ltd. (Vancouver, then Richmond, BC, Canada). Part IV (1981–1989). 24 Sept. 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: 1981—Annual sales of Lifestream brand products jump to a record \$12 million, and there are about 100 employees. All the retail sales and sales of Lifestream’s distribution company are in Canada. However, the majority of Lifestream’s Manna Bread, natural energy bars, and organic baked goods are in the USA. An estimated 25% of Lifestream’s total sales were in the USA to wholesale distributors.

1981—Arran refuses to co-sign a bank loan for Lifestream, in an attempt to resolve partnership problems at Lifestream, by trying to force his disaffected partner to either buy his shares at a price for which Arran was willing to sell them, or to let Arran buy his shares at the same price. But the disaffected partner refuses to sell his shares to Arran, and he doesn’t have the means to buy Arran’s shares. The third partner wouldn’t decide one way or the other. Parshan Sahota, an Indian man, owns 8% of the shares; a hardworking, loyal employee, he had \$60,000 to invest, an amount calculated to equal 8% of Lifestream’s shares. Parshan is now operating a successful Lifestream distribution operation out of Ontario, is behind Arran all the way (he is not an initiate), however even with his support, Arran does not have the requisite 51% ownership or backing to gain control of the company. Despite the company’s success,

the only alternative at this point is to sell to an outsider. Arran and Ratana do not want to sell the Lifestream baby, as they felt very much identified with it. This is a painful but valuable lesson for them. A buyer is found.

1981 July or Aug.—Lifestream is reluctantly sold to a holding company controlled by investment bankers Gordon Byrne and David Mindell. They hire Arran to remain as president, but renege on a promise to give him back 10% of the company, so he resigns as president by the end of August. He recalls that they effectively cheated him out of approximately \$200,000 in the technicalities of the sale. Several months later, on the advice of a seasoned attorney, Hyma Altman, Arran decides to seek legal recourse for the recovery of the promised 10%; the defendant settles out of court. Gordon sells his shares to David Mindell and they hire an ex-executive of a large consumer goods firm to run the company. Under the new ownership, Lifestream has difficulties in the marketplace and labor problems at the stores, which they sell or close.

After Arran resigns from the company, he goes back to work at Woodlands Natural Foods (the family restaurant business), and abides by a 3-year non-compete agreement which restricts him from going into retail, wholesale, or manufacturing.

1981 Aug.—Nabob Foods (Canada’s #2 brand of coffee) buys (from David Mindell) the much weakened Lifestream manufacturing operation at 9100 Van Horne Way, Richmond, BC. Nabob invests heavily in the Lifestream brand.

1981 Oct. 11—Arjan, the Stephens’ fourth child and first son, is born—on Canada’s “Remembrance Day.” Arran recalls: “From early ages, our kids worked for hourly wages at our various enterprises, as they wanted spending money. We told them that if they wanted money, they needed to earn it, and learn valuable life skills along the way.”

1981 to 1985—During these three years when his non-compete agreement was in effect, Arran helped Ratana at the Woodlands vegetarian restaurant. He recalls: “She was the heart and smarts behind the restaurant operation. I was the builder, the Don Quixote, tilting at Windmills. I did wait on tables, chop vegetables, clean toilets, sweep the parking lot.” Using the initial large restaurant at 2582 West Broadway as a central bakery and commissary, they supply the old Mother Nature’s Inn—still there in the back of the original Lifestream store (it is a tenant of the store), convert it to a Woodlands, and open and supply two additional Woodlands restaurants and stores in Vancouver (permitted in the non-compete agreement). Arran continues: “But it was very difficult to keep it all organized and profitable, and the world load was excessive. Ratana had the three daughters and now out newborn son to look after, plus she helped out with the main restaurant. She was the real hero that kept it together. The various Woodlands satellites were becoming increasingly difficult to manage properly and cash flow was in a dangerous position We decided to sell off the two outlets

at a loss, and contracted back to the two original, profitable restaurants. But now we did have a nice bakery built in the back of Woodlands on Broadway, and it was out of this little bakery [in 1985] that we began Nature's Path Manna Bread."

1982 July—Lifestream is selling (and perhaps making) Vegi-Patties, which are meatless burgers made with textured soya flour and wheat gluten.

1985 Jan.—Arran Stephens founds Nature's Path, Ltd.—supported by Ratana and her restaurant—and launches the company's first product, Manna Bread, at Natural Products Expo West. As a limited corporation (an "Ltd."), Nature's Path takes in over 20 small investors, but this becomes unwieldy, and the investors have very high expectations. So Arran and Ratana buy back the shares at cost plus interest.

1985 end—Nature's Path soon outgrows the Woodlands and moves to a much larger leased building on Simpson Road in Richmond, BC. Ratana continues to profitably manage Woodlands, while Arran works very hard to establish the Nature's Path bakery. Arran would drive a truck each week, loaded with bakery products, all the way down to Portland, Oregon, making store deliveries. There were difficulties with the fresh bread, however, as most stores wanted guaranteed sales, and the stale bread returns were sometimes unbelievable. Yet Manna Bread was the staple seller. Arran then "shifted emphasis toward more shelf-stable organic bakery products, and introduced a line of sprouted, organic breakfast cereals under the Manna / Nature's Path banner."

1988 Feb.—Arran makes his tenth pilgrimage to India. "Weary of our ups and downs in business, Ratana urges me to ask Master [Sant Darshan Singh] for his advice to help set my feet firmly on the path to consistent profitability." Very humbly and graciously Darshan gives three basic principles: (1) "Keep to quality. Quality should never be sacrificed either for quantity or money. Be honest." (2) "We should expand our business to the extent that we can control it personally." No more. (3) "We should be progressive, do our best, and make the most of our business, but not be too ambitious. Be very cautious—expansion is very easy; retreating is very difficult. We should be contented with whatever the Master blesses us." Arran deeply appreciated the wisdom of this extemporaneous and free advice. He later recalled: "Sales began to take off. We then started effectively competing with Health Valley, Lifestream, Arrowhead Mills, Erewhon and others. It was a lot of fun, and the growth was explosive."

1988—"Multigrain, Multigrain 'n Raisin, and Millet Rice are the very first Nature's Path cereals. All are still for sale today." Continued. Address: 724-26 W. 6th Ave., Vancouver 9, BC, Canada.

494. *SoyaScan Notes*. 1967. Chronology of the work of Arran Stephens with natural foods, vegetarianism, and Lifestream Natural Foods Ltd. (Vancouver, then Richmond,

BC, Canada). Part V (1990 on). 24 Sept. 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1989—The Lifestream store at Broadway is sold and becomes Kitsilano Natural Foods. But Arran and Ratana Stephens continue to own the Woodlands vegetarian restaurant upstairs at this location.

1990 Nov.—A nice article (with 3 portrait photos) about Arran and Ratana, Lifestream, Woodlands, and Nature's Path appears in *Shared Vision* magazine in Vancouver. Nature's Path is located at 7453 Progress Way, Delta, BC V4G 1E8. Ratana continues to run Woodlands vegetarian restaurant at 2582 West Broadway in Vancouver. Arran discusses the great importance of staying true to one's vision, spiritual practice, and principles.

1991—Arran now owns a company named Manna Milling, which is a very big purveyor of natural cereals in Canada and the USA; their brand name is Nature's Path. Lifestream had an eastern branch in Toronto, named Lifestream East, which then became LifeSource, which is now run by Parshan Sahota (see above), who now owns a remnant of what used to be Landstrom.

1992—Ratana leaves Woodlands vegetarian restaurant to help Nature's Path full time as chief operating officer (COO).

1993—Nabob Foods is purchased by Kraft Foods / Phillip Morris.

1994—Kraft approaches Arran and offers to sell him Lifestream, since Nature's Path was seriously trouncing Lifestream in every market. Lifestream had shrunk dramatically and was losing near \$2 million per year. Arran offered to pay Kraft the value of Lifestream's assets, but Kraft rejected this offer with the comment, "This company is worth three times what you are offering. Six months later the Kraft attorney called again, saying that they were prepared to accept Arran's offer. Arran replied, "My offer just dropped."

1995—Arran and Ratana finally purchase back the assets of Lifestream from Kraft—14 years after they were forced to sell it. Their objective was to restore the LifeStream (new spelling) brand and real estate, but not necessarily the manufacturing, as Nature's Path already had a state of the art cereal processing and baking facility at 7453 Progress Way, in nearby Delta, BC. So Nature's Path closed the old Lifestream facility (at 9100 Van Horne Way, Richmond, BC), consolidated its usable assets in their Delta plant, then leased out the building on Van Horne Way. It took nine months to reverse Lifestream's losses.

1995—Nature's Path opens up a large plant in Blaine, Washington state (USA).

1995—Ratana and Arran sell Woodlands (formerly Mother Nature's Inn) to Ratana's sister, in order to be able to devote their full attention to Nature's Path. Arran: "Woodlands was highly profitable and provided a much-needed service to the community. Sales from the West Broadway restaurant were over \$1,000,000 per year. It was common to experience line-ups at Woodlands for every

lunch and dinner. It had a wonderful atmosphere, but with the great growth and potential of Nature's Path, we couldn't handle the restaurant as well as Nature's Path, which led to the decision to sell it."

1996-2002—Arran serves on the board of the Organic Trade Association (OTA).

2002—Arran and Ratana purchase and move to their current house, named Shalimar, on 2.2 acres of land near the University of British Columbia, overlooking the water, the rain forest, and a canyon. There they developed a reflecting pond, a large and gorgeous organic garden (both foods and ornamentals) and a fully-equipped cabin for guests.

2004—Nature's Path is now North America's largest certified-organic cereal company.

2004 May. *Natural Foods Merchandiser* (p. 29), in an article titled "25 who championed a cleaner plate," one in a series of articles celebrating the magazine's 25th anniversary, honors Arran as a pioneer—and shows a nice color portrait photo. He has been in the natural foods industry for 37 years. At age 23, he owned Canada's first vegetarian restaurant, the Golden Lotus. One challenge was transforming himself from a recluse to a professional leader and entrepreneur. He would like his epitaph to read: "Nurturer of people, nature and spirit."

2006 Feb. 1—Nature's Path Baking Inc. opens in Mississauga, just east of Toronto, Ontario, Canada. Arjan Stephens (the son) is the overall manager of this leased 36,000 square foot organic toaster pastry plant. A very bright young man, also devoted to the spiritual path, he earned his MBA in 2005 from the Stuart School of Business, Chicago, Illinois. Before he could finish his law degree, Arran asked him to help with the family business. 2006 July—The great majority of Nature's Path production is from the facility at Blaine, Washington (USA), with this plant and the one in Delta, BC, operating 24 hours a day, 7 days a week (24/7). Arran adds: "Nature's Path currently owns and operates more than 400,000 square feet of buildings and leases the 36,000 square foot plant in Mississauga. We are now looking at a very interesting opportunity in the Midwest for a new plant and distribution center, that will significantly reduce miles traveled. For example, most of our production currently takes place in the Pacific Northwest, but half of our business is east of the Rockies. Much of our grain supply comes from east of the Rockies. By locating an additional plant in the Midwest, in the middle of the Grain Belt, we can more cost effectively produce and deliver for all markets east of the Rockies. The freight savings alone will be in the millions annually. With the soaring costs of the fossil fuel economy, we have to do everything to reduce energy consumption and move as quickly as possible to renewable, greener energy. Our goal as a company is to be zero waste by 2010 and climate neutral by 2020. Of course, this can only happen by creating significant carbon offsets. We already have been doing this to some extent by supporting sustainable, organic agriculture,

but we have a long way to go to create the offsets for fuel and energy consumption."

"My diet for decades now has consisted of whole grains, vegetables, fruits, nuts, seeds, beans, and small quantities of organic dairy. I haven't eaten meat, fish, fowl or eggs or anything containing them since 1964, and at 62 am quite healthy and vigorous."

Note: This is the earliest document seen (Feb. 2010) concerning Arran Stephens, Lifestream Natural Foods, or Nature's Path Foods, Inc. (British Columbia, Canada). Address: 724-26 W. 6th Ave., Vancouver 9, BC, Canada.

495. Stegner, Wallace Earle. 1967. *All the little live things*. New York, NY: Viking Press. 345 p. 22 cm.

• **Summary:** A disquieting and keenly observed novel about the engulfing chaos of the 1960s and early 1970s. The hero (Joe Allston) and his wife (both Easterners in their sixties) retire to California in search of peace after the death of their wayward son. Their little paradise in Los Altos Hills (which looks like Eden) "is invaded by various parasites, including a neighbor with a bulldozer bent on 'development.' Jim Peck, a bearded young cultist, builds a treehouse on their property [across the creek] and starts a University of the Free Mind, complete with yoga, marijuana, and free-wheeling sex. Most damaging of all, it is invaded by Marian Catlin, and attractive young wife and mother, affirming all the hope and love that the Allstons believe in..." (inside front dust jacket).

This book is about: "The cult of youth, the Hippy [sic] Revolution, and the excruciating conflict between the generations." Joe Allston represents the square older generation and Jim Peck the Hippy; their antagonism is presented in the most irreconcilable terms. If there is an answer, a way of bridging the chasm between them, "it is in Marian Catlin's openness to all experience and her affection for all life" (rear dust jacket).

One very interesting scene (p. 102-20), an evening party at the Catlins with invitations, is set around a barbecue in the California spring. The Allstons are there, as is Jim Peck, who sets forth his philosophy of life and worldview—which he considers sane and virtuous. He is an apostle, not of modernity, but of alienation, with his wild hair, wild beard and wild eyes. Joseph Allston says: "If he can stand me, I can stand him." Jim advocates a healthy vegetarian diet and the philosophy behind it (including a protest against the hypocrisies of eating meat). "All the largest and strongest animals were vegetarian. He himself wanted to be absolutely *harmless*. He believed in ahimsa, nonviolence, harmlessness."

He wanted to keep his mind crystal clear and expand its boundaries, and to expand his consciousness. He was writing a book about himself and his experiments. He did yoga. They asked him about "organically grown vegetables," the use of natural manure, and avoidance of chemical sprays. He smiled. Was "there a health store in town where they sold

soybean steaks and blackstrap molasses,...” He didn’t know. What hypocrisy to try to make honest soybeans taste like sirloin. Better to hold to simplicity. John opens another beer and Debby has a second soft drink. The men were hesitant to talk with him. All this “self-realization business, a mongrel cross between Socrates on the examined life and the Buddha on contemplation... that would begin in Huxley’s *Doors of Perception* and end in Leary’s LSD cult. There would be a lot of Zen passivism scrambled with a sanyasi withdrawal...”

John Allston wonders: “Could I stand to see human feelings and noble ideals come half-baked from the oven?” Jim Peck, no doubt “would have a smiling sneer for people who took aspirin and denounced drugs, and for incipient alcoholics who objected to other ways of getting high.” But John mostly conjectured; he rarely asked. In fact, much of the above is conjectured by the straight men (as they drink beer), rather than actually said by Peck.

A photo on the inside rear dust jacket shows Wallace Stegner, who is currently “a professor of English at Stanford University and head of the Creative Writing Center there.” A brief biography is given. Address: California.

496. **Product Name:** Tofu.

Manufacturer’s Name: Lung Kee.

Manufacturer’s Address: 2 Wharf, Fermoy Rd., Paddington, London, England.

Date of Introduction: 1967?

New Product–Documentation: Shurtleff & Aoyagi. 1975. *The Book of Tofu*. p. 314. Talk with Craig Sams. 1991. Aug. 24. Starting in late 1967 or early 1968, his macrobiotic natural foods restaurant named “Seed” purchased fresh tofu and [mung] bean sprouts from a Chinese company named Lung Kee on Fermoy Road, Paddington, London, right on the banks of the canal. It was run by one Chinese man who employed about 15 West Indian/Jamaican women who made the foods. Bean sprouts accounted for most of Lung Kee’s business. Craig has no idea when Lung Kee started making tofu. Call telephone operator in London. 1991. Aug. 26. Has no phone number listed for Lung Kee in London.

497. Susan’s Balanced Foods: Yin–Yang. 1968. Retail price list: Terms and prices. Valley Center, California. 4 p. Jan. 1. 28 cm.

• **Summary:** This catalog is printed with black ink on orangish-yellow paper. The title on page 1 is printed in red. The contents look similar to those in the Chico-San catalog. Soy products include tamari, miso, soy-beans, soy-bean flour. They also sell: Azuki red beans, sea vegetables, rice crackers, herb teas, and many breads. Address: Remy Ranch, 29757 Anthony Road, Valley Center, California 29757. Phone: 745-6336.

498. *Oakland Tribune (Oakland, California)*. 1968. Action line. Feb. 29. p. 17. *

• **Summary:** You can buy a yoga head stand by contacting “Fred Rohe, owner of Sunset Health Foods at 1319 9th Ave., San Francisco.”

499. *Macrobiotic Monthly (The) (Chico, California)*. 1968. News: macrobiotic center opens. 8(2):7. Feb.

• **Summary:** “The Macrobiotic Center, ‘Ohsawa House’ located in Tokyo, heralded its grand opening November 20th. The center which includes the first Macrobiotic restaurant had one hundred eminent Japanese dignitaries present to celebrate its opening. The attractive and modern structure will also be used for other functions, namely, consultation for sick, lectures on Macrobiotics, cultural activities, teacher training and workshops, distribution of organic foods, living accommodations for teaching members and publication activities. Regular staff members of the house are veterans of thirty years or more of Macrobiotic study. Subjects include cooking, treatment and study of the Macrobiotic principle. The address is 2-36-12 Mejiro, Toshima-Ku, Tokyo.” Address: The Ohsawa Foundation, Inc., 1422 Almond St., Chico, CA 95926.

500. *Natural Food and Farming (Atlanta, Texas)*. 1968. Table of contents. 14(9):1. Feb.

501. Sanae Restaurant. 1968. Introducing Sanae Restaurant, 272A Newbury Street, Boston (Leaflet). Boston, Massachusetts. 1 p. Single sided. 28 cm.

• **Summary:** “Dear Patrons and Friends: Sanae Restaurant has been designed as a unique, friendly eating place where everyone can enjoy genuine quality food in a family atmosphere. Since the present trend towards artificial, unnatural food is becoming more prevalent, we are trying to present real home cooking, combining food that is as natural as possible with the soundest old-fashioned methods of preparation. Our menu is centered around whole grains, with fresh vegetables, fish and seasonal fruits as side dishes.”

“We use real sea salt, soy bean paste (miso) and soy sauce (tamari) that has been processed and aged by natural methods, and home-made sesame salt (gomasio)... ‘Sanae’ means a young spring cereal plant which has a hope for a bright future at harvest time.

Hours: 3-10 Sunday-Thursday, 3-11 Friday & Saturday. Closed Mondays.

A photo near the top shows (between two large hearts, left to right): Peggy Taylor, Evan Root, Connie Frank, and Martin Russell, each dressed in a white cook’s apron.

Note 1. This is the earliest document seen (March 2020) that mentions Sanae (“young rice plant” in Japanese), a macrobiotic natural foods restaurant in Boston. Sanae opened its doors to the public in Feb. 1968.

Note 2. Evan Root was the first storekeeper at the first Erewhon retail store (located below street level). Address: 272A Newbury St., Boston, Massachusetts. Phone: 247-

8434.

502. Stare, Fredrick J. 1968. 10 diets to stay away from: Some of them are merely foolish; others can prove fatal. *McCall's*. Feb. p. 100-01. Reprinted in *The Macrobiotic Monthly* Vol. 8, No. 2.

• **Summary:** In this article the author, a nutritional authority from Harvard University, warns primarily of the dangers of a macrobiotic diet, created by Georges Ohsawa. "Most such diets are relatively harmless, mainly because they are followed for such a short time. Others, however, can be killing. Of these, probably the most notorious recent example is the Zen Buddhist Macrobiotic Diet... It was tragedy that first brought the Macrobiotic Diet to the attention of the public and the medical profession, with the shocking news that a young woman had starved to death on a rigorous diet of brown rice, in an effort to reach satori, a phase of enlightenment on the ladder she was convinced stretched toward Nirvana. Evidence at the inquest following the girl's death revealed that similar fatalities had occurred as a result of devotees' unshakable confidence in the hypnotic theories of the then new 'philosophy medicine.'"

The author also criticizes organic foods and nutritional supplements. Address: M.D., Chairman, Dep. of Nutrition, Harvard Univ. [Massachusetts].

503. *Boston Globe*. 1968. John Pearmain, former Boston internationalist. March 9. p. 23.

• **Summary:** John D. Pearmain, age 77, of Charlottetown, Prince Edward Island, Canada, a former resident of Boston, died Friday after a long illness.

In the 1940s he was associated with Roger Baldwin in the International League of the Rights of Man.

"Mr. Pearmain later entered the U.S. Soil Conservation Service and was vice-president of the Natural Food Associates."

He leaves his wife, Gladys (MacLeod) Pearmain and various descendants who are listed.

504. Menu #1 at Britain's first macrobiotic restaurant in London. 1968. London, England.

• **Summary:** Britain's first macrobiotic restaurant opened in March 1968 in London. The entrepreneurs were Greg and Craig Sams. Their mother, Margaret, was the first chef.

"The restaurant rapidly grew in popularity, becoming the prime watering hole to London's psychedelic community, where minds were open to the radical concept that we could improve our physical and mental health by eating unrefined and organic foods. John and Yoko became regulars, as well as the less well heeled who came for the free food. I soon christened it Seed and named the menu Tomorrow's You."

Sent to Soyinfo Center by Gregory Sams 2017 April 6. Address: London.

505. Miller, Mairaine. 1968. Soybeans for young landscape. *Organic Gardening and Farming* 15(4):38-41. April.

• **Summary:** "These Minnesota gardeners use soybeans to rejuvenate sandy soil, fruit trees, flower beds and vegetable patches—and to eat! Soybeans have earned a place in my garden. I can't praise them enough for their services—they feed the soil and us besides." The author plants a ring of soybeans around trees and ornamental shrubs, and cucurbits to shade the root area, conserve soil moisture, add nitrogen to the soil, and (when the leaves fall) in the autumn, enrich the soil with humus. They also form a protective little fence.

"I never plant any soybeans just for harvesting, but so far we've always had plenty of ripe ones by fall for eating and for next year's seed. We've come to appreciate the beans, either alone or mixed with navy or lima beans. Shelled green, they can be prepared like peas. They can be sprouted and served as a tasty fresh winter vegetable, in Chinese recipes for example. They can be ground into meal or flour and used anywhere you would use wheat flour. They make an excellent source of protein and are low in starch—a much better meat stretcher than spaghetti—surpassing other beans in providing complete protein."

The author planted two soybean varieties: Bansei (sold by Burgess Seed and Plant Co., Nichols Nursery, W. Atlee Burpee Co., and Gill Bros. Seed Co.) and Giant Green (sold by Farmer Seed & Nursery Co.). The legume inoculant recommended is "Legume Aid" from Burpee's, or "Nitragin" from either Gill Bros. or Joseph Harris Seed Co. The address of each of the above companies is given. Contains 6 photos of the author's soybeans.

506. Chico-San Inc. 1968. Chico-San Inc.—Unique foods: Retail price list. P.O. Box 1004, Chico, California. 2 p. June 1. 35 cm.

• **Summary:** This single-sheet, dated catalog and price list, printed front and back with dark brown ink on pink paper is almost identical to the edition of 15 July 1967 in appearance, content, and pricing.

However two new condiments have been added: Dehydrated tamari, and Seitan. Address: P.O. Box 1004, Chico, California.

507. Rodale, J.I. 1968. Natural health, sugar and the criminal mind. New York, NY: Pyramid Books. 189 p. June. Index. 18 cm. [50+ ref]

• **Summary:** One the cover: "A startling, thought-provoking study of the life-and-death role of nutrition and how it may affect vital social problems."

J.I. Rodale and George Ohsawa (of macrobiotic fame) would agree: sugar is the #1 worst food you can put in your body. It is poison. If a child misbehaves or is hyperactive, take him or her off sugar for one week and watch what happens.

Page 6: "Rodale is particularly concerned about the

amount of sugar Americans ingest each year. 'In 1900, the average annual consumption of sugar per individual was ten pounds,' he said. 'Today the figure is one hundred ten pounds per person.'" Address: Founder, editor and publisher, Rodale Press, Emmaus, Pennsylvania.

508. *Health Food Business Review*. 1968. Soy bean puree: Miso. Ancient Oriental health food. Boost your profits with macrobiotics! July. p. 44-45.

• **Summary:** Chico-San Soybean Puree can be used to make delicious miso soup for breakfast. "Miso, or Soybean Puree, in particular Chico-San Soybean Puree, is a naturally fermented preparation of soybeans, barley, salt and water. It is devoid of chemicals, additives and processing that have made more modern foods such commercial triumphs. Using traditional methods employed centuries ago, Soybean Puree is fermented by the use of a delicately cultivated enzyme, *Aspergillus oryzae*, and aged for a period of at least eighteen months. During this time a very complex enzymatic action of molds, yeasts and bacteria are left to chemically interact." The nutritional composition of "Barley miso" is given (based on S. Yamada, editor. 1957. *Manual of the Fermented Food Industries of Japan*. Tokyo, p. 44).

"'Thy food shall be thy remedy'—Hippocrates."

Note: This is the earliest article seen in a new wave of popular articles on miso and the Americanization of miso.

509. **Product Name:** Mugi Miso, or Hacho Miso.

Manufacturer's Name: Erewhon Trading Co., Inc. (Importer). Made in Japan. Imported from Muso Shokuhin.
Manufacturer's Address: Newbury St., Boston, Massachusetts.

Date of Introduction: 1968 August.

Ingredients: Hacho miso: Soybeans, water, sea salt.

Wt/Vol., Packaging, Price: 16 oz.

How Stored: Refrigerated preferably.

New Product—Documentation: Erewhon Trading Company Inc. 1970. Jan. 1. Wholesale-retail catalogue. Soy bean products: The following types of miso were imported from Japan: Hacho miso ("Soybean puree made from soybeans, salt & water. No chemicals used in fermentation. Aged at least 18 months"; 1 lb, 2 lb, 44 lb keg). Mugi miso ("Soybean puree. A lighter miso made with barley"; 1 lb, 2 lb, 44 lb keg).

Note 1. This is the earliest document seen (March 2020) that mentions Muso Shokuhin in connection with soyfoods.

Advest Co. 1972. Nov. "Private placement \$500,400. Erewhon Inc." On page 30 is a photocopy of the label for "hacho miso (soybean paste—soybeans only)." The text reads: "Hacho miso comes from one of the oldest manufacturers of miso in Japan. The company was originally established in 1362 and has been continuously processing miso since that time. In olden times boats would come up the Yahagi River near Nagoya bringing the raw materials for miso including

the big stones which were placed on the kegs during aging. The water used in Hacho Miso is drawn from artesian wells located along the same river. The fermentation storerooms and the large cedar wood kegs used in producing Hacho Miso are over one hundred years old. The miso during its two year aging process is placed and situated so that it can freely interact with the four changes of season. Hacho Miso is easily digested and absorbed because the proteins are in a free state due to aging and fermentation. It can be used in the preparation of soups, sauces, and vegetable dishes, adding a rich and hearty flavour to them. New weight: 32 oz. (2 lb). Ingredients: Well water, soybeans, and sea salt. Distributed by Erewhon Trading Company, Inc."

Label. 1977, undated. 3.5 by 4.75 inches. Paper. Olive green, greenish brown on white. Vine illustration (hacho miso). "Erewhon Miso is produced by enzymatic fermentation and aging of soybeans a minimum of twenty-four months in wooden kegs. Its concentrated flavor makes it an ideal seasoning for enriching the taste of soups, sauces, vegetable dishes, noodles, casseroles, and fish. Erewhon Miso is completely free of chemical preservatives. Store in a cool place." Note: In 1971 Erewhon was located at 342 Newbury Street, Boston. Phone: 262-3420.

Shurtleff & Aoyagi. 1983. *The Book of Miso*. 2nd ed. p. 236. In 1968 Erewhon started to import miso and shoyu from Japan. "A wholesale and distribution company was started that year and soon it was trucking a line of fine Japanese imported red, barley, and Hacho misos to a growing number of natural food stores." By 1970 sesame miso and tekka [miso] were added to the Erewhon line. By 1976 brown rice (genmai) miso was added.

Ad (7.5 by 13 inches, full color) in *Natural Foods Merchandiser*. 1989. Feb. p. 25. "Erewhon... Macrobiotic foods you can recommend with confidence." There are now 4 varieties of miso under the Erewhon brand: Hacho (note new correct spelling), genmai, kome, and mugi.

At about this time, Erewhon also sold Short Grain Brown Rice, Whole Wheat Flour, and Corn Meal.

510. **Product Name:** Moromi.

Manufacturer's Name: Erewhon Trading Co., Inc. (Importer). Made in Japan. Imported from Muso Shokuhin.
Manufacturer's Address: Newbury St., Boston, Massachusetts.

Date of Introduction: 1968 August.

Wt/Vol., Packaging, Price: 7 oz.

How Stored: Refrigerated preferably.

New Product—Documentation: Erewhon Trading Company Inc. 1970. Jan. 1. Wholesale-retail catalogue. Products imported from Japan include: "Moromi—A thick sauce removed from the bottom of the soy sauce kegs after fermentation. Its uses are unlimited in soups & sauces"; 7 oz.

511. *Organic Foods and Gardens*. 1968. Live foods from

living soil: Fall 1968–Summer 1969 (catalog and price list). Ojai, California. 8 p. 22 cm.

• **Summary:** This 8-page catalog and price list is printed front and back with black ink on white paper. All items are naturally grown, tree ripened, sundried, un sulphured. Fruits and honey. Nuts. Seeds (incl. sesame). Hi-Pro protein concentrate–delightful all-purpose food (25% protein, chocolate-like [carob] flavor, made from soy beans, wheat germ, brewer’s yeast, alfalfa, kelp, carob, date sugar, sunflower seeds, unhulled sesame seeds). Fruit juices. Sesame butter. Peanut butter. Olive oil. Pollen. Soy beans–small for sprouting. Brown rice. Powdered kelp, etc. Address: 1384 So. Rice Road, Ojai, California 93023. Phone: 805-646-1287.



512. *SoyaScan Notes*. 1968. Chronology of soybeans, soyfoods and natural foods in the United States 1968 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1968, March. Saci, a liquid soymilk in chocolate and caramel flavors, launched by Coca-Cola Industrias Ltda. in Brazil. Indicates growing interest in commercial soy beverages in Third World countries.

1968, April. First Workshop on Soybean held in New Delhi by the Indian Council of Agricultural Research.

1968, April. *Aerobics* by Dr. Kenneth Cooper published. The book soon becomes a major force in America’s new wave of interest in health, fitness, and jogging.

1968, May. Conference on Protein Rich Food Products from Oilseeds held by the USDA in New Orleans, Louisiana. Oilseed proteins are increasingly seen as the answer to the “protein crisis.”

1968, May. *Ten Talents* self-published by Frank and Rosalie Hurd of Chisolm, Minnesota. An early vegan cookbook (using no meat, eggs, or dairy products) with many innovative soy recipes.

1968. *International Action to Avert the Impending Protein Crisis*, a United Nations publication, recommends soybeans as the single most promising protein source to close the “protein gap.”

1968, Aug. Erewhon starts importing foods from Japan, initially from Muso Shokuhin (Osaka, Japan), then later by correspondence with Mr. Akiyoshi Kazama, who worked for an import/export company named Mitoku, which sold no food at that time. The initial orders include red miso (made by one of George Ohsawa’s cronies) and natural shoyu made by Marushima. These soon become high-volume items.

1968. *Plant Foods for Human Nutrition*, a scientific journal, starts publication from the Vegetarian Nutritional

Research Centre, Watford, Herts, England. Runs many articles on soy nutrition and on vegan diets.

513. Photographs of Erewhon retail store at 342 Newbury Street. 1968. Boston, Massachusetts.

• **Summary:** (1) Front of the store. (2) Back of the store. To the left is the door to the office. On the pallets stacks of both multiwall paper sacks (left) and burlap bags (rear). They arrived at the store by the truckload and the workers (including Jean) had to unload them by hand–sometimes hoisting them onto one shoulder. (3) Jean Allison seated at a desk in the Erewhon office.

These photos were sent to Soyinfo Center by Jean Allison Young of Chatham, Massachusetts, in Feb. 2011.

Letter (e-mail) from Norio Kushi. 2011. Feb. 8. These photos were “both taken at 342 Newbury Street, Boston, in 1968 soon after the move from 303-B Newbury to 342 Newbury, in Boston. I am guessing that both photos were taken within minutes of each other.

“The person behind the cash register, facing towards the right in the photo is Eric Utne, who later worked at *East West Journal*, eventually becoming the editor. He later left *East West Journal* and he, along with his then wife, Peggy Taylor, started *New Age Journal*. When Eric and Peggy split up, Peggy retained *New Age Journal*, with Eric Utne soon thereafter starting *The Utne Reader*. Eric Utne currently lives in Minneapolis [Minnesota] with his wife, Nina...

“The person facing Eric Utne, might be Jim Ledbetter,... or it could be a customer who I have never met. Jim Ledbetter and Jean Allison both lived at 216 Gardner Road. in Brookline with our family during this time. Eric Utne lived in one of the other study houses, 6 Ellery St, Cambridge, Massachusetts.

“The 2nd photo is of the stockroom in the rear half of

the store. The size of the stockroom and how the bags of rice and other commodities are stacked would indicate the photos were taken soon after the move. Shelf space in the retail section kept growing along with business, and the rear storage room, once half the square footage of the store began shrinking as the need to expand the retail space increased, eventually necessitating the opening of the warehouse at 33 Farnsworth St. in Boston. Other than brown rice being in the burlap or paper 100 lb sacks, I don't know what any of the other products would be in the other sacks or boxes.

"As I recall, we didn't start getting the 50 lb organic rice in the paper sacks till after the opening of the Erewhon warehouse. Up till that point I recall the brown rice came in the 100 lb burlap sacks. Therefore, I feel that what is in the paper sacks would be beans and grains other than brown rice.

"I was noticing on the selves to the left there are smaller sacks. All the rice, grains, beans, etc were all packaged from bulk into these bags by hand. The name of the item in these bags was rubber-stamped onto the front of each bag just prior to filling it.

"We also received many Japanese items, such as shoyu (which we called tamari), miso, and umeboshi in those bulk wooden kegs. They were hand poured or scooped into bottles and jars. I don't see any of these items in this photo. The store photo was also rather Spartan, which is what lead me to feel that these photos were taken soon after moving from 303-B Newbury St. to 342 Newbury St. "I would stop by the store regularly but didn't actually 'work' there during this time. I used to come in and just help out after school or on Saturdays just for the fun of it.

"At the prior location at 303-B Newbury St, I spent many full Saturdays helping out. I was there one Saturday when we had the very first day we did over \$100.00 in sales. The other person who was working on that day was Jean Mohan. At least during the 303-B Newbury Street days, people who lived in our house at 216 Gardner Rd, Brookline, MA, would take turns working at the store, although Evan Root was the manager."

Letter (e-mail) from Evan Root. 2011. Feb. 10. These two photos "are of the store at 342 Newbury St. This was the 'first edition.' It was, of course, remodeled from the shell that was rented. But it is before a bigger remodeling which yielded the whole first floor for the store, bins for grains and beans, and a walk-in refrigerator where the office was. The accounting office and storage moved to the basement and a winched lift to bring the goods up for stocking." Address: Boston, Massachusetts.

514. Abehsera, Michel. 1968. Zen macrobiotic cooking. New Hyde Park, New York: University Books/Avon. 224 p. Index. 18 cm. [15 ref]

• **Summary:** Abehsera's first macrobiotic cookbook contains a strict approach to macrobiotics. Includes many short stories by and about George Ohsawa.

In the Introduction, the author states (p. 13) that if he had been asked to write a cookbook 5 years ago, he would have been utterly amused, for he was in a precarious state of health and, for him, a cookbook was basically a collection of "recipes for stuffing one's belly.

"These five years have been an exhilarating adventure and happiness spent with my dear wife and children together with a 'thousand' friends. The anguished thoughts of a 28-year-old have been dissipated and he has been freed from the tortures and agony that previously pervaded his existence.

"This new and happy change has been due to the profound influence of George Ohsawa, who made it possible for me to recover my health so that I could leave France [Paris] and journey to New York, the city of my dreams. Now, I have decided to write a cookbook."

Contents: "Introduction. How the Author of This Book Became a Cook. A Simple Introduction to the Law of Opposites Before We Get to the Recipes. A Few Do's and Don'ts. Don't Worry About Essentials—They Are in Your Foods. The Vitamins. The Minerals. Recommendations. The Foods from Yang to Yin. A Quick Summary of What You Will Learn. Before You Dive into Your Pots. Grains—Cereals. Rice, the King of Kings. Couscous. Crepes and Pancakes. Millet. Breads. The Children of Grain. Secondary Foods [grains are the primary food]. Nituke [Nitsuke]. Seaweed. Tempura. About Eating Only Rice. Hors d'oeuvres and Accompaniments. About Balance. Soups. About Fasting. Fish and Seafood. The Wisdom in Grains. "Main Dishes." How About Cold Drinks? Gomasio [Gomashio]. Sesame Salt. About Chewing. The Worst Thing [with respect to food: overeating]. Sauces. About Salt. Desserts [without sugar]. Little Things to Know. Bibliography [12 books]. Monthly Publications [3]. Shopping Guide.

Glossary: Aduki or azuki beans. Bancha, Brown rice. Bulgur. Burdock. Cellophane noodles. Chapati. Couscous. Daikon. Ginseng tea. Gomasio [sesame salt]. Hiziki [Hijiki]. Japanese knife. Kasha. Kokkoh. Kuzu. Lotus tea or kohren tea. Miso. Mu tea ["A very yang beverage from Japan. An herb tea made with ginseng and 15 medicinal plants"]. Nituke [Nitsuke]. Nori. Sea salt. Semolina. Soba. Soy or soya sauce (see Tamari). Suribachi. Tahini. Tamari. Tempura. Tofu. Udon. Umeboshi plums [preserved in salt]. Vegetable brush or tawashi. Wok.

Contains the following soy-related recipes: Miso spread (with sesame butter, p. 105). Miso onion spread (p. 106). Miso in green (with green pepper and scallion, p. 106-07). Miso soup (p. 117). Chinese soup (with miso, p. 120). La belle jardiniere (with miso, p. 123). Koi-koku (with carp, burdock, and miso, p. 125-26). French onion soup (with tamari, p. 132). Soup stock made with miso paste (p. 137). There are no tofu or seitan recipes in this book. It is not a vegetarian cookbook, since many recipes call for fish and seafood.

Monthly publications (p. 208): (1) *Yin-Yang*, Centre International Ignoramus, 26 Rue Lamartine, Paris 9eme, France. (2) *The Macro-Biotic Monthly*, Ignoramus Press, Los Angeles, California. (3) *The Order of the Universe*, Order of the Universe Publications, Box 203, Prudential Center Station, Boston, Massachusetts.

Shopping guide (p. 209-10): Those marked with an asterisk (*) welcome mail orders. (1) Chinese products (incl. tofu, woks): Wo Fat Co., 16 Bowery, New York, N.Y. 10013. Mon Fong Wo Co., 36 Pell St., New York, N.Y. 10013. Yuit Hing Market Corp., 23 Pell St., New York, N.Y. 10013.

(2) Organic fruits, vegetables and whole grains. Also oil, sea salt and many other health foods. * Good Earth-Natural Foods, Inc., 1336 First Ave., New York, N.Y. * Nature's Cupboard, 80 E. Seventh St., New York, NY. Living Foods Coop, Inc., 165 Ninth St., New York, N.Y. * Greenberg's. 125 First Ave., New York, N.Y.

The next two stores are the same as above but no fruits and vegetables: * Brownie's Natural Food Stores, 21 E. 16th St., New York, N.Y. * Kalustyan Orient Export Trading Corp., 123 Lexington Ave., New York,

(3) Japanese food products: Bancha tea, seaweed, Japanese vegetables, Japanese knives, soba and udon noodles, dried lotus, burdock, tofu, sesame seeds, bonito and other dried fish, tawashi [vegetable scrubbing brush], daikon [giant white radish]: * Japan Mart Inc., 239 W. 105th St., New York, N.Y. Katagiri & Co., Inc., 224 E. 59th St., New York, N.Y. Tanaka (K.) Co., Inc., 326 Amsterdam Ave., New York, N.Y.

(4) Wholesale organic products and all macrobiotic products: Chico San, Inc., 1262 Humboldt, Chico, California. The Infinity Co., New York, N.Y., 10012. Balanced Foods, 2500 83 St., North Bergen, N.J. [New Jersey]. Specialty Food, 116 W. Houston St., New York, N.Y.

Glossary (p. 211-15): Aduki or azuki beans, bancha, bonito flakes, brown rice, bulgur, burdock, cellophane noodles, chapati, couscous, daikon, ginseng tea, gomasio [gomashio], hiziki [hijiki], Japanese knife, kasha, kokkoh [grain milk; weaning food for babies], kuzu, lotus tea or kohren tea, miso, mu tea, nituke [nitsuke], nori, sea salt, semolina, soba, soy or soya sauce (see tamari), suribachi, tahini, tamari, tempura, tofu, udon, umeboshi plums, vegetable brush or tawashi, wok.

A few glossary definitions: "Tamari: A pure soy sauce concentrate, a byproduct of miso. Commercial soy sauce is not recommended; macrobiotic stores have the right kind."

"Tofu: A curd made of the liquid in which crushed soybeans have been softened; it is solidified by boiling" [sic].

Note: This book was published in London in 1969 by Anchor Press, Ltd. (201 p.). Address: New York.

515. Guide to the Clive McCay papers, 1920-1967 (Archival collection). 1968. Division of Rare and Manuscript Collections, 2B Carol A. Kroch Library, Cornell Univ.,

Ithaca, NY 14853. 57 boxes, 52.1 cubic feet

• **Summary:** This is the single best source of information about the life and work of Clive McCay. For a finding aid Google: Clive McCay Papers Cornell University.

Collection No: 21-14-1097. Creator: Clive Maine McCay 1898-1967. Abstract: Includes notes, reprints, reports, clippings, photographs, and correspondence documenting McCay's research concerning the effects of nutrition on the aging process, dietary habits of naval personnel and the development of nutritionally-sound rations during World War II, canine nutrition, fluoride and its use in water treatment, parabiosis, and the development of a high-protein, low-carbohydrate bread ("Cornell Bread"). Also included are materials from his course on the History of Nutrition; printed reports from a U.S. Army research project on the effects of radiation on food; articles on medicine, nutrition, and animal science; slides used to illustrate lectures on nutrition and parabiosis; and an annotated bibliography of articles pertaining to the History of Nutrition. Also, letters and notes about the naming and designation of the McCay Reading Room in Mann Library. Address: Ithaca, New York. Phone: (607) 255-3530.

516. Kuriyama, Kiichi. 1968. *Shizen shoku no kôryoku* [The efficacy of natural foods]. Tokyo: Tokuma Shoten. 235 p. 18 cm. [Jap]*

• **Summary:** Discusses a natural foods, vegetarian diet. The author was born in 1889.

517. Student ID for Wallace Gorell at Erewhon in Boston. Massachusetts. 1968. Boston, Massachusetts.

• **Summary:** (1) Student identification, East-West Institute, Wakefield, Massachusetts 01880. Wallace Gorell. Date of birth: 21 Dec. 1944. With photo ID and signature.

Concerning the date of the card, Wallace writes: "The ID card says on it that it's valid for academic year '70-'71 which is confusing. I was in Japan on that first trip from August '69 through all of 1970. But I cut my hair just before I left so that photo pre-dates Aug. 1969. As I recall, we made up those ID cards as a way of getting student discounts on our air tickets to Japan. I don't think there ever was an East-West Institute where we actually took classes. So I guess I made up that card to use to get my air ticket and to take to Japan with me—having it show that it would be valid still for over a year—and then I decided to cut my hair."

This card was sent to Soyinfo Center by Wallace Gorell of Berkeley, California, in Dec. 2010. Address: Boston, Massachusetts.

518. Photographs of Paul Hawken and Evan Root inside the Great Buddha at Kamakura, Japan, looking out the rear window. 1969.

• **Summary:** This Buddha is hollow and there are windows in the rear and a staircase up through the inside. This photo

was taken shortly after Paul and Evan arrived in the spring of 1969.

Evan writes (Nov. 2010): “Paul and I went to Japan together, by boat from San Francisco to Yokohama. We took the *Brazil Maru* of the Mitsui OSK line. This was a combination passenger and freight vessel taking 15 days to cross with a one day stop in Honolulu, Hawaii.”

Q: Why did you go and why did Paul go? Was it Michio or Aveline Kushi’s idea? “In conversations with Michio, he often said, ‘when you go to Japan...’ such and such. He never said ‘if you go to Japan.’ I had been running Sanae Restaurant for about a year and a half (a long time in those youthful days). We had gone from a few loyal customers to lines down the block waiting to get in every night. I was starting to think about opening a second restaurant. Michio counseled me not to limit myself by getting tied down to business. At that time, the Boston Macrobiotic community was like a school, and people were coming from all over the country to study. Many of these people worked at Erewhon, Sanae or other macrobiotic enterprises. I wanted to take on a new adventure, and, at the same time make room for others to grow. I did not know exactly what to do, but Michio’s words ‘when you go to Japan’ filled that gap. Of course, I thought, the next step was to go to the country of origin of this movement.

“As far as the case with Paul, I cannot speak for him. My sense is that it was for cultural education plus business.

“Paul and I had been close friends since he arrived in Boston in the summer of ‘68. He hung out at the little Erewhon (303B), and picked my brain about everything. I wanted to start a restaurant and convinced Aveline that Paul was the best man to take over the store. When this was settled, Martin Russell and others filled in at Erewhon while Paul and I took a drive away car out to California so he could arrange to make the move to Boston. On the way, we stopped in all sorts of places to give classes in macrobiotic philosophy and cooking. We also visited Jacques and Yvette DeLangre, Reme’s ranch and Chico-San, places where food processing was going on (Reme’s tekka [miso] and onion concentrate were excellent).

“It seemed like Paul and I were both on the same timetable in terms of needing some new horizons, so it was convenient and natural that we went at the same time. Though Erewhon paid for his trip, and Sanae paid for mine, we both went on business visas connected to Erewhon.”

Q: Did you stay together or see each other often?

“Our arrival was celebrated by a big dinner party at Lima Ohsawa’s. Because we were Michio’s students, many people were there to welcome us. It was a testament to the esteem with which Michio was held in the Japanese *seishoku* [macrobiotic] community. Michio and Aveline themselves had not been back to Japan since leaving for the U.S.

“Note: *seishoku* is the word that was used for ‘macrobiotic’ in Japan when I was there. It is written

with the characters for correct / proper + food. The word ‘macrobiotic’ was not commonly used in Japan at that time.

“Paul and I were taken here and there for some sight-seeing including the trip to Kamakura. We also met Mr. Kazama [of Mitoku]. After a short time together in Tokyo, Paul went to Osaka to stay with the Okada family and connect into the food scene and make connections for Erewhon. We saw each other from time to time, once to visit some food production sources like shoyu, rice vinegar and sesame oil. Another time we went on an outing to meet Kôji Ogasawara, the noted proponent of *Kototama* (the word soul); he was the author of a book titled *Kototama: The Principle of One Hundred deities of the Kojiki*. This was something Michio had told us about, related to a kind of esoteric history of Japan. Mrs. Okada took us to Ogasawara’s and we listened to him tell us about the *Kototama* and the *Kojiki*, though due to the language difference and the esoteric nature of the subject, it went largely over my head.”

Q: What of importance did each of you accomplish? How long did each of you stay?

“I recollect that Paul stayed somewhere around 9 months. During that time he did a lot of relationship building for Erewhon, as well as learning about foods and processing. Certainly, the relationship with Muso Shokuhin was deepened.

“As for me, after a month or two, I realized that I didn’t really know what I was doing over there. I had begun to take lessons in Japanese at the Tokyo Nippongo Gakko in Shibuya, but this was no easy language that I could pick up without really applying myself. There quickly came the day that I had to decide to let it go or really dig in. I choose to dig in. That became the what that I was doing. To me that was probably the single most important decision because it affected everything else. After about two years of study, I serendipitously met a teacher who could actually teach the language to Westerners. This was a revelation, and I began to learn the language according to the Japanese way rather than the translated from English way. This deepened my ability to relate and opened many doors for me. My last year there, I worked for Muso Shokuhin as their translator / international correspondent.

“I stayed in Japan for 3 years and 7+ months. By agreement if I did not return within 18 months, I let go of my 50% ownership position in Sanae Restaurant at a prearranged figure (a modest sum) and used that money to support my living and education in Japan until I knew enough to utilize my Japanese in gainful ways.”

Note: This photo was sent by Evan Root to Patricia Smith and by Patricia to Soyinfo Center (Nov. 2010).

519. Photograph of Paul Hawken and Evan Root before the Shinto temple gate at Ogasawara. 1969.

• **Summary:** Paul Hawken (left) and Evan Root (summer 1969) in front of the gate of a Shinto shrine. This particular

shrine was said to house ancient historical documents regarding the esoteric meaning of the Japanese language, “word soul” or *Kototama*.

They had met Kōji Ogasawara, the author of *Kototama, The Principle of One Hundred Deities of the Kojiki*. He also founded Dai San Bunmei Kai (The Third Civilization Association).

Note: This photo was sent by Evan Root to Patricia Smith and by Patricia to Soyinfo Center (Nov. 2010).

520. Product Name: Erewhon Soy Sauce. Later renamed Tamari Soy Sauce.

Manufacturer’s Name: Erewhon Trading Co., Inc. (Importer). Made in Japan by Marushima Shoyu.

Manufacturer’s Address: 342 Newbury St., Boston, MA 02115. Phone: (617) 262-3420.

Date of Introduction: 1969 October.

Ingredients: Water, wheat, soybeans, salt.

Wt/Vol., Packaging, Price: 16 oz or 32 oz bottle, or 18 liter keg.

New Product–Documentation: Erewhon Trading Co. Inc., Wholesale Retail Catalogue. 1970. Jan. 1. “Soy Sauce (imported). Aged naturally in wooden kegs at least 18 months.” In 16 oz or 32 oz bottle, or 18 litre keg.

Ad in East West Journal. 1973. Jan. 15-30. p. 24 (back cover). “Erewhon visits a soy sauce factory [Marushima Shoyu].” Erewhon’s “Tamari soy sauce” [actually shoyu] is made by Marushima Shoyu, located on Shodoshima Island. It is aged in cypress wood tanks for about 3 years.

521. Bolduc, William T., Jr. 1969. Articles of incorporation (Non-profit): Eden Organic Foods, Inc. Lansing, Michigan: Michigan Department of Treasury. 3 p. Nov. 4. 26 cm.

• **Summary:** This is the document that created Eden Organic Foods, Inc. (later known as Eden Foods Inc.) on 4 Nov. 1969. The document was signed and received on 31 Oct. 1969. The purposes for which the corporation is formed: (1) to provide organic foods, cook books and printed matter relating thereto to the community at reasonable prices. (2) to promote the increased consumption of health foods. (3) to conduct these activities and achieve these objectives without pecuniary profit [i.e. not for profit].

Article III: Location of the first registered office is: 211 South State St. [225 Nickels Arcade is crossed out], Ann Arbor, Washtenaw County, Michigan 48104. Article IV: The name of the first resident agent is: William T. Bolduc, Jr.

Article V: “Said corporation is organized upon a non-stock basis. Real property: None. Personal property: Cash—\$170 approximately. Grains, condiments, and dry goods with a wholesale value of \$100 approximately. The corporation is to be financed by donations from the community and by the retail sale of organic foods, cook books, and materials relating thereto.

Article VI; Names and addresses of the residents:

William T. Bolduc, Jr., 6210 Bethel Church Road, Saline, Michigan. Judith Bolduc (same address). Ronald Teeguarden, 915 Oakland, Ann Arbor, Michigan. Gloria Dunn, General Store, 211 South State St., Ann Arbor, Michigan. One additional name under article VII is Linda Succop (at the same address as the Bolducs).

Note 1. The address given, 211 South State St., is the address of Gloria Dunn’s General Store. This was because on Oct. 31 Bill Bolduc had not completely finalized the rent agreement for 514 East William St. in Ann Arbor—which would be Eden’s address from the day the company opened in early Nov. 1969 until Nov. 1970 when they moved to 211 South State St. (a newly-decorated mini-mall on the main street of campus; the space previously occupied by Gloria Dunn). But by Nov. 1970 Gloria Dunn no longer had any connection with the building and Eden had just re-incorporated as a for-profit corporation. Thus (according to both Tim Redmond and Bill Bolduc, 30 Sept. 1998), it was a coincidence that Eden started business as a for-profit corporation at the main addresses listed on its non-profit articles of incorporation.

Note 2. A second document from the Michigan Department of Commerce (Lansing, Michigan, dated 19 July 1984) certifies that Eden Foods, Inc. was validly incorporated on 4 Nov. 1969.

Note 3. Both of these documents were kindly sent to Soyfoods Center on 24 Sept. 1998 by Michael Potter, President and CEO of Eden Foods.

Note 4. This is the earliest record seen (March 2020) concerning Eden Foods. Address: Saline, Michigan.

522. Product Name: Tamari Soy Sauce.

Manufacturer’s Name: Eden Organic Foods, Inc. (Marketer-Distributor). Purchased from Erewhon (Boston–Importer). Made in Japan.

Manufacturer’s Address: 514 East William St., Ann Arbor, MI 48104.

Date of Introduction: 1969 November.

Wt/Vol., Packaging, Price: Pint and quart bottles.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods Inc. 1971. July 26. Wholesale pricelist. “Tamari Soy Sauce” is now sold in pints, quarts, or liters.

Eden Foods, Inc. 1974. Feb. 1. Wholesale prices, FOB. “Tamari Soy Sauce (Erewhon).” This is the first time the word “Erewhon” appears after Tamari. It looks like Erewhon was requiring Eden to add it—which may have caused bad feelings.

Eden Foods catalog. Winter 1975-76. Page 12 states: “Tamari Soy Sauce (Erewhon). Tamari Soy Sauce (Japan-Marushima). The latter was available only in 4.75 gallon sizes. Eden has found a way to go around Erewhon, by importing from Marushima, probably via Muso Shokuhin.

Talk with Bill Bolduc, founder, original incorporator,

C-2002 (10-68)
(Formerly Form 2)



MICHIGAN DEPARTMENT OF TREASURY
CORPORATION DIVISION
LANSING, MICHIGAN

DO NOT WRITE IN SPACE BELOW - FOR DEPARTMENT USE		
<p align="center"><u>NOTE</u></p> <p>Mail ONE signed and acknowledged copy to:</p> <p>Michigan Department of Treasury Corporation Division P.O. Drawer C Lansing, Michigan 48904</p> <p>Franchise Fee \$10.00 Filing Fee \$10.00 (Make fee payable to State of Michigan)</p>	<p>Date Received:</p> <p>OCT 31 1969</p>	<p align="center">FILED</p> <p align="center">Michigan Department of Treasury</p> <p align="center">NOV - 4 1969</p> <p align="center"><i>Deborah Shum</i> STATE TREASURER</p>

(Non-Profit)

ARTICLES OF INCORPORATION

These Articles of Incorporation are signed and acknowledged by the incorporators for the purpose of forming a non-profit corporation under the provisions of Act No. 327 of the Public Acts of 1931, as amended, as follows:

ARTICLE I.

The name of the corporation is Eden Organic Foods, Inc. 11/2/69

(Please type or print corporate name)

ARTICLE II.

The purpose or purposes for which the corporation is formed are as follows:

- (1) to provide organic foods, cook books and printed matter relating thereto to the community at reasonable prices;
- (2) to promote the increased consumption of health foods;
- (3) to conduct these activities and achieve these objectives without pecuniary profit;
- (4) to borrow money and to make and issue notes and evidences of indebtedness whether secured by mortgage, pledge or otherwise;
- (5) to do any and all things necessary, useful, convenient or incidental to the foregoing.

ARTICLE III.

Location of the first registered office is:

211 South State Street
225 Nichols Arcade Ann Arbor Washtenaw Michigan 48104
(No.) (Street) (City) (County) (Zip Code)

Postoffice address of the first registered office is:

Same Michigan
(No. and Street or P. O. Box) (City) (Zip Code)

ARTICLE IV.

The name of the first resident agent is William Bolduc, Jr.

C-2002 (Non-Profit Articles of Incorporation)
(Formerly Form 2)

and past president of Eden Foods. 1991. Dec. 8.

Eden Organic Foods first began selling soyfoods commercially in November 1969, starting with their first order from Erewhon in Boston. They would buy “tamari” (actually shoyu) and miso (kome = rice, mugi = barley, and Hacho varieties) in bulk from Erewhon (which imported them from Japan). At their store, Linda Succop (Bill’s wife’s sister) would repackage the products, putting the shoyu into bottles and the miso into plastic bags. They were labeled using plain white self-adhesive gummed labels with a rubber stamp. One stamp contained the name and ingredients for each product, and another, that was stamped below it, gave the company name and address. They wrote in the weight or volume by hand near the bottom of the label.

523. Product Name: Hacho Miso (Soy Paste), Mugi Miso (Barley Soy Paste).

Manufacturer’s Name: Eden Organic Foods, Inc. (Marketer-Distributor). Purchased from Erewhon (Boston–Importer). Made in Japan.

Manufacturer’s Address: 514 East William St., Ann Arbor, MI 48104.

Date of Introduction: 1969 November.

Wt/Vol., Packaging, Price: 1 lb. plastic bags.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods Inc. 1971. July 26. Wholesale pricelist. “Hacho Miso (Soy Paste), Mugi Miso (Barley Soy Paste).” 1 lb containers.

Eden Foods, Inc. 1974. Feb. 1. Wholesale prices, FOB. “Mugi Miso, barley-soy paste (Erewhon).” This is the first time the word “Erewhon” appears after miso. It looks like Erewhon was requiring Eden to add it—which may have caused bad feelings.

Eden Foods Fall and Winter Catalog. 1977-1978. “Hacho Miso (Eden) soy paste. Mugi Miso (Eden) barley soy paste. Kome Miso (Eden) rice soy paste. Each is available only in 14 oz, 8.8 lb, 22 lb, and 44 lb sizes. Eden has found a way to go around Erewhon, probably by importing via Muso Shokuhin.

Eden Foods Catalog. 1978. Page 18. Eden Foods has now (happily) started to write the names of its misos in English rather than Japanese as follows: Eden Soybean Miso (Hacho), Eden Barley Miso (Mugi), Eden Rice Miso (Kome), and Eden Brown Rice Miso (Kome). A photo shows Eden’s miso line with labels in 1 lb plastic bags and plastic kegs.

Talk with Bill Bolduc, founder, original incorporator, and past president of Eden Foods. 1991. Dec. 8.

Eden Organic Foods first began selling soyfoods commercially in November 1969, starting with their first order from Erewhon in Boston. They would buy “tamari” (actually shoyu) and miso (Hacho = soybean, mugi = barley varieties) in bulk from Erewhon (which imported them from Japan). At their store, Linda Succop (Bill’s wife’s sister)

would repackage the products, putting the shoyu into bottles and the miso into plastic bags. They were labeled using plain white self-adhesive gummed labels with a rubber stamp. One stamp contained the name and ingredients for each product, and another, that was stamped below it, gave the company name and address. They wrote in the weight or volume by hand near the bottom of the label.

524. *SoyaScan Notes*. 1969. Chronology of Eden Organic Foods, Inc. Renamed Eden Foods, Inc. in April 1971. Part I. 1969 to 1972. 31 Jan. 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1969 Nov. 4—Eden Organic Foods is named and incorporated as a non-profit corporation by Bill Bolduc. Other names on the articles of incorporation are Judith Bolduc, Ronald Teeguarden, Gloria Dunn, and Linda Succop. It is a natural foods co-op retail store at 514 East William St. in Ann Arbor, Michigan. Bill is president of the company and his wife, Judy, is part-time secretary. The date of incorporation, Nov. 4, was selected by an astrologer, Michael Erlewine, because it was astrologically propitious. Michael also designed the Eden logo of four sprouts in a circle. Also in Nov. 1969 Eden begins selling soyfoods, tamari and miso purchased from Erewhon.

Prior to this, starting in about the summer of 1969, Ronnie Teeguarden and Gloria Dunn had started a loosely-knit food buying co-op—which had no name, no assets, no formal structure, and no bank account. Original or very early members included Tim and Pattie Redmond, Mark and Nancy Retzloff, Linda Succop, Iona Teeguarden, and Bob Thorson. On about 3-5 different occasions they collectively ordered macrobiotic staples (including tamari and miso) from Erewhon in Boston, Massachusetts, using the Erewhon catalog. When the foods arrived, the members got together and divided them up at the Teeguarden-Leabu General Store, at 209 South State St. in Ann Arbor. This general store, located in the basement below Marshall’s Bookstore, carried mostly antique clothing and records, and the art of local artists. By September 1969, Bill and Judy Bolduc joined the food co-op. They also joined the Zen Macrobiotic Supper Club; all of its members were also members of the food co-op.

In the fall of 1969 the Teeguarden-Leabu second-hand store looked like it was about to close, which would leave the food co-op without a home. The group (especially Ronnie Teeguarden) convinced Bill Bolduc to take charge of the food co-op and find it a permanent home, which he did—in an upstairs apartment at 514 East William St. Members of the informal food-buying co-op who worked at Eden Organic Foods included Bill Bolduc, Gloria Dunn, and Tim Redmond. An environmental group named the Environmental Defense Education Network (EDEN) also operated out of the Teeguarden-Leabu General Store; it was from this group that Eden got its name. That fall, after

the Eden Organic Foods co-op was up and running, Tim Redmond went to Boston to work and study at Sanae, a macrobiotic restaurant on 272A Newbury St.

1970 summer—Bill Bolduc establishes Eden's first contact with an organic food grower (Bill Vreeland of Ypsilanti, Michigan, who grows organic wheat and soybeans). He soon makes Eden's first direct purchase of organically grown wheat, which the company mills and sells.

1970 July 6—Eden Organic Foods, Inc is reorganized upon a stock basis. Bill Bolduc (who resides at 6210 Bethel Church Rd., Saline, Michigan) owns all the shares (1,000). Other people listed on this document are Judith Bolduc, Ronald Teeguarden, and Gloria Dunn.

1970 Sept.—The fledgling company has an offer from Cynthia Shevel to move into a newly decorated mini-mall at 211 South State St. on the main street of campus. They need money to finance the move. Tim Redmond's father says he will help finance the expansion only if the business is reorganized as a for-profit corporation. So Eden is changed into a for-profit corporation, and Redmond invests the \$10,000 he borrowed from his father in Eden in exchange for 50% ownership. In Nov. 1970 Eden moves into the mini-mall (they register the new address on Nov. 17) and soon begins to mill flour and bake granola at the new store. Bolduc and Redmond are now equal partners.

1971 April 8—Bolduc registers a change in the company name to Eden Foods, Inc. from Eden Organic Foods, Inc. After the store was up and running, Redmond returns to Boston and Sanae restaurant, where he completed his studies.

1971 Jan.—Michael Potter is hired by Bill Bolduc. Mike had initially had a good-paying job at an art gallery in Royal Oak, Michigan. Then he began working for, and eventually became a partner in Joyous Revival, a macrobiotic and natural foods retail store in Birmingham, Michigan. At that time he and his wife, Carol Roller Potter (Ron Roller's sister), moved from Royal Oak to Walnut Lake, Michigan—to be nearer to Joyous Revival. In the fall of 1970 Michael Potter, while still working at Joyous Revival and at Bill Bolduc's request, had done volunteer work to try to help a failing new Eden retail store in downtown Detroit on the campus of Wayne State University. This store was owned jointly by Eden and two people named John and Darleen—two of the first people in the area interested in macrobiotics. By Jan. 1971 it had become evident that the store would not be able to survive financially, so Michael's first job after being hired was to make one last try to save it, then to help in shutting it down.

1971 May or June—Tim Redmond returns to Ann Arbor permanently, having finished his macrobiotic training in Boston. He planned to open a restaurant like Sanae in Ann Arbor but instead got increasingly involved with Eden Foods.

1971 June—Eden starts to wholesale natural foods out of the back of their retail store at 211 South State Street.

They buy increasingly from original sources instead of other wholesalers. Buying clubs and co-ops come to the retail store to pick up their bulk foods.

1971 July—Eden's wholesale pricelist, dated July 26, shows that Eden is selling bulk (50 and 100 lb) soybeans, corn, soft wheat, and rye, which are being grown organically in Michigan (by Tom Vreeland). Eden stone-ground a portion of them into flour—on order. Eden is also selling numerous bulk and packaged grains, cereals, flours, and beans from Arrowhead Mills in Deaf Smith County, Texas; some are organically grown.

1971 early summer—Bill Bolduc asks Mike Potter to manage the Eden retail store at 211 South State St. Mike and his pregnant wife, Carol, move to Ann Arbor from Walnut Lake. By this time the company name was Eden Foods, Inc.

1971 Aug.—Eden Foods starts to distribute its wholesale bulk products, especially in the Detroit area. The company starts to bring in small trailer loads of staples from Arrowhead Mills in Texas. Bolduc and Redmond, realizing that Eden is the only natural foods store in the area, borrow some money and rent a 4,000 square foot Quonset hut warehouse on North Main Street north of Ann Arbor near the Huron River. They expand their wholesale and distribution operations.

1971 Oct.—Mike Potter is given 13.5% of the common stock of Eden Foods, Inc. largely to compensate him for his many hours of unpaid volunteer work. According to Michael Potter (Dec. 1986), at this point the common stock ownership of Eden Foods is: Between Bill and Judy Bolduc 43.5%, Tim Redmond 43.5%, and Michael Potter 13.5%. Potter later says (Feb. 1993) that Bill Bolduc and Tim Redmond now own the same number of shares, but Judy Bolduc owned a small number of shares so the Bolducs owned the largest block.

1972 fall—Ron Roller starts to work part time for Eden Foods. Continued. Address: 514 East William St. in Ann Arbor, Michigan. Phone: 313-769-8444.

525. *SoyaScan Notes*. 1969. Chronology of Eden Foods, Inc. Part II. 1973 to Nov. 1981. 31 Jan. 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: 1973 March—Eden moves into a larger warehouse at 310 West Ann Street in Ann Arbor, sharing it with Midwest Natural Foods, which initially was not a competitor. At about this time, Ron Roller starts working full-time for Eden. While at this warehouse, in late 1973 or early 1974, Eden receives its first shipments of imported Japanese natural foods from Mr. Kazama of Mitoku in Tokyo. Tim Redmond had ordered these foods from Mr. Kazama at a meeting of the Natural Foods Distributors Association in Florida. Initially Eden was forced to import Erewhon-branded products. Redmond recalls that at this time he was working at and managing the warehouse and Potter was working at and managing the retail store. Redmond was managing the corporation because he controlled it.

1973 summer.—The Eden retail store moves to a much larger location at 330 Maynard St. in Ann Arbor, on the University of Michigan campus. It now includes three operations under one roof in 6,000 square feet of leased space: A large natural foods retail store, a natural fast-food deli, and a natural foods bakery named Sun Bakery that had relocated itself from Kalamazoo, Michigan. This operation proved to be very profitable; it paid off all Eden's debts and paid for the new warehouse, offices, trucks, and equipment.

1973 July—Bill and Judy Bolduc leave Eden Foods, selling their stock to Mike Potter for \$2,500 cash. Tim Redmond becomes president. Redmond ends up owning 51% and Potter 49% of the shares in Eden Foods. Potter recalls that he bought the stock directly from the Bolducs, then gave a small amount to Redmond so that Redmond would have majority ownership. Redmond recalls that the Bolducs sold their stock back to the corporation, then Redmond sold enough shares to Potter so that he (Redmond) would keep control with 51% of the shares.

1973 late or 1974 early—Potter and Redmond become equal owners of Eden Foods after Potter loans the company \$44,000 (entrusted to him by his father), then converts the loan into an investment in the company in exchange for equal ownership.

1973 Sept.—Mike Potter becomes president of Eden Foods at the unanimous recommendation of an employee steering committee. At about this time Midwest Natural Foods starts to compete with Eden Foods, carrying many of the same products that Eden carries plus dairy products and frozen foods. Eden has never sold dairy products or frozen foods and, in the face of new competition from Midwest, Michael Potter reaffirms this position. This decision makes it impossible for Eden to become a full-line distributor like Midwest, and lays the groundwork for Eden's eventual decision in 1986 or 1987 to discontinue distribution to retail stores and focus on manufacturing of natural foods.

1974 spring—Eden moves from 310 West Ann St. into a larger warehouse at 4601 Platt Road. This move extricates Eden from what had become a "pathetic relationship" with Midwest Natural Foods. Redmond is sure that he and Potter became equal partners before this move.

1974 March 7-8—Michael Potter represents Eden at the meeting of Natural Foods Distributors at the Janus conference room in Seattle, Washington.

1974 Oct.—Potter makes the first of his eleven trips to the People's Republic of China. On the way back he visits Yuko Okada at the Muso Company in Osaka, Japan. Potter decides to import exclusively from Muso.

1977 Aug.—Eden Foods opens Turtle Island restaurant at 315 South State St. in Ann Arbor.

1979 spring—Cliff Adler, a painter renovating apartments in Ann Arbor, is hired by Michael Potter to work for Eden in Chicago, Illinois, to try to expand their sales to natural food retail stores. During that summer Cliff lends Eden

Foods \$100,000, for which he is paid bank interest rates. Tim Redmond, however, believes Cliff was hired as a salesman in 1976, and that on 15 March 1979 Cliff became a shareholder in Eden Foods, buying 10% of the stock.

1979 Nov. 26—The Eden warehouse at 4601 Platt Road, Ann Arbor, Michigan, is destroyed by a large fire. According to the *Ann Arbor News* (Nov. 27-29) total damages are estimated at \$650,000. Eden Foods, organized in 1970, employs some 100 persons in distribution and production, supplies about 500 natural food stores and restaurants, has annual sales of about \$5 million, and is said by its owners to be "the largest natural foods distributorship in the Midwest." This fire burned many of Eden's key records, including records that would have helped in determining dates and facts for this chronology. Eden has never kept a written chronology of key events in the company's history.

1979 Dec.—Within 10 days after the fire, the board of directors (Potter, Adler, and Redmond) meets, authorizes a large number of additional shares of common stock, and decides to give away (free of charge) shares of Eden Foods' common stock to six key employees/managers to try to motivate them to stay with the company and help try to rebuild it. They also decide to lay off 35 other people. Shortly thereafter Cliff Adler decides to convert his \$100,000 loan to stock (equity)

1980 Jan.—Tim Redmond decides to leave Eden Foods; he leaves in May, selling most of his stock (he kept 1,000 shares) in exchange for ownership of the Maynard Street Connection, Inc., which has a retail store and restaurant at 330 Maynard St., which are now separate companies.

1980 Feb.—Now Michael Potter and Cliff Adler each own 34% of Eden Foods shares, Frank Dietrich (of Natural Foods, Inc., Toledo, Ohio) owns 10% (which he bought for \$100,000), Ron Roller owns 5%, Michael Gordon 4%, Mark Cook 4%, Kathy Knor 3%, Bill Swaney 3%, and Bob Duha 3%. Michael Potter notes that four things saved Eden Foods (which now had a negative net worth of more than \$800,000) after the fire: (1) Cliff Adler's conversion of his \$100,000; (2) The incredible cooperation, generosity, and kindness that Eden received from its suppliers in the natural foods industry, and their trust that Eden would do its best to pay back they money at a time when interest rates were over 20%; (3) Frank Dietrick's investment of \$100,000 in the company; and (4) The great effort made by natural foods retail stores and consumers to go out of their way help Eden survive by purchasing more Eden products. Note that it was not until Feb. 1982 that Eden ended up receiving from its insurer (Hartford Insurance Company) \$400,000 net, or \$0.50 for each dollar Eden felt it was owed.

1980 Nov.—Eden Foods headquarters moves into a 20,000 square foot building at 701 Tecumseh Road in the tiny town of Clinton (population 2,000) about 60 miles southwest of Detroit.

1981 Nov.—Erewhon Trading Co. files for Chapter 11

bankruptcy protection. Trying to keep up with the super-distributors in their region (especially Balanced Foods) Erewhon had moved into an 80,000 square foot warehouse and added too many items to their product line too fast—which destroyed the company. Stow Mills picked up the bulk of their business, with Westbrae scooping up most of the business for their Japanese imports. Eden had not yet recovered enough financially to take advantage of this opportunity. Continued.

526. *SoyaScan Notes*. 1969. Chronology of Eden Foods, Inc. Part III. 1983 to present. 31 Jan. 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1983 July—Eden Foods surprises the U.S. natural foods industry by introducing Edensoy, a long-life soymilk in plain, carob, or cranberry flavors, imported from Marusan-Ai Co. in Japan, and packaged in a stand-up foil retort pouch.

1984 Jan.—The Muso Company of Osaka, Japan, appoints Eden Foods its General Agent for North America.

1984 March 2—A series of calamities hit Eden Foods in quick succession. The FDA (U.S. Food and Drug Administration) informs Eden Foods, in a strongly worded letter, that it considers eleven claims in a promotional pamphlet for Edensoy to be erroneous. The FDA advised that the “Good for Babies” section of the pamphlet be deleted.

1985 June 14—The FDA informs Michael Potter that a six-month-old child in Canada had become seriously ill after being fed the company’s soymilk as an infant formula. The mother said her decision to forgo regular infant formula was inspired by Eden’s own literature—the promotional pamphlet cited above which said that Edensoy was “Good for Babies.” Eden took the position: “There’s a problem and we’re responsible for it.” To date some 18 million packs of Edensoy have been sold.

1985 June 23—Eden Foods voluntarily mails 10,686 requests for a recall of the pamphlet to its distributors and to individual retail stores.

1985 July—Eden Foods forms a joint venture partnership with four Japanese companies, and incorporates in the state of Michigan as American Soy Products, Inc.

1985—Eden opens a west coast sales office and warehouse in San Francisco, California.

1986 May—The Lima Company of Belgium appoints Eden Foods its General Agent for North America.

1986 Nov.—American Soy Products, Inc. launches a new generation of Edensoy soymilk products, in original, vanilla, and carob flavors. Made at a large, new factory in Saline, Michigan, they are packaged in Tetra Brik Aseptic cartons. This is the earliest known aseptic soymilk plant in the USA.

1987 Jan. 1—Eden Foods stops distributing products directly to retail stores (which comprised only 10% of Eden’s total sales), drops 150 products, and starts serving as a master distributor, selling only through other distributors.

This decision had a very positive effect on Eden’s growth; all the energy that was formerly required to attend to 10% of the business was now free to be focused on developing new products and the Eden brand.

1988 April 13—Cliff Adler and Michael Potter are in a serious car accident. Cliff is killed and Michael is seriously injured. Upon Cliff Adler’s death, Michael immediately and automatically acquires Cliff’s 34% share in the company—because Eden Foods Inc. and Michael and Cliff, jointly and severally, had a buy-sell contract that came into effect in the event that either Cliff or Michael should die. The value of Cliff’s stock was \$500,000. Michael pays this amount from his personal funds for the stock. Potter now owns a large majority of Eden Foods’ stock.

1988 May—While Eden Foods is still reeling from the effects of the car accident, the FDA files charges against Eden for publishing inaccurate information in a pamphlet which stated that Edensoy was “Good for Babies.” Eden’s previous major effort to recall all of these pamphlets from retail stores apparently had little or no effect on the FDA charges.

1988—Eden Foods joins OCIA, the Organic Crop Improvement Association, for independent certification of organically-grown crops.

1989 Jan. 20—Nearly 6 years after Eden Foods published its ill-fated Edensoy pamphlet, the company is fined \$110,000 by a federal judge in Detroit, and its president, Michael Potter, is fined \$25,000 and sentenced to 30 days imprisonment. On Feb. 24 he begins to serve out his sentence in Bay City, Michigan.

1989 Oct. 12—Michael Potter is convicted of manslaughter and sentenced at the circuit court in Ann Arbor to 8-15 years in jail for his role in the April 1988 automobile accident that caused Cliff Adler’s death. He begins to serve out his sentence in Oct. 1989 in Coldwater, Michigan. Ron Roller takes over as president of Eden Foods—the top position.

1989—Eden and OCIA establish standards for food processing as well as growing crops.

1991 mid-June—Ron Roller, president of Eden Foods, is asked to resign from his position. He chooses to leave and go to American Soy products to work full time. There he becomes CEO.

1992—Eden Foods now has 180 distributors, virtually all of whom distribute Edensoy. Owners of stock in Eden Foods include Mike Potter (who owns more than 50% of the shares), Tim Redmond, Mark Cook, Bill Swaney, and at least one other person.

1992 Aug.—Michael Potter returns to work at Eden Foods. He was re-sentenced and his sentence is changed to 60 months probation. 1993 Dec. 31—Potter purchases Tim Redmond’s remaining 1,000 shares of Eden Foods stock, which Tim has kept since 1980.

527. *SoyaScan Notes*. 1969. Chronology of soybeans, soyfoods and natural foods in the United States 1969 plus overview of the 1960s (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1969 Jan. Volume 1, Number 1 of *Food Science and Technology Abstracts* published; the earliest records in it go back to Jan. 1968. It is created from the world's first computerized database specializing in food.

1969 Jan. Richard M. Nixon inaugurated as President of the United States. Clifford M. Hardin of Indiana is Secretary of Agriculture.

1969 March. Paul Hawken leaves for a 9-month trip to Japan and arranges for Mitoku and Muso Shokuhin to export natural foods to Erewhon.

1969 March. Soybean yields in tests top 100 bushels/acre for the first time.

1969 March. Essene Macrobiotic Supply starts business in Philadelphia, Pennsylvania. Denny Waxman and Charles Smith are founders.

1969 June. A.E. Staley Manufacturing Co. acquires Gunther Products, a pioneer in the field of modified (enzyme hydrolyzed) soy whipping proteins. Gunther had been founded in 1948, incorporated in 1949.

1969 June—The Staley Co. closes its Painesville, Ohio, soybean crushing plant.

1969 Aug. Erewhon—Los Angeles opens as a small macrobiotic natural foods retail store at 8003 Beverly Blvd. Bill Tara is the first manager.

1969. USAID starts actively encouraging U.S. businesses to launch low-cost commercial protein products in Third World countries.

1969 fall. Erewhon Natural Foods in Boston, Massachusetts, starts to distribute macrobiotic and natural foods. They had begun to wholesale these foods out of the back of their retail store in the spring of 1969. They are America's first natural foods distributor, and remain the largest for many years.

1969 Oct. *Protein-Enriched Cereal Foods for World Needs*, edited by Max Milner, published by American Assoc. of Cereal Chemists.

1969 Nov. Bac-o-Bits, meatless bacon bits made from extruded soy flour, start to be sold nationwide by General Mills. Its forerunner, Bac*O's, made from spun soy protein fiber, had been introduced in May 1966. Frozen Bontrae meat analogs are sold to the foodservice trade. This pioneering work by one of America's largest food companies indicated to the U.S. food industry that the time for soy protein foods of the future had arrived.

1969 Nov. 4. Eden Organic Foods is incorporated in Ann Arbor, Michigan by Bill Bolduc, and their macrobiotic retail store begins operation, selling soyfoods including tamari and miso purchased from Erewhon. The company grew out of a loosely-knit food buying co-op which had started in about July 1967 but which had no name, no formal structure, and

no bank account. Bolduc was joined 9 months later by Tim Redmond.

1969 Nov. 17-21. United Nations Industrial Development Organization Expert Group Meeting on Soya Bean Processing and Use held at Peoria, Illinois.

1969. The first of the new wave of tempeh shops in the Western world, Handelsonderneming van Dappern (later renamed Tempeh production Inc.) started by Robert van Dappern in Kerkrade, The Netherlands. It soon becomes the world's largest tempeh manufacturer.

1969. The Program for International Research, Improvement, and Development of Soybeans (PIRIDS) established at the University of Illinois with funding from a Rockefeller Foundation grant. The forerunner of INTSOY, it is directed by Earl R. Leng.

1960s overview:

Oilseed Proteins and the Protein Gap. Worldwide, there is a growing consensus that Third World countries are facing a "protein crisis," that protein malnutrition is the world's most widespread deficiency disease, and that low-cost oilseed proteins (such as defatted soybean meal and flour) offer the most promising hope for remedying the problem. The leading architect and proponent of this view is Dr. Aaron Altschul of Georgetown University School of Medicine. The United Nations' FAO/WHO/UNICEF Protein Advisory Group, composed of the world's leading authorities in the field, is very active from the mid-1960s to the mid-1970s, supporting wider use of soy protein products and soyfoods.

Food for Peace Shipments of Soy Fortified Foods begin. The first shipment of such foods, CSM (corn-soy-milk), took place in 1966, when 28,000 metric tons (tonnes) were shipped. The next year 54,000 tonnes were shipped. Shipments increased dramatically during the 1970s.

Growing Interest in Modern Soy Protein Products. These new products, including soy protein isolates and concentrates, and textured soy protein products, now appear to have major potential in the food systems of all countries.

Leading Soyfoods Research Centers in America are the Northern Regional Research Laboratory at Peoria, Illinois (Hesseltine, Wang, Mustakas, Wolf), and the New York State Agricultural Experiment Station at Geneva, New York (Steinkraus and Bourne).

Vitasoy sales are booming in Southeast Asia. The introduction of Vitasoy by K.S. Lo in Hong Kong in the early 1940s brought soymilk into the modern era. Takeoff began in 1955 when Vitasoy began to be marketed like a soft drink. Sales grew from 8.4 million bottles that year to 42 million in 1960 and 100 million in 1970, a 2.4-fold increase during the 1960s. By 1962 Vitasoy had become Hong Kong's best-selling soft drink, ahead of such internationally known brands as Coca-Cola, Pepsi-Cola, and Seven-Up.

Shoyu (Soy Sauce) Becomes a World Class Seasoning, Thanks to Kikkoman. Shoyu has long been the world's most popular seasoning other than salt, and Kikkoman has

been the world's largest manufacturer since about 1918. During the 1960s Kikkoman internationalized its operations, developing new markets for shoyu throughout the world by exporting from Japan and promoting the products for use in Western-style recipes, largely with meat, fish, and poultry. Production climbed from 183,000 kiloliters in 1960 to 340,000 kl in 1970. During the same period its share of the Japanese shoyu market rose from 18% in 1960 to 30% in 1970.

Steady Rise in Soybean Production in Latin America and Africa. In Latin America production rose from 231,000 tonnes in 1960 to 1,535,000 tonnes in 1969, a 6.6-fold increase during the decade. Brazil accounted for 87% of that production in 1969, followed by Mexico and Colombia.

African soybean production rose from 27,000 tonnes in 1960 to 74,000 tonnes in 1969, a 2.7-fold increase. Nigeria accounted for 84% of that production in 1969, followed by South Africa and Ethiopia.

American Soybean Association Funding Increases Dramatically from Checkoff Programs. This was a decade of great growth for ASA. In 1962 the Minnesota Soybean Growers Assoc., the first affiliated state association, was founded. The ASA's biggest breakthrough to date came in 1966, when soybean growers began to support their own market development and research activities (previously funded by USDA's Foreign Agricultural Service) using funds provided by state checkoff programs. Typically ½ to 1 cent of funding was generated from each bushel of soybeans sold in states where a checkoff referendum had passed. By the early 1970s the checkoff programs had begun to generate large sums of money, which allowed ASA to expand its activities. Expanded market development activities overseas led to a steady, long-term increase in soybean exports.

Soybean Changes from an Oilseed to a Protein Seed. Prior to the mid-1940s the soybean, worldwide, had been crushed primarily for its oil. The meal was considered a by-product. But in the post-war period, with growing affluence driving increased demand for meat, the demand for meal outstripped that for oil, and the oil became the by-product. This trend, which started in America, was in full swing by the 1960s and expanded to other countries thereafter.

Soybean Digest and ASA Interest in Soyfoods. During the past two decades *Soybean Digest* has published a steady stream of articles on soyfoods worldwide. Soyfoods were given big play at many ASA annual conventions. This interest in the USA had largely stopped by the mid-1970s, focusing on soybean production instead.

528. Banks, Edward T. 1969. A vegetarian mecca. *British Vegetarian*. Nov/Dec. p. 578-79.

• **Summary:** The author describes his visit to the Lima Organic Farm at Latem, St. Martin, near Ghent. Almost everyone there is a "vegetarian wholefooder." Lima is a company with great integrity and experience in the field

of whole foods and health foods. Lima is run by Mr. Pierre Gevaert, whose wife is Annette. The Lima business developed from the organic farm of M. Edgar Gevaert, a distinguished and prolific Belgian painter who died a few years ago. Edgar's gentle widow, Mlle. Gevaert-Minne, and one of their daughters, Celine, still live in the ancient Gevaert home.

529. Shurtleff, William. 1969. The Tassajara food trip. Tassajara, California: Published by the author. 63 p. Dec. 28 cm. [8 ref]

• **Summary:** Each of the 167 recipes is numbered, all show a strong natural foods influence, and many show a macrobiotic influence. Soy-related recipes include: 60. Fresh daikon nitsuke with miso. 74. Squash in miso-tahini sauce. 76. Nori with tamari.

77. Basic soybean preparation. "Put 2 cups soybeans in a quart container and fill the container with water. Let soak overnight. Pour into a pressure cooker and cook at 15 lb. for 40-50 minutes. Allow pressure to go down naturally. If water remains, continue to simmer beans in open pot until it is gone. Add tamari [soy sauce] to taste 10 minutes before finishing. Note: It is very important that soybeans be well cooked. They should be boiled until they are very soft and easily crushed between the thumb and ring finger, otherwise they will cause digestive problems (to put it nicely!)." We enjoyed boiled whole soybeans for breakfast almost daily as an important source of protein in our vegetarian diet.

Note: Pressure cooking soybeans can be dangerous! The skins can come off, foam up, and clog the pressure regulator.

78. Soybeans with hijiki. 79. Soybeans with hijiki and tahini (with miso). 80. Soybeans sauteed in miso. 81. Soybeans with lentils and buckwheat flour. 82. Soybeans with carrots and lentil sprouts. 83. Soybeans with dried daikon. 84. Soybean stew. 85. Broiled soyburgers. 86. Roasted soybeans. 87. Tofu sauteed. 96. Miso soup with tofu, carrots, burdock and mushrooms. 97. Miso soup with wakame. 98. Wakame soup with tofu. 99. Soy sauce & lemon soup. 101. Thick lentil soup with miso. 102. Thick lentil soup with miso & vegetables sauteed. 103. Lentil soup with miso and parsley garnish. 105. Aduki/azuki bean soup with miso. 107. Thick split pea soup with miso & vegetables. 110. Navy bean soup with miso. 115. Mushroom soup with dried tofu.

119. Misozuke pickles. 120. Kombu pickled in miso. 122. Bancha with tamari. 123. Kuzu cream with tamari. 125. Ume-syo-kuzu (with umeboshi, tamari and kuzu). 131. Basic soybean spread. 133. Lentil miso spread. 135. Garbanzo and miso spread. 138. Muso (miso-tahini) spread. 139. Peanut butter & tamari spread. 142. Peanut butter, miso, apples, carrot and parsley spread. 161. Sesame tofu (no soy). 163. Nut and seed loaf with miso.

San Francisco's largest natural foods store is New Age Natural Foods, 1326 Ninth Ave. run by Fred Rohe [Rohé].

Also recommended are The Food Mill, 3033 MacArthur, Oakland [founded in 1933 by John Denis, Sr.]; and Chico-San, P.O. Box 1004, Chico, California. Selling Spiral Foods miso and tamari in bulk; The General Store, 5th and Junipero in Carmel.

Note 1. This is the 2nd earliest document seen (Nov. 2010) concerning the work of William Shurtleff with soyfoods. He wrote the book on a typewriter while practicing at Tassajara Zen Mountain Center, made about 30 photocopies, and sent them to friends as Christmas presents. He did not meet Akiko Aoyagi until 25 Dec. 1971 in Tokyo, Japan.

Note 2. This is the earliest document seen (Jan. 2014) in the SoyaScan database concerning or under the subject heading “Soyfoods Movement.”

Note 3. “The Tassajara Zen Mountain Center in the Ventana Wilderness area of the Los Padres National Forest, southeast of Carmel-by-the-Sea, California, is the oldest Japanese Buddhist Soto Zen monastery in the United States. The Center is very isolated, more than 16 miles (26 km) from the nearest paved road, and only accessible via a narrow, steep, one-lane dirt road. During the winter months, practitioners live alone on site. During the summer months, the Center is opened to day and overnight guests. The hot springs have been developed into Japanese-style baths. It is the first Zen monastery established outside Asia” (Source: Wikipedia). To get food especially perishables, for 40-60 students, we sent a truck on a “town trip” to Carmel and Monterey once a week. Among the foods we bought there were tofu (unpacked, in cans filled with water) and miso.

Note 4. This is the earliest document seen (March 2020) that mentions “New Age Natural Foods” run by Fred Rohe in San Francisco. Address: Zen Mountain Center, Carmel Valley, California.

530. Product Name: Seitan.

Manufacturer’s Name: Erewhon Trading Co., Inc. (Importer-Distributor). Made in Japan by Marushima Shoyu Co.

Manufacturer’s Address: 342 Newbury Street, Boston, MA 02115.

Date of Introduction: 1969.

Wt/Vol., Packaging, Price: 3.5 oz jar.

How Stored: Shelf stable.

New Product–Documentation: This is the earliest known commercial seitan product sold in the USA; it was imported from Japan. Erewhon Trading Co., Inc. 1970. Jan. 1. “Traditional foods: Importers, processors, distributors. Wholesale-retail catalog.” The company imports and sells “Seitan: Wheat and soy sauce cooked together for a long time. When used in soups or sauteed in vegetables it has a taste much like beef; 3½ oz.”

Barbara and Leonard Jacobs. 1985. *East West Journal*. Oct. p. 38-39. “Flour power! Cooking with seitan, the

delicious natural food from grain.” “When I (Barbara) first tasted seitan, about sixteen years ago, I was fascinated by its flavor and texture. I had stopped eating meat for intellectual rather than sensory reasons, so the idea of using a grain-based product which had the texture of animal food was an appealing one. There were a few problems, however. The only seitan available at that time was expensive, and salty. And the pieces of seitan, as they came out of their jar from Japan, were tiny and hard. Perfect for beer-snacks but not really useful for other purposes.”

Talk with Lenny Jacobs. 1991. Nov. 14. Leonard first heard the term seitan in about 1969. Erewhon was importing a little package of dried, salty seitan from a macrobiotic exporter in Japan. Yuko Okada of Muso Shokuhin, or his assistant Julia Yamaguchi (daughter of Alcan Yamaguchi) might know details on this product.

Talk with Aveline Kushi. 1992. April 9. The first seitan imported to America was made by Marushima Shoyu Co. in Japan. George Ohsawa asked them to make it and showed them how. It was imported to America at about the same time the first miso and shoyu were imported. She thinks it came in small jars, and was so salty that she used it as a seasoning in place of soy sauce in stews (such as soybean stews) or cooked it with vegetables; this cooking made it softer. She is not sure which Japanese company (Muso or Mitoku) exported this seitan to America, or which American company imported it, but it probably started to be imported in about 1969.

Letter (fax) from Yuko Okada of Muso Co. Ltd., Japan. 1992. July 2. “I remember the term ‘seitan’ since I was a kid; it was probably coined by George Ohsawa. *Sei* means ‘is’ and *tan* is the first character in the Japanese term *tanpaku*, which means ‘protein.’ So *seitan* means something like ‘right protein substitute.’ Marushima Shoyu Co. developed seitan commercially in Japan and Muso has carried their seitan since Feb. 1966 when we started. We shipped seitan to Erewhon on a regular basis from 1968. [Note: Kotzsch. 1984, Dec. *East West Journal* p. 14-21 states that Muso began to export foods in 1969.] We also exported it to Chico-San. In Europe, we exported seitan to Paris, France.”

Talk with Tom DeSilva, owner of Erewhon Natural Foods in Los Angeles. 1992. July 10. The first seitan sold at the Erewhon retail store in Los Angeles, by late 1969, was imported from Japan. “I used to eat that stuff with rice crackers like mad. It was just like jerky. I loved it. I could eat a whole package. But it was so salty that you had to keep eating rice crackers to cut the salt.” Originally it was sold in a plastic bag, then later in a jar immersed in a dark liquid. Tom liked the product in the bag better.

531. Product Name: Harmony Foods Miso, and Tamari.

Manufacturer’s Name: Harmony Foods (Importer-Distributor). Made in Japan. Imported from Muso Shokuhin.

Manufacturer’s Address: Ladbroke Rd., London, England.

Date of Introduction: 1969.

Wt/Vol., Packaging, Price: Imported nulk, in wooden kegs. Miso repacked in plastic bags. Tamari in glass bottles.

How Stored: Shelf stable.

New Product–Documentation: Interview with Bill Tara. 1991. Aug. 18. Among the early Japanese foods imported by Harmony Foods were bulk miso and “tamari” (actually shoyu), imported from Muso in wooden kegs. They repackaged the miso in plastic bags and the shoyu in glass bottles under the Harmony Foods label in London. This was the first Japanese miso and shoyu sold in England.

Listing in *The Vegetarian Health Food Handbook (UK)*. 1974. p. 173. “Tamari Soya Sauce, and Miso (Soya Bean Sauce) by Harmony Foods.”



532. Photographs of Jean Allison in Kyoto, Japan. 1969.

• **Summary:** (1) Jean Allison near the Stiskin’s home shortly after her arrival in Tokyo. Photo by Beverly Stiskin.

(2) Jean Allison’s room at the Stiskin’s house in Kyoto.

(3) Left to right: Women in white kimono are Beverly Stiskin, Jean Allison. In the midst of a tea ceremony.

(4) Left to right–Top row: Wally Gorell, little Reuben Stiskin, and Nahum Stiskin. Front row: Jean Allison and Beverly Stiskin.

(5) Jim Docker and Jean Allison standing between two cars. At that time Jean had a very serious crush on Jim. “Obviously he’s the most handsome man in the world.”

Note: On 30 June 1970 Jean Allison married Andy Young. As of Feb. 2011 her name is Jean Allison Young. She and her husband live in Chatham, Massachusetts—at the “elbow” of Cape Cod, surrounded on three sides by the Atlantic Ocean.

Photos sent to Soyinfo Center by Jean Allison Young (10 Feb. 2011). Beverly Stiskin, now Beverly Sky, lives in Somerville, Massachusetts.

533. Ceres Grain Shop and Bakery, Britain’s first wholefood / natural food shop on All Saint’s Road in London, parallel to the Portobello Market (Photographs). 1969. London, England.

• **Summary:**

(a) Inside Ceres Grain Shop. They sold unusual foods such as organic brown rice, miso, sunflower seeds, chick peas, tahini and weirdest of all—seaweeds.

(b) Outside Ceres Grain Shop and Bakery. (3) Another outside view.

Sent to Soyinfo Center by Gregory Sams 2017 April 6. Address: London. Phone: 01 451 3111/2.

534. *Cooking good food*. 1969. Order of the Universe

Publications, Box 203, Prudential Center Station, Boston, MA 02199. 34 p. No index. 28 cm.

• **Summary:** A simple, concise source of the basic macrobiotic ideas adapted to the American way. Note 1. This booklet was written by Jim Ledbetter, a student of macrobiotic teacher Michio Kushi, although his name does not appear in it.

Contents: The traditional food of man. The way of eating. Salt and oil. Special foods. Useful kitchen items. Cooking brown rice. Cooking other grains. Cooking vegetables. Cooking sea vegetables. Cooking beans. Cooking soups. Cooking with flours (Cooking noodles, cooking creams, baking bread, variations with flour). Cooking animal food. Preparing salads. Preparing condiments. Preparing drinks. Cooking desserts. Plasters. Traveling and eating out. he manner of eating. The seven levels of cooking.

In Chapter 4, titled “Special Foods” is a section on “Soybean foods” (p. 6), which states: “The soybean has been called the ‘Vegetable Cow’ of the Orient. It is full of good vegetable quality protein (43%). It was not traditionally eaten without special preparation, because it is fairly yin, except by monks who wished to limit their sexual desires. When cured with salt, however, it was used as a daily food. You will find these traditional preparations very helpful in your kitchen.

“Tamari is the ancient form of soysauce, fermented for at least eighteen months from soybeans, salt, wheat or barley, and water, without chemicals or preservatives. It has a very distinctive, delicious taste. It is used mainly in cooking vegetables when it is added after salting and just before the end of cooking time, and in broths. It is rarely used directly on grains, but is often found on the table to use with deep-fried foods. Some women mix tamari with an equal amount of water to make it less strong.

“Miso is a paste made from the same ingredients as tamari. There are two varieties; one (Hacho) is a little harder and darker in texture than the other. It has many uses,

especially in soups, in which case it is added towards the end of cooking time so that the wonderful digestion-aiding bacteria it contains will not be destroyed. (All of these soybean condiments produce their best flavor when cooked slightly.) Miso soup has a deep, satisfying bouillon flavor, and is often taken every day as a delicious source of energy. It is helpful to thin miso in a little water before adding it to soups and sauces.

“Morromi [sic, moromi] is the pulp from which tamari has been made. It has a very special tangy flavor, and is used like miso.

“Seitan or ‘Protein X’ is made from the same ingredients as the above condiments. A slightly different process produces a strong jerky which, when boiled or sauteed, resembles beef in appearance and taste. It is very good in soups” (p. 6). Note 2. This is the earliest document seen (March 2011) that mentions “seitan.” It is also the earliest English-language document seen (March 2011) that contains the word “seitan.” By placing seitan in the category of “Soybean Foods,” the author is apparently emphasizing the importance of soy sauce as one of its two main ingredients. He seems to have tasted seitan, but it is not clear that he knows what its other main ingredients are (wheat gluten, ginger, sesame oil) or how it is prepared.

“Tofu is made from fresh soybeans. This curd or ‘cheese’ is a good quality, strong yin food which is very refreshing for occasional use in summer when it is cooked with tamari. It is helpful to store tofu in water. The more yang pulp, which is usually thrown away, can sometimes be obtained from the Oriental stores which make tofu, and used to make delicious casseroles or well-sauteed vegetable dishes.”

The section on “Condiments” (p. 6-7) discusses Gomasio (Sesame salt), umeboshi (salted plums), and Tekka. The section on “Oriental vegetables” (p. 7) discusses lotus root, daikon, ginger root, Chinese cabbage, jinenjo (Japanese potato), and kuzu arrowroot.

In the chapter titled “Cooking Beans” the author considers “Aduki Beans” to be the “King of Beans.”

“Black Beans: The imported Japanese black beans are higher nutritional quality and superior taste. They are very sweet, delicious beans. They should be soaked and boiled, because their skin can become loose and clog a pressure cooker spout.”

“Miso Soup: This hearty bouillon is the staple everyday soup. Prepare vegetables and boil for at least one-half hour (if you want a really good soup); thin miso with a little of the stock in a bowl and add it to the soup towards the end. Do not boil the soup after adding miso or the beneficial digestion-aiding bacteria will be harmed. If it is simmered very slowly, it can be cooked from 5 minutes to one hour.

“Tamari Soup: Prepare as above using tamari instead of miso for flavoring. A simple tamari broth with onions or carrots and onions is often served over dishes such as

noodles.”

In the chapter titled “Preparing Condiments” (p. 27) we read: “Vegetable Miso. Slice vegetables finely and saute. Add diluted miso and water and cook. Scallions, chives, carrot tops and many other vegetables are good prepared in this manner. ‘Tekka’ is made from lotus root, burdock root and carrots. ‘Sigure’ [Shigure] (‘November Rain’) is prepared with lotus roots, carrots, and onions. A little freshly grated ginger is often added towards the end of the cooking. A small amount of these condiments is usually sufficient.”

The chapter titled “Preparing drinks” (p. 28-29) discusses Mu tea, umeboshi tea, chicory, Yannoh [Ohsawa coffee], dandelion coffee, Bardan, Kokkoh, kuzu, ume-syo-kuzu, and daikon drink.

The chapter titled “Cooking Desserts” (p. 30) states: “Amasake (Homemade Rice Wine). For special occasions this drink is very smooth and sweet.”

Tofu is also mentioned in the chapter titled “Plasters” (p. 31). “Tofu Plaster. Squeeze tofu (soy bean curd, see *Special Foods*) and mix with 10% flour to make it more manageable. Apply this to any painful, feverish, or inflamed area. Alternating tofu plasters with ginger compresses often helps stubborn cases.”

Note 3 This is the earliest document seen (July 2000) that mentions “Hacho” miso (spelled that way). Subsequently, many macrobiotic publications used this word and spelled it that way.

The chapter titled “Cooking sea vegetables” briefly defines kombu, wakame, hiziki (the incorrect idea concerning “black rice” comes from a casual remark by Evan Root), arame, dulse, and nori (laver).

Note 4 One original edition of this booklet, sent to Soyfoods Center by Tim Redmond (a founder of Eden Foods), has one dark blue stalk of wheat against a light blue background. In the lower right corner of the cover the following has been stamped with a blue ink stamp: “Eden Organic Food Store, 514 E. William. Ann Arbor, Mich. [Michigan] 48104.” Address: [Massachusetts].

535. Ohsawa, Georges (Nyoi Sakurazawa). 1969. *Le Zen macrobiotique; ou, l’art du rajeunissement et de la longévité* [Zen macrobiotics, or the art of rejuvenation and longevity]. Paris: Librairie Philosophique J. Vrin. 212 p. Index. 19 cm. Preface by Cauvet-Duhamel. [Fre]

• **Summary:** Contents: Preface, by Cauvet-Duhamel. Foreword, by G. Ohsawa. 1. Macrobiotics and the medicine of the Orient. My therapeutics. 3. The seven conditions of health and happiness. 4. With faith, nothing is impossible. 5. Yin and yang. 6. My macrobiotic cuisine and the ten ways of eating properly. 7 Principal foods (*Les aliments principaux*). 8. Secondary foods. 9. Special dishes. 10. Suggestions for some illnesses / maladies. 11. Healing regimens. 12. Food for infants. 13. Some ideas.

Appendixes: A cure in 10 hours. Pro-forma death

certificate for the world empire of the American gold dynasty. My talks in the United States (starting in Nov. 1959, in New York, Los Angeles, and San Francisco). The despair of American doctors according to the *Times* of 7 March 1960 (listing of the number of people with 17 incurable diseases). How much does the death of a civilization cost? The real cause of sickness, unhappiness, and war. Professional education and religion. Medicine's last cry of despair. The medical revolution in the China of Mao Tse-tung. Medicine: God alone understands it. My prophecy.

The following foods are discussed: Rice, buckwheat, millet and other cereals (p. 67-77). Azuki beans (p. 98). Sesame tofu (p. 98). Sea vegetables (konbu, hijiki, p. 101-05). Miso and miso recipes (p. 105-08, incl. Tekka). Shoyu and shoyu recipes (p. 108-10). Ohsawa coffee (Yannoh, with azuki, p. 111-12). Syo-ban (Natural green tea with shoyu, p. 113-14). Kuzu (p. 114). Umeboshi juice (p. 116-17). Ume-syo-ban (umeboshi and tamari shoyu, p. 117). Ume syo-kuzu (with umeboshi, shoyu, and kuzu, p. 117). Miso fried in sesame oil (p. 118).

Note 2. The author, born in 1893, lists his name on the title page as "Georges Ohsawa (Nyoi Sakurazawa)."

Note 3. This is the earliest French-language document seen (April 2012) that uses the term *tamari* to refer to soy sauce.

536. Photographs of members of the macrobiotic community (1968-1969). 1969. Boston, Massachusetts.

• **Summary:** (1) Left to right: Bill Tara, unknown woman (perhaps Dora Coates) and Paul Hawken, seaside, probably summer of 1969.

(2) Wally Gorell and Jean Allison (left) teaching a cooking class in Providence (Rhode Island) or Boston (1968 or 1969). Wally taught a lot of cooking classes.

(3) Beverly Stiskin (back row, 3rd from right), Wallace Gorell (back row, far right), and Nahum Stiskin (2nd from right, tall, dressed in a formal black Japanese kimono with hakama {over trousers}). All at Ruben Stiskin's Shinto name-giving / naming ceremony in about late 1969 at a Shinto shrine in Japan. The four people on the left are Japanese friends of the Stiskins. Ruben (a baby at the time) is barely visible.

Letter (e-mail) from Beverly Stiskin Sky. 2011. Feb. 11. "Reuben's naming ceremony was held at the huge temple to the east of the center of Kyoto—not Kitano Shrine—The people around us are the Takeda family, oba- and oji-san, Reuben's Japanese Godparents. We lived above their house on the grounds of Higashiyama Sanso, a beautiful family estate on the scenic drive on the other side of Higashiyama—overlooking both Kyoto and Lake Biwa in the distance. Reuben Stiskin was born in Kyoto on August 24, 1969."

These three photos were sent to Soyinfo Center by Wallace Gorell of Berkeley, California, in Dec. 2010. Address: Boston, Massachusetts.

537. Winter, Ruth. 1969. Poisons in your food. New York, NY: Crown Publishers Inc. viii + 248 p. Introduction by Senator Walter F. Mondale. Index. 22 cm. Revised ed. 1971. [400* ref]

• **Summary:** Contents: 1. Have you have your poisons today? 2. How to kill insects—and people. 3. Your food—Plus what? 4. Meat and poultry hazards. 5. A fish story. 6. Salmonella Sam and ptomaine picnic. 7. Water: Unfit for drinking. 8. Eating out tonight? 9. Those convenient new foods. 10. Some questions and recommendations. 11. Home fires and freezers. Appendices. Address: M.S., Science Editor, Newark Star-Ledger, Health and science writer, Short Hills, New Jersey.

538. Muso Shokuhin. 1969? Tennen jōzō shōyu [Naturally fermented shoyu (Leaflet)]. Osaka, Japan. 1 p. Undated. [Jap]

• **Summary:** Large red and small black letters on a pink background. Address: Osaka, Japan. Phone: (06) 772-5340.

539. Erewhon Trading Co., Inc. 1970. Traditional foods: Importers, processors, distributors. Wholesale-retail catalogue. Boston, Massachusetts. 12 p. Jan. 1. 22 cm. [2 ref]

• **Summary:** On the cover is the silhouette of three heads of grain on the plant, by a Japanese crest. Prices are given for each item. The company sells the following types of foods: 1. Grains: Brown rice (short grain Kokuho Rose grown by Koda Brothers, in 2 lb, 5 lb., 10 lb., 25 lb., 50 lb., or 100 lb. quantities). Sweet brown rice (Koda Bros.; it is more glutinous than brown rice, in the same 6 quantities). Note: No claim is made, anywhere in the catalog, that this rice is organic, or unsprayed, or "natural" or anything other than regular brown rice.

2. Beans: Azuki beans (imported from Hokkaido), Black beans ("Kuromame, a black soy bean import"), Chickpeas (Garbanzo, imported from southern Europe).

3. Sea vegetables: Dulse (From Grand Manan Island, Canada), hiziki, kombu, nori (dried laver), wakame (the latter 4 imported from Japan).

4. Soy Bean Products: Soy sauce (Aged naturally in wooden kegs at least 18 months; 16 oz for \$1.20, 32 oz for \$2.25, ½ gallon for \$4.25, 1 gallon for \$8.00, 4.75 gallon keg {21.13 liters} for \$30.00). Hacho miso ("Soybean puree made from soybeans, salt & water. No chemicals used in fermentation. Aged at least 18 months"; 1 lb for \$1.20, 2 lb, 4 lb, 44 lb keg for \$36.00). Mugi miso ("Soybean puree. A lighter miso made with barley"; 1 lb, 2 lb, 44 lb keg). Moromi ("A thick sauce removed from the bottom of the soy sauce kegs after fermentation. Its uses are unlimited in soups & sauces"; 7 oz for \$1.20.). Seitan ("Wheat and soy sauce cooked together for a long time. When used in soups or sauteed in vegetables it has a taste much like beef"; 3½ oz for \$1.20). Note 1. This is the earliest document seen (July 2005) that mentions seitan and clearly understands what it is.

5. Condiments: *Furikake* (“A tangy sesame condiment made from Miso, sesame seeds, soy flour, nori and bonito [sic, bonito] flakes”; 3½ oz.), Daikon pickle, Sesame miso (“A hearty condiment for use on rice and other grains. Made from miso and unhulled sesame seeds”; 3½ oz). Tekka (“A strong dark condiment; famous for its medicinal qualities. Made from carrots, burdock, lotus, ginger, sesame oil, and miso”; 3½ oz), Sesame seeds, Sesame tahini.

6. Sea salt: Grey unrefined (from the Mediterranean Sea, unwashed and unground), White unrefined. 7. Oils: Corn germ oil (unrefined, pressed. No solvents, chemicals, or preservatives), Sesame oil. 8. Noodles: Ito soba, Kame soba, Udon. 9. Beverages: Kukicha, Kohren (Lotus root powder), Mu beverage (made from 16 different herbs), Yannoh (coffee-like drink made from grains and beans).

10. Miscellaneous: Dentie toothpowder (made from eggplant and salt), Kuzu arrowroot, Umeboshi & chiso [shiso, shisonoha, or beefsteak leaves], Umeboshi (“Salt plums aged in wooden kegs for at least 3 years”).

11. Cookbooks (written in America): *Cooking Good Food*, and *Cooking with Grains and Vegetables*.

The majority of the above products are imported, mostly from Japan.

The inside front cover states: “Due to the growth of our business and our belief that good quality food should be available at low cost, we have eliminated many items from our wholesale list. We have eliminated most grains because excellent quality grains are available from many sources at more reasonable prices than we are able to charge. Two excellent sources for grains are Arrowhead Mills, Box 866, Hereford, Texas, and Pioneer Specialty Foods, Box 427, Fargo, North Dakota. Also eliminated from our wholesale list is Chico-San products. For these please write directly to Chico-San, 1262 Humboldt Ave., Chico, California, or contact any health food distributor.”

Note 2. The products in this catalog do not require refrigeration; they contain no refined sugar / white sugar, no meat, and no dairy products—just like the catalogs of almost all subsequent natural food distributors during the 1970s and 1980s.

Note 3. This is the earliest existing Erewhon catalog seen (March 2011), and the earliest document seen (March 2011) concerning Erewhon and soy.

Note 4. This is the earliest document seen (March 2006) that mentions Arrowhead Mills, of Hereford, Texas. Address: 342 Newbury Street, Boston, Massachusetts 02115. Phone: 617-262-3420.

540. **Product Name:** Azuki Beans.

Manufacturer’s Name: Erewhon Trading Co., Inc. (Importer). From Japan.

Manufacturer’s Address: 342 Newbury St., Boston, MA 02115. Phone: (617) 262-3420.

Date of Introduction: 1970 January.

New Product–Documentation: Erewhon Trading Company Inc. 1970. Jan. 1. Wholesale-retail catalogue. “Azuki beans. Imported from the island of Hokkaido, Japan. Premium quality. Unlike the usual imported Azuki. Price: Due to foreign market fluctuations, prices on request.”

541. **Product Name:** Black [Soy] Beans.

Manufacturer’s Name: Erewhon Trading Co., Inc. (Importer). From Japan.

Manufacturer’s Address: 342 Newbury St., Boston, MA 02115. Phone: (617) 262-3420.

Date of Introduction: 1970 January.

New Product–Documentation: Erewhon Trading Company Inc. 1970. Jan. 1. Wholesale-retail catalogue. “Kuromame, a black soy bean import. Price: Due to foreign market fluctuations, prices on request.”

542. **Product Name:** Furikake, Sesame Miso, Tekka.

Manufacturer’s Name: Erewhon Trading Co., Inc. (Importer). Made in Japan. Imported from Muso Shokuhin.

Manufacturer’s Address: 342 Newbury St., Boston, MA 02115.

Date of Introduction: 1970 January.

How Stored: Shelf stable.

New Product–Documentation: Erewhon Trading Company Inc. 1970. Jan. 1. Wholesale-retail catalogue. Products imported from Japan include the following “Condiments,” each made with miso: *Furikake* (“A tangy sesame condiment made from Miso, sesame seeds, soy flour, nori and bonito [sic, bonito] flakes”; 3½ oz.), Sesame miso (“A hearty condiment for use on rice and other grains. Made from miso and unhulled sesame seeds”; 3½ oz). Tekka (“A strong dark condiment; famous for its medicinal qualities. Made from carrots, burdock, lotus, ginger, sesame oil, and miso”; 3½ oz).

Label sent to Lorenz Schaller, perhaps by Chico-San. 1973. Sept. Tekka vegetable condiment. Product of Japan. Distributed by Erewhon Trading Co., Boston and Los Angeles. 3.5 oz. 3.75 by 2.5 inches. Paper. Light green, yellow, and black on white. “Tekka is an iron rich condiment prepared by cooking several root vegetables for one day in sesame oil and miso.” Tekka “has a nutty taste and pleasing flavor. It is delicious as a seasoning on brown rice and rice cream.” Ingredients: Carrots, burdock root, lotus root, miso, sesame oil, ginger.

543. Hunter, Beatrice Trum. 1970. Vacation in beautiful hills of New Hampshire (Ad). *Natural Food and Farming (Atlanta, Texas)* 16(8):20. Jan.

• **Summary:** “Enjoy natural foods, good air and water. Adults only. Each room has private bath. Wildlife, trails, swimming, boating, fishing.

“All meals prepared by Beatrice Trum Hunter, author of *The Natural Foods Cookbook*. In continuous operation since

1952. We are now accepting reservations for 1970 season (mid-June to mid-October). Write:..." Address: RFD 1, Hillsboro, New Hampshire 03244.

544. *Natural Food and Farming (Atlanta, Texas)*. 1970. Health food store directory. 16(8):20-23. Jan.

• **Summary:** "This directory is printed six times each year as a service to those who wish to buy good food. A free copy is available to anyone on request. Write NFA Health Food Directory, Box 210, Atlanta, Texas."

The directory, arranged alphabetically by state, now part of the magazine's "yellow pages."

545. Bolduc, William T.; Succop, Linda S. 1970. Certificate of amendment to the articles of incorporation: Eden Organic Foods, Inc. Lansing, Michigan: Michigan Department of Treasury. 2 p. Feb. 17. 26 cm.

• **Summary:** Eden Organic Foods, Inc. now has a new registered office located at 514 East William Street, Ann Arbor, Washtenaw County, Michigan 48104. At a meeting of the members, held on 17 Feb. 1970, Article IX was amended to read as follows: "In the event of any liquidation, dissolution or winding up of the corporation, the assets or proceeds thereof belonging to the corporation shall be distributed to similar non-profit tax-exempt charitable corporations."

Signed by William T. Bolduc, Jr. and Linda S. Succop on 17 Feb. 1970. Received by the Michigan Department of Treasury, Corporation Division, on 20 Feb. 1970. Filed on 19 March 1970. It is noted that the corporation has no corporate seal to affix to this document. Address: 1. President; 2. Secretary. Washtenaw Co., Michigan.

546. Erewhon Trading Co., Inc. 1970. Traditional foods: Importers, processors, distributors. Mail order catalogue. Boston, Massachusetts. 16 p. March 1. [2 ref]

• **Summary:** See next page. On the orange cover is the silhouette of three heads of grain on the plant, by a Japanese crest. The company sells the following types of foods: 1. Whole grains: Brown rice (short grain grown by Koda Brothers, in 6 weights from 2 lb. to 100 lb). "Not strictly organic, but the finest available in the U.S. today."

Note: The previous sentence, starting with "Not strictly organic" is deceptive and misleading. According to "Erewhon, A Biography," by Paul Hawken (*East West Journal*, Aug. 1973, p. 13) the short-grain brown rice being sold by Erewhon at this time was grown by the Lundberg brothers (Wehah Farm, Richvale, California) and harvested in the fall of 1969. But this rice was the result of a secret deal, so Koda Brothers is listed in the Catalog as the grower. According to the Koda website, Koda first started to convert some fields to organic in 2004. Moreover, this rice was not "the finest available in the U.S. today." The only organically grown brown rice in the USA in March 1970 was grown

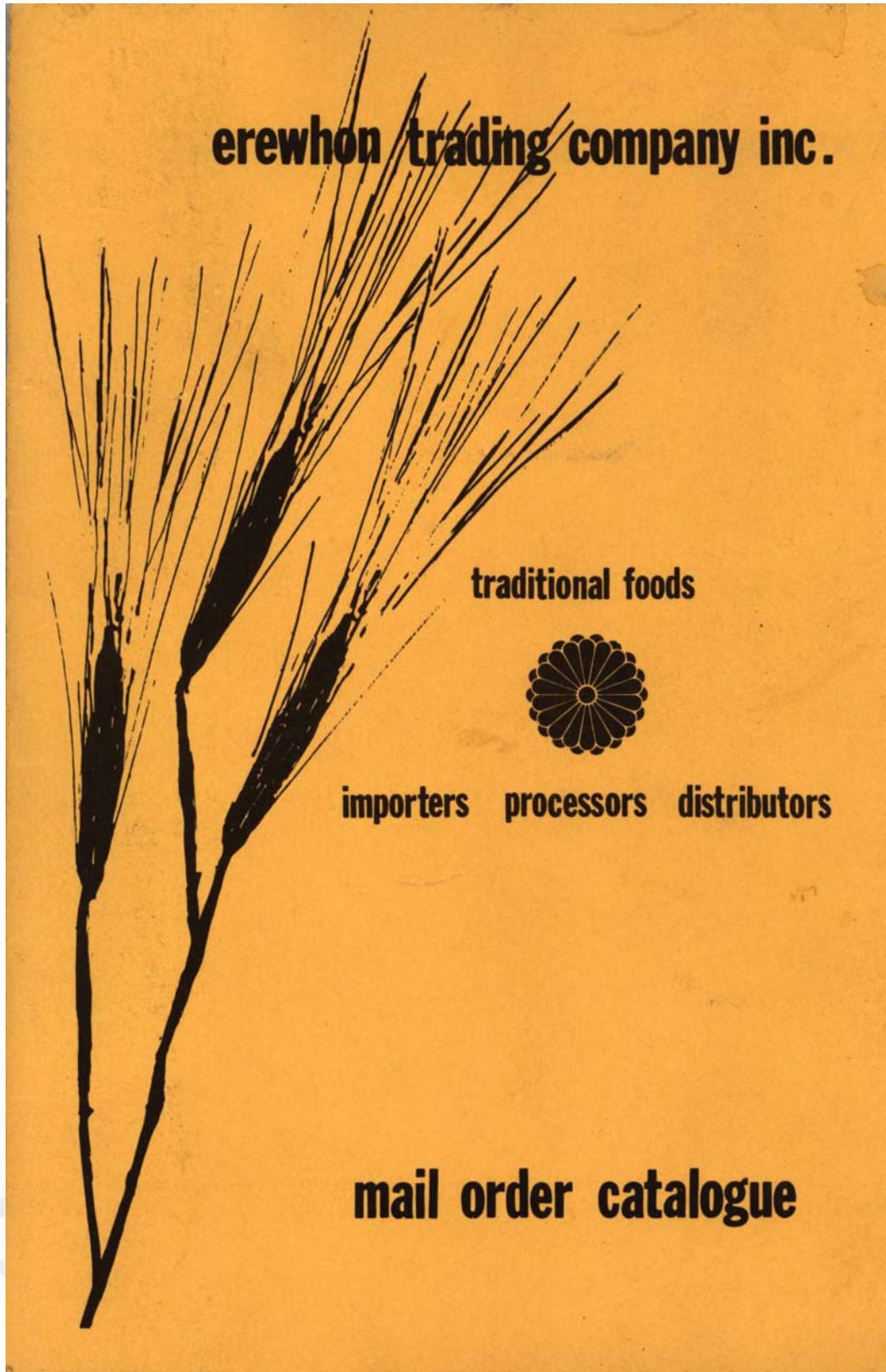
by the Lundberg Brothers (Wehah Farms) in Richvale, California. 1969 was the first year they had grown rice organically, and they grew 78 acres under contract with Chico-San, who agreed to buy all the brown rice grown on that acreage in exchange for the exclusive right to sell that rice. Chico-San sold half the rice in advance and had no trouble selling all of it. But they refused to sell any of the rice to Erewhon. In 1970 Lundberg expanded their exclusive organic brown rice acreage to 200 acres; that rice was harvested in the fall of 1971.

Sweet brown rice (also grown by Koda Bros.), buckwheat groats (Kasha, from Pocono Mts. in Pennsylvania), wheat berries (organically grown in the Golden Valley of North Dakota), millet (organically grown), barley, yellow and white corn (organically grown in Deaf Smith County, Texas), oats, rye (organically grown in Deaf Smith County, Texas). Table of prices for different weights. 2. Fresh stone ground flours. 3. Cereals, made from whole grains and milled in a manner to allow quick cooking, incl. Kokoh (which can be used as a milk substitute or prepared as a cereal for children). 3. Noodles (udon, soba, and shonai fu—wheat gluten cakes). 4. Beans: Azuki beans ("The King of Beans... Organically grown on the island of Hokkaido, Japan), black beans (a sweet black soybean imported from Japan. Organically grown), chickpeas, soybeans ("Organically grown in Pennsylvania. A food high in protein, vitamins and minerals. Should be soaked many hours before cooking. Particularly good if cooked with Kombu"), pinto beans, whole green lentils, red split lentils. Table of prices for different weights.

5. Sea vegetables: Nori (dried laver), kombu, wakame, hiziki, agar-agar. 6. Dried fish and vegetables: Bonita [sic, Bonito] flakes, chirimen iriko, daikon pickle, gourd strips (dried), daikon (dried radish). 6. Order form. 7. Beverages: Kukicha, mu herbal beverage, yannah, lotus root powder, mugicha (barley tea), peppermint tea.

8. Soybean Products (imported from Japan): Soy sauce ("aged for at least 18 months"; 16 oz, 32 oz, ½ gallon, 1 gallon, 4.75 gallon keg). Mugi miso—Soybean puree ("Made by a special enzymatic process, this Miso is aged for 18 months. It is made from soybeans, barley, water and salt. It is ideal for making soups and sauces and blends well with tahini to make a spread for bread." 1 lb, 2 lb, 4 lb, 44 lb keg). Hacho miso—Soybean puree ("A darker, stronger miso than Mugi Miso..."). Moromi ("A thick sauce removed from the bottom of the Soy Sauce kegs after fermentation. Its uses are unlimited in soups & sauces"; 7 oz.). Seitan ("A concentrated protein source made from wheat and soy sauce. When used in soups or sauteed in vegetables, it has a taste much like beef"; 3½ oz.).

9. Condiments: *Furikake*, kuzu arrowroot, tekka, umeboshi, sesame butter, Erewhon sesame tahini, sesame salt, white sea salt, grey sea salt. 10. Oils: Refined corn oil, corn germ oil, sesame oil. 11. Sundries: Sesame



seeds, sunflower seeds, pumpkin seeds, popcorn, raisins (Thompsons), dried apricots, wheat germ (raw), apple butter, whole dried chestnuts. 12. Toilet articles: Dentie (tooth powder made from eggplant and salt), Aditi sesame shampoo, Orgene [Orjene] herbal shampoo, Fu-nori (seaweed shampoo), sesame coconut soap, vege oat soap.

13. Kitchen and tableware: Cookbooks: *Zen Cookery*, *Cooking with Grains and Vegetables*, *Cooking Good Food*, *Zen Macrobiotic Cooking*. Tableware: Rice paddles (bamboo), soy sauce dispenser, oil skimmer, bamboo tea strainer, vegetable press, vegetable brush, bamboo chopsticks (Japanese), chopsticks (Chinese), MAC knife (vegetable), vegetable knife, fish knife, grater, suribachi (3 sizes), Corona hand grinding flour mill (\$10.95).

On the inside back cover is a United Parcel Service rate chart. Address: 342 Newbury Street, Boston, Massachusetts 02115. Phone: 617-262-3420.

547. Blinn, Johna. 1970. Meatless restaurants hard to find: celebrity cookbook. *San Bernardino County Sun (The) (San Bernardino, California)*. March 6. p. 40.

• **Summary:** Actor Dennis Weaver says: “I became a vegetarian about eleven years ago because it made me feel so good.”

The night before he’d fared very well “on a Chinese dinner of sweet-sour fish with fermented bean curd sauce and Chinese vegetables and rice, but he’s not always so lucky.”

Weaver says, “It’s almost impossible for a vegetarian to eat out because American chefs are completely oriented toward meat.”

He has two favorite restaurants in California. Jim Baker first started the “Aware Inn.” Now he has another restaurant on the Sunset Strip called “The Source,” which is strictly vegetarian. The last time Weaver was there he had Baker’s high protein cereal. It’s not cooked; raisins are put on top with chunks of fresh apple slices and a little yogurt or cream. It’s similar to the Swiss cereal, Familia, sold in grocery stores. Weaver says: “It’s marvelous. You feel like ‘Man I’m really out there eating nature’s best!’”

A large photo shows Weaver looking very happy.

548. Bolduc, William T.; Teeguarden, Ronald. 1970. Certificate of amendment to the articles of incorporation: Eden Organic Foods, Inc. Lansing, Michigan: Michigan Department of Treasury. 2 p. April 23. 26 cm.

• **Summary:** Eden Organic Foods has its registered office at 514 East William Street, Ann Arbor, Washtenaw County, Michigan. At a meeting of the members, held on 22 April 1970, Article IX was amended to read as follows: “In the event of dissolution, all assets real and personal shall be distributed to such organizations as are qualified as tax exempt under section 501(c)(3) of the Internal Revenue Code of the corresponding provisions of a future United States Internal Revenue Law.

Signed by William T. Bolduc, Jr. and Ronald Teeguarden on 23 April 1970. Received by the Michigan Department of Treasury, Corporation Division (Lansing, Michigan), on 27 April 1970. Filed on 13 May 1970. It is noted that the corporation has no corporate seal to affix to this document. Address: 1. President; 2. Secretary. Both: Washtenaw Co., Michigan.

549. **Product Name:** Hopi Seeds: Sunflower Seeds, and Pumpkin Seeds (Dry Roasted with Tamari).

Manufacturer’s Name: Erewhon Trading Co., Inc.

Manufacturer’s Address: 33 Farnsworth Street, Boston, MA 02210. Phone: (617) 542-1358.

Date of Introduction: 1970 March.

Ingredients: Sunflower or pumpkin seeds, tamari.

How Stored: Shelf stable.

New Product–Documentation: Erewhon Trading Co., Inc. 1971. Natural and organic foods. Price list. Effective Thanksgiving day, Nov. 1971. Talk with Nik Amartseff. 1992. April 3. See long interview. These two products were developed by Jerry Sh--, were made in a corner of the Erewhon warehouse at Farnsworth Street, and were on the market by late 1969 or early 1970.

550. Succop, Linda S. 1970. Certified resolution of change of registered office: Eden Organic Foods, Inc. Lansing, Michigan: Michigan Department of Treasury. 1 p. March 9. 26 cm.

• **Summary:** Linda S. Succop, treasurer and assistant secretary of Eden Organic Foods, Inc. states that at a meeting of the board of directors, held on 18 Feb. 1970, it was “Resolved that the location of this corporation within the State of Michigan is changed from 211 South State Street, Ann Arbor, Washtenaw County, Michigan 48104, to 514 East William, Ann Arbor, MI 48104.” Signed by Linda S. Succop on 9 March 1970. Received by the Michigan Department of Treasury, Corporation Division (Lansing, Michigan), on 10 March 1970. Filed on 19 March 1970. Address: Ann Arbor, Michigan.

551. Photograph of Michio Kushi with a present at his birthday party, 17 May 1970, 216 Gardner Rd., Brookline, Massachusetts. 1970.

• **Summary:** Seated at the table is Susan Sims, wife of Duncan Sims. Duncan was already in Brookline when Susan arrived—in her “really Blue 1968 Mustang Fastback. She was a big fan of Bob Dylan.” They were married in Brookline. In about 1970 they left Brookline and started a macrobiotic community in Fernie, British Columbia, Canada; it was still active in July 1978 when Norio Kushi was in the area on a bicycle trip (e-mail from Norio Kushi, 19-20 Jan. 2011).

“This was the house in which Michio and Aveline lived before they got The Big House (like a stone castle, 62 Buckminster Rd.) off Route 9, near the reservoir.

Wally Gorell lived in the Gardner Rd house, as did, at different times, Paul Hawken and Tyler (Ty) Smith as well as numerous others. Ty used to take care of Michio and Aveline's kids when he first lived there. Yuko Okada [of Muso Shokuhin] used to teach us aikido in the backyard" (Jimmy Silver, 14 Jan. 2011).

This color photograph, taken by Lily Kushi, is from the Michio and Aveline Kushi Macrobiotics Collection, National Museum of American History, Smithsonian Institution, Washington, DC. Reprinted with permission of the Smithsonian. Address: Brookline, Massachusetts.

552. Erewon Trading Co., Inc. 1970. Traditional foods: Importers, processors, distributors. Wholesale catalogue addition. Boston, Massachusetts. 5 p. July 1.

• **Summary:** On the cover is the silhouette of three heads of grain on the plant, by a Japanese crest. "As of July 1st., we will be set-up in our new warehouse... All orders that are to be picked-up, will be from 33 Farnsworth Street, South Boston, Massachusetts. The new phone number for wholesale information and offices is (617-542-1358). Please continue to direct all correspondence and payments to 342 Newbury Street, Boston, Massachusetts 02115." Prices are given for each item.

New products include: Soybeans in 100 lb (\$26.00), 50 lb, 25 lb, 10 lb, and 1 lb quantities. Kome Miso (Made with rice. It is younger and contains less salt than other Miso's. Used more as a delicacy; 44 lb (\$24.50), 2 lb, 1 lb). Koji rice, imported from Japan, will be available soon. Address: 342 Newbury Street, Boston, Massachusetts 02115.

553. *Ann Arbor News (Michigan)*. 1970. Organic gardening craze makes headway in Washtenaw County. July 16.

• **Summary:** A large photo shows William Bolduc, owner of the Eden Organic Food Shop, which he recently opened at 514 E. William St. in Ann Arbor, standing in front of shelves of a variety of bagged organically grown foods. He sells everything from brown rice to cous-cous, and reports that the interest in organic foods and organic gardening is on the increase in the Ann Arbor area. Bolduc caters mostly to students at the University of Michigan campus who, he says, are becoming increasingly diet and health food conscious. A list is given of the name and addresses of organic farmers and gardeners in the area that Bolduc knows (including Tom Vreeland, 5861 Geddes Rd., Ypsilanti; vegetables).

Gardening organically means growing fruits and vegetables in the way it was done 40 to 50 years ago, without the use of chemical fertilizers, sprays, and powders. Rotting organic matter, manure, and mulch are used to fertilize the soil and build good humus. The resulting fruits and vegetables are said to taste much better, be larger and more nutritious, and uncontaminated by chemicals. Ruth Stout's method of organic gardening is discussed.

Note: This is the earliest publication seen (Feb. 2003)

concerning the activities of Eden Foods. However all the founders of the company agree that it was actually founded in November 1969. Several legal documents from late 1969 and 1970 also provide strong evidence in support of this Nov. 1969 date.

554. Sanders, Jacquin. 1970. Market grows for organic food. *Daily Times-Advocate (Escondido, California)*. July 27. p. A-9.

• **Summary:** The ecological revolution has greatly amplified the interest in organic foods. Circulation of Rodale's *Organic Gardening and Farming* magazine has soared to 525,000—to the amazement of executive editor Jerome Goldstein. "Jim Baker founded the Aware Inn in Los Angeles three years ago [i.e. 1967], lost it in a divorce settlement, and now has opened The Source." His clientele includes such regulars as Hollywood stars Steve McQueen, Warren Beatty and Yvette Mimieux. He serves only vegetarian food, mostly raw. He emphasizes fruits and salads. "Salads are the food of the future," says Baker.

"Baker bases his culinary principles on a higher law. Jesus, he says, was against heated food too."

555. Bolduc, William T. 1970. Certificate of amendment to the articles of incorporation: Eden Organic Foods, Inc. Lansing, Michigan: Michigan Department of Treasury. 2 p. July 6. 26 cm.

• **Summary:** Eden Organic Foods, Inc. has its registered office at 514 East William Street, Ann Arbor, Washtenaw County, Michigan 48104. At a meeting of the members, held on 2 July 1970, Articles II, V, VI, and IX were amended. The main changes read as follows:

"Article V. Said corporation is organized on a stock basis. The total number of common shares which the corporation shall have authority to issue is 2000 of the par value of \$1.00 per share... No stockholder shall sell his stock without first offering it back to the corporation in writing and then giving the corporation the right to purchase same within thirty (30) days at the book value.

"The names and places of residence or business of each of the incorporators and the number of shares subscribed for each are as follows: William T. Bolduc, Jr., 6210 Bethel Church Road., Saline, Michigan: 1000 shares. Judith Bolduc, same address, no shares. Ronald Teeguarden, 915 Oakland, Ann Arbor, Michigan, no shares. Gloria Dunn, General Store, 211 S. State St., Ann Arbor, Michigan, no shares.

"Article IX. In the event of any liquidation, dissolution or winding up of the corporation, the assets or the proceeds thereof belonging to the corporation shall be distributed ratably among the shareholders according to the number of shares held by each after all just debts have been paid."

Signed by William T. Bolduc, Jr. on 6 July 1970. Received by the Michigan Department of Treasury, Corporation Division, on 8 July 1970. Filed on 4 Aug. 1970.

Address: Saline, Michigan.

556. **Product Name:** Soybeans.

Manufacturer's Name: Erewhon Trading Co., Inc. (Importer). From Japan.

Manufacturer's Address: 33 Farnsworth St., Boston, Massachusetts. Phone: (617) 542-1358.

Date of Introduction: 1970 July.

New Product–Documentation: Erewhon Trading Company Inc. 1970. July. Wholesale-retail catalogue. The company now sells soybeans in the following quantities and prices: 100 lb for \$14.50, 50 lb. for \$8.00, 25 lb for \$4.25, 10 lb for \$2.90, and 1 lb for \$0.30.

557. **Product Name:** Shonai Fu–Wheat Gluten Cakes.

Manufacturer's Name: Erewhon Trading Co., Inc. (Importer). Made in Japan.

Manufacturer's Address: 33 Farnsworth St., Boston, Massachusetts. Phone: (617) 542-1358.

Date of Introduction: 1970 July.

Wt/Vol., Packaging, Price: 4 oz.

How Stored: Shelf stable.

New Product–Documentation: Erewhon Trading Company Inc. 1970. July. Wholesale-retail catalogue. “New imports from Japan... Used as crackers or in soups. 4 oz. \$0.33.”

558. **Product Name:** Kome Miso–Made with Rice.

Manufacturer's Name: Erewhon Trading Co., Inc. (Importer). Made in Japan.

Manufacturer's Address: 33 Farnsworth St., Boston, MA 02110. Phone: (617) 542-1358.

Date of Introduction: 1970 July.

Wt/Vol., Packaging, Price: 44 lb, 2 lb, or 1 lb.

New Product–Documentation: Erewhon Trading Company Inc. 1970. July. Wholesale-retail catalogue. “New imports from Japan... It is younger and contains less salt than other Miso’s. Used more as a delicacy. 44 lb for \$24.50, 2 lb for \$1.49, 1 lb for \$0.85.”

559. Photograph of Aveline Kushi standing at 7511 Franklin Ave., Hollywood, California. 1970.

• **Summary:** This color photograph, taken by Lily Kushi, is from the Michio and Aveline Kushi Macrobiotics Collection, National Museum of American History, Smithsonian Institution, Washington, DC. Reprinted with permission of the Smithsonian.

E-mail from Norio Kushi (son of Michio and Aveline). 2011. Jan. 19. “In the spring of 1969, my mother moved to Los Angeles and the first place she rented was at 7511 Franklin Ave., Los Angeles, 90046. The house is on the corner of Sierra Bonita Blvd. and was owned by the actor Gary Cooper.

“It was a much smaller house than 7357 Franklin Ave., which they moved to in 1970.” Address: Hollywood,

California.

560. Photograph of Michio and Aveline Kushi with landlady at 7357 Franklin Ave., Hollywood, California. 1970.

• **Summary:** Seated in a large room with the landlady (Mrs. Durkin), they are discussing the terms of the lease on the house they are about to move into.

This color photograph, taken by Lily Kushi and dated July 1970, is from the Michio and Aveline Kushi Macrobiotics Collection, National Museum of American History, Smithsonian Institution, Washington, DC. Reprinted with permission of the Smithsonian.

E-mail from Norio Kushi (son of Michio and Aveline). 2011. Jan. 19. “In the spring of 1969, my mother moved to Los Angeles and the first place she rented was at 7511 Franklin Ave., Los Angeles, 90046. The house is on the corner of Sierra Bonita Blvd and was owned by the actor Gary Cooper.

“It was a much smaller house than 7357 Franklin Ave., which they moved to in Aug. 1970. This move was made when the people living in the house were working on the new Erewhon store. At the time Aveline moved into 7357 Franklin Ave., a TV movie was being shot there and wasn’t completed until after the move; it was ‘Goodbye, Raggedy Ann,’ starring Mia Farrow (aired 1971).

“Jacques and Yvette DeLangre, along with their daughter Cynthia, and sons, Tommy and Philippe, lived on Sierra Bonita Blvd., two blocks away. Jacques DeLangre was a photographer at that time and later founded the Grain and Salt Society, which is now headquartered in Asheville, North Carolina.

“I stayed in Brookline for the summer and did my first overnight bicycle ride at age 14 from Brookline to Montreal, Quebec and back. I moved into 7511 Franklin Ave. the beginning of November 1969 after having driven across the country (as a passenger) with Jim Docker and Peggy Winters in their Dodge Dart.

“The Kushi homes in Los Angeles were always a bustle of activity. We always had lots of guests for dinner along with the many people who lived in the house. Particularly I recall the musicians who lived with us and who would come by for dinner. Some of the more notable people who would visit are, Cicely Tyson (actress), Lenny Capizzi (who wrote ‘The Monster Mash’), Frank Zappa, along with the Mother’s of Invention, Dan Hicks and the Hot Licks, among others. I lived there for only a short time as I didn’t care for the Hollywood High School scene and ended up moving to Seattle soon after my 15th birthday at the end of December 1969.”

“Gloria Swanson had also become close friends at this time, although my parents may have met her earlier. Gloria Swanson had a Rolls Royce, but got rid of it because she didn’t need such a car, especially as it was designed to be chauffeur driven and Gloria Swanson, having regained

her health, much preferred driving on her own. Gloria Swanson replaced the Rolls Royce with a sporty Toyota Celica (manual transmission, as she preferred) and at the same time bought my mother a Toyota Corolla (automatic transmission).”

Follow-up e-mail from Norio on Jan. 20. “Regarding Gloria Swanson, I know my parents met her through William Dufty. I also know the story of her getting sick to the point she had to give up acting only second hand from Bill Dufty, She did recover through the suggestions from my father and resumed a long acting career on Broadway in New York City (NYC). This story may be in Gloria Swanson’s autobiography *Swanson on Swanson*, which I have never read. Yes, the 1970 Toyota Corolla was brand new and a gift from Gloria Swanson. My mother was once stopped on the Hollywood Freeway driving this car for going too slow.

“Gloria Swanson was close enough friends with the family that if I were in her neighborhood in NYC, near the Metropolitan Museum of Art, I would stop in to say hello without prior notice. Gloria Swanson also let me borrow her Toyota Celica [in Los Angeles] for a few months after I got my driver’s license since she at that time was living in NYC full time and didn’t need a car.”

Peggy Steevensz (who lived for many years in this house), daughter of Roy Steevensz recalls (e-mail of 7 May 2011): “The 7357 Franklin Ave. house was informally called The Kushi House. For lectures seminars events it was promoted and known as The East West Center. Later I think (about Sept/October 1975) the house was sold and we moved to 7511 Franklin Ave, the original home Aveline started as East West Center in the spring of 1969.”

Norio Kushi adds (e-mail of 12 May 2011): “Yes, the first house in Los Angeles that my mother moved into was the one at 7511 Franklin Ave. on the corner of Sierra Bonita Blvd. This house was owned by Gary Cooper, the actor. My mother moved there in February of 1969 with our youngest brother, Hisao, who is now living in Santa Monica with his wife, Karen and their two children, Kate and Ty. The rest of my brothers, Haruo (aka Larry), Phiya and sister Lily moved to 7511 Franklin Ave. in June 1969 after school finished for the summer back in Brookline. I stayed in Brookline until October 1969, when I decided to make the move to Los Angeles as well, which is when I drove across country with Jim Docker and Peggy Winters.” Address: Hollywood, California.

561. Blake, Ambrose. 1970. The organic revolution. *San Francisco Examiner*. Aug. 9. LifeStyle section. p. 7. Sunday.
*

• **Summary:** A remarkable article about a meeting held by Organic Merchants high (at about 8,000 feet) on Mt. Shasta in Northern California next to the Sierra Club’s Horse Camp Lodge. The tone of the article is sarcastic and unsympathetic. Some of the people are naked. Patches of snow still remain

in early August.

Fred Rohe, owner of New Age Natural Foods in San Francisco, calls the meeting to order. Sixty people, sitting on the ground, some in yoga postures, are gathered in a circle. 35 of them are organic food merchants mostly from California, and as far away as Portland, Oregon, and Los Angeles.

Fred Rohe says: “Let us have a few minutes of silence in gratitude for each other’s presence here in the presence of this lovely mountain on this beautiful planet of ours.”

The group becomes quiet in an attitude of prayer. One can hear the afternoon wind rising on Mt. Shasta. After a few minutes Fred continues: “Mountain and man are both permeated with the same spirit... and while we share this spirit let us chant the universal mantra.” The group joins in chanting “OM”—which also happens to be the initials of Organic Merchants.

Fred then leads a discussion and asks individuals why they are here. Answers include:

“We’re here for love.”

“We’re a guiding light to distribute pure food.”

“Our goal is to become god and to serve him.”

“Our purpose is to save the planet.”

“We are here not only for the environment, but for the world.”

Note: The first Earth Day had happened earlier that year, on April 22, 1970.

As the meeting progresses, some men begin gathering firewood and some women to chop vegetables that will be cooked in a 5-gallon metal can in the little water available and seasoned with “vega-vita,” a ground herbal mixture.

The discussion turns to what is happening to the U.S. food supply, as it is contaminated by various chemicals. Organically-grown pure foods are needed.

Natural and organic food stores are popping up all over: Erewhon Trading Co. in Los Angeles; The Family Store in Carmel Valley; the Umbilical Cord in Fresno; Sunshine Natural Foods in Portland; The Mustard Seed in Mill Valley; The Granary in Cotati; and Polar Natural Foods in Arcata—to name just a few. And there are natural food restaurants like Osoba Noodle Nook in Berkeley.

The merchants have agreed not to sell certain foods and additives they consider harmful: artificial flavors and colorings, white sugar and synthetic sweeteners, synthetic preservatives and emulsifiers, corn syrup and hydrogenated fats. This is their “contract with the public.”

The short-haired writer of the article is invited to have some fresh alfalfa sprouts which he accepts. Later he is invited to stay for dinner, but he refuses politely. He closes the article as follows:

“And an hour later, near like Siskiyou, in the motel dining room, you order a choice top sirloin, Caesar salad, french fries and a bottle of Pinot Chardonnay. Finished with a snifter of Hennessy cognac.

“Not organic. But one man’s personal food trip.”

A half-page horizontal photo shows “A meeting of the board of Organic Merchants on Mt. Shasta.”

Note 1. This is the earliest document seen (March 2020) that mentions “Organic Merchants.” According to Arran Stephens, this was the group’s first meeting.

Note 2. In the Sept. 13 (Sunday) issue of the *San Francisco Examiner*, under the heading “Reaction: What the Readers are Thinking,” are many letters from readers criticizing Ambrose Blake’s article. For example: “Sure, Mr. Blake must have felt out-of-place among the people he met on the mountain, but they all welcomed him and went out of the way to be friendly. Is this how he repays that kindness, with a knife in the back?”

562. Coates, Roger M.; Coates, Margery K. 1970. Memorandum of settlement. Harford County, Maryland. 1 p. Aug. 7. 28 cm.

• **Summary:** On 7 Aug. 1970 Rod and Margy Coates purchased 2.63 acres of land from Wilmer D. Morton and Mamie F. Morton, his wife. The purchase price was \$30,000, plus \$1,082 transfer fees. The buyers paid \$3,000 cash at the time of closing. The land was located on the northerly side of Bynum Road in The Third Election District of Harford County, Maryland. Address: Maryland 21014.

563. Cox, Jeff. 1970. The “nowhere” store that’s going places. *Organic Gardening and Farming* 17(8):57-59. Aug.

• **Summary:** Editor’s introduction: “Boston’s busy hub of macrobiotic followers—the Erewhon Trading Co.—is an organic foods center that’s an education in itself.”

“Roger Hillyard, 27, is macrobiotic and is general manager of the company, which also has a store at 8003 Beverly Boulevard, Los Angeles.”

“Nine persons work for Erewhon, which has just leased a large Boston warehouse to expand its shipping department.”

For Erewhon, business took off in 1970. In just one year the company had gone from supplying 2-3 stores to supplying 150.

564. Kennedy, J. Robert. 1970. Exposed! Facts, fallacies and frauds about ‘organically grown.’ *Health Foods Business* [sic, *Dietetic Foods Industry?*] 4(3): Aug.

• **Summary:** A detailed description, with many photos and two illustrations, of exactly how Wehah Farm in northern California grows short-grain brown rice for Chico-San. “We searched eight years offering premium prices for a grower who would meet our standards for *organically grown* rice... Our agreement with Wehah Farm was signed in the fall of 1968 and an advertising campaign was started. By the time of the 1969 harvest a third of our crop was sold in advance and a rapid build-up of repeat sales followed.” Note: The name “Wehah” is formed from the first names of the four

Lundberg brothers: Wendell, Eldon, Harlan, and Homer.

“Chico-San rice fields were selected and located less than ten miles from the head of the famous Feather River which cascades out of the Sierra Nevada.” Purple vetch and chicken manure are plowed into the soil to enrich it and *Gambusia affinis*, a small fish, is used to control insects in the flooded rice fields. “Chico-San rice is stored in the husk and milled only upon order to maintain its freshness...”

One photo shows J. Robert Kennedy with a sack of Chico-San organically grown brown rice. Kennedy believes that there are now some “sly and phony growers” who say they are growing brown rice organically, when actually they are not. And some millers, jobbers, distributors, and retailers are selling this non-organic rice as if it were organically grown. “Manufacturers and distributors in the health food industry have been aware of misleading or deceptive labeling on supposedly organic or natural products.”

Note: The title of this periodical, taken from an offprint sent by Chico-San, is probably incorrect. It should probably be *Dietetic Foods Industry* which started in about 1955, and whose title was changed to *Health Foods Business* in 1973. Address: President, Chico-San, Inc.

565. *Macrobiotic (The) (Carmichael, California)*. 1970. West Coast macrobiotic summer camps. 10(3):2-4. Aug.

• **Summary:** “The first of this year’s West Coast macrobiotic summer camps was held August 14-23, in the tall pine country of French Meadows, California, and was attended by a total of about 200 people, most of whom were under 30, and relatively new to macrobiotics. Two well cooked (wood stove) meals were prepared and served each day by the kitchen staff, under the able supervision of Cornelia Aihara, Nann Schleiger, and Yvette de Langre. The food consisted almost entirely of organically grown: whole grains (rice at every meal, with others for variety and additional nutritional value), cooked and raw vegetables, beans, seaweeds and seasonings miso, tamari, seasalt, vegetable oils, sesame seeds and arrowroot starch. Two desserts were served (rice pudding and oatmeal cookies, both containing raisins), fruit-nut vegetable salad twice, and egg drop soup once—no other fruit or animal food. Breakfast was served for children only, but there were occasionally leftovers for others.

“As at last year’s second West Coast camp (Big Sur), modern conveniences and facilities were minimal, and there was thus plenty of physical activity for everyone, as well as several scheduled daily activities (many more than at any previous camp), all of which, as well as meals, were, as usual, voluntary. At 6:30 a.m., Jacques de Langre led Do-In, a kind of combined self-diagnosis and treatment related to acupuncture massage. At 8:00 came acupuncture massage, led by Becky Wood. People came in pairs, and alternated massaging and being massaged. At 9:00 there were 2 lectures, one by Herman Aihara, the other by Alcan Yamaguchi, Editor-in-Chief of the Japanese macrobiotic

magazine. These extremely interesting and stimulating lectures (which will appear in future issues, of this magazine—including one on this year’s summer lecture tour) were followed, at about 11:30, by lunch.

“The next few hours, between lunch and supper (about 6:30), were filled with plate and pot washing, cooking, wood chopping, hiking, swimming, reading, or ‘goofing off’—unless one felt like attending classes in T’ ai Chi Ch’uan (Gene Neufeld), cooking (Yvette de Langre), cooking for men (Jacques de Langre), macrobiotic symptomatic treatments (Becky Wood), or to go and chant *nam-myoho-ren-ge-kyo* [The Heart Sutra] with Bill French.

“After dinner were nightly discussions and children’s campfires (these included story-telling, games and goodies: popcorn, chapatis, baked apples, etc.; parents alternated supervising, and were thus free each night except when it was their turn.) Talks were given by Merv Lovenburg (Professor of Geology at UC Davis, who pointed out that scientists and ‘macrobioticists’ have much to learn from each other: Scientists should learn about spectral {yin-yang} analysis and the fact that everything is constantly changing; and macrobioticists have a great deal to learn about heredity, genes, chromosomes, DNA, RNA, etc.—as well as some of science’s more polished experimental techniques. Merv also suggested, however, that it would be a mistake for macrobiotics to devote too much time to scientific analysis, since macrobiotics is fundamentally an art. The rest of Merv’s talk was mainly devoted to discussing and answering questions about polar shifts and other geological movements (including continental shifts—which geologists have noticed, and physicists denied, for many years); Villem Van Prooijen (from Amsterdam, Holland, who spoke about macrobiotics in Northern Europe, saying that there is a great deal of interest in macrobiotics there, but that many beginners are still taking drugs) at which point resounding laughter poured forth from the audience (all drugs, especially synthetic ones, are so extremely yin that they neutralize virtually all the beneficial effects of natural eating; see the macrobiotic, vol.9, no.3). Villem went on to say that there is a big need of people with even a minimum of experience and understanding to go there and help them; language is no problem, he said, since anyone who attends a few years of school there learns English quite well); Jack Garvey (who spoke about his and his friends’ opening a macrobiotic food store. One of the main points Jack emphasized was that the harder they worked, the more people came in {Mr. Aihara agreed with Jack’s conclusion that Yang work attracts Yin people}). Details about opening a macrobiotic food store are available from Jack Garvy, (5201 N. Camino Escuela, Tucson, Arizona); Jacques de Langre (see p. 24 for Jacques’ fine talk. Jacques also announced that a new book by Michel Abehsera, author of *Zen Macrobiotic Cooking*, is now on the presses, and will soon be available in hard cover. About twice as long as *Zen Macrobiotic Cooking*, Michel’s new book contains no recipe repetitions, and, as in

his previous book, there are many interesting and humorous anecdotes, helpful hints, and provocative, incisive thoughts—all of which are also different from those in his first book. As soon as it is ready, *Cooking for Life* will be available from the Ohsawa Foundation Business Office), Herman and Alcan.

“Camp Director Gene Neufeld did an excellent job as Activities Director and Master of Ceremonies. His calm humor was often helpful in restoring order and easing tensions, by the agile employment of a delicate balance of common sense and nonsense. General announcements relating to camp activities, including an occasional complaint, were made at the nightly sessions. One of the more interesting complaints was registered by Villem Van Prooijen, who said that he was astounded to see that several people were throwing away food. This almost never happens in Europe, he said, where such affluence as we take for granted is experienced only by the rich. It was then suggested that people take only as much food as they are definitely going to eat, and then go get more later if still hungry. Next it was suggested that, although this is an excellent idea, people make mistakes—so if one takes more than he can eat, he can (a) offer it to someone else, (b) put it in the dogs’ bowl (cats and dogs thrive on grains, fish and cooked vegetables, and are especially fond of miso soup), or (c) return it to the pot from which it was served. When some disagreement with (c) was heard, Mr. Aihara was asked for his opinion on the matter. He thanked Villem for his comments, and pointed out that No-Waste is one of the most basic of all macrobiotic principles (see “Even a Grain of Rice,” in vol.8, no.1; and “Zen or Macrobiotics,” in vol.9, no.4). The next day, people stopped throwing away uneaten food, and John Deming divided the garbage cans into 2 types—organic and other, the contents of the former being returned to the soil. At this point, Mr. X (I’ve forgotten his name) reminded us that aluminum is recyclable, and that since he could get money for turning it in, he would appreciate it if people would give him their empty beer cans, rather than leaving them lying around. At this point, Gene Neufeld stepped in: ‘Anyone willing to admit he’s been drinking beer, please see Mr. X.’

“(Editor’s note: Alcan and I want to express our appreciation to Gene Neufeld and everyone at the camp who donated \$150 for our flight to Seattle so we could be there when that camp started—without having to leave the first one early.) The second camp (August 22-31, in the beautiful Wiley Creek Campground near Seattle) was attended by about 80 people. Aside from obvious similarities with the first, there were also some differences: (1) A boy with ‘infectious’ hepatitis was refused admission; (2) Whereas several people at the first camp complained of constipation, here there were more stomach and liver troubles caused by overeating, caused, in turn, by delicious cooking (supervised by Pat Johnson and Alice Feinberg) and cloudy weather (less physical activity); and (3) less scheduled activities: Due

to difficulties in securing a camp site, and the consequent necessity of changing the dates of the camp, Ken Burns and Tom Katsuyoshi (instructor of Aiki-do, who gave one demonstration) were unable to attend for the full time. Also, there were no classes in cooking, T'ai Chi Ch'uan or Do-In. (There were, however, the following: acupuncture massage and macrobiotic symptomatic treatments (Becky Wood), chanting of *nam-myō-ho-ren-ge-kyō* (Alcan Yamaguchi), and enlightening lectures and discussions by Herman and Alcan.) From Camp Director Bob Johnson, we have just heard that everyone who attended enjoyed it very much, and felt that it was a successful camp. We are sure that next year will be even better." Address: The Ohsawa Foundation, Inc., 2523 Gunn Road, Carmichael, CA 95608.

566. *New York Times*. 1970. Organic food fanciers go to great lengths for the real thing. Sept. 7. p. 23.

• **Summary:** The "real thing" is organically grown food. The article is extremely favorable to the organic movement. However it quotes several scientists who seem not to be fully informed. One is Dr. Victor Herbert, a professor of pathology at Columbia University's College of Physicians and Surgeons. He says: "'Fads come and go, but there is no convincing scientific evidence that so-called organically-grown foods contain any extra nutritional value as compared with the same food grown in a conventional way.'"

Also quoted is Dr. George W. Irving, administrator of USDA's Agricultural Research Service. He says: "I don't know of any evidence that foods grown using inorganic fertilizers and pesticides, in accordance with Federal guidelines, are of any less nutritional value than foods grown without them."

567. Bolduc, William T. 1970. Certificate of increase of capital stock: Eden Organic Foods, Inc. Lansing, Michigan: Michigan Department of Treasury. 2 p. Sept. 26. 26 cm.

• **Summary:** Eden Organic Foods, Inc. has its registered office at 514 East William Street, Ann Arbor, Washtenaw County, Michigan 48104. At a meeting of the stockholders, held on 26 Sept. 1970, it was resolved to increase the number of shares of authorized capital common stock to 2,000 (par value \$1.00) from 1,000. And the provisions of the Articles of Incorporation relating to capital stock were amended to increase the number of common shares to 50,000, par value \$1.00.

Signed by William T. Bolduc, Jr. on 26 Sept. 1970. Received by the Michigan Department of Treasury, Corporation Division, on 30 Sept. 1970. Filed on 2 Oct. 1970. Address: Saline, Michigan.

568. LaBel, Murray; Izakowitz, Benjamin; Hillyard, Roger. 1970. Lease agreement signed by Erewhon Trading Company Inc. in Los Angeles. Los Angeles, California. 2 p. Oct. 8. Unpublished typescript. 34 cm.

• **Summary:** This lease was executed on 8 October 1970 by and between Murray LaBel and Benjamin Izakowitz (lessors, owners of the building), and Erewhon Trading Company Inc. (lessee), for a retail and wholesale grocery at 8003 Beverly Boulevard, Los Angeles. The 2-year lease commences on 1 July 1971 and ends on 30 June 1973. The amount of the lease is \$225/month. The lease is signed by the three parties to the agreement. Roger Hillyard (lessee) is Executive vice president for Erewhon Trading Co. Inc.

Talk with Tom DeSilva, owner of Erewhon—Los Angeles. 1995. Jan. 17. Tom is quite sure that this is the earliest lease for the Erewhon retail store in Los Angeles. From the time the store opened in about Sept. 1969 until the time of signing this lease, the rent was probably paid on a month by month basis without a formal lease agreement.

Note: This is the earliest document seen (March 2020) concerning Erewhon—Los Angeles. Address: Los Angeles, California.

569. *Time*. 1970. The kosher of the counterculture. 96:59-60, 63. Nov. 16.

• **Summary:** "'Tell me what you eat and I will tell you what you are,' said Jean Anthelme Brillat-Savarin, the 18th century French gastronome. This aphorism is especially true today." The youth of Woodstock Nation, with almost religious zeal, "are becoming vegetarians. They are also in the vanguard of the flourishing organic-food movement, insisting on produce grown without chemical fertilizers or pesticides.

"Diet is very central to the revolution," says the leader of a north California commune. Why the new vegetarian trend? (1) It's inexpensive; (2) The eco-activists are concerned about the amount of DDT and other chemicals in meat; (3) There is the vegetarian influence of East Asian religions such as Buddhism, Yoga, and Hinduism; (4) The Macrobiotic diet is vegetarian except that it allows fish and seafoods, but it discourages use of dairy products. There is a lengthy, critical discussion of macrobiotics, George Ohsawa ("who wrote dozens of abstruse books on ancient Oriental diet and medicine and was the principal proselytizer for macrobiotics in Europe and the U.S."), and Beth Ann Simon ("Macrobiotics can be dangerous. The diet became notorious 5 years ago when a 24-year-old Greenwich Village housewife named Beth Ann Simon died after losing 50 lbs." on Macrobiotic Regimen No. 7); (5) Diet and yoga have become a substitute for drugs for many people. They lead to a more real and spiritual consciousness. "The young are beginning to realize that drugs aren't real. They thought it was a shortcut to the spiritual."

"Anthropologist Claude Lévi-Strauss has shown that a society's cuisine is a language into which it unconsciously translates its structure. Thus frozen foods, packaged foods, TV dinners, fast-food franchises, preservatives and additives all stem from a culture that made pragmatism, step saving

and time saving virtues in themselves. Because there are different values and plenty of free time in the new culture, gardening (organically), grinding wheat, baking bread, preparing yogurt and making a quiet ceremony of cooking and eating are all parts of the scene... For the more earnest of the cultists, the kitchen has become a holy place, as it is to the Hindus and the Buddhists.”

The new diets are filtering to the suburbs via the teenagers. Rows of unfamiliar foods, such as brown rice, miso, aduki, and gomasio [sesame salt], are appearing in middle-class cupboards.

570. Aihara, Herman. 1970. A proposal for re-organizing the Ohsawa Foundation. *Macrobiotic (The) (Carmichael, California)* 10(4):Inside front cover to p. 1. Nov.

• **Summary:** “The following is a proposal that was recently presented to the Directors of the Ohsawa Foundation Inc. by its President, Herman Aihara. To Shayne Suehle, Fred Suehle and Bernard Silver 11/10/70

“In 1961, followers of George Ohsawa’s teaching established an Ohsawa Foundation in New York City, in order to inform the public about the philosophy of the Far East and its applications in daily life. I was elected President. When some of its members moved to Chico, Cal., they organized a 2nd American Ohsawa Foundation, directed by Al Bauman, Teal Ames, Mary Barsamian and me. Efforts to unite the two Foundations were unfortunately unsuccessful, as the number of macrobiotic followers in areas other than New York and Chico was not large enough. In 1964, due to implications pertaining to FDA law, the New York Ohsawa Foundation was dissolved, and the remaining Foundation in Chico was legally incorporated by Bill Salant, Lou Oles, Bill Nichols, Bob Kennedy, and me. Subsequently, however, after Bob Kennedy and I resigned from the Board of Directors because of our association with Chico-San Inc., manufacturers of macrobiotic foods; Bill Salant died in an automobile accident; and Bill Nichols resigned; Lou Oles was the only member of the Ohsawa Foundation. In 1966, he moved to Los Angeles and continued the work of the Foundation in co-operation with Jacques de Langre. After Lou’s death in 1967, I resigned from Chico-San and resumed work as President of the Ohsawa Foundation. During the past 3 years, the sales of books, pamphlets and subscriptions to the macrobiotic have risen steadily. The Commissioner of Non-Profit Organizations (who is investigating the Ohsawa Foundation) was astonished by the fantastic rise in sales this year. There are many reasons for these increased sales: (1) increased interest in macrobiotics among young adults (in America and other areas); (2) increased awareness of ecology, which in turn has led people to macrobiotics, which is based on Oriental ecology; (3) increased awareness of the benefits of organically grown foods; (4) increased awareness of the harmful effects of cyclamates, MSG, refined sugar and all other synthetic chemicals; (5) Michio Kushi, who

has convinced many young Americans of the benefits of macrobiotic eating—as have many of his disciples; (6) some of these, and other American macrobiotic leaders, who have started macrobiotic communities and educational meetings; (7) *You Are All Sanpaku*—which is now available in paperback and has introduced macrobiotics to the general public; (8) Chico-San, Erewhon and other macrobiotic food manufacturers and distributors, all of which have increased the supply of macrobiotic foods to health food stores and have thus made such foods available to people in even the most remote places.

“On this summer’s lecture tour, from letters received daily in large numbers and from my and others’ experience and observation, it is clear that the macrobiotic movement in America is growing at a tremendous rate. Now since the many local teachers lack communication and physical connections between them, the need for direction and educational help from the Ohsawa Foundation has become urgent. Nor can the Ohsawa Foundation be effective without suggestions and participation from the local organizations. In short, without a uniting organization, the American macrobiotic movement may turn into chaos. And since it is my belief that the Ohsawa Foundation, with its history, financial ability and experience, is well suited for such a task, I am proposing that the Directors of the Ohsawa Foundation Inc. re-organize it, by adding the following Directors immediately.

- “1. Michel Abehsera, 5 Clark St., Binghamton, New York.
- “2. Tony Abruzzo, 431 Hicks St., Brooklyn, New York.
- “3. Cornelia Aihara, 2523 Gunn Rd., Carmichael, Calif.
- “4. Joe Arseguel, 61 Pond St., San Francisco, Calif.
- “5. Ken Burns, 4546 8th Ave. N.E., Seattle, Washington.
- “6. Bert Butscher, 624 Myrtle Ave., Bryite, Calif.
- “7. Walter Dale, Box 6358 Pacific Station, Long Beach, Calif.
- “8. Jacques de Langre, 7557 Sunset Blvd., Los Angeles, Calif.
- “9. Jack Garvy, 5201 N. Camino Escuela, Tucson, Arizona
- “10. Lorraine Harr, 4102 N.E. 130th Pl., Portland, Oregon.
- “11. Bob Johnson, 905 30th Ave. S., Seattle, Washington.
- “12. Michio Kushi, 216 Gardner Rd., Brookline, Massachusetts.
- “13. Merv Lovenburg, Geology Dept., UC Davis, Davis, Calif.
- “14. George Mulek, 11724 109th Ave., Edmonton, Alberta, Canada.
- “15. Gene Neufeld, 390 O’Connor, Menlo Park, Calif.
- “16. Loring Palmer, Zen Center, 1884 Bush, San Francisco, Calif.
- “17. Louis Remy, 1258 Industrial Ave., Escondido,

Calif.

“18. Dr. Gordon Ruesink, 61 S. Valley St., Kansas City, Kansas

“Other Directors would of course be needed (especially in areas not covered by this list) and could be added as those in office decide.

“Sincerely, Herman Aihara, President, the Ohsawa Foundation.” Address: The Ohsawa Foundation, Inc., 2523 Gunn Road, Carmichael, CA 95608.

571. *Consumer Bulletin*. 1970. Peanut butter. Nov. p. 4., 37.
 • **Summary:** Above the title of this article is a large photo of a little girl making a peanut butter sandwich.

The suggestion was recently made by the USDA that a peanut butter and jelly sandwich would make a more nutritious breakfast for children than breakfast cereal.

As everyone knows, most children love peanut butter, “but nowadays peanut butter readily available in the stores is processed in a way to give it long shelf life and is scarcely more desirable as children’s fare than the customary breakfast cereals. Chemicals are added to prevent oil separation, to retain the peanut butter as a homogeneous mass, and to keep it from becoming rancid.” Sugar is even added to some brands—where it is just as undesirable as that used by makers of the most popular (and typically sweetest) breakfast cereals.

Page 37 is nearly filled with a list of manufacturers of “pure peanut butter” with no additives but salt. Among these are Walnut Acres of Penns Creek, Pennsylvania.

Note: Any variety of peanut may be used for butter, although usually commercially made peanut butter is a mixture of Virginia and Spanish peanuts. From its origins in the mid-1890s until about 1970, peanut butter was typically made from a blend of Virginia and Spanish peanuts.

572. Goldman, M.C. 1970. Southern California—Foodshopper’s paradise! An exciting burst of organic-living enthusiasm—among young, old and in-between—has created a tidal wave of food shops and more products from Santa Barbara to San Diego. *Organic Gardening and Farming* 17(11):38-45. Nov.

• **Summary:** “Spearheading the surge to organic foods today is the West Coast’s literal Garden of Eden—the southern half of Golden California.” And this should be no surprise. A climate well suited for year-round gardening and farming join with people of all ages with people interested in natural foods plus “that rapidly-enlarging segment of the younger generation now so awake to wholesome eating.

“Actually, a sizable chunk of early interest in organic ideas belongs to this paradisiacal area. Pioneers like Phil Arena, Herbert Clarence White, Maria Wilkes, Clarence Tontz, Lee Anderson and dozens more have all lent the sunny Southwest locale an aura of organic history-in-the-making.”

In a late July trip from Santa Barbara south to San

Diego the writer observed in shop after shop (there are at least 300 “health food stores”) along the beautiful Pacific coastline, streams of young folks—many with surfboards and/or children in tow—were coming in to buy fresh fruits and vegetables, whole grains, “juices, kelp and dulse, sea salt and soy products, breads and eggs.”

Veteran Betty Morales, prolific writer and lecturer, notes: “The influx of young people is like a blood transfusion to the health-food business, particularly to the retailers of organically-grown foods.”

Sun Circle Ranches, based in California, supplied by some 200 organic farmers (large and small), are the leading nationwide distributor of organic produce.

In Los Angeles, Erewhon Trading Co., related to the original shop in downtown Boston, Massachusetts, is only a year old, yet serves 100 West Coast stores, natural food restaurants, co-ops and various institutions. Paul Hawken, president of Erewhon [a macrobiotic company], notes that even some of the big universities, including UCLA, have become customers for the popular organic brown rice and soy sauce.

Jimmy Silver, shop manager, says the store’s retail clientele consist of about half each younger and older people. Fresh produce from Sun Circle attracts both. Silver sells about 1,200 hundred pound bags of brown rice each month—90% of it wholesale to established shops in L.A. and other parts of the Southwest. Grown for Erewhon by Wehah Farms in Richvale, California, it now retails for \$16.50 per 100-lb sack.

“Grains from the well-known Arrowhead Mills in Deaf Smith County, Texas, also make up a sizable segment of business, says Hawken, a young man who typifies the keen, forceful drive of the new generation in health foods marketing. Along with these and rice, soy sauce made from Japanese organic-grown beans constitutes the biggest seller—nearly 4,000 gallons a month at \$8 by the gallon, down to \$1.20 per pint. Various soybean pastes, such as *mugi miso* prepared with the beans, well water and salt, are also favorite products. So is seaweed...”

Says veteran store owner Walter Lindberg: “No question about it, people are becoming more concerned about the quality of the food they buy.” All store owners say that business has jumped during the past year—especially from young people. “Young people have an open communication system that far outstrips TV and radio.”

At the Sun and Earth shop in Goleta, a suburb of Santa Barbara packed with students, one popular item (called the “natural foods answer to the TV dinner”) is “a platter of our soyburgers, carrots and parsley,” which retails for 57 cents.

Goldman concludes: “The thunderbolt of organic living has not only struck ground in the West—it’s sent a strong, vital message crackling everywhere in the land.”

Contains 6 photos taken inside the new breed of food shops. Address: Box 866, Hereford, Texas.

573. Holm, Jane Wang. 1970. Let's enjoy our soybeans. *Organic Gardening and Farming* 17(11):114-16. Nov.

• **Summary:** Describes how to cook “shelled green soybeans,” and dried soybeans. The author notes that “old China dishes sound odd, but taste good. How about some fresh, tender dandelion shoots with soybean cake, or sliced frozen bean cake with eggs and dried seaweed soup? Dried soybean curd cooked with a fish head and tail, together with some fresh hot pepper tastes wonderful.”

Note: The circulation of *Organic Gardening and Farming* is now about 580,000.

574. *Macrobiotic (The)* (Carmichael, California). 1970.

French Meadows lectures by Herman Aihara and Alcan Yamaguchi (Continued–Document part II). 10(4):5-9. Nov.

• **Summary:** (Continued): As a psychologist in the Air Force, he was having severe stomach aches. None of the Air Force doctors could cure them. When a chiropractor told him the cause was coffee, he stopped drinking it, the stomach aches went away, he began studying chiropractic, met Dr. Ruesink, and began studying macrobiotics. He told us he has cured 6 cancer patients diagnosed by medical doctors, and 12 who were not. His faith in macrobiotics is strong. We are very lucky that such doctors understand macrobiotics, and apply it to their patients. After camping out the next 7 days, we came to Vancouver, British Columbia, where Banny Cutt was busy in his new macrobiotic store. Our lecture and cooking class were attended by 40. George Mulek, a successful Alberta businessman, owner of a 21-story building, gave us his best apartment to use: camp-dwellers were suddenly transformed into millionaires! The view of Vancouver Bay was wonderful. George experimented for many years with several health food diets, and is now convinced, from his own experience, of the superiority of macrobiotic eating. His long years in the health food field make him a fine promoter of macrobiotics. We owe him very much. We saw our old friends Lester and Lillian Russell on Vancouver Island. And on Denman Island (5 square miles reachable only by ferry boat from Vancouver Island) we found, surprisingly, a macrobiotic community.

“On July 31st, we returned to the West Coast and were welcomed by Ken Burns, Bob Johnson and others at Ken's familiar Seattle home. The dinner at Kagetsu was excellent. There are many young people in Seattle who are hoping to build a strong macrobiotic community. Our 2 lectures and 1 cooking class were attended by about 150 people.

“When the scheduled Portland lecture was unexpectedly cancelled, Lorraine Harr, in whose home we stayed, quickly arranged a meeting, attended by 10 and filled with interesting questions and lively discussions. In Ashland, we saw our old friends Sandy and Sylvia Goodman, now involved in psychological group therapy. We had a wonderful discussion on the transmutation of emotions, on which I'll write later.

In short, my suggestion is that there is a striking similarity between the biological transmutation of elements and that of emotions, oxygen being the key agent in both. Next stop was Emmett Station, Calif., where John Deming gave me 66 acres of land, on which are 6 houses, a mountain and many apple trees (delicious!). I plan to use this gift for a year-round macrobiotic camp-school. After our lecture there, attended by 10, we made our final stop on the tour: Chico-San Inc., where we lectured to about 10, bringing the total to about 2,300.

“Aside from the above people, there were many others who helped our trip. Joe Arseguel, David Schleiger and Gene Neufeld in the San Francisco area; Jacques de Langre and Shayne Suehle in Los Angeles; are some of them. To all the above, and many others, I extend my deepest appreciation. To our driver, Carl Campbell, who drove over 12,000 miles in 2 months!, I am also grateful. As for Alcan, it goes without saying that I am indebted to him also. The warmth and love he received everywhere we went indicates in itself how interesting and fruitful he made the trip. Finally, to my wife Cornellia, I give my deep appreciation. Throughout the trip, she cooked for us—in a crowded camper or on an unaccustomed campground—so we could enjoy rice, miso soup and vegetables every day. The fact that no accident and no sickness occurred during the entire trip is an indication of her devoted motherly spirit. Without her, we could not have made such a rapid and successful trip. It was a wonderful trip, an unforgettable trip. But there was one trouble we did have. It was not outside, but inside of us. Because of our cramped quarters (4 adults and 2 children in a small camper); the speed of the trip; the almost incredible amount of driving Carl did every day; and his insistence on eating virtually nothing but rice, miso soup, vegetables and bread, Carl began losing control of the excess yang from the above that had gradually built up inside of him. First he became irritable, then nasty. I offered to do some of the driving, but he didn't want me to drive. Then, around Albany, N.Y., Kansas City, and Denver, there were unpleasant exchanges between Carl and the rest of us. And finally, at a motel near Salt Lake City, Carl exploded: “Shut Up. I Don't Like You Japanese, etc. (These expressions, of course, did not represent Carl's predominant feelings towards us either before or after that time; excess yang had distorted his nervous system, and had made up such words in order to discharge itself). Alcan, who has had much experience with such situations, accepted and embraced Carl's anger: ‘I am sorry; I did not treat you nicely. We should talk to each other, so that we will not leave any hidden complaint or resentment against each other.’

“Since that time, Carl's mental condition has changed. He has become happier and friendlier. We had a good talk at the end of the trip. He is now living happily in New York, and is corresponding with me regularly. He changed. He learned. My wife Cornellia, however, is still suffering from

Carl's angry explosion. She is simply not strong enough to heal the wounds of his emotional outburst. It was too much of a shock for her to realize that someone she is giving so much love by cooking and serving food for him every day can act in such a way towards her. If we had not lived in such cramped conditions, for such a long time, moving at such a rapid pace, such a painful experience would probably not have happened.

"Did we make a mistake? Was it too difficult a trip to make? Too big a strain on human relations? I say no. I have no emotional trouble with Carl now. Carl is very happy after passing through this experience (which was undoubtedly very painful for him, too). Why can't Cornelia overcome this agony, by accepting the pain that her belief in an illusional, mortal, dualistic "self" [ego] caused? Why can't she understand that she and Carl (and all other phenomena) are One, and that any pain she has ever felt, or ever will, is always, like everything else that ever happens, absolutely perfect justice? Until we admit that what we dualistically call our "self" is a mere passing shadow of our real Self (Oneness), we will never know absolute peace, confidence, and love.

"I will try again such trips, until we have reached the humble all-embracingness which admits that any pain we ever experience is nothing more than another of the infinite illusional manifestations of our one and only true Self (Oneness: Infinity: God)—true Creator of all happiness and all unhappiness, all pleasure and all pain." Address: The Ohsawa Foundation, Inc., 2523 Gunn Road, Carmichael, CA 95608.

575. Photographs of people at the Erewhon—Los Angeles macrobiotic retail store. 1970. Los Angeles, California.

• **Summary:** These five black-and-white photographs were taken in mid-November 1970 at the Erewhon—Los Angeles retail store on Beverly Boulevard (at the corner of Edinburgh) by Jimmy and Susan Silver. The photos were sent to Soyinfo Center by Jimmy Silver in Aug. 2010.

The show: (1-2) Bruce Macdonald (who was in charge of the store and Erewhon West Coast operations at the time) standing near the cash register. (3) Customers in the store. (4) Jimmy Silver hugging his daughter Rachael (who is in a wooden barrel) in the store. (5) The produce section at Erewhon—Los Angeles.

Note: In an e-mail dated 29 Aug. 2010, Jimmy Silver adds: "We had a warehouse catercorner across Beverly Blvd. The other store employees (and I use the term loosely, as we all lived at the Kushis' house on Franklin Ave. and basically received room and board and sort of an allowance at Bruce's discretion, not actual pay) were Bobby Orgo and John Curran. We all worked at both the store and the warehouse (which did some wholesale and institutional sales, to other stores and restaurants). For whatever reason, Bruce liked me working in the store and talking to the customers or talking



to customers on the phone. So even though Bobby was the one with the most experience and know-how, I kind of became the de facto second in command after a little while, handling the money, etc.

"Also, Jim Docker and Leon Abehsera worked at the store, but doing construction and physical improvements, not the work of the business itself. They both had this incredible (to me, anyway) ability to lie down on a sack of rice, any time of day, and immediately go to sleep for five or ten minutes, and then get up looking and acting as if they'd just had 8 hours sleep.

"Bobby Orgo was really a character. He once got in a big argument with the health inspector (!) of all people, who had come to check out the warehouse. Everything was 'dry' at the warehouse (no refrigeration), so the inspector was saying this and that about the rules, but was basically going to let it all go. Bobby comes in smoking a cigarette and the inspector tells him he can't smoke in a food facility. Why not? Against the health code. So what—smoking isn't bad for you (macrobiotics tended to look at smoking as 'yangizing', which was 'good' for yin people, which everyone was assumed more or less to be). They get into a big yelling match, and the inspector ends up citing us for about fifty violations, and we ended up having to put in tile coving, a floor drain and stainless steel sinks—all to handle bags of

grain, because of Bobby's argument."

In an e-mail dated 10 Jan. 2010 Jimmy Silver adds: Doug Rauch was both sales and purchasing manager. I more or less worked for him, or was trained by him, when I came to Erewhon, mostly because I was interested in what he was doing. He was the guy that knew all the product information.

"Nominally I was in charge of getting the catalogs out, 'envisioning' and 'theming' them, labels and label concepts and designs, new products, customer relations (but in a more technical sense, like product research questions—our customers were primarily stores and coops), vendor relations (making nice with our suppliers and producers beyond issues of payments and shipments and orders), and handling the import business from Japan and our relations with our two Japanese suppliers, Muso and Mitoku. Sort of like a jack of no trades.

"Doug got Trader Joe's (TJ) to take on natural food products from Erewhon. Eventually he left and then went to work for TJ. Their office at the time was only a few blocks from where he lived. I was sent over to his house for two or three days during the transition and made notes on a yellow legal pad of all the things I needed to do and pay attention to that he told me, and then I became the sales manager and purchasing manager. By then Erewhon was in Vernon, no longer in Culver City.

"Doug rapidly rose at TJ, and shortly became their youngest VP. He convinced them to expand to the East Coast and became president of the East Coast division. Now he has 'graduated' as he would put it, has some sort of fellowship at Harvard, and helps out at the local NPR station (I think he may be the chairman, which I believe means they rely on him to make sure that they raise enough money to keep operating)." Doug is tall—a very interesting guy with a very dry wit.

576. Retzliff, Mark Alan. 1970. Certified resolution of change of registered office: Eden Organic Foods, Inc. Lansing, Michigan: Michigan Department of Treasury. 1 p. Nov. 17. 26 cm.

• **Summary:** Mark A. Retzliff, treasurer and assistant secretary of Eden Organic Foods, Inc. states that at a meeting of the board of directors, held on 17 Nov. 1970, it was "Resolved that the location of this corporation within the State of Michigan is changed from 514 East William Street to 211 S. State Street, Ann Arbor, Washtenaw County, Michigan 48104." Signed by Mark Retzliff on 17 Nov. 1970. Received by the Michigan Department of Treasury, Corporation Division (Lansing, Michigan), on 18 Nov. 1970. Filed on 19 Nov. 1970. Address: Ann Arbor, Michigan.

577. Health Enterprises Corporation. 1970. Back to nature: The new boom in organic foods offers a unique opportunity (Ad). *New York Times*. Dec. 20. p. 131.

• **Summary:** A large, bold ad. "If you haven't read *Time*

or *Life* or *Look* in the past few weeks, then you've missed the excitement about the newest thing in food retailing—the mushrooming growth in organic foods.

"The National Nutritional Foods Association puts it this way: the organic foods business has *doubled* each year during the last three years. And Healthway Natural Food Shops offers you a unique opportunity:

"Today's fastest ways to profit in your own natural food business:

"Our unique approach? We've added fast, over-the-counter service to tastily-prepared, healthful organic foods and beverages to the traditional package food store. Instead of waiting months to build volume, the Healthway food bar creates immediate traffic and profit. As customers learn how good organic foods can taste, package sales grow.

"Our pilot turned a profit the day it opened. Four new Healthway organic food-service / package sales units are now being located in southern New York and Connecticut. We are now looking for Area Directors to develop virtually untouched markets in New Jersey, New York, New England and other eastern areas. We can back each area director with:

"Fifteen years experience in the purchase and distribution of organic foods and vitamins.

"Complete sales and management training program.

"Assistance and back-up in site selection, lease negotiation and unit financing.

"Pre-tested menus and recipes and complete selection of organic bulk and packaged foods."

"We offer this exceptional income opportunity only to the highly-motivated, sales-oriented person who has the vision to see the potential in this area and the drive to develop it... we require a commitment of \$30,000 (which will include the installation of your own Healthway Natural Food Shop and Food Bar).

"If you are interested in the new boom in natural foods, write or call or Marketing Director:..."

Note: This is the earliest document seen (March 2020) concerning retailing of natural or organic foods. Address: 84 Thomas St., New York, NY 10013. Phone: (212) 349-1425.

578. Halas, Susan. 1970. How to speak organic. *San Francisco Examiner*. Dec. 6. Movements section. p. 28-29. 33, 35. Sunday. *

• **Summary:** In this article is a list of organic food stores in the Bay Area with addresses: They include:

Good Natured Foods, 1512 Shattuck, Berkeley.

New Age Natural Foods, 1326 Ninth.

Sonoma Natural Foods, 3214 Folsom.

Wholly Foods, 2999 Shattuck, Berkeley.

Butler Natural Foods, 2944 College, Berkeley.

And organic Restaurants:

Good Karma Cafe, 501 Dolores.

Osoba Noodle Nook, 2505 Hearst, near Euclid, Berkeley, etc.

579. Lansing, Elizabeth. 1970. The move to eat natural: New converts to organic food are sprouting up all over. *Life*. Dec. 11. p. 45-50, 52. Cover story. [2 ref]

• **Summary:** Headline on the cover: “Organic food: New and natural.” A full-page photo shows model Gunilla Knutson, who owns a health food store. The blonde-haired young lady is wearing blue jeans and toting a large knapsack, overflowing with fresh vegetables and ears of wheat.

A growing number of people—most of them young, believe that we eat too much, and mostly of the wrong things. That “our food comes to us not as nature intended, but altered by man during both growth and processing; and this tampering has produced increasingly bad effects on man and the ecology.” Many make every effort to insure that all their food is grown organically—without pesticides or chemical fertilizers—and that it contains no chemical additives. A new industry is growing up in America to meet these demands. Photos: A colorful array of loaves of whole-grain breads, leavened and unleavened, some with sesame, poppy, or sunflower seeds. Most of these come from a commercial bakery in Berkeley, California. (2) Top view of natural food staples in crocks, incl. black beans, millet, azuki beans, soy beans, unsulphured apricots, toasted kasha [buckwheat], sunflower seeds, red lentils. (3) A self-serve cafeteria at U.C. Santa Cruz where students may choose an organic vegetarian menu—including bean curd [tofu].

Other two-page spreads are titled: Filling the gap from earth to table. Photos show: (1) Saturday morning meeting of leaders of the Food Conspiracy in Berkeley, California. (2) Inside of Wholly Foods’ store in Berkeley. Four proprietors under age 30 say success of the store has put them “on a capitalist trip.” (3) Jim Baker’s The Source restaurant in Los Angeles. His wife carries a tray of tall glass of juices. (4) Model Gunilla Knutson on a ladder in the store Nature’s Children, of which she is part owner.

Composting and ladybugs make it work. (1) Aerial view of the Garden Project on a 4-acre plot at the University of California at Santa Cruz. (2) Leaves collected by the city of Allentown, Pennsylvania, on their way to the Rodale Farm compost heap. (3) Organic rice plants in the field (600 acres) at Wehah Farms in Chico, California. A key part of organic gardening and farming is composting. For ages it has been a hit-or-miss process, but in the 1930s, Sir Albert Howard, an Englishman, turned it into a science, which he described in detail in *An Agricultural Testament* and elsewhere. Howard inspired J.I. Rodale and Rodale’s magazine, *Organic Gardening and Farming*, started the organic movement in the USA. An estimated 5,000 farmers are now growing crops for sale organically, and the number is steadily increasing.

A handful of natural starters: Photos show and recipes tell how to make: (1) Unleavened soaked-wheat bread, and Corn pones. (2) Six beverages without added sugar, incl. Carob milk. (3) Meaty soups for the pot: Vegetable bean

soup, and Egg and lemon soup. (4) Organic rice with ‘bite’: Skewered shrimp with rice.

An image to shed, more food to grow. The writer says that “a large part of the public believes” that the natural foods movement “is just wheat germ and molasses all over again, ingested chiefly by body builders and other exotics. Or worse—that natural foods and macrobiotic diets are synonymous. Agricultural colleges may be sympathetic to organic methods but they seldom teach them—probably because so much of their research is subsidized by the chemical industries.

Note: It looks like the natural foods movement has started to go mainstream.

580. Carter, Tom. 1970. Natural food supermarket a success. *San Francisco Examiner*. Dec. 25. p. 25. *

• **Summary:** The article begins: “Palo Alto—If there is any doubt that an organic food revolution is beginning it can be dispelled first by the appearance of the world’s only natural foods supermarket in nearby Palo Alto [near Stanford University] and second, by the success of the man who opened it.

“Ever since New Age Natural Foods supermarket put up its no smoking signs, stocked its shelves and flung open its doors as the first of its kind, it has had a surge of customers, both young and old.”

Fred Rohe, age 33, is president and chairman of the board of New Age Natural Foods, Inc.

Items in the store are more expensive than elsewhere, but Rohe believes that people are “fed up with modern, nutritionless, sugar-coated foods.” He believes that they will choose organic if they understand the how most foods are grown. Therefore his job is education and providing information.

Five years ago Rohe left his career as a starving writer of fiction to try entering a business in an emerging new field—that of organic and natural foods.

He borrowed \$5,000 and in April 1965 he bought a health foods store [Sunset Health Foods at 1319 Ninth Ave. in San Francisco].

But instead of stocking it with the usual health foods fare, he added fresh produce, animal products, baked goods, etc.

During the first year business was slow, but then young people discovered him. “His business doubled each year until 1970. Business was so good that he annexed a shop across the street and used it for a granary.”

Organic food is more inclusive than what has been formerly found in “health food” stores, which are typically small shops which concentrate on vitamin pills, lotions, oils, etc.

In order to have uniform standards, Rohe organized a dozen retailers, growers and restaurateurs into a group named Organic Merchants. The group now has more than 50

members and ranges to Alaska and Hawaii.

In San Francisco alone the number of natural food stores and restaurants as tripled (from 4 to 12) during the past year. Rohe's little one-man operation five years ago is long gone.

Today, New Age is a million-dollar corporation which employs 50 people in four stores in four towns. "It has a burgeoning produce subsidiary that distributes to 55 other stores as well."

Rohe says his biggest problem is keeping the shelves stocked with good organic food. "A good day can wipe them clean."

Rohe says he's not interested in making a lot of money. He just wants to see lots of high-quality natural food stores all across America. "Last year Rohe trained three proprietors so they could go out and independently start their own stores."

A large photo shows Fred Rohe working in his produce section. He is wearing rimless glasses, has a beard and medium-length (not long) hair.

Note: This is the earliest document seen (March 2020) that contains the term "natural foods supermarket" (or "natural foods supermarkets")—regardless of hyphenation.

581. *SoyaScan Notes*. 1970. Chronology of soybeans, soyfoods and natural foods in the United States 1970 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** As the new decade begins, Richard Nixon is president, the Vietnam War dominates the news, gasoline costs 32 cents a gallon, and a nice home in the San Francisco Bay Area sells for \$59,000 on average.

1970 summer. Erewhon—Los Angeles starts distributing macrobiotic natural foods.

1970 July. Westbrae Natural Foods in Berkeley, California, starts distribution, founded by Bob Gerner. Actually the company was not named "Westbrae" until about one month later.

1970. Use of soy oil in cooking and salad oils passes that in shortening to become the leading form of utilization in America.

1970. AGRICOLA, a computerized bibliographic database of agriculture, is established at the USDA National Agricultural Library in Beltsville, Maryland. In 1986 total records passed 2 million, including 20,000 on soybeans.

1970. Plant Variety Protection Act enacted by Congress to extend patent protection to plant varieties reproduced sexually, by seed. This leads to greatly expanded activity by private soybean seed breeders.

1970. First running of the New York Marathon; 55 people finish, no women.

1970, late. Pure & Simple begins operation in Los Angeles, California, as the first of America's new wave of natural food snack companies, founded by Bruce MacDonald, who was working at the time for Erewhon.

After leaving Erewhon in May 1971, Bruce merged Pure & Simple with The Well, a natural food distributor in San Jose. Originally The Well had been named New Age Distributing, founded by Fred Rohe.

582. *Hygienic Review (USA)*. 1970---. Serial/periodical. Editor: Herbert M. Shelton. *

• **Summary:** Part of Dr. Shelton's hygienic system is a vegetarian diet.

583. Rodale, J.I. 1970. Organic food and health: Today's scientists urgently need to take a closer look at natural food health advantages—and to test the organic ideas fairly and fully. *Organic Gardening and Farming* 17(12):103-04, 106-08. Dec. [4 ref]

• **Summary:** At the beginning of the article, in smaller print, is this: "Note—From this point instead of using the cumbersome phrase 'organically-grown food,' I will reduce it to 'organic food,' which I trust will become accepted by constant usage."

An old philosopher once said that every good new idea passed through three phases—ridicule, discussion, and adoption. The organic movement has been in the discussion stage for a long time.

The writer then responds in detail to an article favorable to organic agriculture published in *The New York Times* on 7 Sept. 1970 and titled "Organic food fanciers go to great lengths for the real thing."—that is, to get organically grown food.

Sir Albert Howard is "the father of the organic method." "In 1905 he was appointed Imperial Economic Botanist to the Government of India and was stationed at Pusa, where he developed a natural method of plant disease and insect pest control. He carefully observed and followed the methods of the native farmers. He came to realize: "Insects and fungi are not the real cause of plant diseases but only attack unsuitable varieties or crops imperfectly grown." He found the same to be true of his oxen. He duplicated his methods elsewhere in India and at Indore perfected his famous method of making compost. His many successful experiments with natural farming are described in his book, *An Agricultural Testament*, published by Oxford University Press.

Another pioneer was "the late Dr. Ehrenfried Pfeiffer, who was given an honorary M.D. degree by the Hahnemann Institute of Philadelphia [Pennsylvania] for his brilliant work on crystallization. He was an advocate of the Biodynamic method, a variation of the organic method in that they use sprays made from organic and other innocuous substances, and pay more attention to the making of compost." In 1938 he wrote the book *Bio-Dynamic Farming and Gardening*. Various tests showing the health effects of bio-dynamic feeds vs. commercial feeds fed to rats and chickens are described. In each test, the bio-dynamic group did better. Academics are either unaware of or ignore such studies. They say that if we

don't use their chemical methods in agriculture, the world will starve.

A portrait photo near the headline shows J.I. Rodale.

584. Hawken, Paul. 1970. *The new oil story* (Leaflet). San Rafael, California: Organic Merchants. *

585. Rohe, Fred. 1970. *The flour story* (Leaflet). San Rafael, California: Organic Merchants. *

586. Rohe, Fred. 1970. *The sugar story* (Leaflet). San Rafael, California: Organic Merchants. *

587. Wright, Michael W.; Rohe, Fred. 1970. *The New Age old fashioned fertile brown egg story* (Leaflet). San Rafael, California: Organic Merchants. *

588. Abehsera, Michel. 1970. *Cooking for life*. Swan House, P.O. Box 638, Binghamton, NY 13902. xiv + 364 p. First Avon Flare Books printing, March 1972. Recipe index. 21cm.

• **Summary:** A beautifully-written, sometimes poetic, book. Contains many imaginative and joyous macrobiotic recipes.

Contents: Foreword. Woman in the kitchen ("The kitchen is the heart of the home"). The cook is a philosopher. A cook in the fields. The cerealian's dictionary. The Yin and yang story. The promised land. Utensils. Cooking brown rice. About salt. Cooking other grains. Nutritionists versus nutrition. Cooking beans, chick-peas and lentils. Doctor M is cooking at my brother's restaurant tonight. Soups. Vegetables. The first meal. Sea vegetables. Fruits, meat, grains and man. The condiments on your table. Why do we overeat? The companions of grains. Of weak and strong men. Something fresh on your dish (Salads and Pickles). Sauces. Dressings. Spreads. The biochemistry of violence. Special dishes. Baking bread and other things. How about a drink? Tempura. Why do we cook our foods? Flours make wonderful things. The acid and the alkaline. Cooking fish. Don't call a doctor, I need a cook! What we enjoyed last week. The ceremony. The international chef. Desserts. The traveller's pack. The Ten Commandments of Health. Epilogue.

Dedication: To Georges Ohsawa—I am infinitely grateful.

Acknowledgments: "This book could never have been completed without the help of my wife, Claude. Most of the recipes are hers; she cooked, tested and wrote them down... Jack Garvy completed the editing of the book and made definite English corrections. My exceptional friend William Dufty gave valuable advice. Finally, my brother Charles was very helpful..."

The author uses the term "black beans" and from his definition on page 18 it seems that he is referring to black soybeans: "Black Beans, twin brothers of the red aduki in size, are sold in Chinese, Japanese and natural-food stores.

They are the milk and honey of the bean family, and their flavor and texture impart a delightful sweetness and richness to any soup or vegetable dish." No definition is given of soybeans. In the section titled "Condiments" (p. 20-21), the author defines soya sauce, miso, seitan, salted plums, tofu, kuzu, etc. "Tofu is another name for soya-bean curd. In Chinatown, you'll see it in wooden barrels. It looks like Feta Greek Cheese and some people would swear it tastes like chicken. It is excellent served with sauteed vegetables, sauces, fried or cooked in Miso Soup.

"Seitan: Your guests will almost certainly mistake this for meat. Teeth find it pleasant to chew. A combination of wheat gluten, wheat soya beans [sic], water and salt, it comes in handy when mixed with vegetables, sauces and soups." Note 1. No recipe for making or using seitan appears in this book.

Soy-related recipes include: Cooking beans in a pressure-cooker (p. 66; "Do not pressure cook black beans. Their skins may come off and clog the pressure cooker spout. It is quite dangerous!"). Cooking beans in a pot (incl. soya beans, p. 67). Black-bean stew (with miso, p. 70). Soja jardiniere (with whole soya beans and miso).

In the chapter titled "Soups," the author tells the story of how the famous Japanese physician, Dr. Tatsuichiro Akizuki, used miso to strengthen his constitution and to survive the atomic bomb dropped on Nagasaki on 9 Aug. 1945. Under "Minerals" in that chapter he discusses other virtues possessed by miso, then gives a recipe for Miso soup (p. 86).

Radishes sauteed in miso (p. 114). Sandwich au gratin (with miso spread, p. 114). Macrobiotic marbles (with miso, p. 155). Claudia's pizza (with miso, p. 158). Salade au cresson (with miso, p. 169). Nato [sic, Natto] (Japanese salad with natto, p. 171; Note 2. The author describes "Nato" as "sour soy-beans, bought in a Japanese store"). Miso sauce (p. 178). Miso spread (with tahini, p. 187). Oat-miso spread (p. 188). Scallion spread (with miso, p. 188). Miso pâté (p. 189). Komoku (with tofu, deep-fried and cut into strips, p. 212). O'Sushi (with tofu, p. 217). Kasha à l'Orientale (with tofu, p. 220). Bi-Cuan (Vietnamese recipe with fried tofu, p. 226). Kagetsu ice cream (with fine soya powder [perhaps Jolly Joan from Ener-G foods in Seattle], p. 334; "Kagetsu is a beautiful restaurant in Seattle"). Yellow pompidou (with soya bean powder, p. 336).

The Foreword states (p. 1-2): "Ten years ago I was a sick man, struggling to stay alive and to finish a novel. I suspected I might fail in both matters and the doctors of Paris agreed. They abandoned me as a hopeless case. It was then that I discovered a way of life called Macrobiotics. After a year of eating grains and vegetables, my health restored, I ventured to New York to discover America and finish my novel."

Note 3. *Webster's Dictionary* (1985) defines feta, a word first used in English in 1940, as "a white semisoft Greek cheese made from sheep's or goat's milk and cured in brine."

Fax from Jimmy Silver. 1991. Dec. 17. This was the first best-selling macro / natural food cookbook. Michel is head of a (the?) Jewish community in Montreal, Canada. He has 7-9 brothers and 1 sister. "His brother, George, founded the Nature de France clay based body care company—originally called Cattier but changed after they were sued by Cartier. I thought they would have prevailed in the suit but George didn't want to spend \$500,000 to fight it even if he won." Address: New York.

589. Bragg, Paul C. 1970. *The shocking truth about water: A universal fluid of death*. Burbank, California: Health Science. xviii + 100 p. Illust. Forms. 21 cm. *

• **Summary:** Explains that fluoride is a poison. Also reprinted, with some new editions, in 1974 (Santa Ana, California: Health Science), 1977, etc. Address: Burbank, California.

590. Ceres Grain Shop and Bakery after moving into a larger location on the Portobello Road (Photograph). 1970. London, England.

• **Summary:** (b) Outside Ceres Grain Shop and Bakery at 136a Westbourne Terrace, London W.2. Greg writes (Aug. 2017): "The actual entrance was around the corner in Bishop's Bridge Road. There was zero passing traffic, no other shops or anything on that stretch of road that goes from Paddington Station to Queensway. You had to know where it was to get there."

Sent to Soyinfo Center by Gregory Sams 2017 April 6. Address: London. Phone: 01 451 3111/2.

591. Darlington, Jeanie. 1970. *Grow your own: an introduction to organic gardening*. Berkeley, California: The Bookworks. 87 p. Illust. No index. 22 cm. [49* ref]

• **Summary:** The chapter titled "Growing your own in five days: Sprouting seeds" (p. 73-75) begins with a quotation about soybeans by Dr. Clive M. McCay, and mentions soybeans as one the seeds you can sprout. Address: Alameda, California.

592. Goldstein, Jerome; Goldman, M.C. eds. 1970. *Guide to organic foods shopping and organic living*. Emmaus, Pennsylvania: Rodale Books. 116 p. 22 cm.

• **Summary:** "Compiled by the editorial staff of Rodale Press." Contains a complete list of organic food sources in the United States.

Contents: The Market Is Becoming Organic. Better Living with Less Conveniences. What Kind of Progress Do We Want? The Young People Are Where It's At. Organic Living Ideas for the 1970's. Natural Foods Are Gourmet Foods with Old-Fashioned Flavor. More Organic Foods for Today's Shoppers. Associations for the Organic Producer and Merchant. At Colleges, Schools and Restaurants. Restaurants Cross-Country Bring "Gourmet Organic" Eating to Life.

Health and Natural Food Stores, Whole Earth Catalogs, Ecology Centers and Organic Trading Posts. Will You Help These Farmers? What to Watch for on Food Labels. An Ecological Consumer Products Listing or What Are Your Favorite "Good" Products? Safe Detergents—Which Ones, If Any? [Phosphates are the problem]. Problems of Today's "Factory" Food Farms. Directory of Organic Food Sources. Natural Fertilizers, Soil Conditioners, Mulches, and Mulching Materials. Ecology Action Groups. Ecology Researchers, Legislators, Teachers, and Students. Organic Gardening Clubs of America. Natural Resource, Wildlife Conservation and Health Organizations. Addenda. Address: Emmaus, Pennsylvania.

593. *SoyaScan Notes*. 1970. Chronology of Food for Life (Chicago, then Elmhurst, Illinois). 24 Sept. 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1970—Food for Life is started as a macrobiotic retail store by Bill Tara on the 10th floor of a Chicago office building.

1973 Nov.—The company's address is 2231 North Lincoln Ave., Chicago, Illinois 60614.

1973 Dec.—Tom Swan is now the owner of Food for Life. He represents the company at a meeting of natural food distributors in Toronto, Ontario, Canada.

1974—Food for Life, Inc. is now located at 420 Wrightwood St., Elmhurst, Illinois 60126.

1975—They are a member of the Natural Foods Distributors Assoc. (NFDA). But by Jan. 1976 they are one of three companies that have not paid their dues. Address: 2231 North Lincoln Ave., Chicago, Illinois 60614.

594. Trager, James. 1970. *The enriched, fortified, concentrated, country-fresh, lip-smacking, finger-licking, international, unexpurgated foodbook*. New York, NY: Grossman Publishers. xv + 579 p. Illust. Index. 24 cm. [350+* ref]

• **Summary:** This hefty volume is packed with information about a multitude of interesting, little known, or bizarre subjects related to food. It is divided into 11 major chapters, each of which contains many mini-chapters, often with witty or enticing (but often undescriptive) titles such as "mushrooms take savvy" or "Farmer Jefferson." The extensive index is very useful, containing entries for such things as Accent/MSG (p. 445-48), prehistoric agriculture and food (p. 3-11), meat analogs and Bac*Os (p. 450-51, 457, 501), Archer Daniels Midland (p. 450), bean curd (p. 333, 362), Battle Creek Sanitarium (p. 460), Kellogg (p. 384, 460-61), miso soup (p. 362), soybeans (p. 21, 262, 382, 450-51, 518), soy protein (p. 450), vegetarianism and vegetarians (p. 3, 324, 343, 457-59).

In Chapter 10, titled "Nuts in the Fruitcake" (p. 455-86), the author takes the opportunity to make fun of anything he discusses related to health/natural foods or vegetarianism.

To him, it all smacks of food faddism and extremists. There are sections about vegetarians past and present (“there are no convincing nutritional justifications for vegetarianism”), Sylvester Graham (“One of America’s first home-grown food faddists”), Horace Fletcher, Dr. William Howard Hay and acidosis, Gayelord Hauser (“Perhaps the most prominent diet and health mythologist in recent years”), organic foods baloney (“DDT has not yet been shown to have harmful effects for humans”), Carlton Fredericks and Adolphus Hohensee, Tiger’s Milk, aphrodisiac foods, and food and astrology. Address: New York.

595. Turner, James S. 1970. *The chemical feast*. A Ralph Nader Study Group report on food protection and the Food and Drug Administration. New York, NY: Grossman Publishers. 273 p. [125* ref]

• **Summary:** Soy is not listed in the index. Address: Project Director, Washington, DC.

596. **Product Name:** Hama-Natto Savory Miso Beans.
Manufacturer’s Name: Mitoku Co. Ltd. (Distributor).
Made in Japan.

Manufacturer’s Address: C.P.O. Box 780, Tokyo 100-91, Japan. Phone: 33-201-6701.

Date of Introduction: 1970?

Ingredients: Naturally fermented soybeans, ginger, sea salt.

Wt/Vol., Packaging, Price: 5.3 oz (150 gm) plastic bag.

How Stored: Shelf stable.

New Product–Documentation: Product with Label purchased from Health Flavors (distributor), Brewster, New York. 2000. Nov. 10. The self-adhesive Mitoku label (orange, brown, and beige) is affixed over the printed label of the manufacturer: Marunishi, Hoi-gun, Aichi-ken, Japan. The label states: “An authentic taste of traditional Japan. Mitoku Savory Miso Beans are a traditional Japanese fermented soyfood. First prepared by Zen priests in the 15th century as part of their vegetarian cuisine, they are still handmade in the same, completely natural way, and are even now prized for their delicious gourmet flavor and rich, heavy aroma.

“Savory Miso Beans can be eaten as they are, as tasty hors d’oeuvre with tea, beer or natural saké. They are also used as a condiment, like Tekka, on brown rice, vegetables or noodles. Mixed with grated radish (daikon) and seasoned to taste with Sanbai-Su Three Taste Dressing, they make a traditional side-dish that’s both delicious and full of goodness.”

Talk with Jan Belleme, Mitoku’s representative in the USA. 2000. Nov. 21. This product has been available since about 1970.

597. **Product Name:** Authentic Snow-Dried Tofu.

Manufacturer’s Name: Mitoku Co. Ltd. (Distributor).
Made in Japan.

Manufacturer’s Address: C.P.O. Box 780, Tokyo 100-91,

Japan. Phone: 33-201-6701.

Date of Introduction: 1970?

Ingredients: Tofu (soybeans, water and nigari—a natural coagulant extracted from sea water).

Wt/Vol., Packaging, Price: 2.45 oz (70 gm) plastic bag.

How Stored: Shelf stable.

New Product–Documentation: Product with Label purchased from Health Flavors (distributor), Brewster, New York. 2000. Nov. 10. 5½ by 9 inches plastic bag. Orange, gold, black, white, and red. “Mitoku macrobiotic Snow-Dried Tofu is hand-crafted in the snowy highlands of central Japan by one of the few hearty families who still use the traditional methods. The result is an all natural, delicious and concentrated convenience food that stores well and readily absorbs flavors.”

Talk with Jan Belleme, Mitoku’s representative in the USA. 2000. Nov. 21. This product has been available since about 1970.

598. Photograph of Roger W. Hillyard before 1971 at Gardner Road, Boston, Massachusetts. 1970? Undated.

• **Summary:**

Note: This photo was sent to Soyinfo Center by Susan Hillyard, a professional photographer in Santa Cruz, California. (Dec. 2010).

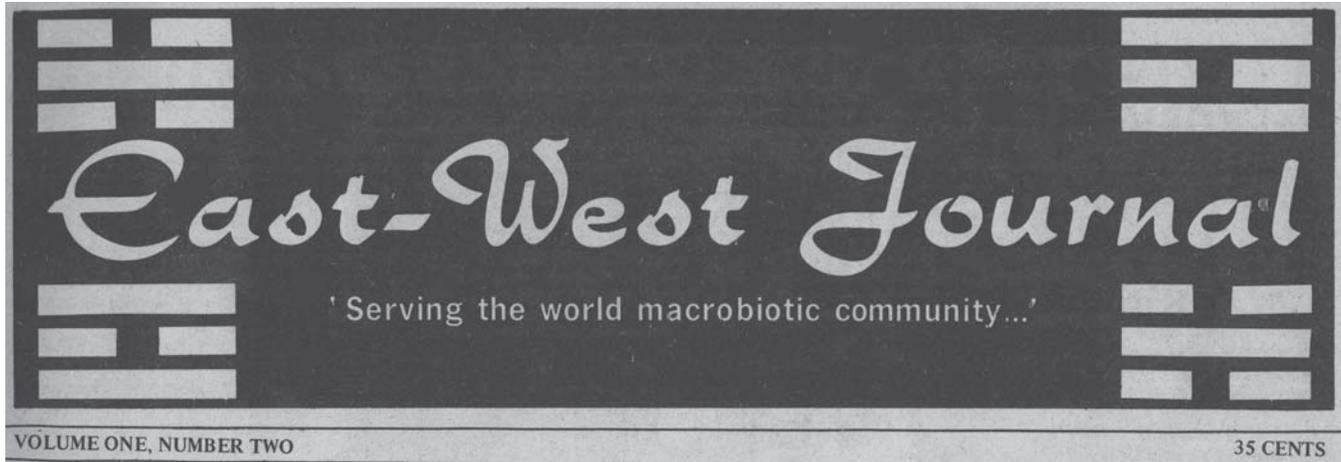
599. Carberry, James F. 1971. Our daily bread: Food faddism spurts as young, old people shift to organic diets. Concern on pesticides cited, but some see deception by quacks claiming cures. Yin and yang ice cream. *Wall Street Journal*. Jan. 21. p. 1, 12.

• **Summary:** Written from Hollywood, California, this article reports that “food faddism has been particularly prevalent lately.” Kahan & Lessin Co., one of the nation’s biggest distributors of organic foods, reports that its sales have doubled to \$12 million a year from \$6 million in 1968. New Age Foods of San Francisco [owned by Fred Rohé] recently opened a branch store in suburban Palo Alto, where it expects to gross \$1 million during its first year.

“Health and organic food advocates say the popularity of such items—as well as the more conventional products grown under ‘natural’ conditions—reflects the growing public concern over pesticide poisoning and the publicity over the dangers of food additives, preservatives, and substitutes like cyclamates.”

Richard Hansen is a sociologist at the University of California at Davis; he is researching the organic food movement.

“New insights into universe: Bruce MacDonald [sic, Macdonald], president of Erewhon Trading Co., a Boston and Los Angeles concern that specializes in such exotic foods as hacho miso (a soybean paste), says that organic foods appeal to many dropouts from the drug culture. ‘It’s not just that the body’s malnourished from being on drugs a



long time,' he says. 'It's also that organic foods can give a person new insights into the order of the universe.'

Warren Stagg, the bearded proprietor of H.E.L.P., a popular vegetarian restaurant, believes in the mystical, spiritual value of certain foods. A vegetarian diet can help elevate a person to a higher level of consciousness and bring him into harmony with the order of the universe, he says. Since 75% of H.E.L.P.'s clientele are nonvegetarians, the "restaurant offers some meat substitutes such as 'beef' stroganoff made from vegetable protein, mushrooms, scallions, bell peppers and sour cream sauce, and a 'vegeburger' sandwich that's also made from vegetable protein. Other dishes on its menu include braised tofu (soybean cake) with brown rice and a salad of cottage cheese, alfalfa sprouts, sunflower seeds, grated carrots, scallions, figs and apricots."

Note 1. This is the earliest English-language document seen (April 2013) that uses the term "braised tofu" to refer to grilled tofu.

"A group of young people following a macrobiotic diet live in an old Victorian mansion above Hollywood's Sunset Strip. They are students of the late Georges Ohsawa, a Japanese philosopher who taught about the delicate balance between yin and yang; they eat ascetic meals that include pressure-cooked brown rice and seaweed soup. There have recently been well-publicized cases of the deaths or severe illnesses of a few young people subsisting on only brown rice, the extreme form of the macrobiotic diet.

"Another famous food-faddist helped found a huge business in breakfast cereals. He was John Harvey Kellogg..." according to Ronald Deutsch, author of a history of food fads called "The Nuts Among the Berries." Deutsch then tells his inaccurate version of how Mr. [sic, Dr.] Kellogg got into the cereal business.

"One man who spends a great deal of time pooh-poohing various nutritional eccentricities is Dr. Fred Stare, chairman of the department of nutrition at Harvard University's School of Public Health." Dr. Stare discusses his pet peeves.

Note 2. Bruce Macdonald recalls (April 1992): "In early

1971 *The Wall Street Journal* ran a front-page feature story on the emerging new natural foods industry. A person from Merrill-Lynch came in and said, 'We could package this business and raise millions for you.'

Advest Co. 1972. Dec. "A recent *Wall Street Journal* article named this industry as one of the ten highest growth industries for the 1970s." Address: Staff Reporter.

600. Product Name: Tamari-Roasted Almonds.

Manufacturer's Name: Chico-San Inc.

Manufacturer's Address: P.O. Box 1004, Chico, CA 95926.

Date of Introduction: 1971 January.

How Stored: Shelf stable.

New Product-Documentation: Talk with Bob Gerner, founder of Westbrae Natural Foods. 1992. May 11. Bob thinks that Chico-San was the first company in America to make tamari-roasted nuts—a product that was later made by many natural foods distributors and became popular nationwide. But Chico-San's product was (in Bob's opinion) crude. They would cover the nuts with soy sauce then toast them; the soy sauce would burn on the outside and not taste very good.

601. *East West Journal (Massachusetts)*. 1971--.. Serial/periodical. Boston, Massachusetts. Vol. 1, No. 1. Jan. 1971. Frequency: Biweekly, then monthly.

• **Summary:** One of the earliest and most important magazines of the U.S. natural foods movement that started in the 1960s. Founded in 1970 by Ron Dobrin, a former New York journalist. First issue published in Jan. or Feb. 1971 (See Oct. 1978, p. 6) as a small 12-page bimonthly (twice a month). From Jan. 1973. Address 1972: P.O. Box 203, Prudential Center Station, Boston, Massachusetts 02199. Many of the early issues had a theme. For example: Vol. IV, No. 6, July 1974 was "Energy." Vol. IV, No. 7, August 1974 was "Woman." Vol. IV, No. 8, Sept. 1974 was "Education." Vol. IV, No. 9, Oct. 1974 was "Healing."

In March 1986 with the 15th anniversary issue, the title

changed from *East West Journal* to *East West: The Journal of Natural Living*. Throughout its history, it has contained many articles on macrobiotics, soyfoods, and vegetarianism. With the Jan/Feb. 1992 issue, the title was changed to *Natural Health; The Guide to Well Being*. Then in Aug. 1998 *Natural Health* was acquired by Weider Publications (Pron. = WEE-dur); Weider's company focus is muscles and body-building. Address: P.O. Box 203, Prudential Center Station, Boston, Massachusetts 02199.

602. Rodale, J.I. 1971. Organic food and health. II. Forceful evidence from the Bio-Dynamic method research continues the Editor's significant new series. *Organic Gardening and Farming* 18(1):130-33. Jan. [2 ref]

• **Summary:** Continues his comments on and critique of the favorable article in *The New York Times* of 7 Sept. 1970—with a few more cases from *Bio-Dynamic Farming and Gardening*, by Ehrenfried Pfeiffer. One concerns the health dangers to the heart of excess potassium consumption. Another is an Italian study that concerns the health of turkeys fed with feed grown organically with stable manure. Two other studies show that diets of bio-dynamically raised food speed the return to health in patients.

603. Rodale, Robert; Johns, Glenn F. ed. and comp. 1971. The basic book of organic gardening. New York: Ballantine Books. [vi] + 377 p. Index. 18 cm. An Organic Gardening / Ballantine Book. An Intext Publisher.

• **Summary:** Edited by Robert Rodale. Compiled by Glenn F. Johns. "Based on material which has appeared in Organic gardening magazine."

Contents: I: What is an organic gardener? How to be an organic gardener. Organic living—Why is it so vital?

Part II: Secrets of the best organic gardeners. Soil. Compost. Mulch.

Part III: What to grow and how! The best-laid plans. Starting from seed. Seeding, planting and transplanting outside. Some basic vegetable-growing advice (How to grow 41 different vegetables, listed alphabetically and numbered; soybeans are not among them. Nor are soybeans listed in the Index. However soybeans appear in tables {on earliest and latest safe planting dates} on pages 150, 152, 154, 156, and 158). Address: 1. Editor, Organic Gardening Magazine, Emmaus, Pennsylvania.

604. Reinholz, Mary. 1971. Yin and yang a la carte. *Los Angeles Times*. Feb. 14. p. 6-7.

• **Summary:** This long article begins: "Natural food restaurants—vegetarian, macrobiotic or just plain nutritious—are mushrooming all over town with food for thought on every menu."

Organic merchants typically refuse to carry sugar. "White sugar... is foodless food," writes Fred Rohe, an organic merchant who runs the New Age Natural Foods

Store in San Francisco."

Beneath the shadow of the mighty mushroom, Los Angeles vegetarian restaurants like "The Source on Sunset Strip have become the new cruising stations for street people, musicians, movie-makers. 'Every kind of person comes here,' says Robin, young wife of Source owner Jim Baker, 'including a lot of rich Beverly Hills matrons.

"The Source and H.E.L.P. (health, education love, peace) also draw a lot of smiling swamis in white turbans and flowing Eastern garments. I get the impression that some of these holy men—and some of the super-serene patrons and serving people—have not only transcended McDonald's golden arches, but all carnal appetites as well. But the food is excellent. Besides tasty sandwiches and salads, The Source offers the best fruit juices in L.A. and a hi-protein cereal—with fresh fruits, honey and wheat germ—that would make even the Maharishi put aside his prayer beads for morning pushups."

"Jim Baker, who decided to open the vegetarian Source after reading a translation of the Dead Sea Scrolls in the Calabasas mountains says simply: 'Los Angeles is going through a great spiritual awakening.'"

Organic Merchants (OM), which began in the San Francisco area, "has come up with a list of products they will not sell. It includes anything containing white sugar, bleached white flour, synthetics, emulsifiers, corn syrup, cotton seed products, monosodium glutamate. In 1969 OM also agreed to begin gradual elimination of products containing hydrogenated fats."

605. Smyth, Jeannette. 1971. Stores do a healthy business in natural food. *Washington Post, Times Herald*. Feb. 28. p. 1291.

• **Summary:** The health food industry is divided into two categories: (1) Those the young people call "the pill stores," which sells mostly pills and supplements, not much food. They have been around for decades. (2) The newer natural food stores, run mostly by young people of today's counter-culture, who sell mostly foods and beverages. These stores are based on the philosophy of living in harmony with nature, rather than trying to conquer Nature. Oliver, Cheri, and Krispin are members of the collective which runs Beautiful Day, a natural foods store in College Park, Maryland.

"Bill Beal tries to eat raw fruit and vegetables because cooking, he says, reduces their nutritional value. A typical day's breakfast is cottage cheese of tofu (soy bean curd), mixed with home-made yogurt, brewer's yeast, wheat germ, dark molasses, and fruit—dried or fresh." Note: This article, with two photos, is written in an unsympathetic tone.

606. Eden. 1971. Eden: Organic foods, natural foods (Ad). *East West Journal* 1(2):8.

• **Summary:** "Organic grains and vegetables. Miso and



tamari. Oils, teas, and condiments. Nuts and seeds. Fresh and dried fruits. Book and utensils. Traveling accommodations on advance notice.” The Eden logo is 4 sprouts in a double circle.

Note: This is the earliest document seen (June 2001) that advertises or markets miso. Address: 211 South State St., Ann Arbor, Michigan; 347 Ludlow Ave., Cincinnati, Ohio. Phone: 313-769-8444.

607. Essene. 1971. Essene (Ad). *East West Journal* 1(2):11. Feb.

• **Summary:** “Organic grains—vegetables—beans. Miso—tamari—sea vegetables. Flour stone ground on premises. Distributors of natural and traditional foods. Retail. Wholesale. Mail order. Mon. thru Sat. 9–6:30.”

Note: This is the earliest document seen (March 2020) concerning Essene, an early natural foods and macrobiotic company and distributor in Philadelphia. Address: 320 South St., Philadelphia, Pennsylvania. Phone: WA2-1146.

608. Mother Nature & Sons Ltd. 1971. Natural foods. Organic and macrobiotic foods (Ad). *East West Journal* 1(2):10. Feb.

• **Summary:** “Full line of grains, vegetables, beans, sea vegetables, miso, tamari, umeboshi, fruits, nuts, teas, baked goods. From: Lima [Belgium], Chico San, Infinity, Spiral, Hain, Caldron, and Paradox. Located at: 351 Bleeker Street, New York City, NY 10014. Phone: 212-924-7572.

Note: *East West Journal*—“Serving the world macrobiotic

community”—is presently edited by Ron Dobrin [a former New York journalist], published by Order of the Universe Publications, and distributed by Tao Books & Publications, Inc., 303b Newbury St., Boston, MA 02115. Address: 351 Bleeker Street, New York City, NY 10014. Phone: 212-924-7572.

609. Rodale, J.I. 1971. Organic food and health. III. The link between diet and resistance to disease—plus the effect of diet on character—highlight the continuing in-depth study of food and health. *Organic Gardening and Farming* 18(2):132, 134-35. Feb. [2 ref]

• **Summary:** Continues his comments on and critique of the favorable article in *The New York Times* of 7 Sept. 1970—with still more cases from *Bio-Dynamic Farming and Gardening*, by Ehrenfried Pfeiffer. “Pfeiffer cites four physicians who have had experience with patients who have benefited from bio-dynamically raised food.”

Rodale also discusses the experimental work of Sir Robert McCarrison and his co-workers who followed the organic method in India. The crops they grew gave larger yields with organic than with chemical fertilizers. McCarrison spent over ten years with the Hunzas of northern India around the 2nd decade of the 20th century.

Note: Until 1974 Hunza was an independent princely state in the northernmost part of the Northern Areas of Pakistan. It was centered in the Hunza Valley, just north of the Hunza River, at an elevation of around 2,500 metres (8,200 ft). The state was governed by hereditary rulers who took the title “Mir” (ruler, each with the surname Khan) and were assisted by a council of Wazirs or Ministers. On 25 Sept. 1974 the State of Hunza was dissolved by dissolved by Z.A. Bhutto, Prime Minister of Pakistan.

Rodale (quoting from his book *Natural Health, Sugar, and the Criminal Mind*), continues: Dr. McCarrison “discovered that the Hunza people of northern India had an excellent diet which caused them to be extremely healthy and happy with no crime problem.

“McCarrison decided to find out if rats could be endowed with health equal to that enjoyed by the Hunzas through feeding them on a similar diet. He worked with three groups of rats—one group fed on the same diet as the Hunzas; a second group on the diet of the southern India rice-eaters; and a third group that was subjected to the diet of the lower classes of England, containing white bread, margarine, sugar-sweetened tea, a little boiled milk, cabbage, potatoes, canned meats and sugared jam.

“McCarrison found the Hunza group quite healthy, but group number two suffered from a wide variety of diseases.

“The third group, the ‘British’ rats, not only developed those diseases, but were nervous and apt to bite their attendants. They lived unhappily together and by the sixtieth day of the experiment began to kill and eat the weaker ones amongst them.”

610. Hansen, Barbara. 1971. Lack of proof marks battle between organic faddists, scientists: Poison or packed with nutrients. *Los Angeles Times*. March 18. p. J1.

• **Summary:** Mentions: Betty Lee Morales of Organic-ville, a health food center in Los Angeles; she is prominent in the movement and she offers three guidelines for judging the nutritional superiority of organic produce.

Chico and “B” Bucaro, who grow organic crops on 5½ acres north of Los Angeles. The Bucaros have been growing crops organically for as long as they have been farming. and “long before the current craze.” They plow the weeds back into the soil and water the crops from their well. They sell most of their produce directly to the consumer.

Max Kozek, a distributor of organic produce throughout the United States, says the demand far exceeds the supply. He says that organic produce costs, on average, about 10% more than other produce.

611. Hansen, Barbara. 1971. Faddists claim organic food is superior. *Sarasota Herald-Tribune*. March 26. p. 2-C.

• **Summary:** “From the Los Angeles Times” of March 18, 1971.

612. Bolduc, William T.; Retzliff, Mark A. 1971. Certificate of amendment to the articles of incorporation: Eden Organic Foods, Inc. Lansing, Michigan: Michigan Department of Treasury. 2 p. April 8. 26 cm.

• **Summary:** Eden Organic Foods, Inc. has its registered office at 211 South State Street, Ann Arbor, Michigan 48104. At a meeting of the shareholders, held on 8 April 1971, Article I was amended to read as follows: “The name of the corporation is Eden Foods, Inc.”

Signed by William T. Bolduc, Jr. and Mark A. Retzliff on 8 April 1971. Address: 1. President; 2. Secretary. Washtenaw Co., Michigan.

613. Greene, Wade. 1971. Guru of the organic food cult [J.I. Rodale]. *New York Times Magazine*. June 6. p. 30-31, 54, 56, 58, 60, 65, 68, 70.

• **Summary:** The New York Times Magazine is part of the Sunday New York Times and may be simply listed as such.

A long, well researched, and rather negative discussion of Jerome Irving Rodale. Photos show: (1) J.I. Rodale exercising by hanging from an overhead bar in his book-lined study at Emmaus, Pennsylvania. (2) A Rodale farmhand watering vegetables in a shaded manure bed. (3) Rodale hooked up to a machine that increases his body’s supply of energy. (4) His son, Robert Rodale, in the Rodale pressroom. Last year Rodale publications grossed \$9 million. (4) The cover of the May 1971 issue of *Prevention* magazine. It sells one million copies a month. Address: Freelance writer.

614. MacDougall, Wilson. 1971. Organic food boom is growing. *Southeast Missourian (Cape Girardeau)*. June 17. p. 20. *

• **Summary:** Along with the growing interest in environmental awareness has come an interest in “organic or ‘natural foods,’ so strong the *Advertising Age* magazine calls these foods ‘the fastest growing segment of the entire food market in the 1970s.’”

Organic food is grown without chemical fertilizers or pesticides. Compost is often added to the soil. People who eat organic foods are willing to pay a little more to avoid meals laced with many of the 10,000 food additives one can find in U.S. supermarkets.

Health food stores are opening everywhere to fill the demand. In San Francisco, Fred Rohe operates two natural food stores, and has recently organized a group of over-30 people called “organic merchants”—OM for short.

Erewhon Trading Co. of Boston “ships tons of organic rice each week.” In New York City, small established health food stores (such as Pete’s on Second avenue near 7th street) are overwhelmed with the new demand.

A photo shows shelves in a store that sells “organically grown food.” Address: New York, NEA.

615. *Time*. 1971. Died, J.I. Rodale, 72, organic food advocate and magazine publisher. June 21.

• **Summary:** J.I. Rodale died of a heart attack while taping the Dick Cavett Show in Manhattan, New York. He published magazines such as *Prevention* (circulation 1,025,000) and *Organic Gardening and Farming* (circ. 725,800). In the early 1940s he started a crusade against food additives, chemical fertilizers, and pesticides. A versatile businessman and popularizer of sunflower seeds, he “became a hero of the natural-foods movement.”

616. Photograph of Jim Gronemeyer at a wedding in June in Maryland. 1971.

• **Summary:** Note: This photo was sent to Soyinfo Center by Susan Hillyard, a professional photographer in Santa Cruz, California. (Dec. 2010).

617. Photograph of Paul Hawken at his wedding to Dora Coates in June, 1971 in Maryland. 1971.

• **Summary:** Note: This photo was sent to Soyinfo Center by Susan Hillyard, a professional photographer in Santa Cruz, California. (Dec. 2010).

618. LaBel, Murray; Izakowitz, Benjamin; Hillyard, Roger. 1971. Lease agreement signed by Erewhon Trading Company Inc. in Los Angeles. Los Angeles, California. 3 p. July 1. Unpublished typescript. 34 cm.

• **Summary:** This lease was executed on 1 July 1971 by and between Murray LaBel and Benjamin Izakowitz (lessors, owners of the building), and Erewhon Trading Company,

(of 8454 Steller Ave. [Drive], Culver City, California 90230. A Massachusetts Corporation) (Lessees), for the purpose of retail and wholesale groceries, at 8001 and 8003 Beverly Boulevard, Los Angeles (two separate individual stores). The 3-year lease commences on 1 Aug. 1971 and ends on 31 July 1974. The amount of the lease is \$800/month. The lease is signed by the three parties to the agreement. Roger Hillyard (lessee) is Executive Vice President for Erewhon Trading Co. Inc. Address: Los Angeles, California.

619. Kushi, Michio. 1971. Re: News of macrobiotics in Boston and beyond. Letter to macrobiotic friends, July 15. 2 p. Typed, without signature.

• **Summary:** “1. Our home address has been changed from 216 Gardner Road to 440 Boylston Street, Brookline, Massachusetts 02146 and the telephone number stays the same, 617-734-3853. Though this house is within a residential section, it faces Route 9 and two schools are at both sides of the house. We are having, therefore, our small studies at home including seminars for teachers, juniors, seniors and women. Two weekly church lectures are continuously held, and our enterprises such as Erewhon, Sanae, Tao, and the publications are being managed by our friends. Though all these establishments are respectively advancing, except Erewhon, they are still financially unsatisfactory.

“2. In Boston about 10 friends are with American friends who have come from Europe and South America. Since Eric [Utne] and Peggy [Taylor] have returned to America for their marriage, Ron Dobrin, the editor of EWJ, is going to be in London, and Rosemary [Traill] is also leaving for London in a few days. During this summer, besides Paul and Dora [Hawken], several marriages were made and several more babies were born among our friends. Duncan and Susan [Sims] with five other Boston friends are now in their land in British Columbia and NHK is planning to introduce their development of land and cultivation in sometime October or November for Japanese people. New Hampshire’s Erewhon farm is under the leadership of Richard and Elaine [Mensoff; her maiden name was Sutton] and about 10 Boston friends are cultivating organic vegetables. Allan and Dorna are also there.

“3. For July 4th weekend, Herman and Cornelia [Aihara] and their two children with Bob Johnson spent three days with our Boston friends. Michel’s [Abesera’s] Binghamton camp [in upstate New York] was held for a week, and Awosting Retreat is having MB [macrobiotic] summer camp this week though our friends are attending as my substitute. Lynn Miller is now in Europe and Bill Anton will join her sometime in the future. Richard and Connie [Sandler; her maiden name was Frank] are in New York, planning to study Medical science more thoroughly. Bob Petrofsky and Hy Lerner are also planning to develop their lands in Vermont, though Hy may visit Japan early in

the next year to study the oriental medicine. Los Angeles house and Erewhon are smoothly operated, and many Boston friends are there, including Roger and Susan [Hillyard], Carolyn [Heidenry], Maureen [Traill], Adele [Wood], John Demoulin. Bruce Macdonald is to return to LA [Los Angeles] after Roger and Susan set out for their domestic long travel. Aveline will spend this summer by the end of August. Ron Kotsch and Jinx, with my children, are also in Los Angeles. Becky [Rebecca] Wood will be there also.

“EWJ [East West Journal] is managed by several friends with Jack Garvey who was in Tucson [Arizona], and Bruce Gardiner with a few friends is trying to publish regularly the Order of the Universe. The Book of Do-in was published by Jack DeLangre, Macrobiotics, the Invitation to Health and Happiness, was published by Herman’s Foundation, and the Book of Miso by Aveline is now being prepared to publish.”

Norio Kushi adds by e-mail (27 March 2011): Maureen referred to in the letter is definitely Maureen Traill, the younger sister of Rosemary Traill. Maureen’s first husband was Bruce MacDonald and they had their first child (a daughter named “Lori,” who now goes by “Lorelei”), while living in Hollywood (Los Angeles) at the first macrobiotic house, 7511 Franklin Ave. Address: 440 Boylston St., Brookline, Massachusetts 02146.

620. Eden Foods, Inc. 1971. Wholesale pricelist. 211 South State St., Ann Arbor, MI 48108. 2 p. July 26.

• **Summary:** See next page. This is the earliest existing Eden Foods catalog seen that is dated. The company was wholesaling the following products: Bulk grains (including some organically grown: Wheat (Deaf Smith), organic [from Texas]; Rye, soft wheat, and open-pollinated corn, organic from Michigan; Brown rice (natural, unsprayed), and sweet brown rice), bulk cereals or packaged cereals (incl. organic cracked wheat, corn flakes, wheat flakes, and rye flakes from Deaf Smith, Texas), bulk flour (all flour is stone ground on order in Ann Arbor, incl. organic soy flour), beans (incl. organic soybeans from Michigan [60 lb], and azuki beans [out of stock until fall]), noodles, oil and nut/seed butters (all unrefined and pressed, incl. soy oil in pint, quart, and 5-gallon sizes), dried fruit.

Soybean products: Tamari soy sauce (pints, quarts, and liters), Hacho Miso (Soy Paste; 1 lb), Mugi Miso (Barley Soy Paste). Note: The Eden logo with 4 sprouts in a circle is shown. Many of these soy products were obtained from Erewhon, and the grains from Arrowhead Mills. The format of the catalog, the product categories, and the product names and spellings are very similar to those used in the Erewhon catalog at this time. Address: Ann Arbor, Michigan. Phone: (313) 769-8444.

621. Kushi, Michio. 1971. Re: Muso and criticism of the situation in Boston. Letter to Jim Ledbetter, c/o Muso, Japan, July 30. 1 p. Typed, without signature.

**EDEN
FOODS, INC.**



211 S. STATE ST.
ANN ARBOR, MI. 48108
(313) 769-8444

Wholesale pricelist July 26, 1971

QUANTITY	ITEM	CASE	UNIT	PRICE	PRICE EXTENSION
	<u>Grain--bulk</u>				
	Brown rice, natural, unsprayed	100#	.235	23.50	
	Sweet Brown rice	out of stock until fall			
	Wheat (Deaf Smith) org., hard, red, winter	50#	.101	5.05	
	Wheat (soft, Mich.) org.	50#	.08	4.00	
	Rye, Mich., org.	50#	.10	5.00	
	Corn, Mich. open-pollinated, org.	50#	.08	4.00	
	Millett, org.	100#	.25	25.00	
	Barley, pearled	100#	.10	10.00	
	Oats, whole	100#	.10	10.00	
	Buckwheat, brown, kasha	50#	.244	12.20	
	Buckwheat, white groats	50#	.28	11.00	
	<u>Cereals--bulk</u>				
	Bulghur, pilaf	100#	.236	23.60	
	Cracked wheat, Deaf Smith, org.	50#	.16	8.00	
	Rolled oats	50#	.10	5.00	
	Steel cut oats	50#	.10	5.00	
	Corn Flakes, Deaf Smith, org.	25#	.16	4.00	
	Wheat Flakes, Deaf Smith, org.	25#	.16	4.00	
	Rye Flakes, Deaf Smith, org.	25#	.16	4.00	
	Oat Flakes, Deaf Smith,	25#	.16	4.00	
	<u>Cereals--packaged</u>				
	Corn Flakes, Deaf Smith, org.	12/1#	.28	3.36	
	Wheat Flakes, Deaf Smith, org.	12/1#	.28	3.36	
	Rye Flakes, Deaf Smith, org.	12/1#	.28	3.36	
	Oat Flakes, Deaf Smith	12/1#	.28	3.36	
	<u>Flour--bulk</u> All flour is stone ground on order in Ann Arbor				
	Wheat Flour, Deaf Smith, org., hard, red, winter	50#	.14	7.00	
	Wheat Flour, Pastry, org.	50#	.14	7.00	
	Rice Flour, Natural, brown	50#	.275	13.75	
	Corn meal, Mich. org.	50#	.10	5.00	
	Rye Flour, Mich. org.	50#	.12	6.00	
	Soy Flour, org.	50#	.17	8.50	
	<u>Beans</u>				
	Azuki	out of stock until fall			
	Chickpeas, Moroccan	100#	.265	26.50	
	Lentils, green	100#	.167	16.70	
	Lentils, red split	100#	.33	33.00	
	Pinto, Deaf Smith, org.	25#	.205	5.13	
	Green split peas	100#	.124	12.40	
	Soybeans, Mich. org.	60#	.09	5.40	
	<u>Seeds</u>				
	Alfalfa, Deaf Smith, org.	50#	.66	33.00	
	Alfalfa, Deaf Smith, org.	16/24oz.	1.32	21.12	
	Peanuts, raw, shelled, org.	50#	.46	23.00	
	Peanuts, raw, in shell, org.	50#	.40	20.00	
	Sesame, whole, brown	50#			
	Sesame, whole, brown	16/1#	.65	10.23	
	Sunflower	out of stock until fall			

• **Summary:** “Thank you for your letter. I am glad that you are more actively involved in the operation of Muso, which would give you good experiences and many friendship with Japanese young MB friends.”

“There seem among Boston friends in Japan there are some criticism of Boston’s situation.... If they see unsatisfactory aspects in Boston, they should immediately return to Boston to help the situation. With such positive love and creative spirit to serve for others, a criticism become practical and realistic.” Address: 440 Boylston St., Brookline, Massachusetts 02146.

622. Kushi, Michio. 1971. Re: Japan, Boston, and Erewhon—Los Angeles. Letter to Evan Root, July 30. 1 p. Typed, without signature.

• **Summary:** “After you left for Japan, it has passed almost three years. During this period you have shown a steadiness of development. I have heard you are returning to Japan for a short period. By your eyes, please see the present Boston situation and what we are facing in America. You would feel that America is changing rapidly toward MB [macrobiotics]. When you come back to Boston, let us have a welcome party with many new friends.

“Aveline [Kushi] is now in Los Angeles until the 10th of September. On the way of coming over to the East Coast, I hope you can visit our Hollywood center and Erewhon in LA [Los Angeles], staying a few days there. Make your report and lecture there too. Let them notify [Notify them of] your arrival date before you leave Japan. They will pick you up at the airport. You may also visit San Francisco, Chico [California], Seattle [Washington], and several major places in this country, to see many friends.

“Hollywood address: 7357 Franklin Ave., Hollywood, California 90046. Phone: (213) 876-9153.” Address: 440 Boylston St., Brookline, Massachusetts 02146.

623. Allen, Floyd. 1971. Raising rice the right way: In the midst of the brown-rice boom, one persistent organic foods distributor and four brothers who grow it right set a landmark example. Looking for the organic America. *Organic Gardening and Farming* 18(7):66-68, 70-72. July.

• **Summary:** Describes in detail how Chico-San and Wehah Farm (the four Lundberg Brothers) grow short-grain brown rice organically. Allen visited Robert Kennedy, president of Chico-San Inc., “who certainly must be described as a pioneer organic food processor-distributor. The contract between Chico-San Inc. and Wehah Farm is probably a landmark which spells out the way which the industry will take in order to prosper and develop.”

Over a period of eight years, Robert Kennedy personally contacted and talked to more than 150 rice farmers in the Chico area. He was particularly impressed by Wehah Farm, which is located so that the paddies are the first to receive clean, uncontaminated mountain water flowing in from

the Feather River. He also liked the fact that, unlike other farmers in the area, the Lundbergs returned their rice straw and stubble to the soil each year instead of burning it in the fields to eliminate tillage work.

Wehah Farm is located in Richvale, California, a small, compact farming community about 20 minutes by car from Chico. The community is centered around a co-operative which mills, distributes and sells the rice grown in the area. To grow brown rice, the Lundbergs might have to leave the co-operative and thus risk rejection by many friends and neighbors. They would also have to distribute and sell all the rice they grew—not just the organic rice. These were serious problems. But Mr. Lundberg, the father of the four brothers, had taught his sons that a farmer had a duty to improve the land, and to try to leave it in better condition than when he received it. Moreover, he had farmed without modern, toxic chemicals.

Describes the intricacies of modern chemical rice farming and the many chemicals used at various stages of the growing and milling processes.

Finally the Lundbergs decided to try growing rice on 76 acres under contract with Chico-San. A source of manure was located. The first crop averaged 37 hundred-pound bags per acre, which is low compared to chemical rice yields of 70-100 bags, “but high enough, with organic prices, to demonstrate economic feasibility. The brothers made up their minds. They discarded the chemicals, withdrew from the co-op association, rejected their agricultural educations, their years of experience, and committed their 3,000-acre Wehah Farm to organics.”

Special milling equipment with rubber rollers was purchased from Japan. It removes the husk enclosing each rice grain much more gently than conventional steel or stone rollers, leaving the bran in place so the rice has a longer shelf life. The rice is stored in the husk and only milled before each order, which further extends its life. Mosquitoes are effectively controlled with tiny fish. Weeds are controlled with crop rotation. A photo shows Homer, Eldon and Wendell Lundberg. Harlan joined the Peace Corps to teach organic rice growing to Brazilians.

Note: The label on a 2-lb bag of “Lundberg Nutra-Farmed Short Grain Brown Rice” purchased at Safeway supermarket in Sept. 1997 states: “The Lundberg family has been growing rice in Northern California since 1937.” Four brothers are involved: Eldon, Wendell, Harlan, and Homer Lundberg. They are farming land purchased by their parents, Albert and Frances Lundberg, who had moved to Richvale, California, from Nebraska in 1937.

624. **Product Name:** Eden Soybeans (Organically Grown in Michigan; Whole Dry Yellow), and Soy Flour (Organic).

Manufacturer’s Name: Eden Foods, Inc.

Manufacturer’s Address: 211 South State St., Ann Arbor, MI 48108. Phone: (313) 769-8444.

Date of Introduction: 1971 July.

Ingredients: Soybeans.

Wt/Vol., Packaging, Price: Soybeans: 60 lb bag. Soy flour: 50 lb.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods Inc. 1971. July 26. Wholesale pricelist. “Soybeans, Mich. org.” “Soy Flour, org.”

Eden Foods pricelist. 1972. Oct. 5. Organically grown soybeans are now sold in 1 lb, 2 lb, and 5 lb sizes. Soy flour is now in 25 lb size.

Eden Foods, Inc. 1973. April 15. F.O.B. Pricelist. “Soy Flour, organically grown (Deaf Smith, Texas).” Note that the flour is no longer made from soybeans grown in Michigan, though the soybeans themselves are still grown organically in Michigan.

Ad in Soycraft. 1979. Summer. p. 38. “Traditional Soy Products from Eden Foods.” “Our organically grown soybeans come from Michigan’s mineral rich Saginaw Valley region, an area world famous for its high quality agricultural products. Comes in 10 lb and 50 lb sizes.”

Talk with Ron Roller of American Soy Products (formerly of Eden Foods) in Saline, Michigan. 1991. Nov. 27. A farmer 10 miles from Saline was growing soybeans organically for Eden Foods starting in about 1969. Originally the soybeans were grown in Washtenaw County; later they were grown in the Saginaw Valley region, and many other places.

Talk with Michael Potter of Eden Foods. 1993. Oct. 31. The soybeans used to make this soy flour were grown by Tom Vreeland. Eden cleaned them then ran them through a roaster (the same one they made cereal in) at 211 South State St. After the flour cooled, it was ground in a Meadow’s Mill that was located in the same room as the roaster. The man who ground these first organic soybeans was Royce (“Roy”) Seeger, who now lives at 133 S. Clinton, Manchester, Michigan 48158. Phone: 313-428-0973.

Note: This is the earliest known commercial soy product made with organically grown soybeans.

625. Daniels, Mary. 1971. A loaf of whole-grain bread, a jug of bancha and thou: “Food for Life” is food that’s “in accord with the Universe”—even on Halsted Street. *Chicago Tribune*. Aug. 1. p. F18-F25.

• **Summary:** “The mecca of macrobiotics in the United States today is Boston, and its Mohammed [Muhammad] is a Japanese professor of Oriental studies, Michio Kushi. Kushi is a disciple of Georges Ohsawa, who gave his first lectures in New York’s Buddhist Temple in 1959.” Ohsawa’s followers went in two directions. In Oct. 1961, one group went to [Chico] California under the leadership of Herman Aihara. The other followed Kushi to Boston.

The first macrobiotic study house in the Boston area was established very informally about 7-8 years ago in the

Kushi’s home in Brookline. Soon thereafter his students founded Tao Books and Erewhon. By word of mouth and by his writings, Michio Kushi has attracted young people from all over the USA, many of them seeking something better than drugs. Soon the demands on his time were so great that Kushi had to give up his classes at Harvard to teach from his home and lecture twice a week on the true path to happiness.

Erewhon is now almost the size of a supermarket; it owns a large warehouse near the Boston docks. Eight large photos show foods sold at Erewhon retail stores. One caption mentions miso.

Part II of this article, titled “Macrobiotics: where it’s at in Chicago,” is about Tom Swan and his macrobiotic food store “Food for Life.” This store, around which the local macrobiotic community revolves, was started in Feb. 1970 at 2356 Seminary by Ron Kotsch, a Harvard student who had worked at the Erewhon store in Boston.

On the shelves are cans and bottles of corn germ oil and sesame oil (both auger pressed, and both with a rich, natural flavor), sesame butter, a variety of seaweeds imported from Japan, buckwheat noodles, “a fermented soy paste rich in energy called miso (dancers down it before a performance), and a natural soy sauce called tamari that makes you realize how much the supermarket stuff cheats you in taste. All of these things are proudly labeled ‘no preservatives.’”

Note: This is the earliest document seen (March 2020) that mentions Tree of Life, which it says was started by Ron Kotsch.

Also mentions: John Palumbo, Bill Tara, Loren McCune, The Caldron, Dr. Walter Kempner, Burl Ives, brown rice from Chico San, organic foods, Gloria Swanson, and William Dufty. Includes five macrobiotic recipes: Brown rice with gomasio [gomashio]; leftovers fried and served with tamari (soy) sauce. Seaweed and carrots. Bancha tea. Tempura batter. Raisin muffins.

626. *SoyaScan Notes*. 1971. Chronology of Laurelbrook in Maryland. 16 March 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1971 Aug. 23—Laurelbrook Foods begins as a macrobiotic natural foods wholesale distributor in Forest Hill, Harford County, Maryland (about 25 miles northeast of Baltimore). The company started as a division of Cycle Parts & Accessories, Inc., a motorcycle parts company that Rod was planning to start in late 1970 shortly before the idea of starting a natural foods distribution company took form. Laurelbrook company never moved from its original location, but they kept a post office box (P.O. Box 47) in nearby Bel Air. Their original price list shows that they carried 11 products, mostly bulk organic grains and beans (including soybeans) purchased from Arrowhead Mills. Erewhon was their other major supplier from the outset. The company was founded by Rod and Margy Coates, the parents of five daughters (including Sally, Judy, Marion

[Ronnie], and Dora Coates) and one son (Dan). Dora was Paul Hawken's first wife; they were married in June 1971 in Maryland. Judy was John Deming's first wife; they were married in Aug. 1972. Both Paul and John worked with Erewhon. Rod and Margy decided to call the company Laurelbrook since they lived on Laurelbrook Road in Fallston, Maryland. Rod and Margy first got interested in natural foods in 1967 when their next to oldest daughter, Judy, who had been studying macrobiotics with Michio and Aveline Kushi in Boston, Massachusetts, and had worked for Erewhon, offered to come home and cook for her parents for two weeks and let them try out the diet.

1971 Sept. 30—Laurelbrook is still considered by Rod Coates to be a division of his Cycle Parts & Accessories, Inc.

1973 Dec.—Laurelbrook opens a new, second warehouse in Raleigh, North Carolina (at 330 West Davie St.). Four people start and run the operation.

1974—Laurelbrook, which now employs 24 people, enlarges its warehouse.

1975—Feb.—Laurelbrook publishes a 6-page booklet showing that the company now distributes about 43 different food products—including soy flour, tamari, and miso.

1976 Nov.—One of Laurelbrook's employees is trying to start a labor union. Management vigorously opposes it. Laurelbrook now employs 32 people and has a fleet of 12 trucks that delivers to 350 stores. It is still a family operation, with Rod and Margy Coates, their 3 children, a son-in-law, a niece, and a nephew working at Laurelbrook.

1977—Laurelbrook outgrows its warehouse at 330 West Davie St. in Raleigh, North Carolina, so they move into a larger warehouse facility at 2319 Laurelbrook Street in Raleigh.

1977 Nov.—Laurelbrook has 44 employees. Sales last year were about \$3 million.

1978 June—Laurelbrook is now importing foods from Mitoku in Japan.

1979 May—Rod Coates hires Richard Curry as accountant and general manager.

1980 March 17—At a special meeting of the board of directors, Rod informs the board that he will be retiring in one week, on 23 March 1980, his 65th birthday. He recommends that he be replaced as president by Richard Curry and that his (Rod's) official position be chairman of the board.

1981 March—Things are not going well at Laurelbrook. Rod and Marge feel that Richard is not doing a good job in running the company. Employee morale is down. But Richard blames the problems on Rod, and wants Rod to be less actively involved with Laurelbrook on a daily basis.

1981 March—Dora Hawken is fired from her position in the Laurelbrook office.

1981 July 21—Rod, Margy, and Dan Coates, constituting all the board of directors of Laurelbrook, resign, effective immediately. They are upset with the way Richard Curry is

running the company.

1981 Aug.—Richard Curry offers to buy out the Coates' interest in Laurelbrook foods. They accept the offer. Rod and Margy keep ownership of the property and Richard was to pay them rent for using it.

1981 Nov. 21—Over the next 30 days Richard Curry places five large orders with Hain Pure Foods in the amount of \$35,577.

1982 Feb. 15—Laurelbrook Foods files for Chapter 11 bankruptcy protection and does business under Chapter 11 for about 18 months. Richard Curry is president.

1982 Dec. 22—Rod Coates presents a list of items that he alleges Richard Curry sold illegally after the bankruptcy of Laurelbrook, and before the auction of the company's assets. Attached to this are letters between attorneys.

1983 Oct-Dec.—Rod and Margy Coates have to pay off the debt of \$35,577 to Hain—even though they no longer own the company. In Dec. 1983 the last of the equipment in the warehouse was auctioned off.

1990 March 4—Rod Coates dies of Alzheimer's disease. As of early 1992, Judy Coates lives in Ross, California, and Dora lives in Marin, California. Address: 505 Granary Rd., Forest Hill, Maryland 21050.

627. Rodale, Robert. 1971. The right way to vegetate: Organic food. *Washington Post, Times Herald*. Aug. 19. p. H4.

• **Summary:** Many young people are turning to vegetarianism. Here are some of the main reasons: 1. Reverence for life. 2. Mystical [and ethical] reasons. 3. Economy. 4. Animal feeds are drugged. 5. A vegetarian diet can be healthful—as shown by studies of Seventh-day Adventists. Rodale then offers a few words in favor of eating meat. His personal preference in diet is a compromise between a vegetarian diet and the standard American meat-heavy diet.

Some vegetarians eat novel foods. "Health food stores catering to vegetarians do a big business in millet, buckwheat groats, unpearled barley, nutritional yeast, and even Japanese Azuki beans."

Both vegetarians and meat-eaters show a growing interest in such healthy foods as wheat germ, sunflower and pumpkin seeds, brown rice, raw or lightly roasted peanuts, and peanut butter.

628. Laurelbrook Foods. 1971. Wholesale order and price list. Arrowhead organic products. Bel Air, Maryland. 1 p. Aug. 23. 28 cm.

• **Summary:** Margy Coates says (March 1992) that this is Laurelbrook's very first price list, and the only one that was saved. Apparently all of the products were ordered from Arrowhead mills. Wheat, corn & rye (50 lb bag). Cracked wheat (12 x 2 lb or 50 lb). Wheat flour (2 lb or 5 lb). Corn meal. Whole millet. Macro flaked cereals (oats, rye, wheat).

Soybeans (60 lb bag, or 12 x 2 lb bags). Pinto beans. Alfalfa. Hulled peanuts. Peanut oil—Deaf Smith.

Note: This is the earliest document seen (March 2020) concerning Laurelbrook Foods in Bel Air, Maryland. Address: P.O. Box 47, Bel Air, Maryland 21014.

629. Vanocur, Edith. 1971. Conscientiously natural food. *Washington Post, Times Herald*. Aug. 26. p. K1.

• **Summary:** Yes!, a new “natural food restaurant and carry-out,” recently opened at 1039 31st Street in Georgetown. The restaurant and store (The Center for Natural Living, at the same address) are owned by artist Laura Popenoe and her husband Oliver Popenoe. Their sign reads: “Yes! Whole food. Whole people. Whole world.”

Ganga Wentink is the restaurant manager. She and her husband are the East Coast leaders of a yoga organization named “3-HO” (Happy, Holy, Healthy Organization). She adopted the name “Ganga” after the Ganges River in India. Beautiful and seemingly happy, Ganga is a living advertisement for natural foods. She learned to cook while living in a teepee on a commune in New Mexico. Contains four recipes, including Whole wheat bread (with ¼ cup soy flour) and Indian Dahl Soup (with ¼ cup Tamari soy sauce {aged soy sauce}). Contains four photos.

630. Rodale, Robert. 1971. J.I. Rodale: In memoriam (Editorial). *Organic Gardening and Farming* 18(8):36-41. Aug. [2 ref]

• **Summary:** Note: Jerome I. Rodale was born on 18 Aug. 1898 in New York City. He died on 8 June 1971 (aged 71) while taping the Dick Cavett Show in New York City—of a heart attack. Rodale was born in New York City, the son of a grocer, and he grew up on the Lower East Side. His birth name was Cohen, but he changed it to a non-Jewish one after thinking it would be a handicap in business. He married Anna Andrews in 1927, and had three children.

Rodale had an interest in promoting a healthy and active lifestyle that emphasized organically grown foods, inspired by his encounter with the ideas of Albert Howard. Rodale popularized the term “organic” to mean grown without pesticides. To Rodale, agriculture and health were inseparable. Healthy soil required compost and eschewing poisonous pesticides and artificial fertilizers. Eating plants grown in such soil would then help humans stay healthier, he expounded. Photos show: (Color cover) J.I. Rodale, wearing a two-piece suit, glasses, and a small beard and mustache, seated in an armchair. (1) A full page photo of J.I. Rodale (p. 36) speaking into a microphone at a podium. (2) J.I.’s office, with one chair, two work tables piled high with work in progress, and many file cabinets along one wall—some with drawers partly open. (3) An open file cabinet drawer, packed with many files. Address: Son of J.I. Rodale.

631. *Los Angeles Times*. 1971. Kahan and Lessin Co. big in

health foods. Sept. 26. p. H1, H7.

• **Summary:** Kahan and Lessin Co. (Compton) is one of California’s largest distributors of health and diet foods. It was formed in 1945 by the union of two small Los Angeles food distributors: The Ben Kahan Co. and the Joseph E. Lessin Co. During the depression years of the 1930s, they both distributed health foods such as breads, dried fruits, honey, juices, herb teas, candles, etc. When World War II started, Joe Lessin entered the service—and thus ended his business. When the war ended, in 1945, Joe and Ben got together and formed Kahan & Lessin Co. (K&L). In 1948 Art Miller (who had started in the health food industry in the 1930s in New York with All Health Food Distributors and Brownie’s Natural Foods) joined the company and in 1955 became a partner. Today, Kahan is president, Miller is vice president, and Lessin is secretary-treasurer of the company.

Ben Kahan recalls that in 1932, when he graduated from the Los Angeles City school system, the health food industry was virtually non-existent. He started the Ben Kahan Company because of economic necessity, but he soon came to realize the value of natural and organic foods. Early meetings and associations with the patriarchs of the industry such as Otto Carque, William T. Thompson Sr., and Eugene Vandercook Sr. deepened his interest.

In those early days, Ben’s company served the few existing health food stores in Southern California. Those still in business include The Grist Mill in Los Angeles, House of Nutrition in San Diego, Schulman’s in Long Beach, and Seilers in Huntington Park.

Major early manufacturers of health foods included El Molino Mills, Hain, Ayers & Held, Battle Creek [J.H. Kellogg, in Michigan], Alberty, Dia-Mel, Cellu, Modern Products, American Diet aids, and Schiff.

By the mid-1940s, K&L was distributing a previously unimagined 1,500 items, compared with 8,000 items today.

In 1950 K&L moved into a facility of 5,000 square feet on Hunter St. in Los Angeles. In 1955 it moved again to a building of 18,000 square feet on the same street.

Last year Kahan & Lessin opened a 65,000 square foot warehouse and office on a 2-acre site at 3131 E. Maria St. in Compton, to serve 2,000 health food stores in 11 western states, Texas, Alaska and Hawaii. It boasts 11 shipping docks, 126 parking spaces, a railroad spur, freeway access, air conditioning, insulation, and resistance to earthquakes and fires. A refrigerator of 43,200 cubic feet is so large that a fork-lift truck can be driven in.

K&L, a full-service distributor, notes that efficiency plus accuracy equals service. Computers help to make operations more efficient.

All three principals share a deep personal belief in and commitment to health foods; they believe that the future of this industry looks very bright.

A large photo shows Kahan & Lessin’s current warehouse at 3131 E. Maria St. in Compton.

632. Arrowhead Mills. 1971. Classified ad: Organically grown grains, beans,... *Organic Gardening and Farming* 18(2):142. Sept.

• **Summary:** "... other whole unfragmented foods shipped promptly from Deaf Smith County, Texas. Free recipes. Write Arrowhead Mills, Box 866, Hereford, Texas 79045."

Note: This ad is in the section titled "Organically grown." It is the first ad by Arrowhead Mills seen in this magazine. The ad also ran in succeeding months (e.g., Nov., p. 142). Address: Box 866, Hereford, Texas 79045.

633. Business card of Wallace Gorell at Erewhon in Boston, Massachusetts. 1971. Boston, Massachusetts.

• **Summary:** The card, printed in the autumn of 1971 and topped with the erewhon logo, reads: "erewhon. wally gorell. director of imports. Erewhon Trading Co., 33 Farnsworth Street, Boston, Massachusetts 02110. (617) 542-1358.

This card was sent to Soyinfo Center by Wallace Gorell of Berkeley, California, in Dec. 2010. Address: Boston, Massachusetts.

634. Cycle Parts and Accessories, Inc. 1971. Balance Sheet, as of September 30, 1971. Maryland. 1 p. 28 cm.

• **Summary:** As of 30 Sept. 1971 Rod and Margy Coates still considered Laurelbrook to be a division of their fledgling motorcycle parts and accessories company. This company, which includes mainly the active Laurelbrook Division and a warehouse, has total assets of \$53,223, including \$6,163 in cash, \$1,136 in accounts receivable, \$22,089 in inventory, and \$18,857 in leasehold improvements. It also has 92 shares of capital stock, each \$500 par value, issued and outstanding. Note (Jan. 1995): Margy has no idea who owned this stock or what its significance was.

For the month ended Sept. 30, 1971—Income consisted of Laurelbrook Division \$3,819, and Rentals \$270. Costs and expenses were: Laurelbrook Division expenses \$413. Parts & Accessories Division expenses \$36.26.

This balance sheet was "Prepared from the books and records without audit." Address: Maryland. Phone: 410-877-1695.

635. Gladstone & Chain. 1971. Erewhon Trading Co., Inc. Report on financial statements for the year ending June 30, 1971. Boston, Massachusetts. 8 p. 28 cm.

• **Summary:** Erewhon has total assets of \$488,963 including current assets of \$406,600. Current liabilities are \$345,766. Net profit before taxes was \$152,168, and after tax profit was \$84,417. Retained earnings were \$124,203, up from \$39,786 in 1970.

In Boston the company is leasing buildings at 33 Newbury Street (\$825/month) and 33 Farnsworth Street (2 parts, totaling \$1,267/month). In Los Angeles, California, the company is leasing buildings at 8454 Steller Drive (\$1,450/

month), 7972 Beverly Blvd. (\$325/month), and 8001 Beverly Blvd. (\$800/month).

Debts—Bank notes: Erewhon is indebted to the New England Merchants National Bank of Boston in the amount of \$145,926. Interest rate: 6.5%. The company also has contingent liability to this bank in the amount of \$88,500 represented by various outstanding letters of credit.

As of July 1, 1971, the company ceased operations in its Seattle, Washington, store. All assets located in Seattle were turned over to a former employee of the corporation in consideration for the former employee's assuming all liabilities brought about by the operation of the Seattle store. Total assets turned over had a net book value of less than \$121,000. Address: Fifteen Court Square, Boston, Massachusetts.

636. Hawken, Paul. 1971. Erewhon gambles all for quality rice. *East West Journal* 1(13):6, 13.

• **Summary:** Starts with a brief history of rice cultivation in the USA, where South Carolina was the first major rice growing state. In 1912, rice was grown commercially for the first time in California. This year over 9,000 million lb of rough rice will be harvested in the U.S., but only about 25% of it will be used here; the rest will be exported, making America the largest rice exporter in the world. The leading rice-producing states are Arkansas, Texas, California, and Louisiana.

While looking for a farmer who could grow rice organically for Erewhon, Paul and Frank Ford (of Arrowhead Mills) drove into the Arkansas countryside and met Mr. Carl Garrich of the Lone Pine Rice and Bean Farm, in Lone Pine, Arkansas. Most farmers in that area had been "organic" farmers prior to World War II, growing their crop without chemical fertilizers or sprays. Formerly they used high-water culture for weed control instead of 2-4-D or Ordram. And they would rotate their crops with legumes and vetch to enrich the soil with nitrogen. "In Arkansas it was a common practice to graze cattle or raise fish on alternate years. Rice straw was stubble-mulched instead of being burned."

A week later Erewhon signed a contract with Carl Garrich, including a guaranteed income per acre. Erewhon was taking a huge risk. "If the crop failed for reasons other than floods or natural catastrophe, Erewhon would go right out of business in order to compensate for the loss." They began to prepare tons of compost. The land on which they chose to grow the first crop had been in soybeans for a while, so they felt it would be fairly fertile. Also they used biodynamic compost based on inoculation of the soil with nitrogen-fixing microorganisms, based on the work of German biochemist Dr. E.E. Pfeiffer. To complete the fertilization program, they added potash, rock phosphate, and mineralized seaweed. Then they planted an additional 300 acres of organic soybeans for next year's rice crop. They were fortunate to have pure well water for irrigation. In late

April and early May the untreated short-grain rice seeds were drilled. At first weeds seemed to be choking out the rice, then the weeds matured and died as the rice grew with increased vigor. They have refurbished an older Arkansas mill and “equipped it with a Japanese rubber sheller which will carefully remove the outer hull without harming the delicate germ and bran layers” of the rice.

Note: Mountain Ark’s Guide to Whole Foods (1982, p. 7) added that Hawken first went to Arkansas looking for a farmer to grow rice organically in December 1970. Erewhon and Garrich finalized their agreement in March 1971, after Erewhon had been turned down by 8 other Arkansas rice farmers. Erewhon placed \$150,000 in a secured account as a credit against any losses the farmer might suffer. In April 1971 Garrich planted his first organic rice crop on 330 acres. That year he got a bumper-crop yield of 120 bushels per acre. Garrich, who started farming in 1941, didn’t start using synthetic agrochemicals until 1950, when it seemed like a wise thing to do. He knew that organic farming required a lot more care and work to ensure the growth of the plants. Address: [Vice-president, Erewhon, Inc.].

637. *Organic Gardening and Farming*. 1971. From the writings of J.I. Rodale. 18(9):40-45. Sept.

• **Summary:** Memorable excerpts include: “What Does Organic Mean?”–1958. “Drought and Floods”–1955. But Who *Are* You? Excerpts from *Pay Dirt*, 1945. “How should Towns Handle Garbage?”–1947. “The Organic Creed”–1956. What is Organic Gardening? Economic Aspects vs. Health Aspects.

A full-page photo shows J.I. Rodale writing notes in a notebook (p. 40). The caption states: “Whenever an idea occurred to him, J.I. would pause to think it through then jot it down for future reference, regardless of time or place.”

638. *Organic Gardening and Farming*. 1971. Letters in tribute to J.I. Rodale. 18(9):46-49. Sept.

• **Summary:** Contains 20 letters, each a tribute to a great pioneer, whose life and work affected each of those who wrote. The name of each writer, with the city and state, are given.

Includes letters from: (1) Devin A. Garrity, Devin-Adair Book Co., Rye, New York. (2) John H. Todd, The New Alchemy Institute, Woods Hole, Massachusetts. (3) Betty Lee Morales and John T. Clark, Topanga, California. (4) Alan Talbot, Wholly Foods, Berkeley, California. (5) Joe D. Nichols, M.D., President, National NFA [Natural Food Associates], Atlanta, Texas. Address: Son of J.I. Rodale.

639. Rodale, J.I. 1971. Why I started organic farming: At the 25-year mark in 1967, Editor J.I. Rodale recalled the events that launched the organic idea in America—and began his own exciting crusade. Today, his chronicle of pioneering forms part of a fitting tribute. *Organic Gardening and Farming*

18(9):34-39. Sept.

• **Summary:** This is a reprint of an article (with the same title) that first appeared in the May 1967 (25th anniversary issue) of *Organic Gardening and Farming* (p. 30-34). Address: Emmaus, Pennsylvania.

640. Rodale, Robert. 1971. J.I. Rodale’s greatest contribution (Editorial). *Organic Gardening and Farming* 18(9):28-33. Sept.

• **Summary:** “J.I. Rodale’s greatest contribution is the feeling people got by working with him, by being part of his movement, by helping him take on the corrupt giants of our society against all odds that the battle would ever succeed.”

A photo shows J.I. Rodale and his son, Robert Rodale, at The Organic Gardening Farm. Address: Son of J.I. Rodale.

641. Council on Foods and Nutrition of the American Medical Assoc. 1971. Zen Macrobiotic diets. *JAMA: J. of the American Medical Association* 218(3):397. Oct. 18. [2 ref]

• **Summary:** Reprinted in *The Macrobiotic*. 1971. Vol. 11. No. 6. p. 2-4.

The American Medical Association’s Council on Foods and Nutrition is deeply concerned over the increasing popularity, particularly among adolescents, of “Zen Macrobiotics” and its nutritional implications. The Zen Macrobiotic diet was originated by a Japanese, Georges Ohsawa. The philosophy of Zen Macrobiotics is outlined in two of Ohsawa’s books, *Zen Macrobiotics* and the *Philosophy of Oriental Medicine*.

The Macrobiotic diet represents an example of a general trend toward natural and organic foods. One of the reasons given for the popularity of these diets is that they are considered to be a means of creating a spiritual awakening or rebirth. In some cases, people have undertaken these diets as a form of protest against the establishment, represented by the food industry. “Regardless of the underlying reasons or motives, however noble and sincere, the concepts proposed in Zen Macrobiotics constitute a major public health problem and are dangerous to its adherents.” The Zen Macrobiotic diet “is one of the most dangerous dietary regimens posing not only serious hazards to the health of the individual but even to life itself.”

The all-cereal diet is “supposedly the easiest, simplest, and wisest diet in achieving that state of well-being, one which will service as a panacea for all diseases known to man. For example, the management of cancer is handled as follows: ‘No illness is more simple to cure than cancer (this also applies to mental disease and heart trouble) through a return to the most elementary and natural eating and drinking: Diet No. 7.’”

“When a diet has been shown to cause irreversible damage to health and ultimately lead to death, it should be roundly condemned as a threat to human health. The Council on Foods and Nutrition believes that such is the case with

the rigid dietary restrictions placed on followers of the Zen Macrobiotic philosophy.”

642. *Christian Science Monitor*. 1971. Soy sauce perks up many American dishes, especially turkey and corn. Oct. 21. p. 11.

• **Summary:** Kikkoman began when two families in Japan started a soy sauce company at about the same time the first English families at Plymouth Rock enjoyed their first Thanksgiving. Kikkoman now has a test kitchen in San Francisco, where a home economist uses the company’s soy sauce directly on meats as a table sauce.

Soy sauce originated in East Asia. “The Chinese and Japanese names for soy sauce are very similar—”see yow’ and ‘shoyu’ respectively.” The original soy sauce in China was made from soy beans, water and salt only. But in Japan, long ago, it was found that adding crushed, toasted wheat produced more natural sweetness, better color, and additional flavor notes. In China, soy sauce is still generally made without wheat—although some manufacturers now add it.

“The ‘tamari’ sauce sold by American health food stores is really a Chinese-type sauce made in Japan with a Japanese name.” But it is no longer authentic tamari, made without wheat; it generally now contains some wheat.

Since 1898 Kikkoman has been the purveyor of soy sauce to the Emperor of Japan. They constructed a special factory for his sauce [the Goyô Gura at Noda].

643. B.W. [Becky Wood]. 1971. Making miso in America. *East West Journal* 1(14):6.

• **Summary:** Contains a description with photos of how miso is made at Norio and Fujimoto, but without the details necessary to actually make miso on a commercial scale.

Chico-San is developing a domestic miso which it hopes to offer commercially in the near future. Miso expert, Junsei Yamazaki, has tested and developed miso in Chico, California for the last seven years. Mr. Yamazaki has one batch which has been aging for a year. He hopes to market this batch in six months. Chico-San will expand its plant for large-scale production as the miso is perfected.

“We called Erewhon to ask if they had plans for the production of miso and Bill Tara reported that there is a big and rapidly growing market for miso. But, he said, ideally miso should be made in a given area for consumption in that area.” Erewhon will introduce to the domestic market a yeast grain called koji, essential to the production of miso.

There are currently two companies in the continental U.S. which produce miso on a commercial basis. One is located San Francisco and the other in Salt Lake City. Each produces rice miso made from white rice. The Norio Company has been located on the outskirts of San Francisco’s Japan-town, at 1532 Post Street, since the company started in 1919. The company is owned and solely operated by Mr. and Mrs. Minoru Arikawa and son.

Fujimoto and Company, which originated in Oakland, California, moved to 302 South Fourth West, Salt Lake City, Utah, in 1945. Mr. Sekino heads the three-man plant. He speaks little English. Address: EWJ, P.O. Box 203, Prudential Center Station, Boston, Massachusetts 02199. \$6.00 for 20 issues.

644. Hawken, Paul; Rohe, Fred. 1971. Lowdown on edible oils (Leaflet). Boston, Massachusetts: Organic Merchants, c/o Erewhon. 1 p. Front and back. 22 x 14 cm. Undated. * Address: 33 Farnsworth Street, Boston, Massachusetts 02210.

645. Erewhon Trading Co., Inc. 1971. Natural and organic foods. Price list. Boston, Massachusetts. 4 p. Effective Thanksgiving day, Nov. 1971.

• **Summary:** This price list has no cover. Prices are given for each product. Products include: Grains (incl. organically grown brown rice [short, medium, or long grain; Note: The short grain was probably grown by the Lundberg Brothers of Wehah Farms, Richvale, California], Ted Whitmer [in Bloomfield, Montana] organically grown wheat, hard red spring and hard amber durum, and Deaf Smith [Hereford, Texas] organically grown wheat [hard red winter], rye, and corn). Cereals. Stoneground flours (incl. Soybean flour, full fat, organic Deaf Smith; Sweet brown rice flour). Beans (incl. azuki beans, black beans [Japanese, probably black soybeans], soybeans [organic]). Seeds. Tamari & miso: Tamari soy sauce (24 pints x \$0.76 each = \$18.24, 12 quarts x \$1.30 each = \$15.60, 6 half gallons x \$2.40 each = \$14.40, 4 gallons x \$4.50 each = \$18.00, 4.7 gallon can for \$19.00, 4.7 gallon wooden keg for \$22.00). Hacho miso (soy paste, 1 lb or 44 lb keg). Mugi miso (barley-soy paste, 1 lb, 2 lb, 44 lb keg). Kome miso (rice-soy paste, 1 lb, 2 lb, 44 lb keg).

Sea vegetables: agar agar (kanten), dulse, hiziki, kombu, nori (dried laver), wakame, wakame root, wakame (thin sheet). Tea: Lotus root tea. Dandelio herbal coffee. Mu herbal beverage. Kukicha twig tea.

Pasta. Crackers (Chico-San Rice Cakes, organic—salted, unsalted, with buckwheat, or with millet). Snacks (incl. Corn munchies [organic corn chips with soy sauce], Chico-San “Yinnies” organic rice candy [made in Chico, California]).

Note: This is the earliest document seen (July 2012) that mentions “yinnies,” a sweet or sweetener made using rice syrup made from koji.

Hopi seeds: Sunflower seeds, pumpkin seeds, almonds, cashews, or soybeans, each dry roasted with tamari. Dried fruits. Virgin oils (incl. Soybean oil, pressed and unrefined in pints, quarts, half gallon, gallon, and 5-gallon can). Nut butters. Condiments (incl. sesame salt, and Tekka [vegetable condiment]). Unusual foods: Umeboshi (plums pickled in brine) and Kuzu arrowroot. For cleanliness [body care products]: Sesame lotion [organic and biodegradable], Sesame shampoo, Orjene shampoo, Peppermint Castile soap,

Toothpowder, charred eggplant and sea salt [Dentie in bag or jar], Clearlake all purpose cleaner, biodegradable. For cooking (utensils, incl. 2 sizes of “soy dispenser,” suribachi with pestle, Save A Tree canvas shopping bag). Flyers: The Organic Merchants NOT List. The Sugar Story. The Oil Story. The Macrobiotic Way.

On the last page is a note from Paul Hawken, with his signature, thanking customers for their orders.

Letter (e-mail) from Norio Kushi. 2011. March 31. “Rosemary Traill just reminded me of an interesting story regarding attempting to get rid of the mice at the Erewhon warehouse at 33 Farnsworth St.

“My mother [Aveline] didn’t want to use chemical poisons in getting rid of the mice so someone told her about ‘sonic’ pest repellents that emit a high pitch sound, inaudible to the human ear, to drive the mice away. These sonic devices were placed around the warehouse and interestingly, what occurred is that the mice changed their diet. Instead of eating the grains, they started eating exclusively seaweed. Somehow, the mice, by eating the seaweed had no problem thriving under the condition of the sonic pest repellents. My understanding is that, after that, they had to resort to regular standard ways of getting rid of the rodents.” Address: 33 Farnsworth Street, Boston, Massachusetts 02210. Phone: (617) 542-1358.

646. National Health Foods Association. 1971. Display ad: Buyers “go organic.” *New York Times*. Nov. 1. p. 66.

• **Summary:** A small, square ad. “Plan to attend the National Health Food Fair. Vitamins. Honey. Herbs. Books. Nuts. Tobacco. Grain. Foods, etc.

“Mon., Nov. 1st, 10 am to 6 pm. McAlpin Hotel, 34th St. & Broadway, N.Y.C.”

647. Eden. 1971. Eden: Natural, organic. Serving mid-America with the food of the future (Ad). *East West Journal* 2(18):19. Nov. 30.

• **Summary:** “Complete selection of stoneground flour, whole grains, seeds and nuts, beans, nut butter, soap, cosmetics, unrefined vegetable oil, herbs & Tea, dried fruit, pasta, juice. Stardust cereals: Barleycorn, 7-grain, Kokoh, Rising Sun, Sherpa, Grainola, Rice Cream, Tempura.”

Note 1. Kokoh (also called Grain Milk or Kokkoh) is a macrobiotic preparation typically containing a finely ground combination of roasted rice, glutinous rice, oatmeal, soybeans, and sesame seeds.

Note 2. Neither miso or soy sauce are mentioned in the ad.

This ad also appeared in the Dec. 15, 1972 issue (p. 19) of this magazine. Address: 330 Maynard St., Ann Arbor, Michigan 48108. Phone: Wholesale: (313) 769-8444. Retail: (313) 761-8134.

648. Allen, Floyd. 1971. Texas farmers on the Organic trail:

Dry-land farming in the Texas Panhandle is a tough task—but these grain-growers do a job as big as the state’s reputation! *Organic Gardening and Farming* 18(11):106-12. Nov.

• **Summary:** “Two names that have been emerging very favorably are Arrowhead Mills and Frank Ford of Deaf Smith County, Texas. Just this year we’re hearing a lot about both, and when a star rises that fast it makes you want to go see what it’s all about... After all, a mill and a farmer don’t get to be all that organic overnight.”

Hereford, Texas, is located on the west side of the Texas Panhandle, which consists of the northernmost 26 counties in the state.

Note: On 19 Dec. 1942 *Collier’s* magazine published an article about the fluoride content in Hereford’s water titled “The town without a toothache.” The slogan stuck.

The farmers in Hereford don’t talk much about toothaches, but they do claim that the soil in Deaf Smith County is unusually high in trace minerals. But the area is also very dry and the elevation is about 4,000 feet. Allen visited for three days with Frank Ford and some other farmers in the area. He came away impressed by the commitment to organic farming, and a short-term goal to become 80% organic.

“Frank Ford is a dry-land farmer. A portion of his 1,800-acre farm has enough ground water for irrigation, but he feels that it would be too hard on his soil.” That shows you what a dedicated farmer he is. Frank says: “If you fight nature in farming, you’re going to lose; it might take 20 years to lose, but you’re going to lose. Whereas if you work with it, then every year your soil is stronger, your plants are stronger, finances are stronger as a result.” He knows, because he took over a worn out farm and worked with nature to bring it back to health using sound soil management above all. A graduate of Texas A&M University, he has developed a deep commitment to organics. Eleven years ago he stopped using pesticides.

Frank started his farming career and his milling career at about the same time—in 1960. He wanted a hand in merchandising the fine hard wheat he grew. He had contacted a small mill owner in the town. “In 1960 Ford reorganized the mill with George Warner, an agronomist who was putting together a seed company, and a few other farmers, incorporating the company as Arrowhead Mills.” The mill was small and didn’t have much money, so it had to make a high-quality product to survive. Arrowhead mills doesn’t fumigate its grains; not does it use any preservatives in its flour. Frank and a number of farmers who share similar ideas have come together and organized the Deaf Smith County Organic Farmers Group.

“Working with the group, as well as operating his own composting business, is Fletcher Sims of Canyon, Texas. As a former student of Dr. William Albrecht, Fletcher uses Pfeiffer’s Biodynamic method of composting. In these *still* early days of volume composting, Fletcher Sims is a pioneer

who has had to design his own techniques as well as much of his own equipment.

A full page photo (p. 106) shows Frank Ford, standing in field of wheat, with his hat in one hand; his hair appears to be gray.

649. Product Name: Eden Soy Oil (Unrefined and Pressed).
Manufacturer's Name: Eden Foods, Inc.
Manufacturer's Address: 211 S. State St., Ann Arbor, MI 48108. Phone: (313) 769-8444.
Date of Introduction: 1971 November.
Ingredients: Soy oil.
Wt/Vol., Packaging, Price: Pint, quart, or 5 gallons.
How Stored: Refrigerated.
New Product–Documentation: Eden Foods Inc. 1971. July 26. Wholesale pricelist. “Soy oil.”

650. Product Name: Kokoh.
Manufacturer's Name: Eden Foods.
Manufacturer's Address: 330 Maynard St., Ann Arbor, Michigan 48108. Phone: Wholesale: (313) 769-8444. Retail: (313) 761-8134.
Date of Introduction: 1971 November.
New Product–Documentation: Ad in East West Journal. 1971. Nov. 30. p. 19. “Eden: Natural, organic. Serving mid-America with the food of the future.” Stardust cereals: Barleycorn, 7-grain, Kokoh, Rising Sun, Sherpa, Grainola, Rice Cream, Tempura.” This ad also appeared in the Dec. 15, 1972 issue (p. 19) of this magazine.

Talk with Royce Seeger. 1993. Oct. 31. He began to work in the Eden Foods retail store in about the fall of 1970. One of his main jobs was roasting and grinding grains. About a year or two after he began work, Eden introduced Kokoh, a macrobiotic baby cereal, which contained roasted soy flour and was packed in the small biodegradable cello bags. All the ingredients were roasted together and then ground; soy was one of the ingredients. The soy was roasted more than it was for the plain soy flour.

Note: Kokoh (also called Grain Milk or Kokkoh) is a macrobiotic preparation typically containing a finely ground combination of roasted rice, glutinous rice, oatmeal, soybeans, and sesame seeds.

651. Product Name: Hopi Seeds: Sunflower Seeds, Pumpkin Seeds, Almonds, Cashews, or Soybeans (Each Dry Roasted with Tamari).
Manufacturer's Name: Erewhon Trading Co., Inc.
Manufacturer's Address: 33 Farnsworth Street, Boston, MA 02210. Phone: (617) 542-1358.
Date of Introduction: 1971 November.
Wt/Vol., Packaging, Price: 1 oz. polyethylene-cellophane bags.
How Stored: Shelf stable.
New Product–Documentation: Erewhon Trading Co.,

Inc. 1971. Natural and organic foods. Price list. Effective Thanksgiving day, Nov. 1971.

Talk with Bill Bolduc, founder of Eden Foods. 1992. March 14. Erewhon was probably the first company in America to develop a line of tamari-roasted seeds and grains. Eden was carrying the tamari-roasted soybeans by Oct. 1972, and the full line by early 1973.

652. Product Name: Soybean Flour–Full Fat (Organic, from Deaf Smith).
Manufacturer's Name: Erewhon Trading Co., Inc.
Manufacturer's Address: 33 Farnsworth St., Boston, MA 02210. Phone: (617) 542-1358.
Date of Introduction: 1971 November.
Wt/Vol., Packaging, Price: 50 lb.
How Stored: Shelf stable.

New Product–Documentation: Erewhon Trading Company Inc. 1971. Thanksgiving Day. [Nov.]. Price list. “Stoneground flours: Soybean Flour, full fat, organic Deaf Smith. 50 lb. \$11.00.”

Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 3, 26. Bulk. “Soy Flour Deaf Smith Organic.” 35 lb. Arrowhead Mills, “Soy Flour lightly toasted,” 24 oz.

Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 57. Shows the label for “Organically grown–stone ground soy flour.” 24 oz. On the front panel is a description of how to make soy milk from soy flour.

Note: This is the earliest document seen (Dec. 2001) concerning Arrowhead Mills and soy.

653. Product Name: Corn Munchies (Organic Corn Chips with Soy Sauce).
Manufacturer's Name: Erewhon Trading Co., Inc.
Manufacturer's Address: 33 Farnsworth St., Boston, MA 02210. Phone: (617) 542-1358.
Date of Introduction: 1971 November.
Ingredients: Corn tortillas, sesame oil, soy sauce.
Wt/Vol., Packaging, Price: 24 x 4 oz.
How Stored: Shelf stable.
New Product–Documentation: Erewhon Trading Company Inc. 1971. Thanksgiving Day. [Nov.]. Price list. “Snacks: Corn Munchies, organic corn chips w/ soy sauce. 24–4 oz. \$0.40 each.”

654. Product Name: Organic Soybeans.
Manufacturer's Name: Erewhon Trading Co., Inc.
Manufacturer's Address: 33 Farnsworth St., Boston, Massachusetts. Phone: (617) 542-1358.
Date of Introduction: 1971 November.
New Product–Documentation: Erewhon Trading Company Inc. 1971. Thanksgiving Day. [Nov.]. Price list. “Beans: Soybeans, organic. 60 lb for \$8.40.”

Talk with Bruce Macdonald. 2011. March 2. Bruce is not sure who grew Erewhon's first organic soybeans. It may have been Frank Ford at Arrowhead Mills (who supplied a large percentage of Erewhon's early grains and beans, for the first 3 years) or it may have been Carl Garrich, the organic rice grower in Lone Pine, Arkansas. Arrowhead sold quite a few items that it did not grow in Texas. "We didn't start pushing the contract organic farming program until Paul Hawken returned from Japan."

655. Hawken, Paul. 1971. *The macrobiotic way* (Leaflet). Boston, Massachusetts. 1 p. Front and back. 22 x 14 cm. Undated.

• **Summary:** On the front is a description of the basic ideas of macrobiotics. "The principles of Macrobiotics are very few in number and simple. They are commonsense and can be seen every day in nature and in society. Since we live in a constantly changing relative world, the only constants are the principles of change itself. These are our principals: 1. Everything is the differentiated manifestation of one infinity. 2. Everything changes. 3. All antagonisms are complementary. 4. Nothing is identical. 5. What has a front has a back. 6. The bigger the front, the bigger the back. 7. What begins, ends."

On the back we read: "The following seven suggestions are offered for consideration as the basis for a sound program to establish physical and mental well-being:" 1. Eat only pure, whole, natural foods. 2. Choose foods which grow and thrive naturally in your local area and eat them in season. 3. Chew. 4. Eat course [sic, coarse] simple foods only when hungry. 5. Eat serenely and gratefully while reflecting on the origin of our food. 6. Eat two meals a day. 7. Do joyous activity and exercise. Details are given under each heading. Address: 33 Farnsworth Street, Boston, Massachusetts 02210.

656. Hawken, Paul; Rohe, Fred. 1971. *The oil story* (Leaflet). Boston, Massachusetts: Organic Merchants, c/o Erewhon. 1 p. Front and back. 22 x 14 cm. Undated.

• **Summary:** See next page. Most vegetable oils are extracted with solvents, then refined; Organic merchants sell only crude (unrefined), pressed oils. When an industrial oil technician sees a dark color, it represents the presence of "impurities"—material that "prevents the oil from being light colored, odorless and bland in taste. From our viewpoint, those 'impurities' look desirable—the things which impart color, odor and flavor are nutrients. It is both tragic and ironic that the removal of nutrients should be equated with 'purity.' Tragic because if those nutrients were present they would contribute to the health of the consumer. Ironic because establishing the desired 'purity' really results in producing poor quality food."

"There are three methods of extracting vegetable oils from nuts, grains, beans, seeds or olives. The first is by use

of a hydraulic press. This is an ancient method and yields the best quality oil. The only two materials that will yield enough oil without heating them first are sesame seeds and olives. Therefore sesame oil and olive oil from a hydraulic press are the only oils which could be truly called 'cold pressed.'" "Virgin" olive oil refers only to the first pressing by a hydraulic press without heat. "If an Organic Merchant has an oil which has been extracted [sic, expressed] by hydraulic press but has been heated prior to pressing, he will refer to it as 'pressed,' not 'cold pressed.'"

"The second method is by expeller, described in 'The Lowdown on Edible Oils' as follows: 'This uses a screw or continuous press with a constantly rotating worm shaft. Cooked material goes into one end and is put under continuous pressure until discharged at the other end with the oil squeezed out.' Temperatures between 200 and 250 degrees are normal. Obviously, this type of extraction [sic] does not qualify as 'cold pressed' either. Organic Merchants will refer to it as 'expeller pressed.'" Most expeller pressed oil is refined after extraction. So Organic Merchants will use either the word 'crude' or 'unrefined' to identify this additional classification of acceptable oils."

The last method is solvent extraction described in 'The Lowdown on Edible Oils' as follows: 'Definitely dangerous to health.'... This method is universally used by the big commercial oil processors because it gets more oils out quicker and cheaper. About 98% of the soy oil in the U.S. is solvent extracted.'" "What about these solvents? Most commonly used solvents are light petroleum fractions—four types of Naphtha used are Pentane, Heptane, Hexane, and Octane; another solvent used is synthetic Trichloroethylene. Some of these are commonly found in gasoline. Most used solvent is Hexane. Oils dissolved by this method are solvent extracted *dissolved* oils; they are not pressed oils."

Refined oils are susceptible to rancidity, because their antioxidants are removed during refining. Crude oils retain their natural anti-oxidants. A rancid oil has a biting sharp taste and is unhealthy. A crude oil contains all its natural vitamin A, vitamin E, lecithin, and all other natural food factors.

On the bottom back of one edition is: "Preprints available from: Erewhon Trading Co., 8454 Steller Drive, Culver City, California 90230. Phone: (213) 836-7569." Address: 33 Farnsworth Street, Boston, Massachusetts 02210.

657. Rohé, Fred. 1971. *The sugar story* (Leaflet). Boston, Massachusetts: Organic Merchants, c/o Erewhon. 1 p. Front and back. 22 x 14 cm. Undated.

• **Summary:** See page after next. This leaflet, printed with brown ink on orange-yellow paper, begins: "No Organic Merchant sells white sugar or any products containing white sugar because it is a foodless food. It is 99.96% sucrose and when taken into the human body in this form is

the oil story

by Paul Hawken
& Fred Rohe

One very basic difference between our way of looking at vegetable oils and the industrial oil technician's viewpoint should be understood. When he sees dark color, it represents the presence of "impurities" – material that prevents the oil from being light colored, odorless and bland in taste. From our viewpoint, those "impurities" look desirable – the things which impart color, odor and flavor are NUTRIENTS. It is both tragic and ironic that the removal of nutrients should be equated with "purity". Tragic because if those nutrients were present they would contribute to the health of the consumer. Ironic because establishing the desired "purity" really results in producing poor quality food.

We qualified ourselves to make public observations about oils by conducting a threefold research program. First, we read from the following sources: THE ENCYCLOPEDIA BRITANICA; "Rancidity in Oils" and "The Lowdown on Edible Oils" published by the Lee Foundation for Nutritional Research, Milwaukee, Wisconsin; and "The Story of Oils" published by Walnut Acres, Penns Creek, Pennsylvania. Second, we talked for several hours with Frank Lachle, a retired oil chemist with eminent technical qualifications who now owns Healthway Natural Foods, Watsonville, California. Third, we toured one of the largest vegetable oil extraction and refining plants in California, specializing in the production of safflower oil.

There are three methods of extracting vegetable oils from nuts, grains, beans, seeds or olives. The first is by use of a hydraulic press. This is an ancient method and yields the best quality oil. The only two materials that will yield enough oil without heating them first are sesame seeds and olives. Therefore, sesame oil and olive oil from a hydraulic press are the only oils which could truly be called "cold pressed". The terms "cold pressed" as applies to all oils and "virgin" as applies to olive oil are meaningless to the consumer. They have no legal definition, mean whatever the manufacturer wants them to mean, and do not give a true description of the product behind the label. Organic Merchants will not condone misleading labeling. The term "virgin" for olive oil will refer only to the first pressing by a hydraulic press without heat. The term "cold pressed" will refer only to hydraulic pressing without heat. These oils are the closest possible to the natural state, therefore have the most color, odor and flavor – in a word, the most NUTRITION – but they will often be unavailable because so little is produced this way.

If an Organic Merchant has an oil which has been extracted by hydraulic press but has been heated prior to pressing, he will refer to it as "pressed", not "cold pressed".

The second method is by expeller, described in "The Lowdown on Edible Oils" as follows: "This uses a screw or continuous press with a constantly rotating worm shaft. Cooked material goes into one end and is put under continuous pressure until discharged at the other end with oil squeezed out". Temperatures between 200 and 250 degrees are normal. Obviously, this type of extraction does not qualify as "cold pressed" either. Organic Merchants will refer to it as "expeller pressed".

Now with a hydraulically pressed oil labeled "cold pressed" or "pressed", you can assume you have a crude or unrefined oil. But this is not true of "expeller pressed" oil because the common fate of expeller pressed oil is to be refined after extraction. So you need additional information with the words "expeller pressed". Organic Merchants will use either the word "crude" or "unrefined" to identify this additional classification of acceptable oils. So Organic Merchants draws the line of acceptability at this point and, to review, you may expect us to carry only four classifications of oil: (1) virgin (2) cold pressed (3) pressed (4) expeller pressed - crude. And this paper is your tool to remind yourself of what we mean by those words.

The last method is solvent extraction, described in "The Lowdown on Edible Oils" as "definitely dangerous to health. . ." "Oil bearing materials are ground, steam cooked, then mixed with the solvent (of a petroleum base) which dissolves out of the oils, leaving a dry residue. The solvent is separated from the oils. This method is universally used by the big commercial oil processors because it gets more oils out quicker and cheaper. About 98% of the soy oil in the U.S. is solvent extracted.

"What about these solvents? Most commonly used solvents are light petroleum fractions – four types of Naptha used are Pentane, Heptane, Hexane, and Octane types; another solvent used is synthetic Trichlorethylene. Some of these are commonly found in gasoline. Most used solvent is Hexane. Oils dissolved by this method are solvent extracted DISSOLVED oils are not pressed oils.

"The big commercial edible oil processors and distributors tell us that if any of the solvent remains in the oils it is VERY LITTLE. But you know just how harmful these solvents may be. Pertinent here is an observation coming out of a symposium of cancer specialists organized by the International Union Against Cancer meeting in Rome in August 1956. Among many things they observed "Since various petroleum constituents, including certain mineral oils and paraffin, have produced cancer in man and experimental animals, the presence of such chemicals in food appears to be objectionable, particularly when such materials are heated to high temperatures."

The VERY LITTLE argument for solvent residues is just as weak for solvents as it is for pesticide residues. The amount of petroleum solvent that should enter the human system

the sugar story

By Fred Rohe'

No Organic Merchant sells white sugar or any products containing white sugar because it is a foodless food. It is 99.96% sucrose and when taken into the human body in this form is potentially dangerous. It is touted as an energy food, but such propaganda is misleading for there is ample evidence that white sugar robs the body of B vitamins, disrupts calcium metabolism and has a deleterious effect on the nervous system.

The above material can be concluded by anyone through reading, but in addition to the reading, I have taken the trouble to visit sugar refineries in both Hawaii and California. Aside from general curiosity, my reason for these visits was that I had been selling "raw" or brown sugar without understanding what they are. There was no information available which seemed dependable.

Sugar cane is grown with the use of synthetic fertilizers and weed sprays. The fields are burned just previous to harvest. These are destructive agricultural practices; nothing truly good can come from soil so mistreated. I would, therefore, be uninterested in consuming anything derived from commercially grown sugar cane, either brown sugar or molasses.

Sugar refining is largely a mechanical process done in truly huge machines which boil, spin, filter and separate. Aside from water, the materials which enter the processing are lime, phosphoric acid and diatomaceous earth. I don't consider any of these additives significant where white sugar is concerned because one thing is certainly true about white sugar; it is "pure." No chemical residues could possibly remain at the end of the line, so effective is their purification process.

There are three kinds of sugar which are not white: light brown, dark brown, and Kleenraw. They are all made the same way — by adding back molasses to refined sugar. For years I had heard several different versions of how these so-called "raw" sugars are made. All of them led me to believe that the so-called "raw" sugar which has traditionally been used in the health food industry is a "partially refined" product removed from the refining process sometimes before the final stage of white sugar. But my investigation has proved this impression erroneous. All forms of non-white sugars are made from a base of white sugar.

The numbers go like this: Partially refined or "raw" sugar is 97% sucrose when it leaves Hawaii and goes through a gigantic California refinery to produce refined sugar, 99.96% sucrose. For Kleenraw they add back 5% molasses, for light brown they add back 12% molasses, for dark brown they add back 13% molasses. A special crystalization process is used for Kleenraw designed especially to create a raw-like illusion.

All sugar companies use similar processes, as it is against the law to sell sugar which has not been refined. Ostensibly, the purpose of this law is to protect us; in reality it means we have no freedom to choose what kind of sugar we would use. Personally, I would like to be able to buy sugar from organically grown cane in the form of an almost black, syrupy mass of crystals. It is rumored that the law which prevents us from buying such true raw sugar was enacted as a result of powerful lobbying on the behalf of the sugar refining companies.

potentially dangerous. It is touted as an energy food, but such propaganda is misleading for there is ample evidence that white sugar robs the body of B vitamins, disrupts calcium metabolism, and has a deleterious effect on the nervous system.”

“There are three kinds of sugar which are not white: light brown, dark brown, and Kleenraw. They are all made the same way—by adding back molasses to refined sugar... For Kleenraw they add back 5% molasses, for light brown they add back 12% molasses, for dark brown they add back 13% molasses.”

“Organic merchants do not sell brown or ‘raw’ sugar or any products containing brown sugar either, because the plain fact is that brown sugar is a shuck” (phony).

Turbinado and Demarara sugar are similar to brown sugar. So what kind of sugar should we use? The writer recommends following the advice of J.I. Rodale: “So far as we are concerned, the answer is none. If you would be healthy, omit all sugar and just get accustomed to doing without it.” Address: 33 Farnsworth Street, Boston, Massachusetts 02210.

658. Rohé, Fred. 1971. The NOT list (Leaflet). Boston, Massachusetts: Organic Merchants, c/o Erewhon. 1 p. Front and back. 22 x 14 cm. Undated.

• **Summary:** See next page. This leaflet, printed with dark brown ink on beige paper, has the Organic Merchants logo (“1971 member of OM—Organic Merchants”) in the upper left corner. The text begins: “You, the consumer, will see many improvements in the quality of material goods during the coming decade due to the activities of the movement known as ‘consumerism.’ One such activity can already be seen in the efforts of Organic Merchants. True, Organic Merchants is an organization of businessmen, but in its purpose it is nothing less than ‘consumerism’ come to life.

“When a businessman inquires about Organic Merchants, he receives an application which, if he wants to join, he must read, sign and return with his check for a year’s dues. This application is actually a no-nonsense commitment, reading as follows:

“I recognize my kinship to the brotherhood known as Organic Merchants. I understand that the purpose of our brotherhood is to provide information to the public regarding agriculture, the food industry, and nutrition and that this information shall be provided without profit.

“I understand that the purpose of our brotherhood is to set quality control standards, making them in the form of a public contract that validly demonstrates a serious commitment. Therefore, I agree not to sell any food products containing:

“white sugar—‘raw’ sugar—turbinado sugar—corn syrup—bleached white flour—hydrogenated fats—artificial flavor—artificial color—cottonseed products—monosodium glutamate—synthetic vitamins—synthetic sugar substitutes—synthetic

salt substitutes—synthetic preservatives, emulsifiers, or other synthetic food chemicals.

“I also agree not to sell refined salt, refined oil, & refined flours (white flour, degerminated corn meal, gluten flour, white rice flour) and to begin gradual elimination of products containing these items.’

“The above promise represents a truly remarkable phenomenon. There has never been a stricter set of quality control standards. Organic Merchants can rightfully claim to be the guardian of food integrity.

“But it is not enough to set standards, not even enough to live up to them. You, the consumer, must understand these standards, why they exist, their importance to the planet, to you, to everyone. So the principal duty of Organic Merchants is to inform.” Address: 33 Farnsworth Street, Boston, Massachusetts 02210.

659. Chico-San Inc. 1971. Portfolio. Chico, California. 6 sheets. 8 Dec. 1971. 28 cm.

• **Summary:** See 2 pages after next. Includes the following (all printed back-to-back with dark brown ink on golden yellow paper with a new complex spiral logo): (1) Form letter from J. Robert Kennedy to Lorenz A. Schaller, Pasadena, California, with Kennedy’s signature. Spiral Foods “was formed recently for the purpose of selling direct to those who find it difficult to obtain Macrobiotic food products under the Chico-San label at their local outlets. They are the same products, however, only the label is different.

“If you don’t care to order direct, Chico-San products are sold at health food stores throughout the country.” Distributors in Mr. Schaller’s area are given: (1) Kahan & Lessin Co., 3131 East Maria St., Compton, CA 90021. (2) Landstrom Co., 428 Talbert St., San Francisco, CA 94114.

(2) “Rice cakes is our bag.” Three varieties, made from brown rice, grown organically by Wehah Farms. (3) “How Chico-San guarantees Oriental-type, organically grown brown rice,” article reprinted from *Health Food Business* magazine. (4-5) Chico food news 1, about Lima soysauce and sweet brown rice, with recipes. Ingredients include soybean flour and Yinnies Grain Syrup (“made from barley and brown rice is a new product from Chico-San”). (6-7) Chico food news 2, about rice chips, corn chips, Yinnies, mochi, with recipes. (8-9) Chico food news 3, about wild American ginseng and Chico-San rice vinegar. (10-11) Chico food news 6, about sea vegetables: Hijiki, nori, wakame, kombu, kanten. Address: 1262 Humboldt Ave., Chico, California 95926. Phone: (916) 343-6770.

660. Clark, Marion; Sinick, Heidi. 1971. Try it! *Washington Post, Times Herald*. Dec. 12. p. 314.

• **Summary:** The section titled “Organic food feasts” states that “Mother Nature on the Run will cater organic food feasts for any occasion.” This catering service was recently formed



The NOT List

By FRED ROHÉ

You, the consumer, will see many improvements in the quality of material goods during the coming decade due to the activities of the movement known as "consumerism." One such activity can already be seen in the efforts of Organic Merchants. True, Organic Merchants is an organization of businessmen; but in its purpose it is nothing less than "consumerism" come to life.

When a businessman inquires about Organic Merchants, he receives an application which, if he wants to join, he must read, sign and return with his check for a year's dues. This application is actually a no-nonsense commitment, reading as follows:

I recognize my kinship to the brotherhood known as Organic Merchants. I understand that the purpose of our brotherhood is to provide information to the public regarding agriculture, the food industry, and nutrition and that this information shall be provided without profit. I understand that the purpose of our brotherhood is to set quality control standards, making them in the form of a public contract that validly demonstrates a serious commitment. Therefore, I agree not to sell any food products containing:

white sugar – "raw" sugar – turbinado sugar – corn syrup – bleached white flour – hydrogenated fats – artificial flavor – artificial color – cottonseed products – monosodium glutamate – synthetic vitamins – synthetic sugar substitutes – synthetic salt substitutes – synthetic preservatives, emulsifiers, or other synthetic food chemicals

I also agree not to sell refined salt, refined oil, & refined flours (white flour, degerminated corn meal, gluten flour, white rice flour) and to begin gradual elimination of products containing these items.

The above promise represents a truly remarkable phenomenon. There has never been a stricter set of quality control standards. Organic Merchants can rightfully claim to be the guardian of food integrity.

But it is not enough to set standards, not even enough to live up to them. You, the consumer, must understand these standards, why they exist, their importance to the planet, to you, to everyone. So the principal duty of Organic Merchants is to inform. We must inform because ultimately quality control must be where it belongs: in the hands of the people. It will not suffice for one poor, small organization, even though it be of pure intentions as Organic Merchants, to be guardians of food integrity for this entire nation. That task requires a force and the only force available is the people, armed with the knowledge of what they want and why they want it.

Organic Merchants believes that when they are properly informed, the people will want natural foods in abundant supply convenient to everyone living anywhere in this country. The necessary awakening is already well underway. This brochure and other writings published by Organic Merchants are designed to further stimulate the consumer consciousness. But again, it is not enough for Organic Merchants to do what it does. So we hereby propose a working agreement between you and us: we will do our part by printing thousands of brochures and giving them away; you do your part by asking one of your fellow men to read it. By being sure the brochures are not thrown away, thousands will turn into millions and we will have become the ultimate effective tool – the people working for the people.

Reprinted from
HEALTH FOOD BUSINESS Magazine

How Chico-San Guarantees Oriental-Type, Organically-Grown Brown Rice

Health Food Stores will be happy to learn that Chico-San now offers the finest quality Brown Rice — guaranteed organically-grown. To back-up their guarantee, Chico-San has gone to fantastic limits to grow, harvest and distribute a truly natural and organic health food, which is now available from most wholesalers in our industry.

To produce an organically grown rice that will meet the rigid standards set up by CHICO-SAN is a big order. To find a grower that could meet these standards, Robert Kennedy, who is now the president of Chico-San, moved to California and began searching the rice growing area for growers that had both the facilities and the desire to oppose the trend of ever increasing use of chemical fertilizers, weed sprays, insecticides and seed treatments.

It was necessary to find a grower with naturally rich soils that had not been over cropped and enough acres to allow a rotation plan that would build up the soil rather than deplete it. This would include naturally enriching cover crops such as purple vetch and clover that would be incorporated into the soil and add much needed humus and fertility.

After 8 years of searching, Mr. Kennedy has found such a grower in the rich Sacramento Valley. This was especially desirable because the water used for irrigation on this land comes from the famous Feather River which cascades out of the Sierra Nevada mountains less than ten miles from this rice growing area and is one of the purest waters used for irrigation in the world.

An agreement has been worked out with WEHAH FARMS that will insure the delivery of the highest quality of organically grown rice on the market today. *The agreement includes a sliding price provision that enables the grower and the buyer to share the risk of producing rice without the use of chemicals and assures the consumer the lowest price possible for this unimpeachable product.*

The first year's operation was rather modest. It was necessary to assess the production potentials of such an operation and also to build and modify equipment to insure purity and quality of the rice.

A field was selected with a record of natural fertility and relative freedom from weeds. This field had laid idle the previous season and had all of the straw and stubble incorporated back into the soil to further build natural fertility.

The common practice of burning this stubble and straw has not been used on this farm for many years because it depletes the soil of humus and also adds to air pollution.

Special arrangements were made with the mosquito control district to control the mosquito larva and several other undesirable insects by the introduction of *Gambusia* fish (mosquito fish). These people were found to be most cooperative in efforts to find natural biological solutions to insect problems rather than the use of chemicals that is practiced in most of the food producing areas of the world.

As spring approached, plans were made for the tillage operations necessary to produce the 1969 crop and the summer fallow operations necessary to insure the best possible conditions for an expanded 1970 operation.

A supply of the highest quality organic manure was found and after the ground was disked, harrowed and landplaned, it was spread at different rates throughout the field. This was done to assess the advantages of various fertility levels on the quality and quantity of the crop for future planning. This manure was incorporated by disking and harrowing to insure an even distribution throughout the soil. Seed and water were applied and the crop was on its way, but the real work had just begun.

It was now necessary to find storage and milling facilities that would insure against contamination with chemicals and non-organically grown rice and also allow for custom milling of each order at the time it was needed. This was solved as WEHAH FARM has facilities to store rice from over 500 acres and keep it in individual lots, but getting it milled to exacting specifications turned out to be more difficult. After checking with almost every mill in Northern California, WEHAH FARM found it necessary to build a new mill designed especially for organically grown, brown rice. To do this, equipment was imported from as far away as Japan and a new building was erected.

As the summer progressed, one could see that the crop was something special. It was progressing with a good smooth growth pattern and steady color without the abrupt changes in growth and color often experienced in fields depending on chemicals.

As this crop was growing, work was proceeding on the rotation land. It was disked and worked down with a drag to incorporate the straw and stubble. Then it was irrigated to start the water grass (*Echinochloa crusgalli*), rough-seeded bulrush (*Scripus mucronatus*) and other weeds that naturally grow in all rice growing areas. When the weeds had started the ground was again disked and a cover crop of purple vetch was planted and ridged to establish the best possible conditions for the 1970 organic rice crop.

When the 1969 harvest was complete both CHICO-SAN and WEHAH FARMS were pleased with both quality and quantity of the rice, and determined to expand the acreage so that everyone who wants a premium quality, organically grown, brown rice will be able to buy it at a realistic price.

by six young health-food enthusiasts who love to cook and who believe that happy food makes happy people. At a recent church dinner, the group served a meal that included “brown rice with miso, tamari and natural peanut-butter sauce.”

661. *SoyaScan Notes*. 1971. Chronology of soybeans, soyfoods and natural foods in the United States 1971 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1971 Jan. *East West Journal* starts publication in Boston, Massachusetts.

1971 Feb. Westbrae Natural Foods, founded in late 1970, opens for business in Berkeley, California, as a natural foods retail store.

1971 Feb. Essene Traditional Foods begins operation as a macrobiotic natural foods distributor in Philadelphia, Pennsylvania. They sell miso and tamari.

1971 May. Tree of Life opens as a natural foods retail store in St. Augustine, Florida, founded by Irwin Carasso.

1971. The Food Protein Council (renamed Soy Protein Council in Dec. 1981) is established as a trade association for major manufacturers of soy protein for food use.

1971 Aug. 15. Richard Nixon devalues the U.S. dollar by cutting its tie with gold. It starts to float, thus changing many of the basics of international trade.

1971. India's first soyfoods development project starts at G.B. Pant University.

1971 Feb. 22. Textured soy protein products authorized for use as meat extenders in National School Lunch Program.

1971 Sept. *Diet for a Small Planet*, by Frances Moore Lappé, published by Ballantine Books. A landmark book that plays a major role in the rise of interest in meatless diets.

1971 Sept. 3. Stephen Gaskin and several hundred friends and disciples purchase a 1700-acre farm at 156 Drakes Lane, Summertown, Lewis County, Tennessee. Vegans (complete vegetarians) and long-haired hippies, they first planted soybeans in the spring of 1972. In December 1971 Alexander Lyon, who has a PhD degree in biochemistry, begins the community's first serious library research on soyfoods, especially soymilk and tempeh.

1971 Aug. 23. Laurelbrook Foods begins operation as a macrobiotic natural foods distributor in Forest Hill, Maryland—founded by Rod and Margie Coates. They kept a post office box in nearby Bel Air.

1971 fall. Eden Foods in Ann Arbor, Michigan, begins distributing macrobiotic natural foods. In June 1971 they had begun wholesaling these foods out of the back of their retail store.

1971. Shadowfax begins operation as a natural food distributor, founded by Charlie Smail.

1971. This year the natural foods boom in America can be said to have begun, pioneered by macrobiotic food distributors. Soyfoods rode to popularity on this wave. Food for Life in Chicago (IL), Ceres in Colorado Springs, and

Lifestream in British Columbia (Canada) also started at about this time.

1971. *Soybeans as a Food Source*, by Wolf and Cowan published by CRC Press. It focuses on modern soy protein products, offering an excellent review of the literature (86 pages and 276 references). A revised edition is published in 1975 (101 p., 416 references).

1971. First modern study on the effect of dietary protein on blood lipids titled “Plasma cholesterol levels and liver cholesterol biosynthesis in rabbits fed commercial or semisynthetic diets with and without added fats and oils,” by Dr. K.K. Carroll (Dep. of Biochemistry, University of Ontario, Canada) published in *Atherosclerosis*. From 1977 on a group led by Sirtori in Milan, Italy, was actively pursuing this same line of research which showed that even in fat-free diets, animal proteins raise serum cholesterol and soy proteins lower it. As early as 1908 the Russian Ignatowski had shown that dietary protein plays a significant role in the development of atherosclerosis in rabbits, but his findings had been forgotten.

1971. African soybean production first tops 100,000 metric tons.

1971—Earl L. Butz replaces Clifford Hardin as U.S. Secretary of Agriculture, ushering in an era of free market agriculture which favors large producers.

662. Chico-San Inc. 1971. The new rice is in... (Ad). *East West Journal* 1(20):19.

• **Summary:** “... roasted rice, whole-grain rice, rice cakes, new rice chips, rice cream, rice flour, koko, yano, “yinnies,”... all brown... all Wehah.”

Note: The “yinnies” (an organic grain-based candy or sweetener) were made from koji. Address: 1262 Humboldt Ave., Chico, California 95926.

663. Chico-San Inc. 1971. Products: A catalog of macrobiotic foods. Chico, California. 8 p. Undated. 22 cm.

• **Summary:** The cover is with dark brown ink on golden yellow paper with a new complex circular spiral logo neat the top and three sheaves of grain across the bottom. The term OEI, applied to some products, means “Our Exclusive Import.” Address: Chico, California. Phone: (916) 343-6770.

664. Greenberg's Natural Foods. 1971. Largest selection of macrobiotic foods in the country (Ad). *East West Journal* 1(20):20.

• **Summary:** “Complete macrobiotic supermarket. Direct receivers: Lima [Belgium], Erewhon, Chico-San, Spiral, Infinity, Sun Circle Ranch. Organic grains, flours, beans, specialty foods, books, cooking utensils, fresh fruits and vegetables, whole grain baked goods, cosmetics and vitamins. Mail order catalog available.” Note: This company was run by Arnie Greenberg. Address: 125 1st Ave., New York, NY 10003. Phone: 212-254-3151.

665. Joyous Revival. 1971. Natural Foods (Ad). *East West Journal* 1(20):20.

• **Summary:** The company sells: Miso. Nuts. Seeds. Beans. Grains. Tamari. Fresh ground flours.

Note: Michael Potter, later head of Eden Foods, worked with this company in the early 1970s, until Dec. 1970. He was not a founder of the company, but he eventually rose to become a partner. Address: 1810 S. Woodward Ave., Birmingham, Michigan 48011. Phone: 313-644-9756.

666. Spiral Foods Inc. 1971. Price list of macrobiotic foods. Chico, California. 2 p. Undated. 35 x 25 cm.

• **Summary:** See next 2 pages. This single-sheet catalog and price list, printed front and back with reddish-orange ink on green paper, contains 8 panels and is undated. Yet it was sent by Chico-San in a portfolio of sell sheets with a cover letter dated 8 Dec. 1971—from which we can estimate the date. It is also with larger Spiral Foods catalogs issued after the disastrous 1972 fire that destroyed the company's plant. Under the name of each food is given a brief description. It includes the following foods:

Condiments: Tekka ("A traditional flavoring prepared from carrot, burdock, ginger, lotus root, Soybean Puree {Miso}, and sesame oil"), seitan ("A meat substitute made from vegetable protein of wheat gluten and tamari soy sauce"), salt plums, kuzu arrowroot, sesame salt, sesame butter, sesame oil (from organically grown seeds), Lima sesame oil (imported), crude sea salt ("Unrefined, unprocessed, trace sea minerals retained"), white unrefined sea salt, Mishio (Lima, with kombu), moromi ("Mash of soy sauce before pressing. A pungent flavor"), furikake ("A seasoning made from Miso, sesame seed, nori, bonito [sic, bonito] powder, whole brown rice and kombu" {kelp}), Goma Muso ("A seasoning prepared from traditional Miso and whole sesame seeds"), bainiku ekisu (concentrate of green [ume] plums), sesame seeds. Dried fish. Cosmetics. Beverages: Yano (grain beverage), Whole grain cereals. Whole grain noodles. Beans: Azuki red (Dainagon, or Korean), black [soy] beans. Sea vegetables. 100% whole grain brown rice. Sweet rice—mochi gome. Rice cakes. Lima soy sauce ("A traditional soy sauce of exceptional quality"), tamari ("The traditional soysauce, fermented naturally and aged 18 months. Prepared from soybean, wheat, salt and water"). Soybean puree (Miso) ("Made from the cultivation of a special enzyme and aged 18 months. The soybean puree is ideal mixed with sesame butter and used as a spread or can be added to soups and sauces"). Utensils.

Note 1. This is the earliest document seen (April 2011) concerning Spiral Foods, a company organized in 1970 by Bob Kennedy of Chico-San and Peter Milbury to distribute Chico-San products directly to retail stores in the greater San Francisco Bay Area. When Chico-San was established in 1962 there were no natural foods stores in the Bay Area (or

in the USA). However by 1970 there were many. They were not being well served by the old-line health food distributors such as K&L and Landstrom which distributed Chico-San's products, yet they wanted to buy Chico-San's products.

Note 2. This is the earliest English-language document seen (Dec. 2006) that uses the Japanese-language term "bainiku ekisu" (literally "plum flesh extract") to refer to a commercial extract of ume plums. Address: 1017 Willow Street, Chico, California 95926.

667. **Product Name:** Soybean Flakes (Macro Flakes; Micronized Soybean Flakes).

Manufacturer's Name: Arrowhead Mills, Inc.

Manufacturer's Address: P.O. Box 866, Hereford, TX 79045.

Date of Introduction: 1971.

Ingredients: Whole soybeans, flaked.

Wt/Vol., Packaging, Price: 1 lb or 25 lb.

How Stored: Shelf stable.

New Product—Documentation: M.W. Ford. et al. 1973.

The Deaf Smith Country Cookbook. p. 156, 324. The whole beans are quickly cooked (about 15 to 20 seconds) under dry radiant heat, then they are dropped into rollers and flattened into completely whole bean flakes. "Thus, all refining or possible leaching of nutrients is eliminated. The inventor of this procedure is Chardo Pierce of Lubbock, Texas. Although he originally developed the method to improve animal nutrition, it was obvious to Chardo that it could also improve human nutrition." Soybean flakes can be used to add taste, texture, protein, and other nutrients to breads, cakes, cookies, cereals, casseroles of every kind, dips, soups, sauces, and stews. Use them instead of or in addition to cracker or bread crumbs. "Oat flakes, rice flakes, rye flakes, triticale flakes, wheat flakes, soybean flakes, and pinto bean flakes are available now."

Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 2, 26. Bulk. "Soybean Flakes Deaf Smith Organic." 25 lb, or Arrowhead Mills, "Soy Flakes" 1 lb.

Arrowhead Mills. 1978. Sept. "Price list." (25 lb bulk and 12 x 1 lb packaged).

Letter from Boyd M. Foster of Arrowhead Mills, Inc., Hereford, Texas. 1979. May 8. Describes the company's "soybean flakes" or "soyflakes." They are only partially cooked and require some additional cooking to make them easier to chew.

He encloses an undated 1-page leaflet which has a large photo of a flaking mill across the top and which states: "For over a year now Arrowhead Mills has been producing Macro Flakes... Macro flaking is an exclusive process that is only done here in our plant. The equipment was designed and custom built under the supervision of Chardo Pierce of Lubbock, Texas."

"The steam-flake is the standard method in the industry.

PRICE LIST OF MACROBIOTIC FOODS

Macro (great), bio (life),
biotics (art or technique of rejuvenation)

People are becoming vitally concerned as they learn there are penalties for trying to adjust their environment—particularly their food, its kind and its production—to satisfy their egotistical desires. The disastrous effects of pesticides, preservatives, chemical fertilizers, artificial colorings, etc. are now well known, giving impetus to the demands for uncontaminated air, water and vegetation.

The principles governing the production of Macrobiotic foods were formulated thousands of years before modern commercialism began to process and strip foods of their vital energy giving qualities. Spiral Foods Inc. offers this list of foods fully confident that they are the most pure and natural that can be obtained.

MAKE CHECKS PAYABLE TO:

Spiral Foods, Inc.
 1017 Willow Street
 Chico, California 95926

All orders are subject to acceptance by the office at Chico, where payments are due.

Prices are subject to change without notice. Residents of California must add 5% sales tax on cosmetics and utensils.

All orders are F.O.B. Chico. Orders weighing less than 50 lbs. should be accompanied by a check including:

1. The cost of merchandise.
2. A 2% charge for handling.
3. The cost of shipping which is to be calculated from the Parcel Post rate table appearing on this list. Add approximately 20% in weight to allow for packaging material.
4. Fees for insurance which are charged as follows:

LIABILITY	
\$ 0.01 to \$ 15.00	\$.20
15.01 to 50.00	\$.30
50.01 to 100.00	\$.40
100.01 to 150.00	.50

PARCEL POST RATES

Zone	From Chico	Up to 2 lbs.	Each Add'l. lb.
Local	Local	\$.60	\$.025
1 and 2	Up to 150 miles	.65	.06
3	Up to 300 miles	.70	.075
4	Up to 600 miles	.75	.09
5	Up to 1000 miles	.80	.12
6	Up to 1400 miles	.90	.145
7	Up to 1800 miles	1.00	.195
8	Over 1800 miles	1.05	.23

To first class Post Office there is a 40 lb. limit up to 150 miles, a 30 lb. limit beyond 150 miles and a 70 lb. limit to Hawaii.

If two packages are necessary for your order, please include an insurance fee for each package.

If further information is needed, consult your postmaster.

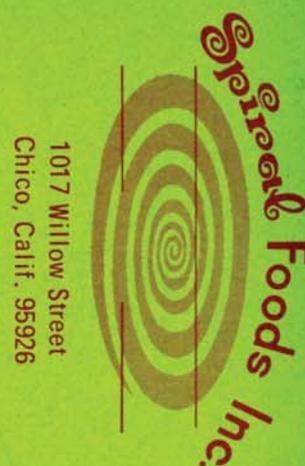
Where United Parcel Service is available, it will be used in preference to Parcel Post.

Spiral Foods, Inc. will return monies not used to pay actual shipping charges and insurance.

Orders exceeding 50 lbs. in weight should be accompanied by a check for the amount of merchandise purchased only. The shipping charges will be collected by the freight company upon delivery.

All items on this list have been endorsed by Mrs. Lima Ohsawa. Products that carry the name LIMA have been manufactured to meet her specific requirements.

**WE CANNOT ACCEPT ORDERS
 LESS THAN \$10.00 IN VALUE**



		PRICE			PRICE
SEA VEGETABLES			LIMA SOY SAUCE		
A source of iron and iodine with minerals and trace minerals found in the sea.			A traditional soy sauce of exceptional quality.		
HIJIKI:	3½ oz.	.72	8 oz.	.64	_____
	8 oz.	1.59	pint	1.11	_____
	1 lb.	2.94	quart	1.97	_____
	11 lb.	28.43	gallon	7.38	_____
			18 liter	26.99	_____
KOMBU:			TAMARI		
	3½ oz.	1.04	The traditional soysauce, fermented naturally and aged 18 months. Prepared from soybean, wheat, salt and water.		
	8 oz.	2.31			
	1 lb.	4.34			
	11 lb.	42.65			
WAKAME:			TAMARI SOYSAUCE		
	3½ oz.	1.17	8 oz.	.60	_____
	11 lb.	48.66	pint	1.05	_____
MEKABU (Wakame Root):			quart	1.88	_____
	3½ oz.	.83	gallon	7.11	_____
NORI – Thin Sheet			keg - 18 liter	25.92	_____
	1 pkg.	.75			
KANTEN: Agar-agar; sea gelatin.			SOYBEAN PUREE (MISO)		
	1.1 oz.	1.02	Made from the cultivation of a special enzyme and aged 18 months. This soybean puree is ideal mixed with sesame butter and used as a spread or can be added to soups and sauces.		
100% WHOLE GRAIN BROWN RICE			8 oz.	.63	_____
Entirely organic, naturally grown,	1 lb.	.42	16 oz.	1.04	_____
short grain brown rice. Grown specifically to our requirements by Wehah Farms.	2 lb.	.80	2 lb.	1.83	_____
	5 lb.	1.95	5 lb.	3.98	_____
	10 lb.	3.68	keg 41.36 lb.	28.94	_____
	25 lb.	8.33			
	100 lb.	30.00			
SWEET RICE - MOCHI GOME:			UTENSILS		
Organically grown,	1 lb.	.42	FOOD GRATER - plain .48 _____		
	2 lb.	.80	- with well .79 _____		
	5 lb.	1.95	KNIFE - fish 5.05 _____		
	10 lb.	3.68	- vegetable 5.05 _____		
	25 lb.	8.33	VEGETABLE PRESS 4.11 _____		
	100 lb.	30.00	MORTAR (Suribachi)		
ROASTED RICE:			6½"	1.57	_____
Made from the same organic rice mentioned above.	4 oz.	.23	9½"	3.69	_____
	8 oz.	.36	10½"	4.68	_____
	1 lb.	.60	PESTLE - wooden .69 _____		
RICE FLOUR: Our organic short grain brown rice ground.			OIL SKIMMER .66 _____		
	2 lb.	.86	VEGETABLE SCRUB BRUSH		
	5 lb.	2.10	- small pc. .42 _____		
	10 lb.	3.98	- large pc. .63 _____		
We will be happy to give quotations on other organically grown grains and flours upon request.			TABLE SERVER FOR SOY SAUCE		
			- small pc. .70 _____		
			- large pc. .84 _____		
			PADDLE - bamboo pc. .19 _____		
			CHOP STICKS		
			- lacquered pr. .09 _____		
			CHOP STICKS		
			- long for cooking pr. .12 _____		
RICE CAKES or 12 pkgs. per case		5.40			
BUCKWHEAT CAKES or (Case Lots Sold Only)					
MILLET CAKES:					

This process is accomplished by subjecting the grain to steam at high temperatures, about 230° for up to 30 minutes. As you might guess, the use of steam results in a high degree of vitamin loss.

“The macro flakes process uses natural gas which heats ceramic elements. These elements radiate a dry heat that heats or cooks the whole grain or bean for a period of time only sufficient to convert it into a soft form suitable for the roller mill. After being heated [in part with infrared radiation] for approximately 30 seconds, not minutes, at a temperature between 170° and 240° the grain is immediately flaked. This method eliminates drying or parching and conserves the valuable vitamins.

“When the grain passes through the rolls, the seed coat is broken. The cellulose-like membrane encapsulating the starch granule is ruptured, making the starch easier to digest. Because of the dry-heat method the flakes have a longer shelf life. The brief cooking also destroys the anti-trypsin or rancidity enzyme in soybeans. As you may know, the enzyme present in raw-soybeans is known to be poisonous. It is for this reason that our soy flour is also ground from macro flaked soybeans.”

Talk with John Goodman of Arrowhead Mills. 1983. Dec. 20. To make the micronized soybean flakes in a micronizer / flaker, both natural gas burners and infrared heat are used. The infrared heat keeps the beans plastic so they make better flakes. Production started in about 1971. Today the flakes are sold in 1 lb and 15 lb bags. They use these in their Deaf Smith Crunch Granola. They make about 100,000 lb/year. Others use them in granolas, cereals, and as a filler in meat loaves and casseroles.

Arrowhead Mills. 1987. Catalog. 1 lb.

668. *East (The-Higashi)*. 1971. Information box. Vol. 7. p. 58. *

• **Summary:** “I am a reader of *The East* and thought you might know the answer to this question. I have become interested in the natural foods movement which calls for eating unpolished rice, etc.”

669. Hufford, D. 1971. Organic food people: Nutrition, health and world view. *Keystone Folklore Quarterly* 16(4):179-84. *

670. Levitt, Eleanor. 1971. Natural food cookery. New York, NY: Dover publications. 320 p. Illust. (drawings by Carol Nelson). Index. 22 cm. *

• **Summary:** Reprint of the ed. published by Hearthside Press, Great Neck, N.Y., under title: The wonderful world of natural-food cookery. Copyright 1979.

671. Oliver, Roy. 1971. The healing value of natural foods. San Francisco, California: Harmony of Life Fellowship. 27 p. *

Address: California.

672. Photographs of Evan Root, Jim Ledbetter, and Ty Smith in Japan, 1971. 1971.

• **Summary:** This photo was taken in the summer of 1971. The color photo of Evan Root (left) and Jim Ledbetter was taken somewhere near Kyoto, Japan, in 1971 or 1972. The black and white photo is of Ty Smith.

Evan Root writes (29 Nov. 2010): “Yes, me and Jim Ledbetter in Japan, somewhere in or around Kyoto. Jim was over there for at least a couple of years, and, for a period of time, stayed with Alcan Yamaguchi and his family in Kyoto. As you may know, Jim was the editor of *The Order of the Universe*, a magazine that featured mainly edited transcripts of Michio Kushi’s lectures along with letters and useful contacts around the world. After Erewhon moved up the street half a block (about 390 feet) to 342 Newbury St., Tao Book Store occupied the space 303B Newbury St. with Jim as store keeper.

“I suppose Jim, like many of Michio’s students, was drawn to Japan to get direct knowledge of Japanese life and culture. During the time I was in Japan, quite a few students came over to live there for a while, staying from 6 months to 10 years. David and Cecil Levin, Gary Peacock, and Leonard Carmody were already there when Paul Hawken and I arrived. Arriving during my stay were, Peggy Taylor, Nahum and Beverly Stiskin, Matthew and Helen Sandler, Ty Smith, Bill and Beverly Gleason, Adel Wood, Anne Reigel, Jane Randolph, and a few others whose names escape me. Many more came after I left. I mention this as a way of demonstrating that going to Japan was a kind of pilgrimage, you might call it, for some of Michio’s serious students. A very specific reason for going or mission there was not needed. Spending time in the country that gave rise to the macrobiotic movement was reason enough. That said, some of these people accomplished very specific things, such as Bill Gleason became an Aikido teacher and Nahum wrote the book *The Looking Glass God* while there.”

As for Ty Smith: “I can’t speak for Ty, but I would say he was over there for the reasons pointed to above, mainly to get an experience of Japan. Ty and I were also close at that time. I originally met him at a lecture I gave on macrobiotics at Paul Hawken and Bill Tara’s warehouse (they lived in a warehouse when they were in the light show business together in San Francisco [California]). He took over my spot at Sanae when I left for Japan. and when I left Japan, he took over my spot at Muso Shokuhin. Later, in the mid-seventies, he was the president of Erewhon. I included his picture in case you wanted to have a picture of Erewhon’s president for that era, and couldn’t find one elsewhere.

Note: This photo was sent by Evan Root to Patricia Smith and by Patricia to Soyinfo Center (Nov. 2010).

673. Aihara, Cornelia. 1971. Macrobiotic child care.

Macroguide No. 8. 41 p. (George Ohsawa Macrobiotic Foundation, 1544 Oak St., Oroville, CA 95965).

• **Summary:** Contents: What is macrobiotic? About the author (autobiographical). Two pages of photos of the Ohsawa and Aihara families. Macrobiotic child care. First solid foods for baby. Prenatal and postnatal care. How to be a beautiful and loved wife. Recipes for baby's solid food. What is the Foundation? [GOMF].

Pages 35-41 contain "Recipes for baby's solid foods." These include: Mochi made with rice flour. Miso zoni (mochi in miso soup). Amasake (describes how to make amasake at home using either (A) 2 cups sweet brown rice, ¼ cup koji, and 4 cups water, or (B) 7 cups sweet brown rice flour, 1 cup koji, and 8 cups boiling water).

But where did Cornelia expect people to get koji?

Letter (e-mail) from Peter Milbury who worked for Chico-San for many years. 2012. July 18. "I arrived in Chico around that time, and there were two sources of koji. Junsei Yamazaki was making koji as part of the Yinnies Syrup process. Also, we imported it directly from our supplier in Japan. It was not a popular item at that time, so it was probably a special order from Japan."

Note: "Yinnies" was an organic grain-based chewy candy or sweet syrup, made for Chico-San Inc. Address: California.

674. Bunnelle, Hasse; Thomas, Winnie. 1971. Food for knapsackers: and other trail travelers. San Francisco: Sierra Club. 144 p. Illust. 16 cm. A Sierra Club Tote Book.

• **Summary:** Pages 21, 23: "An entire meal may be prepared with dry packaged mixes from supermarket shelves. In addition to popular soups from many countries, mixtures of various meats, soy protein, vegetable starch, and seasoning have been introduced."

Page 54: Another light-weight possibility for emergencies in MPF (Multi-Purpose Food).

A recipe for "Chicken soup plus" (p. 90) includes soy flour.

The section titled "Lunches and snacks" (p. 133-34) does mention the terms "trail lunch" and "trail snacks," but does not mention "trail mix."

675. Editors of Organic Gardening and Farming, and Prevention. comps. 1971. The organic directory. Emmaus, Pennsylvania: Rodale Press. 165 p. No index. 21 cm.

• **Summary:** The first 79 pages contain 16 chapters related to organic gardening and farming, each signed by the author, and many written by Robert Rodale. These are followed by four excellent, early directories, each subdivided alphabetically by state, and within state by city: Directory of organic food sources (p. 79-134; lists 1,606 sources). Ecology action groups (p. 135-53). Natural fertilizers, soil conditioners, mulches and mulching materials (p. 154-61). Organic gardening clubs of America. Soy is mentioned

throughout.

Note: This is the earliest document seen (March 2020) that contains a directory of organic food sources in the United States. Address: Emmaus, Pennsylvania 18049.

676. Max, Peter; Proust, Ronwen Vathsala. 1971. The Peter Max new age organic vegetarian cookbook. New York, NY: Pyramid Communications. 128 p. Color illust. Index. 14 x 21 cm.

• **Summary:** Peter Max (the first author) was born in 1939. Soy-related recipes include: Miso soup (with aduki beans, p. 39). Soya poppy-seed rolls (with soya flour, p. 87). To sprout seeds, berries and beans (incl. soybeans).

677. *SoyaScan Notes*. 1971. Chronology of Shadowfax, natural foods distributor of Binghamton, New York. 16 March 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1971–Shadowfax begins operation as a natural food distributor in Binghamton, New York. The company was founded by Charlie Smail. In 1974 the address is 25 N. Depot St., Binghamton, New York 13901.

More like Midwest Natural Foods, Shadowfax was not macrobiotic and didn't like the macros. Michel Abehsera was one of their advisors. Address: 25 N. Depot St., Binghamton, New York 13901.

678. Winter, Ruth. 1971. Beware of the food you eat. New York, NY: Crown Publishers Inc. viii + 248 p. Foreword by Senator Walter F. Mondale. Index. 22 cm. [400* ref]

• **Summary:** The revised, updated edition of *Poisons in Your Food*. Address: M.S., Health and science writer, Short Hills, New Jersey.

679. **Product Name:** Tamari Soy Sauce.

Manufacturer's Name: Chico-San Inc. (Importer). Made in Japan.

Manufacturer's Address: P.O. Box 1004, Chico, CA 95926.

Date of Introduction: 1971?

Ingredients: Water, soybeans, wheat, salt.

Wt/Vol., Packaging, Price: Glass bottle.

How Stored: Shelf stable.

New Product–Documentation: Label (reddish brown, beige, and yellow). Sent by Lorenz Schaller.

680. **Product Name:** Chinese Rolls (With Tofu).

Manufacturer's Name: Health Valley (Marketer-Distributor). Made and developed by ChuChu Foods.

Manufacturer's Address: Los Angeles, CA 90021.

Date of Introduction: 1971?

New Product–Documentation: Talk with George Mateljan, founder of Health Valley. 1985. Oct. 20. His company was founded in 1970. One of his first products was Chinese

Rolls, which contained tofu instead of fish. These were made for him by ChuChu Foods, a Chinese food company that developed the product for him.

Note: This is the earliest record seen (March 2020) concerning Health Valley and soy.

681. *Sun (Baltimore, Maryland)*. 1972. Natural foods group to meet. Jan. 16. p. C3.

• **Summary:** Maryland Natural Food Associates will hold its first meeting on January 28 at 7:30 P.M. at Norbet Farm, Cockeys Mill road, Reisterstown, northwest of Baltimore, Maryland. For further information call 833-1233. The film "Action for Survival" will be shown.

"Natural Food Associates is devoted to preserving the soil, water and health and has members in all 50 states." The group advocates food grown without man-made chemical sprays or fertilizers.

682. Chico-San Inc. 1972. Chico-San Inc. products: A catalog of unique foods. P.O. Box 1004, Chico, CA 95926. 24 p. Revised Jan. 1972.

• **Summary:** The cover of this catalog is printed with dark brown ink on pea-green paper. A complex, circular orange-red spiral is above the title. Three sheaves of grain are across the bottom. Soyfoods imported from Japan include Lima Soy Sauce, Soybean Puree (Miso), and dehydrated miso. They also sell black [soy] beans.

Contents: Rice cakes is our bag. "How Chico-San guarantees Oriental-type, organically-grown brown rice." Wehah Farms is mentioned often in this article. Whole grains and flours. Cereals. Whole grain noodles. Beans. Specialties (incl. Yinnies / Ame). Seeds. Condiments. Sea vegetables. Dried foods. Beverages. Cosmetics. Dentifrice. Utensils. Recipes.

"Chico-San products have gained increasing acceptance throughout the country since their introduction in 1960." The booklet contains 11 pages of recipes (p. 13-23) including: Miso-sesame spread. Miso soup (p. 20). Address: P.O. Box 1004, Chico, California 95926.

683. *SoyaScan Notes*. 1972. Chronology of Janus Natural Foods, macrobiotic and natural foods distributor in Seattle, Washington. And of Granum. 17 March. 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1972 Jan.–Janus Foods Inc. is established at 712 Seventh Ave. South in Seattle, Washington, by George Gearhart and Blake Rankin, formerly of Spiral Foods. Some background: In 1969, while a student at UCLA, Rankin came in contact with Erewhon, Los Angeles. After graduation from UCLA he and several friends set up a small health food store in Victoria, BC, Canada. Then he spent 3 months in Boston, Massachusetts, living in a Kushi study house and working in an Erewhon warehouse. Back in Seattle, he worked at Spiral Foods, a wholesale operation that was

an offshoot of Chico-San. Spiral Foods owned the O-Soba Noodle Nook in Seattle. Shortly after that he and George Gearhart, the proprietor, closed Spiral Foods and in Jan. 1972 opened Janus Foods as a macrobiotic and natural foods wholesale and distribution company. Tim Hartman was third of the original incorporators; all three men managed the company. It was successful. From opening day, Janus sold miso and shoyu, imported from Japan; they were among the company's best-selling products. Janus never owned a natural foods retail store or restaurant, and never sold foods retail from their warehouse.

1972 Sept.–Rankin leaves Seattle on a trip to Japan via Hawaii. He leaves Hawaii for Japan in March 1973. Erewhon had given Janus permission to buy natural foods (bearing the Erewhon label) directly from Japan, so in the spring of 1973 Rankin traveled and worked with Muso and Mitoku to set up the first shipments to Janus in Seattle. Janus probably never paid any royalties or fees directly to Erewhon. He leaves Japan in Sept. 1973. Then he goes to Nepal and India on a spiritual search. In late 1973 he returns to Seattle and works for Janus.

1973–Two directories show that "Janus Foods Inc." is still located at 712 7th Ave. South, Seattle, Washington 98104. They now sell tamari and miso and distribute products from Erewhon, Spiral Foods, Deaf Smith, Pure & Simple, Chico-San, and Arrowhead Mills.

1974 March 8–Janus (Gearhart, Rankin, and Hartman) hosts the meeting of the Natural Food Distributors in Seattle; 16 people representing 12 companies attended.

1974 July 19. By this date, Janus Natural Foods, Inc. is located at 1523 Airport Way South, Seattle, WA 98134. Tim Hartman is still a manager of the company and Rankin is present. The company now sells barley koji. The company now has a lovely sprout-like logo (designed by Frederick Walsh) and a new brand called "Verity," whose labels were also designed by Walsh. Soy sauce and misos were sold under the Verity label for a while starting before Sept. 1976.

1975–The three managers decide to rotate the presidency of Janus annually. Rankin became president and Hartman left the company before his turn came around. During 1974 and 1975 Rankin and Gearhart were working on miso production.

1976 Sept.–Rankin leaves Janus and returns to Japan where he works for Mitoku and studies calligraphy. A few days after his arrival in Japan he meets his future wife, Yoko. They later had two children, but separated in 1988 and eventually were divorced.

1977–Janus leaves its large warehouse on Airport Way.

1979 Month? (before summer) Janus goes out of business, under the management of George Gearhart.

1981–Rankin returns to Seattle and in January or February starts Granum (pronounced GRAH-num, not GRAY-num) as a distributor and importer for Mitoku macrobiotic food products from Japan. The Granum logo

is designed by Frederick Walsh. As of 1985 Granum has a small retail store and a 10,000 square foot warehouse, both at 2901 N.E. Blakeley St., Seattle, Washington 98105. Expected 1985 gross is more than \$500,000.

As of March 1992 Granum has more than doubled its business compared with 1985. Blake has remarried to Nancy and they have a 2-year-old son, Addison. George Gearhart now lives in the suburbs to the south of Seattle. He is a sales manager, but no longer works in the natural foods industry. Address: 712 7th Ave. South, Seattle, Washington 98104.

684. Mengenhauser, Jane. 1972. Lightweight foods to send to POWs. *Washington Post, Times Herald*. Feb. 10. p. D1, D6.

• **Summary:** The Vietnam war is still being fought, although it is winding down. Many American prisoners of war are being held in Vietnam. Apparently their families, friends, and others are allowed to send them food—with the hope that it will reach them. Many lightweight and freeze-dried foods are discussed, with focus on those that are rich in nutrients. “Health food stores” also have wide variety of suitable foods.

“Kennedy’s Natural Foods Stores has a tremendous selection of high-protein foods. Among them are Super Snack, a 6-ounce bag containing raisins, sunflower seeds, figs, sesame seeds, cashews, almonds, pepitas, dates and apricots; and packages of roasted soy beans, 1 ounce for 19 cents, 38 per cent protein,” plus numerous vitamins and minerals.

685. Jacobs, Sanford J. 1972. What tastes terrible and doubles in sales every 60 days or so? Crunchy Granola, that’s what, and Layton Gentry is ready to sell the formula to you. *Wall Street Journal*. Feb. 16. p. 1.

• **Summary:** A great, original, funny front-page story on the modern origin and early modern history of granola. Collegedale, Tennessee: John D. Goodbrad, age 28, runs a small cereal factory in Collegedale; he makes Crunchy Granola, but neither he nor his employees are particularly fond of the stuff. He prefers Cheerios. An employee says that her kids don’t like it much either, but she recalls that she once had a horse who really liked it.

Crunchy Granola is made of rolled oats, wheat germ, sea salt, sesame seeds, coconut, brown sugar, and soy oil. These are mixed and baked. “Crunchy Granola is the biggest thing to hit the cereal market since the cardboard box was invented.” Goodbrad says his sales have been doubling every 60-90 days for the last 2½ years. He now makes 12,000 lb per day of Granola, which sells for 73 cents a pound, and runs his factory 24 hours a day. Another company, Lassen Foods, Inc., in Chico, California, is said to make even more; last year they sold \$3 million worth of Granola. Total nationwide sales are estimated to be about \$5 million. He says his family started the business, Sovex, Inc., in this idyllic valley in 1964.

Why are people eating so much Granola? No one sure.

One theory: It is part of the anticommercialism movement of the younger generation. Another: It’s a health food, making it part of the “back-to-nature” movement. But the main reason may be that many younger folks really like it—especially with milk poured over as a breakfast cereal.

Although it is clearly a fabled food in the underground, and sold mostly at health-food stores, some supermarkets are beginning to stock it. Rock singer Neil Diamond even has a popular song titled “Crunchy Granola Suite.” The words are given.

While Crunchy Granola appears to have a bright future, it also has an interesting past. It seems to have been invented by a man named Layton Gentry who, in 1964, sold his recipe and oven to John Goodbrad’s father for \$3,000. He and his wife started making it at home, then built a little factory, and now it is made in a big factory—in the idyllic little valley.

After Layton Gentry left Tennessee he headed out West. In about 1968 (four years ago) he sold the recipe again—to Lassen Foods, but this time for at least \$15,000. Not until the two Granola makers bumped into each other at a health food convention 2 years ago did they realize that they were both making the same product. No problem—both were doing just fine.

Mrs. Gentry says that Layton is a hard man to find. She says they separated after the move West, and her ex-husband had made some more money selling the recipe to folks in Hawaii, Canada, Australia, and Missouri.

But didn’t he miss a golden opportunity to make more money? Not really. Mrs. Gentry explains that Layton never liked things to get too big. “He was in the Army 12 years. You know what that does to a man.”

Note 1. This is the earliest document seen (Aug. 2010) that tells the tale of Layton Gentry and the birth of Granola—in its modern incarnation.

Note 2. According to the Website www.ancestry.com, a person named “Layton S. Gentry” was born on 18 April 1918 in New Pine Creek, Lake County, Oregon. His parents were John Urban Gentry and Mildred G. Gentry. He was married in 1942. He died on 11 Feb. 2007 in New Pine Creek, Oregon. A 1989 obituary for his wife states: “Gentry: Myrtle Frona Gentry, 70, died July 1, 1989, at Lakeview Hospital in Oregon. She was born in Rosedale, daughter of the late William Preston & Lula (Davis) Franz. Surviving are her husband, Layton Gentry; 1 daughter, Karen Angelo of New Pine Creek; 1 grandchild; and 2 sisters, Vivian St. Clair of Molalla, Oregon, and Beulah Mawhinney of Bend, Oregon. 1 sister, Prudence Beilsmith, preceded her in death. Services were conducted at Pine Creek Baptist church, Oregon. Burial was in New Pine Creek cemetery.” Address: Staff reporter, Wall Street Journal.

686. United Press International. 1972. Organic foods demand may aid small farmers. *Hartford Courant (Connecticut)*. Feb. 20. p. 44.

• **Summary:** “New York–Skyrocketing demands for organic foods may help accomplish what farm organizations have been trying to do for years—they may keep more small farmers in business.” *Farm Journal* recently expressed this view of the hottest subject in food marketing. Organic farmers may get as much as 20% above market price for their crops.

The National Nutritional Foods Association reports about 250 food manufacturers and distributors “are handling organics, and about 2,000 retail stores sell such foods exclusively.”

The big success of organic foods has led to one big problem, according to Robert Rodale, editor of *Organic Gardening and Farming* magazine: Organic phonies.

687. Rodale, Robert. 1972. The greatest bean of them all. *Prevention (Emmaus, Pennsylvania)*. Feb. p. 25-30. [2 ref]

• **Summary:** That bean is the soybean. “Make 1972 a memorable year for good health and good eating.” Make it your goal to put some great soybeans on your table before Christmas. Not any old soybeans, but “edible soybeans” as opposed to the regular kind. Yet stores that sell soybeans rarely tell you which type or named variety they are selling.

“I recently had one of those euphoric soybean experiences, and it was with a variety called Kanrich, which we grew in our garden last summer at the Organic Gardening Experimental Farm.” He first realized they had a special variety when he and his wife enjoyed the Kanrich soybeans as tender green soybeans. The “taste was out of sight.”

You can buy Kanrich variety soybean seeds to plant in your garden from Burpee Seed Co., Philadelphia, Pennsylvania 19132, and from Schell’s Seed House, 10th and Market Streets, Harrisburg, Pennsylvania 17105.

The writer then discusses problems with meat. “So if you are truly interested in getting the best of nutrition and food safety for your family, you will want to try to eat less meat.” Rely instead on sources of plant protein, such as the soybean. Learn to combine these foods to improve protein quality. Beans and rice together are a great protein combination—long a staple of Latin American cooking. Use the book *Diet for a Small Planet*, by Frances Moore Lappe to learn how to combine plant proteins to achieve high protein values and good taste. Address: Emmaus, Pennsylvania.

688. Sokolov, Raymond A. 1972. A maverick farmer who finds gold in natural food products. *New York Times*. March 2. p. 46.

• **Summary:** About Frank Ford who grows wheat on 1,800 acres in Deaf Smith County, Texas. But Ford is a maverick, who farms organically, without sprays or synthetically fertilizers. His company is Arrowhead Mills and his brand, Deaf Smith, have become household words among those who buy natural foods.

Deaf Smith County was named after Erastus (“Deaf”)

Smith, a hero of Texas’s war for independence from Mexico. Reputed to have the richest soil in the USA, it is situated on a vast plain about 4,000 feet above sea level.

Contains two recipes. Ingredients in Rebecca Kirby’s soybean chili include 1 cup soybeans and “Tamari soy sauce.” A photo shows Frank Ford.

689. Alexander, George. 1972. Brown rice as a way of life. *New York Times*. March 12. p. 87, 90, 92, 94, 98, 100, 102, 104. Sunday magazine. [3 ref]

• **Summary:** The *New York Times Magazine* is part of the Sunday New York Times and may be simply listed as such. Discusses: Richard Nixon’s declining health; he is sanpaku. Yin, yang, and the Zen Macrobiotic Diet, which has “something more than 10,000 adherents across the U.S., most of them living in macrobiotic communities—particularly in New York City, Boston [Massachusetts], San Francisco [California], Seattle [Washington] and Los Angeles. David C. Prentice and the Tao Bookstore in Boston. George Ohsawa. Bruce Gardiner, “the gaunt editor of Order of the Universe, a macrobiotic monthly magazine.” Comments by Huston Smith, a professor of philosophy at MIT, and by Philip Kapleau, spiritual director of the Zen Meditation Center in Rochester, New York. The 1965 death by starvation of Beth Ann Simon, a young woman following a Zen macrobiotic diet in Clifton, New Jersey. Diet No. 7. Abstinence from marijuana. Attitudes toward sex. Herman Aihara. Vitamin B-12. Dr. Gerald Hass, a Boston pediatrician, who has examined many macrobiotic children and generally found them to be healthy though small in height and weight. Concerns of other pediatricians, incl. Dr. Cyril Ramer of San Francisco—who says that for children the macrobiotic diet is very inadequate in protein, vitamins, and iron.

Photos show: Richard Nixon’s face. Gerald Hass. Japanese foods being sold at the Erewhon store in Boston. Address: Science editor of *Newsweek*.

690. Kingsberry, Emily. 1972. Bragg, now 90, jogs, swims, uses barbells, plays tennis. *Los Angeles Times*. March 19. p. O1. Sunday magazine. Health Foods Advertising Supplement.

• **Summary:** The writer was told that Paul C. Bragg is age 90, lives in Honolulu most of the time, jogs 1-2 miles and swims ½ mile each day, does calisthenics, works out with barbells 3 times a week, and sometimes plays tennis. Last time she was in Hawaii, she showed up at 6 o’clock one morning on Waikiki Beach to see him.

There he was “with 20 followers, jogging and doing exercises.” She was urged to join in. She spent the next 3 hours witnessing what she had heard about this “amazing man.” She was in pretty good physical condition but she had a hard time keeping up with Bragg. He invited some of the people to come back to his apartment for a breakfast of Hawaiian fruit and acidophilus milk. They talked for several

hours.

She told him that when he was age 16 he had developed tuberculosis and was in a sanitarium. A Swiss nurse had told him about Dr. August Rollier of Switzerland who had healed TB patients through natural foods and exercise. Bragg visited Dr. Rollier and in two years he was free of his TB. "As a result young Bragg decided to make nutrition and natural healing his life's work and began the study of those subjects and biochemistry at European centers. His own health improved and his body became strong."

He said that he returned to the USA and in New York met Bernarr Macfadden, publisher of *Physical Culture* magazine; young Bragg became editor of the magazine. Bragg then helped Macfadden establish his health spa in Danville, New York, the Deauville Club in Miami Beach, Florida, and the Penny Kitchens in New York, Philadelphia (Pennsylvania), Chicago (Illinois), and Los Angeles (California). These kitchens dispensed wholesome meals for 1 cent each to the unemployed during the Depression. "Macfadden and Bragg were interested in organically grown foods and the magazine published many articles on the subject. Later [by Sept. 1921] Bragg came to California to study organic gardening with Luther Burbank and to become one of the early settlers in what is now the city of Burbank."

Nearly 50 years ago, Bragg also "opened a naturopathic clinic near 6th and Hill" streets [actually, at 1000 West Seventh Street] in Los Angeles. "In those days there was no place to buy natural foods so Bragg installed a machine to grind whole wheat and other grains," and he stocked many natural foods such as sun-dried fruits. "Out of this grew 'Bragg's Health Food Store' next door to the clinic.

"After this Bragg began to lecture on health foods and physical fitness all across the nation and as a few others did the same, the health food movement began to catch on. Now it has major proportions."

"Bragg claims he was born in Virginia in 1881 and that his grandfather was Confederate Gen. Braxton Bragg. He believes he will live to be 120."

Note: Paul Bragg was born on 6 Feb. 1895. Therefore on the day this article was published he was age 77 years, 1 month, and 13 days—not age 90. He died on 7 Dec. 1976 in Florida shortly before reaching age 82. In 1929 in one of his first two books, he revealed details about his early life. However he never mentioned Dr. August Rollier, or Bernarr Macfadden, or Luther Burbank. Paul Bragg moved to California in about 1921 and lived in Burbank starting in about 1935.

691. *Los Angeles Times*. 1972. 3 market chains face \$40 million 'organic' food suit. March 21. p. C1 or D1.

• **Summary:** "A class-action suit demanding damages in excess of \$40 million was filed against three Los Angeles supermarket chains Monday, charging that they sold common foods at premium prices merely by labeling them 'organic.'"

The three defendants were Safeway Stores, Inc., Boys Market, Inc., and Market Basket Stores.

The three defendants were supplied by five other firms named in the suit: H & M Fugishige, Max Kozak Produce, Inc. [Max Kozek], L & A Juice Co., West Valley Produce Co. and the Healthians, a firm also doing business as De-Soussa's. These last five with the claim the foods they sold were "organic" or "organically grown."

The suit was filed by attorney David L. Caplan on behalf of one Vernon H. Kenricks and 3,000 John Does.

692. Hanes, Phyllis. 1972. Whole-grain cooking keeps natural quality. *Christian Science Monitor*. March 30. p. 10.
• **Summary:** In natural-foods stores once can find many new grains and seeds labeled alfalfa, millet, bulgur, flaxseed, brown rice, etc. What is new is using the whole grain; they haven't been refined or bleached. Of these, brown rice is the best known. They can be cooked and served pretty much like their more familiar counterparts, according to a new book, *The Wonderful World of Natural-Food Cookery*, by Eleanor Leavitt. He says that good things to add to cereals include "wheat germ, sesame seeds, dates, sunflower seeds, pumpkin seeds, roasted soy beans or brewer's yeast."

Recipes are given for: Swiss-style cereal (uncooked). Granola-type cereal. Basic gorp (a mixture of dried fruits, seeds, and nuts—including peanuts). Gourmet gorp. Nutty gorp (including sunflower seeds and peanuts). Address: Staff writer.

693. Aihara, Cornelia. ed. 1972. *The dō of cooking* (Ryorido). Vol. 1. Macroguide No. 13. San Francisco, California: George Ohsawa Macrobiotic Foundation. 109 p. Illust. No index. March. 25 cm.

• **Summary:** All recipes in this macrobiotic cookbook are numbered. Contains information on soy sauce and miso (p. 44-45). Soy-related recipes include: "Top of stove" casserole noodle soup (with "dry tofu" [dried-frozen tofu] and fried wheat gluten, p. 58). Fried whole wheat noodles (with seitan, p. 60). Homemade noodles with soup (and barley miso, p. 61). Onion miso (p. 62). Rolled cabbage with tofu (p. 63). Wheat gluten (p. 71, made from 10 cups whole wheat flour and 4 cups unbleached flour). Seitan (p. 72). Fresh wheat fu (2 versions). Serving recipes—boiled fu (p. 73). Fried fu—gluten cutlet. Shish kebab (with cooked fu, p. 73-74). Making tofu (at home using 3 cups soybeans and nigari, p. 75-76). Making nigari (p. 76). Quantity tofu preparation (using 10 lb soybeans). Okara or unohana (sauteed with soybeans and vegetables, p. 76). Tofu with kuzu sauce (p. 78). Fried tofu. Shinano-age (Fried tofu with buckwheat, p. 79). Kaminari Tofu (Thunder Tofu, p. 79). Nori-maki (Tofu rolled in nori, p. 80). Age-tofu (stuffed tofu, variation, p. 80-81). Miso salad dressing (p. 90). Bean sprout miso salad (p. 91; it is not clear what kinds of beans the bean sprouts are made from—probably mung beans). Gamodoki ([Ganmodoki])

mock goose; p. 99-100).

Note 1. This is the earliest (and only) English-language document seen (April 2013) that contains the word *gamodoki* or the term “mock goose,” both of which refer to deep-fried tofu burgers.

French bread made with gluten water (p. 104). Amazake is not mentioned. Some recipes call for chicken or fish as ingredients.

Note 2. This is the earliest cookbook seen (July 2005) that gives a recipe for making seitan, as follows: “1 T. [tablespoon] dark sesame oil. 1 T. minced gingerroot. 1-2 cups soy sauce. 5 cups cold cooked gluten. Heat oil in a sauce pan, add minced ginger (use only fresh ginger) and saute. The amount of soy sauce used depends upon how long you intend to store the Seitan. Use a larger amount of soy sauce for longer storing and refrigerating. Add soy sauce, bring to a boil, and drop in pieces of gluten. Cook on low heat for three hours, stirring frequently. Remove cover and continue cooking until excess liquid is absorbed and evaporated. Seitan is ideal as a seasoning in noodles au gratin, stews, cooked with vegetables, etc. It will keep for long periods of time in the refrigerator.”

After Volume 2 of this series of four seasonal cookbooks was issued, Volume 1 was subtitled “Spring Cooking.” Address: San Francisco, California.

694. Wiener, Joan. 1972. New food freaks. *Seventeen*. March. p. 134, 156, 158.

• **Summary:** This entire issue is about California. When the writer first came to California in 1967, it blew her mind. It was everything she had wanted back east but couldn't get. Lots of sunshine, great vistas, abundant organic food, bags of brown rice, refrigerators packed with honey ice cream and goat's milk yogurt, crates of California fruits and vegetables “untouched by man-made chemicals. It was food-freak heaven!... Since then the natural food scene has exploded. There are longhair-owned restaurants and stores with names like “The Radiant Radish” (in Los Angeles), “Wholly Foods” (Berkeley), “The Good Earth” (Fairfax), and “Agape Natural Foods” (San Francisco). Hundreds of young people are going back to the land and to farming. Thousands more are buying organic foods at natural food stores. New Age Natural Foods is a huge, magnificent, almost unbelievable natural foods supermarket on California Street in Palo Alto—featuring pretty, healthy young salespeople, a huge produce section, a take-out deli (she watched as someone made meatless sesame burgers with chickpeas and miso), fresh pressed juices and information—such as free pamphlets on recycled paper with titles like “The Sugar Story,” “The Oil Story,” “The ‘Not’ List.” The manager, Randy Fishel, age 25, has been in business for 6 years. Randy says that when Fred Rohe opened New Age [in San Francisco] in 1969, the customers were mostly hip long-hairs. Today, 35% of the customers are the wives of doctors and lawyers. Also in 1969 Fred

Rohe and Randy created Organic Merchants (OM), the only trade association for natural food stores; today there are 110 members—“mostly freaky little stores run by young people.” OM is very concerned with quality control.

Photos show: (1) Jim Baker and Robin Baker, owners of The Source restaurant, seated at a table under an awning. (2) Warren Stagg at his restaurant, H.E.L.P. Unlimited. (3) Customers weighing their purchases at New Age supermarket. Address: San Francisco.

695. Warren, Virginia Lee. 1972. Organic foods: Spotting the real thing can be tricky. *New York Times*. April 9. p. 72. *

• **Summary:** Rodale Press, Inc. (Emmaus, Pennsylvania) is now offering a seal for organically grown food—that meets the company's strict definition and standards—to farmers who apply for it. Rodale started about a year ago and there are now about 85 farms, most of them in the Western USA, which are in the process of being certified. Also discusses: Paul H. Keene and Walnut Acres, Frank Ford and Arrowhead Mills (Hereford, Texas), and Chico-San (Chico, California).

696. Nichols, Joe D.; Presley, James. 1972. “Please, doctor, do something!”: a modern physician looks at health and nutrition. Old Greenwich, Connecticut: Devin-Adair. iv + 197 p. Index. 24 cm.

• **Summary:** The Introduction (by Jonathan Forman, M.D.) begins: “This autobiography of Dr. Joe D. Nichols will help many individuals to attain and maintain optimal health. It comes at a most opportune time.”

Nichols says: “My heart disease and my 1,000-acre east Texas farm are both inextricably intertwined in my life. The resurrection of my poor, worn-out soil is intimately related to my own escape from coronary disaster.”

Joe D. Nichols was born in 1909 and grew up in Parkdale, Arkansas. He graduated from the University of Arkansas Medical School. Since 1933 he has been practicing medicine in Atlanta, Texas. He has practiced medicine there in partnership with his brother, owns and operates the only hospital in the area. He is a chronic workaholic.

On 23 May 1946 he had a terrible heart attack. “It was the most terrific pain I had ever felt in my life.” He was only 37 years old.

The copyright page states: 1st printing, 8,500 copies, April 1972. 2nd printing, 10,000 copies, Jan. 1973. 3rd printing, 10,000 copies, July 1973. Also published in 1972 by Natural Foods Associates (Atlanta, Texas, 185 p.). Address: President, Natural Food Associates, Atlanta, Texas.

697. White, Hilda. 1972. The organic foods movement. What it is and what the food industry should do about it. *Food Technology* 26(4):29-33. April. [6 ref]

• **Summary:** Contents: Food habits and dietary practices are changing. Nutrition concerns are changing. Defining organic foods. Proponents claim benefits. Organic a misnomer.

Using agricultural chemicals. Distrusting food additives. Comparing nutrition & taste. Movement is growing. Regulating organic foods. What [mainstream food] industry should not do (don't jump on the bandwagon). What industry should do (assume an even more active role in consumer education). Address: Assoc. Prof., Home Economics, Northwestern Univ., Evanston, Illinois 60201.

698. Oettinger, Louise. 1972. Adelle Davis vs. the scientists. *Washington Post*. May 4. p. D3.

• **Summary:** In Washington, DC, last week nutrition crusader Adelle Davis faced some tough questions from scientists and “promised to ‘watch very carefully from now on’ what she said about vitamins A, D, and E.” She was challenged by: (1) Dr. Ogden Johnson, head, Division of Nutrition, Food and Drug Administration. (2) Dr. Allan Forbes, deputy director of the same organization; he asked her why she recommended doses of vitamin A and D that are known to be toxic in some people.

At the luncheon, organizer by Robert B. Choate (who had challenged the nutritional claims made by breakfast cereal manufacturers) introduced Mrs. Davis by saying she had done a “fantastic job of alerting the public to nutrition,” but at the same time she was “stirring up questions in the academic community.” Includes other questions to and numerous statements by Adelle Davis. For example: (1) “I get myself identified with the health food industry far more than I like... its tragic the junk a lot of them sell, the misstatements they make. On the other hand, I don't know any other place you can get many things you need. If physicians knew more about nutrition, there wouldn't be any health outfits.”

(2) “The problem with organic food is, there's so much more sold than grown.”

(3) “I feel very strongly that most of our social problems, including crime and drugs, are caused by poor nutrition.” A large photo shows Adelle Davis.

699. Berthelsen, John. 1972. Many organic foods are not. *Modesto Bee (California)*. May 28. p. A-1, A-7.

• **Summary:** In recent years, the popularity of organic food has risen spectacularly. But there is a tendency for unscrupulous merchants and growers to cash in on lucrative new markets—especially if they are unregulated. Many people define organic foods as those which are grown without the use of chemical fertilizers or pesticides, and contain no additives. But an “organic” label does not mean that the product inside is organic.

According to Chico-San, a major Northern California company, half of the so-called “organic” brown rice on the East Coast of the United States is not organic at all. “It is bought on the open market from nonorganic farmers and fraudulently labeled.”

Sylvia Porter, a syndicated financial columnist, estimates

that 90 per cent of the so-called “organic” apple juice in California is not.

Nationwide, an estimated 30% of all foods marketed in the United States as organic may not be organic at all. Address: McClatchy Newspapers Service.

700. Beal, V.A. 1972. Food faddism and organic and natural foods. Lecture presented at National Dairy Council Food Writers' Conference, Newport, Rhode Island, May 1972. *
• **Summary:** The author discusses 8 different types of “food faddists” and the patterning of self-needs their feeding practices serve. 1. Miracle-seeker. 2. Anti-establishment. 3. Super health-seeker. 4. Distruster of medical profession. 5. Fashion follower. 6. Authority-seeker. 7. Truth-seeker. 8. One concerned about uncertainties of living.

701. Farmilant, Eunice. 1972. *Macrobiotic cooking*. New York, NY: New American Library. 224 p. Foreword by Herman Aihara. May. Index. 18 cm. [31 ref]

• **Summary:** This pocketbook has a color (beige) photo on the cover of ears of wheat, one wooden spoon filled with soybeans and one filled with unpolished rice. It is “A basic introductory guide to cooking and eating the macrobiotic way.” The author's interest in macrobiotics began in April 1968. Basic information on soyfoods (especially miso, tamari, and tofu) is given on pages 29, 33-38, 213-14. Soy-related recipes include: Wheat berries and black beans (i.e. black soybeans, p. 78). Sprouts (incl. soy sprouts, p. 82-83). Miso pickles (p. 124-25). Miso soup (p. 128-29). Cream of miso soup (p. 135). Black beans and wheat berries (p. 139).

There is an entire chapter on miso and tofu (p. 142-46) including: What makes miso so beneficial? Barley miso (nutritional analysis). Miso-vegetable stew. Miso-rice. Miso stew with vegetables. Miso-vegetable spoon bread. Homemade tofu (curded with fresh lemon juice).

Pizza—Macrobiotic style (with miso, p. 149). Chop suey (with tofu and miso, p. 151-52). Miso bechamel sauce (p. 159). Miso gravy. Simple tahini and tamari sauces (p. 160). Tempura dip (with tamari). Simple miso spreads (p. 161). Miso-vegetable spread. Miso-watercress spread.

There is a directory of macrobiotic stores and restaurants in the U.S. (p. 191-203, subdivided alphabetically by state, and within each state alphabetically by city). The following states have the following number of stores and restaurants: Alaska 1, Arizona 4, Arkansas 1, California 32, Colorado 4, Connecticut 18, District of Columbia 3, Florida 14, Georgia 7, Hawaii 2, Illinois 7, Indiana 2, Iowa 5, Louisiana 4, Maine 14, Maryland 7, Massachusetts 51, Michigan 12, Minnesota 3, Mississippi 2, Missouri 3, Nevada 1, New Hampshire 20, New Jersey 9, New Mexico 3, New York 61, North Carolina 5, Ohio 14, Oklahoma 3, Oregon 2, Pennsylvania 8, Rhode Island 5, South Carolina 1, Texas 4, Utah 1, Vermont 26, Virginia 4, Washington 3, Wisconsin 2.

There is also a directory of stores, restaurants, and

centers outside the U.S. (p. 204-07, subdivided by country). The following countries have the following number of stores, restaurants, or centers: Australia 1, Belgium 2, Brazil 2, Canada 15, Denmark 4, France 29, Germany 1, Holland (Netherlands) 2, India 1, Italy 1, Japan 3, Portugal 1, Puerto Rico 1, Spain 1, Sweden 1, Switzerland 2, United Kingdom: England 13, Scotland 1, Vietnam 2.

A list of wholesale distributors in the U.S. (p. 208-09) includes Shiloh Farms (Route 59, Sulfur Springs, Arkansas; [Warren Clough]), Erewhon Trading Co. (8003 W. Beverly Blvd., Los Angeles, California 90048), Chico San Foods (1262 Humboldt Ave., Chico, California 95926), Erewhon Trading Co. (33 Farnsworth St., Boston, Massachusetts 02210), Deer Valley Farms (Guilford, New York 13780), Infinity Food Co. (171 Duane, New York, NY 10013), Mottel Foods (451 Washington, New York, NY 10013), Juniper Farms (Box 100, Sugar Loaf, NY 10981), Pioneer Specialty Foods (Fargo, North Dakota 58100), Merit Food Co. (Pill Hill Lane, Box 177, Bally, Pennsylvania 19503), Essene (58th & Grays Ave., Philadelphia, PA 19143).

Note: This is the earliest document seen (March 2020) that contains a directory of macrobiotic food stores in the United States and worldwide.

702. LaBel, Murray; Izakowitz, Benjamin. 1972. Notice: Non-responsibility. Los Angeles, California. 1 p. July 21. Unpublished typescript. 34 cm.

• **Summary:** Erewhon Trading Co. Inc. is making building improvements and alterations on a store at 8001-8003 Beverly Blvd., Los Angeles. The are “remodeling for the purpose of installing an air conditioning and heating system, with carpentry, electrical work, plumbing, etc.”

Note: LaBel and Izkatowitz own this store and are leasing it to Erewhon. Address: Label: 6378 Warner Dr., Los Angeles, California 90048.

703. Conrat, Maisie. 1972. Soybean cookery. *Organic Gardening and Farming* 19(7):89-93. July.

• **Summary:** Discusses the benefits of soybeans and their products: whole soybeans, soy flour, tofu, miso, and soy sauce.

“If you go into a natural food store today, you will find soybeans available in many forms. In some stores you’ll find two or more varieties of whole beans as well as soy grits and soy meal, soy powder and soy flour. Most stores also carry roasted, salted soy nuts and a kind of soy cheese called tofu. They will have noodles, spaghetti, and macaroni made from soy; and they will also carry exotic soy products like miso. This may seem like a lot of things to get from one kind of bean, but in Japan, where soy is considered a protein staple, you will find more products yet...”

“Both tamari soy sauce and miso are made from fermented soy beans. (Regular commercial soy sauce has been adulterated with various chemicals to simulate

fermentation.) Miso is a thick paste made from black [not true] soybeans and rice, and has the same flavor as tamari soy sauce. You can use miso as you would beef extract in making soups, stews and sauces.

“Tofu is a kind of soy cheese. It is widely used throughout China and Japan, where it is available in many forms. Tofu is made from clabbered soy milk, just as cottage cheese is made from clabbered cow’s milk. It is very mild and delicate, so you will probably want to serve it in a sauce or soup that has plenty of character.”

Contains recipes for: Apple soy crisp (with soy meal). Soy pancakes (with soya flour). Soy cheeseburgers (with soybeans). Soy balls (with soy powder).

704. Maddocks, Melvin. 1972. The seeds of idealism. *Christian Science Monitor*. Aug. 31. p. 7.

• **Summary:** Discusses natural and organic health foods. There are now “over 2,000 ‘health food’ stores across the United States, doing an estimated \$500 million business in azuki soybeans [sic], green lentils, buckwheat, and the like.”

“Erewhon Trading Company of Boston [Massachusetts]—one of the best in the new industry has listed fair ‘organic’ food prices so that the buyer may beware.” Short grain brown rice, says Erewhon, should retail for about 35 cents a pound; yet it has been known to sell for as much as 50 cents.

705. Aihara, Herman. 1972. Summer tour. Part II. *Macrobiotic (The)* (*San Francisco, California*) No. 79. p. 11-14. Aug.

• **Summary:** Continued: “June 16 (Fri.)—We arrived at Hiro Fukudo’s [sic, Fukuda’s] home in Albuquerque [New Mexico] at early morning after driving all night from Tucson: We found they were very happy living in this highland city. Hiro has been gardening everyday in his big back yard, between his photography business, growing watermelon, melon, squash, greens, beans, potato, tomato, etc. which will give them more than they can eat.

“Hiro seems to me content living, gardening, doing business and camping around mountains. Here, I found a happy family which is not easy to find nowadays in any place.

“Their life makes a sharp contrast with the life across the street where people live in a modern apartment with super convenience and luxury, but no engagement with nature—no back yard, no natural foods, and no natural living. We took the car to check the transmission which was worn at some part. The repair cost me \$280. However, we were lucky because we found it before any accident.

“We visited the old town where many Indian crafts are sold, which are quite expensive and too commercial.

“Shoko made a big dinner—fried oyster, tofu, scallion, Japanese turnip pickle, sauteed mushroom and vegetables and beer that night.

“June 17 (Sat.)—We picked up the car from the garage and left the home around 12:00 p.m. They said they will come to Colorado in July to camp with us. We camped out at Polo Duro State Park near the valley. I learned that there was an arrowhead company nearby, only 30 miles from here. But we didn’t stop over because it was late Saturday afternoon.

“The park is located in a great canyon which is similar to Chico Canyon. There is flat land all over, no mountain, no valley, just flat land. The car crossed the deep gorge which suddenly widened to reveal a huge canyon. It is smaller than Grand Canyon but a beautiful sight. There are camp sites at the bottom of the canyon.

“June 18 (Sun.)—We were welcomed by two young ladies at their parent’s home in Tulsa. They offered us use of any room in this big home because the parents were in San Francisco for the Medical convention. The meeting was held at the high school library where I met the parents of Jane Randolph and others. The main questions were, smoking, No. 7 diet, how to start the diet, and physiognomy. Five people came to the house for discussion and questions after the meeting.

“June 19 (Mon.)—We left the Atkins at 7:00 a.m. during a heavy storm which stopped after an hour of driving. As rain stopped, the weather became hotter. When we arrived in Houston, we were baked.

“The Tao Whole Foods store is well stocked and busier than last year, but very dirty. Cornellia and I started cleaning soon after we got there.

“June 20 (Tues.)—For lecture, about 30 people came. This is surprising compared with last year, when only a few gathered.

“Tao Whole Foods in Houston is a paradise for the macrobiotic and the lazy bags. People come in to eat, drink beer, and smoke Turkish tobacco, freely without any help. We advised them that they give something as an appreciation.

“June 21 (Wed.)—Chester took video tape of my lecture and Cornellia’s cooking class. It was amazingly clear. This may be a good tool to use for lecture or meetings.

“Dinner was good and delicious because it was cooling. There is much improvement in the Houston area.

“June 22 (Thurs.)—After saying goodbye to Sandra and Chester, we drove to Jackson, Louisiana to the St. Francis Organic Farm run by Scott Tyser. Last year the house was like a ghost house, but is much cleaner and even had two electric lights this year.

“Scott and his wife organized dinner followed by a meeting. She made a famous Louisiana soup which must be French cuisine and was good. Many questions were asked.

“June 23 (Fri.)—We visited Audubon House nearby which is the example of typical early plantation houses. We arrived late at the campground near Memphis, Tennessee. There was no water for this huge campground, due to electrical trouble. We ate out at a nearby restaurant, which

recalled to me the bad life in civilization.

“June 24 (Sat.)—We camped out at Mammoth Cave National Park, and visited the cave which was a huge underground cave, but has no crystal formation. Sonoma Cave in Texas has more crystal formation.

“25 (Sun.)—Camped out at Dillon State Park (Ohio) near Zanesville where I met my first American friend, Roy A. Brown, who is still living nearby. The park was too neat and too civilized and had not much wilderness left.

“June 26 (Mon.)—Left the campground at 8:00 a.m. and visited Mr. Brown at Roseville. He was still in good shape and looked fine even though he is over 80 and eating sugar, meat, and chemical foods. I don’t know how he can be so healthy after eating such bad food. He must be eating very moderately. We were at Oakland Co-op in Pittsburgh at 2:00 p.m. This neat busy-looking store surprised me by its busy business. This is one of the busiest stores I have ever visited. Mark Schwartz, a soft spoken manager, must be doing well. He is not a founder of this Co-op but he has been working already five months.

“He said the Co-op has 1300 members paying \$10. The food store is making \$2000 a month but the dry goods store of the same Co-op is losing \$2000. Therefore, they are thinking of closing the Co-op and starting the food store only.

“There are several interesting macrobiotic students here who have been following macrobiotics faithfully and benefited. Mrs. Catten is such one who was sick from cataract losing eyesight. Only macrobiotic cured her eyes. She should give lectures around here.

“Many thanked me and asked me to come back again, soon, after a three hour lecture in the fabulous classroom of the University. After the lecture, Mark and Fay took us to their house which stands in the mountain north of Pittsburgh. Full moon almost coming out from the cloud, otherwise it was dark and cool.

“June 27 (Tues.)—Oatmeal served at the breakfast table was so good that everyone ate second or even third helpings. It was cooked after freshly ground. Pennsylvania Turnpike was a crowded highway and was being fixed several places where damaged by flood or rain. After several mistakes, we arrived at ‘New Born Farm’ of Kunkletown, Pennsylvania. Don Woodall rented 150 acres of land with a house for only \$50 a month rent. He started farming this spring with the help of David and others. After dinner on the grass, we went to Bethlehem where Glenn and Archie are preparing to open a store.

“June 28 (Wed.)—Visited ‘New Born Farm’ which Don and David started. Twenty acres of kidney beans are proof of their effort. They are growing corn, summer squash, lettuce, etc. on a total of 75 acres of land. Don said that he learned so much by farming for the first time in his life. He is standing on the ground. Several townspeople visited the farm to buy vegetables already. When they earn experiences in farming,

they will be able to live on organic farming. The store in Bethlehem is not opened yet but will create much interest in the town which is benefited by the publication of Prevention magazine which is published in a nearby town.

“There are two macrobiotic houses in this small town. We stayed in Archie and Glenn’s home. They are working hard in the preparation of the Natural Food Store in Bethlehem. Everyone in these two houses enjoyed our visit. Even though we stayed for a short time, we became close friends, for a long time. Thanks to macrobiotic!—Continued Next Issue.” Address: George Ohsawa Macrobiotic Foundation, 1471 10th Ave., San Francisco, CA 94122.

706. Hawken, Paul. 1972. Re: Recapitalization of Erewhon Inc., current officers and board of directors. Letter to Morris Kirsner, 89 State Street, Boston, Massachusetts, Sept. 1. 2 p. Typed, with signature.

• **Summary:** Morris Kirsner is Erewhon’s attorney. Paul has talked with Michio Kushi and the following is agreeable to him. Structure [of Erewhon] before investments: East West Foundation 3,832 shares, 38.3%. Michio Kushi 2,554 shares, 25.5%. Paul Hawken 2,554 shares 25.5%. Employee trust 1,060 shares 10.6%.

Structure after John W. Deming Jr.’s investment of \$150,000: East West Foundation 3,832 shares, 35.4%. Michio Kushi 2,554 shares, 23.6%. Paul Hawken 2,554 shares 23.6%. Employee trust 1,060 shares 9.8%. John W. Deming 831 shares 7.7%.

Structure after Advest’s investment of \$350,000: East West Foundation 3,832 shares, 30.0%. Michio Kushi 2,554 shares, 20.0%. Paul Hawken 2,554 shares 20.0%. Employee trust 1,060 shares 8.3%. John W. Deming 831 shares 6.5%. Advest 1,939 shares 15.2%.

Both Advest’s and John Deming’s investment is based on their purchasing stock at \$18.05 [sic, \$180.50].

The officers of the corporation will be as follows: Paul Hawken, president. William Garrison, vice-president. John W. Deming, vice-president. Tomoko Kushi, treasurer. Paul West, general manager. James Gronemeyer, general manager.

The Board of Directors will be as follows: Tomoko Kushi, Michio Kushi, Morris Kirsner, Paul Hawken (Chairman), John Deming, One representative from Advest.

“I hope this supplies you with all the necessary information and that we can bring this to rapid and speedy conclusion.”

Talk with John Deming. 1994. Dec. 28. Neither of the proposed investments by John or by Advest ever happened. Michio Kushi nixed them both. Paul Hawken believed that he owned 25.5% of Erewhon and Michio told him repeatedly that he did, but Michio would never give Paul a document which proved this ownership. John is quite sure that Paul did not actually own any Erewhon stock. Address: President, Erewhon Inc., 33 Farnsworth Street, Boston, Massachusetts 02210. Phone: (617) 542-1358.

707. *Chico Enterprise-Record*. 1972. Food store destroyed (Photo caption). Sept. 14. p. 1A. Thursday.

• **Summary:** The large, front-page photo shows smoke billowing from the store building and bakery and its adjoining warehouse buildings. The caption begins: “A fire at mid-morning today virtually destroyed the Chico-San Unique Foods store and warehouse at 1262 Humboldt Ave. Ten fire units from Butte County and the City of Chico were still at the fire scene at presstime today.” The stubborn fire raged for hours, and in some cases firemen had to use metal-cutting power saws to cut away the corrugated sheet metal siding and roofing in order to get at the fire.

708. *Chico Enterprise-Record*. 1972. Food store fire damage is \$250,000. Sept. 15. p. 1A, 2A. Friday.

• **Summary:** The article begins: “Damage has been estimated at \$250,000 in a fire that yesterday destroyed the Chico-San Unique Foods store, processing department, and warehouse at 1262 Humboldt Ave.”

Firemen gave an estimated breakdown of the damages as \$50,000 to the building and \$200,00 to their contents. “They saved about \$20,000 worth of property.”

Two Chico-San employees and a firefighter were injured in the blaze. Richard Smith, age 45, vice president and manager of the plant, suffered first- and second-degree burns on his face, neck, arms, and back. His condition this morning was reported as satisfactory. He is at the Enloe Hospital undergoing treatment.

Richard Cahoon, age 20, an employee, was burned on the left hand and is also in the same hospital. A Butte County firefighter suffered smoke inhalation.

The first started at 10:15 a.m. on Thursday, Sept. 14, when a hydraulic oil line in the plant ruptured. The oil that escaped was ignited by heating equipment [on a machine that was making rice cakes]. Five units from Butte County, including three pumpers, answered the alarm. The fire was contained before noon, but mopping up operations went on until late last night.

709. Davis, Pat; Bentley, Carol. 1972. Natural foods and no smoking. *Washington Post, Times Herald*. Sept. 21. p. K1-K3.

• **Summary:** A new natural foods restaurant, The Golden Temple Conscious Cookery, located at 1521 Connecticut Ave. NW, opened several months ago and has had lines at lunch and dinner since that day. The restaurant was started by the Washington, DC, chapter of 3HO (the Happy, Healthy, Holy Organization), which is a yoga lifestyle group “organized in Los Angeles three years ago by Yogi BhaJan, a yoga teacher from India.” In Dec. 1970 one of his student-teachers, Larry Wentick, came to Washington, DC, to start a center—now called Ahimsa House (yoga ashram) and located at 1704 Q St. NW. Larry, his wife Ganga (pronounced GUN-

ga), and a group of about 15 people worked for about six months on the restaurant before it was ready to open. Most of the entrees, salads, and fruit drinks were created by Ganga, a native of California, where natural and organic foods caught on early. Ganga and Larry have both had previous experience in natural food stores and restaurants. Some years ago, Ganga was appointed cook at a commune in New Mexico, and soon she was cooking for 20-30 people a day—without recipes. Later she worked at a natural foods restaurant in Los Angeles and as a cook for Yogi Bhanjan.

At the Golden Temple, all dishes are prepared with organically grown ingredients whenever available. No meat, fish, or eggs are served, and no refined sugar or flour are used. The restaurant now seats 75 and serves about 400 daily. The ashram's 25 members practice awareness, yoga, good diet, and service to others. The restaurant is bright and spotless.

Three recipes are given. One, Bhanjan's banquet, calls for "Tamari (soy sauce)."

710. Aihara, Herman. 1972. Summer tour. Part III. *Macrobiotic (The) (San Francisco, California)* No. 80. p. 11-14. Sept.

• **Summary:** Continued: "June 29 (Thurs.)—We arrived in cool Philadelphia where there had been huge floods a couple of weeks ago. The people who live in the Wingohocking Heights house have changed completely since last year. We were given large comfortable rooms and they all stayed in smaller rooms. What a spirit they showed us. For the lecture at the Quaker Church about 50 people came with some interesting questions:

"Q. How are yin and yang measured?"

"A. Yin and yang are not quantitative units but qualitative units. Therefore, they cannot be measured in most cases. They are similar to the concept of health and happiness. How can we measure health and happiness. How much health does one person have. Health measured by weight, height and age, etc. is not true health.

"However, some numbers can be used to measure yin and yang. For example, K and Na, sugar, oxygen, carbon dioxide, etc. Those amounts in our body are fairly constant and they are relative to each other. However, they are not absolute. They are relative. In other words, someone may contain more Na than other persons and be in a healthy condition. Someone may contain more sugar a certain time of the day than another person, etc.

"Also, the amount of these factors are relative to each other. One cannot judge the amount by itself. The right amount of each factor is balanced by others. Modern physiology knows such relationships. However, it is not able to apply these in daily living.

"Q. Why was Ohsawa against logic?"

"A. Ohsawa was not against logic (formal, Aristotelian). He just taught the limitation of such formal logic. Life,

totality, reality, are beyond formal logic because life includes yin and yang at the same time. It has all possibility. It is a creator.

"Q. Why did Ohsawa claim that macrobiotic can cure all diseases?"

"A. Why not? This seems to me the faith of Ohsawa. Christ had a similar faith in fasting and prayer. In reality, this faith cures but the macrobiotic diet does not. The diet certainly brings better health and cures symptoms. However, the real cure of man comes from faith in macrobiotic. That is to say, faith is nothing but the clear understanding of all cause and effect. Faith is expression of Supreme Judgment in action. Faith without Supreme Judgment is superstition. This kind of faith will cause difficulties and stubbornness. Sickness and disease have value when they lead us to Faith. However, we must be careful not to form rigid belief based on our own ego belief without having Supreme Judgment. In other words, one who can cure all diseases can say this is Faith. However, for one who cannot, such expression is mere arrogance and rigidity.

"June 30 (Fri.)—A cooking class was held at Bobbi Parker's huge mansion which has 20 bedrooms, a living room, family room, and kitchen. This house was constructed after a European style from stone. She is separated from her husband and living here with her five children. She is active in macrobiotic, helping in many ways.

"Cooking class was crowded with young and old. Attendance at the lecture filled the living room after dinner.

"July 1 (Sat.)—Debbie Kamor invited us to the Ashram Restaurant which is in an abandoned old church. The foods served are pretty good. People working there are all volunteers. Many religious groups in this country are adopting vegetarian diets. This will be a great thing in the future of mankind. Let religion unite with macrobiotic or macrobiotic unite with religion.

"In the evening, we invited two girls from the house to 'Ceres' which is a new macrobiotic restaurant and a macrobiotic community center where Jim is cooking. Foods are good and prices are reasonable. However, Jim told us that strict macrobiotic restaurants are difficult to manage financially. A restaurant should serve foods which are not strict, such as: white noodles, tofu, etc. Otherwise people will not come. I will not go to a restaurant to eat just brown rice. To me, if foods are not cooked with chemical condiments or are not extremely yin or yang, then many foods are acceptable for serving in a restaurant. In other words, in restaurants we serve #-3, #-2, or #-1 diet. At home we eat #1 to #7. In Tokyo, one macrobiotic restaurant was closed after two years of business because one of the managers insisted that certain foods only be served to the customers. Serving foods without chemicals, sugar and meats is certainly a great improvement in the restaurant business. We should be satisfied with this much knowing that otherwise a restaurant will not be able to survive as a business.

“July 2–July 4 (Sun. through Tues.)—We came to a big city again. It is a good time to come to New York City on Sunday when there is less traffic. Marion Le Blanc was waiting in her apartment on our arrival. This year again, she gave us all her apartment to use for three days. I have no words to show my appreciation to her for such thoughtful giving.

“We would have gathered many more people to cooking class if it had been advertised. Someone said that New York has great potentiality for macrobiotic. We went on sales trips to the Health Food Stores in the city. Most of the stores bought our macroguides because they have never seen them. If someone can make contacts and sales in cities such as New York, we will certainly increase business and the promotion of macrobiotic.

“However, it is risky to live in this degenerate city. It is dirtier and filthier than ever. I feel it is the end of the world. It is a town of business to make money. A friend of mine established a million dollar business from a tiny retail store where people worked without wages. He now has everything: fame, status, income, cars, a \$100,000 house, and is able to go to Japan at any time, etc. I don’t know whether he is happy or not. Unhappiness can easily find a door to enter through in such a life.

“My lecture covered many practical questions such as: Why some long time macrobiotics have trouble with anemia?

“How to start the macrobiotic diet?

“What kind of food is good for anemia?

“What is fatigue and how is it cured?

“Why do macrobiotic people develop blood circulation problems?

“We couldn’t see Mr. Okada [of Muso] who was in New York at this time, nor Miss Yamamoto. However, we met a few old friends. It would take much time to catch up with our many old friends in New York and now we did not have the time to do so. So we left the town before we were able to renew old friendships. To see them at other times

“(Continued Next Issue).” Address: George Ohsawa Macrobiotic Foundation, 1471 10th Ave., San Francisco, CA 94122.

711. **Product Name:** Whole Soy Flour.

Manufacturer’s Name: Arrowhead Mills, Inc.

Manufacturer’s Address: Box 866, Hereford, TX 79045. Phone: (806) 364-0730.

Date of Introduction: 1972 September.

New Product–Documentation: Arrowhead Mills. 1978. Sept. “Price list.” Under “Packaged flours”: “Soy Flour, Whole. (12 x 1½ lb.)”

Arrowhead Mills. 1987. Catalog. 1.5 and 30 lb. Soya Bluebook. 1989. Now sold in 12 and 24 ounce cartons, and 30 lb bags.

712. Eden Foods. 1972. [Catalog and pricelist]. 211 South

State St., Ann Arbor, MI 48108. 2 p. Oct. 5.

• **Summary:** This is the second earliest existing Eden Foods seen that is dated. Soy-related products include: Hopi Roasted Soybeans (1.3 oz snack). Soybeans (1 lb, 2 lb, and 50 lb bags). Soy flour (25 lb or 50 lb). Tamari soy sauce (pints, quarts, gallons).

Other interesting products include: Azuki beans (25 lb, 50 lb, and 100 lb bags). Sweet rice flour (25 lb). Celestial Seasonings herb teas (incl. The Red Zinger). Mu herbal tea #9, #16. Wild ginseng tea. Wild ginseng root. Wild goldenseal powder. Whole wheat noodles. Dr. Bronner’s Castile Soap. Corona Hand Mill. Honey (blueberry blossom or raw clover; “This honey is strained only once and heated only to 115 degrees and not above in order to preserve the natural nutrients and enzymes in the honey”).

Note: This is the earliest document seen (Jan. 2002) containing the term “Sweet rice” or “Sweet rice flour.” The new term is used in place of the traditional term “glutinous rice” which is inaccurate since this type of rice contains no gluten. People with celiac disease, celiac sprue, or Duhring’s disease must strictly avoid foods that contain gluten; they can eat “sweet rice.” Address: Ann Arbor, Michigan.

713. *East West Journal*. 1972. Chico-San burns. 2(14):5. Oct. 2-16.

• **Summary:** A fire at the Chico-San warehouse in Chico, California on September 14 results in the loss of 90% of the company’s natural food inventory worth approximately \$350,000. Origin of the fire was uncertain, but it apparently happened when a vapor leak caused an explosion in one of the new rice cake machines. The macrobiotic food industry got its start in this country eight years ago with the production of Chico-San rice cakes.

Among the items destroyed was the first batch of traditionally-made American miso, which Chico-San had planned to market in the coming year. New office and warehouse facilities are in operation at 2244 West First Street in Chico. President of Chico-San, Robert Kennedy, hopes the rice cake machines and “yinnies” candy production can be re-assembled and working again within the month. Address: P.O. Box 203, Prudential Center Station, Boston, Massachusetts 02119.

714. Aihara, Herman. 1972. Summer tour. Part IV.

Macrobiotic (The) (San Francisco, California) No. 81. p. 7-10. Oct.

• **Summary:** Continued: “July 5 (Wed.)—Bill Haas and his wife, in New London, Connecticut, were delightful persons to meet. We had a nice talk at the local church where about 20 macrobiotics gathered.

“July 6 (Thurs.)—Boston is a mecca of macrobiotics, having two restaurants, a book store, a publishing house and a food distributing business which creates a mood of the established. Michio Kushi gives lectures both day and

evening every day. The Seventh Inn has changed in taste. It has two Japanese cooks, Mr. Hayashi and Abe who are preparing macrobiotic cuisines that are delicious and authentic. They have a new menu.

“As Michio says, macrobiotics in Boston is too easy.

Note: This is the earliest document seen (March 2020) that mentions The Seventh Inn, a macrobiotic and natural foods restaurant in Boston—just off Boston Public Gardens. Relatively large and elegant, it was originally named Sanae 2 (Kotzsch 1985, p. 171).

“July 7 (Fri.)—We visited the Boston Museum. The scroll of the Heiji Story and the collection of Hiroshige’s 36 scenes of Mt. Fuji are truly worth seeing. Also, there were many collections of Ramian Mandala. However, they were rather recent productions. I was disappointed by the fact that there were no Japanese Mandala since they are older even than Ramian.

“July 8 (Sat.)—We visited Erewhon Factory after the welcome party. They improved the facilities for milling, packaging and butter making. The offices of Tao Books, East-West Journal and The Order of the Universe, are combined and well organized under one roof. They are doing a very good and fast job. However, they are having difficulty, financially.

“July 9 (Sun.)—After a busy schedule in Boston, we were again in the country of Vermont where David and his wife live, doing odd work on nearby farms of Craftbury.

“A meeting was held at the top of a hill. David made a big campfire surrounded by over 30 young macrobiotic people who gathered from neighboring towns. It is unbelievable to see so many macrobiotic people in such a farming land where there is no sign of civilization. July 10 & 11 (Mon. & Tues.)—We stayed at the same house in Binghamton again. However, the host in the house is not the same. Frank Corica is the man who invited us this year. After dinner with Mr. & Mrs. Corica, we visited the Belly Of The Whale which is remodeled completely and is serving as a restaurant as well as a food store. Frank is a hard worker and keeps the restaurant in good shape.

“Due to the influence of Michael Abehsera, most of the people who gathered in Frank’s back yard were Orthodox Jews. They liked my talk and many remained after the lecture, discussing many things.

“July 12 (Wed.)—Niagara Falls was great due to the heavy rains. The campground was located at the shore of Lake Erie, which we were told by a park guard was not polluted. However, oil and many dead fishes were floating on top.

“July 13 (Thurs.) Ann Arbor, Michigan visit was written about in the September issue of *The Macrobiotic*, No. 80, because it described the meeting with Mrs. Lima Ohsawa when she joined the tour group there for a short visit. From Ann Arbor they traveled to Chicago [Illinois] which is included in the description of the meeting on pages 2 & 3 of

last issue.

“July 19 & 20 (Wed. & Thurs.) The meeting in Kansas City started rather poorly but ended with satisfaction and gratitude. There were several enthusiastic macrobiotics such as Tish Atkins who has been organizing cooking classes around there. Dr. & Mrs. Tuesink were kind and joyous and gave us their whole house in which to stay while they slept in their car. The day of the cooking class was hot, which made the dinner of noodles and fruit desert taste even better.

“July 21 (Fri.) The car had a funny noise and a strange vibration just after we left Dr. Ruesink’s house. I thought it was due to the road which was bad, however, it was a sign that the universal joint was wearing out. About 40 miles west of K.C. the universal joint broke and the driving shaft came off. We called AAA and were towed to a garage in Florence, and there the joint and muffler were fixed. The cost was cheap. We were lucky that the trouble happened after all, because when the car was repaired it ran very well. It took about 3 hours to fix the car, and we camped out at Fort Fletcher camp grounds, driving only 200 miles that day—the shortest drive per day on our trip. The camp ground is located in the flat farmland surrounded by corn. It was windy all night.

“July 22nd (Sat.) After joint and muffler were fixed the car ran very smoothly. We drove through Colorado Springs and up 9,000 feet to Divide where Mr. & Mrs. Laws welcomed us. They own a big house and ten acres of land. The house is surrounded by trees and the air is clear and cool. Pike’s Peak stands in front of the house overlooking the meadow. It is a wonderful place to live if you don’t mind being isolated from the community.

“The lecture meeting was held at the modern community college in Colorado Springs. It was quite a different lecture room for a macrobiotic meeting. They are usually held in an informal and conventional place.

“July 23rd (Sun.) We woke up in the Law’s modern house in this 9,000 foot altitude. It was an entirely different atmosphere than yesterday when we stayed at the camp ground near Kansas City. We were in mountain country—the real West.

“The cooking class was held at the restaurant which serves organic foods and macrobiotic foods. It is located in the residential neighborhood and the food is good for a restaurant. They said that business is good. The town also has a macrobiotic food store, Ceres, which was formerly Green Mountain Grainery. The store moved to a new location and it too seems to be doing good business. When we returned to the house we went fishing at a nearby lake and caught seven fish. We enjoyed a delicious dinner of marinated trout.

“July 24 (Mon.) We said good bye to Mr. & Mrs. Laws, Jerry & Frank Calpeno and the children and headed to Denver where we visited Nutribooks which carries almost all nutritional health food books. Mr. Nidess, a director of the company, is quite an interesting business man. After a

short stop at the Grainery on 17th Street we hurried to Dillon where we planned to rest two days—at the top of the Rockies. We waited a short while for Eddie Owada to come back home from work. He is the same as last year. Here we were again in the Rockies enjoying clear air, mountains and clear, clear water. Eddie had reserved a space for us at the same motel we had stayed in last year. Everything was the same. Rooms, kitchen, carpet, bath, etc. were all the same as one year ago. I felt as if I had skipped a year.

“July 25th (Tues.) We got up early and went fishing at a nearby lake that Eddie recommended. At first we had no luck. Then we changed shore. Suddenly Jiro [Aihara] started shouting. He caught five fish within an hour or so and Charlie caught some also. The lake is small and shallow but loaded with fish. We wanted to fish longer but had to check out of the motel by 11 A.M. so we went back to eat breakfast. The sky was clear, the air was cool, and we enjoyed the thrill of fishing. We loaded the car and went to another lake which was larger, but we had no luck. However, the sun was warmer and we enjoyed sunbathing.

“In the evening Eddie took us to Cataract Ranger Station which is an isolated branch of his ranger station. He had arranged for us to stay one day in this cozy mountain cabin from which window we could see the clearest lake I have ever seen.

“There was almost a full moon that night and Cornelia fixed trout we had caught that morning. It was a great dinner!

“July 26th (Wed.) We rested completely in this exclusive cabin hiking, fishing and cleaning the floor and reading books. The weather changed there very fast. Bright sunshine followed a quick shower and there was even lightening. Mountain flowers blossomed all over. The huge waterfall, which is miles away, was the only sound we could hear. Hiking around the lake was fun, seeing many grasses, flowers and trees. There was a clear lake to the side of our path. In the lake ducks were catching fish, splashing the water with their white color. There was no man to be seen anywhere. It was complete stillness yet so alive. It is changing always and yet it changes not. Everything changes but we do not see the changes. The clouds moved gradually and the sun faded. Rain started, making millions of dots on the surface of the lake. The wind blew away the clouds and the rain stopped. Sun shone again, leaves, water and mountain edges reflected light. Brightness was all over -

“Swimming ducks cut

“the surface of the lake.

“A white water fall” connects

“the sky and the lake.”

“- Continued next issue.” Address: George Ohsawa Macrobiotic Foundation, 1471 10th Ave., San Francisco, CA 94122.

715. **Product Name:** Tan Pups (Skewered Seitan Deep-Fried in a Breaded Batter).

Manufacturer’s Name: Amartseff (Nik and Joanne).

Manufacturer’s Address: 216 Gardner Rd., Brookline, MA 02146.

Date of Introduction: 1972 October.

Ingredients: High-protein wheat flour. Broth: Water, kombu, sauteed onions, soy sauce, fresh gingerroot. Batter: Pre-ground corn meal, fresh onions, garlic, salt, soy sauce, some of the concentrated liquid in which the seitan had been cooked, and maybe some water.

How Stored: Unrefrigerated and perishable.

New Product–Documentation: This was probably one of America’s first two commercial seitan products. With this extremely innovative, all-American product, seitan was transformed from a salty black seasoning into a juicy meat substitute, and the pattern was set for most subsequent seitan products in the western world.

Talk with Nik Amartseff (P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2942; by June 20: P.O. Box 135, Chesterfield, New Hampshire 03443. Phone: 603-256-6750). 1992. May 24. Nik created this product. He and his first wife, Joanne Street Amartseff, made this product together out of their home, though they never operated under a company name. Joanne now lives in Mission Hill, near Brookline, Massachusetts. They first made the product at Gardner Road in Brookline. It was sort of the Erewhon executive house. The name was a play on two words: “Tan” came from Seitan, and “Pups” came from Hot Dogs.

Nik thinks he first made seitan at home in Los Altos, California. He learned the process by reading about it, either from an early issue of *East West Journal* (which began publication in Jan. 1971), or from a book. *Order of the Universe* (which he also read later) had started publication by 1967. He and Joanne first moved to 216 Gardner Rd. in Boston in May, 1971, when Paul Hawken invited them to Boston from Los Altos, California, where he and Joanne worked at Fred Rohé’s New Age Natural Foods. Nik immediately began to work at the Erewhon warehouse and to live at the Erewhon executive house together with Paul and Dora Hawken, Bill and Renee Tara, Hy and Laura Lerner, and some single people including Wally Gorell and Bill Garrison. The women did the cooking in the house, but some of them (including his wife) also cooked the lunches for the workers at the Erewhon warehouse.

Before Nik and Joanne arrived, Renee Tara was baking ready-to-eat unyeasted macrobiotic goodies at home on Gardner Road and selling them at the Erewhon retail store. When Bill and Renee left for England, Renee asked Joanne if she would like to continue this little cottage industry. So in the early spring of 1972 Joanne stopped cooking for Erewhon and took over Renee’s business, with the help of Nik’s sister, Vera, baking at the Gardner Road house to supplement the family income. Joanne’s project was quite successful right away, in part because she did not toe the macrobiotic line very strictly. She sweetened up Renee’s

strict macrobiotic line and added a number of innovative sweet baked snack foods, which apparently no one else thought of or dared to attempt, such as cookies, yeasted cinnamon-maple nut rolls, fruit tarts, and fig newtons. Nik continued to work full time at Erewhon, but during his time off he experimented with making seitan. He had two ideas: One was to use small pieces of seitan mixed with sauteed vegetables as a filling for piroshki (small cases of dough around the filling; Nik is part Russian), and the other he called Tan Pups—skewered deep-fried seitan on a stick. Joanne recalls that they may have sold these two seitan foods a few times (she is not sure) but they were not regular items. However Nik is quite certain that for at least the last few weeks before he and Joanne moved to New York state, in order to have some extra money, they “baked like crazy” and sold Tan Pups and Piroshki.

In May 1972 Nik quit Erewhon for a while, and he and his wife moved to New York state. They returned to the Gardner Road house in Boston in Sept. 1972 and Joanne resumed baking. At this point Nik began baking with Joanne, mainly out of necessity to make some money. Their two lines of baked products were (1) Joanne’s former line of sweet snack foods, and (2) savory products (such as the Piroshki and Tan Pups). Their two seitan products were on the market by about Oct. 1972 and they soon became popular.

They made Tan Pups entirely by hand as follows: The night before make raw wheat gluten from whole wheat flour (which they bought in bulk from Erewhon). The next morning, cook the loaves of gluten in large enamel kettles with water, kombu, sauteed onions, garlic, and freshly grated gingerroot. About half way through the cooking, add soy sauce. Remove the seitan and simmer the liquid until it is reduced to about ¼ its original volume. Slice the seitan into pieces about ¾ inch square and 3 inches long (like a hot dog with a square cross-section; the traditional New England Corn Dog influenced the product concept). Set aside any scraps or trimmings to use later in making Piroshki. In a blender, prepare a thick batter (having a consistency between crepe and pancake batter) using pre-ground corn meal, fresh onions, garlic, salt, soy sauce, some of the concentrated liquid in which the seitan had been cooked, and perhaps some water. Skewer the seitan pieces from one end, then dip them in the batter (without dusting in a dry breading), and deep-fry, placing them like spokes of a wheel in cast iron pots. When they are crisp and piping hot, deliver to stores.

These savory vegetarian foods (typically 100 Tan Pups and 50 Piroshki) were sold at only two outlets: Most at the Erewhon retail store at 342 Newbury St. in Boston, and the rest at The Organic Food Cellar, also on Newbury St. At Erewhon, they were sold on (or later in) a glass case about 10 feet from the entrance of the store. The products were sold in bulk, without packaging or labels. Nik usually delivered them by 3:00 in the afternoon, which was found to be a prime selling time. Most were sold by 6:00 and almost

none were left the next day. He delivered 2-3 times a week. The work was exhausting.

But there was a lot of turmoil at the Gardner Road house, so Nik and Joanne moved in with John Deming in Allston (Massachusetts), then with friends in Saugus, then to Gloucester (27 miles northeast of Boston) by Nov. 1972. At each of the 3 houses they made the Tan Pups, Piroshki, and sweet snack foods.

In early 1973, Kathy and Mike Atherton, friends of Nik and Joanne’s (Mike was employed at the Erewhon warehouse) moved to Boston from New York. Joanne was due to have a child in June 1973. The business was too labor intensive and soon the family would need more money. So the Amartseffs gave their friends the home business (free of charge) and it was moved to the friends’ home in the north end of Boston. Nik gave them the recipes and his two outlets, and showed them how to make all the products. Nik was re-hired to work full time at Erewhon by Bill Garrison. Nik and Joanne’s son was born in June 1973.

The Amartseffs’ friends continued to sell Tan Pups and Piroshki through at least the autumn of 1973, then they moved on—and the products went off the market. The business never did have a real name.

Nik never heard of nor tasted Tan Pops, the successor of Tan Pups, made by John Weissman.

Talk with Joanne Amartseff. 1992. July 8. She just talked with Nik’s sister, Vera, who both Nik and she think has an excellent memory. Vera (who now lives in San Francisco) does not recall them making any seitan products before Nik and Joanne left for New York.

716. Product Name: Hopi Roasted Soybeans.

Manufacturer’s Name: Eden Foods, Inc.

Manufacturer’s Address: 211 South State St., Ann Arbor, MI 48108. Phone: 313-769-8444.

Date of Introduction: 1972 October.

Ingredients: Whole soybeans, tamari.

Wt/Vol., Packaging, Price: 1.3 oz bag.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods wholesale catalog and price list. 5 Oct. 1972. “Hopi Roasted Soybeans. 24 x 1.3 oz.”

Talk with Bill Bolduc, founder of Eden Foods. 1992. March 14. Erewhon was probably the first company in America to develop a line of tamari-roasted seeds and grains. Eden was carrying the tamari-roasted soybeans by Oct. 1972, and the full line by early 1973. Bill learned how to make such seeds from Susan and Jimmy Silver. Susan first showed Bill how to roast sunflower seeds with tamari on their home stove.

717. Product Name: Azuki Beans.

Manufacturer’s Name: Eden Foods, Inc.

Manufacturer’s Address: 211 South State St., Ann Arbor,

MI 48108. Phone: 313-769-8444.

Date of Introduction: 1972 October.

Ingredients: Azuki beans.

Wt/Vol., Packaging, Price: 25 lb, 50 lb, or 100 lb bag.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods Inc. 1971. July 26. Wholesale pricelist. “Beans: Azuki.”

718. Haggerty, Donna. 1972. Fire reflects macrobiotics. *Macrobiotic (The) (Chico, California)* No. 81. p. 16-18. Oct.
 • **Summary:** The article begins: “The burning of Chico-San / Spiral Foods on September 14 came as quite a shock to all of us.

“This is the very first company set up in the United States to serve the Macrobiotic community with the staple foods such as Miso, Tamari, brown rice, etc.”

Her article attempts to answer why the fire happened in terms of yin-yang and macrobiotic theory. At the end of the article is this interesting response:

“Dear Donna, ‘In my opinion, Chico-San reached extreme yang [pressure, heat (Chico is very hot in summer), activity, etc.] and not enough yin (such as space, less activity, etc.).’ [Herman Aihara].” Address: [Chico, California].

719. *Macrobiotic (The) (San Francisco, California)*. 1972. A message to Chico-San. No. 81. p. 21. Oct.

• **Summary:** “Our deepest sympathy to the people of Chico-San which was almost entirely ruined by a sudden fire which apparently started in a newly built rice cake machine on September 13th.

“We sincerely wish that Chico-San will restore all damage and resume business again as soon as possible.” Address: George Ohsawa Macrobiotic Foundation, 1471 10th Ave., San Francisco, CA 94122.

720. Photograph of Evan Root and Jim Gronemeyer standing by the Erewhon Los Angeles macrobiotic retail store. 1972.

• **Summary:** This photo was taken in about Oct. 1972. The black and white photo shows the two at the back of the store, and the color photo shows the outside front of the store. Jim was one of those who built the first Erewhon West at the behest of Aveline Kushi—who was living in Los Angeles at the time. Evan and Jim were old friends from pre-macrobiotic days; Jim showed Evan around.

Note: This photo was sent by Evan Root to Patricia Smith and by Patricia to Soyinfo Center (Nov. 2010).

721. Midwest Natural Foods Distributors, Inc. 1972. Catalog and price list 11/1/72. Offering the best in natural foods. Ann Arbor, Michigan. 58 p. Nov. 1. Index. Illust. 22 cm.

• **Summary:** This is a very early natural foods catalog, typewritten and mimeographed on pink paper; it contains a few logos of manufacturers but no ads. On the front cover is a stylized illustration of a rayed sun, with each

ray represented as a fruit or vegetable. Contents: Hi! Who, where, phone, why. General information: Service, terms, freight, notes, contact (Henry Bednarz and Larry Kociela, p. 1-2). Special case lot discount–5%. Lines on which case lot discounts are not allowed (7). “Computerized billing by January 1, 1973 including Quantity, Unit, Description, Size, Sugg. [Suggested] Retail, Unit cost, extension, 10 day 2% discount, 10 day case lot discount” (p. 4).

The body of the catalog is an alphabetical listing of suppliers / manufacturers, with major brands or product categories a cross references (e.g. Bakon Yeast, see Sovex). Within each, products are listed alphabetically (shown below in parentheses). These include: Acme juicer Co. Appliances & utensils. Barth’s Nutra Foods (Barth Soya Date Cereal). Books (Nutri-Books Corp., Denver, Colorado). Chico San (Rice Cakes, Lima Tamari Soy Sauce, Miso Soybean Puree, Sesame Salt, Sesame Butter, Salt Plums, Kuzu {wild arrowroot}, azuki beans, Mu Tea, kombu, soysauce tableserver–glass, chopsticks), Celestial Seasonings teas, Continental Culture Specialists (acidophilus culture, kefir grains, royal yogurt), Dr. Bronner & Assoc. (dulse sea lettuce, lecithin protein cereal, Do It Twice Soy Vege Base, pure peppermint oil soap), El Molino (7 Grain Cereal, soy beans–whole, soya flour, soya grits, soya meal, Graham flour), Fearn Soya Foods (Pancake S.F. [Soya Flour] Mix, liquid lecithin, High Protein (carob, chocolate, vanilla), soya protein 96%, Protein 600 Tablets (vanilla, chocolate), Muscle Protein, Soya Powder–Natural, Soya Powder–Low Fat, Soya Granules, cooking soybeans, Wheat Cereal Soya Mix, Corn Bread Soya Mix, Salted Plain SoyoSnax, Soybean–sprouting, lecithin granules, Soy O Snaks–Natural, barley–hulled organic, triticale flour–organic), Flavor Tree (Pernola, Pernuts {unsalted, sea salted, mild garlic, onion, carosel [carousel] carob covered}), Gides, Inc. (Nu-Life {vitamins & minerals–has the most products of any supplier}; A Soyadophilus, vitamin E natural mixed tocopherols), Lassen Foods (granola), Malt-O-Meal (Soytown) (salted soy beans [roasted], unsalted, barbecue flavor, garlic, soy spread, soy honey bar, soy nut bar), Miracle Juicer Co., Modern Products (Gayelord Hauser), Norganic (vegetable oils, incl. peanut oil, soy oil, safflower oil, sesame oil, sunflower oil, Gold Soya Mayonnaise), Richter Bros. (Familia cereals {Swissy Cereal, Fritini Mix}, Morga vegetable bouillon, Pero coffee substitute, Herbmare seasoning salt), A. Sahadi Co. (sesame tahini), Sourdough Jack’s Country Kitchen (sourdough starter), Sovex (granola, Bakon Yeast), Seelect Dietary Products: Herb teas (incl. Bladderwrack, dulse leaves, saw palmetto, Irish moss), St. Laurant Peanut Butter, Sunshine Valley, Viobin (lists 16 products, incl. wheat germ oil), Mineral Waters (incl. Apollinaris, Vichy, Perrier, Mountain Valley), Grist Mill (granola, Wunder Bars, Honey Graham Cracker, Super Protein Concentrate), Norwalk Juicer Co., Parkelp (Ocean Labs, Inc.; lists 4 kelp products), Nuvita Foods (Langes; Soya Carob Macaroni). Organic Sun Valley

Dried Fruits (incl. Calimyrna figs, Monukka raisins, Black Mission figs, Zahadi dates). Honey Preserves—No sugar added. Index by products and suppliers.

Note 1. This is the earliest document seen (March 2020) concerning Midwest Natural Foods.

Note 2. This is the earliest English-language document seen (June 2006) that mentions the “Acme Juicer” or the “Acme Juicer Co.” Address: 310 W. Ann St. (P.O. Box 100), Ann Arbor, Michigan 48107. Phone: 313-761-2997.

722. Advest Co. 1972. Private placement \$500,400. 1112 shares. No par value common stock. Erewhon Inc. (\$450) per share. These are speculative securities. Hartford, Connecticut. 34 p. 28 cm.

• **Summary:** Contents: Offering. Risk factors. Use of proceeds. Capitalization. Historical statement of income. The company: Sources of supply, management, employees & facilities. The market. Recent developments. New opportunities. Exhibits: (1) 1972 financial statement. (2) Sample product labels. (3) Photographs of facilities.

Erewhon Trading Company, Inc. is a manufacturer, packager, importer, and distributor of organically grown foods and natural products. Founded in January 1968, the company is a Massachusetts Corporation with its principal offices at 33 Farnsworth Street, Boston. It proposes to issue and sell privately 1112 shares of its common stock at \$450 per share. Advest Co., a member of the New York Stock Exchange, has been retained to act as the selling agent. The company reserves the right to approve each investor and to limit the number of investors to 15. The minimum number of shares purchased by any investor will be 55 shares.

“Management: The business of the company may be deemed to be highly dependent upon Paul Hawken, its president and director, and if the company should lose his services, its business may be materially adversely affected.

Use of proceeds: Net proceeds expected to be received by the company from this offering will be approximately \$475,000. Approximately \$250,000 of the funds raised will be used to pay back loans from the New England Merchants National Bank. An additional \$50,000 will be used to pay accounts payable, and the balance (\$175,000) will be available for additional working capital, to support new products and expanded sales, and to open a third retail store in Cambridge.

Erewhon’s sales were \$491,546 in 1970, then 1,864,833 in 1971, and an estimated \$3,160,011 in 1972. Net profit after taxes was \$31,709 in 1970, then \$84,417 in 1971 and \$14,663 in 1972.

Company history: “Erewhon Trading Company, Inc. was organized in May 1965 by Evan Root to sell natural and organic foods. The company’s first store was a small basement level shop on Newbury Street in Boston. Paul Hawken succeeded Mr. Root as manager in August 1967. In November 1969, the company moved its retail shop to 342

Newbury Street where it presently occupies approximately 2,000 square feet of street level space. The store is decorated in a 19th century country store motif and sells a wide range of package and bulk food products, fresh produce, books, and cooking accessories. Sales from this location exceed \$450,000 annually.

“This year (1972) the company also opened a West Coast retail store in Los Angeles, California and a nearby warehouse. This location serves the local retail market and distributes Erewhon labelled packaged foods to the western states. Its retail store has a ‘country store’ decor... This facility is operated under its own general manager.

“The tremendous interest in organic foods, as reflected by growth in the company’s Boston retail store, led to the need to supply a growing number of independent health and organic food retail stores. Consequently the company opened a warehouse in late 1969. Since that time this facility has quadrupled in size and presently occupies 5 floors or 40,000 square feet of two older warehouse buildings at #33 and #29 Farnsworth Street, South Boston.

“This location serves as the company’s headquarters, its processing and packaging plants, and its warehouse. Presently about 500 natural food stores throughout the country are supplied with approximately 300 different items. From its two locations [Boston and Los Angeles] the company shipped approximately 2 million pounds of wheat, 2 million pounds of rice, 50,000 gallons of soy sauce and a million pounds of oil in 1971. By dollar volume importance the ten most important product classifications in fiscal year 1972 were grains 23.7%, nut butters 10.1%, fruits 9.9%, vegetable oils 9.1%, raw seeds 7.5%, soy products 6.9%, roasted seeds 6.2%, shampoos and soap 5.8%, beans 5.3%, and pasta 3.1%. Since that time, the company has introduced its own line of granola and nut butters. Both these products are processed at the South Boston warehouse with equipment owned by the company... The greatest number of customers the company serves are in the northeast, accounting for more than 70% of its total revenues.” The largest single customer is Star Market, a division of Jewel Tea, which is expected to account for about 6% of company sales in fiscal 1972. Star Market, a regional supermarket chain, purchases its organic and natural foods exclusively from Erewhon. It has 100 feet of shelf space in the form of individual gondolas expressly for Erewhon products.

“Supply: Erewhon has been a pioneer in the development of organic foods supply. The company has often encouraged farmers to switch over to organic cultivation by ensuring them a fixed price and quantity order. Erewhon presently has close relations with over 50 farms and has developed a strong reputation and high degree of loyalty among the organic farming community.

“The company purchases a large portion of its grains and oils from one source, Arrowhead Mills, Deaf Smith County, Texas. This grower-processor works closely with Erewhon

to plan production and inventory the company's needs. Arrowhead maintains approximately 30,000 acres under organic cultivation. Rice is purchased from four growers in Louisiana and California." Erewhon "spends approximately \$10,000 annually to have foods verified organic by two independent testing laboratories... Validity is also sometimes ensured by an independent program conducted by Rodale Press, Inc... Based on soil analysis, independent visit, and quarterly laboratory testing, this program certified 70 farmers on the West Coast in 1971." Continued.

Note: This is the earliest document seen (Dec. 2001) connected with Erewhon that uses the term "natural food" (or "natural foods"). Address: 6 Central Row, Hartford, Connecticut 06103.

723. Advest Co. 1972. Private placement \$500,400. 1112 shares. Erewhon Inc. (Continued–Document part II). Hartford, Connecticut. 34 p. 28 cm.

• **Summary:** Continued from p. 12. Management of Erewhon: Paul Hawken–President & chairman. Born on 8 Feb. 1946 in San Mateo, California. Attended Berkeley High School in Berkeley, California. Graduated from Nevada Union High School 1963 [located between Nevada City and Grass Valley, California, in the Sierra Nevada foothills]. Worked one year as a carpenter. Traveled in Europe 1964-65, studied at Alliance Française. Returned to the USA and enrolled at San Francisco State. School was closed by demonstrations, so he went into business for himself–Commercial photography, portraits, and advertising. Left business in 1966 to come to Boston to begin working at Erewhon in Aug. 1966. Married [to Dora Coates, June 1971], one child.

Tomoko Kushi–Stockholder. Michio Kushi–Director East West Foundation. Morris Kirsner–Attorney at law.

John Deming, Jr.–Retail manager. Born 27 June 1947 in Tacoma, Washington. Graduated from Bolton High School at Alexandria, Louisiana, in 1965. Attended Tulane University (New Orleans) until 1967, majoring in English. Began his own business, opening a natural food store in Jackson, Mississippi. Sold the business in Aug. 1971 and went to work with Erewhon in Los Angeles. Married [to Judy Coates in Aug. 1972].

Gordon William Garrison, Jr.–Vice-president. Born 19 Dec. 1946 in New York, NY. Graduated Bennington High School 1964. Attended Norwich University [Northfield, Vermont] 1964-65. Attended University of Vermont 1965-69, and graduated in 1969 with a B.A. in philosophy and art. Job Experience: Camp counselor, construction worker, ski instructor and patrolman, carpenter, farmer, tree surgeon, and lecturer. In 1970 started with Erewhon. Single.

Paul West–General Manager. In Feb. 1971 began employment with Erewhon. Married with two children.

Christopher J. Connolly–Production manager. Began work at Erewhon in 1970 in Los Angeles. Transferred to

Boston in Oct. 1971. Single.

"Employees and facilities: The company maintains a retail store with 2,100 square feet at 342 Newbury Street, Boston, and a second retail store with 2,500 square feet at 8001 Beverly Blvd., Los Angeles. Supporting this store and the Western regional wholesale market is a 14,000 square foot warehouse at 8454 Steller Drive, Culver City, California.

"The company's headquarters and principal warehousing, packing, and processing facilities are located on 5 floors of two adjoining buildings at 33 Farnsworth Street, South Boston. This location comprises approximately 40,000 square feet. The company presently operates two packaging lines in Boston, 2 shifts daily, and one Packaging line in Los Angeles." The company employs approximately 40 people.

"The Market" Because it has grown with the organic movement and has followed rigorous standards of food purchase and preparation, the company enjoys an impeccable reputation for integrity in the rapidly growing organic foods market. The company believes it is presently the largest supplier of organic foods in the East.

"The market for natural, organic and health foods is a dynamic and rapidly growing one. A recent *Wall Street Journal* article named this industry as one of the ten highest growth industries for the 1970s. The National Nutritional Foods Association [NNFA] estimates there are about 250 manufacturers and distributors in the industry whose total sales were estimated by Dr. Dennis Wood, of Arthur D. Little, to have grown from \$140 million in 1970 to \$200 million in 1971 and possibly \$400 million in 1972. These products are sold in over 3000 independent stores and by many food chains. Their level of importance is indicated by the recent printing of a separate Sears & Roebuck catalogue for health and organic foods."

There is a diversity of motivations underlying consumer demand for organic foods. Three categories of demand appear to exist: Cultural, economic, and taste. Organic foods usually taste better than non-organic foods. "The growing public concern for ecology also lies behind the purchase of these foods. Presently many members of such organizations as the Audubon Society, Friends of the Earth, and the Sierra Club purchase organic foods to boycott the farmers and chemical industries whose use of pesticides and artificial fertilizers the groups consider harmful to the environment. The many life styles and philosophies that are loosely grouped as 'counter culture' also underlie the motivation to purchase organic foods. Youth predominates in this category, but some spokesmen are such notables as René Dubois and Buckminster Fuller. In its broadest terms, the 'counter culture' is a search for a better answer to man's modern pattern of life. Man's present life style has led to a dangerous disruption of his environment."

"In fiscal year 1972 the company attempted a vigorous

program of distributor sales aimed principally at broadening its market geographically and increasing sales. This program was successful in increasing sales, but its implementation required a rapid and inefficient expansion of the work force and substantial price discounts on distributor products. By consequence, the company's overall gross margin contracted, while its operating expenses increased, resulting in a 10-month net loss of \$50,000 on sales of \$2.8 million." Since that time distributor sales were effectively discontinued and substantial numbers of personnel were laid off. Gross margins have returned to their previous levels.

"Since its founding, the company has never employed a salesman full-time or run a continuous advertising campaign. Sales growth has been largely in response to externally developed demand and limited by capital."

Photocopies show the following Erewhon-brand labels: Maple granola, Peanut butter, Apple juice, Olive oil, oil of sunflower, corn germ oil, oil of soybean, short grain brown rice (organically grown), whole wheat flour, hacho miso (soybean paste). Photos also show the front and interior of an Erewhon retail store. Address: 6 Central Row, Hartford, Connecticut 06103.

724. Chico-San Inc. 1972. Products (Document part). In: Midwest Natural Foods Distributors, Inc. 1972. Catalog and price list. Nov. 1. Ann Arbor, Michigan. 58 p. See p. 7-8.

• **Summary:** Rice cakes, Buckwheat cakes, or Millet cakes (salted or nonsalted, 3½ oz). Yinnies rice candy (3½ oz). Rice chips or Corn chips (5 oz). Lima Tamari soy sauce (8 oz, pint, or quart). Miso soybean puree (8 or 16 oz). Sesame salt (2, 4 or 8 oz). Sesame salt (4, 8, or 16 oz). Sea salt, white unrefined (1 lb). Salt plums (4 or 8 oz). Kuzu (wild arrowroot) (2 oz or 4 oz). Wholewheat spaghetti (OG [=organically grown], 8½ oz). Buckwheat spaghetti (8½ oz). Wholewheat macaroni (OG, 12 oz). Buckwheat macaroni (12 oz). Azuki beans (8 oz, 1 lb). Wild ginseng root (½ oz). Wild ginseng powder (25/6-pkts). Ohsawa twig tea (4 or 8 oz). Mu tea-Lima, more ginseng (24/2 or 24/8 pkts). Mu tea-Osaka [Japan] (24/2 pkts [also called "16 Herb Tea." Label shows ingredients: Ginseng, Ligusticum, Paonia root, cypress, orange peel, ginger, Rehmannia, cinnamon, cloves, peach kernels, Coptis, liquorice root, Cnicus, Atractylis, Moutan, Hoelen]), Green tea, natural leaf (6 oz). Lotus root tea (1 3/4 oz). Rice cream (OG, 1 or 2 lb). Kombu, kelp size (3½ oz). Tooth powder jar (½ jar).

Appliances: Food grater (with or without well).

Vegetable knife-square end. Fish knife-pointed end. Mortar (suribachi, small or large). Pestle-wooden. Vegetable press. Oil skimmer for tempura. Vegetable scrub brush (small or large). Soysauce tableserver-glass. Rice paddle-bamboo. Chopsticks-lacquered. Chopsticks-long cooking.

At the bottom is the Chico-San spiral logo.

Note: Many of these products are imported from Japan. Address: [Chico, California].

725. **Product Name:** Oil of soybean.

Manufacturer's Name: Erewhon Trading Co., Inc.

Manufacturer's Address: 33 Farnsworth Street, Boston, MA 02210. Phone: (617) 542-1358.

Date of Introduction: 1972 November.

Wt/Vol., Packaging, Price: One quart glass bottle.

How Stored: Refrigerated.

New Product-Documentation: Advest Co. 1972. Nov.

"Private placement \$500,400. Erewhon Inc." On page 29 is a photocopy of the label for this product. The handwritten text reads: "Erewhon oils are pure and complete oils which are freshly pressed from natural vegetable sources. They are absolutely free from any chemical processing or refining. This unique oil contains natural lecithin, vitamin E, and unsaturated fats. Ideal for salads, baking, and sauteing. This oil should be kept in a cool place after opening and used within a reasonable time. Any cloudiness or sediment in the oil is an integral part of nutritious, unrefined oils. Product of U.S.A. Distributed by Erewhon, Boston 02210, L.A. 90230." An illustration (line drawing) shows about 12 soybean pods hanging below 4 soybean leaves.

726. Glycer, John. 1972. Diet healing: A case study in the sociology of health. *J. of Nutrition Education* 4(4):163-66. Fall. [7 ref]

• **Summary:** "There is an increasing interest in 'natural' and 'health' foods. This study compares and contrasts the attitudes, beliefs, and habits of the new 'hip' groups with those of the older movement." This article is based on research conducted during the summer of 1971 under a National Institutes of Health grant. Twenty-three questions were asked of the new groups, and the results tabulated. The older 'health food faddists' wrote books that about half the members the hip group read. Adelle Davis's books were the most popular. Others were *Zen Macrobiotics*, by George Ohsawa (1965); *Mucousless Diet Healing System*, by Ehret [1924?]; and *Back to Eden*, by Jethro Kloss (1939).

On Ninth Avenue in San Francisco are three 'natural' foods stores near each other. Two are actually part of New Age Natural Foods, which grew so large it had to move the granary section to another storefront. Fred Rohe is the owner; he sells no meat and the dairy products come from certified raw milk. Address: Univ. of California Medical Center, San Francisco.

727. Rodale, Robert. 1972. "Chinese yogurt," a gift from the Orient. *Prevention (Emmaus, Pennsylvania)*. Nov. p. 35-42.

• **Summary:** The author uses the term "Chinese yogurt" to refer to tofu, which he praises. "The Chinese practice is to precipitate the solids in soy milk by cooking it and then mixing in gypsum, which is calcium sulfate. The solids drop to the bottom of the container, and the liquid is filtered off the top. Then moisture is pressed from the solids. The

resulting product is called bean cake, bean curd, dow foo yuen (Chinese) or tofu (Japanese). Bean curd is the most commonly used name for it in this country, but I prefer calling it tofu, a name which is gaining in popularity and sounds much more appealing. There is a close parallel between the process for making tofu and the technique for making yogurt. While soy milk is precipitated with magnesium sulfate, or sometimes calcium sulfate, yogurt is curdled by bacteria... I called tofu 'Chinese yogurt' in my title, because tofu is in fact remarkably similar to yogurt. They are both high protein foods, and each in its own way has other specific health values."

"To us, tofu offers the great possibility of providing an alternative to meat, an expensive food that is now a feature of almost every American meal. Both for cost and nutritional reasons, we are going to have to find other things than meat to eat—and tofu could well be what we are looking for."

"On the West Coast, tofu is rapidly growing in popularity. A few years ago you could get fresh tofu only in Oriental food stores. Now it is being sold in many California supermarkets and natural food stores. You can buy canned tofu almost anywhere in the country where gourmet foods are sold. The canned kind has almost the same flavor as fresh tofu, but is more expensive and lacks the soft, creamy texture of the fresh product." A follow-up article in the July 1972 issue of *Prevention* magazine (p. 132-33) is titled "Lime juice improves soy flavor," by John de Haan (Huntington Beach, California). He boiled whole soybeans with lime juice and loved the flavor of the finished product.

Note: This is the earliest document seen (Sept. 2000) that compares tofu with yogurt, or that calls tofu a kind of yogurt, or that notes the similarities in the way these two foods are made.

728. *SoyaScan Notes*. 1972. Chronology of soybeans, soyfoods and natural foods in the United States 1972 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1972 Jan. Janus begins operation as a macrobiotic natural foods distributor in Seattle, Washington. It is founded by George Gearhart and Blake Rankin.

1972 Feb. Tree of Life in St. Augustine, Florida, starts distributing natural foods. Founded by Irwin Carasso, this company would soon become the largest and most successful of its type.

1972 March. The Farm, a large spiritual and vegetarian community in Summertown, Tennessee, sets up a small "soy dairy" to make soymilk and tempeh for members, whose vegan diet contains no animal products, not even dairy products or eggs. This is the earliest known tempeh produced in a Caucasian-run tempeh shop in the U.S., although it is not sold commercially. The soymilk is rationed for use by babies and children.

1972 Sept. Frank Shorter wins the Olympic marathon,

the first marathon victory by an American. A major boost to interest in running, exercise and fitness.

1972 Oct. William Shurtleff and Akiko Aoyagi start full time research on tofu in Japan, writing a book on the subject.

1972. *Soybeans: Chemistry and Technology*, by A.K. Smith and S.J. Circle, published.

1972-74. World food crisis years. Photos of malnourished and starving children appear on the covers of leading magazines and in the TV news.

1972, July. Soviet wheat deal. The USSR suddenly purchases 18 million tons of wheat from the USA via Continental Grain, making it the largest food import deal in history. This starts an era of expanded U.S. agricultural trade with socialist countries. This massive Soviet purchase ends the long postwar period of food price stability.

1972. National Soybean Project established in Brazil.

1972. Soybean research starts at the International Institute of Tropical Agriculture (IITA), in Ibadan, Nigeria. The focus is on soybean production and varietal development. This gradually becomes the most important soybean research program in Africa, and plays a key role in helping national soybean research programs in Africa to get started.

729. Erewon Inc. 1972. Distributor price list. Boston, Massachusetts. 4 p. Effective December 8, 1972.

• **Summary:** Includes: Three varieties of Wehah Farms organically grown rice in 50 lb bags ("Colusa" and Golden Rose" are both short grain; the third is sweet brown rice). Azuki beans (100 lb bags). Tamari & miso: Tamari soy sauce (8 oz, pints, quarts, half gallon, gallon, 4.7 gallon can). Hacho miso (30 x 1 lb or 44 lb keg). Mugi miso (24 x 1 lb or 44 lb keg). Kome miso (20 x 1 lb or 44 lb keg). Granola. Rice cream (toasted). Cereals: Infant cereal (Koko). Tsampa Tibetan barley cereal. Stone ground flours (incl. Soybean flour, full fat, organic; brown rice flour, organic). Grains & beans (incl. soybeans, organic' Barley, pearled).

At the bottom of the last page: "Thank you very much for your order. We try to get our distributor orders out as quickly as possible, but you should allow seven to ten days to be on the safe side... When placing orders please call Bill Garrison or Paul Hawken and when checking on shipping dates and rates, please check with Doug Bray. Thank you."

An illustration at the top left corner of the front page is clip-art of a man cutting barley. Address: 33 Farnsworth Street, Boston, Massachusetts 02210. Phone: (617) 542-1358.

730. **Product Name:** Soy Flour, Roasted.

Manufacturer's Name: Arrowhead Mills, Inc.

Manufacturer's Address: Box 866, Hereford, TX 79045. Phone: (806) 364-0730.

Date of Introduction: 1972.

Ingredients: Soy flour (roasted).

Wt/Vol., Packaging, Price: 30 lb bulk.

How Stored: Shelf stable.

New Product–Documentation: Arrowhead Mills. 1978. Sept. “Price list.” (30 lb bulk).

Talk with John Goodman of Arrowhead Mills. 1983. Dec. 20. To make full-fat soy flour, they clean soybeans and flake with a micronizer / flaker; most of the hulls are aspirated off. They then grind in a hammermill. They started making this product in about 1972. Production is now about 300,000 lb/year in 1.5 and 30 lb bags and another 100,000 lb/year in mixes, such as pancake and waffle mix and as a fortifier for unbleached white flour. For heat, both natural gas burners and infrared heat are used. The infrared heat keeps the beans plastic. They also make full-fat soy grits, pretoasted, and used in their 7-grain cereal (after running through a flaker).

731. Atwater, Maxine. 1972. *Natural foods cookbook*. Concord, California: Nitty Gritty Productions. 173 p. Illust. (by Craig Torlucci). 14 x 22 cm. *

732. Mavilya, Marya Preston. 1972. *Natural food cookery*. Miami, Florida: E.A. Seamann Pub. Co. 208 p. Illust. 23 cm. *

• **Summary:** Emphasis on raw foods.

733. Petro, Berrangé. comp. 1972. *Natural foods: nutritional value. A bibliography*. Johannesburg : University of the Witwatersrand, Dept. of Bibliography, Librarianship and Typography. vi + 59 p. 20 cm. *

734. **Product Name:** Tamari Cashews, Tamari Sunflower Seeds, or Tamari Almonds.

Manufacturer’s Name: Westbrae Natural Foods.

Manufacturer’s Address: 1336 Gilman St., Berkeley, CA 94706.

Date of Introduction: 1972.

New Product–Documentation: Ad (full-page, color) in *Whole Foods*. 1979. Jan. p. 8. “We believe if you’ve seen one health food nut, you haven’t seen them all!” A large photo with diagram shows Westbrae’s many tamari nuts, nut mixes, and trail mixes, including Tamari cashews, Deluxe tamari nut mix, Tamari almonds, Tamari sunflower seeds, Tamari nutroaster’s mix, Chisholm trail mix, and Jubilee trail mix. “For more information write Westbrae, P.O. Box 8611, Emeryville, California 94662. All Tamari roasted nuts and trail mixes are available in bulk and a select few in two or ten ounce Panda packages.”

Interview with Gordon Bennett. 1987. Aug. 28. Westbrae’s first food containing soy. The “tamari” (actually shoyu) was imported from Japan.

Talk with Bob Gerner. 1992. May 11. Bob thinks that Chico-San was the first company to make tamari-roasted nuts (by early 1971), and that Westbrae was the second—before

Erewhon. This type of product was later made by many natural foods distributors and became popular nationwide. But Chico-San’s product was (in Bob’s opinion) crude. They would cover almonds with soy sauce then toast them; the soy sauce would burn on the outside and not taste very good. After Bob tasted Chico-San’s product, he felt he could improve on it. Westbrae was the first company to process the nuts in an efficient way that made a good-tasting product. After Westbrae Natural Foods opened for business in Feb. 1971, Bob began to buy 1-2 tins of cashews at a time. Then he took a gamble, buying 50 cases. He bought them to use in their best-quality granola—which was cashew granola, but he had no idea what to do with the rest of them. Bob and Gordon Bennett developed the process for making tamari-roasted nuts by accident at Gilman Street. They had no idea it would work. The trick was to roast the nuts (they started with cashew pieces and sunflower seeds) in a small (home-model) horizontal rotating drum roaster (it held 25 lb at a time), then to dump the roasted nuts into a large metal bowl (the kind used at bakeries). Now pour on soy sauce (shoyu, which Westbrae initially purchased from Chico-San) from a gallon jar, and mix it in manually with a wooden paddle. Keep mixing until the heat from the nuts (375°F) had evaporated all the moisture in the soy sauce and made it stick to the nuts in a light, even coating. Bob recalls, “We guarded this secret process with our lives, since we felt we had a superior product. We didn’t tell anyone we put on the liquid soy sauce after roasting.” Westbrae distributed this product widely and later developed it into a very big line.

Bob also remembers a fellow in Berkeley named Crazy Robert, who lived with his mother, and who used to toast nuts and seeds with soy sauce in his home and sell them at Ma Revolution on Telegraph Avenue in Berkeley. Bob talked with him and he brought his nuts from Westbrae. Bob thinks that Westbrae and Jerry probably developed their tamari-roasted nuts independently but at about the same time. Jerry used whole cashews and Westbrae used cashew pieces. Note: Jerry’s process became the basis of Erewhon’s tamari roasted seeds and nuts via Nik Amartseff, who initially worked at New Age Natural Foods in Palo Alto. Bob thinks that store opened in 1971-72.

735. Aihara, Cornelia. 1972. *The Chico-San cookbook*. Chico, California: Chico-san, Inc. 126 p. Illust. 22cm. by Nan Schleiger. Reissued in revised form as *Macrobiotic Kitchen* by Japan Publications in 1982.

• **Summary:** All recipes are numbered and pages are unnumbered. Soy-related recipes include: 6. Brown rice in soy sauce. 16. Black [soy] beans and brown rice. 23. Inari-sushi (with agé). 24. Ohagi of 3 colors (with roasted soybean flour and miso). 32. Ojiya (with miso or soysauce). 37. Roasted rice (with black soybeans). 38. Musubi (with miso). 55. Kinako mochi. 76. Soy bean stock. 87. Oden (with agé and soy sauce). 90. Kenchin soup (with agé). 95. Cream

of onion soup (with miso). 96. Hacho miso soup. 97. Mugi miso soup. 98. Kome miso. 99. Oil miso. 100. Sesame miso. 101. Walnut miso. 102. Miso salad dressing. 103. Shiguri [sic, shigure] miso (with scallops). 104. Tokiwa miso (with shiitake mushrooms, citron, and walnuts). 105. Oyster miso. 106. Tai miso. 108. Nuka miso zuke (vegetables pickled in rice bran and miso). 121. Miso pickles. 137. Daikon with agé. 138. Daikon with miso. 143. Turnip with sesame-miso. 159. Burdock-miso soup. 162. Burdock with miso. 180. Onion-miso sauce. 182. Scallion-miso. 191. Carrots with miso. 192. Carrots with soy sauce. 200. Dengaku (with miso). 220. Roasted soybeans. 221. Soybean soup. 222. Soybeans with vegetables. 223. Soybeans with miso. 224. Soybean tempura. 225. Mashed soybeans with tarako (cod fish roe). 226. Soybean croquettes. 227. Soybean potage. 228. Soybean muffins. 229. Kidney beans with miso. 237. Shigiyaki (small eggplants with miso). 241. Eggplant miso pickle. 267. Rolled shiso leaves with miso. 291. Tofu kuzu sauce. 292. Tofu chili-nabe. 293. Tofu with vegetables. 294. Tofu salad. 295. Okara rice. 296. Torimotsu okara (with chicken giblets). 297. Okara soup. 298. Okara croquettes. 299. Egg tofu. 308. Koi-koku (carp soup with miso). 311. Loach soup (with miso). 312. River fish with miso sauce. 320. Mackerel with miso. 335. Coltsfoot with miso. 341. Dandelion miso-ai [miso-ae]. 345. Horsetail with miso-ai. 359. Watercress miso-ai. 361. Nobiru goma miso (with wild onions). 369. Shiromiso shiru [sweet white miso soup]. 371. Nimame (black soybeans). 400. Shoyu bancha (twig tea). 408. Black bean tea. 409. Amasake (homemade from koji rice and sweet brown rice). 456. Amasake manju. 461. Soba with miso-ame. 515. Tekka (with Hacho and/or mugi miso). 516. Seitan (homemade). 517. Soy sauce (homemade). 518. Miso (homemade). 519. Tofu (homemade using nigari). 520. Nigari (homemade). 521. Amasake (homemade from koji rice and sweet brown rice flour).

Cornellia Aihara was born with a heart valve defect. She was told by doctors that she could never bear children and would probably not live past her nineteenth year. She proved them wrong on both counts. In 1955 she came to America from Japan at the invitation of Herman Aihara, a man she knew only through correspondence, and they were married. Within several years their two children were born.

Cornellia has applied herself to the teaching of macrobiotic cooking, childcare, home remedies, and philosophy since 1960. Address: Chico, California.

736. Brown, Edith; Brown, Sam. 1972. *Cooking creatively with natural foods*. New York, NY: Hawthorn Books. xvii + 302 p. Illust. Index. 24 cm.

• **Summary:** This vegetarian cookbook has been 35 years in the making. Edith was born in 1920, and Sam in 1917. “It really goes back to the birth of Brownies [Health Food Restaurant in New York City]. That was in 1936. In the beginning we were just a sliver in the wall, hardly

a soybean’s throw from Union Square in New York City. The address hasn’t changed but *we* have.” Brownies began as a tiny shop selling natural foods to people who lived or worked in the neighborhood. Today we are a restaurant-bakery -country store complex sprawled across Siamese-twin brownstone houses.”

“The expansion of Brownies began modestly in 1938. Sam acquired a vegetable juice extractor and installed four stools in the shop. Vegetable-juice bars have long since become old hat, but the one on East 16th Street happened to be the first one in the country.

“The juice bar won a warm welcome. Customers ‘dug’ the oral vitamin shots being dispensed from the extractor. Soon people were coming from precincts far beyond the neighborhood to ‘get juiced.’ The word spread. There appeared a distinguished visitor in the person of the late Clementine Paddleford, the influential food editor of (alas, also the late) New York *Herald-Tribune*. Miss Paddleford came, sipped, and wrote rapturously about her discovery. That rave review really put Brownies on the map.” (p. xi)

In the chapter titled “The natural foods cupboard: A glossary” we find good descriptions of various soyfoods: Soyameat (canned, Chicken or Beef Style), soybean granules, soybean powder [flour], soybeans (canned, like Boston baked beans), soybeans (dried), soy nuts [oil-roasted soybeans], Stripple Zips (“Bacony, crunchy, smoky bits of vegetable protein made from soy and yeast. A wonderful meatless flavoring.”), tamari (soy) sauce, VegeBurger (canned, made from soy, wheat, and vegetables), VegeChee [tofu], Vegelona.

Soy-related recipes include: Pizza supreme (with Fearn Whole Wheat Soy-O Mix, p. 17). Soy-stuffed mushrooms (with canned green soybeans, p. 17-18). Dill soybeans (p. 74). Triple-treat bean salad (p. 80). Crunchy soybean salad (with canned green soybeans and Chicken-Style Soyameat, p. 81). Soy-nut meatballs (with canned soybeans in tomato sauce, canned VegeBurger, soybean granules, and Toasted Soy Nuts, p. 109-10). Soy, garbanzo & millet pie (p. 126).

One chapter is titled “The miraculous soya—and other members of the clan (bean)” (p. 129-45). The introduction notes: At Brownies we feature soybeans on the relish tray, on the salad menu, and as a meat substitute. We use soybean flour in almost everything that comes out of our ovens.” Soy-related recipes include: Basic soybeans. Zippy soybean salad. Minty soybean salad. Soybean ratatouille. Scrumptious soy pudding. Soy walnut loaf. Protein casserole (with Beef-Style Soyameat). Lentil soy casserole. Tricolor bean salad (with toasted salted Soy Nuts). Exotic bean salad. Neapolitan bean salad. Peppy bean puree. Any-night beans.

Soy recipes with pasta (p. 175-78): Savory soy spaghetti. Soy spaghetti with saucy franks. Corny spy spaghetti. Spaghetti protein casserole (with soybean spaghetti, green soybeans, and Proteena). Soy elbows in parsley mushroom sauce. Oriental elbows. Soya blueberry muffins (p. 248).

Crunchy soy-nut spinach cake (with soybean powder and unsalted soy nuts, p. 264).

Brownola plus (like Granola, p. 168). Address: New York, New York.

737. Cadwallader, Sharon; Ohr, Judi. 1972. Whole earth cook book. Boston, Massachusetts: Houghton Mifflin Co. Published in association with San Francisco Book Company. xix + 120 p. Illust. by Anita Walker Scott. Index. 24 cm. Preface by Paul Lee. [3 ref]

• **Summary:** All 138 recipes in this natural foods (but not vegetarian) cookbook have been tested at the Whole Earth Restaurant. Soy-related recipes include: Cheese soybean soup (with cooked whole soybeans, p. 5). Soybean spread (p. 27-29). Soybeans as a good “alternative” source of protein (p. 32). Cold-pressed soy oil (p. 33). Soybeans and soybean products (incl. soy grits, tofu or soybean curd or soy cheese, soy and/or wheat macaroni noodles, p. 34). Basic soybean recipe (not pressure cooked, p. 36). Super soybean casserole (p. 37). Tofu-egg omelet (p. 37). Using gluten flour with soy flour in breads (since soy flour is heavy, p. 73). Quick breads and muffins (using soy flour, p. 82).

The chapter titled “Nonmeat protein dishes” notes (p. 34) that soybeans, which are native to the Orient, are relatively new to this country. “They are amazingly healthful, as high in protein as meat. They are considered a complete protein, or one that contains the eight amino acids. Since they taste different from other legumes,... they need careful, imaginative preparation.” The light, soft consistence and bland taste of tofu “make it easy to use as an addition or substitute in your favorite recipes.” Address: 1. Manager, Whole Earth Restaurant, Univ. of California campus, Santa Cruz, California; 2. Organic gardener and housewife, San Juan Bautista, California.

738. Erewhon Trading Co. 1972. Large Erewhon labels for packaged macrobiotic products. Some are organically grown. Boston, Massachusetts.

• **Summary:** These labels (printed black and russet on beige) were used for Erewhon’s first line of large packaged (non-bulk) food products. Wally Gorell designed, hand-lettered, and created these innovative labels (have you ever seen a label with a recipe on the front panel?) in late 1971 or early 1972.

Wally writes: “Each double-cellophane-bagged product had a label slipped in between the two bags. The weights are printed on the labels. The recipes were for the consumers. The idea was to get them to try new ways of using the products. We were aiming to attract new buyers with the packaged line and wanted to provide recipes so that they’d actually like the food when they prepared it so that they’d incorporate it into their diet.”

“I started my college study at the Rhode Island School of Design, intent on a career in graphic- and book-design.

“Paul [Hawken] essentially stole the design for our labels from some other company, it may even have been Arrowhead Mills; I can’t recall. I think he may have had someone else do the drawings, though I believe the idea for the line drawings of furrowed fields was my idea. I never noticed that little monogram [at the bottom center of each label] before—looks like KvH to me. Perhaps it’s the signature of whoever executed the drawings.

“Helvetica (the typeface for the word ‘erewhon’ on the labels) was all the rage then and continued to be for years. Using all lower case type was also in fashion. I can’t account for the origin of the style—perhaps it was influenced by e. e. cummings who wrote his poems all in lower-case. Anyway, the lack of capital letters said ‘modern.’

“I would describe the labels as, ‘printed on cream-colored parchment paper [meant to resemble real parchment, made from animal skin, in that is stiff and somewhat translucent];’ the labels have a russet border and the ‘erewhon’ logo is printed in the same color. The illustration, the product name, and the recipe are printed in black.

“Note that the short, medium and long grain brown rice labels each have a different recipe.”

The labels: (1) Short grain brown rice. (2) Organically grown medium grain brown rice. (3) Organically grown long grain brown rice. (4) Organically grown corn meal. (5) Organically grown rye flakes. (6) Rolled oats. (7) Organically grown wheat flakes. (8) Organically grown stone ground whole wheat flour.

These recipes were sent to Soyinfo Center by Wallace Gorell of Berkeley, California, in Dec. 2010. Address: Boston, Massachusetts.

739. Erewhon Trading Co. 1972. Small Erewhon labels for packaged macrobiotic products. Some are organically grown. Boston, Massachusetts.

• **Summary:** These labels (printed black and russet on beige) were used for Erewhon’s first line of small packaged (non-bulk) food products. Wally Gorell designed, hand-lettered, and created these innovative labels (have you ever seen a label with a recipe on the front panel?) in late 1971 or early 1972. He also created and tested the recipes for each of those recipes himself.

Wally writes: “Each double-cellophane-bagged product had a label slipped in between the two bags. The weights are printed on the labels. The recipes were for the consumers. The idea was to get them to try new ways of using the products, We were aiming to attract new buyers with the packaged line and wanted to provide recipes so that they’d actually like the food when they prepared it so that they’d incorporate it into their diet.”

(1) Organically grown alfalfa seeds. (2) Organically grown medium grain brown rice. (3) Organically grown long grain brown rice. (4) Chickpeas. (5) Green split peas. (6) Green lentils. (7) Infant cereal. (8) Organically grown

mung beans. (9) Pearl barley. (10) Organically grown pinto beans. (11) Pumpkin seeds. (12) Sunflower seeds. (13) Red lentils. (14) Stone ground rice cream. (15) Sesame seeds, (16) Wheat kernels. (17) Wheat pilaf. (18) Whole millet. (19) Organically grown soybeans (served baked).

These recipes were sent to Soyinfo Center by Wallace Gorell of Berkeley, California, in Dec. 2010. Address: Boston, Massachusetts.

740. Frank Ford, founder of Arrowhead Mills, with his tractor in Hereford, Texas (Photograph). 1972.

• **Summary:** This photo was taken by Susan Hillyard, now in Santa Cruz, California. <http://susanhillyard.com>.

741. Gaskin, Stephen. 1972. The caravan. Berkeley, California: The Bookworks. 250 p. Illust. (many black and white photos). No index. 24 cm.

• **Summary:** In early 1966, Stephen Gaskin, then a teacher of English at San Francisco State University, began to hold Monday Night Class as part of the Experimental College. Eventually up to 1,500 people would attend each class. By the late 1960s Stephen had become a vegetarian and occasionally at the classes he would talk about the importance of a vegetarian diet as part of a peaceful lifestyle, noting that if people had to kill the animals they ate, there would be a lot more vegetarians. A strong community began to evolve out of the classes; many of these people moved to or toward vegetarian diets.

early October of 1970, Stephen and about 200 members of the community set out in 50 school buses on The Caravan, a nationwide 4-month speaking tour that continued until February 1971. On the trip, Stephen spoke and answered questions about spiritual awakening and practice, love, peace, truth, god, paying attention, caring for the planet, changing from a material to a spiritual life, and dietary reform. By December 1970 the community had decided to buy a farm and, after returning to San Francisco, they left for Tennessee on 10 Feb. 1971 to look for land. They arrived in Nashville in March, moved to Louis County in May, and finally on 3 September 1971 bought and moved onto a 1,700-acre farm at 156 Drakes Lane, Summertown, Tennessee. There they created a spiritual farming community.

The structure of the book is a series of many interviews conducted along the way as the Caravan moved eastward toward the East Coast (Pennsylvania) and then back to San Francisco. The first interview was on 15 Dec. 1970 at Mount Angel College in Mount Angel, Oregon. The last was on 10 Feb. 1971 at Sunday Morning Service, Sutro Park, San Francisco, California.

The book contains many superb photos and a few illustrations and diagrams.

Note: The Farm was probably the first group representing the new consciousness of the 1960s and 1970s to get involved with soyfoods. Rodale Press (Emmaus, Pennsylvania), which pioneered organic gardening and farming in the USA got involved with soyfoods, at

In



about the same This is the earliest document seen (April 2017) concerning the work of The Farm in Summertown, Tennessee; although soyfoods are not mentioned, individuals on The Caravan almost certainly enjoyed soyfoods along the way, and this book describes the lead-up to their communal work with soyfoods.

Letter from Dennis Martin, who drove a bus in the Caravan and was one of the original pioneering residents of The Farm. 2008. Nov. 19. "The name of the farm we stayed at in Tennessee before we bought The Farm was called the Martin Farm. It was owned by a publisher in Nashville, named Mr. Martin, and was his family farm of 1,000 acres which he loaned to us while we went on looking for a farm to buy. I think we stayed there for about 9 months to a year in 1971. During that time Joseph Pepe and I were manning the gate when a local farmer named Carlos Smith came by and asked Joseph and me to help him buck hay. After three days of working for him, he suggested selling his farm to us for 'a fair price' of \$70,000. We took up the offer and the Smith Farm became The Farm, which we occupied in the latter part of 1971.

"In 1973, Stephen found out that Joe Evelyn Walker, our next door neighbor, was working a local factory job at low pay to keep from foreclosing her 800 acre farm. Stephen contacted a guy named I.W. Schaeffer, who bought her farm so she didn't have to go under. Shortly thereafter, we bought that 800 acres for \$100,000, which brought the Farm realty to 1,800 acres."

Note: The Martin Farm was later subdivided and bought by individuals from The Farm in 20 acre parcels. "The Martin Farm is about a half mile away from the Farm and both are in Lewis County, Tennessee." Address: Summertown, Tennessee.

742. Goldbeck, Nikki. 1972. *Cooking what comes naturally: A natural foods cookbook featuring a month's worth of natural-vegetarian menus*. Garden City, NY: Doubleday & Company, Inc. x + 230 p. Illust. by Bill Goldsmith. Index. 22 cm.

• **Summary:** In the section on Flour (p. 14-15), soy flour is mentioned. Under seasonings, the author advises (p. 22) to "Use Tamari or pure soy sauce, which has only water, whole wheat flour, and salt added." Recipes for Fried Brown Rice and Vegetables (p. 52) and Cabbage Salad with Carrot Dressing both use "Tamari Soy Sauce" and notes: "It is sold in all health food stores. If you cannot find it, substitute pure soy sauce to which no flavorings, colorings, or artificial ingredients have been added." Page 131 gives a recipe for Tamari Broth. In the section on "Ingredient Substitutions" under "Dairy Products," 1 cup milk is said to equal 1 cup soy milk. Address: R.D. 1, Box 452, Woodstock, New York 12498.

743. Goldsmith, Maureen. 1972. *The organic yenta*. New

York, NY: Antheneum. xii + 179 p. 23 cm.

• **Summary:** Note: *Webster's Dictionary* defines yenta (derived from the Yiddish *yente* = vulgar woman, probably from the name *Yente*, and first used in 1939) as "one that meddles; also a blabbermouth or gossip." The author describes a yenta as "a woman who likes to stick her nose into everybody's business."

Being a single, 25-year-old hippie-type young woman of Jewish ancestry "whose zest for eating good food is surpassed only by her zest for serving good food," she formed the Organic Yenta Eating Club, which allowed her to cook for 20-30 friends at her house. Initially her meals were meat-based continental favorites. Eventually she started to cook natural food, vegetarian recipes to please a man she was dating. He favorite foods (shrimp, lobster, and crab meat) were considered *traif* (not to be eaten) by Jews. Then she recalled the important distinction in Jewish cookery between meat meals (*fleischig*) and nonmeat meals (*milchig*)—a distinction that many non-Jews (*goyim*) are not aware of. So she developed many Jewish vegetarian recipes.

Soy-related recipes include: Soy sprouts (p. 19-20). Almond fried rice (with fried tofu and soy sauce, p. 48-49). Lentils and nuts (with fried tofu, p. 57). Tofu (homemade from soy flour, p. 58). Organic yenta's "meat loaf" (with cooked soybeans, p. 58-59). Roasted soybeans (p. 60). Soy-cabbage salad (with cooked soybeans, p. 117-18). Address: San Francisco, California.

744. Hewitt, Jean. 1972. *The New York Times natural foods cookbook*. New York, NY: Avon. 434 p. Index. 18 cm. [147* ref]

• **Summary:** Contains a surprisingly large collection of soy-related recipes, and several innovative uses for tofu, considering this relatively early date. The following recipes list soy in the title. Note that all use cooked or dry soybeans as the main soy ingredient unless otherwise stated in the title or in parentheses: Soy cheese appetizer (with tofu, p. 7). Soybean dip (p. 14). Vegetable-soy soup (with "1½ cups cooked soybeans {or 15½-ounce can, drained; see p. 157}," p. 47). Soy chili (p. 73). Soy meat loaf (p. 80). Vegetarian sausages (p. 111). Soybean soufflé (p. 111). Soybean and nut loaf (p. 112). Soybean and vegetable casserole (p. 112). Pressure cooked soybeans (p. 113). Baked soybeans I and II (p. 113-14). Soy burgers (p. 115). Soy-rice burgers (p. 115). Soybean patties (p. 116). Broiled soy cakes (p. 116). Curried soybeans (p. 155). Soybean pistou (p. 156). Soybeans with tomato sauce (p. 156). Cooking dried soybeans (with 2 cups {1 pound} dried soybeans, green or yellow," p. 157-58). Soybean cheese or curd (p. 158; how to make tofu at home using 1½ cups dried yellow soybeans and 1/3 cup lemon juice; this recipe will not work since the soybeans are never ground!). Marinated soybean salad (p. 181). Avocado-tofu dressing (p. 187). Basic tofu dressing (p. 190). Corn meal mush and soy grits (p. 211). Soya-carob bread (with soy

flour, p. 257). Soy butterscotch pudding (with soy milk, p. 322). Soy nut coffeecake (with soy flour, full fat or low fat, p. 353). Soya cookies (with soy grits, p. 376). Soy mayonnaise (with soy flour, p. 394). Soybean spread (with “½ cup mashed cooked soybeans or soy flour,” p. 394).

Although this book is not wholly vegetarian, it does contain a large selection of vegetarian entrees.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Soy burger” (or “soy burger”), regardless of capitalization.

745. Horton, Lucy. 1972. *Country commune cooking*. New York, NY: Coward, McCann & Geoghegan. 232 + [8] p. Illust. by Judith St. Soleil. Index. 24 cm.

• **Summary:** A nostalgic memoir (for those who came of age at this time) of the world of young Americans in communes in the early 1970s, with many fine illustrations (see p. 27). It gives a colorful, accurate portrayal of how the counterculture ate in the early 1970s.

The author, raised in New York City and educated at Bryn Mawr (Pennsylvania, with a major in classical archaeology), earned her traveling money by working as a live-in maid and cook for a rich “Park Avenue Lady” before embarking on the project that became this book. She hitchhiked to San Francisco, arriving in June 1971, then spent most of the next year visiting 43 communes in 12 states and Canada, and collecting recipes from each. There she found “a New Age of Food Consciousness.” The main topic of conversation and common interest at these intentional communities was not God or sex, but food. This book, with her 150+ favorite recipes, features natural and organic foods (with lapses). Most of the recipes from California and the West Coast are vegetarian, but in New Mexico and eastward (especially New England) she was “surprised to find that vegetarianism was more the exception than the rule” (p. 81). Thus, Chapter 3 is titled “Meat (and one fish).” There are recipes for chicken, fish, deer, goat, beef, etc.

The Introduction notes (p. 15): “The *sine qua non* of commune cooking is tamari soy sauce, an unspeakably delicious fermented Japanese product available in natural foods stores which bears no resemblance to commercial soy sauce” * (Footnote: *”Kikkoman soy sauce, available in supermarkets, tastes like tamari but contains a preservative”).

“1. Soups: The commune soups I sampled were typically of mixed vegetables with a tomato or miso (p. 159) base” (p. 27).

Tamari chickbits (p. 94, with chicken). Note about soy grits (p. 114). Sprouts (p. 135-36, many kinds including alfalfa, mung beans, soybeans, from Terra Firma, Oregon). Miso Almond Sauce (p. 158-59). Tamari gravy (p. 159). Soy-related recipes include: From Chapter 2, “Vegetarian main dishes”—Donna’s soyburgers (p. 60-61, with whole soybeans, from California). Soy cheeseburgers (p. 61-62, with whole soybeans, from Moon Garden, Oregon).

Suzy’s soybean casserole (p. 63-64, from Breadloaf, New Mexico). Baked soybeans (p. 64-65, from Woolman Hill School, Massachusetts). Larry’s tofu (soy cheese) (p. 65-68, homemade tofu from whole soybeans, from Om Shanti, Mendocino County, California). Breakfast cereal with roasted, salted soybeans (p. 163). Soy spread (p. 227, with soy flour, from The Motherlode, Oregon). Soy nuts (p. 229-30, baked, soaked soybeans with oil and salt).

A photo on the back cover shows the author, age 27, with long blonde hair, granny glasses, and blue denim overalls. Says Raymond A. Sokolov: “Lucy Horton has done more than collect exotic recipes... she has assembled the crucial artifacts of a movement within The Movement.”

Also discusses (see index): Adelle Davis, gluten (wheat), granola, ground nuts, macrobiotic diet, peanuts. Address: Derby, Vermont.

746. Hunter, Beatrice Trum. 1972. *The natural foods primer: Help for the bewildered beginner*. New York, NY: Simon and Schuster. 156 p. Index. 21 cm.

• **Summary:** A natural food is one with nothing added or taken away. It implies that the food has not been treated with and does not contain any residue of pesticides or other agricultural chemicals. It must be grown on fertile, well mineralized soil. Meats, fish, and poultry are included, but they can not be injected or fed hormones, antibiotics, etc.

The chapter titled “What are the basic natural foods?” lists them in alphabetical order with a brief definition. Lecithin granules (p. 53) are made from defatted soybeans and are a rich source of phosphatides; also called “soy phosphatides.” Oils (p. 55-57) include the many vegetable oils: “corn, olive, peanut, safflower, sesame, soybean, or sunflower.” A table shows the percentage of unsaturated and saturated fatty acids in each. Notes that the term “cold pressed” is meaningless when applied to vegetable oils. The words “pressed” or “unrefined” are better. Soybeans, soy flour, soy grits, soy phosphatides (p. 60-61). Soy lecithin spread (p. 64; not recommended if it has the words “hydrogenated” or “hardened” on the label).

Soybeans have no special storage requirements (p. 86). Use soybeans as a protein food (p. 87) in the “basic four” food groups. Sprouts are good natural foods (p. 121-24), especially those made from alfalfa seeds or red clover (for flavor), fenugreek (for crispness), and mung beans (for ease of sprouting). Soybean sprouts, though highly nourishing and good-tasting, require special care to prevent molding or rotting.”

Cornell Triple-Rich Bread or High Protein Bread (p. 126), developed by Dr. Clive M. McCay and his associates at Cornell University [New York], uses this formula: “For each cup of flour, first place in the measuring cup 1 tablespoon each of soy flour and nonfat dry-milk powder, as well as 1 teaspoonful of wheat germ. Then fill the remainder of the cup with unbleached flour.” A footnote states that

commercial bakers viewed the Cornell Bread as a threat; they filed a lawsuit to prevent the formula from being used. The courts decided that the bread could be sold so long as all the ingredients were plainly printed on the label. Ironically, the ingredients in the ordinary loaf need not be listed on the label.

Under "Homemade snacks," describes how to make "Toasted soybeans" (p. 140) at home. The beans are soaked, drained, then toasted in an oven. A brief biography appears on the inside rear dust jacket. Address: New Hampshire.

747. Maier, Franz. J. 1972. Fluoridation. Boca Raton, Florida: CRC Press. *

• **Summary:** A scientific study of the subject.

748. Photographs of members of the macrobiotic community (1971-1973). 1972.

• **Summary:** (1) Wallace Gorell, with beard, smiling, 1971.

(2) Front (L-R): Lucy, Rob, Anton. Back row (L-R): Terry, Wally Gorell, Aug. 1971 at "Erewhon Farms" (location unknown; Perhaps Keene, New Hampshire).

Steve Earle recalls in an e-mail to Norio Kushi (in reply to a question from Norio). 2011. Feb. 13. "Norio, I roomed with Peter Bradford for awhile in Brookline and he also spent Christmas with us one time in South Conway. I also visited Erewhon Farms once in the summer of 1971. It only lasted for a couple of years if I remember correctly. I saw Peter Bradford over the years when visiting London with Muso, and he also came to Japan once;... Have lost track of him though. Have you tried Bill Tara?" Note: Norio knows that Peter Bradford worked at the Erewhon Farm.

(3) L-R: Wally Gorell, Nahum Stiskin, and Beverly Stiskin, in Central Park, New York City, early 1973 (winter).

These three photos were sent to Soyinfo Center by Wallace Gorell of Berkeley, California, in Dec. 2010.

749. Rodale Press. 1972. A visit with J.I. Rodale (Motion picture). Emmaus, Pennsylvania. 15 minutes, color. Directed by Burton Fox. Available from Bullfrog Films. *

• **Summary:** The Bullfrog Films website (www.bullfrogfilms.com) says this: "Portrait of J.I. Rodale, founder of organic gardening in the U.S."

"... deftly conveys a vivid and incisive portrait of an interesting personality"—Previews.

"J.I. Rodale was responsible for the whole move towards natural foods and natural products in the United States. He was also the leading proponent of organic farming. For 20 years he was treated as a crank and a faddist by all except the loyal readers of his magazines, *Prevention* and *Organic Gardening*.

"Then, in the late sixties, as the environmental crisis reached full public awareness, he found himself in the spotlight, the hero of the hour. All those warnings about the dangers of agricultural chemicals, food additives, and

loss of topsoil were suddenly found to be valid, as were his recommendations for taking vitamin C, growing your own food using compost, and exercising on a regular basis."

Address: Emmaus, Pennsylvania.

750. Smith, Evelyn. 1972. Dictionary of natural foods. New York, NY: Dell Publishing Co. *

751. Chico-San Inc. 1972? Chico-San history and outline for future development. Chico, California: Chico-San Inc. 5 p. Undated. Unpublished typescript.

• **Summary:** A good early history of Chico-San, typewritten on the company's letterhead probably by Bob Kennedy. Atop the letterhead is printed: "Macrobiotic foods, rice cakes, cereals, sea vegetables." "By 1961 eleven macrobiotic families had packed their belongings, left their jobs behind in New York City, and headed for Chico, California, in the heart of the California rice growing country. In a short time Chico-San, Inc. was formed by some of these people for the purpose of importing foods of superior quality which were not available domestically, and locally producing foods of the highest quality for distribution throughout the United States."

One of the company's first popular products was the "Rice Cake, a light cracker made from puffed up whole grain brown rice. The first "machine," imported from Japan in 1963, made one cake at a time and was a crude, hand-operated device. Soon, three more machines were tied to the original one, still hand operated. Bob Kennedy, Dick Smith, and a few others found it necessary to work twelve hour shifts, and for six and seven days at a time to meet the steadily increasing demand for the unique new cracker. In 1965 pulled shoulder muscles ceased to be a problem when the first semi-automatic Rice Cake machine was put into operation...

"Central to the guiding philosophy behind Chico-San was the search for an organically grown brown rice—the prince of grains. This search ended in 1969 when the first organically grown short grain brown rice was harvested just south of Chico, in Richvale, California. This product, grown under exclusive contract for Chico-San, further enhanced their growing reputation...

"Back in the late fifties and sixties people who were interested in food and health were called 'food faddists', or 'health food nuts.' The food products found in most health food stores at this time consisted of a vast array of vitamin and mineral supplements, super protein concentrates, natural cosmetics, and a scattering of whole grains, few of which were organically grown.

"But little by little products with the Chico-San label found their way onto store shelves. First the Rice Cakes, then natural soy sauce, Miso Soybean paste, Sesame Butter and Sesame Salt, and organically grown Brown Rice became popular...

“In the back room too is Junsei Yamazaki, who emigrated to Chico from Japan in 1963 for the purpose of producing natural soy sauce and miso for Chico-San. These two products make up the greater percentage of the imports from Japan, and are subject to high duties and shipping costs. For 17 years Junsei was a rice farmer in Japan after graduating from Tokyo University with a degree in agriculture.

“Combined with the income from Stage I, Chico-San will be ready to begin Stage III. This stage includes the construction of a plant for the production of, at first, miso, and then soy sauce.” Address: Chico-San Inc., 1262 Humboldt Ave. Chico, California 95926.

752. Photograph of Roger W. Hillyard after 1971 at a Florida Health Food Convention. 1972? Undated.

• **Summary:** Note: This photo was sent to Soyinfo Center by Susan Hillyard, a professional photographer in Santa Cruz, California. (Dec. 2010).

753. Erewhon, Inc. 1973. Erewhon visits a soy sauce factory (Ad). *East West Journal* 2(20):24. Jan. 15-30.

• **Summary:** “Soy sauce has been produced in Japan since it was introduced, along with Buddhism and the vegetarian diet, from mainland China over one thousand years ago. Today there are 5000 Japanese companies brewing a total of over 300 million gallons of soy sauce each year.

“One of these companies is Marushima Shoyu, located on Shodoshima Island, four hours by boat from Osaka through the Kii Strait. Marushima is a very old company, using traditional methods of manufacture, and it is here that Erewhon Tamari soy sauce is made. All soybeans used at Marushima are of unusually high quality, and come only from the island of Hokkaido.”

A description of the process for making this soy sauce is then given. Whole soybeans are washed, soaked, then “steamed and boiled in a 14-foot-high cooker.” Toasted whole wheat is “ground into flour, mixed with the cooked soybeans and placed in a large room, right on the wooden floor, which is kept very clean.” The *koji* is placed in vats and spring water is added. The soy sauce changes color month by month until, after about one year, it begins to turn very dark and a rich aroma permeates the storage room. It is then poured into cypress-wood tanks and left to age for two more years. Unlike this pure, aged product sold under the Erewhon label, most other brands are aged only one to three months in concrete or metal containers.

“We at Erewhon would like to thank Marushima Shoyu for the wonderful product they make available to us.”

Note: This was written by Paul Hawken. An illustration (line drawing) shows a traditional shoyu keg labeled “Marushima” and a gallon glass jar labeled “Tamari.” Address: Boston, Massachusetts.

754. Eden Foods, Inc. 1973. Catalog. 211 South State St., Ann Arbor, Michigan. Undated. Probably published about Jan. 1973.

• **Summary:** Eden Foods is now carrying Organic Soybean Flakes from Arrowhead Mills (34% protein), and a line named “Hopi Seeds” which includes soybeans, sunflower seeds, pumpkin seeds, almonds, and cashews—each dry roasted with tamari, each in a consumer snack-sized pack weighing 1.3 to 1.5 oz. Note: This “Hopi Snacks” line was developed by Eden.

Other interesting products include “Michigan Grain” (soybeans, corn, rye, and wheat grown organically in Michigan, mostly by Tom Vreeland in Ypsilanti), umeboshi plums in salt brine, and kuzu arrowroot. Address: Ann Arbor, Michigan.

755. **Product Name:** Hopi Seeds: Sunflower Seeds, Pumpkin Seeds, Almonds, Cashews, or Soybeans (Each Dry Roasted with Tamari).

Manufacturer’s Name: Eden Foods, Inc.

Manufacturer’s Address: 211 South State St., Ann Arbor, MI 48108. Phone: 313-769-8444.

Date of Introduction: 1973 January.

Ingredients: Whole soybeans, tamari.

Wt/Vol., Packaging, Price: Soybeans and sunflower: 1.5 oz bag. Pumpkin, almond, and cashews: 1.3 oz.

How Stored: Shelf stable.

New Product–Documentation: Talk with Bill Bolduc, founder of Eden Foods. 1992. March 14. Erewhon was probably the first company in America to develop a line of tamari-roasted seeds and grains. Eden was carrying Erewhon’s tamari-roasted soybeans by Oct. 1972, and the full line by early 1973.

756. **Product Name:** Organic Soybean Flakes (34% Protein–Arrowhead Mills).

Manufacturer’s Name: Eden Foods, Inc.

Manufacturer’s Address: 211 S. State St., Ann Arbor, MI 48108. Phone: (313) 769-8444.

Date of Introduction: 1973 January.

Ingredients: Soybeans.

Wt/Vol., Packaging, Price: 25 lb bag.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods wholesale catalog and price list. 1973. Jan. [Undated]. Eden Foods, Inc. 1973. April 15. F.O.B. Pricelist. “Soybean Flakes, organically grown (Deaf Smith, Texas).” Eden bought this product from Arrowhead Mills in Hereford, Texas.

757. Spiral Foods Inc. 1973. Mail order price list. Chico, California. 2 p. Jan. 35 cm.

• **Summary:** This single-sheet catalog and price list, photocopied front and back with black ink on tan paper, contains numerous background illustrations and the includes

the following foods: Snacks: Rice cakes, corn chips, Yinnies–brown rice candy sugarless. Condiments: Lima tamari soy sauce–aged naturally over two years, Miso–soybean puree, entirely natural, rice malt vinegar, sesame butter, sesame oil–cold pressed, sesame salt, sea salt white unrefined, salt plums, kuzu–wild arrowroot starch. Grains, flours, seeds and beans: Brown rice / sweet brown rice–short grain, organically grown. Black [soy] beans–Japan import. Azuki beans–Japan import, dainagon. Whole grain noodles. Sea vegetables. Beverages. Hygienic goods. Utensils.

Talk with Robert J. Kennedy, founder of Chico-San. 1991. Oct. 3. By about 1966–1967 rice cakes and rice chips (senbei) were beginning to cut a wedge into the mass market nationwide, so Chico-San created the Spiral Foods brand for these mainstream products, keeping the Chico-San brand for the health food market. Address: 1144 West 1st Street, Chico, California 95926.

758. National Dairy Council. 1973. Food faddism. *Dairy Council Digest* 44(1):1-6. Jan/Feb. [53 ref]

• **Summary:** Several forms of food faddism are discussed, such as organically-grown foods, natural foods, and the Zen macrobiotic diet. Address: 111 N. Canal St., Chicago, Illinois 60606.

759. *Sun (Baltimore, Maryland)*. 1973. Natural food film to be shown. March 8. p. C6.

• **Summary:** The film “Looking for Organic America” will be shown, free of charge, by Maryland Natural Food Associates on Monday, March 19, at 8 P.M. in the social hall of the Trinity Lutheran Church, 117 East Main street, Reisterstown, Maryland.

The film is about natural vs. chemical farming methods. The public is invited. For more information phone 833-1233 or 833-0800.

Note: Produced by BullFrog Films; was released in 1972.

760. Matchan, Don C. 1973. In defense of the macrobiotic diet: this expert says its misunderstood and, even worse, totally misapplied. *Let's Live*. March. p. 76-80.

• **Summary:** This is an interview with Robert Kennedy of Chico-San (Chico, California). Several photos show organically grown brown rice being harvested by large harvesters at Wehah Farms (Richvale, California). “The 1971 organic yield was 34 hundred-pound bags per acre.” Organically grown rice costs twice as much to produce with about half the yield of typical (nonorganic) rice. Two photos show Robert Kennedy.

761. Erewhon. 1973. Supplying natural food stores, co-ops, schools and communities (Catalog). Boston, Massachusetts. 12 p. Effective April 6, 1973.

• **Summary:** The number of products in Erewhon’s

catalog has increased dramatically during the past year. An illustration at the lower center of the cover is clip-art showing a man cutting barley. A message on the inside front cover is signed “Thank you all, Paul Hawken.” Below his message is a smaller reproduction of the man cutting barley and below it: “Good morning.”

Contents: Grains: Incl. brown rice (short grain, “Colusa,” OG {organically grown}, California; medium grain, “Golden Rose,” OG {organically grown}, California; medium grain, OG, Louisiana; long grain, OG, Texas; glutenous [sic, glutinous] sweet, OG, California). Wheat (Deaf Smith, hard red winter, or hard amber durum, OG, Texas; Ted Whitmer, hard red spring, OG, Montana; soft white pastry, OG, Washington [state]). Barley, pearl. Buckwheat groats. Corn. Millet. Oats. Popcorn. Rye. Cereals: Incl. Rice cream. Soybean flakes (Deaf Smith, OG). Stoneground flours: Incl. soybean flour, full fat, OG, Texas. Sweet brown rice flour, OG. Beans: Incl. Azuki beans (100, 50, or 25 lb). Soybeans (OG, Texas, 60 lb). Seeds and nuts: Incl. Almonds. Peanuts (spanish, split). Sesame seeds. Tamari & miso: Tamari soy sauce (8 oz, pints, quarts, half gallon, gallon, 4.7 gallon can). Hacho miso soy paste (1 lb or 44 lb keg). Mugi miso barley-soy paste (1 lb or 44 lb keg). Kome miso rice-soy paste (1 lb or 44 lb keg). Sea vegetables: Agar-agar, dulce, hiziki, kombu, nori, wakame, wakame root. Tea: Incl. Mu herbal beverage No. 9 and No. 16. Kukicha twig tea. Celestial Seasonings herb teas (39 flavors). Pasta: Wholewheat spaghetti, elbows, flat macaroni, and shells. Granola: Five flavors. Snacks: Incl. Corn munchies (organic corn chips with soy sauce). Chico-San corn chips and rice chips. Soybean oil (5 gallon tin). Olive oil. Peanut oil (organic, pint, quart, or 5 gallon tin). Butters: Almond Butter (Golden Farms, OG). Peanut Butter (Erewhon, old fashioned). Sesame butter. Sesame tahini. Honey (Paradise Valley, unheated, unfiltered, clover or orange). Condiments: Sea salt. Sesame salt. Tekka (vegetable-miso condiment). Unusual foods: Ame (rice and barley malt–glucose syrup). McHenry’s sorghum molasses. Kuzu arrowroot. Sauerkraut. Umeboshi (plums pickled in brine). For cleanliness: Dr Bronner peppermint castille soap. Infinity herbal products (shampoo and soap). Natural Living Company (sesame cream shampoo, sesame lotion). Orjene (herbal shampoo). Tom’s coco-orange all-purpose soap. For cooking: Knives (vegetable, utility, paring), chopsticks, rice paddle, tea strainer, “soy [sauce] dispenser” (4½ inch), oil skimmer, vegetable brush, suribachi, Chinese wok, Quaker City hand grinding mill. Austria Email iron-enamel pressure cookers. Save-a-Tree canvas shopping bags, shoulder bags, and bike bags. Flyers: Organic Merchants N.O.T. list. The Sugar Story. The Oil Story. The Macrobiotic Way. Macro-Ecology. Packaged in cellophane bags with recipes (1 lb, 1½ lb, and 2 lb): Incl. brown rice, wheat kernels, pearl barley, alfalfa seeds (OG), sesame seeds, pumpkin seeds, sunflower seeds, mung beans (sprouting), soybeans (sprouting or cooking,

OG), pinto beans, chickpeas, green lentils, green split peas, split red lentils, morning cereal (6-grain cereal blend), infant cereal (koko), tsampa Tibetan barley cereal, rice cream, soybean flour (full fat, OG, 24 oz), soybeans (OG, 2 lb).

A long note at the top of this list states: "In our retail store we like to sell 'bulk' whenever possible. But we have found that to many new customers coming into our store everyday, pre-packaged foods such as we are presenting here offer a better introduction to the world of whole-grain cookery. Each package has an appealing 'kitchen-tested' recipe on the front so that new friends unfamiliar with these foods can give them a try. Furthermore, some people prefer to buy packaged foods because they feel for various reasons that food sold exposed is not as clean or pure. There is some truth to that, of course, depending on the store, but in any case we are happy to offer a complete line of Erewhon grains, cereals and flours in attractive, biodegradable cellophane packages. We will be expanding this line of cereals and grains and welcome your comments and suggestions. Please let us know how we can serve you better."

This catalog cover was reprinted with permission from the Michio and Aveline Kushi Macrobiotics Collection, Archives Center, National Museum of American History, Smithsonian Institution, Washington, DC. Address: 33 Farnsworth Street, Boston, Massachusetts 02210. Phone: (617) 542-1358.

762. Eden Foods, Inc. 1973. F.O.B. pricelist. 330 Maynard St., Ann Arbor, MI 48108. 3 p. Effective April 15.

• **Summary:** The subtitle reads: "Serving mid-America with natural foods." Eden Foods is now selling the following soy products: Soybean Flakes (25 lb bags, organically grown, from Deaf Smith, Texas [Arrowhead Mills]). Soy Flour (50 lb bags, organically grown, from Deaf Smith, Texas [Arrowhead Mills]). Soybeans (50 lb, organically grown, Michigan). Soy-Rice Shells (15 lb, organic, [probably from Erewhon]). Kome Miso (soy paste with rice, 1 lb and 44 lb). Tamari Soy Sauce. Mugi Miso. Soybean Oil (Erewhon, pints, quarts, and 5 gallons). Corn Munchies (organic corn chips with soy sauce, 4 oz.). Rice Munchies (organic rice chips with soy sauce, 4 oz.). Sunflower seeds roasted with tamari (50 lb).

Other interesting products include: Umeboshi (salt plums pickled in brine, 22 lb keg). Kukicha twig tea. Lotus root tea. Pure & Simple Apple Butter. Sea vegetables (Wakame, kombu, hiziki, nori [dried laver], dulse, agar-agar [kanten sea gelatin]).

Note: This is the earliest document seen (March 2020) that mentions Pure & Simple (as a brand). Address: Ann Arbor, Michigan. Phone: (313) 769-8444.

763. LaBel, Murray; Izakowitz, Benjamin; Hawken, Paul. 1973. Lease agreement signed by Erewhon Trading

Company Inc. in Los Angeles. Los Angeles, California. 4 p. April 17. Unpublished typescript.

• **Summary:** This lease was executed on 17 April 1973 by and between Murray LaBel and Benjamin Izakowitz (lessors, owners of the building), and Erewhon Trading Company, Inc. (of 8454 Steller Ave., Culver City, California 90230. A Massachusetts Corporation) (Lessees), for the purpose of retail and wholesale groceries, at 8001 and 8003 Beverly Boulevard, Los Angeles (two separate individual stores). The 7-year lease commences on 1 July 1973 and ends on 30 July 1980. The amount of the lease is \$900/month. The lease is signed by the three parties to the agreement. Paul Hawken is President of Erewhon Trading Company, Inc.

Note: The street name, Steller, is spelled like this twice in the lease. Address: Los Angeles, California.

764. **Product Name:** Kome Miso (Soy Paste with Rice).

Manufacturer's Name: Eden Foods, Inc. (Marketer-Distributor). Purchased from Erewhon (Boston-Importer). Made in Japan.

Manufacturer's Address: 330 Maynard St., Ann Arbor, MI 48108. Phone: (313) 769-8444.

Date of Introduction: 1973 April.

Wt/Vol., Packaging, Price: 1 lb. plastic bag, or 44 lb keg.

How Stored: Shelf stable.

New Product-Documentation: Eden Foods, Inc. 1973. April 15. F.O.B. Pricelist. "Kome Miso, soy paste with rice."

Eden Foods, Inc. 1974. Feb. 1. Wholesale prices, FOB. "Kome Miso, rice-soy paste (Erewhon)." This is the first time the word "Erewhon" appears after miso. It looks like Erewhon was requiring Eden to add it—which may have caused bad feelings.

765. **Product Name:** Soy-Rice Shells (Organically Grown).

Manufacturer's Name: Eden Foods, Inc. (Marketer-Distributor).

Manufacturer's Address: 330 Maynard St., Ann Arbor, MI 48108. Phone: (313) 769-8444.

Date of Introduction: 1973 April.

Wt/Vol., Packaging, Price: 15 lb.

How Stored: Shelf stable.

New Product-Documentation: Eden Foods, Inc. 1973. April 15. F.O.B. Pricelist. "Soy-Rice Shells, organically grown."

Eden Foods, Inc. 1974. Feb. 1. Wholesale prices, FOB. "Soy-Rice Shells (Erewhon) organically grown." This is the first time the word "Erewhon" appears after the product name. It looks like Erewhon was requiring Eden to add it—which may have caused bad feelings.

766. **Product Name:** Corn Munchies, Rice Munchies (Organic Corn/Rice Chips with Soy Sauce).

Manufacturer's Name: Eden Foods, Inc.

Manufacturer's Address: 330 Maynard St., Ann Arbor, MI

48108. Phone: (313) 769-8444.

Date of Introduction: 1973 April.

Ingredients: Incl. soy sauce.

Wt/Vol., Packaging, Price: 4 oz.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods, Inc. 1973. April 15. F.O.B. Pricelist.

767. Wolff, Robert J. 1973. Who eats for health? *American J. of Clinical Nutrition* 26(4):438-45. April. [19 ref]

• **Summary:** Those who chose organically grown “health” foods and avoid refined, packaged items, the author terms “health foodists.” They avoid eating what most people eat and, sometimes at considerable cost in time and money, eat food they consider healthier. “They range from the fanatical food cultist to those of us who like ‘health’ bread, brown rice, and prefer vegetables and fruits grown in a friend’s garden (without insecticides and artificial fertilizers).” Extremists among health foodists include “those who eat a Zen-macrobiotic diet, starting out with nothing but brown rice. There are various kinds of vegetarians, a few of them abstaining from any kind of animal protein. There are some who consume what seem to be ridiculous quantities of supplemental vitamins and minerals, and manufactured ‘protein concentrate.’” Health foodists’ beliefs are reinforced by a sense of community with others who share similar beliefs. Address: Prof., International Health, School of Public Health, Univ. of Hawaii, Honolulu.

768. Leverton, Ruth. 1973. Nutritive value of “organically grown” foods. *J. of the American Dietetic Association* 62(5):501. May. Statement filed at the Open Hearing on Organic Food held by the attorney General for the State of New York, 1 Dec. 1972.

Address: Science Advisor, USDA ARS, Washington, DC.

769. **Product Name:** Dehydrated Miso.

Manufacturer’s Name: Chico-San Inc. (Importer). Made in Japan.

Manufacturer’s Address: P.O. Box 1004, Chico, CA 95926.

Date of Introduction: 1973 July.

How Stored: Shelf stable.

New Product–Documentation: Chico-San Products. 1973. July. p. 13. “Dehydrated Miso.” This is imported barley miso “dehydrated by our own, low-temperature process that protects the enzymes which are abundantly present in this wonderful food. Use dehydrated miso as you would ‘moist’ miso, only less of it.”

770. Chico-San Inc. 1973. Chico-San Inc. products: A catalog of unique foods. P.O. Box 1004, Chico, CA 95926. 26 p. Revised July 1973.

• **Summary:** Soyfoods imported from Japan include Lima

Soy Sauce, Soybean Puree (Miso), and dehydrated miso. They also sell black [soy] beans.

Rice-based products include: Yinnies Grain Syrup (“a low cost natural sweetener made from whole grain barley and organically grown brown rice,” in a 12 oz. jar; a photo shows the jar and label); a 3-page description tells how the product is made and gives its composition (maltose is the key natural sugar); recipes are included. Yinnies (“A traditional Oriental grain candy. The ingredients are organically grown brown rice and barley. No sugar or artificial sweeteners are used.”). Rice chips with buckwheat. On the label of the Yinnies confection product the following statement appears: “The rice for the Yinnies is grown and harvested exclusively for and under the direct supervision of Chico-San by Wehah Farms of Richvale, California.” A similar statement appears on the Rice Chips label.

Near the front is a label of Rice Cakes San-Wich (Ingredients: Brown rice, sesame seeds, Chico-San Yinnies Syrup {brown rice and barley}). At some point lecithin was added to keep the rice cakes crisp, so they would not be made soggy by the Yinnies Syrup.

Note: Lorenz Schaller of Ojai, California recalls (May 2016): “My interest in lecithin began when the Chico-San company of Chico, CA began manufacturing their ‘Chico-San Sandwiches.’ These were dreamy and I purchased many of them (and ate them, along with my very young daughter). Lecithin was among the very few ingredients listed on the label and the only ingredient that was not immediately familiar to me.

“The ‘Chico-San Sandwich’ came in a sealed plastic sleeve and consisted of two very crisp rice cakes. The two inner faces of the cakes held a filling of very dark brown semi-solid barley malt of goeey, tacky consistency. The crisp rice cake and the goeey barley malt syrup together made a heavenly treat. The lecithin was a key ingredient in getting the malt syrup to a consistency that stayed in place (did not leak or run out of the Sandwich) and was soft to bite into and not tooth-breaking hard and, finally, did not cause moisture to migrate into the rice cake and take away the crispness. These little guys were a culinary, confectionary achievement. I’ve never forgotten them.”

Corn Chips. Rice Cakes (3 types, each with brown rice and sesame seeds: Plain, with Millet, or with Buckwheat). San-Wich Rice Cakes–Unsalted (Ingredients: Brown rice [organic], sesame seeds, Chico-San yinnies syrup (brown rice and barley), various sea vegetables, and kuzu).

One section (p. 9-10) is titled “How Chico-San guarantees Oriental-type, organically-grown brown rice.” The words “Reprinted from *Health Foods Business* magazine” and “Wehah Farms” have been carefully deleted from the text of this article!

This is the revised edition of an earlier catalog. “Chico-San products have gained increasing acceptance throughout the country since their introduction in 1960.” The booklet

contains 8 pages of recipes, including: Sesame-miso spread for bread or dips. Black soy beans (p. 21). Wakame miso soup. Note: This is the earliest macrobiotic recipe seen which uses the term “Black soy beans” instead of “Black beans” to refer to black soybeans. Address: P.O. Box 1004, Chico, California 95926.

771. Eden Foods, Inc. 1973. Wholesale prices. P.O. Box 100, Ann Arbor, MI 48107. 3 p. Catalog. Effective Aug. 1.

• **Summary:** The products are very similar to those in the April 1973 catalog. Address: Ann Arbor, Michigan. Phone: (313) 769-8444.

772. Erewhon. 1973. Supplying natural food stores, co-ops, schools and communities (Catalog). Boston, Massachusetts. 12 p. Effective Aug. 20, 1973.

• **Summary:** The structure and design of this catalog is quite similar to the previous one of April 6, however some new products and sizes have been added. The illustration and note from Paul Hawken are similar. OG = Organically grown. products: Cereals: Soybean flakes (Deaf Smith, OG, 25 lb). Stoneground flours: Soybean flour, full fat, OG, Texas, 50 lb. Beans: Azuki beans (100, 50, or 25 lb). Soybeans (OG, Texas, 50 lb). Tamari & miso: Tamari soy sauce (8 oz, pints, quarts, half gallon, gallon, 4.7 gallon can). Hacho miso soy paste (1 lb or 44 lb keg). Mugi miso barley-soy paste (1 lb or 44 lb keg). Kome miso rice-soy paste (1 lb or 44 lb keg). Pasta: Wholewheat shells (with rice and soy flour, 15 lb). Snacks: Corn munchies (organic corn chips with soy sauce). Hopi Seeds (all dry-roasted with tamari, 1.38 oz or 25 lb): Almonds, cashews, pumpkin seeds, soybeans, sunflower seeds. Vegetable oil, pressed and unrefined: Soybean oil (pint, quart, 5 gallon tin). Condiments: Tekka (vegetable-miso condiment, 3 oz). For cooking: Soy [sauce] dispenser (4½ inch). Packaged in cellophane bags with recipes (1 lb, 1½ lb, and 2 lb): Soybeans (sprouting or cooking, OG, 1 lb or 2 lb) stoneground soybean flour (full fat, OG, 24 oz), soybeans (OG, 2 lb). Address: 33 Farnsworth Street, Boston, Massachusetts 02210. Phone: (617) 542-1358.

773. Hawken, Paul. 1973. Erewhon: A biography. The view within. *East West Journal* 3(8):11-16. Aug.

• **Summary:** An early, critical history of Erewhon, written without any capital letters [all lowercase], expressing the viewpoint of one of its early, important, and very innovative presidents. “Arrogant” is a term often used to describe the attitude of the people running the company. A store by the name of “Erewhon” opened in May 1966 on Newbury St. in Boston, first manned by Evan Root, then Paul Hawken.

Paul “generally worked alone for first year [at Erewhon in Boston] with the exception of occasional help from members of the community—Elaine Sutton, Connie Frank, Peggy Taylor, and even Michio would help bag and clean.

“At that time I was much more interested in lectures,

books, ideas, and more invisible things than food. I had no intention of doing Erewhon for very long, but that was before the remarkable and compelling visitations upon my brain that were precipitated by a five week fast augmented by only [brown] rice and water.” Paul then describes the profound spiritual experience he had in 1966—one of great light and energy reaching down to the cellular level. “I could fully experience in that one moment the indivisibility of consciousness and body.”

“Since nothing could really change until cells changed, it seemed the most logical thing was to provide the resource for that change to those who were ready for it. Soil and land would have to be found that was rich and uncontaminated... food should contain the life force inherent in natural growth. The problems posed were complex and many but all these questions gave me the answer as to the purpose of Erewhon... for those seeking the unveiling of the spirit, Erewhon would attempt to provide the renewing and cleansing power of the earth.

“This ‘visceral mysticism’ was a turning point for me and my relation to Erewhon. No revelation can arise unless ignorance precedes it, and the greatest lesson from this vision was the realization of how little I really knew or understood. My ignorance in the matters of spirit and consciousness were so great that I felt more at home with more plain and simple matters. Raising the quality of food seemed an area that was neglected, yet vital, in the path to higher consciousness.”

In 1966 “On Thanksgiving day 1968 we opened a new store down the street [at 342 Newbury St.] which still exists today. At that time we were doing about \$250 a day and the rent on the new store, with utilities, totalled over \$1,000. It was a chance we took, a big chance, and seemed to set the pattern for many to come. The decision to place our economic life on the line was based on growth. By then Erewhon had grown to be six people, and all of us felt in our bones that we had a tiger by the tail. A sort of giddy optimism pervaded the new store, abetted by all of us working 12 to 20 hours a day—Bruce Macdonald, Jim Docker, Jean Allison, Bill Tara (later to leave for Chicago, Illinois), and Roger Hillyard. The intensity was so thick you could scoop it up and bag it. All of us felt like passengers on a very fast vehicle bound for unknown places. Business was increasing very rapidly and it seemed we could do no wrong. Time moved very quickly and I was soon to leave for Japan to establish a source of imported foods. My position as to coming back was ambivalent, so Roger Hillyard was appointed head in my absence. Bill Tara, who had set up Food for Life in Chicago on the tenth floor of a downtown office building, left for Los Angeles with Aveline [Kushi] and set up another Erewhon due to Aveline’s prodding. It was later to prove to be our worst mistake and almost led us to bankruptcy.

“While I was away, roaming around Japan looking for pure foods and wise men, Roger [Hillyard] and others were

busy establishing a wholesale business based primarily on the products that were being sent back from Japan. In retrospect, those times were chaotic, and I do not think the chaos let up until four years later, the spring of 1973. The chaos was (as I think back upon it) caused by thinly veiled ambition clothed in a stylishly cut suit of concern for our biosphere and guts. Perhaps this was a reflection of our urgent need to make up for years of bad living, bad ideas, and trash foods. In any case our actions were hasty, well-intentioned, very salty, and somewhat crude, but like a moldboard plow, we just kept coming.

“Chico-San saw us coming and promptly freaked out. They were very dismayed by their loss of New York business as our wholesale market developed. Chico-San had given us the impression in a number of personal conversations that they encouraged our self-reliance and particularly the importance of Japanese foods. Bob Kennedy, the head of Chico-San, candidly admitted that they lost money on imported items and they were able to stay in business only because they sold rice cakes. So it came as quite a surprise to us when they reversed their attitude. They began to express doubts about our motives and ability to procure good foods. Their attitude seemed to change into one where they were the ‘official’ food company, and that was that—appointed by the crown as it were. I can certainly see now how our brashness and youth did nothing to allay their doubts. In retrospect I have much sympathy, while realizing also that they did little to establish a real dialogue.

“Chico-San was formed by middle-aged people who split from New York City after Ohsawa walked into one of their meetings one night stoned on Scotch [whiskey] and announced the bomb was going to drop. This was during the Cuban [missile] crisis and there were many who shared that fear. They formed a well-organized caravan of families and trekked across the United States in a trip that got national coverage. Their purpose was to find the one place in America that was safest from radioactive fallout and also ideal for growing rice. Eureka! Chico, California. No one was more surprised than the local residents. The rift that opened between Erewhon and Chico-San has never closed. The rift could best be described as an ocean now. Peaceful coexistence. They mainly felt that their maturity and experience uniquely qualified them to be the best judge of what foods people should or should not eat. They thought that there should be only one ‘label’ and that we did not know enough about food to promote it... Herman Aihara who worked there then and Bob Kennedy felt that most young people had been ‘ruined’ by drugs and that their ‘judgment’ could never be completely restored,...” Continued. Address: [President, Erewhon].

774. Hawken, Paul. 1973. Erewhon: A biography. The view within (Continued—Part II). *East West Journal* 3(8):11-16. Aug.

• **Summary:** Continued: “Perhaps the incident that best illustrates the conflict, and the one which simultaneously affected the most people, was the incident about the rice. To this day, I very much doubt there is agreement on the incidents leading up to the event, but here is one version anyway which may shed some light for others.

“In the fall of 1969, one Wendell Lundberg came striding into the retail store on Newbury Street and introduced himself as one of four brothers who were going to grow organic rice. He had heard of our company and wondered if we would be interested. We fell off our chairs. It seemed too easy at the time, and later events proved it to be so. A cordial conversation was entered into, addresses were exchanged, and he left. The following spring, I was in California, and a young man, who was on grant-in-aid to study organic farms dropped into our L.A. [Los Angeles] store and told us about these Lundberg brothers. Homer Lundberg and I began a relationship via the phone. I affirmed our desire to buy organic rice while he continued to express the desire to sell it. We set up an appointment in Richvale to discuss matters. Homer met me and told me that in the interim they had signed an exclusive five-year contract with Chico-San but that should be no problem because he had understood that Chico-San would sell the rice to us—wholesale. I explained how difficult it would be for us to buy rice wholesale from Chico-San and then try to redistribute to a hundred stores on the East Coast. He agreed and said that I should go to Bob. And he was sure it would be alright if I bought directly too or maybe paid Bob a small commission. I immediately went to see Bob Kennedy and posed the question to him, and he was simply appalled at the idea. High drama soon to come. I cannot accurately describe how hostile and upset the people at Chico-San were.”

“Bob’s attitude was formed partly because he had worked for years... trying to get a farmer to grow rice for him organically. When he finally found one, he had to just about sign his life away... in order to guarantee that the farmer would not lose money in case of a severely short crop. None of this of course was explained to us at the time. I suppose they just assumed we would know all the history behind it, but no one stopped to ask us or tell us or even show us the contract. We offered to share the risk, but that too was denied.

“The Lundbergs then made us an offer that they would grow a similar rice [in 1970] that was ‘unsprayed’ but which was still grown on ground with synthetic fertilizer. That was done and we were finally in the rice business, albeit second class.

The following year [1971] came quickly, and a new dance competition began to shape up. Bob [Kennedy of Chico-San] offered to sell us a certain number of acres if we would pay \$1.50 for every bag we bought. One of the reasons he did this was because he heard rumors of other growers of organic rice [were there other growers?] selling

to us. We accepted his offer initially, but I did not stop my search for an organic grower. With the help of Gloria Swanson, I located a group of farmers in Arkansas, and one in particular expressed interest.

“The farmer in Arkansas had fields which had been in soybeans with no fertilizers or pesticides. We tentatively lined up a source of Pfeiffer compost and manure, but as planting time came near it looked as though we were going to get the California rice offer and all the relations with the Arkansas grower were brought to a halt. At the last moment, however, Bob Kennedy reneged on his commitment and decided he would not sell us any rice. He said there just wasn’t enough rice ‘to go around’ and that he was real sorry. (It was ironic because a year later [1972] the Lundbergs almost went out of business trying to get rid of all that organic rice that Chico-San had contracted for but could not buy.)

“We immediately contacted our Arkansas grower and drew up a contract... guaranteeing the farmer a fixed income per acre... [Note: The rice contract with Carl Garrich in Lone Pine, Arkansas, was finalized in March 1971. In April 1971 Garrich planted his organic rice crop on 330 acres]. The rice grew very well there and all was fine except for two things: First, our farmer could not clean the rice very well [seeds of various colors were mixed in with the rice], and second Chico-San had 300-400 acres too much rice, which they had contracted in expectation that they would sell the rice we had originally expected to sell. It did not work out that way so we had organic dirty rice and they had too much organic clean rice.

“Since then, because Chico-San could not meet their contractual obligations, the five-year exclusive had been null and void. Dozens of distributors now buy that rice, including Erewhon, which is now Lundberg’s largest customer.”

“That is the rice saga—the inevitable result of selfishness on everyone’s part. I think one of the things I learned from this is that rice, which most consider inanimate, has a power of its own like water, and seeks its own level... The customer in this case was the victor and beneficiary.

“Bruce [Macdonald] and Roger [Hillyard] were soon to find that there was not enough space in the office for both to operate, so Bruce appointed himself West Coast manager much to Bill Tara’s chagrin, relief, and disgust. Bruce began a very energetic effort to improve the West Coast store. Roger moved to a new fifth floor warehouse on Farnsworth Street overlooking the [Boston] harbor. He found new and dedicated people to help in the move. Richard Mensoff, Bill Johnson, Eric Utne, Chris Elbers, Rob Harrison, and Susan Sims. Richard, recently removed from set designing on Broadway [New York City], went to work immediately building the first Erewhon ‘set.’ It was beautiful, and unlike any food warehouse before it. Work had not even been completed when the first railroad car of rice backed into our siding. Aboard was 100,000 pounds of brown rice, and we

had not the slightest idea of what to do with or how to unload it. Everyone just started carrying the [50 or 100-lb] bags of rice in on our shoulders as we had always done on Newbury Street. The looks of the warehousemen in the vicinity were incredulous. When they couldn’t stand it any longer, they lent us their pallet jack and some old pallets, and we learned our first warehouse lesson.

“I returned from Japan in December 1969 and went to work with Bruce on the West Coast setting up a wholesale operation: it was Boston all over...” Address: [President, Erewhon].

775. Hawken, Paul. 1973. Erewhon: A biography. The view within (Continued—Part III). *East West Journal* 3(8):11-16. Aug.

• **Summary:** Continued: Hawken returned to Boston in Dec. 1969, then was fired by Aveline Kushi. He left and worked in San Francisco with Fred Rohe at New Age Natural Foods. Hawken returned to Erewhon in Boston in the summer of 1970.

In 1970 the “natural foods boom” started and swept Erewhon along with it. “If there is one person who is ‘most’ responsible for Erewhon being here today and not bankrupt, it is John Deming, who brought a sense of joy and happiness wherever he went in the company. He assumed the manager’s position at the retail store and made it the finest part of the company. His positive attitude was in contrast to the apprehension that all of us shared about the future. He gave Erewhon some money without which we would surely have failed. On his twenty-fifth birthday John came into a trust which sort of blew his mind. He had known nothing about it. He wanted to just give it to Erewhon, but it is on the books as a loan. It came just in time to pay back overdue creditors and panting bank officers.”

A table (p. 16) shows Erewhon, Inc.’s sales and sources of supply in 1966 and then in 1973. In 1966 Erewhon had about 200 retail customers. The company bought Koda rice from Sam Rabinowitz; imports from Chico-San, Infinity Co., Japan Foods Corp., and Wing-Wing; Lima (Belgium) products from Merit; grains and flours from Better Foods; and flour from Walnut Acres [founded by Paul Keene].

In 1973 in Boston the warehouse served about 200,000 customers (incl. 200 retail natural food stores, 43 Star Markets, 50 co-ops, 25 schools, 9 distributors, 10 restaurants, and 5 bakeries), and the store about 10,000 customers. In Los Angeles, the warehouse served about 75,000 customers (incl. 150 retail stores, 20 co-ops. 3 bakeries, and 10 distributors) and the store about 5,000 customers. A produce company in Los Angeles was supplied by about 40 organic farmers, and sold to 20 retail stores. Concerning soy products, Erewhon bought organically grown soybeans from Lone Pine in Arkansas [Carl Garrich of the Lone Pine Rice and Bean Farm], and soy oil from California. From Muso Syokuhin [Muso Shokuhin] in Japan they imported tamari, and kome

and hacho miso [plus azuki and black beans]. From Mitoku, Inc. they imported tamari and mugi miso.

Suppliers of organically grown grains included: Short, medium, and sweet rice (Wehah Farms, California). Medium rice (Willow Farms, Louisiana). Spring and durum wheat; flax (Ted Whitmer, Montana). Long rice (Jerry Ladds?, Texas). Winter wheat (Frank Ford, Arrowhead Mills, Texas). White wheat (Lewis Cox & Bill Ingram, Washington state). Buckwheat (Penn Argyl, Pennsylvania). Corn (Bill Stockett, Texas). Millet (Chuck Moses, North Dakota). Oats (Fruen, Minnesota). Rye (Mike Skinner, Colorado). Peanuts (Chas. Warnken, Texas).

Note: This is the earliest document seen (March 2020) that mentions Mitoku, or Muso Shokuhin. Address: [President, Erewhon].

776. Haggerty, Donna. 1973. Re: Tekka [miso]. Letter to Lorenz Schaller, So. Pasadena, CA 91030, Sept. 28—in reply to inquiry. 1 p. Typed, with signature on form.

• **Summary:** “Tekka was discontinued because of lack of sufficient demand.” Address: Spiral Foods Inc., 1144 West 1st Street, Chico, California 95926.

777. Shimoda, Naomi. 1973. Nutrition and life style. II. Observations of a nutritionist in a free clinic. *J. of the American Dietetic Association* 63(3):273-75. Sept.

• **Summary:** The author worked as a volunteer at the Cambridge Free Clinic from Dec. 1970 to May 1973. She relates experiences dealing with vegetarians, macrobiotics, fruitarians and organic foods advocates. Stresses the need for flexibility, objectivity, and a thorough knowledge of nutrition in trying to help these people. Address: Peter Bent Brigham Hospital, Boston, Massachusetts.

778. Vitamin Village. 1973. Display ad: Help us celebrate the Grand Opening of our beautiful new store in Fallbrook,... *Los Angeles Times*. Oct. 1. p. OC_B9.

• **Summary:** “Fabulous specials on juicers. Here are our Grand Opening juicer specials.

“Champion juicer (and grinder). Regular \$159.95. Grand Opening special \$139.95.

“Acme Supreme, all stainless steel. The ultimate home juicer. Regular \$149.75. Grand Opening special \$129.99.

“Acme Supreme—The world’s most popular juicer. 10 year guarantee. Regular \$119.75. Grand Opening special \$109.99.

“Acme Challenger—Quality & economy. Regular \$89.95. Grand Opening special \$79.99.

“Note: We will always give you a 25-lb. bag of organically-grown carrots Absolutely Free with the purchase if one of these fine juicers—Only at Vitamin Village.” Address: Anaheim / Orange / Fallbrook.

779. Allison, Jean Marie. 1973. Curriculum vitae. New York,

New York. 5 p. Unpublished typescript. Undated.

• **Summary:** Prepared for a job application. Address: c/o Shizuko Yamamoto, 14 West 75th, New York, NY.

780. Brown, Edward Espe. 1973. Tassajara cooking. Berkeley, California, and London: Shambhala. 256 p. Introduction by Zentatsu Richard Baker-Roshi. Series: A Zen Center Book. Illust. by Norval Delwyn Carlson. Index. Oct. 23 cm.

• **Summary:** This friendly, nicely illustrated natural foods vegetarian cookbook is also about the spirit of Zen Buddhist practice. The chapter on “Beans” (p. 121-26) begins with a sort of eulogy: “Beans. What suffering the word evokes. Beans. When you couldn’t afford meat. Oh beans! When you went camping. Beans! Beans are not meat, they’re beans: garbanzo, kidney... Soy—which rarely remains as a bean... Beans are the overlooked jewels of the vegetable world. They sell at dirt cheap prices and are one of the best protein buys around... Beans take some getting used to, some familiarity. It’s easy to say ‘beans don’t agree with me,’ without having given yourself a chance to agree with them.”

Soy-related recipes include: Oriental dressing (with soy sauce, p. 72). Cooking beans (p. 122-23; if presoaked, pressure cook soybeans for 20 minutes at 15 lb pressure. If not presoaked, for 25 minutes. For cooking without pressure, presoak, bring to a boil without salt, and simmer for 2 hours). Soy-sweetened beans (p. 124; “the Japanese version of an American standby”). Nut-battered beans. Chili beans (p. 125). Blanco beans. Soy beans with hijiki & carrots (p. 126). Five thing beans (p. 126). Easy Oriental dressing (with soy sauce, p. 172). Soy sauce mayonnaise (p. 173). Tahini salad dressing (with soy sauce, p. 174). Seasoning soups (with soy sauce or miso, p. 179). Miso stew (p. 206). Potato-bean bake (p. 211). Basic recipe for burgers (with cooked, ground soybeans, p. 234). Soyburgers (p. 235-36).

Tassajara Zen Mountain Center was founded in 1967. An illustration of the Center cooking in a large skillet graces the cover of this book, which by July 1978 was in its 9th printing. Address: Green Gulch Zen Farm, California.

781. Gladstone & Chain. 1973. Erewhon, Inc.: Report on financial statements for the year ended June 30, 1973. Boston, Massachusetts. 8 p. 28 cm.

• **Summary:** A balance sheet shows that Erewhon’s total assets decreased to \$967,959 in 1973 from \$1,052,148 in 1972. Sales increased from \$3,160,011 in 1972 to \$3,475,204 in 1973. Net income before taxes was \$47,010, up from \$20,095 in 1972. Erewhon owes \$411,283 to the New England Merchants National Bank. Note that the Advest stock offering, which was supposed to take place in late 1972, never happened. Address: Fifteen Court Square, Boston, Massachusetts.

782. Eden Foods, Inc. 1973. Wholesale prices, F.O.B.

P.O. Box 100, 310 W. Ann St., Ann Arbor, MI 48107. 2 p. Catalog. Effective Nov. 1.

• **Summary:** The products are very similar to those in the April 1973 catalog. But a new soy product is Wheat-Soy Grits (50 lb). Other products include “Umeboshi salt plums,” and Kelp powder (10 lb, bulk [from California]). Address: Ann Arbor, Michigan. Phone: (313) 769-8444.

783. *East West Journal*. 1973. Whole foods directory. 3(11):46. Nov.

• **Summary:** Gives the name, address, and Zip code of 46 natural foods stores and restaurants, arranged by region, including: Erewhon Natural Foods (342 Newbury St., Boston, Massachusetts 02115), Yellow Sun Natural Foods Co-op (35 North Pleasant, Amherst, Massachusetts 01002), Commonground Community Restaurant (Brattleboro, Vermont). Oak Feed Store (Coconut Grove, Florida), Beautiful Day Trading Co. (College Park, Maryland), Eden Natural Foods (347 Ludlow Ave., Cincinnati, Ohio 45220), Ceres Harvest Natural Food [Foods] (3632 West Colorado Ave., Colorado Springs, Colorado), Food for Life (2231 North Lincoln Ave., Chicago, Illinois 60614), Eden Foods, Inc. (Ann Arbor, Michigan), Wholly Foods (2999 Shattuck, Berkeley, California), Erewhon Natural Foods (8001 Beverly Blvd., Los Angeles, California 90048), Janus Natural Foods (712 7th Ave. South, Seattle, Washington 98104).

Note 1. This is the earliest document seen (March 2020) that mentions Ceres Natural Foods (Colorado Springs, Colorado).

Note 2. This is the earliest document seen (July 2017) that mentions Janus Natural Foods (Seattle, Washington). Address: 29-31 Farnsworth St., Boston, Massachusetts 02210. Phone: 617-482-9174.

784. **Product Name:** Wheat-Soy Grits.

Manufacturer’s Name: Eden Foods, Inc.

Manufacturer’s Address: 310 West Ann St., Ann Arbor, MI 48107. Phone: (313) 769-8444.

Date of Introduction: 1973 November.

Wt/Vol., Packaging, Price: 50 lb.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods, Inc. 1973. Nov. 1. Wholesale Prices, F.O.B.

785. Hanes, Phyllis. 1973. Some old-fashioned cookery ideas come back in style again. *Christian Science Monitor*. Dec. 6. p. 26.

• **Summary:** Many new organic and natural foods cookbooks have been published this year: *The Rodale Cookbook*, *The Deaf Smith Country Cookbook*, and *The Natural Foods Sweet Tooth Cookbook*. Susan Hillyard, a photographer who work appears in the Deaf Smith book, studied macrobiotic cooking with Aveline and Michio Kushi in Boston.

786. Erewhon Trading Co. Ltd. 1973. [Meeting of natural food distributors]. 16 Wellesley St. West., Toronto 5, Ontario, Canada. 1 p. Dec. 19. Unpublished manuscript.

• **Summary:** This is a record of the first meeting of a group of friends each representing a company involved in the distribution of natural and organic foods in the United States and Canada. These companies are based in many major centers in the country and the purpose of the meeting was to establish a basis for intercommunication among people and the sharing of a general direction through friendship and knowledge of one another.

“The meeting was arranged by Paul Hawken and took place in Toronto, Ontario at the house of Michael Pate on December 7-9, 1973. The people present were: Paul Hawken, Bill Garrison–(Erewhon Inc. Boston, Massachusetts), Tom De Silva [DeSilva]–(Erewhon Inc. Los Angeles), George Gearhart–(Janus Foods Inc. Seattle, Washington), Tom Swan–(Food for Life. Chicago, Illinois), Rod Coates–(Laurelbrook Foods Inc. Bel Air, Maryland), Roger Hillyard–(The Well–San Jose), Frank Calpeno–(Ceres Natural Foods, Colorado Springs), Michael Pate–(Erewhon Trading Company, Toronto [Ontario, Canada]).”

Note: This is the earliest document seen (April 2006) that mentions The Well in San Jose, California.

Talk with Roger Hillyard of San Francisco. 1982. April. Erewhon–Toronto existed by the time of this meeting. The possibility of forming a trade association was discussed. Paul Hawken had left Erewhon, was planning to leave the country soon and to be away for some time. Bill Garrison was in charge of Erewhon, which is now considered to be a regional distributor with five truck routes in New England. The Kushis own 95% of Erewhon’s stock. John Deming owns 5% and Paul Hawken has an option to buy 25% of the shares. The value of Erewhon is \$1 million. Boston is wholesaling \$250,000 of macrobiotic natural foods per month. Erewhon has a staff of 50 in Boston and 32 in Los Angeles.

Janus started in 1971; George Gearhart and Blake Rankin previously worked for Spiral Foods.

Ceres started in Oct. 1973.

Food for Life started as a natural food retail store in 1970.

The possibility of forming an association was discussed.

The new Kikkoman plant in Walworth, Wisconsin, cost \$10 million to construct. Address: Toronto, ONT, Canada; Or: P.O. Box 44, Milliken, ONT, Canada. Phone: 416-291-1471.

787. *SoyaScan Notes*. 1973. Chronology of soybeans, soyfoods and natural foods in the United States 1973 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1973. The Asian Vegetable Research and Development Center (AVRDC), an international agricultural research center in Taiwan, starts soybean research. It does

early work in introducing soybeans to the tropics and semi-tropics.

1973. Nelson, Steinberg, and Wei at the University of Illinois develop the pre-blanch wet-grind method of making a suspended soymilk—without removing the okara and by using an homogenizer to pulverize the okara into tiny particles.

1973 March. Beef-soy blends, containing 25% hydrated textured soy flour and 75% ground beef, introduced to U.S. supermarket chains in response to skyrocketing hamburger prices. This opens a second large new market for such products, following the school lunch market. Early brands include Burger Pro, Plus Burger, and Pro/Teen. Advertising stresses lower cost than all-beef products and less shrinkage in cooking. By Sept. 1973 they had captured 29% of the ground beef market. At that time beef prices tumbled and by Nov. 1975 the market share of the blends had fallen to only 10%.

1973, April-July. INTSOY (International Soybean Program) established at the University of Illinois, with funding from USAID, to do applied research on soybean production, varietal development, and utilization in tropical and subtropical environments and low-income countries. The International Soybean Variety Experiment (ISVEX) begins and by 1980 is being conducted in 110 countries.

1973 June. U.S. imposes a soybean export embargo, fearing that the drought-induced short supply will drive up domestic meat and poultry prices. Soybean prices soon explode into a new world of double digits, temporarily hitting \$12 a bushel.

1973 June. Kikkoman opens the largest shoyu plant in the Western world at Walworth, Wisconsin, and starts production. Capacity is 10,000 kiloliters (2.6 million gallons) a year.

1973 Sept. The USDA removes all regulations for exporting agricultural products, thus lifting the June soybean embargo. But permanent damage has been done that undercuts confidence in the USA as a reliable soybean supplier and trading partner and stimulates numerous foreign countries (including Brazil and France) to expand their soybean production.

1973 Oct. Arab oil-producing nations (OPEC) abruptly increase petroleum prices fourfold, regulate the production of petroleum, and impose a total ban on oil exports to the U.S. after the outbreak of the Arab-Israeli war. The first oil shock results. Gasoline prices skyrocket. The ban is lifted on 18 March 1974.

1973 Nov. The first World Soy Protein Conference held in Munich, Germany, attended by over 1,100 delegates from 45 countries, and sponsored by the U.S. Foreign Agricultural Service and the American Soybean Association.

1973. Pro-Nuts, the first dry-roasted soynuts in the Western world, launched by Edible Soy products in Hudson, Iowa.

1973. Energy and Protein Requirements published by the Joint FAO/WHO Ad Hoc Expert Committee. It reduces protein requirements for adults by 20%. The National Academy of Sciences in the USA follows suit by lowering its RDA for protein by 25%. These two events essentially define away the “protein crisis,” and mark a crucial turning point in the ongoing “protein versus calories” debate. Insufficient food energy comes to be viewed as the main nutritional problem in poor countries. If a person has sufficient calories (i.e. sufficient food), it is argued, protein intake is also likely to be adequate.

1973. Oregon enacts America’s first organic food labeling law. A boost to organically grown crops.

1973. The era of biotechnology begins when Stanley Cohen of Stanford University and Herbert Boyer of the University of California at San Francisco successfully recombine ends of bacterial DNA after splicing a foreign gene in between. They call their handiwork “recombinant DNA,” but the press preferred to call it “genetic engineering.”

788. Kunen, James Simon. 1973. Dr. Bronner’s magic soap. *Esquire*. Dec. p. 218-21, 314, 316.

• **Summary:** This article is about Dr. Bronner’s life and his Supermild Pure Peppermint Oil Soap, not his soy-based seasonings. The Bronner family had been in the soap business in Germany since 1848, but Dr. Bronner came up with this particular formula 6 years after immigrating to America, in 1935, as a diaper soap for his own children. “Dr Bronner was blind. He was wearing black goggles with opaque lenses. He was a short and wiry man of 66, tanned but unhealthy looking, too thin for his heavy bones (see full-page photo). His life changed at midnight on 1 Feb. 1962 when he delivered a speech to a black power audience in Watts. On 30 Aug. 1944 he buried his wife in a potter’s field in Illinois. She weighed 61 pounds, her jawbones broken. His mother and father had been gassed as Jews in Europe. After that his wife became suicidal. After 1945 he spoke on his peace plan, then was held in a small room. ‘Every night they bound me hand and foot to the slab...’ Dr Bronner was committed to a mental institution in Illinois in 1946 and his blindness, though recent, may have resulted from the more than 20 shock treatments he was subjected to there. He is in deep trouble with the tax authorities who are not impressed with his idea that he is a rabbi... and do not agree that his work is religious... Recently his principal issue has been fluoridation, on which he spoke every Friday for 17 years in Los Angeles.” He believes fluoridation is mass poisoning. His efforts have stopped fluoridation on at least 6 cities. His soap is selling at the rate of 150,000 gallons a year. He has no salesmen or advertisements. He has interesting religious messages on his soap bottles, and he changes them regularly.

789. Erewhon Inc. 1973. Erewhon organically grown short

grain rice. Boston, Massachusetts; Los Angeles, California. Size: 25 inches high x 14½ inches wide. Undated.

• **Summary:** See next 3 pages. This multi-wall Kraft paper bag holds 50 lb. of brown rice. We are unsure of the date this bag was created and first put to use. We have unsuccessfully asked both Lundberg Brothers and Paul Hawken for help.

Across the top of the front is written in large, dark green, lowercase letters “erewhon.”

Below that, in dark green and yellow, is a traditional woodblock print of a farmer harvesting sheaves of grain with a sickle.

Below that, between two horizontal lines, in dark green: “organically grown short grain RICE,” with the last word in bold capital letters (caps) 4 inches tall.

Below that, in light yellowish-green script, is a basic description of how this rice is grown organically by Lundberg Farms: “Erewhon short grain brown rice is grown in Richvale, California, on fertile organically composted soil of the upper Sacramento valley and is irrigated by pure Feather River water from the Sierra Nevada Mountains. Cover crops of purple vetch, clover and oats along with rice straw and husks are turned back into the soil to build up the humus and organic matter in the soil. Insect control is accomplished by Gambusia fish which live in the puddles during the growing season. Absolutely no toxic or synthetic chemicals, fertilizers, insecticides, herbicides, fungicides, fumigants, or seed treatments are employed in cultivation of this rice. This high quality brown rice is stored on the farm in special cooled bins to prevent damage from heat or insects and is husked to order throughout the year by custom built rubber rollers which protect the delicate germ and outer bran.”

On the back is written, in dark green script, 6½ inches wide: “We at Erewhon are happy to offer these whole natural foods to you. Since food is basic to good health, and since good health is the foundation of a happy and creative society, we treat our food with the greatest respect and care. Since the effects on man of many of the chemicals which are presently being used on farms may not be known for many years hence, and since their effects on the delicate ecological balance of man and his environment is not beneficial, we are following that path which will take us towards a renewal and restoration of our land and natural resources. Food represents that very essence of the power of creation and stands at the crossroads between the infinite forces of nature and the biological wonder of man. Erewhon attempts to provide those foods which reflect that great natural order and we hope that you enjoy these foods and take as much pleasure in preparing and eating them as we do in offering them to you.”

Below that, in a square: “Organic Farmers. Certified by Organic Gardening and Farming Magazine. Lundberg Farms. Richvale, California. Brown Rice.”

On each side is written in bold, dark green caps: “California grown Short Grain Brown Rice.” Address:

Boston, Massachusetts 20010; Los Angeles, California 90230.

790. *Organic Gardening and Farming*. 1973. Adzuki (spelled like that) is mentioned. 20(4):Somewhere in No. 4. *
• **Summary:** This is the earliest “adzuki” in OGF.

791. Toms, Agnes. 1973. *Natural foods: meals & menus for all seasons*. New Canaan, Connecticut: Keats Publishing Co. 181 p. 18 cm. Series: A Pivot Original Health Book. *

792. **Product Name:** Green Soy Beans (Organically Raised; Fresh Pack, Unsalted).

Manufacturer’s Name: Walnut Acres.

Manufacturer’s Address: Penns Creek, Pennsylvania 17862.

Date of Introduction: 1973.

Ingredients: Only green soy beans and water.

Wt/Vol., Packaging, Price: 1 lb. Probably canned.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Label sent by Dr. Walter Wolf of NCAUR, Peoria, Illinois. 2000. Aug. 3. 9.5 inches by 4 inches. Green on beige. “Suggestions: Add butter, heat and serve. Or, cover with Marinara Sauce or Ketchup and bake. Packed by Walnut Acres.” “The soy beans herein are green vegetable soy beans. They were raised strictly organically. High in protein and lower in starch than most beans, they make an excellent vegetable dish. Untreated well-water used in processing. Here in the quiet countryside, on our farms and in the old barn, we do wondrous things in cooperation with Nature.”

Note: This is the earliest commercial edamame product seen (July 2001) that is organically grown.

793. Albright, Nancy. 1973. *The Rodale cookbook*. Emmaus, Pennsylvania: Rodale Press Book Division. 486 p. Illust. Index. 25 x 20 cm.

• **Summary:** This book is based on natural foods but makes widespread use of meat, poultry, fish, and dairy products. Raw, unstrained clover honey is used as a sweetener instead of white sugar which “is dangerous to health...”

Basic information on soy: Soybean oil is good for sautéing (p. 4, 20).

Page 5: “Salt, whether labeled ‘Sea Salt’ or not, should be used in moderation. We use as little salt as possible in our recipes, because of its unhealthy effect on the circulatory system.

“We use Tamari soy sauce because it is made without monosodium glutamate (MSG), sugar or caramel flavor.”

Tamari soy sauce is also mentioned on page 20. Hints for cooking whole soybeans (“1. Soybeans require at least 8 hours of soaking and 2-3 hours of cooking—longer than any other legume.” 2. Freezing soybeans after soaking decreases the amount of time needed to cook them, p. 16). Use soy

Erewhon short grain brown rice is grown in Richvale California on fertile organically composted soil of the upper Sacramento valley and is irrigated by pure Feather River water from the Sierra Nevada Mountains. Cover crops of purple vetch, clover and oats along with rice straw and husks are turned back into the soil to build up the humus and organic matter in the soil. Insect control is accomplished by Gambusia fish which live in the paddies during the growing season. Absolutely no toxic or synthetic chemicals, fertilizers, insecticides, herbicides, fungicides, fumigants or seed treatments are employed in cultivation of this rice. This high quality brown rice is stored on the farm in specially cooled bins to prevent damage from heat or insects and is husked to order throughout the year by custom built rubber rollers which protect the delicate germ and outer bran.

We at Erewhon are happy to offer these whole natural foods to you. Since food is basic to good health, and since good health is the foundation of a happy and creative society, we treat our food with the greatest respect and care. Since the effects on man of many of the chemicals which are presently being used on farms may not be known for many years hence, and since their effect on the delicate ecological balance of man and his environment is not beneficial, we are following that path which will take us towards a renewal and regeneration of our land and natural resources. Food represents that very essence of the power of creation and stands at the crossroads between the infinite forces of nature and the biological wonder of man. Erewhon attempts to provide those foods which reflect this great natural order and we hope that you enjoy these foods and take as much pleasure in preparing and eating them as we do in offering them to you.

Erewhon Inc., Boston, Ma. 02210 Los Angeles, Ca. 90230



Organic
Farmers

Certified by

Organic Gardening and Farming Magazine

Lundberg Farms

Richvale, California



powder or grits to add protein to meals (p. 21). Basic soy milk (from whole soybeans, p. 63). Cashew milk (p. 64). Sesame milk (p. 68).

Chapter 5, titled “Soybeans, eggs, and cheese,” has an introduction to soybeans which begins: “For us in the Fitness House Kitchen ‘discovering’ the soybean has been a pleasant and surprising adventure. The soybean is one of the most versatile, fascinating and valuable of all plants” (p. 237-38). The chapter contains and many soy related recipes (p. 243-51): Methods for cooking soybeans (“Cover soybeans with cold water. Refrigerate or freeze overnight.” Freezing will decrease the amount of cooking time needed. “Next day put the soybeans and their soaking water on to cook, using a large enough pot and leaving the lid slightly to one side so the soybeans will not boil over. Bring the beans to a boil then turn the heat down and simmer until they are tender, 2-3 hours.” “1 cup dry soybeans will swell during soaking to 2½ to 3 cups. One pound of dry soybeans is about 2¼ cups”). Baked soybeans (with “1 lb. dry soybeans, soaked and cooked... Water soybeans were cooked in”). Barbecued soybeans. Soybean-cheese stuffed peppers (with cooked whole soybeans and cheddar cheese). Soy stuffed peppers (with pureed, cooked soybeans). Soybean chili. Soybean curry. Soybean loaf. Soybean-rice surprise casserole. Soybean-vegetable casserole. Soybean-stuffed eggplant.

Soy related recipes later in the book: Rice-bulgur-soy pilaf (with soy grits, p. 311). Wheat-soy-sesame bread (with soy flour & soy grits, p. 356). Soy milk custard (pudding, p. 400). Wheat-soy dessert (with soy flour, p. 401). Soybean pie (with chopped, roasted soybeans, p. 414). Soy peanut butter cookies (with soy flour).

Note: Neither tofu nor green vegetable soybeans are mentioned (by any name) in this book. In late 1976 (Dec. 6-7) Shurtleff and Aoyagi presented a program (lecture, slide show, food samples) at Rodale Press in Emmaus, attended by 40 members of the staff and employees. Hosts: Nancy N. Bailey and Robert Rodale. There was widespread interest in learning more about these foods. Shurtleff was “surprised they serve white sugar on their dining tables” at Fitness House.

Contains a very interesting directory of natural food stores in the United States (p. 448-76), including phone numbers and specialties.

On p. 242 are simple directions (and 2 photos) for making “yogurt ‘cheese’ to be used in place of cream cheese” in making dips, salads, or desserts. Address: Chef-Manager of Fitness House, the Rodale Press Dining Room, Emmaus, Pennsylvania 18049.

794. Carroll, Anstice; Vona, Embree De Persiis. 1973. The

health food dictionary with recipes. Englewood Cliffs, New Jersey: Prentice-Hall, Inc. vii + 200 p. Illust. by Vincenzo de Persiis Vona. Index. 24 cm.

• **Summary:** The foods, listed alphabetically, include: Adzuki (p. 1-2). Beans, dried (incl. soy beans, p. 17). Gluten flour (p. 74-75, incl. Gluten soy bread). Miso and Miso butter (p. 101). Morromi [sic, Moromi] (p. 102). Mu Tea (p. 102). Nori (p. 106). Oil, vegetable (p. 113-14, incl. lecithin, peanut oil, olive oil, always refrigerate vegetable oil after opening; “Vegetable oils can (and should) be substituted for hydrogenated fats such as margarine, shortening, and lard in many recipes”). Peanut (p. 119-21). Peanut butter (p. 121-22). Soy grits (p. 156). Soy milk powder. Soy oil. Soy sauce (p. 156-57). Soybean (p. 159, incl. Soybean salad). Soybean, roasted (p. 160, incl. recipe for making at home). Tofu (p. 174-75, incl. recipe for Tofu-vegetable soup). Umeboshi (p. 175).

795. Clark, Linda. 1973. Know your nutrition. New Canaan, Connecticut: Keats Publishing, Inc. 267 p. Index. 22 cm. [68 + 333 endnotes]

• **Summary:** This book is mainly about vitamins, minerals, and nutritional supplements, but the influence of the young natural and organic foods movements can be seen. Chapter 1 is titled “Should you take vitamins and minerals?” Chapters 2-14 are each about one of the known vitamins. 15. The magic minerals. 15. Where to find safe sources of all minerals. 17. Cholesterol, fats and oils (Clark advocates eating plenty of eggs). 18. High power foods (Lecithin, brewer’s yeast, wheat germ, sunflower seeds, alfalfa, rice polishings / rice bran, cultured milks {kefir, cultured buttermilk, yogurt}, blackstrap molasses, liver, sprouts {incl. mung, soy, alfalfa, wheat}). 19. Protein, the real staff of life. Epilogue. Suggested additional reading.

796. Farmilant, Eunice. 1973. The natural foods sweet-tooth cookbook. Garden City, New York: Doubleday & Company, Inc. 182 p. Illust. (by Ed Nuckolls). Index. 22 cm. Pocketbook edition published in March 1978 by Jove Publications, New York. [10 ref]

• **Summary:** A tempting collection of more than 100 natural, healthful desserts made without sugar, honey, or artificial sweeteners. Recipes adapted from Far Eastern, Traditional European, and Classical American desserts.

Contents of Part III: An appendix of food value charts. Guide to natural and health food stores (p. 151-167). Bibliography. The guide is arranged alphabetically by state; within each state the stores are listed alphabetically by store name, with the store name, address, city and Zip code given. For example (in California): The General Store, 5th St. between Mission and Junipero, Carmel 93924. At the end of this section, half a page is devoted to: “Wholesale Distributors in the United States” [directory].

Arkansas: Shiloh Farms, Rte. 59. Sulfur Springs 72768.

California:

Erewhon Trading Co. of L.A., 8003 W. Beverly Blvd., Los Angeles 90048.

Chico San Foods, 1144 West First St., Chico 95926.

Illinois: Food for Life, 420 Wrightwood, Elmhurst 60126.

Massachusetts: Erewhon Trading Co., 33 Farnsworth St., Boston 02210.

New York:

Deer Valley Farms, Guilford 13780.

Infinity Food Co., 171 Duane, New York 10013.

Juniper Farms, Box 100, Sugar Loaf 10981.

North Dakota:

Pioneer Specialty Foods, Fargo 58100.

Pennsylvania: Merit Food Company, Pill Hill Lane, Box 177, Bally 19503.

Natural Herbs only:

Celestial Seasonings, Box 1405, 1027 Pine St., Boulder, Colorado 80302.

Meadowbrook Herb Garden: Rte. 138, Wyoming, Rhode Island 02898.

Soy-related information and recipes are (page numbers refer to the pocketbook edition): soy milk as an alternative for cow’s milk (p. 12). Unrefined soy oil (p. 27). Koji and amasake (p. 29). Soy milk (p. 30). Soybean crêpes (with soybean flour, p. 65). Mock cream cheese cake (with tofu, p. 75-76). Tofu or soy cheese (homemade, 76-77). Amasake cookies (p. 83). Amasake (homemade from koji, p. 154-55). Soy cream sauce (with soybean flour, p. 161-62). Eggnog (with 3 eggs separated, 2 tablespoons barley malt extract or Amasake Syrup, 4 cups chilled Soy Milk, 1 teaspoon vanilla extract, and nutmeg, p. 172-73). Soy milk (homemade, p. 180). Food value charts (p. 185-87). Address: Food for Life store, Chicago, Illinois.

797. Ford, Marjorie Winn; Hillyard, Susan; Koock, Mary Faulk. 1973. The Deaf Smith country cookbook: Natural foods for family kitchens. New York, NY: Macmillan Publishing Co. (Collier Books). London: Collier Macmillan Publishers. xiv + 352 p. Preface by Frank Ford. Illust. Index. 24 cm. [7 ref]

• **Summary:** A pioneering natural foods cookbook, produced and copyrighted by Arrowhead Mills, Inc. of Hereford, Texas. Soy-related recipes include: Roasted soybeans (p. 42-43). Miso soup (with wakame, p. 53). Tamari bouillon (p. 57-58). Todo en la caldera (with soybeans and miso, p. 58). Miso sauce (p. 90-91). Thick tamari sauce (p. 91). Tofu (soybean cheese or bean curd, p. 98-99; an early recipe for homemade tofu made with vinegar or lemon juice as a coagulant. Lists 6 serving suggestions for tofu and 1 for the “soy mash” [okara]). Cooking flaked soybeans (p. 132-33). Soy sesame burgers (with 1/3 cup whole sesame seeds, p. 135-36). Rice pancake with tofu (p. 136). Soybean loaf (p. 138-39). Cooking with soybean flakes (p. 156). Blazing star

timbales (with soybean flakes, p. 156-57). Tamale soy pie (with cooked soybeans or soybean flakes, p. 182-83). Soy milk (homemade, p. 292). In the last chapter titled “Natural Foods from Deaf Smith County,” the following soy-related foods are discussed: Soybean flakes (p. 324, 327), black beans (a type of soybeans, p. 326), soybeans and foods made from them (p. 327). Soybean flour (p. 328). Tamari roasted nuts and soybeans (p. 331). Tamari soy sauce (p. 334). Miso soybean paste (p. 334). Wheat gluten is not mentioned in this book. Frank Ford’s preface shows him to be a devout Christian, organic farmer (in Deaf Smith County, Texas), and advocate of natural foods.

In about Sept. 1991 this early natural foods cookbook was reprinted with a new cover and subtitle (“Natural Foods for Natural Kitchens”). Over 300,000 copies are now in print. Address: 1. Arrowhead Mills, Hereford, Deaf Smith County, Texas; 2. Soquel, California; 3. Foods editor, *The Texas Star*.

798. George Ohsawa Macrobiotic Foundation. 1973. Useful names and addresses. 1471–10th Ave., San Francisco, CA 94122. 55 p. 21 cm.

• **Summary:** This macrobiotic directory lists names and addresses of macrobiotic people, organizations, food stores and restaurants, and bookstores in the United States (each category broken down by state), Canada, and abroad. The leading states for individuals are California (7.3 pages), New York (1.5 p.), and Massachusetts (1 p.).

There are listings for the following foreign countries: Argentina, Australia, Austria, Belgium, Brazil, Costa Rica, Denmark, England, France, Germany, India, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, South Vietnam.

There are ads for the following companies: Sunflower, The Queensberry Bakery (112 Queensberry St., Boston 02215), East West Foundation Center, Sanae Inc. at 2 locations (Sanae Restaurant at 272A Newbury St., Boston, and The Seventh Inn at 288 Boylston St. in Boston), Prasad (1956 University Ave., Berkeley, California) (p. 0). Eden whole earth grocery and delicatessen, and Sun Bakery (330 Maynard St., Ann Arbor, Michigan) (p. 18). Janus Natural Foods (712 7th Ave. South, Seattle, Washington 98104. Phone: 206-MA4-1084) shows that they distribute (import) tamari and miso, as well as sea vegetables. They carry the following brands: Erewhon, Spiral Foods, Deaf Smith, Pure & Simple, Chico-San, Arrowhead Mills (p. 27). Cliffrose (129 Coffman, Longmont, Colorado). Ceres Harvest Natural Foods (3632 W. Colorado Ave., Colorado Springs, CO 80904; wholesale and retail) (p. 39). The Good Karma Cafe (501 Dolores St., San Francisco), and The Good Earth (123 Bolinas Rd., Fairfax, CA 94930) (p. 50). Greenberg’s Natural Foods, Inc. (125 1st Ave., New York, NY 10003).

Individuals and organizations interested in macrobiotics in the United States (arranged by state): Massachusetts:

James Silver, Seventh Inn, 288 Boylston St., Boston, 02116. Erewhon Trading Co., 33 Farnsworth St., Boston, 02210. Michio Kushi, 440 Boylston St., Brookline, 02146. John Deming, c/o Kushi, 440 Boylston St., Brookline, 02146. Nik & Joanne Amartseff, Top of the Harbor, Gloucester, 01930. Ken & Ann Burns, 22 Knoll St., Roslindale, 02131.

Michigan: Mr. and Mrs. Michael Potter, #1169, 1407 Charlton Ave., Ann Arbor, 48103. Judith A. Bolduc, 822 Brookwood Rd., Ann Arbor, 48104.

The George Ohsawa Macrobiotic Foundation is a non-profit organization located at 1471–10th Ave., San Francisco, California 94122. It was founded in 1971. The aim of the Foundation is to spread the teaching of the unifying principle and its practical applications in daily life. Address: San Francisco, California.

799. Goldbeck, Nikki; Goldbeck, David. 1973. The supermarket handbook: Access to whole foods. New York, NY: Harper & Row. xvii + 413 p. Illust. by Ellen Weiss. Index. 22 cm. Second ed. published 1976 by New American Library/Plume Books. 460 p.

• **Summary:** This influential book is dedicated “To the Preservation of the Family Farm.” The authors believe that butter is a better spread than margarine, which is made by saturating polyunsaturated oils and adding many artificial ingredients (artificial color, preservatives). The chapter on beans contains a table titled “Protein for Pennies” that includes soybeans at the top of the list: Calories/lb: 1,828, protein/lb 154.7 gm, cost/lb: \$0.25. Soybeans, unlike other beans, are a complete source of protein. “Soybeans: Soybeans are the most virtuous of all beans. They are the only food in the vegetable kingdom that contains all the essential amino acids the body needs to synthesize protein. People often talk about masking the flavor of soybeans with gravies and lots of seasoning; we don’t know why since these beans actually have quite a pleasant taste of their own. Although cookbooks dealing exclusively with soybeans have been written, soybeans can be used just as you would any other bean and require no special handling” (p. 124).

A quarter pound soybeans grow into about 1 pound of soy sprouts. A nutritional comparison of the whole beans and the sprouts is given, showing the increase in vitamins. An illustrated description of making sprouts is given (p. 130).

Prepared sauces: Imported natural and “tamari” soy sauces are recommended. “The American simulation of soy sauce is unfortunately doctored with sugar, caramel coloring, and preservatives. Kikkomen [sic, Kikkoman] is the purest of these, tainted only with preservatives.” Lea & Perrins, “the original Worcestershire Sauce,” is considered the best and the only natural one. Other brands add corn syrup, artificial coloring and flavoring, and stabilizers. Recommended soy oil brands: Melba, Hain, Hollywood. They contain no artificial additives.

“The section ‘Soybeans: The greatest snack on earth’

(p. 292) recommends: 'Soy Ahoy, roasted, unsalted soy nuts; Flavor Tree Pernuts, plain or seasoned; Parker's Soy Joys.' Flavor Tree also makes a variety of 'chips.'" But these contain no soy. Note that neither tofu nor miso are mentioned in this book. The book does not advocate a vegetarian diet, but in the chapter "Meeting the Challenge of Meat," it discusses the many health problems with meat and recommends that if you still want to eat meat, try to find a natural, good quality product.

A photo on the back of the dust jacket shows Nikki and David Goldbeck. Address: R.D. 1, Box 452, Woodstock, New York 12498.

800. *Health Foods Business*. 1973. Serial/periodical. New York: Commercial Circular Co. Howard Wasserman, publisher. Michael Spielman, editor. Frequency: Bi-monthly. • **Summary:** Continues *Dietetic Foods Industry*, which started in about 1955 (but which is not listed in OCLC / WorldCat as of April 2011). Continued by *Health Products Business* (from Jan. 1999).

Murray, Frank; Tarr, Jon. 1984. *More than one slingshot: How the health food industry is changing America*. See p. 54. "In the [health food] trade, the magazines include *Health Foods Business* (formerly *Dietetic Foods Industry*), which began publishing in 1950; the publisher is Howard I. Wasserman and the editor is Alan Richman. Headquarters is in Elizabeth, New Jersey.

Talk with Howard Wasserman. 1992. Sept. He owns and runs the company, which he bought in Nov. 1972. He changed the title from *Dietetic Foods Industry* to *Health Foods Business* in 1973. He thinks it was NEVER titled *Health Food Business*. The oldest back issue owned by the company is late 1973 (vol. 19). They claim to be the second oldest health food periodical and the oldest existing one. *Health Foods Retailing*, edited by Frank Murray, went out of business several years ago; it was published for at least 15 years. The magazine is now owned by Howmark Publishing Inc., located at 567 Morris Ave., Elizabeth, New Jersey 07208. Howard I. Wasserman, president. Phone: 908-353-7373.

HFB. 1992. Nov. p. 44. Net press run: Average number of copies printed of each issue during preceding 12 months: 12,593. Total paid or requested circulation: 9,815.

In about March 1994 *Health Foods Business* was acquired by PTN, a magazine publishing conglomerate located at 445 Broad Hollow Road, Melville, New York 11747.

Each year the November issue was the "Purchasing Guide" for the next year, e.g. "1984 Purchasing Guide published in Nov. 1983." Each guide was an industry directory. Soyfoods Center owns the 1984 and 1993 purchasing guides. The Library of Congress has most issues from 1977 to Dec. 1998. Address: 475 Park Avenue South, New York, New York.

801. Parsons, Mothey. 1973. *Almonds to zoybeans: A cookbook of delicious, varied & high protein recipes for vegetarians*. New York, NY: Larchmont Books. 192 p. Illust. by Maren Ate and Jim Blackfeather. Index. 18 cm. [1 ref] • **Summary:** An early natural-foods, vegetarian cookbook—inspired in part by *Diet for a Small Planet*, by Frances Moore Lappe. Contents: Introduction: How this book came to be written. Appetizers-dips. Eggs. Soups. Cheese dishes. Soybean dishes. Salads. Vegetable dishes. Jerusalem artichokes. Beverages. Miscellaneous. Desserts. Food charts: Sources of thiamine (vitamin B1), riboflavin (B2), niacin (B3), pyridoxine, vitamin B-12, pantothenic acid, biotin.

In the chapter titled "Soybean dishes" all the 14 recipes call for [whole dry] soybeans, cooked soybeans, or "thick soybean puree."

The last recipe, "Mock turkey souffle," combines soybeans and sage to give a baked dish that tastes "a lot like turkey."

802. *SoyaScan Notes*. 1973. Chronology of Ceres Natural Foods (Colorado Springs, Colorado). 25 Sept. 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1973—Ceres Harvest Natural Foods is located at 3632 West Colorado Ave., Colorado Springs, CO 80904. Their ad in *Useful Names and Addresses* (p. 39), published in 1973 by the George Ohsawa Macrobiotic Foundation [California], reads: "Open weekdays 9-6, Sundays 12-6. Complete stock of organically grown staples, fresh fruits & vegetables. Bulk purchases—Wholesale & retail. Call (363) 636-2898. They are also listed in the *East West Journal* of Nov. 1973 (p. 46). According to James Silver (Dec. 1991) Ceres was started by Frank Calpeno. Frank's sister, Wendy, was known as the "Natural Foods Lady" by all the grocery people.

1973 Dec. 19—Ceres Natural Foods is represented at a meeting of natural food distributors in Toronto, Ontario, Canada, by Frank Calpeno. Frank also attends meetings in March and Nov. 1974, and March and May 1975.

1974—Ceres, Inc. is now located at 2582 Durango Dr., Colorado Springs, CO 80910 (According to Marcea Newman's *The Sweet Life*, p. 151).

1976 Jan.—Ceres is now a member of the Natural Foods Distributor Association. Ceres is also a major account of Erewhon, with James Silver handling their account. Silver recalls that when Ceres went out of business, Erewhon lost a lot of money. Address: 3632 West Colorado Ave., Colorado Springs, CO 80904. Phone: 363-636-2898.

803. Voltz, Jeanne. 1973. *The Los Angeles Times natural foods cookbook*. New York, NY: G.P. Putnam's Sons. 368 p. Illust. by Ellen Friedman. 24 cm.

• **Summary:** This pseudo-vegetarian cookbook uses some fish and poultry. Soy-related recipes include: Soy nuts (oil



roasted, p. 28). Soy beans country style (p. 83). Soy bean loaf (p. 83). Soy bean curry (p. 84). Soy salad mimosa (p. 220). White soy bread (with soy flour, p. 267-68). Whole wheat soy bread (p. 268-69). Oatmeal soy bread (p. 270-71). Molasses-baked soy beans (p. 346).

804. Wade, Carlson. 1973. *Health secrets from the Orient*. West Nyack, New York: Parker Publishing Co., Inc. 252 p. Index. 24 cm. Foreword by William S. Keezer, M.D.

• **Summary:** This “Hollywood-style” book of miracle foods, magic bullets, and eternal youth, unfortunately has no bibliography and only one reference (a footnote) in the chapter on soybeans. Chapter 12, titled “The miracle vegetable protein from the Orient—A key to forever-young vitality” (p. 153-63) is about soybeans and soy products. Its contents: Introduction. Soybeans—A meatless source of complete protein. Soybeans—Meat without a bone. The magic ingredient in soybeans that helps promote perpetual youth: Secret youth power of soybean’s lecithin, the magic power of lecithin, the ten youth-building powers of lecithin in soybeans, soybeans for better energy, improved memory and steady hands, secret ingredient (lecithin contains auxines). Why Orientals call soybeans their “perfect food.” How soybeans gave Rose B. the look and feel of youth. A customer-friend offers Rose B. an Oriental soybean

secret: Soybeans offer digestive balance, soybeans improve skin and hair health, soybeans improve the posture and finger flexibility, soybeans help create a youthful feeling internally and externally. How cooked soybeans offer protein-plus health benefits: Here’s how it works (soybeans contain all essential amino acids but three of them—lysine, methionine and trypsin—are enhanced by cooking. “The soybean deserves its name—the ‘holy bean’”). How to prepare soybeans (try to use organically grown soybeans; drink the cooking liquid as “soybean tea”). Soybeans offer vitality-boosting nutrients (and no starch). For health-plus, try soybean flour. The Oriental way to make soybean milk (recipe for “vegetable milk”). Why Orientals value soybean protein above meat protein. Meat protein may be less effective. Main points (Summary).

805. Erewhon. 1973? *The oil story* (Leaflet). Boston, Massachusetts, and Culver City, California: Erewhon. 3 panels each side. Each panel: 22 x 10 cm. Undated.

• **Summary:** This 6-panel leaflet is printed in dark green ink on beige paper. On the front panel is written: “erewhon: The unrefined oil story.” Below that are three golden and green sunflowers. No author is listed, but the text is different from that written earlier by Paul Hawken and Fred Rohé. It begins by stating clearly that the simple term “cold-pressed” can

prove very misleading. “We do not sell any cold-pressed oils, having chosen to call our oils simply ‘pressed’ because of the fact that all vegetable oils are heated during the process of pressing. To make this distinction clearer it will be helpful to look closely at two phases of oil processing: extraction and refining—or the lack of it.” Both phases are explained clearly and in detail. Erewhon does not refine its oil.

“If you have any questions about our oils or any Erewhon products, please write us. Erewhon, 33 Farnsworth Street, Boston, Massachusetts 02210. Erewhon, 8454 Steller Drive, Culver City, California 90230.”

On the back panel: “We hope you will try our full line of oils: Safflower oil. Sesame oil. Olive oil. Sunflower oil. Corn oil.”

806. Photograph of original Los Angeles Erewhon crew at the Culver City warehouse, southern California, around 1972-73. 1973? Undated.

• **Summary:** See next page. Note: This photo, taken by Roy Steevensz, was sent to Soyinfo Center by Norio Kushi and Peggy Steevensz, daughter of Roy Steevensz.

807. Source (The). 1973? The Source (Menu). Hollywood, California. 6 p. Undated. 22 cm.

• **Summary:** This attractive undated menu, handwritten in calligraphy with a decorative illustrated border, is from the famous vegetarian restaurant started in 1969 by Jim Baker (Yahowa); the original is owned by the Los Angeles Public Library. Though the restaurant is usually said to be vegetarian, a chicken sandwich (tucked in pita bread) and a tuna sandwich appear on the menu under Salads; all other menu items are vegetarian.

Contents: Breakfast menu (incl. Soy or whole wheat pancakes). Juices (Fresh squeezed to order, incl. Fruit smoothie). Sandwiches. Beverages (incl. Herb tea, Mu tea, Carob milk, Red Zinger tea). Salads (incl. Chinese style salad with tamari sauce, and some with alfalfa sprouts). Fruit salads. Entrees (incl. Magic mushrooms with hiziki and “tamari sauce”). Soup. Desserts (incl. Cheesecake, Ice cream, Coffee cooler, Date shake, Carrot cake, Rice pudding).

Note 1. Since the prices in this menu are about 30% (range 18-66%) more expensive than those in the other menu seen from The Source, this one was almost certainly of a later date.

Note 2. The word “organic” does not appear in this menu. Address: 8301 Sunset Blvd., Hollywood, California. Phone: 213-656-6388.

808. East West Foundation for One Peaceful World. 1974. East West Foundation for One Peaceful World Land Project. 440 Boylston St., Brookline, MA 02146. 33 p. 28 cm.

• **Summary:** Contents: Part one: Introduction. Directions to the Land. Map of the Land. Description of the Land.

Intended use of the Land. Spiritual and cosmological center. Presentation of natural agriculture. Educational, research and communication center. Cultural and art exchange center. Center of traditional industry. Social center. Conclusion of part one.

Part two—Appeal for support. General purpose donations. Donations for private use of land. East West Foundation for One Peaceful World sponsorship. Direct participation. Donation of materials. Promotion and personal contact. Participation of companies or corporations. Conclusion of part two.

Part three—Donation forms.

Editor: Edward Esko. Typist: Wendy Everett. Staff: Marylee Boyce, Doug Haywood, William Painter.

Page 1 begins: “January 1974. The East West Foundation for One Peaceful World has entered into an agreement with Mr. Hideo Sasaki regarding the purchase of 550 acres of land in Ashburnham, Massachusetts, which is located north of the town of Gardner. Driving time from Boston is between one hour and one hour and fifteen minutes, yet this land is situated in a beautiful and natural setting amidst pure and clean air, water, and sky. When night comes, the clear northern sky is filled with millions of glittering stars, which seem to be about to drop over our heads.

“The Foundation is planning to establish a spiritual, religious, philosophic, cultural, educational, and social center on this land, which will be dedicated in its entirety to humanity, nature, society, and the infinite universe.” The page is signed: “In Peace and Love, Michio Kushi.” Address: Brookline, Massachusetts. Phone: (617) 734-3853 or 7909.

809. Frankle, Reva T.; Heussenstamm, F.K. 1974. Food zealotry and youth: New dilemmas for professionals. *American J. of Public Health* 64(1):11-18. Jan. [47 ref]

• **Summary:** Discussion of non-traditional eating patterns (vegetarianism, natural foods, Zen macrobiotic diet, organic foods) being adopted by youth in America. Includes guidelines for professionals trying to provide meaningful nutrition information to adolescents on non-traditional diets, and stresses the importance of communication between health professionals and individuals in the counterculture. Address: 1. Coordinator of the Nutrition Div., Dep. of Community Medicine, Mount Sinai School of Medicine, New York, NY 10029, and Instructor, Programs in Nutrition; 2. Assoc. Prof. of Education. Both: Teachers College, Columbia Univ., New York, NY 10027.

810. Eden Foods, Inc. 1974. Wholesale prices, F.O.B. P.O. Box 100, 310 W. Ann St., Ann Arbor, MI 48107. 2 p. Catalog. Effective Feb. 1.

• **Summary:** The products are very similar to those in the Nov. 1973 catalog. The 3 types of miso (Mugi, Hacho, Kome) bear the Erewhon label. Address: Ann Arbor,

Michigan. Phone: (313) 769-8444.

811. Chandler, Russell. 1974. Sun shines bright on brotherhood: 'Dream' bears fruit—and vegetables and profits. *Los Angeles Times*. Feb. 3. p. B1.

• **Summary:** About Norman Paulsen (age 44) and the Sunburst community and Sunburst Farms he founded located near Santa Barbara, California. Brotherhood of the Sun is his 250 member religious (Christian) community. His and their businesses include four ranches, three organic food markets, two restaurants, a bakery, a trucking / distribution service. Members of the community are restoring his 158-foot schooner (a sailing ship), the *Invader*, at San Pedro. He believes that all of this has come about through visions from Christ. He used to live in a yoga community in Los Angeles.

Last summer the brotherhood purchased a 2,000 acre orchard containing 40,000 pear and apple trees in the Cuyama Valley on the Bakersfield side of the coastal range. Here Paulsen wants to expand his community to 1,000 people and to build a "New Jerusalem."

Photos show: (1) Norman Paulsen and his wife meditating with others in the brotherhood. (2) Mary Paulsen weaving at Sunburst Farm. Address: Times religion writer.

812. Kushi, Michio. 1974. Natural agriculture and food processing. *Michio Kushi Seminar Report (Brookline, Massachusetts)* No. 3. Feb. 26 and 27. p. 5-30. Edited by Ane & Mark Riegel.

• **Summary:** On Feb. 26 Mr. Kushi, a macrobiotic teacher, lectured on: Tekka—"Tekka is used not only as a condiment, but also for medicinal use. Tekka is made from three different roots—carrots, burdock, and lotus roots." The "volume of miso is flexible... Homemade tekka is traditionally made in a cast iron frying pan." The Japanese word "tekka" derives from *tetsu* (which means iron) and *ka* (fire). "For medicinal use, yang miso is better."

Miso and miso manufacturing, including how to make malt (rice koji) (8 pages). Note: This section indicates that Mr. Kushi has some basic knowledge of the subject but there are many errors. 1. Koji is not malt (which refers to soaked, germinated cereal grains), but molded cereal grains or soybeans. 2. Koji kin is not malt bacteria, but koji molds. 3. One does not add enzymes to miso and enzymes do not grow. Even modern miso factories do not add enzymes when making miso. 4. The entire mixture is not stirred after 20-25 days to add oxygen. Kushi says you must keep miso for a least 6 months, but to cure sickness it must be kept for 2-5 years. Miso soup can compensate for the bad qualities of meat and eggs—so everyone should eat miso soup daily. Soup stocks and miso soup.

On Feb. 27 he discussed: General outline for making shoyu—soy sauce (4 p.), including discussions with Kikkoman on making natural shoyu starting with whole soybeans. In the early years after 1973, Kikkoman wanted

to make natural shoyu and sent Kushi several samples, but he turned them all down, in large part because Kikkoman wanted to use defatted soybean meal instead of whole soybeans. Erewhon is buying shoyu from 3 companies in Japan. But Kushi says the quality is declining compared to five years ago [i.e., 1969], when it had powerful healing effects when taken with bancha or kuzu. He adds: "Around Boston or on our Ashburnham land, I really hope we can begin to make miso or soy sauce." Kushi says that now, after pasteurization, coloring and flavoring is added [not true, except in HVP soy sauce]. "Traditionally [in Japan] for this they used natural herbs. For a sweeter taste and darker color they traditionally used *kanzō* [kanrō?] or 'sweet grass = sweet herb.'"

"Formerly, until modern technological methods started to be applied, almost each village made their own shoyu like this, either as a joint community project, or someone with money made it and sold it to several villages."

Using bean and grain sprouts—moyashi (including soy sprouts). Other soybean products: Fried tofu (two methods for *agē*). Ganmodoki. Kori-tofu or koya-tofu (freeze-dried tofu). Soybean milk ("Soy milk is very yin." Note: Most Japanese and Japanese scientists consider soymilk to be an "alkaline" {*arukari-sei*} beverage, which therefore promotes good health). Yuba. In the discussion (p. 28), yogurt made by leaving soymilk unrefrigerated and "Chinese fermented tofu... fu nyu" are mentioned. The U.N. [United Nations] recommendations on food, using vegetable proteins.

Note: This is the earliest English-language document seen (April 2013) that uses the term "freeze-dried tofu" to refer to dried-frozen tofu. Freeze drying, which is an expensive, modern, high-tech process that uses a vacuum chamber to dry a frozen food, is not a good term to use for this traditional Japanese food which is air-dried naturally. Address: Brookline, Massachusetts.

813. Gerner, Bob. 1974. Log of trip to Japan to study traditional natural foods, 28 Feb.—2 March 1974. Part I (Log—unpublished). Westbrae Natural Foods Inc., Berkeley, CA 94710. 26 p. Unpublished log. Handwritten. 20 x 8 cm.

• **Summary:** 1974 Feb. 28. Meet Bill Shurtleff and Mr. Masa Miyashita of Kikkoman export dept. (good man, speaks fluent English) at the Imperial Hotel (*Teikoku Hōteru*, built in the 1920s by Frank Lloyd Wright) in Tokyo. Talk for 4 hours. Westbrae hires Shurtleff as an interpreter and guide.

March 1. Dinner at Sasa-no-Yuki, beautiful old restaurant that specializes in tofu cuisine.

March 4, Monday. Visit Kikkoman in Noda with Shurtleff and Miyashita. Tour Plant #7, then Plant #4 (the Goyo-Gura), which produces the emperor's shoyu in the traditional, natural way. "Saw 5 batches of moromi mash from 1 month old to 12 months old, and tasted each one. Delicious. Great color change between the 1 month and the 12 month moromi. We saw all the traditional tools. The

moromi vats were made of cedar and last approximately 200 years.” See a movie on how shoyu is made. Lunch at a sushi shop. Visit two miso retail shops with Shurtleff near his home. One had 42-45 types of miso (mostly rice miso, with 1 each Hatcho, barley, and cooked miso), the other 32-35 types. Tasted many and learned the differences. I buy Saikyo sweet white miso and Hatcho miso.

March 5, Tues. Attend a cooking class at Lima Ohsawa’s house, then have dinner with Lima and the class members. Sick for the next 2 days.

March 9, Sat. Call then meet Mr. Kazama of Mitoku. He represents Erewhon. We may import through Kikkoman’s Pacific Trading. Plan trip to Sendai Miso-Shoyu. Sendai is interested in using organic soybeans to make shoyu but would like a contract stating that all of it will be purchased when done. Dinner at the natural foods restaurant, Hakumon run by a Frenchman named Pierre.

March 11, Mon. Meet Shurtleff early at Tokyo station. Take bullet train (Shinkansen) to visit two Hatcho miso plants (Hayakawa Kyuemon Shoten, and Ota Shoten in Okazaki city, Aichi prefecture). Both plants claim to be over 600 years old. They use modern steamers and koji rooms. They pile 4-6 tons of rocks atop each large vat of miso, age it for 2 summers. It becomes very mellow when fully aged. They also use about half of their Hatcho miso to make Akadashi miso. It also contains caramel coloring, barley syrup, MSG, shoyu, a white miso, and preservatives. They sell a lot of Akadashi but only a little Hatcho miso. Lunch at an udon noodle shop that hand makes and cuts the noodles. Lots of slurping. Then visit a plant that makes real tamari and shoyu. All the tamari is mixed with junk. Train to Kyoto; stay at Friends World College. Note: This is the earliest English-language document seen (March 2012) that contains the term “real tamari.”

March 12, Tues. Visit a tofu maker, a yuba maker (*Yuba Han*), then the company that makes Saikyo sweet white miso. The owner lies to us initially about his miso aging and caramel coloring (which tastes and looks like tar). Then he reverses himself without batting an eye. Lunch at a 300 year old Zen vegetarian restaurant (*Okutan* near *Nanzenji* temple); so beautiful that I start crying. Fantastic place. Light snow falling by the pond. Enjoy Simmering Tofu (*Yu-dofu*) in a broth. Then we go to a 400-year old tofu restaurant (*Nakamura-ro*) at a shrine (*Gion*) for dessert of *amazake* and *Dengaku* (skewered and braised with sweet miso). On to a second miso factory. It is a bore and the owner does not seem sincere but he has a great reputation among macrobiotics. He makes both natural and sweet white miso. Shurtleff visited him last year. For white miso the soybeans are boiled; for red miso they are steamed. Some white miso contains sodium thiosulphate bleach. Visit another yuba shop. They use granite grinding stones to make soymilk, cast iron pot to cook it in and copper skimming tables. A very beautiful place. Meet Ty Smith at a soba shop. He is a chain smoker,

just quit working for Muso, and promoting a cooperative effort between Janus, Chico-San, Erewhon, and The Well to import foods from Japan. Evening at Jittoku coffee house, owned by an American, in a large old Japanese treasury (*kura*). Back to Tokyo by train. Talk until 1:00 A.M.

March 14, Thurs. Meet Kazama and Shurtleff, and take express train to Sendai Miso-Shoyu. We are treated royally by Mr. Muro. Long introduction and discussion. Visit their 2 plants, one modern, one traditional, natural. They make only rice miso. Their production of natural miso is more than all that imported to America by Erewhon and Janus. They age their natural shoyu 18-24 months at the request of Michio Kushi and Erewhon. They have 9 aging vats for the first year, then it is switched to other tanks. They invite us to have a shoyu taste test among 3 products: Kikkoman regular shoyu, Sendai regular, Sendai natural. Both Bill and I choose Kikkoman as best; good aroma, color, and taste. They congratulate us on our good taste. Sendai regular had very strong salty taste. We both liked the Sendai natural least; good color, no aroma, very mild taste. Sendai people say only one year is needed to ferment shoyu naturally. We might sell them organic soybeans (we had purchased 12 truckloads from a farmer) and get shoyu back in 1 year. We meet the president (Sasaki?), born 1928. Elegant geisha-hosted tempura and sushi dinner with president, 2 vice presidents, production manager, and a consulting professor (Shibasaki sensei). After dinner to a traditional bar for *doburoku* (thick, unrefined sake with a low alcohol content [or was it *nigori-zake?*]), then a sushi house. Shurtleff leaves for Tokyo on night train.

March 16, Sat. Visit Shurtleff and Aoyagi’s home for lunch. We have dried-frozen tofu main dish, salad with creamy tofu dressing, strawberries with tofu whipped cream. Delicious. Then we learn how to make tofu at home. It’s easy. I’ll make it at home in California, then at our Westbrae Natural Foods retail store on Gilman Street (Note: This led to a long series of tofu classes by Gerner, Liz Horowitz, and later Shurtleff & Aoyagi; The retail store changed its name in late 1976 to Gilman Street Gourmet).

Note 1. This is the earliest document seen (March 2020) concerning Westbrae Natural Foods.

Note 2. This is the earliest English-language document seen (Jan. 2012) that contains the term “creamy tofu dressing” (or “dressings”) a term coined by Shurtleff and Aoyagi in *The Book of Tofu* (p. 108).

Note 3. This is the earliest English-language document seen (April 2013) that uses the term “dried-frozen tofu.”

Note 4. This is the earliest English-language document seen (Oct. 2013) that contains the term “Tofu whipped cream” (regardless of capitalization). Continued. Address: President & Chairman of the Board, Westbrae Natural Foods Inc., 1224 10th St., Berkeley, California 94710.

814. Gerner, Bob. 1974. Log of trip to Japan to study

traditional natural foods, 28 Feb.–2 March 1974. Part II (Log–unpublished). Westbrae Natural Foods Inc., Berkeley, CA 94710. 26 p. Unpublished log. Handwritten. 20 x 8 cm.

• **Summary:** Continued: March 19, Tues. Take bullet train to Kyoto to meet Steve Earle of Muso Shokuhin. We 3 go to Okayama to see Fuchu Miso, that makes mugi miso (the barley miso sold in our store) and sweet white miso. The president’s wife is the epitome of Japanese woman. For lunch we have tofu burgers with Italian sauce and mushrooms in a bento made by Akiko. Delicious. Take a boat to Shodo-shima where Marushima Shoyu Co. is located. Island is also famous for toasted sesame oil. Arrive at a ryokan at 6:30 P.M. VIP treatment. Bath before dinner and served in private room by geisha. Too much fish! Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “tofu burgers.”

March 20, Wed. Miso soup for breakfast. Visit Marushima Shoyu where Muso gets its “natural” shoyu for export to America. They have the newest wheat roasters (they roast it with sand), biggest presses. We see cement aging tanks in a temperature-controlled room, then onto a large red building with 150 aging tanks. But we see no whole soybeans, only soybean meal (*dasshi daizu*). “I feel the owner is a liar and this is a bogus operation. The scene gets heavy and ugly. Bill is great and presses on with questions.” The owner claims that 40% of their shoyu is natural, aged for 3 years and made with whole soybeans; 60% made with soybean meal, temperature controlled for 7 months. Thus there should be about 120 vats of natural versus 60 regular. But where is the natural? Their faces turn red. We have caught them red handed. The owner take us to one musty, dirty old building with 25 vats, only 8 of which contain shoyu, some only half full. Lots of cockroaches. Looks like no one ever goes here. Still no sign of a single whole soybean. Uneasy departure. Steve Earle is embarrassed. We take a train to Tokyo. We present Earle/Muso with a list of inconsistencies and ask for a written reply.

March 21, Thurs. Visit Mr. Kazama’s miso factory (*Ikeda Kojiro Miso Shoten* in Kawaguchi-shi near Tokyo), that makes barley miso, the only brown rice miso in Japan, and shoyu. Call Ty Smith of Muso. He says Muso was very happy with our findings concerning the problems at Marushima, and that they have contacted a new source in Kyushu. Marushima said their president died a year or so ago and his son took over. They have lost the old feeling and tradition.

March 22, Fri. 6:00 A.M. Meet with Bill Shurtleff at his tofu master’s tofu shop (*San-Gen-Ya*, run by Mr. Toshio Arai). We watch how he makes tofu. Beautiful place (12 feet square) attached to their home. Beautiful people; they don’t speak English. Both make tofu starting early in the morning. He delivers in the afternoon and she sells out of the shop. He gave me hot rich soymilk (from *kinugoshi*) with wild mountain honey. Both incredible. So sweet and delicious.

They also serve us freshly made agé, kinugoshi, and natto. Lunch at Shurtleff and Aoyagi’s home: Noodles and tofu, Chinese fried tofu, tofu pudding, agé, kinugoshi, and mikan orange. We go over my notes from the miso factory. We copy all of his notes. Then I leave, very sad, but the friendship will remain. Akiko is a remarkable lady. Meet Mr. Kazama and go to Pacific Trading. Lousy meeting with Mr. Masaaki Miki (sales manager), and Masa Miyashita (export dept). Go to airport.

Results of the trip: (1) Westbrae started (about 9 months later) to import many varieties of miso, plus shoyu, and other products from Mr. Kazama in Japan. Bob Gerner was the founder, president, and chairman of the board of Westbrae; (2) Bob Gerner and Liz Horowitz taught “Tofu and Miso Cookery Classes” in Berkeley during 1976; (3) Westbrae published and distributed widely two brochures, *What is Miso?* (May 1976) and *What is Tofu?* (July 1976) written by Shurtleff and Aoyagi; (4) In 1976 Westbrae Natural Foods Inc. decided to sell its retail store at 1336 Gilman St. in order to focus on being a distributor and importer. The store had been losing money. Bob Gerner bought it in June 1976 for the low price offered by the highest bidder. He remodeled the store, renamed it Gilman Street Gourmet, and re-opened it in Sept. 1976. In the spring of 1977 Gerner added a deli to the store; there he made and sold Tofu Burgers, Tofu Treasure Balls, and Tofu Steaks Sauteed in Ginger Sauce. The same week that the deli opened, Gerner sold 3,000 to 4,000 of his new Tofu Burgers out of the Westbrae booth at the New Earth Exposition in San Francisco. Bob’s nephew and sister (Margaret) made the tofu burgers. The burgers sold equally well at the same Expo in 1978 and 1979; (5) Shurtleff and Aoyagi wrote *The Book of Miso* and their New-age Foods Study Center moved toward becoming Soyfoods Center.

Note: In late November 1974 Mr. Kazama came to a meeting at Pajaro Dunes by Santa Cruz, sponsored by The Well. The idea was to set up a natural foods trade association. Erewhon wanted to control all imports of Japanese natural foods from Japan. Janus and The Well both had to import through Erewhon. They said Westbrae must buy through them via The Well (Roger Hillyard/Pure & Simple), and pay a 5% commission. Kazama had to defer to them. Gerner refused and they backed off. Ty Smith, now head of Erewhon, was upset that Westbrae was not paying a commission. Gerner told him “Tough.” So Westbrae ended up importing from Kazama. Address: President & Chairman of the Board, Westbrae Natural Foods Inc., 1224 10th St., Berkeley, California 94710.

815. Photograph of people at the Erewhon warehouse–Boston. 1974. Boston, Massachusetts.

• **Summary:** These photos were sent in 2009 by Patricia Smith, who worked at Erewhon. They are not dated and the names of some people are unknown.

Concerning the date and place: Mark Ripa (Jan. 2011)



says: “I think both photos were taken the same day, in the winter of either late 1973 or early 1974. They were taken next to the front windows of the third floor at 31 Farnsworth Street, South Boston (adjacent to the Erewhon warehouse at 33 Farnsworth). 31 Farnsworth was a three floor building adjacent to the six floors of 33 Farnsworth. That floor was used for storage by the Erewhon warehouse. *East West Journal* occupied multiple floors at 31 Farnsworth at the time. I don’t remember the context other than it was a department photo of the ‘warehouse crew.’ Don’t remember any other department photos. The photos were taken, I think, by Nik Amartseff (responsible for creating Erewhon labels and product development at the time). He may also have worked for EWJ. Last I heard Nik was living in Vermont.”

(1) Photo of Mark Ripa (at Erewhon, Boston), wearing a beard, white suit (top and bottom) and necktie. On the photo, to his right, is written: “I’m Swami Bananananda and I’m here to say”—a take-off of the lyrics to a popular tune advertising Chiquita bananas, which begin: “I am

Chiquita banana and I’ve come to say, Bananas have to ripen in a certain way...” Mark notes: “The two lines written on my photo by persons unknown, perhaps inspired by my borrowed white suit”

Mark wrote to Patricia Smith (Oct. 2010): “My title at Erewhon [Boston] changed over the years. I went back to a resume to clarify the following: April 1972 to Feb. 1974—Packaging line worker, miller’s apprentice.

Feb. 1974 to Nov. 1974—Head miller.

Nov. 1974 to Aug. 1975—Buyer / merchandiser for the Star Market account.

Aug. 1975 to Oct. 1976—Buyer, assistant product development manager. Inventory control manager.

Oct. 1976 to June 1978—Purchasing manager. Product development manager.

June 1978 to Oct. 1979—Quality control manager.

“I had my hand in a few Erewhon labeled products, most of which were manufactured by copackers, notably organic corn chips, potato chips (I think I was the first to market a

tamari potato chip), apple juice and apple juice blends (I remember formulating apple spice juice and apple mint juice on my kitchen stove) and Mark's Natural Spaghetti Sauce (2 varieties)—the first spaghetti sauce to have tamari as an ingredient (Michio Kushi wanted to balance the tomatoes with tamari, which was more workable than miso) and bagels (how could I forget the bagels—but they were discontinued as they molded before their time)."

(2) People who worked at Erewhon, Boston. Mark Ripa is in the 2nd row, far left.

John Fogg, who worked at Erewhon, Boston, identifies the people in this group as follows: Front row (three men, left to right): Dan Seamens, Don Lorenson (great guitar player, supervisor in shipping), and Tony Harnett.

Back row (seven men, L-R): Mark Ripa (probably a purchaser by then), Roger, unknown, Bill West (worked in the warehouse or was a truck driver; ended up as Trucking Manager), Warren Murrah (Receiving Manager), Paul Campbell.

Evan Root adds (Jan. 2001). Tony Harnett is now known as Anthony Harnett. "Anthony and Hugo van Seenus bought the small 'Bread and Circus' store in Brookline, Massachusetts. Soon after, Anthony bought out Hugo and developed it into a group of big supermarket sized natural food stores, with a very high quality standard. In 1990 Whole Foods bought him out for \$26 million."

Steve Zoller adds (Jan. 2011): These were all macho warehouse guys who looked down on the "prods" (production guys) upstairs. The main erewhon building was at 33 Farnsworth St. I believe this was taken in the attached building (31 Farnsworth, I think). I base this on what looks like imports that were stored in that building, on the 1st floor. I would definitely date this later than the spring 1975 catalog photo.

Updates (from Steve): Dan Seamens—is at the WF Regional office in Cambridge. Bill West—married someone from erewhon (forget her name) and moved to New Mexico. Late 1980's I saw him last and he worked for a juice or soda company. Warren Murrah—Married Susan Stamps (David's sister) and worked at New Balance (maybe 1980?). Diane Markovitz—moved to St. Augustine, Florida, around 1977 to be with Greg Leonard (Tree of Life). Anthony Valenti—Married Carol (a former erewhonian); I last saw him as a waiter at a high class / priced restaurant in Boston.

816. Meeting of Natural Food Distributors. 1974. Erewhon Trading Co. 1 p. March 7-8. Unpublished manuscript.

• **Summary:** This meeting, a follow-up to the Dec. 1973 meeting in Toronto, Canada, was held at the Janus conference room on 7-8 March 1974, near Seattle, Washington. The meeting began with a brief period of meditation. Those in attendance were: Boyd Foster (Arrowhead Mills), Mike Potter (Eden), Bill Garrison (Erewhon / Boston), Loren Specter and Tom DeSilva

(Erewhon / Los Angeles), Michael Pate (Erewhon / Toronto), Tom Swan (Food for Life), Rod & Margy Coates (Laurelbrook), Charlie Smail (Shadowfax), Erwin Caruso [sic, Irwin Carasso] (Tree of Life), Roger Hillyard (The Well), Frank Calpeno (Ceres), George Gearhart (Janus), Tim Hartman (Janus), Blake Rankin (Janus).

George Gearhart was selected chairman. Each company presented a brief report of its current status.

"Eden—Mike Potter. Eden began as a retailer four years ago [i.e. 1970] and eventually borrowed \$30,000 to set themselves up as a distributor. Wholesale distribution began with products from Arrowhead Mills and Erewhon. The warehouse physically separated from the retail store and the company has recently begun to make money. The retail store is a complete natural foods center with a bakery and mill in the basement (bakery is a separate enterprise) and a restaurant upstairs. The restaurant presently turns \$225 per day. Rent on the retail facilities is \$1200 per month. The wholesale operation works out of a warehouse which is shared with Midwest Distributors (a health food jobber)."

Shadowfax began in 1971 as a trucking company. Tree of Life began in 1972. Lifestream (in British Columbia, Canada) began in Nov. 1969 as a retail outlet. Arrowhead mills began in 1960 selling stone-ground whole-wheat flour.

Note: This is the earliest document seen (April 2006) concerning Tree of Life.

817. Spiral Foods Inc. 1974. Wholesale price list. Chico, California. 4 p. March 15. 28 cm.

• **Summary:** This two-sheet catalog and price list, consisting of two pages stapled in the upper left corner, is printed front and back with reddish-orange ink on tan paper. The first item is five cookbooks. Soy-related products: Condiments: Lima tamari soy sauce (aged naturally over 2 yrs.). Miso—soybean puree (entirely natural—Mugi Miso, or Kome Miso). Lima kome miso. Nigari (natural coagulant to make tofu). Barley koji. Tekka. Sesame salt (toasted whole brown sesame seeds and sea salt). Salt plums (pickled in sea salt). Kuzu (wild arrowroot starch). Utensils: Soy pitcher [soy sauce dispenser]. Address: 1144 West 1st Street, Chico, California 95926. Phone: 343-2111.

818. Redmond, Timothy. 1974. Certificate of change of registered office and/or change of resident agent: Eden Foods, Inc. Lansing, Michigan: Michigan Department of Commerce—Corporation and Securities Bureau. 1 p. March 12. 26 cm.

• **Summary:** The name of the corporation is Eden Foods, Inc. The address of the former registered office is 211 South State Street, Ann Arbor, Washtenaw County, Michigan 48104. The address of the registered office is changed to 310 W. Ann Street, Ann Arbor, Michigan 48103.

The name of the former resident agent is William T. Bolduc, Jr. The name of the successor resident agent is

Timothy Redmond. Signed by Timothy R. Redmond 12 March 1974. Filed by the Michigan Dep. of Commerce on 20 March 1974. Address: President, Ann Arbor, Michigan.

819. *Vegetarian Times*. 1974---. Serial/periodical. Chicago. Vol. 1, No. 1. March 1974. Initially bimonthly, then monthly from Jan. 1982. Paul Obis, founder and publisher. Incorporates Vegetarian World. Absorbed Well Being.

• **Summary:** The most important vegetarian publication ever issued in America. Indexed by AGRIS, and AGRICOLA. ISSN: 0164-8497. By the mid-1980s it was the world leader in the field. The subtitle of Vol. 1, No. 1 is "A Publication for Non-Meat Eaters." The address is 908 W. Oakdale, Chicago, Illinois 60657. This 6-page issue is undated and unpaginated. By 1977 the magazine was a 56-page bimonthly with 10,000 readers, but there were only 2 pages of ads: Obis was at the end of his rope. So he sold 80% of the publication to Bill Schnirring of Associated Business Publications in New York.

Schnirring published the magazine until 1985, with Obis as editor. Circulation increased eightfold and gross revenues topped \$1 million a year. It became a monthly with 15-20 pages of ads. Obis bought back the magazine on 6 Jan. 1986. By Dec. 1987 the circulation was 133,000 and the annual gross is \$1.5 million. In about July 1990, Paul Obis, again in need of capital, sold *Vegetarian Times* to Cowles Magazines, but he continued his active daily involvement with the magazine.

Talk with Paul Obis. 1992. Aug. In the UK, the main vegetarian magazine is published by the Vegetarian Society. One gets the magazine free of charge upon joining the society. In the USA the most popular vegetarian periodical, *Vegetarian Times*, is not connected with any society—which is very unusual.

Soyfoods Center has early issues No. 1, 11, 12, 13. For an early ad, see Mother Earth News #42. Nov. 1976, p. 109. The magazine has been a strong supporter of soyfoods and the soyfoods movement as evidenced by its many articles on those subjects.

Ulrich's International Periodicals Directory 1990-91 notes: Published monthly by Vegetarian Life and Times, Inc., Box 570, Oak Park, Illinois 60303. Phone: 718-848-8100. Also available in microform from UMI; reprint service available from UMI. Indexed by CHNI. Description: Contains vegetarian recipes, dietary information, updates on animal rights issues, advice on buying whole foods and preparing foods for maximum nutritional value, and articles on nutritional approaches to disease, information for travelers and profiles of prominent vegetarians.

ABC Statements on circulation: 30 June 1993—Total paid circulation is 311,820, increasing to 325,893 on 30 June 1994, and to 326,349 on 30 June 1997. But in the opinion of Soyfoods Center, the magazine's content has gone steadily down hill, until most of the magazine is about recipes.

2004 June. *Vegetarian Times* appears in a new format

and style: It has a spine and is owned by Active Interest Media. Chairman and CEO: Efram Zimbalist III. By Nov/Dec. 2004, the "special 30th anniversary issue" is slightly larger in height and width and has 144 pages (vs. 96 pages in June 2004). On page 10 (titled "Big birthdays") is a statement of plans for big changes ahead—but no mention of a switch to bi-monthly from monthly. Address: Chicago, Illinois.

820. *Advent Review and Sabbath Herald*. 1974. Bulletin Board: Deaths. Dr. George A. Johnstone. 151(17):459. April 25.

• **Summary:** "Johnstone, George Anthony—born Oct. 13, 1895, Sioux Falls, South Dakota; died March 2, 1974 in Glendale, California. In 1915 he went to Hinsdale Sanitarium and Hospital to study nursing. In 1917 he married Theresa Arntzen. During World War I they joined the staff of the White Memorial Hospital, Los Angeles, California. He graduated from the College of Medical Evangelists in 1923 and took his internship at the White Memorial Hospital. He established a heart clinic for animals in Los Angeles and donated this to the College of Medical Evangelists. He and his brother-in-law developed a resuscitating machine, known as the E & J Resuscitator, extensively used in hospitals and fire departments. He founded the John Johnstone Hospital in North Dakota, naming it in honor of his father. In 1947 he bought the Research Hospital in Glendale, California, and named it for his friend and partner, Dr. Charles Gehrens. It was later renamed the Verdugo Hills Hospital. More recently he was a co-founder of the Anaheim Memorial Hospital in California. He also established a store, market, and bakery known as Foods for Life in Glendale, California. Survivors include his wife; a daughter, Lois Fischer; a son, William and grandchildren."

A portrait photo shows George Johnstone in 1923 at the time of his graduation from medical school. Kindly sent to Soyinfo Center by Janice Little, Del E. Webb Memorial Library, Loma Linda, California (Nov. 2010).

821. *Loma Linda University Alumni Journal*. 1974. In memoriam: George A. Johnstone. March/April. p. 36.

• **Summary:** Johnstone, George Anthony—born Oct. 13, 1895, Sioux Falls, South Dakota; died March 2, 1974 in Glendale, California.

"Dr. Johnstone became interested in health foods and established a store, market and bakery known as 'Foods for Life,' in Glendale."

822. Photograph of Michio and Aveline Kushi standing behind a workbench with a group of craftsmen at their newly purchased home at 62 Buckminster Rd., Brookline, Massachusetts. 1974.

• **Summary:** This photograph is from the Michio and Aveline Kushi Macrobiotics Collection, National Museum of

American History, Smithsonian Institution, Washington, DC. Reprinted with permission of the Smithsonian.

Letter (e-mail) from Norio Kushi, son of Michio and Aveline Kushi. 2011. Jan. 17. The photograph is taken during the renovation of my parent's home at 62 Buckminster Rd. in Brookline, Massachusetts. Therefore it would have been sometime in the early months of 1974. I am guessing April 1974 soon after I returned from Japan. It is taken on the 2nd floor in what was to be my parent's bedroom.

"I only know the names of two of the people, far left is Claude Paeiment, who currently lives in Sutton, Quebec, Canada (450-538-8399). After Claude returned to Quebec, where he was from, he opened the natural food store "Tau" and had a "macro" center in the same building.

"The person who is [second from the right], next to my mother [Aveline] is Bill Painter, who passed away many years ago. Bill Painter was close friends with "Uncle Charlie," Charles Kendall, who married my mother's sister, Yoko. Charlie and Yoko live in Worthington, MA and they make great natto. "Uncle" Charlie who was actually dating my sister Lily during this time, was part of the scene back during this time so he may know the names of the other two people in the photograph.

"Jimmy Silver of Los Angeles. 2011. Jan. 14. I recognize the faces of all the people but can only identify one by name: Bill Painter is second in from the right. He was also a dedicated shiatsu student of Shizuko Yamamoto and an excellent artist."

Letter (e-mail) from Evan Root. 2011. Jan. 15. "I believe this to be the renovation of 62 Buckminster Road, probably 1973 or perhaps 1974. Standing second from the right (on Aveline's left) is Bill Painter. He was the head carpenter for Seventh Inn, Noah Center and Buckminster Road. I think it would be fair to also call him the designer / contractor as well, as he would draw up the plans and assign the tasks, but he was also hands on, and he and the crew were all Kushi's students.

"As you may know, 62 Buckminster road was part of the former Cardinal Cushing residence and school. When the Kushis first bought it, there were huge, real slate blackboards built in, and commercial exit signs and so forth. Though they got it at a good price (\$100,000) just before condos were discovered, it required extensive renovation."

Claude Paeiment (Jan. 2011) was unable to identify the two unknown people. He said: "Those two guys were only helping for a short time at the Buckminster Road house. So many people were coming to help at the time." Claude lived in Boston for 3 years; he worked as a carpenter. He and Francine directed the study house in Newton, Massachusetts; 30 people lived there at the time. He remembers putting tiles on a low ceiling at Erewhon. Address: Brookline, Massachusetts.

823. Rodale, Robert. 1974. Breakfast revolution: Organic

living. *Sun* (Baltimore, Maryland). May 5. p. T14.

• **Summary:** Much innovation is taking place in what people eat for breakfast, and, as people move away from coffee and doughnuts, the meal is becoming more nutritious. "Natural foods" are a major part of the new breakfast, as is yogurt and foods with dietary fiber. Granola helped start that trend, and home-made yogurt is now a growing part of it. Many people use a blender in preparing breakfast. Two recipes are given: "High protein cereal" (with "2 parts roasted soybeans"). No-sugar cereal.

824. Aihara, Cornelia. 1974. How to make miso using mugi koji (fermented barley). *Macrobiotic (The)* (Chico, California) No. 98. p. 53-55. May.

• **Summary:** Gives a large-scale recipe using 30 lb soybeans, 20 lb barley, 15 lb salt, and 7 cups barley koji. The mugi koji can be ordered from Janus Natural Foods, 1523 Airport Way, Seattle, Washington 98134. Or from Chico-San Inc., 1144 West First St., Chico, California 95926. Address: Chico, California.

825. Eden Foods. 1974. Spring pricelist. P.O. Box 100, Ann Arbor, MI 48107. 4 p. Effective June 1.

• **Summary:** There are many more total products than in the Nov. 1973 catalog. The 8 oz tamari soy sauce and the 3 types of miso (Mugi, Hacho, Kome) in 1-lb packages bear the Erewhon brand after the product name in the catalog, but the pints and gallons of tamari soy sauce and the same 3 types of miso sold in bulk (44 lb tubs) do not bear the Erewhon brand, perhaps indicating that Eden has found a way to go around Erewhon in importing bulk miso. New products include: Kuzu arrowroot. Grade C Korean nori (Roland). Canadian leaf dulse (Atlantic Mariculture). Cilician olives (Pure & Simple). Barley malt powder. Barley malt syrup. Maple syrup. Bee pollen. Shiu-chu finest preserved Ginseng roots (China). Kirin extra large ginseng roots, red. pres. (China). Ginseng balls (*fo-ti-tieng*, *dong kwai* [angelica root]). Mao herb (Chinese ephedra). Lemongrass. And many other herbs. Address: Ann Arbor, Michigan. Phone: (313) 769-8444.

826. *Vegetarian World*. 1974-1978. Serial/periodical. Los Angeles, California. No. 1-14. June 1974 to Aug. 1978. Quarterly.

• **Summary:** This early vegetarian tabloid-size newspaper was run by Scott Smith (managing editor) and Bill Blanchard (publisher). After Blanchard died of cancer (just after issue no. 10), the publication was merged with *Vegetarian Times* in Sept. 1978. Full back sets are owned by Jay Dinshah (The Vegan Society, Malaga, New Jersey) and Scott Smith (Thousand Oaks, California). Address: Los Angeles, California.

827. Erewhon. 1974. Natural and organic foods: Supplying natural food stores, co-ops, schools and communities

(Catalog). Boston, Massachusetts. 16 p. Effective June 1974.
 • **Summary:** The structure and design of this catalog is quite similar to the previous one of April 6, however four pages of new products and sizes have been added. The background of the illustration has been changed but the foreground is the same; it is now copyrighted by Erewhon. The note from Paul Hawken has been replaced by a similar one signed “the erewhonians.” OG = Organically grown.

New additions to the catalog: Flyers: (1) Organic Merchants: The flour story. The salt story. (2) Issues of *East West Journal*. From Vol. IV, No. 6, July 1974, “Energy” to Vol. IV, No. 9, Oct. 1974, “Healing.” (3) Natural Recipes: Three by five inch tear-off pads, each pad containing 100 of the same natural-food recipe. Four assortments (A-D), eight different pads in each assortment. There is one soy-related recipe pad in each assortment: (A) Soybeans au gratin. (B) Miso soup. (C) Soybean casserole. (D) Soyburgers.

This catalog cover (blue on white) was reprinted with permission from the Michio and Aveline Kushi Macrobiotics Collection, Archives Center, National Museum of American History, Smithsonian Institution, Washington, DC. Address: 33 Farnsworth Street, Boston, Massachusetts 02210. Phone: (617) 542-1358.

828. Lagodmos, Ted. 1974. Re: Erewhon is now the exclusive representative and agent of Muso and Mitoku in North America. Letter to Blake Rankin, Janus Natural Foods, Inc., 1523 Airport Way South, Seattle, WA 98134, July 19. 1 p.

• **Summary:** Concerning Japanese products and our import status: “The basic program that has been finalized with both the Muso and Mitoku companies can be defined in this way:

“The Erewhon company is the exclusive representative and agent for the above companies in North America... All product labels will have the Erewhon name. Authorized regional wholesalers may purchase direct from Muso and Mitoku subject to Erewhon’s approval.” Address: 33 Farnsworth St., Boston, Massachusetts 02210. Phone: (617) 542-1358.

829. Deutsch, Ron. 1974. Organic foods: Where you should be shopping for your family. *Nutrition Reviews* 32(suppl):48-52. July.

• **Summary:** Reprinted from *Today’s Health*, April 1972. Published by the American Medical Association.

This special supplement is titled “Nutrition misinformation and food faddism.”

This article starts: “Adelle Davis. Ralph Nader. Carlton Fredericks. Sometimes those insistent public voices can make a food shopping list sound almost like a death wish. Listen:

“To Adelle Davis, who has been called the high priestess of health foods, proclaiming, ‘Almost every American suffers from nutritional deficiencies... What’s happened to

market food is just tragic!... The whole country is at the mercy of people who are making money off our food.’

“To consumer advocate Ralph Nader decrying ‘the failure of... regulation to insure safe, pure and nutritious food.’ He thinks food content is ‘dictated by corporate greed and irresponsibility.’”

830. **Product Name:** Mocha Walnut Torte (With Tofu).

Manufacturer’s Name: No Company Name. The owner later ran Cable Springs Bakery.

Manufacturer’s Address: Kelly Rd., Cambridge, Massachusetts.

Date of Introduction: 1974 July.

How Stored: Refrigerated.

New Product–Documentation: Talk with Barry Creighton, founder of Cable Springs Bakery. 1992. May 16. The tofu product he liked best was Mocha Walnut Torte, which he first made as a wedding cake, then sold at the Seventh Inn, a sort of gourmet macrobiotic restaurant in Boston. It was too creamy to package, so it was never sold at retail stores. He baked it in 18-inch-square shallow trays, and the restaurants sliced it into pieces as desired.

831. *Nutrition Reviews*. 1974. Zen macrobiotic diets: Statement of American Medical Association Council on Foods and Nutrition. 32(suppl):27-28. July. [3 ref]

• **Summary:** “The American Medical Association’s Council on Foods and Nutrition is deeply concerned over the increasing popularity, particularly among adolescents, of ‘Zen Macrobiotics’ and its nutritional implications.”

“The Macrobiotic diet represents an extreme example of a general trend toward natural and organic foods.”

Footnote: Reprinted from the *Journal of the American Medical Association*, Vol. 218. No. 3. 1971.

Note: This special supplement is titled “Nutrition misinformation and food faddism.”

832. Rynearson, Edward H. 1974. Americans love hogwash. *Nutrition Reviews* 32(suppl):1-14. July. [31 ref]

• **Summary:** This special supplement is titled “Nutrition misinformation and food faddism.” The main editor is D.M. Hegsted, PhD, Professor of Nutrition, Schools of Medicine and Public Health, Harvard University, Boston, Massachusetts. Special guest editor of this supplement: Philip L. White, D.Sc., Secretary, Council on Foods and Nutrition, Director, Dep. of Foods and Nutrition, American Medical Association, Chicago, Illinois.

This article by Rynearson, the first in the supplement, contains an introduction followed by sections on: Adelle Davis (“almost the only ‘health authority’ among food faddists who possesses any formal professional background”). Vitamin E (the “list of conditions for which vitamin E has been recommended is limited only by one’s imaginative powers”). Carlton Fredericks (“Probably

second only to Adelle Davis in popularity as a dispenser of hogwash...”). The Adrenal Metabolic Research Society of the Hypoglycemia Foundation, Inc. (founded by John W. Tintera, M.D. The foundation believes that hypoglycemia is widespread), Jerome Rodale (“It is not surprising that the man who gave the term ‘organic food’ to the English language should be revered as the ‘guru of the organic food cult.’”). Zen Macrobiotic Diets (“Without doubt... the most dangerous form of hogwash.”). Discussion.

Note: This periodical is sponsored by the food processing industry. Address: M.D., Emeritus Prof. of Medicine, Mayo Clinic.

833. White, Philip E. ed. 1974. Nutrition misinformation and food faddism. *Nutrition Reviews* 32(suppl):1-72. July.

• **Summary:** This special supplement, whose main editor is D.M. Hegsted (PhD, Professor of Nutrition, Schools of Medicine and Public Health, Harvard University, Boston, Massachusetts), has the following contents:

Americans Love Hogwash, by Edward H. Rynearson
Diets: A Review of Dr. Atkins’ Diet Revolution. Adrenal Cortex Injection. Changes in Serum Cholesterol During the Stillman Diet. Zen Macrobiotic Diets. Vegetarian Diets.

Vitamins: How Natural Are Those “Natural” Vitamins? Vitamin E—Miracle or Myth? Supplementation of Human Diets with Vitamin E. Vitamin C and the Common Cold. The Use and Abuse of Vitamin A. Megavitamin and Orthomolecular Therapy in Psychiatry.

Organic Foods: Where You Should Be Shopping. Food Faddism.

Allure of Quackery: The Unicorn and Other Lessons from History. The Allure of Food Cults. Programs to Combat Nutrition Quackery. Suggested Readings.

Note: What could organic foods and vegetarianism possibly have to do with food quackery? Address: D.Sc., Secretary, Council on Foods and Nutrition, Director, Dep. of Foods and Nutrition, American Medical Assoc., Chicago, Illinois.

834. Redmond, Timothy. 1974. Certificate of amendment to the articles of incorporation: Eden Foods, Inc. Lansing, Michigan: Michigan Department of Commerce—Corporation and Securities Bureau. 2 p. Sept. 16. 26 cm.

• **Summary:** The name of the corporation is Eden Foods, Inc. The location of the registered office is 330 Maynard Street, Ann Arbor, Michigan 48104. At a meeting of the shareholders in September, Article V was amended to read as follows: “The total capital stock is: 500 Preferred shares at Par Value of \$50.00 per share. 50,000 Common shares at Par Value of \$1.00 per share. The Board of Directors is authorized to divide the Preferred Stock into series and to prescribed the relative rights and preferences of the shares of any series. The Common shares do not have pre-emptive rights.

Signed by Timothy R. Redmond 16 Sept. 1974. Filed by the Michigan Dep. of Commerce in Oct. 1974. Address: President, Ann Arbor, Michigan.

835. Redmond, Timothy. 1974. Certificate of change of registered office and/or change of resident agent: Eden Foods, Inc. Lansing, Michigan: Michigan Department of Commerce—Corporation and Securities Bureau. 2 p. Sept. 27. 26 cm.

• **Summary:** The name of the corporation is Eden Foods, Inc. The address of the former registered office is 310 W. Ann Street, Ann Arbor, Michigan 48108. The address of the registered office is changed to 330 Maynard St., Ann Arbor, Michigan 48108.

The name of the resident agent is Timothy Redmond. Signed by Timothy R. Redmond, President, 27 Sept. 1974. Filed by the Michigan Dep. of Commerce on 3. Oct. 1974. Address: President, Ann Arbor, Michigan.

836. Williamson, Susan; Williamson, Bruce. 1974. Frank Ford: Founder of Arrowhead Mills. *Mother Earth News*. Sept/Oct. *

• **Summary:** Subtitle: “In the following interview, Arrowhead Mills founder Frank Ford discusses his years-long struggle to establish a successful company, the early years of the natural foods movement, and the future prospects of organic agriculture.”

A photo shows Frank Ford in about 1960.

Note: It would be more accurate to say that Frank Ford was one of the founders of Arrowhead Mills, although he long remained its best-known founder in the natural foods community.

837. Ford, Frank. 1974. The simpler life cookbook from Arrowhead Mills. Fort Worth, Texas: Harvest Press. 157 p. Introduction by Fred Rohé. Index. 18 cm. [13* ref]

• **Summary:** The copyright page states: “First printing—Oct. 1974. This book [Feb. 1976] is the second edition of a book which was originally released under the title of *Pack to Nature*.” Note: 150,000 copies were in print by Sept. 1976. The introduction (written in Dec. 1975 by Fred Rohe, now of Shiloh Farms, Sulphur Springs, Arkansas) tells how Fred first met Frank Ford in 1968 in Hereford when Arrowhead Mills was supplying organically grown grains and beans for Fred’s natural foods store in San Francisco. At that time, Ford’s business was already 10 years old. Today Arrowhead Mills has 22 shareholders. “There are more than 30 Arrowhead organic growers farming more than 60,000 acres, 44 natural foods distributors bring more than 350 Arrowhead products to thousands of stores throughout every state of the U.S.

“Even more exciting than Arrowhead’s tremendous victory for Frank’s business life is the victory that God has won for his spiritual life. Frank made Jesus Christ lord of his life 3 years ago and that’s when love and joy began to

transform his life by the living power of God's Holy Spirit. God is carrying on a great work in his life, transforming an organic farmer into an organic man, integrating his body, soul and spirit, transforming Arrowhead Mills from a work of man into a work of God. The same miracle of God's grace has transformed my life, enabling me to understand what Frank means when he says, 'Arrowhead Mills belong to God.'"

Soy-related recipes are the same as those in the original edition titled *Pack to Nature* (Oct. 1974). A 2-page directory titled "Some Natural Foods Sources" lists 41 companies with full addresses and Zip codes. Details on these new additions are given in the Sept. 1976 edition of this book. Address: Deaf Smith County, Hereford, Texas.

838. Ford, Frank. 1974. *Pack to nature: Nutrition made easy in the home or in the woods*. Fort Worth, Texas: Harvest Press. vii + 157 p. Introduction by Roger Hillyard. Index. Oct. 18 cm. [13* ref]

• **Summary:** This book, containing over 250 recipes, describes how to use whole, natural food staples in quick, easy to prepare dishes. By Sept. 1976 this book had become *The Simpler Life Cookbook from Arrowhead Mills*.

In the introduction, Roger Hillyard (writing in Oct. 1974 from Soquel, California) recalls that in late February of 1969, he and his wife and daughter were returning to Boston from California. They stopped in the small Texas town of Hereford to visit Deaf Smith County and the company that was supplying food to a growing number of natural foods followers and devotees—including Erewhon. Four years later they spent a year in Hereford working with Frank Ford and Arrowhead Mills. "During the five years I have worked with, lived with, and been friends with Frank, I have witnessed one of the most dramatic and beautiful personal unfoldings. Frank never wore that robe of self-righteousness, and he helped me to exchange mine for something more embracing."

Soy-related recipes include: Quick soy pancakes (with soy flour, p. 35). Soybean salad (with cooked soy flakes, p. 43). Quick tamari orange salad dressing (with tamari soy sauce, p. 47). Paul's salad dressing (with tamari, p. 47). Soybean chili (with dry soybeans and "tamari soysauce," p. 54). Sprout soup (with 2 cups fresh soybean sprouts, p. 54). Sprouted lentil soup (with soy flour, p. 55). Squash stew (with soy flakes, p. 55). Tamari bouillon (p. 56). Vegetable-soy-sesame soup (with soy flakes, p. 59). Basic soybeans (p. 74). Basic soy flakes (p. 75). Basic bulghur-soy grits (p. 75). Lentil soy loaf (with cooked soybeans or soybean flakes, p. 84). Soy & mushroom loaf (with soy flakes, p. 85). Soy patties (with soy flakes, p. 87). Stuffed peppers (with soy flakes, p. 87). Soyflake & tahini spread (with soy flakes, p. 106).

A 2-page directory titled "Some Natural Foods Sources" (p. 153-54) lists 30 of the natural food industry's pioneers,

including Akin Distributors, Inc. (Tulsa, Oklahoma), Arrowhead Mills, Inc. (Hereford, Texas), Basic Needs (Grand Prairie, Texas), Cinagro Distributors, Inc. (Atlanta, Georgia), Cliffrose (Longmont, Colorado), Collegedale Distributors, (Collegedale, Tennessee), The Concord (Snowflake, Arizona), Deer Valley Farms (Guilford, New York), Eden Organic Foods (Ann Arbor, Michigan), Erewhon Trading Company (33 Farnsworth St., Boston, Massachusetts 02210, and 8454 Steller Dr., Culver City, California 90320), Food for Health (Phoenix, Arizona), Food for Life (Elmhurst, Illinois), Good Food People (Austin, Texas), Great Plains Distributors (Kansas City, Missouri), Happy Health Products (Miami, Florida), Janus (Seattle, Washington), Laurelbrook Foods (Bel Air, Maryland), Lifestream Natural Foods (Vancouver, BC, Canada; Ratana and Arran Stephens), Mottel Health Foods (New York, NY), Naturally Good Foods (Hereford, Texas), Nu-Vita Foods Inc. (Portland, Oregon), Organic Foods & Gardens (City of Commerce, California), Shadowfax (Binghamton, New York), Shiloh Farms (Sulphur Springs, Arkansas), Taiyo, Inc. (Honolulu, Hawaii), Tree of Life (St. Augustine, Florida), Vim & Vigor (Honolulu, Hawaii), The Well (San Jose, California), Walnut Acres Inc. (Penns Creek, Pennsylvania).

A small photo on the back cover shows Frank Ford out hiking, wearing a backpack.

Note: This is the earliest published document seen (March 2020) concerning Lifestream Natural Foods (Vancouver, BC, Canada). Address: Deaf Smith County, Texas.

839. McBean, Lois D.; Speckman, Elwood W. 1974. Food faddism: A challenge to nutritionists and dietitians. *American J. of Clinical Nutrition* 27(10):1071-78. Oct. [61 ref]

• **Summary:** "The increase in the 'health' food movement has rendered it necessary for nutritionists and dietitians to become cognizant of some of the current forms of food faddism. These dietary regimes advocate the use of 'health' foods, 'organically grown' foods, 'natural' foods, Zen Macrobiotic diets, and vegetarianism... Claims for the nutritional superiority of such diets have not been substantiated... Many of the organic, health, and natural foods cost twice as much as their conventional counterparts without a concomitant nutritional benefit... The Zen Macrobiotic Diet is the most dangerous form of food faddism... The most serious problem with food faddism is the advocacy that the individual be his own diagnostician and physician... The involvement of the nutritionist and dietitian in counteracting food faddism is imperative." Address: National Dairy Council, Div. of Nutrition Research, Chicago, Illinois 60606.

840. Milbury, Peter. 1974. Interview with Junsei Yamazaki. *Macrobiotic (The) (Oroville, California)* No. 101. p. 17-32. Oct.

• **Summary:** “Junsei is one of a handful of people in the U.S. today who can make miso and tamari, staples of the Macrobiotic diet, in the natural, traditional manner. His organic garden overflows with vegetables the year around. His poetry is published in his native Japan. He gives a healing massage. His house is filled with his paintings, calligraphy, ceramics.”

Page 21: “I. That was your first impression of Ohsawa?”

“J. I was very surprised. George was a very wonderful person. I knew just from looking at him, his face. I had no doubts about him being a danger to Japan. He was a kind and peaceful person.

“I. What did you talk about with him?”

“J. I listened mostly. I was having trouble understanding his concepts. My education was so different—meat and sugar are good... So I began to go to his place regularly. Many other very nice people also gathered there for discussions. George told me, ‘Stop eating sugar. Less water!’”

“Then, in 1942 I graduated from college and left to join the Army. It was in September. In August my brother passed away [from tuberculosis].

“George’s place was on the second story. I looked down from the window and saw people running. Airplanes coming! Then I looked over and saw George smiling. ‘Ah, they come, welcome!’ Ha, ha. ‘Second War already lost,’ George had said when the Americans occupied Saipan!

“I. He knew it was all over?”

“J. Japan was the loser. The meeting continued.”

“I. So, where did you go to live after the war?”

“J. I went back to my home. I wanted to live on the land. After the war there was an agricultural revolution—the government, under orders from Gen. MacArthur, took away the land. Only people cultivating lands could hold them, just like communists. My family was left with a fairly small farm, because they had to give up all their lands to the renters. I managed to talk some of the renters into returning five poor acres.

“I. Did you already know how to make miso?”

“J. It was taught at college, but I had already learned from my parents. When I was quite young, maybe five, or seven, I helped them make miso and tamari. Now, in Japan, not very many people make their own miso. They all buy commercially prepared miso from the store. It is not real miso, only fermented for a short time. Also their soy sauce is made with chemicals. We are lucky to have macrobiotic people selecting fine, natural miso and soy sauce.

“So, we made miso, pickles, some other things, ate slightly polished rice. We worked hard, ate miso soup, rice pickles.”

“So, then there was George’s idea of a world government. George published a newspaper in Tokyo, World Government. Aveline Kushi was famous for being the best at selling the newspapers on the street. Sometimes she sold 300 copies. She was very good! Such a young lady!

“I. Did you sell newspapers too?”

“J. No!

“I. Just the girls?”

“J. It is easier for the girls. Girls are the best salesmen.”

“I. Whatever brought you to America? J. I always wanted to go to Europe to produce macrobiotic foods. But I didn’t have enough money. I also had a wife and family. Then, when George was on his way back from his trip to Europe, around 1962, he wrote, saying that there was a need for someone to come from Japan to make macrobiotic food in the U.S.

“I. In 1962.

“J. 1962. I applied for my passport. I received letters from people in New York: Irma Paule, Cecil Brown. Japan gave me a ‘Technologist’ passport. It was not possible to get a visa with it.

“So, George came back to Japan in 1963, and I still hadn’t left. He had me send Kushi proof of my college, which he gave to the American government. Finally the U.S. said ‘O.K.’”

“I. When did you actually leave Japan?”

“J. In March, 1963. I flew to San Francisco. I wanted to stop and visit Chico-San, and also Herman. I stayed there until summer camp in August. I saw at Chico-San that they had imported a small rice cake machine. It was still in its crate, unopened. Nobody knew how to operate it. Before I left Japan I studied how to work them. George had told me to help make rice cakes in the U.S. for ½ year or a year.

“I. He told you to help Chico-San?”

“J. Not only Chico-San! New York, or anywhere. But Chico-San had the machine, unopened. So I opened it, and started it.

“I. The first American rice cake.

“J. Ya!

“I. You opened the box!”

“J. Ya. And it worked by hand. Chico-San had a small building on Mangrove Avenue at that time. They had only been in business a few months, and didn’t have many customers. I stayed with Herman. He had to travel to L.A., Sacramento to work.

“I. To lecture?”

“J. No! To earn money. Chico-San was not making enough money to pay salaries. Some macrobiotic people were musicians, and took part-time jobs to live on. But Herman had to find jobs as a laborer, a gardener. The macrobiotic group collected money to help pay my expenses. Every week they collected some. But anyway, I helped Chico-San, when I could.”

“I. So after summer camp you went to N.Y.

“J. Yes. Kushi had sent an airplane ticket. While I waited in Chico for summer camp I picked peaches with Herman. I saved about \$300. So, in N.Y. I stayed at Kushi’s house. But they were not yet ready to produce macrobiotic products. There was no work for me.

“I. So what did you do?”

“J. I got a job at a Japanese restaurant, after my savings were spent. He (Kushi) wanted to open a restaurant. Not only macrobiotic food, but Japanese food, too. I told him, ‘Don’t start restaurant.’”

“I. Why?”

“J. It is not so easy to run a restaurant. It was already too late. He had put a deposit of \$3,000 on a place in the ‘Diamond Jim Building.’”

“You were the cook?”

“A. Yes. Afterwards clean up too. 14, 15 hours a day.”

“I. How long did you work there?”

“J. Maybe two or three months. My ½ year visa was up and I needed to renew it. I needed some money, I was broke. So I went to a Buddhist church where I was friends with a priest who was teaching me archery. I told him, ‘I need some money to pay for an extension on my visa, \$30. Please buy my camera.’ But he said, ‘Don’t worry,’ and he lent me the money. So I got a six month extension on my visa. Then Chico-San called me. They now had four rice cake units tied together. People were throwing their shoulders out.”

“I spoke with Kushi. I explained to him that my purpose in coming to America was to produce macrobiotic food, but that is not what I’m doing here. In half a year I will have to go back to Japan, so I would like to go help Chico-San for a while. I was afraid that if I stayed working there too long I wouldn’t be able to get a permanent visa.”

“I. So then you went to Chico?”

“J. By then Herman was working there, too. Chico-San was able to pay salaries. Cornelia worked there, too. I mostly made rice cakes. We made rice cakes all day and night. Cornelia came in the afternoon and packed them by hand.”

“I stayed with Herman until Chico-San moved to Humboldt Avenue. Then I got a small cabin nearby for \$21 a month. I slept outside until one o’clock. The mosquitoes were terrible!”

“We worked 12 hour shifts at Chico-San, six to six, making four cakes at a time, by hand. Then came air pressure, and eight at a time. But there were often electrical troubles.”

“I. Ohsawa came to Chico for summer camps...”

“J. Three times: 1963, 64 and 65.”

“I. You went to all three?”

“J. Yes.”

“I. How many people attended?”

“J. About 100.”

“I. What kinds of people? Young, old?”

“J. All kinds.”

“So your purpose is to make macrobiotic foods.”

“Certainly. My main purpose is to make miso, and other special macrobiotic foods. I have made some at Chico-San. The first time I made any in California I was worried that it was too dry, so when I cooked the soybeans, I saved the

water and added it later.”

“I. But it came out all right?”

“J. Less juice would have been better.”

“I. What was it like living in the Chico macrobiotic community? Was it exciting?”

“J. I have been fortunate to find friends everywhere.”

“I. In your house there are many beautiful handmade things, this table, the beautiful painting there on the wall, the tea cups. Where did you learn to do all this, you write haiku, you make swords...”

“J. Sometimes they don’t turn out so well.”

“I. Why do you do all these things? Why don’t you just work in your garden and not be bothered by all these other things?”

“J. I enjoy them. George told me, ‘You must have one thing you can do well; but to have this one thing you must study everything.’ He always said, ‘If I completely master one thing, I can understand everything.’” Address: George Ohsawa Macrobiotic Foundation, 1544 Oak St., Oroville, CA 95965.

841. Eden Foods. 1974. Fall & winter pricelist. 4601 Platt Rd., Ann Arbor, MI 48104. 2 p. Effective Nov. 1.

• **Summary:** Note that the company has moved to a new and much larger warehouse. Soybean Flakes are still organically grown in Deaf Smith, Texas. Tamari Soy Sauce, and 3 misos still bear the Erewhon brand. Eden is selling Honey Vinegar, Apricot Butter, and Apple Sauce under the Pure & Simple brand. Address: Ann Arbor, Michigan. Phone: (313) 973-9400.

842. **Product Name:** Sunwheel Organic Hatcho Miso, Mugi Miso, Tamari, and Shoyu.

Manufacturer’s Name: Sunwheel Foods (Importer-Distributor). Made in Japan. Imported from Muso Shokuhin.

Manufacturer’s Address: London, England.

Date of Introduction: 1974 November.

How Stored: Shelf stable.

New Product–Documentation: CSP form filled out by Simon Bailey. 1988. Sept. 28. Gives date of introduction as 1974. In 1984 Sunwheel divided and sold its Sunwheel brand to Northumbrian Fine Foods. Its high quality Japanese products are now imported by Clearspring Natural Grocer. Peter Bradford is the contact person. Japanese agent is Mitoku. Various Japanese manufacturers.

Interview with Bill Tara, founder of Sunwheel. 1991. Aug. 18. By late 1974 Sunwheel Hatcho Miso, Mugi Miso, and Tamari were on the market, imported from Muso (Yuko Okada) in Japan. By 1979 Sunwheel was sold to a larger health food company.

843. [Meeting of natural food distributors at Pajaro Dunes, Watsonville, California]. 1974. Nov. 21-24. Unpublished manuscript. *

• **Summary:** This was the third and most important meeting held by this group of natural food distributors. No known documents remain. But the meeting is referred to in a Steering Committee Report of a meeting held 22-23 March 1975 in San Francisco. The following companies were present at Pajaro Dunes, and appointed a steering committee: Arrowhead Mills, Eden, Erewhon / Boston, Erewhon / Los Angeles, Lifestream, Laurelbrook Foods, Manna, Shadowfax, Tree of Life, The Well, Ceres, Janus, Food for Life, Cliffrose.

Bob Gerner of Westbrae later recalled: In late November 1974 Mr. Kazama of Mitoku in Japan came to a meeting at Pajaro Dunes by Santa Cruz, sponsored by The Well. The idea was to set up a natural foods trade association. Erewhon wanted to control all imports of Japanese natural foods from Japan. Janus and The Well both had to import through Erewhon. They said Westbrae must buy through them via The Well (Roger Hillyard / Pure & Simple), and pay a 5% commission. Kazama had to defer to them. Gerner refused and they backed off. Ty Smith, now head of Erewhon, was upset that Westbrae was not paying a commission. Gerner told him "Tough." So Westbrae ended up importing from Kazama.

844. *SoyaScan Notes*. 1974. Chronology of soybeans, soyfoods and natural foods in the United States 1974 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1974 March. The first issue of *Vegetarian Times* is published by Paul Obis in Chicago, Illinois.

1974 April. Bob Gerner (of Westbrae) and William Shurtleff (guide) travel throughout Japan searching for quality sources of traditional miso and soy sauce. Right after the trip, Westbrae starts importing these products.

1974 Aug. 9. President Nixon, elected in 1968 and 1972, resigns after the Watergate scandal. Gerald Ford succeeds him as president. Butz continues as Secretary of Agriculture.

1974. Brazil passes West Germany to become the world's second largest soybean crusher, after the U.S.

1974 late. Miles Laboratories / Worthington introduces the Morningstar Farms line of meat analogs based on spun soy protein fiber. Sold nationally at U.S. supermarkets.

1974 late. The Farm in Summertown, Tennessee, publishes *Yay Soybeans!*, a 14-page booklet containing many innovative soyfoods recipes, such as "soy ice cream-ice bean," soy yogurt," "soy cheese," "soy cheesecake," "soy mayonnaise," and "soysage" (a meatless okara & soymilk sausage). Most of the dairylike products were made with fresh or cultured soymilk. The Farm now grows 150 acres of soybeans to feed its community of 800 people. It has just established Plenty, a non-profit corporation "To help share out the world's food, resources, materials, and knowledge equitably for the benefit of all."

1974. The Farm in Summertown, Tennessee, publishes

Hey Beatnik, which contains the earliest known use of the term "Soy Dairy." The Farm's soy dairy now makes 60 gallons of soymilk a day at a total cost of \$0.30 per gallon.

1974. *Tofu Recipes*, the first book on tofu in English, written and self-published by Grace Kikuchi in Ann Arbor, Michigan. Spiral bound and 47 pages long, it gives a recipe for homemade tofu and uses tofu largely with fish and meat.

1974 Nov. World Food Conference in Rome, Italy. Delegates from 130 UN member countries adopt an international strategy to overcome world hunger and malnutrition.

1974-1975? Eden Foods starts to import natural foods, including miso and shoyu, from Japan.

845. **Product Name:** Eden Miso [Mugi (Barley), Hacho (Soybean), or Kome (Rice)].

Manufacturer's Name: Eden Foods, Inc. (Importer). Made in Japan.

Manufacturer's Address: 4601 Platt Rd., Ann Arbor, MI 48104. Phone: (313) 973-9400.

Date of Introduction: 1974.

New Product-Documentation: Ad in Soycraft. 1979. Summer. p. 38. "Traditional Soy Products from Eden Foods." "Eden miso is made from whole soybeans, grains, and sea salt, fermented at natural temperatures in cedar kegs. Barley miso (mugi), Soybean miso (hacho), Rice miso (kome), and Brown rice miso (genmai) are all available in 14 oz, 8.8 lb, 22 lb, and 44 lb sizes."

Eden Foods, Inc. 1991. Feb. "Eden Foods Product Overview." "1972-Trade relationship began with Muso Company, Ltd. of Osaka, Japan."

Talk with Ron Roller of American Soy Products (formerly of Eden Foods) in Saline, Michigan. 1991. Nov. 27. Originally Eden bought tamari and miso from Erewhon. Then Eden started importing them from Mitoku; they were importing from both Mitoku and Muso in the very beginning.

Letter from Bill Bolduc, a founder of Eden Foods. 1991. Dec. 4. Eden started to import a line of foods from Japan in about 1974 or 1975. Imports had definitely not yet started by the fall of 1973. Talk with Michael Potter, Chairman of Eden Foods. 1993. Oct. 31. These 3 varieties of miso arrived with the first shipment imported from Mitoku in Japan.

846. Editors of Nutritional Update and Healthful Living. 1974. Natural foods and your health food store: what's in it for you? New Canaan, Connecticut: Keats Pub. 142 p. 18 cm. A Pivot original health book. *

• **Summary:** On the spine: "What's in it for you?"

847. **Product Name:** Nik's Snaks (Tamari-Roasted Seeds, Nuts, Soybeans, and Trail Mixes).

Manufacturer's Name: Erewhon Trading Co., Inc.

Manufacturer's Address: 33 Farnsworth Street, Boston, MA 02210. Phone: (617) 542-1358.

Date of Introduction: 1974.

How Stored: Shelf stable.

New Product–Documentation: Talk with Nik Amartseff. 1992. April 3. See long interview.

The 1975 Erewhon catalog, titled Erewhon Harvest '75, lists an entire page of “Nik’s Snaks,” containing about 30 products. Of these, eleven are tamari-roasted whole-food snacks. The 30 products are sold in 5 sizes: 2.5 oz, 3.5 oz, or 6 oz. pick-up packages, or 25 lb bulk. The soybeans (dry roasted with tamari, no salt) are sold only in 25 lb packs. Other tamari-roasted seeds include: Spanish peanuts, sunflower seeds, roasted almonds (all 2.5 oz or 25 lb), cashews or pumpkin seeds (25 lb). Non tamari-roasted products include: Raisin walnut mix. Roasted mixed nuts. Raw mixed nuts. Raisin nut mix. Peanut raisin mix. Trail mix. Honey almond granola. Chia seeds. Bee pollen. Alfalfa seeds. Date sugar. etc.

848. Fenten, Barbara; Fenten, D.X. 1974. Natural foods. New York, NY: F. Watts. 66 p. Illust. (by Howard Berelson). 24 cm. *

• **Summary:** “Summary: An introduction to natural foods—what they are, why we should eat them, where to buy them, and how to grow them.” For children.

849. Lipske, Mike. 1974. Sprucetree Baking Co.: They do things naturally. *Sun (Baltimore, Maryland)*. p. A-1.

• **Summary:** Sprucetree Baking Co., which has a black and white Taoist symbol on the sign out front, is located in the 6600 block of Belair Road in Overlea, Maryland. The company opened its doors in October 1973 in the shop that once housed the Overlea Bakery, and today makes about 550 loaves of bread a day. The shop’s manager, Howie Grundland (age 25) drove a cab and worked in a Boston (Massachusetts) coffeehouse before becoming a baker in Baltimore. Almost all the ingredients used to make bread at Sprucetree come from Laurelbrook Foods, a natural foods distributor headquartered in Bel Air, Maryland.

Note: Tofu cheesecake is not mentioned. Address: Maryland.

850. *New Age Journal (Massachusetts)*. 1974. Serial/periodical. Boston, Massachusetts. Vol. 1, No. 1. Jan. 1974. Frequency: Monthly.

• **Summary:** This magazine was started mainly by people who had worked at East West Journal.

851. Preston, Harry; Halley, Emil J. 1974. The natural food reducing diet. Chatsworth, California: Books for Better Living. 190 p. 18 cm. *

852. **Product Name:** Johsen Shoyu (Natural Soy Sauce).

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan by Sendai Miso-Shoyu.

Manufacturer’s Address: 1224 10th St., Berkeley, CA 94710.

Date of Introduction: 1974.

New Product–Documentation: Interview with Bob Gerner. 1987. Aug. 20. He says imports started in 1975. Westbrae Natural Wholesale Food Catalog. 1980. Spring. The three imported products are now called “1. Johsen Shoyu-Tamari–Naturally brewed. 2. Johsen Shoyu-Tamari–Naturally brewed shoyu. 3. Traditional (True) Tamari–Wheat free.” Container sizes are 4.75 gallons (1&3), 32 oz (2), 16 oz (3), 12.7 oz. (2), and 5 oz. (2&3). Letter from Gordon Bennett. 1987. Oct. He says the introduction date was 1974.

853. **Product Name:** Westbrae Natural Miso [2 Year Barley Miso, 2 Year Red Miso, Hatcho Miso (Aged 2 Years), or Soybean Miso (1-Year Waka Hatcho)].

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 1224 10th St., Berkeley, CA 94710.

Date of Introduction: 1974.

Ingredients: Barley Miso: Whole soybeans, barley, water, salt.

Wt/Vol., Packaging, Price: 1 lb poly bag.

How Stored: Shelf stable.

New Product–Documentation: Labels. 1974, undated. 3.5 by 5 inches. Black plus 1 color on tan. “Naturally fermented and aged in large wooden kegs. Packed on order and shipped without preservatives or additives of any kind.” Labels. 1977. 4.5 by 3.5 inches. Paper. New design, with glossy gold, green, or red background. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center. These were Westbrae’s first soyfoods imported from Japan, from Mr. Kazama and Mitoku.

Westbrae Natural Wholesale Food Catalog. 1980. Spring. Red miso (*kome miso*) aged 2 years, brown rice miso (*genmai miso*) aged 1 year, barley miso (*mugi miso*) aged 2 years, Hatcho miso aged 2 years, soybean miso aged 1 year, natto miso. Each type comes in 1, 5, or 22 lb sizes. Red miso recommended retail price is \$1.36 per 1 lb bag. Westbrae now also sells Cold Mountain Miso (Red, Light Yellow, and Mellow White varieties).

Letter from Gordon Bennett. 1987. Oct. Gives year of introduction as 1974. Currently 8 varieties.

854. Bragg, Paul C. 1974. The shocking truth about water: The universal fluid of death. Santa Ana, California: Health Science. xviii + 108 p. Illust. Forms. 21 cm. *

• **Summary:** Explains that fluoride is a poison. Also reprinted, with some new editions, in 1977, etc. Address: Burbank, California.

855. Corlett, Jim. 1974. Super natural cookery: Recipes for vegetarian gourmets. Newton Abbot, Devon, England,

London, and Vancouver: David & Charles. 96 p. Illust. by Dave Colin. Index. 21 cm. [10+ ref]

• **Summary:** Among the “New Words” (p. 8) are miso and tekha [sic, tekka] powder (made from miso). Soy-related recipes include: Lentil, carrot and soy soup (p. 17). Soybean sprouts (p. 38). Gluten (Seitan, p. 56). Soy bean flours (p. 56). Soy sweet (dessert with soy flour. p. 56). Gluten cutlets (. 64). Soy bean cheese (to fu, p. 67). Soy sprouts (p. 67). Sakura’s vegetable sukiyaki (with tofu, p. 69).

An identical 1975 edition was published in Washington, DC, by Acropolis Books. Address: England.

856. Gaskin, Stephen; Farm, The. 1974. Hey beatnik! This is The Farm book. Summertown, Tennessee: The Book Publishing Co. 100 p. Illust. No index. 28 cm. Pages are unnumbered.

• **Summary:** The Farm is a community of 600 people living on a 1,700 acre farm in Summertown, Tennessee. One might call them spiritual hippie idealists, They have about 300 acres under cultivation, and during the summer about 200 of this is in soybeans. They practice a complete and total vegetarian diet; no one eats flesh foods or dairy products, drinks alcohol, or smokes tobacco. They do this for religious reasons, to be compassionate to animals and to leave enough food for everyone. “It is so grossly uneconomical and energy expensive to run soybeans through a cow and then eat the cow instead of just eating the soybeans that its virtually criminal.”

One two-page spread titled “Yay Soybeans!” begins: “Here’s a spiritual reason for being a vegetarian. You can get ten times as much protein growing soybeans than eating beef cattle. If everyone was vegetarian, there would already be enough to go around, and no one would be hungry.” It contains recipes for: Soy milk. Soy cheese (let soy milk stand in a warm place until the curd has separated from the whey, then boil the curds with salt, drain and press). Soy yogurt (cultured). Soy butter (made with 3/4 cups each soy flour and water, 1 teaspoon salt, and 1 cup oil). Soy mayonnaise. Granola (with soy flour). Raw gluten. Gluten roast. Fried gluten. Gluten burritos. Soybean stroganoff.

Another two-page spread is titled “The Soy Dairy: Soy Milk,” by Alexander and the Soy Dairy. It begins: “Soy milk is an easily digestible form of soybean protein. It can be made into whipped cream, sour cream, ice cream, cheese and yogurt. It contains the same amount of protein as cow’s milk, but less calcium and no cholesterol. We made 60 gallons a day for total cost of 30 cents a gallon.” There follows a description of exactly how The Farm’s soy dairy makes soymilk, what equipment is used, and where it was obtained. The text ends: “Please write to the soy dairy if you have any questions about soy milk, or stop by for a visit and tour, and we’ll be happy to give you a glass of milk to taste. Love, Alexander and the Soy Dairy.”

This book is loaded with wonderful photos, including:

(1) Shunryu Suzuki, roshi. (2) A large field of soybeans. (3) Three long-haired members of The Farm eating (L-R): David Chalmers, Charles Hunnicutt, and Wilbur Jordan. (4) A little girl, Susannah Frohman, sitting on a stool drinking a cup of soymilk, with her other hand on a gallon jar of soymilk. (5) The inside of the soy dairy. (6) Leslie Jordan happily drinking soymilk from a gallon jar in front of a truck that is delivering soymilk in milk cans. Standing by the truck is Roger Kanies. Mitchell and Nancy Shapiro are sitting on the ground nearby. (7) Many views of Stephen Gaskin. (8) Growing, harvesting, crushing, and cooking sweet sorghum for use as a sweetener (a light, sweet syrup). Address: Summertown, Tennessee.

857. Hannaford, Kathryn. 1974. Cosmic cookery. Berkeley, California: Starmast Publications. xixd + 264 p. Illust. by Lorena Laforest. 21 cm.

• **Summary:** This vegetarian cookbook contains 190 recipes created and tested at the communal One World Family Natural Foods Restaurant. Page 35 lists uses and seasonings of beans, including aduki beans and soy beans. Favorite seasonings for the latter are thyme, oregano, basil, green pepper, tomato, cheese, soy sauce, onion, or garlic. Soy-related recipes include: Soy grits (p. 75). Macroburger mix (with cooked soybeans, p. 83). Soy mayonnaise (with soy milk powder, p. 111). Chunky soy spread (p. 130). Miso tahini spread. Creamy soy spread (p. 131). Miso soup (p. 144). Miso-scallion broth (p. 145). Macro-sausage (with Soy Spread, p. 163). Spaghetti with miso sauce (p. 176). Super soybean casserole (p. 182). Miso sauce (p. 200). Soya carob nut brownies (with soy milk powder, p. 227). Address: Berkeley, California.

858. Hunter, Beatrice Trum. 1974. Favorite natural foods: Adapted from a series of programs on WGBH, Boston. New York, NY: Simon and Schuster. 219 p. Index. 21 cm. [154 ref]

• **Summary:** Contents: Foreword. 1. Vegetables, vegetables. 2. Perking up the salad bowl. 3. Sprouts (incl. legume seeds {alfalfa, chick pea, lentil, mung bean, peanut, pinto bean, soybean}, grain seeds, vegetable seeds, herb seeds, weed seeds, oil seeds {flax, safflower, sesame, sunflower}). 4. Whole grains. 5. The Cornell mix [for bread; Dr. Clive McCay]. 6. Sourdough. 7. Sauerkraut. 8. Yogurt. 9. Soybeans. 10. Satisfying that sweet tooth: Dried fruit desserts, confections, snacks. 11. Of special concern: Baby foods, brown-bagging, party fare, making good foods even better. Appendix.

Contents of chapter 9, Soybeans: Introduction. Soybean sprouts. Fresh green soybeans as a vegetable: Freezing, canning, drying. Recipes for dry soybeans (Baked soybeans. Soybean tomato aspic). Making soybean pulp (“put cooked, drained soybeans through a meat grinder”; recipe for green peppers stuffed with soybean pulp). Roasting dry soybeans

(soak, drain, and dry roast). Making soybean milk (recipes for spiced soybean milk, brown rice pudding with soybean milk). Making soybean curd (also called “soybean cheese” or “tofu.” From soybean milk, from fermented soybean milk, from soybean flour, from soybeans). Using soybean flours (three types: high-fat or full-fat, low-fat or medium-fat, minimum-fat or fat-free). 100% soybean flour cookies (grain-free). Other soybean products you can buy: Soybean grits and soybean flakes (with 1 recipe). Soybean lecithin (with 2 recipes). Tamari, miso. The soybean and you: Meat alternatives, tempeh, textured vegetable protein products (inferior), fabricated soy foods in school lunch programs (“a nutritional crime”). Avoid mock foods.

About the author: She is the author of numerous books and winner of the French Company’s Tastemakers Award. She and her husband, John, live in New Hampshire. Nationally known for her lectures and demonstrations on natural foods, she is a member of the Price-Pottenger Nutrition Foundation and twice a speaker for the Martha Jones Lectures in Nutrition at the Ashbury Theological Seminary in Kentucky. She holds a B.A. from Brooklyn College and a Master’s degree from Columbia University. She has done graduate work at State Teachers College in Buffalo, New York, and at Harvard University. A small photo of Beatrice Trum Hunter appears on the front dust jacket of the hardcover edition. Address: New Hampshire.

859. Jeavons, John. 1974. How to grow more vegetables than you ever thought possible on less land than you can imagine. Palo Alto, California: Ecology Action of the Midpeninsula. [7] + iv + 82 p. Illust. by Betsy Bruneau Jeavons and Rip King. No index. 28 cm. [64* ref]

• **Summary:** This is the first edition of this classic—typewritten. On the title page: “A Primer on the Life-Giving Biodynamic / French Intensive Method of Organic Horticulture.”

“Dedicated to the plants, animals, insects, rain, planets, people, soil, micro-organisms, flowers, herbs, weeds, forces of nature and love which have made this method, book, and life possible.”

Contents: Preface. History and philosophy. Bed preparation. Composting. Seed propagation. Companion planting. Insect life.

Preface (brief chronology by Jeavons dated March 6, 1974): 1967—Dr. Paul Lee started the Student Garden Project at the University of California, Santa Cruz and hired Chadwick to develop the garden. Chadwick introduced the French Intensive and Biodynamic systems of food and flower production to America. “With love, vision and apparent magic, Alan converted a barren slope into a Garden of Eden. Note: This garden is now known as the Chadwick Garden. Many were touched by his genius. Chadwick was larger than life. He taught and inspired more by his manner and his behavior than by his words alone.

1970—The City of Palo Alto makes land available to the public for a public garden.

1971 Sept.—Larry White, Director of the Nature and Science Dep. of the City of Palo Alto, arranges for Stephen Kafka, Senior Apprentice at the University of California—Santa Cruz Student Garden, to give a 4-hour class on the biodynamic / French intensive method to Palo Alto residents. Several members of Ecology Action of the Midpeninsula (including Jeavons) attended and “learned details of an exciting organic horticultural method about which we had heard encouraging reports.”

1972—Ecology Action’s Board of Directors approve a biodynamic / French intensive method research and education project. “The method’s techniques were communicated by a two year apprentice program at Santa Cruz and through periodic classes given by Alan Chadwick and Stephen Kaffka. The purposes of the Ecology Action project were: (1) To teach regular classes. (2) To collect data on the reportedly fourfold yields produced by the environmentally sound horticultural method. (3) To make land available for gardening to additional midpeninsula residents. (4) To publish information on the method’s techniques.

1972 May—After a 5-month search for land, the Syntex Corporation offers to provide on a no cost basis 3-3/4 acres of land at its site in the Stanford Industrial Park and all the water needed for the project. Dr. Alejandro of the Alza Corporation “contributed the first money to the project, \$5,000 without which we never could have begun.” Commitment by several individuals and corporations, plus the Point Foundation enabled the project to continue.

1972 May—Alan Chadwick visits the garden site and gives basic advice on how to proceed. Those involved with the nascent Palo Alto garden also attend a series of lectures given by Mr. Chadwick in Saratoga, California.

1972 spring—Using the classes taught by Alan Chadwick and Stephen Kaffka as a basis, Jeavons and co-workers begin teaching classes in the Palo Alto area. Soon the class becomes a five week series of Saturday classes, which is continually “recycled.” A set of information sheets are developed. “Many people asked for a book which contains all the information we have gathered... This book is the result.” Names of the people who have made important contributions to the book are given.

“Our initial research seems to indicate that the method produces an average of 4 times more vegetables per acre than the amount grown by farmers using mechanized and chemical agricultural techniques. The method also appears to use ½ the water and 1% the energy consumed by commercial agriculture, per pound of vegetable grown. The flavor of the vegetables is usually excellent and there are indications that their nutritive value may be higher. The method is exciting to me because man becomes important again as he finds his place *in relation* to nature. In the method man helps provide

for the needs of the plants instead of trying to dominate them. When he provides for these real needs, the plants bounteously provide more food... In striving for quality, man can provide a diet and income more than sufficient for his needs. The effort will produce a human renaissance and a cornucopia of food for all.”

History: “French intensive techniques were developed in the 1890s outside Paris on 2 acres of land.” “The biodynamic techniques were developed by Rudolf Steiner, an Austrian genius, philosopher and educator in the early 1920s.” A good history follows.

Although legumes, and beans in general, are mentioned on numerous pages of this book, soybeans are not mentioned. However green vegetable soybeans play a major role in subsequent editions of this book. See also the 1982 edition published by Ten Speed Press. Address: Ecology Action of the Midpeninsula, 2225 El Camino Real, Palo Alto, California.

860. Newman, Marcea. 1974. *The sweet life*: Marcea Newman’s natural-food dessert book. Boston, Massachusetts: Houghton Mifflin Co. 161 p. Illust. by Linda Stine. Index. 29 cm. A 1981 revised edition contained 176 p. [63* ref]

• **Summary:** This early and beautifully presented natural foods cookbook contains very innovative and tasty tofu dessert recipes made with limited natural sweeteners and no dairy products. It discusses the harmful effects of refined and denatured foods, with details on white flour, sugar, oil, salt, eggs, milk, and baking powder [which contains alum, a product of aluminum; “it may even be harmful”].

Chapter 1, titled “Natural necessities: Equipment, techniques, and ingredients,” gives good definitions of and introductions to amasake (p. 6), miso (p. 10), tamari (p. 12), and tofu (soybean cheese, p. 13). Soy-related recipes include: Basic cake II with tofu sour creame (p. 25). Cheesecake tofu pie (p. 37). Cantaloupe cheesecake (p. 37, with tofu). Upside-down tofu cake (p. 38). Mincemeat filling with miso (p. 50-51). Tofu poppy seed filling (for pastries or phylo, p. 53). Instant tofu creame (p. 59). Tofu creame (p. 59). Tofu creame whip (p. 60). Tofu sour creame I and II (p. 60). Tofu custard (p. 62). Apple tofu delight (p. 82). Creame puffs with amasake filling (p. 82). Cherry tofu strudel (p. 88). Tofu sour creame cherry tart (p. 92). Thanksgiving squash-mincemeat pie (with miso in the filling, p. 98-99).

The inside dust jacket gives a brief biography of the author, who was born and raised in New York. In Berkeley, California, she studied Japanese and natural-food cooking, and helped to start a “noodle bar” where she baked her first dessert. Now she lives in Boston and caters weddings, parties and school fairs with natural and organic foods and desserts.

An Appendix (p. 151-52) lists the name and address of 39 suppliers of natural foods in the USA (divided into five regions), with 2 in Canada. This list includes the following companies. Northeast: Erewhon Trading Co. (33 Farnsworth

St., Boston, Massachusetts 02210), Good Nature Distributing Co. (Box 447, Export, Pennsylvania 15632), Infinity Co. (173 Duane Ave., New York, NY 10005), Shadowfax (25 N. Depot St., Binghamton, NY 13901), Sundance Organic Food (R.D. #1, Box 146A, Coventry, Connecticut 06238), Walnut Acres (Penns Creek, Pennsylvania 17862; founded by Paul Keene).

Southeast: Collegedale Distributors (Box 492, Collegedale, Tennessee 37315), Laurelbrook Foods (Box 47, Bel Air, Maryland 21014), Tree of Life (Box 1391, St. Augustine, Florida 32084).

Midwest and Mountain States: Ceres, Inc. (2582 Durango Dr., Colorado Springs. Colorado 80910), Cliffrose (129 Coffman St., Longmont, Colorado 80501), Eden Foods (Box 100, Ann Arbor, Michigan 48107), Food for Life (420 Wrightwood St., Elmhurst, Illinois 60126).

Southwest: Akin Distributors (Box 2747, Tulsa, Oklahoma 74101), Arrowhead Mills (Box 866, Hereford, Texas 79045), Shiloh Farms (Box 97, Sulphur Springs, Arizona 72768), Sunrise Distributors (Box 5216, Phoenix, Arizona 83010).

West Coast: Erewhon Trading Co. (8454 Steller Dr., Culver City, California 90230), Janus Natural Foods (1523 Airport Way, South, Seattle, Washington 98134), New Day Distributors (1242 S. Berendo St., Los Angeles, CA 90006), The Well / Pure & Simple (795 West Hedding St., San Jose, CA 95126).

Canada: Lifestream Natural Foods, Ltd. (724-26 W. 6th Ave., Vancouver 9, BC), and Natural Foodstuffs (1 Main St., Box 27, Sutton, Quebec).

Note: This book contains the earliest recipe seen (Dec. 2005) for a tofu cheesecake. It is also the earliest English-language document seen (Dec. 2005) that uses the term “cheesecake tofu pie” to refer to a tofu cheesecake. For the story of how Marcea got interested in tofu and wrote this book see the interview: Marcea Newman. 1994. Oct. Re: Early work with tofu and tofu cheesecakes in America. Address: Boston, Massachusetts.

861. Ohsawa, Lima. 1974. *The art of just cooking*. With Nahum Stiskin. Hayama, Japan and Brookline, Massachusetts: Autumn Press. 216 p. Illust. by Maurice Owen. Index. 19 x 23 cm. Reissued in 1984 as *Macrobiotic Cuisine* by Japan Publications, NY. 175 p. [26 ref]

• **Summary:** This work is based on Lima’s Japanese-language book titled *Macrobiotic Cookery* (1971; in Japanese *Makurobiotiku ryôri: Shokuyô katei ryôri 700 shu*). The Preface to this book is a 3-page autobiography by Lima starting in 1953, when she was about age 54. In 1953, at age 54, Lima Ohsawa first ventured beyond the shores of her native Japan. She and her 2nd husband, Georges Ohsawa, left on their first world tour. In 1955-56 they spent time with Dr. Albert Schweitzer in Lambarene, Gabon. “Being vegetarian Dr. Schweitzer was always very interested in the

nutritional assets of the soybean and asked me to show him different ways to prepare it” (p. 10). During this and many subsequent travels, Lima learned many traditional, natural recipes from around the world.

Contains numerous Japanese macrobiotic style recipes. Page 32 gives good definitions of miso and shoyu. Soy-related recipes include: Brown rice with soybeans (p. 53). Inarizushi (p. 55). Brown rice porridge with vegetables and miso (p. 58). Soya omochi (mochi with soya flour). Burdock with miso and lemon peel (p. 90). Broccoli and radish with miso dip (p. 92). Carrot with green beans and tofu (p. 95). Ninjin shiro-ae (with “½ cake of *tofu*, drained and mashed {p. 173},” p. 95). Cucumber with wakame and walnut miso (p. 96). Cucumbers with miso and sesame (p. 97). Onion nitsuke with miso (p. 100). Onion goma-miso-ae (onion with sesame miso, p. 100). Eggplant nabeshigi-yaki (with miso, p. 101). Scallion and aburage nitsuke (p. 101). Scallion dengaku (with miso, p. 102). Renkon ikada age with kuzu-lemon sauce (p. 103). Kabocha miso ni (p. 106). Kabu miso-ae (turnips with sesame miso, p. 109). Daikon age rolls (with aburage, p. 114). Vegetable skewers with koya-dofu (dried-frozen tofu, p. 114). Kombu with shoyu (p. 117). Renkon miso inro (lotus root tempura with miso, p. 123). Coltsfoot buds with miso (p. 126). Wakame miso soup (p. 137). Mugi-miso soup (p. 137). Sake-no-kasu jiru (miso soup with sake lees, p. 137). Go jiru (soybean potage with aburage, p. 141). Oden with ninjin and gobo kombu maki (with aburage, p. 146).

Condiments and pickles (p. 154-57): Gomashio (sesame-salt). Tekka miso (sauteed vegetables with miso). Shigure miso (moist tekka). Miso sauté. Soybeans with miso and burdock. Soybeans with miso. Miso pickles (fall and winter). Sauces, spreads and salad dressings (p. 161-63): Lemon shoyu. Ginger shoyu. Orange shoyu. Tsuje-jiru dipping sauce (with shoyu). Goma joyu sauce (with shoyu). Scallion miso. Walnut miso. Citron miso. Goma miso (sesame).

Beans (p. 165-78). Black bean ni (the black beans are actually black soybeans. Soak 1 cup soybeans overnight in 3 cups water. “Drain the beans through a strainer reserving any soaking water.” Add enough fresh water to equal 4 cups then pour this liquid into a heavy saucepan. Add the soaked beans, bring to a boil over high heat. Reduce heat to low, cover and simmer for 2+ hours, or until tender. Add water during cooking if liquid completely evaporates. Toss pan to stir. When done, season with a dash of salt and/or shoyu. “In Japan this exquisitely sweet dish [nimame] is a must on New Year’s Day. It gets even sweeter after standing for a day or two.” Cooking soybeans with a small strip of *kombu* helps to soften them). Gomoku-mame (soybean nitsuke).

Tofu ryori (p. 173-78; “Tofu or bean curd is rich in vegetable protein. Although it is rather *yin* in our classification of foods, the recipes I have included here balance its *yin* characteristics with *yang* so don’t hesitate to use it occasionally. It’s delicious in miso soup, stews and

nabe, and as a dish by itself. It is available at Oriental food shops and can also be made at home.”). Homemade tofu (p. 174; 3 cups soybeans plus nigari make 1 lb. tofu; also describes how to make nigari {sea brine} by dampening 5 lb. sea salt). Variation: Homemade grilled tofu. Unohana pouches (with okara and aburage). Gammodoki. Tofu with kuzu sauce. Tofu roll. Koya-dofu sandwich. Tofu nitsuke. Chinese dow-foo oroshi-ae. Tofu mold (with kuzu). Tofu tempura. Goma dofu (sesame tofu).

Note 1. This is the earliest English-language document seen (April 2013) that contains the term “grilled tofu.”

Squid and scallion miso-ae (p. 183). Salmon head soup (with soybeans, p. 183). Surimi shinoda (with aburage, p. 184). Red snapper in miso. Koi koku (with miso, p. 184). Egg tofu (p. 185). Amazake manju (sweet sake dumplings, p. 198). Amazake (homemade, using glutinous “sweet” brown rice, p. 207).

The section titled “*Kofu*: Wheat Gluten” (p. 85-86) includes recipes for Homemade kofu (wheat gluten, including Kofu loaf and Seitan), and Kofu cutlet. “First introduced to Japan from China by Buddhist monks, *kofu* became a very popular food in Zen temples. It is delicious in soups and stews and mixed with sautéed vegetables. *Kofu* cutlet looks, feels, and tastes like meat.” Seitan is made by simmering 5 cups cold wheat gluten, separated into small pieces, for 3 hours in shoyu, sesame oil, and minced gingerroot.

Dandelion coffee (made from minced and dry roasted, ground dandelion root) and Yannoh (prepackaged grain coffee, made from 5 different grains) are described on p. 206-07.

The book, which contains many fish recipes, begins with a nice photo of Lima at age 75—she looks 20 years younger—and ends with a good glossary. Lovely illustrations, a wealth of original information on Japanese foods.

Note 2. This is the earliest document seen (July 2000) that mentions “Tekka miso” (spelled that way).

Note 3. This is the earliest English-language document seen (Feb. 2005) that used the word “kofu” to refer to wheat gluten. Address: Tokyo, Japan.

862. Shorr, Ivy. 1974. The exciting world of natural food and vegetarian restaurants in southern California. Santa Monica, California: Dennis-Landman. 119 p. Portrait. 14 x 21 cm. *

863. Janus Natural Foods. 1974? Home made mugi miso (Leaflet). Seattle, Washington. 2 p. Undated. 28 cm.

• **Summary:** Describes in detail how to make miso at home using 20 lb soybeans, 20 lb barley koji (dried), and 8 lb salt. Janus sells barley koji.

Note: This is an excellent, accurate recipe, with exact ingredients, a 12-step process, and many notes. Address: 1523 Airport Way South, Seattle, Washington 98134. Phone: (206) 624-1084.

864. Mother Nature's Inn. 1974? Our menu. 1813 West 4th Ave., Vancouver, BC, Canada. 4 p. Undated.

• **Summary:** Contents: [Basics]: Soup of the day, Brown rice, Mother Nature's bread or sprouted 8 grain, Tahini, soy lecithin or vegie butter, Chapatti-whole wheat flatbread of India (buttered or with vegie butter), Sprouted 7 grain English muffin (buttered or with tahini or vegie butter), Bible bread with any spread. Fresh salads (incl. alfalfa sprouts or Tabouli salad). Salad dressings (incl. sesame tahini dressing).

Mom's great sandwiches, Daily special, Evening dinner menu (as posted on menu board) or Golden Lotus Macroplate.

Chapizza, Vegeburger (with vegetable protein patty). Desserts. Juices. Teas (incl. Healthy coffee, Roastaroma, Mu, Red Zinger). At the bottom of page 3: "All food served by Mother Nature's Inn are purely vegetarian and natural, We use neither eggs, sugar, nor cheese with animal rennet. Our fare is lovingly prepared from the freshest, highest quality produce available.

"May the long time sun shine upon you
All love surround you
And the pure light within you
Guide your way home."

On the back cover is a large oval illustration of a child [Jesus] dressed in a long white robe, leading a sheep, a lion and two cows. Around that, the name of the restaurant. Below: Its hours (Mon.-Sat. 11:30 am-5 pm, Sunday 12-7) and address.

Accompanying this menu is a photo (angled upwards) of a waitress at Mother Nature's Inn (Lisa) holding out a plate of food in her right hand; behind her are a hanging light, hanging plant, and the restaurant's ceiling. Address: Vancouver, BC, Canada. Phone: 733-5528.

865. Keller, E.R. 1975. Neue Wege im Ackerbau?—Eine Betrachtung ueber den allgemeinen und biologischen Landbau sowie ueber Koernerleguminosen [New directions in agriculture?—A consideration of general and organic farming, as well as grain legumes]. *Schweizerische Landwirtschaftliche Monatshefte* 53(1):1-30. Jan. [36 ref. Ger]

• **Summary:** Soy is mentioned on pages 21 and 26. Address: Swiss Federal Inst. of Technology, Dep. of Crop Science, ETH Zentrum, CH-8092 Zurich, Switzerland (Inst. fuer Pflanzenbau der Eidgenoessischen Technischen Hochschule, Zuerich).

866. Farm, The. 1975. The Farm vegetarian cookbook. Summertown, Tennessee: The Book Publishing Co. 128 p. Illust. Index. 18 cm. Revised edition by L. Hagler. 1978. 223 p.

• **Summary:** Expanding on the pioneering "Yay Soybeans!" (Oct. 1974), this creative and creatively illustrated vegan

cookbook contains many extremely innovative and original recipes including: Soybean Stroganoff. Soyburgers. Spaghetti Sauce with TVP. Soysage. Soy fritters. Indonesian fried tempeh. Soymilk. Tofu. Tofu spreads. Soy "yogurt." Soy "cheese." Soy "butter" (made with soy flour). "Cream cheese" (made with soymilk). Soy "mayonnaise." Soy "whipped cream." Soy "coffee." "Soy 'nuts.'" Soy pulp granola. Ice Bean [soy ice cream] (Recipes include: Pineapple "sherbet" and "Vanilla ice bean," each made with soy milk instead of dairy milk). Mellowmeal (breakfast cereal containing soy flour). Soy "yogurt" Danish pastry. Soy bread. Soy pulp cookies. Soy "cheese cake." Blintzes (filled with tofu).

Gluten recipes (p. 54-59) include: Basic gluten (feeds 8 generously). Gluten roast. Gluten burritos. Chili gluten. Oven-fried gluten. Janice's barbeque [barbecue] gluten ribs.

The back cover states: "We are a large, long-haired spiritual community in Tennessee. We came together through open meetings in San Francisco with Stephen. We have 750 people, including 250 kids, living on 1,750 acres. This cookbook is to help as many people be vegetarians as possible without turning any of them off and making them think its strange or weird and to let people know that it tastes good, is nice, graceful, and it can be a turn-on, that it'd be really neat to eat, and make you look forward to meal-times and make you really happy to eat such good food." The Introduction, by Stephen, begins: "The thing about our cookbook is we don't want to be faddish or cultish or scare people off. We just honestly want them to know how to make it on vegies, even somebody who doesn't particularly have a moral reason for being a vegetarian, but just wants to eat a little cheaper, or somebody who learns to be a vegetarian to lose weight, 'cause you maintain a really healthy natural weight on vegetables... The main thing is that we're absolute vegetarians. We don't do meat or milk or eggs or cheese or fish or fowl."

"You can increase the world's food supply by being a vegetarian. So its good for everybody else, its good for the individual for health, and its good for the soul and the spirit not to be involved in killing. And I understand that vegetables are alive, but like I've said before, I've been to pig stickings, and I've been to rice boilings, and rice boilings have better vibrations than pig stickings."

Photos show: Facing title page: People planting white potatoes at the edge of a large field in front of the woods. The lady in front is Sylvia Tepper, Robert Tepper's wife. Pages: (1) Little Susannah Frohman eating a rolled up soybean tortilla. (3) Stephen Gaskin. (18) Ruth Thomas, making lunch in the kitchen of the only house on the property when Farm folks first came here. It housed The Farm's clinic, school, bank offices, and receptionist for a number of years until other facilities were built for these purposes. Ruth could make a mean soybean burger (which is pictured). (23) Laurie Sythe making potato soup on the other

side of the same kitchen Ruth was pictured in. (35) Poblano chili plants. (60-61) Tempeh sliced to be round to fit on buns, resting on a plate (L) and a tray (R). (64). Uncle Bill (age 82, center, surrounded, from left by: Marilyn Keating, Jeffrey Keating, Ruth Thomas, Patrick Thomas, Uncle Bill, Joel Kachinsky, Roberta Kachinsky, Bruce Moore, Roslyn Moore {holding baby Sam}. All at their home on Schoolhouse Ridge. The house, named “Kissingtree,” was originally built for Stephen and family, but he declared it “too fancy” for him, and he passed it on to this group {women were mostly schoolteachers in our school}). (67) Janice Hunter making stir fry at the Tower Road House kitchen. (68) John Hurgeton drinking a glass of soymilk on a construction site somewhere. (71) Sue Ellen, who worked in The Farm’s soy dairy, holding a glass of soymilk and relaxing. (89) Sour soymilk Danish pastry. (106) Jars of canned goods stored at the Farm’s canning facility. Thanks to Cynthia Holzapfel for providing photo captions.

Illustrations appear on almost every page: On the front cover is a color illustration of a basket full of vegetables on a quilt. Many of the pages have illustrated borders or unique illustrations (line drawings) (flowers, plants, leaves, a pot of steaming food, psychedelic designs, native American motifs, etc.) where there would otherwise be empty space. Pages: (10) A Farm member eating, with one hand, a tortilla wrap filled with cooked whole soybeans. (20) A young woman in a kitchen facing the stove. (28-29) Illustrations of two Farm members making pizza. (65) Uncle Bill in a kitchen stirring a pot. (81) A pitcher labeled “Soy Milk.” (83) An old-fashion, hand-turned ice cream machine for making Ice Bean. (88) Sour soymilk Danish pastry. (95) A happy man and a woman eating bagels. The man’s finger, pointing up, serves as a bagel holder. Yum! (100) Overhead view of a round table with ten people eating. (105) A vase full of kitchen utensils. (113) A lady holding a cake—a very favorite recipe on The Farm. (120) A lady rolling out dough on a table.

Note 1. This book played an important role in introducing soyfoods (especially tempeh and soy ice cream), as well as a vegan diet, to America.

Note 2. This is earliest publication seen by The Farm that contains a tempeh recipe.

Note 3. This is the earliest document seen (Oct. 2008) that contains the word “vegies” (one of two documents).

Note 4. This is also the earliest document seen (Oct. 2008) that uses the word “barbeque” or “barbequed” rather than the standard “barbecue.”

Note 5. This is the earliest English-language document seen (Oct. 2013) that contains the term “Soy ‘whipped cream’ (regardless of capitalization).

Note 6. Some sources (OCLC/WorldCat) cite Stephen Gaskin as the author of this book. Others cite Louise Dotzler; her maiden name was Louise Hagler, but she was married to Thomas Dotzler in 1975. Later that decade they separated and Louise reverted to using her maiden name As “Louise

Hagler,” she was the editor / author of several later revised and expanded editions of *The Farm Vegetarian Cookbook* (1978, 1988) plus several outstanding books about soyfoods published at The Farm. Address: Summertown, Tennessee.

867. Laurelbrook Foods. 1975. A little bit about our food (Booklet). Bel Air, Maryland. 6 p. Feb. 28 cm.

• **Summary:** Laurelbrook now distributes about 43 different food products, plus 7 non-food products. Each of these is described, including wheat, brown rice, soy flour (ground from lightly toasted beans by arrowhead mills), granola, tamari (“High quality soy sauce from Japan, made from whole soybeans, wheat and sea salt...”), miso (“A thick soybean paste from Japan.” Hacho miso, Mugi miso, and Kome miso are available), Deaf Smith peanut butter, vegetable oils (expeller pressed and unrefined), sea vegetables, kuzu, umeboshi (salt pickled plum with chiso [shiso, aojiso] leaf). Address: P.O. Box 47, Bel Air, Maryland 21014; Raleigh Branch: 330 W. Davie St., Raleigh, North Carolina 27601.

868. DeSilva, Tom; Hillyard, Roger; Hartman, Tim; Kimbro, Bob. 1975. Steering Committee report, being the result of a meeting held March 22 & 23, 1975 upon the request of 14 companies in the natural food field. Unpublished manuscript.

• **Summary:** “At Pajaro Dunes, Watsonville, California on November 21-24, 1974 the following companies agreed to pursue the subject of organization and appointed a ‘Steering Committee:’ Arrowhead Mills, Eden, Erewhon/Boston, Erewhon / Los Angeles, Lifestream, Laurelbrook Foods, Manna, Shadowfax, Tree of Life, The Well, Ceres, Janus, Food for Life, Cliffrose.

“This is the report of that committee which met during the days and nights of March 22 and 23, 1975, in San Francisco and was composed of Tim Hartman (Janus), Roger Hillyard (The Well), Tom DeSilva (Erewhon / LA [Los Angeles]) and Bon Kimbro (Ceres).” Address: 1. Chairman, Erewhon–Los Angeles.

869. Goldstein, Jerome. 1975. The cheapest nitrogen is the best: Natural nitrogen sources are finally being recognized as cheapest, safest—and healthiest by scientists as well as growers. *Organic Gardening and Farming*. March. p. 57-59.

• **Summary:** In 1955 J.I. Rodale was asked during a speech in Iowa: What difference does it make whether a plant gets its nitrogen from a chemical fertilizer or from a legume, animal manure, or sludge? He loved that kind of question and promptly replied that it was basically the same as the difference between feeding pure nitrogen to people in the pill form as compared to giving it to them in scrambled eggs or peas.

Nitrogen is essential for the growth of plants. “Yet an excessive supply of it will not only retard the growth period but will reduce the plant’s resistance to disease, and produce

crops of an inferior quality, often with poor keeping and shipping abilities. It waterlogs the plant, causing an over-succulency. This is where the organic method is superior... It is a known fact that organic matter decays slowly, thereby not releasing the nitrogen too quickly. The organic matter thus is a valuable storehouse of nitrogen, maintaining an automatic supply for the entire growing season. But with chemical fertilizers, a too-enthusiastic hand can sometimes give the soil an oversupply—which will lead to all the troubles described above.”

870. Logsdon, Gene. 1975. Grow your own nitrogen factory. *Organic Gardening and Farming*. March. p. 54-56.

• **Summary:** Editor’s introduction: “The ease with which legume inoculants can put more natural nitrogen into the soil is bringing such traditional soil aids out of relative obscurity in these days of high fertilizer costs. For organic growers, the benefits are doubly attractive.”

“Rhizobia is the family of bacteria which performs the all-essential service of making nitrogen available to plants. In partnership with legumes, certain strains of these bacteria have a proven capacity of manufacturing up to nearly 200 pounds of available nitrogen per acre per year. In these days of inflated fertilizer prices, that’s gold in them that rhizobia!”

A list of manufacturers of legume inoculants is given:

“1. Agricultural Laboratories, Inc. (Legume-Aid) 1145 Chesapeake Ave. Columbus, Ohio 43212.

“2. Kal Laboratories, Inc. 10236 Bunker Ridge Rd. Kansas City, Missouri 64137.

“3. Nitragin Co., Inc. 3101 W. Custer Ave. Milwaukee, Wisconsin 53209.

“4. Research Seeds, Inc. 310 S. Third St. St. Joseph, Missouri 64501.

“5. Rudy-Patrick Co. P.O. Box 404 Princeton, Illinois 61356.

“6. Scarlett & Co., 632 President St. Baltimore, Maryland 21202.

“7. Urbana Laboratories P.O. Box 399 Urbana, Illinois 61801.

A large photo shows root nodules on a leguminous plant. Rhizobia are a form of soil bacteria capable of forming these symbiotic nodules. The rhizobia live inside the nodules. The bacteria transform nitrogen drawn from the atmosphere by the legume into a form the legume and other plants nearby can use as fertilizer. The larger the rhizobia population, the larger and more numerous the nodules.

871. Spiral Foods Inc. 1975. Wholesale price list. Chico, California. 4 p. April 1. 28 cm.

• **Summary:** This two-sheet catalog and price list, consisting of two pages stapled in the upper left corner, is printed front and back with reddish-orange ink on tan paper. The first item is five cookbooks, including *The Art of Just Cooking*, by

Lima Ohsawa. The soy-related products are similar to those in the 1974 catalog. Address: 1144 West 1st Street, Chico, California 95926. Phone: 343-2111.

872. Spiral Foods Inc. 1975. Mail order price list. Chico, California. 4 p. April 1. 28 cm.

• **Summary:** This two-sheet catalog and price list, consisting of two pages stapled in the upper left corner, is photocopied front and back with black ink on white paper. Address: 1144 West 1st Street, Chico, California 95926. Phone: 343-2111.

873. Vellucci, Jody. 1975. He’ll shop at trade fair in China. *Ann Arbor News (Michigan)*. April 11. p. 24. Friday.

• **Summary:** Michael Potter, Ann Arbor entrepreneur, is making his second trip to the semi-annual trade fair held in the People’s Republic of China.” He will be gone for about 5 weeks. Last year he was the youngest person to attend the fair. Last fall Potter bought arrowroot starch, ginseng root, several varieties of beans, bamboo products, and dates. “As president and co-owner of Eden Foods Inc., Potter will buy natural foods and products which his firm will distribute to its clients around the United States. Eden Foods was organized five years ago by Potter, Timothy Redman [sic, Redmond] and William Bolduc. Bolduc has since left, and Potter and Redman are the two remaining partners.

“Eden Foods started out as a natural foods store. It has grown to include a restaurant and wholesale natural foods distributing company. The company, in many cases, buys directly from farmers.” A photo shows Potter. Address: News staff reporter.

874. Erewhon. 1975. Natural and organic foods. Spring 1975. Boston, Massachusetts. 24 p. Catalog and price list. 28 cm.

• **Summary:** The cover shows a family photo in a wooden frame on a goldenrod background. The family is all the Erewhon employees (plus a child, a dog, and a sack of brown rice), in about five rows from front to back, kneeling and standing on a wooden floor.

The first page, from “The people at Erewhon,” begins: “Hi!—All of us at Erewhon wanted to give you folks who use our foods a personal greeting. So we rounded ourselves up on snowy Sunday and snapped a picture to give you a glimpse of who we are. The people who make Erewhon live and breathe are really happy to be serving you. The key to reaching out to those friends who use the foods that we are so proud of is through you. We all remember the days when the foods we have now weren’t available to us and know that there are still many people who don’t yet have good food on their table. So, our activity each day centers around passing on to you what you need to turn on your friends to one of the fundamentals of a beautiful life. Thank you. You are giving us an opportunity to work together, learn from each other, and share something that is very important to us.

“As we get to know each other better, our ability to assist you with higher and more various natural food products also increases. The history of Erewhon has been one of movement from discovery to discovery, and it is our intention to do our best to open up the communication between mother earth and the people that whole food provides. We hope you will find that each new catalogue reflects a step towards this goal...”

We will show the catalog cover relatively small, but the photo from which that catalog was made fairly large and attempt to give the names of the people in the photo. Evan Root identifies these people (in the photo supplied by Robert Hanig—who did not shoot it) as follows:

Front Row:

Zolla (Abiel Halla’s wife)

With child

Jean Blyweiss

Michael Kababian

Unknown

Unknown

Kazuko Awamura

Jean Carter Levine

Unknown

Unknown

Unknown

Tomoko “Aveline” Kushi

Second row (crouching or sitting, left to right):

Abiel Halla (his’s wife and child are in front of him)

Tyler (Ty) Smith

David Stamps

Bob Chiampa

Unknown

Mark Ripa (Erewhon’s brand “Mark’s pasta sauces were named for him. Currently: <http://www.cronigsmarket.com/info/index.cfm>)

Unknown

David Simon

Unknown (baby)

Unknown

Don Larenson (holding baby Lao)

Anthony Valenti

Gene Fialkoff (founded and operated New Morning Cereals, sold to US Mills in 2000). Standing, left to right:

Unknown (Bob Spencer thinks this is Susan Munger.

I know her and didn’t catch that. Then again, I know Bob Spencer and I didn’t recognize him in this picture. Patricia Smith knew her well, perhaps she can make the call.)

Joanne Amartseff (wife of Nick, holding daughter Misha)

Unknown

Jeff Flasher (currently, VP Traditional Medicinals)

Keith Varnum (currently: <http://www.thedream.com/index.php>)

A.C. Gallo (currently president and chief operating

officer of Whole Foods)

Unknown

Unknown

Richard Young

Hugo van Seenus (currently with Alfalfas, <http://alfalfas.com/about/team/hugo-van-seenus/?iframe=true&width=100%&height=100%>)

George Crane (left Erewhon for organic farming in Maine, can’t find anything current)

Phil Levy (<http://phillevy.net/default.aspx>)

Danny Seamans (Last seen by Evan Root about 5 years ago, managing a Whole Foods Store in Bellingham, Massachusetts, no current data available)

Unknown

Bill West

Unknown

Carl Sauter

Warren Murrah

Paul Campbell

Bob Spencer

Eric Lake

Diane Markovitz

Unknown

Blake Gould (<http://www.acupuncturist-acupuncture.com/HealthAcupuncturist/Blake-Gould-North-Star-Health-Care-Stowe-VT-4066.htm>)

Laura Lane

Tony Harnett

Robert “Bobby” Hanig” (without prior experience in IT, studied up on computers from scratch and brought Erewhon into the digital age. Currently, business consulting: <http://www.gulfsol.org/featured/Leadership/facilitator.asp>).

Norio Kushi (Jan. 2011) identifies the people as follows:

Front Row: Zolla (maybe), with child, Mark Ripa’s wife (not the woman who later worked the front desk), Carol ? worked in the office, Unknown man, Unknown man, Unknown lady, Kazuko Awamura (chef, Robert Hanig’s girlfriend), Jean Carter holding rice bag (works at Whole Foods, Brighton, Massachusetts), Unknown man Unknown man, Unknown lady.

Second Row: Abiel Hallah, Unknown person peeking from behind ?, person with cap facing Ty Smith, Unknown lady, Mark Ripa (508-693-4487) (w), Unknown lady, Unknown man with child, David Simon, Don Lorensen holding child, Anthony Valenti, Gene Fialkoff, Aveline Kushi.

Third Row: Joanne Amartseff, holding child (617-731-5923), Tyler Smith (808-895-3395).

People standing (starting behind Joanne Amartseff): Unknown man, William Tetmeyer (317-873-4431), Jeff Flasher, Keith Varnum (lives in Arizona), AC Gallo (VP, Whole Foods, Cambridge, MA regional office), Unknown man, George Crane, Dan Seaman, David, (worked in production Dept), Warren Murrah (worked in Shipping

Dept), Robert Spencer, Stuart Smith (207-935-3994), Unknown man (maybe Tony Harnett).

People standing starting from behind AC Gallo, Unknown man, Richard Young (passed away in 2006), man peeking behind George Crane is Hugo van Seenus (who, along with Anthony Harnett became owners of Bread & Circus, Hugo later started Hugo's in Silver Spring, Maryland, and later Lazy Acres in Santa Barbara, California), Phil Levy, Roger (boyfriend of Martha Fielding later owner of Red Wing Books, they were in an motorcycle accident, Martha was hurt fairly seriously but she graciously recovered), Bill West, Carl Sauter, Pat Campbell (standing behind Robert Spencer, married Jean Blyweiss), Eric Lake, Diane Markowitz, Blake Gould (802-888-2858; behind Stuart Smith), Laura Lane (girlfriend of Bill West), Robert Hanig (781-259-1128, the person furthest to the right in the photo).

Norio adds: The rows are not exactly neat so I hope it is clear enough who I am referencing. I believe this photo was taken by Nik Amartseff (who is absent in the photograph), the husband of Joanne Amartseff standing on the left with their baby daughter.

On the Spring 1977 Catalogue picture and missing from Hanig's photo is Nick Amartseff [mustache] standing between Joanne Amartseff and Jeff Flasher. (Nick's snacks were named for Nick, he also produced art for labels).

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875. Natural Foods Distributors Association. 1975. Minutes, May 1-5. Boston, Massachusetts: Erewhon. Unpublished manuscript.

• **Summary:** This meeting was held on 1-5 May 1975 at 62 Buckminster Rd., Brookline, Massachusetts, the residence of Michio Kushi. It was attended by Boyd Foster and Chuck Brockett (Arrowhead Mills Inc., Hereford, Texas), Frank Calpeno and Howie Schickler (Ceres Natural Foods, Inc., Colorado Springs, Colorado), Tim Redmond (Eden), Tom DeSilva and Ty Smith (Chairmen; Erewhon, Inc., Boston, Massachusetts), Tim Hartmann (Janus Natural Foods, Inc., Seattle, Washington), Rod, Marge and Dan Coates, Frank Mabrey and Dave Raleigh (Laurelbrook Natural Foods, Inc., Bel Air, Maryland), Gene Newman (Manna Foods, Inc., Scarborough, ONT, Canada), Charlie Smail (Shadowfax Whole Foods, Inc., Binghamton, New York), Irwin Carasso (Tree of Life, Inc., St. Augustine, Florida), Roger Hillyard (The Well, San Jose, California), Arran Stevens (Lifestream Natural Foods, Ltd., Vancouver, BC, Canada).

Companies that were members of the Natural Food Distributors Assoc. in June 1975, but that were not at this meeting were: Cliffrose Natural Foods, Inc. (Longmont,

Colorado), Eden Foods Inc. (Ann Arbor, Michigan), and Food for Life, Inc. (Elmhurst, Illinois).

Note 1. This is the earliest document seen (Aug. 2019) concerning Manna Foods, Inc. in Canada.

Note 2. Chico-San, of Chico, California, was not at the meeting, because it was a manufacturer and importer, not a distributor.

Talk with Roger Hillyard of San Francisco. 1982. April. Thirteen representatives of 11 natural food distributors came together in May 1975 to form a new organization. At this meeting the goals of the association were discussed and the name Natural Foods Distributors Association was first decided. Mr. Kazama of Mitoku (Japan) was present. Michio Kushi offered to help any company send representatives to Japan to study miso making, etc. "A Harvard study done on 210 local macrobiotic people showed their blood pressure and cholesterol is the lowest in America," says Michio. Why did this association never happen? The potential members were unwilling to provide the collective funding deemed necessary. And there was a lack of clearly defined goals and projects. Tim Hartman of Janus was chosen the first executive director. Roger does not know if he was ever paid.

On Oct. 9-12, 1975, there was a meeting of distributors at Tree of Life in St. Augustine, Florida. Before that meeting, there was a steering committee meeting in Ithaca, New York. It was determined that it would take \$25,000 to implement the employment contract, but members were willing to commit only \$7,800. A newsletter was planned.

Note 3. Erewhon was the real pioneer, the first of a new breed of natural food distributors. It was also a pioneer (along with Chico-San) in importing traditional, natural foods from Japan. Address: Erewhon, Boston.

876. Photograph of people who worked at Erewhon—Los Angeles, a macrobiotic retail store and warehouse. 1975. Los Angeles, California. Undated.

• **Summary:** People who worked at Erewhon, Los Angeles (probably in both the store and warehouse), probably at the Culver City warehouse on Steller Drive. Doug Rauch guesses the photo was taken in winter/spring 1975, based on who is in it and how they are dressed. It was definitely taken before Sept. 1976, which is when Jimmy Silver arrived.

First row (9-10 people squatting, sitting or kneeling on the pavement; left to right): 1. Peter (squatting on the far left—older with white hair; he is the only one we have been able to identify in this row). Peter was from Canada (spoke English), thought to have been connected with the Vedanta Society and here illegally.

2. Greg Merideth.

3. Michael Stein.

4. Unknown (shielding eyes from sun). 5. Linda (bookkeeper).

6. Unknown. 7. Unknown.

8. Bill. 9. Sharon Flasher (Vishistha; Jeff Flasher's wife

at the time) with son Yudi.

Second row (10 people, standing; left to right): 1. Unknown. 2. Unknown.

3. Dolores Coffee (short woman). 3A. Tom Bagby is the guy sitting on the truck fender right above Dolores Coffee (with his knees on her shoulders).

6. Dale Turner (played jazz trumpet and got a gig with the Oingo Boingo band, playing on several of their albums and did many tours & performances).

8. Francis Pinto ("Franny," a composer and follower / practitioner of Reichian therapy).

9. Tom DeSilva (dark haired, stocky). Once a Hollywood entertainment lawyer, Tom found a new life for himself and his two boys starting at the bottom at Erewhon, doing something that he loved. Smart and personable, Tom was for many years the respected president of Erewhon West when it was a distribution and retail operation. He bought the LA retail store when the company was split up, moving and expanding the once-small store into a highly successful operation but true to its origins as a business.

10. Bob Reddick (writer, involved with the Vedanta Society).

Near the top is a group of 6 people standing or sitting on the hood of the truck (L-R):

1. Joe (he worked for Dolores in the Packaging Dept.).

2. Michael Chernick (standing behind and just to the right, with the bald head, a free lance maintenance man).

6. Loren Spector (guy on the far right of this group, in the black sweater, with his hands clasped around his left knee).

A group of 4 people is sitting on the cab of the truck (highest up, behind the "erewhon" sign) (L-R):

1. Eileen Frankel.

2. Tomi (or Tomei); she was Okinawan, lived in Long Beach, worked in accounts receivable or payable who was married to a guy who allegedly was involved with a gang who hijacked big rigs and heavy equipment in the Midwest; she was involved in her husband's shenanigans.

3. Nick Coffee.

4. Eric is the first name of the black guy at the far right top.

Doug Rauch is the tall blonde, bearded guy standing on the running board just below this group and below the "erewhon" sign.

877. *Yoga Journal*. 1975-- . Serial/periodical. San Francisco, California. Vol. 1, No. 1. May, 1975. Publisher: California Yoga Teachers Association. Editor: William Staninger. *
• **Summary:** The first issue was more like a newsletter, 10 pages long. Address: 1736 9th Ave., San Francisco, California 94122.

878. Erewhon Trading Co. [Los Angeles, California]. 1975. Wholesale price list. July 1975. Culver City, California. 10 p.

Catalog and price list.

• **Summary:** On the front cover is a copy of an analysis of carrots performed by Agri-Science Laboratories Inc. of Los Angeles. They contain no Organo-phosphates—None detected as Parathion < 0.010 ppm.

Products include: Whole grains. Cereals. Flours—Freshly milled whole grains (incl. Raw soy flour, organic). Beans (incl. Soybeans, organic, Texas { 10 or 16 lb }, Soybean flakes, organic, Texas). Butters (incl. Peanut butter, Sesame butter). Applesauce. Carbonated drinks. Juice. Chips. Goodies. Nik's Snaks. Granola. Soybean products: Tamari soy sauce (4 sizes, 8 oz to 4.7 gal). Hacho miso, soybean paste (1 lb or 44 lb). Mugi miso, Barley-soybean paste (1 lb or 44 lb). Kome miso, Rice-soybean paste (1 lb or 44 lb). Sea vegetables. Specialties (incl. Kuzu arrowroot, umeboshi { Plums pickled in brine }, Sesame salt). Seeds. Nuts. Fresh produce—Organic. Dried fruit—Bulk. Dried fruit—Packaged. Books and flyers (Deaf Smith County Cookbook, Oil Story, Pasta Cooklet). Redwood rennetless natural cheeses (Raw or pasteurized). Pasta (Bulk or packaged, incl. Soya-rice shells). Salt. Oils (incl. Soy oil). Erewhon packaged goods: Grains, cereals, flowers, seeds, beans. Teas. Celestial Seasonings bulk herb teas or tea bags. Cosmetics. Cooking utensils.

Inserted is a letter on Erewhon letterhead from Loren M. Spector, general manager, dated 1 July 1975. It begins: "Dear customers: Please find enclosed our summer price list." On the back are "July specials." Address: 8454 Steller Dr., Culver City, California 90230. Phone: (213) 836-7569.

879. Rodale, Robert. 1975. Ideas for vegetarian gardeners. *Organic Gardening and Farming* 22(7):28-32. July.

880. Eden Foods. 1975. Wholesale pricelist. 4601 Platt Rd., Ann Arbor, MI 48104. 19 p. Aug. Catalog.

• **Summary:** This catalog is large enough to have a table of contents on page 1, along with an illustration (line drawing) of large windmills. Page 7 lists "Tamari, Miso & Condiments." Tamari Soy Sauce is now sold under 3 labels (Erewhon, Japan, and Lima—Chico San). Miso (Mugi, Hacho, and Kome) is also still sold under the Erewhon label. Mugi miso is described as "barley-soy paste" and Kome miso as "rice-soy paste." Also includes "Kuzu Arrowroot, Umeboshi Salt Plums (Erewhon), and Sea Salt—white French." Address: Ann Arbor, Michigan. Phone: (313) 973-9400.

881. Erewhon. 1975. Erewhon. Summer '75: Natural and organic foods. Boston, Massachusetts. 32 p. Catalog and price list. 28 cm.

• **Summary:** The color cover shows various leaves growing on their stems.

On page 1 is a message from Ty Smith, President, which begins: "As a distributor of natural foods, I am concerned about the quality of life. I create through my activities of

business. The primary form is the quality of food itself, and to maintain that at the highest level possible I rely on methods of growing, cleaning, storing, and processing which are inherently upgrading and promoting the life force of the foods. I am concerned that these methods of working with nature also promote the enjoyment and creativity of the people who do them every day.

“There is another form of quality which is important to create and maintain—this is the quality of the method of the doing of business. It is as important to produce and foster high standards for relationships through which the food is distributed as it is to safeguard the quality of the food itself... If there is any aspect of doing business with Erewhon which causes you any form of dissatisfaction, I am the person who is responsible to you.

“The keyword is ‘responsibility,’ in the true sense of the word, ‘the ability to respond.’ ...

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882. **Product Name:** Hand-Crafted Wooden Tofu Box.

Manufacturer’s Name: Ganesha.

Manufacturer’s Address: c/o Westbrae Natural Foods, 1336 Gilman St., Berkeley, CA 94706. Phone: 415-524-1083 or 524-8841.

Date of Introduction: 1975 August.

New Product–Documentation: This is America’s first commercial tofu box, developed by a woodworker named Ganesha in Berkeley, California. He sold the perforated pine boxes at local natural food stores and by mail order.

Shurtleff and Aoyagi. 1975. Dec. *The Book of Tofu* (Autumn Press). p. 100, 316. Ganesha makes hand-crafted wooden tofu boxes for family or community use. Contact him at Westbrae Natural Foods, 1336 Gilman St., Berkeley, California 94706.

Letter from Ganesha. 1976. Aug. “I have around 15 names of people interested in tofu boxes now. I will save them and all the new ones that come my way. A week or so before you make up the mailing list for your pamphlet, let me know and I will Xerox my ledger pages of addresses and send them to you. Also, lots of people who want boxes also want utensils. Do you know of any sources? Many thanks from Heather, who does most of the repetitive operations on the boxes.”

883. Pulver, Fred. 1975. Summer camp–1975. *Macrobiotic (The) (Oroville, California)* No. 108. p. 34-36. Aug.

• **Summary:** “On the first weekend of camp over one-hundred people showed up, but soon departed, leaving

about 40 to live thru 2 days of cold, wet rain and 6 inches of snow for a day and a night. A few, for whom the snow was too uncomfortable, left camp; the others who stayed enjoyed all the more the sun and warmth when it returned. The nights were cold, the days warm, and grew warmer as the camp continued. Warm sun, clear blue skies, clean air, made swimming in the icy cold water of the stream near camp a renewal of life for those who could stand it. A volley ball court was soon constructed with a twine net of yin/yang triangles, and the volley ball games after supper were filled with joking, laughter, and teamwork. Breakfast and dinner preparation was well attended by the ladies and helped many people learn how to cut vegetables and cook full macrobiotic meals, starting with soup and cereals, and ending with salads and desserts. Friends arrived from Mexico City, and were the life of the camp bringing their energy and Spanish to enrich everyone with new words and expressions.

“Herman’s lectures in the mornings reviewed the basic principles of macrobiotics and health, and Mr. Muramoto carried yin and yang into classification of plants and elements and their effects on man. Jerry Canty spoke in the afternoons, George Gearhart gave massage classes, and Bob Newmiller continued them with emphasis on spinal diagnosis. Ursula Iven from Los Angeles taught Yoga, demonstrating many techniques of Japanese master Oki. Mr. Mitsuo Goto gave consultations and acupuncture treatments to many people throughout each day and demonstrated basic moxibustion and acupuncture. Toni Tarbet of Los Angeles spoke about the Hopi Prophecies and explained the Hopi way of life.

“Afternoons grew hotter, and after lunch cars filled with swimmers were off to the lake a few miles away, bringing picnic lunch and watermelons for all to enjoy. At that altitude, the sun was stronger and people tanned easily. Late afternoons before supper were times to talk with friends, browse at the book store table, help with supper, which was announced with the happy sound of an old metal lampshade struck with the broken lamp stem.

Meals included mochi pounded with freshly picked wort and wild greens (gathered on a field trip on which wild licorice and other herbs were found), corn bread, lentil soup, salads, fried whole wheat noodles with cabbage and green peppers, dried daikon radish, brown rice (of course), pickled watermelon rind, daikon greens and roots, and occasional desserts of cherries, melon, apple kanten and fresh mugwort tea. The slightly yin meals seemed to balance the weather—there was no desire by anyone to go into town for beer or to binge. Jiro’s store which sold apple juice, cherry juice, yinnies and yinnie sandwiches did a pretty good business though, and helped many who had desires for things sweet, cool, and refreshing.

“At night, after supper, kitchen clean up, and volley ball, the fireside gatherings began with getting to know where each person was from and what he and she were doing,

and continued with dancing to the music of Jeff Daniels, Michael McCarthy, Susan Olsen, and Fred Pulver. Native Sufi, Mexican, Vietnamese, Israeli, and Japanese, as well as American rock and roll songs and dances were woven throughout.

“Many people slept under the stars, some in tents, some among the rocks that formed natural hollows for sleeping. New friendships were made, old ones deepened, and the happiness was full and relaxed. Chanting every morning with Cornelia, and meditation with Mr. Muramoto made the togetherness full, peaceful, and strong.

“On the last day we joined hands after a final talk by Herman and sang ‘Auld Lang Syne’. Then all ate a last breakfast meal, made rice balls for travelling, cleaned up, and packed away all the tents and equipment in trucks and said last farewells until the return of next year’s camp. Like a dream it was, a memory of the most precious things—friendship in a forest setting, the happiness of sharing a common spirit, and a common orientation—life with mind and body healthy, free, and creatively expressive of the deepest love.” Address: George Ohsawa Macrobiotic Foundation, 1544 Oak St., Oroville, CA 95965.

884. Gladstone & Chain. 1975. Erewhon, Inc. Report on financial statements for the year ended June 30, 1975. Boston, Massachusetts. 13 p. 28 cm.

• **Summary:** A balance sheet shows that Erewhon’s total assets increased to \$1,275,744 in 1975 from \$1,126,167 in 1974. Total current liabilities are large, \$901,009 in 1975, up from \$723,640 in 1974. Sales increased from \$4,306,572 in 1974 to \$5,538,037 in 1974. Net income before taxes in 1975 was a loss of \$37,101, compared with a profit of \$262,691 in 1974.

Pages 3 and 7 state that Erewhon owes \$103,800 to the New England Merchants National Bank. This demand note is in default and the bank has declined granting of further credit to the company. The note balance is to be satisfied from the sale of California assets. On 21 Feb. 1974 Erewhon entered into a stock purchase agreement with a stockholder to purchase all of this individual’s 210 common shares within 3 years for \$54,000. Erewhon also owes \$27,000 to a former stockholder for the purchase of 1,000 shares of common stock. In Massachusetts, the company now is committed to leases at 29 and 33-39 Farnsworth Street, Boston, 342 Newbury St., Boston, and 1731-1737 Massachusetts Ave., Cambridge. In California there are leases at 8454 Steller Dr. and 8500 Steller Dr., Culver City, and 8001-8003 Beverly Blvd., Los Angeles. Plus 303 Howe Ave., Passaic, New Jersey.

On 1 Aug. 1975 Erewhon sold substantially all of its assets used in operations in California for \$350,000, payable as follows: \$100,000 in cash within 15 days of closing, \$100,000 due 90 days from Aug. 15, \$50,000 due in 3 installments in January, April, and July 1976, and \$100,000

due in quarterly installments of \$12,500 each from 31 Oct. 1976 to 31 July 1978. The book value of the assets sold was \$407,260, subject to liabilities of \$204,876.

In 1975 Erewhon had bad debts of \$22,706 and interest expense of \$28,665. Address: 11 Beacon St., Boston, Massachusetts.

885. Vitamin Village. 1975. Display ad: We carry Max Kozek brand certified organically grown fresh produce. *Los Angeles Times*. Oct. 6. p. C10.

• **Summary:** “The very finest there is. Check our reasonable, low, competitive prices—and great selection.”

Vitamin Village has stores in: (1) Placentia, 132 E. Yorba Linda Blvd. (Placentia Town Center). (2) Anaheim, 1010 N. Euclid (Corner of La Palma). (3) Orange, 732 N. Tustin Ave. (between Chapman and Katellal).

Note: This ad also appeared in the Oct. 13 (p. G8), Nov. 10 (p. 79), and Nov. 24 (p. E12) issues of this newspaper.

886. Erewhon Trading Co. 1975. Erewhon talking food. Miso and tamari (Ad). *East West Journal* 5(10):43. Oct. 15.

• **Summary:** A lengthy description of how traditional miso and tamari (shoyu) are made in Japan and some philosophical reflections on the processes and ancient wisdom that created them. Address: Boston, Massachusetts.

887. Erewhon Trading Co., Inc. 1975. Erewhon harvest ‘75. Boston, Massachusetts. 48 p. Oct. Catalog and price list.

• **Summary:** On the front cover, a brown and white photo shows a rustic farmer, holding a pitchfork, standing by his horse and hay wagon with wife and child. On the back cover, Erewhon’s president, Tyler Smith, writes a poetic passage about the beauty of wheat. Products include: Grains: Lone Pine in Arkansas grows organic short grain and long grain brown rice. Wehah Farms in California grows organic short grain brown rice and non-organic sweet brown rice [glutinous rice]. Baker in Louisiana grows organic medium grain brown rice. Organic hard red winter wheat is grown in Nebraska and in Deaf Smith, Texas. Organic hard red spring wheat is grown by Ted Whitmer in Montana and Ricke in Minnesota. Organic hard amber durum wheat is grown by Whitmer in Montana. Organic soft white pastry wheat is grown by Wild Winds in New York. Other organically grown grains are pearled barley (Idaho), whole unhulled buckwheat for sprouting, hybrid yellow or white corn (Deaf Smith), open-pollinated yellow corn (Minnesota), blue corn, whole oats, and rye. Cereals include organic soy flakes from Deaf Smith (25 lb). Flours include organic soybean flour (25 lb, steelground, full-fat). Pasta (packaged or bulk) includes Japanese soba, Soy Rice Shells.

Snacks from “Erewhon L.A.” include Chico-San Yinnies, and Date-Nut Delight. Nik’s Snaks (p. 8): This full page lists about 30 products. Of these, eleven are “tamari-roasted” whole-food snacks. The 30 products are sold in 5

sizes: 2.5 oz, 3.5 oz, or 6 oz. pick-up packages, or 25 lb bulk. The soybeans (dry roasted with tamari, no salt) are sold only in 25 lb packs. Other tamari-roasted seeds include: Spanish peanuts, sunflower seeds, roasted almonds (all 2.5 oz or 25 lb), cashews or pumpkin seeds (25 lb). Non tamari-roasted products include: Raisin walnut mix. Roasted mixed nuts. Raw mixed nuts. Raisin nut mix. Peanut raisin mix. Trail mix (Honey almond granola, roasted peanuts, raw sunflower seeds, date pieces, raisins, and sea salt). Honey almond granola. Chia seeds. Bee pollen. Alfalfa seeds. Date sugar. etc. Erewhon Aztec organic corn chips. Baked goods from Cable Springs Bakery in Cambridge, Massachusetts. Fruit juices from Erewhon, Heinke's, Knudsen, Lehr's (natural grape juice from Germany), and Biotta (Swiss Vegetable juices).

Dairy Products: Cheeses from Alta Dena (also kefir and yogurt) in California, Superior Cheese Co. in Massachusetts, Redwood Natural Cheese Co. in California. Also Favorite Foods yogurt.

Dried fruit, including organically grown Monukka and Thompson raisins, prunes, dates, apricots, apples, Bing cherries, black mission figs, and Calimyrna figs. Peanut-, apple-, sunflower-, and sesame butters. Sesame tahini. Pure & Simple "fruit butters sweetened with honey only; terrific old-fashioned jams (apple, apricot, peach, plum, raspberry, strawberry, grape, cherry). Erewhon apple sauce. "Pumpkin Sour" apple sauce and apple butter made in Plainfield, Vermont. Tree of Life fresh fruit preserves from Florida (8 varieties).

Seeds & nuts, incl. Erewhon organic soybeans in 1-lb packs, and Erewhon organic stoneground soybean flour in 24-oz packs. Arrowhead Mills packaged products, incl. Bulgur-soy grits (24 oz), Soy flakes (16 oz, organic), Roasted soy flour (24 oz, organic). Beans, incl. Aduki (25 lb, from Japan or Mainland China), yellow soybeans (50 lb, organic, New York), black soybeans (25 lb, non-organic from Japan, or organic from New York), green soybeans [dry] (25 lb, organic). Erewhon granola (17 products, including various sizes), Arrowhead Mills granola, Back to Nature granola (unsalted).

Oils, incl. Arrowhead Mills soybean oil (pints, quarts, or 5-gallon jug). Honey. Baking, incl. Premose barley malt, and Yinnies grain syrup from Chico-San. Tea, incl. 2 pages from Celestial Seasonings, and Erewhon Mu tea (9 or 16 herbs), Lotus root tea, Kukicha-branch twig tea. Springwater.

Tamari & Miso: 4 pages of descriptions and prices for Hacho miso (all misos are sold in 1 lb or 44 lb keg), Mugi miso, Kome miso, Tamari soy sauce [actually shoyu] (8 oz, pints, quarts, ½ gallons, gallons, or 4.7 gallon tin), Barley koji (1 lb). Specialties, incl. Unrefined sun-dried sea salt with natural trace minerals from the north coast of Brittany in France, Tekka, kuzu, umeboshi, sesame salt, Herbamare salt, nigari, brown rice vinegar, non-alcoholic beer (Birell, Kingsbury), Bambu instant coffee substitute.

Fearn Soya Foods: Soya granules, Soy-O wheat cereal, Soy-O corn bread & muffin mix, Soy-O bran muffin mix, Soy-O pancake mix–buckwheat, Soy-O pancake mix–wholewheat, Sesame burger mix, Natural soya powder.

Sea vegies: Agar-agar, dulse, hiziki, kombu, wakame, nori seaweeds (a description of each is given).

Erewhon certified organic produce, incl. Daikon grown in California. Soaps, incl. Cattier clay products and Dr. Bronner's Peppermint castile soap, Orjene, Nature's Gate, Tom's Natural Soap.

Cookware, mostly imported from Japan, incl. Soy [sauce] dispenser, 4½ inch. Growing [sprouts and sprouters]. Cast iron. Flyers, incl. Talking Food series, Natural recipes (3 by 5 inch tear-off pads. Soy-related recipes include: Soy au gratin, Soy casserole, Miso soup, Soyburgers, and Soy loaf).

A map shows Erewhon's delivery region (Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey) and schedule. The company also has an office near New York City at 303 Howe Ave., Passaic, New Jersey 07055. Phone 212-594-6455.

Note 1. This is the earliest document seen that uses the word "vegies" (spelled as such, one of two documents) to refer to vegetables, or "Sea vegies" to refer to sea vegetables (edible seaweeds).

Note 2. This is the earliest document seen (May 2006) that uses the term "trail mix" to refer to a non-perishable mixture of dried fruits, seeds, nuts, roasted soybeans, granola, etc. to be eaten as a snack, as when hiking or walking. Nik Amartseff coined the term "trail mix" and launched the first commercial trail mix product through Erewhon Trading Co. in 1974. At the time, Nik was studying and practicing macrobiotics in Boston, Massachusetts. By the late 1970s several brands of trail mix were on the market in both natural food stores and supermarkets; by the 1980s there were many, as it became a mainstream American snack.

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888. Erewhon [Los Angeles, California]. 1975. Erewhon. November/December 1975. Culver City, California. 22 p. Catalog and price list.

• **Summary:** On the front cover is an illustration (line drawing) of Benjamin Franklin, wearing a fur hat and glasses. Below is a quote from his *Poor Richard's Almanac* (1739): "Keep thy shop and thy shop will keep thee." Other quotes are scattered throughout the catalog.

Products include: Pasta (packaged and bulk). incl. Soya-Rice Shells (organic) "Eat to live, Live not to eat." Bulk staples–Grains (including Sweet Rice from California),

flours (freshly milled whole grain), cereals, beans (incl. organic soybeans and soybean flakes from Texas), seeds. “Knowledge like a rich Soil, feeds if not a world of Corn, a world of weeds.” Erewhon packaged staples—Grains, flours, cereals, beans (incl. organic soybeans), seeds. “A long life may not be good Enough, but a good Life is long Enough.”

Granola. More packages—Arrowhead grains, cereals, and beans, Fearn Soya Foods (from Fearn Soya Products, incl. Soy-O-Pancake Mix {Wholewheat or Buckwheat}, Soya Powder {Natural or Low Fat}), Earthwonder meals-in-a-bag. Arrowhead Mills The Simpler Life food storage program (nitrogen packed in #10 metal cans; incl. soybeans and soy flakes). Juice. “They that cannot Obey, cannot Command.” Spreads (nut butters {peanut butter, sunflower butter, sesame butter, sesame tahini} and fruit butters {Pure and Simple, sweetened only with honey}). Rocky Hollow Herb Farm’s line of organic and natural herbs, spices, and essential oils. “Time is an Herb that cures all Diseases.” Goodies: Nik’s Snaks, chewies (incl. pemmican), chips (incl. Mother Earth Tamari Chips, Corn Munchies—Pure & Simple). “To lengthen thy Life, lessen thy Meals.” Rennetless cheese from Redwood Natural Foods. Dried fruit (bulk or packaged, incl. calymyrna figs, medjool dates, monukka raisins). Tamari & miso (Tamari soy sauce—4 sizes aged 2 years, Hacho miso—3 sizes aged 2 years, Mugi miso—3 sizes aged 18 months, Kome miso—3 sizes age not given). Vegetable oils (incl. Arrowhead Soy Oil in 3 sizes). Garden fresh produce. Sea vegetables. Herb teas (incl. Celestial Seasonings). “Make Haste slowly.” Body care (incl. Tom’s soap and shampoos, Dr. Bronner’s soaps, Cattier products), “When the well’s dry, We know the worth of Water.” Potpourri: Condiments (incl. “kuzu arrowroot, umeboshi (plums pickled in brine),” cookware (Quaker City grain mill, Corona stone mill, Mac steel utility knife, Soy sauce dispenser), publications). “Hunger is the best Pickle.” Important stuff (Ordering information). “Drive thy Business, let it not Drive Thee.”

On the last page, John Fountain extends “grateful appreciation to all those whose positive accomplishments have created Erewhon: Lima and George Ohsawa, Aveline and Michio Kushi, Cornelia and Herman Aihara, Michel Abehsera, Yvette & Jacques DeLangre, William Dufty, Frank Ford, Paul Hawken, Carolyn Heidenry, Roger Hillyard, Bob Kennedy, Bruce McDonald, Tommy Nakayama, Shane and Lou Olds [sic, Shayne Oles], Fred Rohe, Dr. Pietro Rotundi, Evan Root, Tyler Smith, Bill Tara, our customers, staff, suppliers, and growers, Susan and Lou Remy and all.” Address: 8454 Steller Dr., Culver City, California 90230. Phone: (213) 836-7569.

889. Shurtleff, William. 1975. Chronology of early tofu and miso classes in California and Hawaii: 25 Oct. 1975 to 14 Feb. 1976. Lafayette, California. 1 p. Unpublished manuscript.

• **Summary:** Each class started with a talk about soybeans,

soyfoods protein, world hunger, and meatless/vegetarian diets. Then a series of about 25 color slides demonstrated how to make tofu at home. Other slides showed favorite tofu recipes and how tofu was made in a traditional Japanese shop.

1975 Oct. 25—We do our first real “Tofu Class” at Westbrae Natural Foods in Berkeley, California, arranged by Bob Gerner and Liz Horowitz. Thrilling to have an audience of about 14 interested people. On Oct. 30 at Westbrae 16 people attend, and on Nov. 8, 18 people.

November tofu classes: Nov. 14th—Rainbow Grocery (arranged by Bill Croluis), 23rd—Esalen Institute in Big Sur (John Russel).

December tofu classes. 2nd—We do a big tofu class in living room of 790 Los Palos Dr. with lots of publicity from a big newspaper article on our work; 47 attend. 4th—Acalanes (Sandy Hills, 89 attend), 6th Westbrae (Bob Gerner), 7th—San Francisco Vegetarian Society (Dixie Mahy, 67 attend), 8th—Seventh-day Adventist Pacific Union College (Mary Eighme, 48 attend), 11th—Dawn Horse Bookstore in S.F. (Moe).

1975 Dec. 12—*Book of Tofu* in hand. Since we started it on 22 Oct. 1972, it had taken just about three years to write.

Dec. 13—Sept. 1976—I hand deliver *The Book of Tofu* to many bookstores and food shops that wish to sell it, typically selling 4–50 per stop at 40% discount: Communion Vegetarian Restaurant #2, Nutrition in a Nutshell, Open Sesame, Lafayette Natural Foods, San Francisco Vegetarian Society, Kinokuniya Bookstore, Rising Sun (440 Judah St. in San Francisco), Diablo Oriental Foods, San Jose Tofu Co., Soko Hardware, Effie Chow & East West Academy, Ted Nordquist (1536 Versailles Ave., Alameda, CA 94501), The Wok Shop (804 Grant Ave., SF), Westbrae Natural Foods, etc. By 24 July 1976, I had distributed 266 copies.

December tofu classes after we have our book: 13th & 14th—Jacques Delangre (Paradise, CA), 16th—East West Academy (Effie Chow), 17th—Westbrae, 18th—San Francisco Zen Center (Ed Brown), 19th—Fairfax (M. Squire).

Tofu classes/lectures in January 1976 in Northern California: 5th—Westbrae, 7th—St. Andrew’s Church in Walnut Creek (Dorothy Headley), 8th—Kepler’s Bookstore (Jeffrey Shurtleff & Hank Maiden) 12th—Odiyan, where I see David Mastrandrea after many years, 14th—Berkeley Co-op Natural Food Center at 1414 University Ave. (Susan Kishi, with Ted Nordquist and Janet Fehring [Ahava] helping to make tofu dip; 105 attended), 15th—San Francisco Medical School and East West Academy of Healing Arts (Effie Chow), 17th—Persimmon (Peter Godfrey), 20th—United Energy Co-op (Sri Ramon).

Jan. 16-18—Visit Bubba Free John at his community. Do and film a program on tofu.

Jan. 20-30?—Tofu trip to Los Angeles with mom and Akiko. Many tofu and miso classes. 22nd—East West Academy of Healing Arts (Effie Chow in a church), 24th—

weird Los Angeles Vegetarian Society (Blanche Leonard, 150 people attend), 25th–East West Center (P. Retzsky), 27th–Dr. Harry Miller and Loma Linda Foods (70 attend), 29th–Ojai (Luke Gatto). We visit Frazier Farms, a huge natural foods supermarket in Escondido, then go to San Diego for an interview with *Well Being* magazine (David & Barbara Salat).

Feb. Tofu classes: 4th–Walnut Creek Co-op, 6th–Albany church (Nancy Dohur).

Feb. 10 to Oahu, Hawaii. Feb. 12th–tofu class for Seventh-day Adventist group (Naomi Yamashiro, 80 attend), 13th–Honolulu, Hawaii, Kyukendall Hall at Univ. of Hawaii at Manoa (David Lee “Kalm” Sukowske, 140 attend). Then Feb. 14 arrive in Japan. 30-minute KQED TV special on tofu we made shown in California after we left. Expected viewership is estimated at 45,000.

In summary, from October 1975 until February 1976 we did 35 tofu and miso programs in California and Hawaii plus numerous media appearances and interviews. 1,300 people attended these classes. We requested that an admission of no more than \$1 per person be charged. Our honoraria, shared with the sponsors, totaled \$600. We also sold 366 copies of our books.

Note 1. This is the earliest document seen (Oct. 2019) concerning a natural foods retail chain–Frazier Farms natural foods supermarket.

Note 2. This is the earliest document seen (Aug. 2019) concerning the work of Ted Nordquist with soyfoods. Address: 790 Los Palos Dr., Lafayette, CA 94549.

890. Erewhon Trading Co. 1975. News from nowhere (Japanese fermented foods–Miso, tamari, and koji). *East West Journal*. Nov. 15. p. 29.

• **Summary:** The subtitle states: “Erewhon news from Nowhere is a regular *East West Journal* column providing information about food. We hope that this will be a valuable educational service, enabling readers to select what they eat knowledgeably. If you require more information about food, we invite you to visit us at our retail stores.” Note that though the column is written in the first person, no author is given.

“In my opinion the most fundamental change in the creation of traditional fermented foods occurred with the shift of the Japanese rural-based economy after World War II. The movement of the population to the cities and the emphasis on production and manufacturing by large numbers of city dwellers who consumed increasingly larger amounts of food created a demand for soybeans beyond the capacity of the rural of the rural population’s productivity. The Japanese turned to America for their soybeans and began to use varieties that did not lead to the fine product to which the native beans had formerly contributed. The result was an economic necessity for research, carried out by American and Japanese technicians, and the results created several

basic changes in the manufacturing process.

“First, the koji mold was investigated, and out of the hundreds of strains of mold bacteria [sic] present in the traditional mold culture, certain strains were isolated and propagated for their effectiveness to create the fermentation under laboratory conditions. Thus, new strains of ‘hybrid’ cultures were developed that would break down the American beans of inconsistent quality. The technicians failed to see the process as a whole, not realizing that the long-term fermentation and great attention in handling the raw materials at different stages was an art that depended on a great variety of naturally occurring bacteria to produce an environment where natural competition worked to strengthen the culture.”

“Except for the small number of true traditional makers in Japan, I would say that Americans in their own backyards will, within the next ten years, be producing finer miso and tamari than the majority of producers currently working in Japan.” Address: Massachusetts.

891. **Product Name:** Arrowhead Mills brand Unrefined Soybean Oil.

Manufacturer’s Name: Arrowhead Mills, Inc.

Manufacturer’s Address: P.O. Box 866, Hereford, TX 79045.

Date of Introduction: 1975 November.

Ingredients: Soybeans.

Wt/Vol., Packaging, Price: Pint or quart bottle.

New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 27. Arrowhead Mills, Vegetable oil, pressed & unrefined. “Soybean Oil,” pint or quart.

Arrowhead Mills. 1978. Sept.

Ad in Mother Earth News. 1977. No. 43. Jan/Feb. p. 90. “Arrowhead Mills Deaf Smith Country Reader... our unrefined oils are not only polyunsaturated, but—as well—retain the natural vitamin A and E, lecithin and minerals...”

“Arrowhead Mills unrefined oils are prepared by mechanical extraction. They are not as light and clear as the so-called ‘pure, cold pressed’ oils, because our unrefined oils have the distinct aroma and characteristic flavor of the corn, sesame, safflower or soy from which they are made and include the inherent nutrients. Our oils are not refined in any way, not bleached by caustics or steam distilled to deodorize them. No chemical preservatives of any kind have been added. At cool temperatures, however, our unrefined oils will last 4 to 6 months.”

Arrowhead Mills. 1978. Sept. “Price list.” Soy oil (pints, quarts, and gallons).

Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 75. An illustration (line drawing) shows part of the label.

892. **Product Name:** Bulghur-Soy [Grits] Fortified.

Manufacturer's Name: Arrowhead Mills, Inc.

Manufacturer's Address: Box 866, Hereford, TX 79045.
Phone: (806) 364-0730.

Date of Introduction: 1975 November.

Ingredients: Incl. bulgur wheat and soy grits.

Wt/Vol., Packaging, Price: 24 oz, or 50 lb.

How Stored: Shelf stable.

New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 2, 26. Bulk. “Bulgur Soy Fortified.” 50 lb, or Bulgur-Soy Grits, 24 oz.

Arrowhead Mills. 1978. Sept. “Price list.” (50 lb bulk and 12 x 20 oz).

Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 121. “Bulgur-Soy Grits.”

893. **Product Name:** Soybeans (for Sprouting or Cooking).

Manufacturer's Name: Arrowhead Mills, Inc.

Manufacturer's Address: Box 866, Hereford, TX 79045.
Phone: (806) 364-0730.

Date of Introduction: 1975 November.

Ingredients: Soybeans.

Wt/Vol., Packaging, Price: 1 lb packaged or 50 lb bulk.

How Stored: Shelf stable.

New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 26. Arrowhead Mills, “Soybeans, Sprt & Ck” [for sprouting & cooking] 1 lb.

Arrowhead Mills. 1978. Sept. Arrowhead Mills. 1978. Sept. “Price list.” (50 lb bulk and 12 x 1 lb packaged).

894. Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. '75. Ann Arbor, Michigan. [vii] + 93 + 8 p. Index. Illust. 28 cm.

• **Summary:** This catalog, largely printed by a computer, contains many ads on unnumbered pages. Contents: Hi! Ordering and service information. Bulk: Whole grains, beans, seeds and nuts, dried fruit, nut butters, etc. Refrigerated and frozen (“Frozen meats {beef}–No DES, steroids, female hormones, antibiotics, or stimulants used in feeding; Chickens–No hormones & antibiotics. Ask for turkeys and hens during Thanksgiving.” “Frozen soy products: soy milk and tofu soybean curd”). Books. Packaged (by company and product category). Index by product. Index by manufacturer.

“We are happy to announce that Midwest and Mountain High are now one entity... We go into the fall and winter seasons with a fall and winter catalog, delivery schedule, and computer system.” For new developments, watch the monthly newsletter and sale sheets. “Your Friends at Midwest.”

Includes the following ads (the number is that of the facing page). Wheat Stalk Soya Burger (Cotati, California,

p. 17). Arrowhead Mills (p. 27). Dr. Bronner's Magic Soap (p. 32). Chico-San (p. 35). Erewhon (p. 41, incl. “Trail Mix, Niks”). Fearn Soya Foods (p. 42; shows a package of Fearn Soy/o Buckwheat Pancake Mix). Flavor Tree–Pernut soy beans (p. 42). Hain (p. 49, “Cold pressed safflower oil,” mayonnaise, and margarine). Health Main (p. 54; soy is not mentioned—only natural potato chips and yogurt dressing & dip). Infinity Herbal Products Ltd. (p. 56). Malt-O-Meal–Soy Town (dry roasted soy beans, p. 60). NF Factors (Lafayette, Calif., p. 67. A photo shows a can of Protesoy). Pure & Simple (p. 72, 795 West Hedding St., San Jose, California 95126; mainly fruits, fruit juices, fruit butters, vinegars). Sovex (p. 83-84. “The fastest selling natural cereal line on the market... Here's the one that started it all, the original Crunchy Granola”). Viobin (wheat germ oil, p. 85F, 89). Tiger's Milk Products (p. 86).

Companies whose products are listed with ads include: Back to Nature (granola, p. 28). Country Natural (granola, p. 36). El Molino (p. 38-39; incl. Cara Coa Crunch Bar, Carob Fruit & Nut Bar, Carob Mint Candy, Chia Seeds, Flaxseed–Whole, Pumpkin seeds, Soybeans–whole, Soya flour, Soya grits, Carob Coated Soybeans). Ener-G-Foods–Jolly Joan (incl. Instant Soy Milk Powder, Wheat & Soy P&W [Pancake & Waffle] Mix {regular and low salt}, p. 39). Flavor Tree (Pernola cereal, Pernut soy beans–salted, cinnamon, salt free, garlic, Pernut toasted soybeans–salted, salt free, garlic, onion). Wok sets in gift box, Quaker City grain grinder, Corona hand mill (p. 58). Lassen Foods (granola, p. 60, 60F). Mac Knives (p. 60). Orjene (p. 70-71). Parkelp–Ocean Labs (p. 71, incl. Sea Zun).

The Chico-San Inc. ½-page ad (facing p. 35) features four products; a photo of each is given and each is K-Parve: Rice Cake San-Wich (filled with sesame seeds and Yinnies Rice Syrup). Yinnies Rice Syrup (natural sweetener, made from rice and barley). Yinnies (traditional oriental confection, wrapped like individual candies). Rice Cakes in 4 varieties: Salted or Unsalted, Rice Cakes with Millet–Salted. Rice Cakes with Buckwheat–Salted. “Other Chico-San Products: Organically grown brown rice. Lima soy sauce, miso (soybean puree), rice malt vinegar, sesame butter, sesame oil, nigari, barley koji, tekka, sesame salt, sea salt, salt plums, kuzu, organic rice cream, organic rice flour, black soybeans, azuki beans, sea vegetables, mu tea, lotus root tea, twig tea, toothpowder, seaweed shampoo.” Address: Ann Arbor, Michigan 48107. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

895. **Product Name:** Azuki Beans.

Manufacturer's Name: Midwest Natural Foods Distributors, Inc.

Manufacturer's Address: Ann Arbor, Michigan. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

Date of Introduction: 1975 November.

Ingredients: Azuki beans.

Wt/Vol., Packaging, Price: 25 lb bulk.

How Stored: Shelf stable.

New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 3. Bulk. “Azuki beans.” 25 lb.

896. **Product Name:** Soybeans.

Manufacturer’s Name: Midwest Natural Foods Distributors, Inc.

Manufacturer’s Address: Ann Arbor, Michigan. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

Date of Introduction: 1975 November.

Ingredients: Soybeans.

Wt/Vol., Packaging, Price: 50 lb.

How Stored: Shelf stable.

New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 3. Bulk. “Soybeans.” 50 lb.

897. **Product Name:** Wholewheat Soy Elbows, Wholewheat Soy Spaghetti, Soya Rice Shells.

Manufacturer’s Name: Midwest Natural Foods Distributors, Inc.

Manufacturer’s Address: Ann Arbor, Michigan. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

Date of Introduction: 1975 November.

Wt/Vol., Packaging, Price: 10 lb.

How Stored: Shelf stable.

New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 6. Bulk. “Most bulk pasta by Erewhon.” 10 lb.

898. **Product Name:** Soy Milk [Plain, Carob], Tofu Soybean Curd.

Manufacturer’s Name: Midwest Natural Foods Distributors, Inc.

Manufacturer’s Address: Ann Arbor, Michigan. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

Date of Introduction: 1975 November.

Wt/Vol., Packaging, Price: Soymilk: 16 or 32 oz. Tofu: 10 oz.

How Stored: Shelf stable.

New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 15. Frozen. “Soy products–soy milk has all amino acids, contains no animal fat, no lactose.”

Note: There are several reasons for thinking that these two products were probably made or purchased from Health Valley or Health Maid in California: (1) In the first index, under “Soy Products,” those from Health Maid are shown as appearing on pages 14-15. Although the name “Health Maid” does not appear on p. 15, there is good reason to believe that Health Maid was selling tofu by Nov. 1975; Shurtleff and

Aoyagi visited their warehouse in Los Angeles in Jan. 1976 and saw their tofu. (2) The main entry for “Health Maid Natural Foods” states: “See also Refrigerated-Frozen.” (3) Although located in Ann Arbor, Michigan, the same city as Midwest Natural Foods, The Soy Plant did not start making tofu until Jan. 1977, or soymilk until July 1977. (4) It would only make sense to freeze tofu and soymilk if they had to be shipped from a distant location, such as California. Freezing totally transforms the texture of tofu, and degrades the quality of soymilk. (5) In Midwest’s Catalog 13, spring 1979, the same soymilk (frozen) and tofu (now refrigerated) products are shown as coming from “Hvly” (Health Valley).

899. **Product Name:** R.G. Lecithin Granules.

Manufacturer’s Name: Midwest Natural Foods Distributors, Inc.

Manufacturer’s Address: Ann Arbor, Michigan. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

Date of Introduction: 1975 November.

Ingredients: Lecithin.

Wt/Vol., Packaging, Price: 25 lb bulk.

How Stored: Shelf stable.

New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 60. “R.G. Lecithin Granules” (6 or 14 oz).

Note: This is the earliest document seen (May 2006) that mentions “R.G. Lecithin” or “R.G. Lecithin Granules.” Yet this is almost certainly the same product as “RG Lecithin,” launched by The Glidden Co. in Jan. 1955. RG stands for “refined, granulated.” Midwest Natural probably bought this R.G. Lecithin from either Central Soya Co. (which took over operation of the Glidden Company’s Chemurgy Division on 1 Sept. 1958) or from Fearn Natural Foods, which began to purchase the product from Glidden in the mid-1950s.

900. **Product Name:** Gold Soya Mayo.

Manufacturer’s Name: Midwest Natural Foods Distributors, Inc.

Manufacturer’s Address: Ann Arbor, Michigan. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

Date of Introduction: 1975 November.

Ingredients: -

Wt/Vol., Packaging, Price: 25 lb bulk.

How Stored: Shelf stable.

New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 69. Mayonnaise & dressings. “Gold Soya Mayo” (16 or 24 oz).

901. **Product Name:** Soya Burger [Plain, Curry, Taco, Bar-B-Que].

Manufacturer’s Name: Wheat Stalk.

Manufacturer’s Address: Cotati, California. Phone: 707-

795-0091.

Date of Introduction: 1975 November.

Ingredients: Blend of finely ground soya beans, carrots, wheat germ, eggs, oatmeal, garlic, onion, soya oil, salt, 10 spices and herbs.

Wt/Vol., Packaging, Price: 12.0 oz.

How Stored: Frozen.

Nutrition: 147 calories. 9.9 gm protein.

New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See ad facing p. 17.

902. Eden Foods. 1975. Wholesale pricelist. Winter 75-76. 4601 Platt Rd., Ann Arbor, MI 48104. 26 p. Dec. 15.

• **Summary:** On the cover is a man entering the gate of his snow-covered cabin in the moonlight. Tamari Soy Sauce is now sold under 2 labels (Erewhon, and Japan-Marushima). The three types of miso (all under the Erewhon brand) are still spelled Mugi, Hacho, and Kome. Address: Ann Arbor, Michigan. Phone: (313) 973-9400.

903. Shurtleff, William; Aoyagi, Akiko. 1975. The book of tofu: Food for mankind. Hayama-shi, Kanagawa-ken, Japan: Autumn Press. 336 p. Illust. by Akiko Aoyagi. Index. Dec. 15. 28 cm. Rev. ed. 1977 Autumn Press, Brookline, MA. [53 ref]

• **Summary:** This pioneering work started the “tofu revolution” in America. Contents: Preface. Acknowledgments. Part I. Tofu: Food for mankind. 1. Protein East and West. 2. Tofu as a food: Introduction, rich in high quality protein (NPU, biological value, protein score, amino acid content), high protein complementarity (tofu contains an abundance of lysine, an essential amino acid that is deficient in many cereal grains; increase usable protein by combining tofu with wheat, rice, corn, etc.), easy to digest, an ideal diet food, low in saturated fats and free of cholesterol, rich in vitamins and minerals, a health-giving natural food, backbone of the meatless / vegetarian diet, free of chemical toxins, low in cost, easily made at home, quick & easy to use, versatile.

3. Getting started: Introduction, buying and storing tofu, basic ingredients (whole-wheat flour, miso {rice-, barley-, and soybean miso, special Japanese miso, Chinese chiang}, oil, brown rice, salt, shoyu {natural shoyu, shoyu, Chinese soy sauce, synthetic or chemical soy sauce}, sugar, vinegar, monosodium glutamate {MSG}), Japanese kitchen tools (each illustrated), preparatory techniques (salt rubbing, rinsing and pressing leeks and onions, soaking burdock root, reconstituting dried sea vegetables {dried hijiki, wakame, agar}, wheat gluten and kampyo [kanpyo], parboiling, cutting tofu and vegetables, using sesame seeds, toasting nori, preparing a steamer), basic recipes (soup stocks and broths {dashi}, basic shoyu dipping sauces {tsuke-jiru}, miso toppings {sweet simmered miso / *nerimiso*, miso sauté /

abura miso, special miso toppings and dipping sauces, finger lickin’ miso, and regular miso}, miso salad dressings, nut and seed butter toppings (incl. sesame butter or tahini, peanut butter), spreads and dressings, basic sauces, rice, noodles and other basic preparations).

Our favorite tofu recipes (lists about 80 recipe names for each of the different types of tofu, plus soymilk, yuba, whole soybeans, gô, okara, and curds; very favorites that are also quick and easy to prepare are preceded by an asterisk).

Part II. Cooking with tofu: Recipes from East and West (500 recipes). 4. Soybeans: History of soybeans and “soybean foods,” cooking with whole dry soybeans, roasted soybeans (*iri-mame*), fresh green soybeans (*edamame*, incl. a recipe for “Sweet emerald bean paste {*Jinda*}),” kinako (roasted full-fat soy flour, incl. Japanese health food treats such as *kinako amé*, *gokabo*, *kokusen*, *kankanbo*, and *abekawa mochi*), soybean sprouts (*daizu no moyashi*), natto (“sticky fermented whole soybeans,” with “gossamer threads”), tempeh (fermented soybean cakes), Hamanatto and Daitokuji natto (raisin-like natto), modern western soybean foods (natural soy flour [full-fat], soy granules, defatted soy flour and grits, soy protein concentrates, soy protein isolates, spun protein fibers, textured vegetable protein {TVP}, soy oil products). 5. Gô (a thick white puree of well-soaked uncooked soybeans). 6. Okara or Unohana. 7. Curds and whey. 8. Tofu (includes history, and preparatory techniques: Parboiling, draining, pressing {towel and fridge method, slanting press method, sliced tofu method}, squeezing, scrambling, reshaping, crumbling, grinding, homemade tofu (basic, from powdered soymilk, fermentation method related to soymilk yogurt), tofu quick and easy {incl. Chilled tofu–*Hiya-yakko*}, tofu dressings, spreads, dips and hors d’oeuvre {incl. Creamy tofu dressings and dips, Tofu mayonnaise dressing, Tofu tartare sauce, Tofu cream cheese, Tofu sour cream, Tofu cottage cheese, Tofu guacamole}, tofu in salads {Western style and Japanese style salads incl. *Shirae*}, tofu with sandwiches and toast, tofu in soups {Western style and Japanese style soups, incl. miso soup}, tofu in sauces, tofu in breakfast egg dishes, tofu baked, tofu sautéed, stir-fried or topped with sauces {incl. *Mabo-dofu* [Ma Po doufu]}, deep-fried tofu, tofu with grains, tofu broiled {incl. Tofu *dengaku*}, tofu simmered in one-pot cookery and seasoned broths, tofu steamed, tofu desserts {incl. Tofu whipped cream or yogurt, Banana tofu milkshake, Tofu icing, Tofu ice cream, Tofu cheesecake, Tofu-peanut butter cookies}).

9. Deep-fried tofu: Thick agé or nama-agé (incl. *atsu-agé* meaning “thick deep-fried tofu,” “three-cornered agé” {*sankaku-agé*} in Kyoto, agé cubes {*kaku-agé*}, “five-color agé” {*gomoku-agé*}), ganmo or ganmodoki (incl. *hiryozu / hiroso*, “Flying Dragon’s Heads,” “treasure balls,” “Ganmo treasure balls”), agé or aburagé (incl. *kiji*, “agé pouches,” “crisp agé,” *kanso aburagé*, “agé puffs,” “fried soybean cakes,” “hollow agé cubes,” “Smoked tofu,” p. 189-91, 197).

Note 1. This is the earliest English-language document seen (April 2013) that contains the following terms related to deep-fried tofu (p. 180-90): “Thick agé,” *nama-agé*, *atsu-agé*, *Hiryozu*, “Dragon,” “Flying Dragon’s Heads,” “treasure balls,” “five-color agé,” *gomoku-agé*, “Ganmo treasure balls.” “fresh or raw deep-fried tofu,” “three-cornered agé,” *sankaku-agé*, “agé cubes,” *kaku-agé*, *kiji*. “agé pouches,” “crisp agé,” *kanso aburagé*, “agé puffs,” “fried soybean cakes,” or “hollow agé cubes.”

10. Soymilk. 11. Kinugoshi (“*Kinu* means ‘silk’; *kosu* means ‘to strain’; well named, kinugoshi tofu has a texture so smooth that it seems to have been strained through silk.” It is made from concentrated soymilk). 12. Grilled tofu (incl. *sukiyaki*). 13. Frozen and dried-frozen tofu. 14. Yuba (incl. many meat alternatives such as Yuba mock broiled eels, Buddha’s chicken, Buddha’s ham, sausage). 15. Tofu and yuba in China, Taiwan, and Korea (incl. Savory tofu {*wu-hsiang kan*}; see p. 258 for illustrations of many meat alternatives, incl. Buddha’s fish, chicken, drumsticks, and duck, plus vegetarian liver and tripe, molded pig’s head, and molded ham). One type of Korean soybean miso is called *kotsu jang* [sic, *kochu jang*]. When tofu is served with miso [Korean-style, *Tenjang*] as the dominant seasoning, and with rice, “it becomes the popular *Tenjang Chige Pekpem*” (p. 262). 16. Special tofu.

Note 2. This is the earliest (and only) English-language document seen (March 2009) that uses the word “*Tenjang*” to refer to Korean-style soybean *jang* (miso).

Part III–Japanese farmhouse tofu: Making tofu for more and more people. 17. The quest. 18. Making community tofu. 19. The traditional craftsman. 20. Making tofu in the traditional way.

Appendices: A. Tofu restaurants in Japan; many are vegetarian: In Tokyo: *Sasa-no-yuki* / *Sasanoyuki*, *Goemon*, *Hisago*, *Sanko-in*, *Shinoda-zushi*, *Dengaku* (south of Tokyo in Kamakura). In Kyoto: *Nakamura-ro*, *Okutan*, *Takocho*, *Izusen*, *Junsei*, *Nishiki*, *Hakuun-an*, *Rengetsu*, *Sagano*, *Sorin-an*. Tea ceremony cuisine (*Kaiseki ryori*), Zen temple cookery or Buddhist vegetarian cookery (*Shojin ryori*), Tea ceremony cookery from China (*Fucha ryori*), Wild gathered cookery (*Sansai ryori*). A directory of these and others, with addresses and phone numbers, is given (p. 312).

B. Tofu shops in the West (Directory of 43 shops in the USA, 3 in Europe, and 3-7 in Latin America {Mexico City, Rio de Janeiro and Sao Paulo, Brazil}). C. People and institutions connected with tofu. D. Table of equivalents. Bibliography. Glossary. Index. About the authors (autobiographical sketches; a photo shows Shurtleff and Aoyagi, and gives their address as New-Age Foods Study Center, 278-28 Higashi Oizumi, Nerima-ku, Tokyo, Japan 177). Sending tofu in the four directions.

Pudding recipes include: Rice pudding with *gô* and apple (p. 76, incl. 2 cups soymilk). Tofu chawan-mushi (p. 147; Steamed egg-vegetable custard with tofu). Tofu

fruit whips (p. 148). Tofu rice pudding (p. 150, incl. 1 cup soymilk). Tofu custard pudding (p. 152). Soymilk custard pudding (p. 208). Brown rice pudding (p. 208, with 2 cups soymilk). Soymilk chawan-mushi (p. 209). Chawan-mushi with yuba (p. 249).

Dessert recipes include: Tofu whipped cream or yogurt (p. 148; resembles a pudding or *parfait*). Tofu ice cream (p. 149, with chilled tofu, honey, vanilla extract and salt). Banana-tofu milkshake (p. 149). Tofu cream cheese dessert balls (p. 149). Tofu icing (for cake, p. 149). Tofu cheesecake (p. 150). Tofu-pineapple sherbet (p. 151). Also: Soymilk yogurt (cultured, p. 205). Healthy banana milkshake (p. 206). On p. 160 is a recipe for “Mock tuna salad with deep fried tofu.”

Note 3. This is the earliest English-language document seen (Sept. 2013) that uses the term “Tofu ice cream” to refer to soy ice cream or that contains a recipe for “Tofu ice cream.”

Note 4. This is the earliest English-language document seen (April 2013) that uses the term “Tofu Cheesecake” and the first to give a recipe for a tofu cheesecake.

Note 5. This is the earliest English-language document seen (Oct. 2013) that uses the term “Tofu sour cream” (p. 109) or that contains a recipe for “Tofu sour cream.”

Note 6. This is the earliest English-language document seen (April 2013) that uses the term “tofu milkshake” or that gives a recipe for a shake made with tofu.

Note 7. This is the earliest English-language document seen (Jan. 2012) that uses the term “sticky fermented” to refer to *natto*.

Note 8. This is the 2nd earliest English-language document seen (April 2013) that uses the term “dried-frozen tofu.”

Note 9. This is the earliest English-language document seen (April 2013) that describes preparatory techniques for tofu (p. 96-98).

Note 10. This is the earliest English-language document seen (April 2013) that contains the term “smoked tofu.”

Note 11. This is also the earliest English-language document seen (April 2013) that uses the term “kinugoshi tofu” to refer to silken tofu.

Note 12. As of March 2007, the various English-language editions of this book have sold more than 616,000 copies.

Note 13. This is the earliest English-language document seen (Aug. 2011) that contains the term “Modern Western soybean foods” (see p. 69), a term that Shurtleff would soon (by 1983) replace by the more accurate “Modern soy protein products.”

Note 14. This is the earliest published English-language document seen (Jan. 2012) that contains the term “creamy tofu dressings” (or “dressing”).

Note 15. This is the earliest English-language document seen (Sept. 2012) that contains the term “Soymilk yogurt.”

Note 16. This is the earliest document seen (Oct. 2012) that contains an adequate or detailed description of how to make yuba at home.

Note 17. This is the earliest English-language document seen (June 2013) that contains the term “whole dry soybeans.”

Note 18. This is the earliest published English-language document seen (Oct. 2013) that contains the term “Tofu whipped cream” (regardless of capitalization). This term appears on pages 113, 148 (with recipe), 149, 153, and 179.

Note 18. For a biography and genealogy of William Shurtleff and Akiko Aoyagi see: *The Shurtleff and Lawton Families: Genealogy and History* (2005). Free on the web in PDF format. Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

904. *SoyaScan Notes*. 1975. Chronology of soybeans, soyfoods and natural foods in the United States 1975 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Feb. Gale Randall starts America’s first commercial Caucasian-run tempeh company in Unadilla, Nebraska.

March. Alec Evans starts the first of the new breed of Caucasian-run tofu shops in Corvallis, Oregon, named Welcome Home Bakery and Tofu Shop.

March. “Safe protein-calorie ratios in diets. The relative importance of protein and energy intake as causal factors in malnutrition” by P.R. Payne of the Department of Human Nutrition, London School of Hygiene and Tropical Medicine, published in the *American Journal of Clinical Nutrition*. Payne argues convincingly that food energy (calories) is more of a problem than protein in causing malnutrition.

April 29. Saigon falls, ending the Vietnam war.

July. Freezing weather in Parana, Brazil, kills many coffee trees, leading to a big expansion of soybean acreage.

Aug. 3-8. The first World Soybean Research Conference is held in Champaign, Illinois, with 600 participants from nearly 50 countries. The 1073-page proceedings, edited by L.D. Hill, are published in 1976.

Aug. Japan Vegetable Protein Food Association founded to promote modern soy protein products, primarily soy protein isolates.

Oct. 25. William Shurtleff and Akiko Aoyagi conduct their first Tofu Class at Westbrae Natural Foods, Berkeley, California. Eight people attend. Also in 1975 Gordon Bennett becomes president of Westbrae.

Oct. “The Traditional Tofu Craftsman and His Shop,” the first of the new wave of soyfoods articles, published in *East West Journal*. Contains excerpts from the forthcoming *Book of Tofu* by Shurtleff & Aoyagi.

Nov. 9-12. First Latin American Conference on Soy Protein, organized by the American Soybean Assoc., held in Mexico City.

Dec. 12. *The Book of Tofu* by Shurtleff and Aoyagi published by Autumn Press. This book launches the tofu boom and soyfoods movement in America.

Dec. Ganesha, a craftsman in Berkeley, makes America’s first tofu boxes, handcrafted of wood.

Dec. 1975 to Jan. 1976 Shurtleff and Aoyagi do a Tofu and Miso California Tour, with 40 public programs in the Los Angeles Area and northern California.

* *The Farm Vegetarian Cookbook* published by The Farm’s Book Publishing Co. in Summertown, Tennessee. Expanding on the ideas in *Yay Soybeans!* (1974), it contains many soyfoods recipes, plus the first popular information on tempeh and the first tempeh recipes to be published in any European language.

* Textured soy protein concentrates developed and introduced by three companies, incl. Griffith Laboratories and Central Soya (Response).

* Vitasoy soymilk in Hong Kong is first sold in Tetra Pak cartons.

* Latin American soybean production tops 10 million metric tons, up 10-fold since 1967.

* National Soybean Research Center (CNP-Soja) established at Londrina, Parana, Brazil, within EMBRAPA (The Brazilian Research Organization for Agriculture), to stimulate research and coordinate the efforts of the state programs.

905. Shurtleff, William; Aoyagi, Akiko. 1975. The book of tofu: Food for mankind (Illustrations—line drawings). Hayama-shi, Kanagawa-ken, Japan: Autumn Press. 336 p. Illust. by Akiko Aoyagi. Index. Dec. 28 cm. Rev. ed. 1977 Autumn Press, Brookline, MA. [53 ref]

• **Summary:** Continued: Illustrations (line drawings, both numbered and unnumbered) show: A hearth in a traditional Japanese farmhouse with tofu dengaku roasting around a bed of coals in a sunken open-hearth fireplace. An old Japanese plum tree blossoming in winter. Three pieces of skewered tofu dengaku with a sansho leaf atop each in a special serving box. A sprig of sansho with berries. Stylized top of a soybean plant in a circle. Fig. (4) Tofu products available in the West (tofu, dofu, kinugoshi, thick agé triangles, cubes, and cake, agé and agé puffs, hollow agé cubes, soymilk, tofu pudding, doufu-ru {white and red}, ganmo {patties, small balls, and treasure balls}, grilled tofu, dried-frozen tofu, instant powdered tofu, okara, dried yuba, soymilk curds, pressed tofu, savory tofu). A wooden cutting board and Japanese broad-bladed vegetable knife (*nagiri-bôcho*) with vegetables and tofu on a woven bamboo tray.

Note 1. This is the earliest English-language document seen (April 2013) that uses the term “treasure balls” to refer to Chinese-style tofu mixed with various finely-chopped vegetables, rolled into balls, and deep-fried tofu. (8) A wooden keg of red miso and a plastic bag of barley miso. (9) Shoyu in a metal can, wooden keg, glass bottle, and table-

top dispenser. Traditional Japanese kitchen tools: *Miso-koshi* (woven bamboo strainer used in making miso soup). cutting board, Japanese vegetable knife, wooden spatula, bamboo rice paddle (*shamoji*) and spoon, woven bamboo colander or tray (*zaru*), suribachi, Japanese grater (*oroshi-gané*), *sudaré* (bamboo mat), pressing sack for tofu or soymilk, serrated tofu-slicing knife, tawashi scrub-brush (made of natural palm fiber), wok with draining rack and wooden lid, stir-frying ladle and spatula, long cooking-chopsticks, mesh skimmer, deep-frying thermometer, Chinese bamboo steamer (*seiro*), charcoal brazier (*konro, shichirin*), broiling screen. Covered pot steamer. Small lidded pottery pot. More kitchen tools (p. 50-51). (10) A soybean measuring box (*isshô-bako*). (11) The soybean plant. Two views of a soybean seed with seed coat, hilum, and hypocotyl labeled. A bag full of soybeans. Roasted soybeans in a woven bamboo tray (*zaru*). Edamame in the pods. Three shapes of kinako treats. Soybean sprouts. Natto on a bamboo mat (*sudare*). Natto wrapped in rice straw as it ferments. A hand holding chopsticks that lift natto up from a bowl of natto—connected by gossamer threads. Tempeh (round and square pieces). Wrapping a small packet of inoculated soybeans to make tempeh. (15) Two Japanese women in traditional clothing using hand-turned grinding stones (quern) to grind soaked soybeans when making tofu. (16) Push-pull grinding stones. (17) Motor-driven grinding stones. (18) Water-powered millstones. (19) Wind-powered millstones. (20) Unohana. (21) A tofu maker sitting on a traditional lever press that presses soymilk from the okara in a pressing sack on a rack. A heavy iron skillet. (22) Folding okara omelet pouches. Okara doughnuts. (23) A bamboo colander. (24) A tofu maker weighting a colander with a brick so that whey will collect in it. (25) Ladling whey from curds; it foams! (27) A horse drinking whey from a wooden vat. Soymilk curds in a bamboo mat. (28) Ladling curds for Awayuki. (29) Fresh tofu in a plastic tub. (30) A tofu maker placing a weight on pressing lids as tofu is pressed in settling boxes (forming boxes). Transferring tofu-filled settling box to sink. Cutting a block of tofu into cakes under water. Eggplant halves in a yin-yang dance. Preparatory techniques used with tofu (slanting press, sliced tofu, squeezing, scrambling, reshaping, crumbling). (32) Utensils for making tofu at home. (33) Three designs for a homemade settling container. (34) Preparing homemade tofu (a-1). (35) Removing tofu from a farmhouse-style settling container (forming box). (36) Chilled tofu. Iceberg chilled tofu. A hot, moist, white towlette (*o-shibori*) is used to wipe the face and hands before (or occasionally after) a meal. Tofu salads in three Japanese pottery dishes. Japanese soups in three types of containers. (37) Chrysanthemum tofu. (38) Tofu poached egg. Tofu-stuffed green peppers. A wok. (39) Filling a wok with oil. (40) Testing oil temperature in a wok. (41) Deep-frying tofu tempura—and (42) Serving it in a shallow bamboo basket. (43) Making *Kaki-agé*. (44) *Dengaku Hoshi* (from *Tofu Hyaku Chin*). (45) Skewered

Tofu dengaku. Preparing Tofu dengaku in old Japan (from Hokusai's sketchbooks). (46) A variety of skewers. (47) Chinese firepots. (48) A Simmering Tofu wooden serving container heated by coals from within. (49) Miso oden. (50) Tofu wrapped in rice straw. (51) Nanzenji wrapped tofu. (52) Gisei-dofu. (53) Serving freshly deep-fried agé. (54) The deep-frying area of a traditional tofu shop. (55) Deep-frying tools. (56) Wooden bamboo tray with raised sides. Chinese cleaver. (57) Nori-wrapped sushi with agé (making and serving; six drawings). Eating noodles from old Japan (from Hokusai's sketchbook). (58) Preparing homemade noodles. (59) The Oden man on a winter's eve. A pottery bowl of Oden. Kombu rolls. (60) Making konnyaku twists. (61) Nishime in a multi-layered lacquerware box. (61) Pressing tofu for thick agé in a tofu shop. (62) Deep-frying tofu for thick agé. (63) A tofu maker with deep-fried thick agé triangles on screen trays.

Note 2. This is the earliest English-language document seen (May 2012) that contains the terms “deep-fried thick agé triangles” (p. 181) or “hollow agé cubes” (p. 23).

(64) Stuffing thick agé. (65) Thick agé stuffed with onions. (66) Pressing tofu for ganmo. (67) Adding seeds and vegetables. (68) Deep-frying ganmo. (69) A farmhouse open-hearth fireplace with nabe kettle. (70) Preparing homemade ganmo. Ganmo balls in a draining tray. Ganmo cheeseburger. (71) Cutting tofu to make agé slices (*kiji*). (72) Deep frying agé. (73) Opening agé into pouches. Agé treasure pouches.

Note 3. This is the earliest English-language document seen (April 2013) that contains the term “treasure pouches” or the term “Agé treasure pouches” They refer to a Kyoto-style delicacy made with deep-fried tofu pouches.

(74) Agé pouches sealed with foodpicks. Inari shrine with Shinto torii. (75) Kampyo-tied pouches [kanpyo]. (76) Making rolled agé hors d'oeuvre. (77) Tofu maker ladling gô (fresh soy puree) into a cauldron. (78) Stirring down the gô. Pressing soymilk from okara with a hand-turned screw press. (79) Serving fresh soymilk in a tofu shop. Six Japanese commercial soymilk products. Little girl at The Farm (Summertown, Tennessee) seated on a small chair drinking a cup of soymilk. Chinese breakfast soymilk soup with deep-fried crullers (*Siento-chiang* with *yu-chiao tsaio pi*). (80) Takigawa-dofu. (81) Tofu maker pouring the soymilk for kinugoshi tofu. (82) Adding solidifier. (83) Trimming kinugoshi from sides of box. (84) Modern lactone kinugoshi (with GDL). (85) Modern kinugoshi factory. (86) Sasa-no-Yuki's Gisei-dofu container. (87) Kinugoshi with ankake sauce. The entrance way to a traditional Japanese restaurant featuring tofu. Traditional metal skewer for making grilled tofu. (88) Traditional tofu maker grilling tofu over a charcoal brazier (*hibachi*). Grilling tofu in a traditional open hearth. (89) An early method of elaborate grilling. Pieces of tofu on different types of skewers. Farmhouse sukiyaki with grilled tofu. (90) Tying frozen tofu with rice straw. (91) Drying farmhouse frozen tofu. (92) Pressing frozen tofu

at home. (93) Deep-fried frozen tofu with cheese. (94) Making deep-fried frozen tofu sandwiches (*Hakata-agé*). (95) Frozen tofu wrapped in kombu. (96) Steaming table in a yuba shop. Ten different types / shapes of yuba. (97) Lifting yuba away from soymilk. (98) Yuba sashimi. (99) Yuba envelopes. (100) Deep-fried yuba dengaku. (101) Folding yuba into bundles. Trimming half-dried yuba from a skewer. (102-113) Tofu and yuba in Taiwan, China, and Korea (see separate record). Sesame tofu in pottery bowl. (114) Traditional farmhouse tofu, tied into a package with rice straw rope. (115) Shirakawa-go farmhouses with water-powered rice-dehusker in foreground. (116) Making seawater tofu at Suwanose. Mortar and pestle for pounding mochi. Making community tofu: Western metal hand mill, hand-turned stone mill apparatus, faces of upper and lower stones, colander and cloth, two shapes of cooking pots, Japanese farmhouse earthen cooking stove, cooking pot set on cut-off oil drum, ladle, two wooden paddles, pressing rack, pressing okara, lever press, pressing sack, wooden settling [forming] container with cloths. (117) Making nigari with salt in bamboo colander, a traditional “salt boat” for refining salt of nigari. (119) Country farmhouse tofu (5 illust.). (121) Morning shopping at a tofu shop. (122) Diagram of a tofu-shop floor plan. (123) Modern pressure with hydraulic press. (124) Modern centrifuge with 3 soymilk barrels. Thirty-one unnumbered illustrations showing every step in making and selling tofu in a traditional Japanese shop (p. 299-306). (125) Cutting tofu for Dengaku (from *Tofu Hyaku Chin*). (126) Ladies busy making dengaku (from *Tofu Hyaku Chin*). (127) Hearth at Nakamura-ro. (128) The garden at Okutan. Six types of Japanese sea vegetables: Hijiki, aonori, wakame, agar, nori, kombu. (129) Japanese vegetables (27 illustrations). Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

906. Product Name: Black Soybeans (Whole Dry).
Manufacturer's Name: Eden Foods, Inc. (Importer). Grown in China (PRC), then in Japan, then in Michigan.
Manufacturer's Address: 4601 Platt Rd., Ann Arbor, MI 48104.

Date of Introduction: 1975.

New Product–Documentation: Eden Foods Products Catalog. 1987.

Talk with Ron Roller, CEO of American Soy Products in Saline, Michigan. 1991. Nov. 27. Eden Foods originally imported these soybeans (along with azuki beans; the Tientsin small red beans) from China. They dealt directly with the Chinese government. Then both types of beans were imported from Japan (from the Muso Co.). The beans were sold as uncooked dry beans. After that, Ron had the black soybeans grown in Michigan.

907. Product Name: [Manna Miso: Soybean Paste (Barley Miso, Rice Miso, Hacho Miso)].

Foreign Name: Manna Miso: Sojapasta (Gerste Miso, Rijste Miso, Hacho Miso).

Manufacturer's Name: Stichting Natuurvoeding Amsterdam. Renamed Manna Natuurvoeding B.V. in 1982 (Repacker, Marketer, Distributor). Imported from Muso in Japan.

Manufacturer's Address: Rozenstraat, Amsterdam, Netherlands.

Date of Introduction: 1975.

How Stored: Shelf stable.

New Product–Documentation: Talk with Sjon Welters. 1989. Aug. 15. When he started to work for Manna in Sept. 1975 they were importing 3 varieties of miso from Japan via Muso. He does not know which company in Japan made this miso.

Label sent by Sjon Welters from the Netherlands. 2007. June. Manna Unpasteurized Organic Barley Miso.

908. Product Name: [Manna Tamari (Soy Sauce)].

Foreign Name: Manna Tamari (Sojasaus).

Manufacturer's Name: Stichting Natuurvoeding Amsterdam. Renamed Manna Natuurvoeding B.V. in 1982 (Repacker, Marketer, Distributor). Imported from Muso in Japan.

Manufacturer's Address: Rozenstraat, Amsterdam, Netherlands.

Date of Introduction: 1975.

Wt/Vol., Packaging, Price: 500 ml bottle retails for 7.70 guilders, 1 liter bottle for 14.45 guilders (11/83).

How Stored: Shelf stable.

New Product–Documentation: Richard Leviton. 1983. Trip to Europe with American Soybean Assoc. Oct/Nov. Unpublished manuscript. p. 25. Letters from Sjon Welters. 1989. July 24 and Aug. 10. This product, which was actually shoyu rather than tamari, has been imported from Muso in Japan since 1975. It is presently being made by Marushima Shoyu Co. In about 1980 Manna started importing Manna Organic Shoyu, and in 1989 they plan to start importing Manna Organic Tamari, which will be real tamari.

Note: This is the earliest record seen (Aug. 2015) concerning Manna in Amsterdam.

909. Product Name: Westbrae Natural Natto Miso.

Manufacturer's Name: Westbrae Natural Foods (Importer from Mitoku). Made in Japan.

Manufacturer's Address: 1224 10th St., Berkeley, CA 94710.

Date of Introduction: 1975.

Ingredients: Soybeans, barley malt, kombu seaweed, ginger, water, sea salt.

Wt/Vol., Packaging, Price: 22 lb retails for \$1.77 lb. Also in 30 lb.

How Stored: Shelf stable.

New Product–Documentation: Westbrae Natural

Wholesale Food Catalog. 1980. Spring. Includes natto miso, which comes in 1, 5, or 22 lb sizes. Also label of product. 6 by 7 cm. Red and blue on gold. Note: This is the earliest document seen (Dec. 2008) with the term “natto miso” as a product name or in the title of a publication.

Interview with Bob Gerner. 1987. Aug. 20. Westbrae was the first company in America to introduce this Finger Lickin’ Miso.

910. Dorsey, Chip. 1975. Laurelbrook Foods (Leaflet). Bel Air, Maryland. 3 panels each side. Each panel: 22 x 11 cm. Undated.

• **Summary:** Margy Coates (March 1992) says this leaflet, green ink on tan paper, was probably published in 1974 or 1975. Contents: Our story. Policy. Growing. Our new warehouse. Delivery. “It was thanks to the contagious enthusiasm of our children and their belief in natural foods that the idea of Laurelbrook was formed. We also received encouragement from Erewhon of Boston, Massachusetts, and Arrowhead Mills of Texas, and it was their valuable cooperation and guidance that gave us our start in 1971. It all began with a stock of 76 items, four people, and a used half-ton [Datsun] pickup truck... Our little 18-inch mill had to grind continuously to meet the demand.”

“In 1974, we enlarged our Bel Air warehouse, adding three lower level receiving docks and more than doubling our storage space... In the office, hand typing and extending invoices have given way to a mini-computer... There are now 24 people employed at Laurelbrook to keep pace with the growing demand for fine natural products.

The company’s new warehouse at 330 West Davie Street in Raleigh, North Carolina, started with four employees in Dec. 1973. Illustrations show an aerial view of the Laurelbrook facility in Bel Air, and the company’s delivery routes. Address: P.O. Box 47, Bel Air, Maryland 21014. Phone: 301-879-1717.

911. Elliot, Rose. 1975. *Beanfeast: Natural foods cookbook*. Liss, England: White Eagle Publishing Trust. *

• **Summary:** A vegetarian cookbook.

912. Goulart, Frances Sheridan. 1975. *Bum steers: How and why to make your own delicious high protein mock meats, fake fish & dairyless desserts, and avoid useless calories, cholesterol, sodium nitrate, salmonella, trichinosis & high prices*. Old Greenwich, Connecticut: Chatham Press. 205 p. Illust. Recipe index. 21 x 19 cm.

• **Summary:** This vegetarian cookbook, interspersed with many well-selected anti-meat quotations, describes how to make meatless meats and non-dairy products at home. Contents: Introduction. On the block: Major mock-meat-making supplies. Vegebutchering: Master mock-meat recipe file. Bogus beef. Pseudo pork. Unreal veal. Sham lamb. Con game. Phony poultry. Fake fish. Un-innards. The vege-

deli. Mocking up: General dishes. The mock crock. On the side. Dairyless desserts. Steerage (sources of unfamiliar ingredients).

Chapter 1 begins with an introduction to and nutritional composition of tofu, followed by the soybeans, gluten flour, other legumes, etc. Under “Flavors enhancers” are listed soy lecithin granules or flakes, miso, yeast extract (marmite), soy sauce and tamari, and Worcestershire sauce. Chapter 2 contains recipes for making gluten, tofu, grainola (with soy grits), a stock with miso for non-meat dishes (p. 32), mock milk I (made with soy flour), mock milk II (made with raw cashews or almonds), mock (soy) butter (made with soy flour), and mock cream (with soy flour and soy cream), and mock yogurt (with cashew nuts and soy yogurt culture).

Note: This is the earliest document seen (Sept. 2012) that mentions a non-soy, non-dairy yogurt—in this case one made with cashew nuts. A sampling of the many other soy-related recipes include: Moo-less ragout (with tofu, soy sauce, and soy butter, p. 43). Vegetarian rolladen (with cooked ground soybeans, p. 52). Good red meat (with gluten or tofu, p. 53). Greenbutcher’s meatballs (with tofu, p. 57). Mock Mac I (burger with soybeans, p. 64-65). Pineapple pig (with tofu, p. 72). Half-calf (with tofu, p. 79). Surrogate salami (with “bean pulp (residue from making Tofu)” [okara], p. 125). Bumsteads: Two burgers for meat-totalers (with tofu, p. 131). Meatless mincemeat (p. 142). Soybean mustard (with soy sprouts, p. 165). Cow tow: Cowless milk candy (with soy milk powder). Jersey bounce: A moo-juice-less junket (with soy milk, p. 184). Bum bombe: Egg-less, cream free (with soy cream, p. 184). Two 100% vegetarian ice creams: Eggless, milkless (with soy powder, p. 186).

Many recipes also contain wheat gluten: Charisma: Char-broiled bum steers (p. 48). Pig-less pork sausage (p. 70-71). Roast loin of veal (p. 80). Fake steaks: Two sham schnitzels (p. 80-81). Vegetarian cutlets (p. 82). Mocking birds I (p. 83). Fruit stew (p. 86). Sham lamb (p. 89). Sham lamb curry (p. 91). Bum bunny (p. 97). Sweet breads (p. 121).

Aduki beans are used in Moo-less rice pudding (p. 183). Sources of ingredients include: Walnut Acres, Penns Creek, Pennsylvania 17862 (herbs, spices, oils, whole grains, flours, seaweeds, etc.). Erewhon Trading Co., 342 Newbury St., Boston, Massachusetts 02115 (seaweeds and general goods, grains, beans, vegetables, seeds, etc.). Shiloh Farms, Route 59, Box 97, Sulphur Springs, Arkansas 72768. Arrowhead Mills, Box 866, Hereford, Texas 79045. Dynamic Nutritional Products, P.O. Box 528, North Hollywood, California 91603 (Milk-free yogurt culture. Trade names: Soyadophilus and Theradophilus).

Sample quotation: “... traditional American reliance on meat, particularly beef, is perhaps the single largest inefficiency in world dietary patterns...”—*New York Times* Oct. 25, 1974. Address: Wilton, Connecticut.

913. Hawken, Paul. 1975. *The magic of Findhorn*. New York, NY: Harper & Row. 216 p. 24 cm. *

914. Hillyard, Roger. 1975. Biographical sketch. Hereford, Texas. 1 p. Undated. Unpublished manuscript. Followed by an interview on 17 April 2006.

• **Summary:** Born on 28 Aug. 1942 in Seattle, Washington, Roger was raised in the San Francisco area. In early 1965 he met Susan, his wife to be, through mutual friends in the Haight-Ashbury district of SF—where he was living. She was a photographer, working as a sort of apprentice with Ruth Bernard, a professional photographer. In June 1965 he [Roger] graduated from San Francisco State College with a degree in language arts. He then became technical director for the San Francisco Mime Troupe, produced an experimental film series, and developed one of the first “light shows” in San Francisco.

In Jan. 1966 he started macrobiotics, then in July 1967 he and Susan left San Francisco and moved to New Mexico, where they lived on a 100-acre farm. They were married on Thanksgiving, 23 Nov. 1967 in Placitas, New Mexico. Their first child, Cyrena, a daughter, was born on 13 July 1968 in Santa Fe, New Mexico. In Oct. 1968 they moved to Boston, Massachusetts, where Roger pursued his interest in macrobiotics. He worked at the Erewhon retail store at 303B Newbury St. for 2 weeks, but wasn’t “together” enough, so he worked in a hospital as an operating room orderly for 3 months. In Feb. 1969 he began work at the Erewhon retail store at 342 Newbury St. In Aug. 1969 [actually probably early Oct. 1969] he took over as general manager of Erewhon’s over-all operations. He managed Erewhon-Boston and oversaw the financial aspects of Erewhon Boston and Los Angeles until March 1971. During this period the company grew substantially, wholesale activities were expanded, a warehouse at 33 Farnsworth St. was opened and developed, the staff grew from 6 to 45 members, the retail store’s daily sales grew from \$700/day to \$2,000/day, and imports from Japan expanded (including the largest American stock of hacho [Hatcho] miso).

Roger and Susan’s 2nd child, Christopher, was born on 24 Dec. 1970 in Somerville, a suburb of Boston, at a Seventh-day Adventist hospital that offered natural childbirth. They were living in Newton at the time. Roger and his family left Boston in mid-1971 and drove to Los Angeles, where he spent 4 months managing Erewhon–Los Angeles. He is currently the manager of Deaf Smith Organic Farms, a joint venture of Erewhon and Arrowhead Mills. He is married, with 2 children. Note: That joint venture, created by Paul Hawken and Frank Ford, never developed.

Note: Roger was a notable independent filmmaker, doing lights / light shows and projections for dances etc.—one of the pioneers in the field. He and his filmmaking partner Ben van Meter were well known on the scene in San Francisco. They are listed as performers at the Doors concert at the Avalon

Ballroom in San Francisco (3-4 March 1967) but that means they did projections. Address: Hereford, Texas.

915. Kulvinskas, Viktoras. 1975. *Survival into the 21-st century: Planetary healers manual*. Omangod Press, P.O. Box 255, Wethersfield, CT 06109. 323 p. Cover illust. by Peter Max. Introduction by Dick Gregory. Index. 28 cm. [259* ref]

• **Summary:** This book is about sprouts, sprouting, and a vegetarian live-foods diet. It is a catch-all of New-Age/dietetic ideas assembled with the uncritical journalistic eye of a supermarket tabloid. Concerning soybeans the author states (p. 71): “The soybean is one of the most versatile foods. It is among the few seeds that have an alkaline ash. It will sour just like milk. Sprouted, it makes a delicious cheese and yogurt. It keeps well and can be bought organically grown for as low as 16 dollars per 100 pounds. Sprout for three days. Refrigerate. The best use of soybean sprouts is in making yogurt.” On p. 257 is a recipe for Seed Yogurt (1 cup seeds plus 2 cups Rejuvelac). The preferred seeds are sunflower seeds. “A very bland, delicious yogurt can be made from sunflower alone, or from a mixture of cashew, almond, soy, pumpkin, and/or sesame... If using soybeans, soak them for at least 24 hours, changing water every 4 hours, finally draining. Blend to a creamy consistency using equal parts water and soybeans. The ferment has a delicious, sour taste. It is nutritionally superior to tofu and much less expensive.” A recipe for Rejuvelac is given on the same page.

Page 248: “Dulse should be soaked in water (this is true for all sea vegetables) to soften it and to wash away the sea salt. Kelp, wakame, nori, kombu, hiziki can be found in most macrobiotic stores. Sea vegetables are food and seasoning.”

On p. 249 is a recipe for Soy Loaf using 2 cups soy bean sprouts. Copyright 1975 but published until 1979. Photos (on p. 323 and the inside back cover) show Kulvinskas. He was born in Lithuania, and received his MSc degree in pure mathematics from the University of Connecticut, where he later taught math. For 6 years he was a computer consultant for Harvard Univ., MIT, Smithsonian Astrophysical Observatory, Appollo Project, etc. He retired in 1968 at age 29. He was co-founder with Dr. Ann Wigmore, of the Hippocrates Health Institute in Boston. He is presently director of the Survival Foundation, established in 1977. Address: Wethersfield, Connecticut.

916. Muso Co. Ltd. 1975. *Foods from Japan: Miso*. Osaka, Japan. 7 p. [Eng]

• **Summary:** Contents: Introduction. Hacho miso. Mugi miso. Kome miso. How to make miso soup. Address: Osaka, Japan.

917. Pearson, Janice; Pearson, Alan. 1975. *Light & life cookbook: A new age adventure in natural foods. Forty days of menus and recipes for a transition to balanced vegetarian*

dieting. Los Angeles, California: Astara. 306 p. Illust. Recipe index. 23 cm. Created with Earlyne Chaney. Series: Astara's Library of Mystical Classics. [20 ref]

• **Summary:** Soy-related recipes include: Tamari dressing (p. 119). Soybean barley soup (p. 221). Savory tofu casserole (p. 223). Miso broth (p. 286). Address: Santa Cruz, California.

918. Whelan, Elizabeth M.; Stare, Fredrick J. 1975. *Panic in the pantry: food facts, fads and fallacies*. New York, NY: Atheneum. xxi + 231 p. Illust. Index. 21 cm. [279 ref]

• **Summary:** This book is a response to concerns about the safety of food additives and of the use of hormones, and of the benefits of raising animals in confined enclosures. Throughout the book, those who share this concern are called "food faddists" who advocate the "back-to-nature mania."

The *Wall Street Journal* estimated that in 1970-1971 there were from 1,500 to 2,000 individual health food stores in operation in the United States. Others have estimated that by 1972, the total number reached well over 3,000.

Soyfoods or soybeans are mentioned several times: "... brown rice and good old-fashioned soybean sprouts" (p. 55).

"Aflatoxin-producing strains [of *Aspergillus flavus*] are widely dispersed in air and soil, and have the capacity to grow on a variety of substances, including peanuts, rice, corn, soybeans, whole oats, and wheat (particularly shredded wheat)" (p. 88).

"One of the widely used emulsifier additives is lecithin, a derivative of corn and soybeans. There is something very ironic about a natural food enthusiast's condemning of all 'chemical food additives' which, of course, would have to include the emulsifier lecithin, while he is at the same time stuffing himself with the expensive lecithin wafers he bought in Healthfoodland" (p. 120).

Dr. Fredrick J. Stare of Harvard University (Massachusetts) is beyond doubt the country's most influential teacher of nutrition. He founded the department of nutrition at Harvard's School of Public Health; he advises the government and food industry; he is coauthor of a sumptuous manual on nutrition that is distributed free to medical students by the Upjohn Company [a major pharmaceutical maker]; and he is coauthor of a best-selling textbook on the subject for undergraduates studying to become home economists, dieticians, or teachers.

Dr. Stare reaches the general public directly through a syndicated radio program, a syndicated newspaper column, and a series of popular books—such as *Panic in the Pantry*. Address: Sc.D., Research Associate, Harvard School of Public Health; 2. M.D., Chairman, Harvard School of Public Health.

919. Yanase, Giryô. 1975. *Yûki nôgyô kakumei* [The organic farming revolution]. Tokyo: Daiyamondo-sha. 5 + 242 p. Illust. 19 cm. Series: Daiyamondo Gendai Sensho. [Jap]*

• **Summary:** About organic farming in Japan, the effect

of agricultural chemicals on the environment, and vegetarianism. The author was born in 1920.

920. Photograph of Peggy Steevensz and others at an Erewhon booth at a fair. 1975? Undated.

• **Summary:** Note: This photo, taken by Roy Steevensz, was sent to Soyinfo Center by Peggy Steevensz who writes: She is standing, wearing a yellow Erewhon Rice t-shirt, with a red bandana around her neck and blue jeans. On the wall behind is a long poster / banner that reads: "erewhon natural foods." "The fair was in Los Angeles—somewhere. It looks like an indoor convention. Girl with long hair and blue t-shirt is named Dana. Lady with orange scarf, green apron, and long-sleeved white shirt is Kim Backus, she lived at the "Kushi" house and worked at Erewhon. I forget the guy's name.

"I don't have the yellow t-shirt and doubt if it is still being sold. I think this is later, maybe even summer of 1975, I would have been 16. I know I was living at 7357 Franklin at the time, and hadn't moved to the 7511 house yet. When we moved to 7511 my room was the sun-room on the 2nd floor, my brother had the downstairs room by the living room and my parents had one of the larger bedrooms upstairs. I forget who else was living there; there was much activity at 7511."

921. Re: Natural Foods Distributor Association. 1976. Letter to The Well, 795 West Hedding, San Jose, CA 95126, Jan. 3. 2 p.

• **Summary:** Written on the new letterhead of the Executive Committee, Natural Food Distributor Association, this letter states that membership presently stands at ten companies: Arrowhead Mills, Ceres, Eden, Erewhon, Janus, Laurelbrook, Manna (Canada), Mondo (Erewhon, Los Angeles), Shadowfax, and Tree of Life. Cliffrose has recently dropped its charter membership option. Three other companies have not yet paid their dues: Food for Life, Lifestream, and The Well.

The next meeting of the Executive Committee will be held in Seattle, Washington, on 15-17 Jan. 1976. The association officers are presently: Chairman: George Gearhart (Janus Natural Foods). Secretary: Tyler Smith (Erewhon). Treasurer: Tom DeSilva (Mondo Trading Co.). Bi-annual host: Boyd Foster (Arrowhead Mills).

Note: This is the earliest document seen (April 2011) that mentions Mondo, Shadowfax, or Cliffrose. Address: San Jose, California.

922. Erewhon. 1976. Erewhon 76. Boston, Massachusetts. 16 p. Feb. Catalog and price list. 28 cm.

• **Summary:** The color cover, periwinkle blue and purple, shows many trees growing in shallow snow against a white sky.

The first page, titled "Piscean Specials: Specials

Effective February 18, 1976,” states: Special intro offer: 3 cases, 5% off Erewhon Natural Cheese.” Note: Erewhon is now selling dairy products.

It also offers specials on: NiksSnacks, Celestial Seasonings tea, OG [Organically Grown] apple juice (Knudsen’s, Heinkes), Tom’s soaps, Fearn Soya Products (Buckwheat pancake mix, Wholewheat pancake mix, Corn bread muffin mix), Yinnie syrup, Erewhon pastas, Rocky Hollow herbs & spices, Edible essential oils.

On the next page, titled “First Class,” a list of “Discontinued items: 10% off regular price” includes: All Nature Born cosmetics. All Sumatra honeys. Tamari ½ gallon size. Bulghur-Soy Grits.

This catalog cover was reprinted with permission from the Michio and Aveline Kushi Macrobiotics Collection, Archives Center, National Museum of American History, Smithsonian Institution, Washington, DC. Address: 33 Farnsworth Street, Boston, Massachusetts 02210; New York City office: 303 Howe Ave., Passaic, New Jersey 07055. Phone: 617-542-1358 and 212-594-6455.

923. Bortz, Brenda. 1976. The joys of soy. I. Vegetable soybeans. *Organic Gardening and Farming* 23:28-30, 32, 34, 36, 38. Feb.

• **Summary:** An excellent, pioneering study. “Using growth trials and a reader survey, OGF Research and Development Group checks out vegetable soybeans.” Relatively little research has been done on vegetable soybeans for gardeners. In 1975 the R&D group tested 19 varieties: Imperial, Hark, Provar, Kanrich, Bansei, Verde, Kim, Fuji, Funk’s Delicious [Funk Delicious], Higan, Protana [high protein but not large-seeded vegetable type], Ra, Hokkaido, Disoy, Willomi, Jogun, Magna, Fiskeby V, and Mandelli.

A table (p. 29) gives statistics on the ten top-yielding varieties in descending order of yield: Higan (40.98 gm of dry beans per plant), Kim (19.02), Hokkaido (36.25), Protana, Willomi, Fuji, Imperial, Ra, Mandelli (25.64), and Kanrich (25.39—the lowest yielding). The days to maturity as a fresh vegetable in Pennsylvania ranged from 70 days for Protana to 82 days for Kanrich and Kim. The most resistant to shattering were Kanrich, followed by Ra, Protana, and Kim. The least resistant to shattering was Fuji, followed by Mandelli, Hokkaido, and Willomi. Of the top 10 varieties, only Kanrich was sold commercially, by W. Atlee Burpee Co. and Nichols Garden Nursery. Other commercially available varieties are: Fiskeby V (from Thompson & Morgan), Early Green (Kitazawa Seed Co. in San Jose, California), Early Green Bush (Stokes Seeds, Inc.), The Edible Soybean (The Natural Development Co.), and Giant Greenboy (Farmer Seed and Nursery).

“But more than yield should be considered in choosing ‘the best’ variety for a given garden. In areas with short growing seasons, late-maturing soybeans are a risky bet with crops often reduced or cancelled out by the brisk climate.

To beat this problem a Swede named Sven Holmberg spent 40 years developing an edible soybean that would crop in a short, cool growing season. Called the Fiskeby V Vegetable Bean, this variety is now available only from Thompson & Morgan (P.O. Box 24, Somerdale, NJ [New Jersey] 08083). Containing from 39 to 40 percent protein, Fiskeby is reportedly very low in the antitrypsin factor that inhibits the digestion of uncooked soybean protein” (p. 32).

Note: This is the only document seen (Oct. 1999) that mentions the soybean variety Mandelli. It is not available commercially and its source is not given.

924. *Open Education Exchange (Berkeley, California)*. 1976. Tofu & Miso Cookery [Class by Liz Horowitz and Bob Gerner]. Feb. p. 2.

• **Summary:** Liz has 2 years experience cooking at Tassajara and Westbrae Natural Foods. Bob is a founder of Westbrae and an expert on tofu and miso. Four meetings, Mondays 6-8 p.m. Class size: 5-15. Preprinted recipes. A \$6-\$10 food fee is payable to instructors. Classes held in north Berkeley.

925. Shurtleff, Barbara R.; Hills, Sandy. 1976. Ledger of book sales and expenses, related to *The Book of Tofu*. 790 Los Palos Manor, Lafayette, CA 94549. 31 p. No index. 20 cm.

• **Summary:** Barbara (“Bobbie”) Shurtleff started this ledger on 2 Feb. 1976 to keep track of the name, address, date of order, and amount received from sales of the newly published *Book of Tofu* by William (“Bill”) Shurtleff (her eldest son) and Akiko Aoyagi. Pages 1-21 are in her very clear handwriting and cover sales through 20 July 1976. Some sales are to friends of the Shurtleff family, but most are to people interested in tofu, and many of these live in Hawaii where Bill and Akiko did two public programs about tofu in mid-February (Feb. 12th—tofu class for Seventh-day Adventist group hosted by Naomi Yamashiro, 80 attend; Feb. 13th—University of Hawaii’s Kuykendall Hall, hosted by David Lee “Kalm” Sukowske, 140 attend).

Among the book buyers are: Feb. 12—Harry W. Miller [Loma Linda Foods], 11384 Norwood Ave., Riverside, California. Feb. 18—Nancy Arakaki, Kaneohe, Hawaii. Feb. 18—Naomi Yamashiro, Kailua, Hawaii. Feb. 26—Quong Hop & Co. March 3—San Francisco Vegetarian Society (Dixy Mahy, 10 books wholesale, \$4.17 each = 40% discount). March 3—Lafayette Natural Foods (10 books wholesale). March 4—The Wok Shop, San Francisco (Albert Chan, 25 books wholesale). March 4—Rising Sun Natural Foods, 440 Judah St., San Francisco (6 books). March 8—East-West Academy, Effie Chow, 33 Ora Way, San Francisco (100 books wholesale). March 8—Dharma Publishing Bookstore, Nyingma Meditation Center, 5856 Doyle St., Emeryville (10 books wholesale). March 10—David Lee Sukowske, 1923 Keeaumoku St., Honolulu. March 30—Carmelite monastery, Kaneohe, Hawaii. April 23—Wo Chong Co., 101 16th Street,

San Francisco. May 10–Kinokuniya Japan Center, 1581 Webster St., San Francisco. June 7–Ted Nordquist, 1536 Versailles Ave., Alameda (20 books, wholesale). June 11–Dr. Harry W. Miller (send 1 book to India). June 17–Winston Lo, Hong Kong Soya Bean Products Co. Ltd., 52-54 Hoi Yuen Rd., Kwun Tong, Kowloon, Hong Kong.

Pages 22 and 23 list itemized expenses from 28 Sept. 1976 to 21 Dec. 1976. Entries from Sept. 28 to Oct. 8 are in Bobbie's handwriting, whereas those from Oct. 9 to Dec. 21 were written by Sandy Hills. Bobbie died on 15 Oct. 1976 of cancer of the colon.

Pages 25-31 continue listing sales of *The Book of Tofu* from 29 Sept. 1976 to 19 Oct. 1976; they are similar in format to pages 1-21, with entries from Sept. 29 to Oct. 8 in Bobbie's handwriting. Subsequent entries were written by Noralee and Sandy Hills. The last 1½ pages of entries are undated.

The following is a brief chronology of events related to Bobbie, Bill, and Akiko during late 1975 and 1976.

1975 Sept. 15–Bill and Akiko return to California from Japan; they stay with Bobbie at 790 Los Palos Dr.

Oct. 25–They do their first real “Tofu Class” at Westbrae Natural Foods in Berkeley. About 14 people attend.

October 2-6–The three visit Ananda community then Lake Tahoe together. Nov. 23+ The three put on a tofu class at the Esalen Institute in Big Sur, spend the night at Esalen as guests of Michael Murphy, visit Emile Norman at his home in Big Sur, then drive to Los Angeles and back.

Dec. 2–Bill and Akiko put on a big tofu class in Bobbie's home, followed by 6 other tofu classes in central California.

Dec. 10–They hold a family party and reunion at the family home to announce the publication of their *Book of Tofu*–which arrived two days later. Soon orders for books began to arrive.

1976 Feb. 10–Bill and Akiko return to Japan, via Hawaii, leaving Bobbie alone at 790 Los Palos. In Hawaii they did several tofu programs and asked Bobbie to take orders for books.

March 19-April 10–Bobbie takes a group trip to the Galapagos Islands (Ecuador), Bogota and Cali (Colombia), and the Andes.

May–Bobby has a large malignant tumor removed from her colon at Peralta Hospital in Oakland.

July–Bobbie and her friend Niki spend 10 days together at the Shurtleff honeymoon cabin at Lake Tahoe.

Sept. 29–Bill and Akiko leave on their Tofu & Miso America Tour. Bobbie attended their first class in San Rafael. As they said good-bye (for the last time) Bobbie said, “Have fun on the way.” Address: Lafayette, California. Phone: 283-3161.

926. Bortz, Brenda. 1976. The joys of soy. II. Tofu and tempeh. *Organic Gardening and Farming* 23(3):128-31.

March. See also Part I: 23:28-30, 32, 34, 36, 38. Feb.

• **Summary:** “Two Far Eastern soybean favorites–tofu and tempeh–turn up exciting new menu and nutrition ideas in the OGF Research and Development Group's latest tests...”

“At this time, Dr. Schwartz is inviting a limited number of adventurous OGF readers to help him evaluate the ease and dependability of his method and tempeh's potential as a new food for Americans. Readers who would like to join R & D's modest ‘Soybean Task Force’ should write to Nancy Bailey, R & D Readers' Service, Rodale Press Inc., Emmaus, Pennsylvania, 18049. Those selected will receive soybeans, culture, and complete instructions for making the simple incubator and tempeh itself.”

Contains a recipe for Tofu Loaf with Onion and Cheese from *The Book of Tofu* by Shurtleff and Aoyagi.

Note 1. This is the earliest document seen (April 2019) that mentions tempeh, published by or in connection with Rodale Press.

Note 2. This is the earliest document seen (May 2019) in which Rodale Press offers to send tempeh starter culture or instructions for making tempeh to those who are interested. Rodale continued to send out tempeh culture until Feb. 1978, at which time they referred readers to Farm Foods (Summertown, Tennessee) for instructions, starter culture, and even soybeans.

927. **Product Name:** Tekka (Miso Condiment).

Manufacturer's Name: Eden Foods, Inc. (Marketer-Distributor).

Manufacturer's Address: 4601 Platt Rd., Ann Arbor, MI 48104. Phone: (313) 973-9400.

Date of Introduction: 1976 March.

Ingredients: Incl. carrot, burdock, ginger, lotus root, miso.

Wt/Vol., Packaging, Price: 2.8 oz jar.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods. 1976. March. Spring Catalog. Page 15. “Tekka. A salty condiment very rich in iron and minerals. Made from carrot, burdock, ginger, lotus root, and miso.”

928. Eden Foods. 1976. Spring catalog. 4601 Platt Rd., Ann Arbor, MI 48104. 30 p.

• **Summary:** On the cover is a woman carrying a sheaf of grain and a sickle on her head, with a child following after her. This is the earliest Eden catalog seen (July 2012) with explanations of the product categories and individual products. Tamari Soy Sauce is now sold under 2 labels (Erewhon, and Marushima). “All of this soy sauce, bulk and bottled, is naturally and slowly aged for 2 years in wooden kegs. Made from soybeans, wheat, water, and salt.” Hacho miso and kome (rice) miso, both still sold under the Erewhon brand, are fermented for 2 years, barley miso for 18 months. A new condiment is Tekka, sold in a 2.8 oz jar. “A salty condiment very rich in iron and minerals. Made from carrot,



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burdock, ginger, lotus root and miso.”

Under packaged meals is Fritini (regular, with herbs, with curry, or with paprika; 8 oz.). Also new is Plum Extract (Bainiku Ikisu [sic, Ekisu]). Address: Ann Arbor, Michigan. Phone: (313) 973-9400.

929. Dart, Susan. 1976. Mother finds way to beat food additives: Natural foods. *Chicago Tribune*. May 13. p. E30.

• **Summary:** Clara Lo was born in Hong Kong, but educated in the USA. She marinates her ground pork with “Chinese bean paste [jiang], which she buys in Chinatown.” She points out that “a marinade of soy sauce would have the same effect, but the soy sauce must not contain sodium benzoate or other preservatives and be free of any coloring whatsoever...”

Note: This is the earliest English-language document seen (March 2009) that uses the term “Chinese bean paste” to refer to Chinese-style miso.

She notes that the Chinese have traditionally eaten a balanced diet. Based on rice, or wheat, it always includes “green vegetables, fish, meat or soy bean cake [tofu]...”

930. Shurtleff, William; Aoyagi, Akiko. 1976. What is miso? (Brochure). Berkeley, California: Westbrae Natural Foods Inc. 10 panels. Illust. by Akiko Aoyagi. May. 24 x 13 cm.

• **Summary:** Contents: Introduction. Delightfully varied; highly versatile. A nutritional treasure trove. The varieties of miso (including a table). The preparation of miso. Traditional natural miso and quick modern miso. A brief history of miso. Buying, storing, and using miso. Miso in Japan. Traditional Japanese miso shops and modern factories. Making miso at home. Favorite miso recipes (contains 16 recipes). About the Soyfoods Center.

Note: This brochure was sponsored, published, and widely distributed by Westbrae Natural Foods Inc., 1124 10th St., Berkeley, California 94710. From May 1976 to Dec. 1979 approximately 105,000 copies were printed. Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

931. Harmony Foods. 1976. The bulk price list. London, England. 8 p. Sept. 16 by 20 cm. Stapled.

• **Summary:** Printed with black ink on light yellow paper. On the bottom half of the cover is a photo of two people and a horse walking along a trail in some woods.

A running table shows: (1) Product name. (2) Contents of each case. (3) Cost [Price] of each case. (4) Unit.

Newstime (page 2 & 7). Product categories: 1. Whole cereals: 11 products. 2. Cereal products: 9 products. 3. Seeds and pulses: 10 products, incl. Aduki beans. Soybeans, No. 10. Soybeans, yellow No. 1. Roasted peanuts, Bombay or Natal. 4. Sauces and spreads: 6 products incl. Peanut butter, crunchy. Tahini sesame cream, dark. Tamari soy sauce. Miso soy puree, mugi. Miso soy puree, Hatcho.

5. Seaweeds: Wakame. Hiziki [hijiki]. Kombu. 6.

Ginseng and teas. 7. The rest. 8. Cases and books: Incl. “Seed” magazine (monthly).

On the back cover: “The History of Harmony: We actually began in 1967 deep in a sprawling basement in Paddington with a restaurant called Seed. It was here that natural foods were first offered to a select group of the British public, the flower power followers of 1967. A typical daily menu (‘Tomorrow’s You’) featured the Special of bean salad, whole oat groats, rice fritters, and carrot sesame, followed by apple cake and a cup of bancha—all at 7/6 (that’s 37p).

“By 1970 we’d also opened a small shop in All Saint’s Road called Ceres which was the first place to carry under one roof all the cooking elements of a wholefood diet. What we couldn’t get from local ethnic food merchants we had to import ourselves—things such as good Tamari and Miso, organic brown rice, and patchouli oil.

“Of course, buying in shipments from *Muso Shokuhin* (Osaka, Japan) and importing five tons of rice for one little shop proved unwieldy and expensive. The answer seemed to be to share what we brought in with other shops and this is how, in 1971, Harmony Foods was born; Our first ever list had ten products: whole rice, buckwheat flour, tamari, miso, mu tea, sesame seeds, aduki beans, umeboshi plums, patchouli, and unleavened bread. As there weren’t any natural food-shops besides Ceres we sent it out by BRS to health shops, As this side of things got under way a few more pioneers opened up shops like Infinity, Harvest, Acorn, Community, On the 8th Day, and Arjuna. These shops buy in bulk and sell at low prices. Since you’re getting this list you’re probably one of the hundreds of others who have opened up across the country in the last five years.

“At Harmony we’ve been flat out for these five years trying to keep up with this growth. We’ve had to become stone millers, bakers and peanut butter makers. Others have opened up wholesale outlets to help fill this demand and many shops have organized into local groups to share information on buying and availability of quality foods,

“We’re here because of you and our major priority will always be to service your needs with the finest foods at the best prices we can manage. Because of this we always value your comments and advice on the products we carry and we should be carrying.

“Keep in touch,....” Address: 1-19 Earl Cottages, Earl Road, London, S.E.1. Phone: 01-237-8396/7.

932. *Minneapolis Star (The) (Minnesota)*. 1976. Organic food message finds a growing audience. June 30. p. 50.

• **Summary:** “Robert Rodale won’t wince if you call him a food faddist” When his father, J.I. Rodale, now deceased, founded the company in 1930, he was pretty much a lone voice. But things have changed.

“Rodale is also trying to develop new foods and introduce Americans to foods, such as the fermented soybean

product tempeh that have found wide acceptance in other parts of the world.”

In the kitchens at Fitness House in Emmaus, Pennsylvania, home of offices and a lunchroom for Rodale employees, cooks develop new recipes. “*The Rodale Cookbook* [1973] is one of the company’s best-selling books.”

A small portrait photo shows Robert Rodale.

933. Shurtleff, William. 1976. Notes on making shoyu from visit to Sendai Miso-Shoyu Co. in Sendai, Japan. Tokyo, Japan. 2 p. Undated. Unpublished typescript.

• **Summary:** Shurtleff first visited Sendai Miso-Shoyu in Feb. 1974. These are notes from a second visit, with Bob Gerner of Westbrae Natural Foods, in June 1976.

The three keys to making good shoyu are making the koji, mixing (*kaibo*), and pasteurization (*hiire*).

Sendai has a new method of making koji in 45 hours. It used to take 72 hours, and homemade koji still takes 72 hours; it cannot be done in 45 hours at home.

Wheat is roasted at 170°C for 2 to 3 minutes in sand, then the sand is sifted off in a rotating screen. Whole soybeans give a better flavor than defatted soy meal. To cook (which?) soak for 12-16 hours, then steam at 0.8 kg/cm² for 60 min at 120°C. Then draw a vacuum on the cooker (to give a lighter color?) and cool at 40-45°C. How? The best protein utilization is obtained with a high temperature, short time cook. The soybeans break down better. Spray with cold water to get it to 40-45°C?

Split wheat at 30-50°C, crack into 8 pieces. Then mix soybeans, wheat, and starter which they call *Aspergillus oryzae* (not *soyae*), with strong protease to break down proteins.

Chitose is a special product; 3-5 years. What does that mean?

Sendai adds yeast (*kobo*) tenka suru, Cool their salt water to -10°C to make it like winter (why?) then mix with koji or salt? to +10°C, called *kanjikomi*. In the old days, the koji was incubated at 25-30°C for 72 hours and shoyu was not made during the summer. First koji mixing was at 28°C, second 30°C, third 25°C. Had to watch out for botulism?

Ingredients: to make 1000 liters shoyu. 396 kg each whole soybeans and wheat, 190 kg salt, 1,100 liters water cooled to -10°C. This makes a total of 1200 kg brine. I calculate this as 15.87% salt but my notes say 22.6% what? Baumé? Usually 23.0 to 23.3° Baumé.

Shikomu = to put in vats. In the old days the best shoyu was *kanjikomi*, that put into vats between Dec. 1 and Feb. 15. Also the most expensive.

Mixing. Not sure of this: mix on third day, then once on 10-13th day, then once every 2 or 3 days, then after 3 months, once every 7-10 days till the end.

Concrete vats hold 30 tons of moromi; each 10 by 10 by 6 ft deep. Wood vats hold 14 tons. Mix each time for 7-15

min.

Kikkoman now uses Mexican sun-dried salt containing nigari or with added nigari.

What is *kejuku*?—related to moromi.

Complex system for getting off oil. See next page.

What is *kiage*? After the oil is removed (during how many days) the shoyu goes into a *kiage chozo* for 2 months. The lees (*ori*) settle to the bottom, then are recycled back to the moromi and repressed; shoyu is run out of this settling tank by a pipe just above the lees. Then I think heated in an old caldron for 3 hours at 80°C, then something about an *iba* (not in dictionary) at 45-50°C, then to *hiire* = pasteurization, then number 2 settling (*chinden*) = precipitation for 7-10 days, then filter with diatomaceous earth or celite or diatomite, then bottle and sell. Chinden is 15 days in winter or 30 days in summer OR filter with diatomaceous earth. So shoyu sits for 2-3 months after being pressed from the moromi. Problems with *kijoyu* are mold and production of CO₂. Even in the old days, shoyu was pasteurized = *hiire*. Lactic acid bacteria give it a vinegar flavor and a bad mold grows unless refrigerated. *Kijoyu* is used in *soba no tsuyu* = soba dipping sauce. Reason for *hiire* are 1. better aroma. 2. darker color, precipitate out sediment, *teri ga deru* = light from within. The flavor gets mellow and flavors are harmonized. Enzymes do act at 50-60°C quickly, then die. So slowly raise temperature.

Two hand drawings on the bottom half of page 2 show parts of the process. Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

934. Shurtleff, William. 1976. Koji starter for miso and shoyu. Nerima-ku, Tokyo, Japan. 1 p. Front and back. 28 cm. Undated (June?). Catalog.

• **Summary:** This typewritten, photocopied, 2-page leaflet describes 9 different types of koji starter for: Red miso, barley miso, soybean miso, mellow barley miso, sweet white miso, light-colored miso, fast white miso, amazake or pickling, or shoyu. All 9 types are available from: Mitoku Trading Co., Attn: Mr. Akiyoshi Kazama, C.P.O. Box 780, Tokyo 100-91, Japan. Phone: 03-201-6706. Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

935. *Berkshire Eagle (Pittsfield, Massachusetts)*. 1976. Second natural food store opens in city. July 3. p. 8.

• **Summary:** Cornucopia Natural Foods, a retail store, was opened this week at 424 North St., in Berkshire, Massachusetts, by Richard Buck, “a dedicated member of the natural food cult” and a former Prudential Insurance Company employee. He plans to sell the foods and preach their benefits to all who will listen. He has “converted to the Vegan faith. That is a national organization whose members abstain from all animal products including dairy products

as well as meats.” Buck is planning to start a chapter of the North American Vegan Society in Pittsfield, in order to help spread the word locally.

All of the counters and display cabinets in the store are made by hand of unfinished wood, except for the bread counter and the refrigerator section.

“Tofu is a big item in the store. This is bean curd made from soybean and eaten in many ways.” The store also has “a cookbook for sale devoted exclusively to recipes involving tofu [probably *The Book of Tofu*, by Shurtleff & Aoyagi].

The store stocks one of the most extensive collections of herbs and spices outside of New York City.

The store carries fresh garden produce, has a juice bar and “a bakery featuring bread made by the neighboring Sufis.”

Buck is planning to add more new products as business increases. One of the first will be dairyless ice cream.

The store will be open Mondays through Saturdays from 9 a.m. to 9 p.m.

A large photo shows the inside of the store.

Note: This is the earliest document seen (April 2020) that mentions Cornucopia Natural Foods—which is still a retail store.

936. Shurtleff, William; Aoyagi, Akiko. 1976. What is tofu? (Leaflet). Berkeley, California: Westbrae Natural Foods Inc. 5 panels each side. Each panel: 24 x 12.5 cm. Illust. by Akiko Aoyagi. July 20. 24 x 13 cm.

• **Summary:** Contents: Introduction. A family of distinctively varied foods. A storehouse of high-quality protein. Low in saturated fats: free of cholesterol; an ideal diet food. Natural backbone of the meatless diet. Buying and storing tofu. Making tofu at home and in communities. Soybeans, tofu, and the world food crisis. Tofu shops in Japan. Cooking with tofu (13 recipes).

Note: From July 1976 to Dec. 1977 approximately 130,000 copies were printed by Westbrae and Morinaga. In addition, from May 1981 to March 1983 seven tofu companies purchased the rights to print an unlimited number of copies under their own logo. Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

937. *Natural Food and Farming (Atlanta, Texas)*. 1976. Frank Ford: American of the Year. 23(2):29-32. July.

• **Summary:** The “American of the Year” award was established several years ago by a group of religious organizations. “This year the coveted award went to Frank Ford, the 43 year old farmer and founder of Arrowhead Mills in Hereford, Texas. The presentation was taped for the Town Hall’s telecast reaching 5 million viewers.” Frank Ford farms his 1,500 acres of wheat using organic methods and no pesticides. Arrowhead Mills features stone ground flour and 250 other products.

“A proponent of natural foods, Ford received his degree in agronomy in 1955 from Texas A & M University where he was named for the outstanding graduate in the School of Agriculture. He has farmed wheat organically in Western Deaf Smith County since 1960, which was also the year he founded Arrowhead Mills. He served as president of the company until 1973, and is now Chairman of the Board.”

Ford is on an advisory board to Secretary of Agriculture Earl Butz in Washington, D.C. “Both he and his wife, Marjorie Ann, are authors of natural food cookbooks. His is *Pack to Nature...* and hers the best-selling *Deaf Smith Country Cookbook*.” He has also written a book of poetry. He and his wife have four children: Davis age 18, Cindy 16, Dan 14, and Susan 12.

Ford said: “I have become acutely aware how fragile the life support systems of our earth have become. A few inches of topsoil on a rapidly shrinking portion of our lands must support the exploding populations of the twentieth century. Yet, we have mined this topsoil as if we simply did not care about those who might follow us. The technology of World War II has been unleashed on the delicate web of life existing in our soil and waters. Now we are beginning to see the tragic results of our shortsightedness.”

Photos show: (1) “Frank Ford, farmer and founder of Arrowhead Mills, Inc., receiving the ‘American of the Year’ award from Bishop A.A. Leiske.” Both are standing at a podium on a stage with many flowers in front and an American flag in the background. (2) Side view (head and shoulders) of Frank Ford driving a tractor. He “has spent 25 years working with the soil, and during that time has accumulated over 20,000 hours of tractor time.” (3) Frank Ford inspecting his organically grown wheat crop on his 1,500 acre family farm. (4) Frank Ford on top of one of his 62 metal holding bins for grain. Each bin holds 4,000 bushels of grain.

938. Wells, E.G. 1976. Re: Twig tea. Letter to Lorenz Schaller, 1036½ Garfield Ave., So. Pasadena, CA 91030, Aug. 4—in reply to inquiry. 1 p. Typed, with signature on letterhead.

• **Summary:** Customs is not allowing Spiral Foods to import twig tea. It is too high in twigs to be called “tea.” Their last batch had to be destroyed. Address: Spiral Foods Inc., 1144 West 1st Street, Chico, California 95926. Phone: 343-2111.

939. Bennett, Gordon. 1976. Re: What is Miso? pamphlets from Westbrae Natural Foods. Letter to William Shurtleff at New-Age Foods Study Center, Aug. 25. 2 p. Handwritten, with signature. [1 ref]

• **Summary:** “(1) Greetings! This letter is a collection of several days of considerations: (2) Is it possible to omit your side of how miso is packaged in America—our miso bag looks terrible next to others, and its a label we no longer use; a new slide?”

“(3) Is it possible to get some pictures made of the miso slides—we’d like to put some of the more striking one into our pricelist & perhaps use as displays in our stores. I will arrange and pay for this.

“(4) Re giving away pamphlets across the country; we feel this is basically a good idea. However (1) we would like you to give away the WB [Westbrae] logo pamphlets...

“(5) Sea vegetables—we are writing to Japan to determine what their labeling capabilities are—this will actually decide whether we can use your copy as is, or whether we need to edit it down...

“(6) Due to the surprisingly small turnout at the lecture, our expenses were much greater than the number of people present @ \$1.00 per person. Next time we will use posters!” Note: Bill Shurtleff gave a outdoor lecture and slide show for Westbrae on Tuesday, Aug. 24, at John Hinkel Park in Berkeley, from 5-8 p.m.

“(7) A number of requests are coming for single pamphlets. We would like to forward there to you for your follow-up and interest. (8) The overseas mailing are more complex than we had thought. (9) Only 1 reply on the pamphlets so far—Manna in Toronto [Ontario, Canada]—their logo—small number [5,000]. (10) It is much more convenient for me to arrange to get your pamphlets, agar, or whatever you’d like in advance... (11) We all thoroughly enjoyed Tues eve.—thank you & thank you Akiko—Gordon.” Address: 1224 10th St., Berkeley, California 94710. Phone: 415-524-0506.

940. Product Name: The Learning Tree Tofu Kit.

Manufacturer’s Name: Learning Tree (The).

Manufacturer’s Address: Box 76E, Bodega, CA 94922.

Date of Introduction: 1976 August.

New Product—Documentation: This is America’s first widely sold and important tofu kit, introduced in August 1976. It was developed by Larry Needleman of The Learning Tree in Bodega, California, based on designs from *The Book of Tofu*.

Shurtleff wrote in his journal in Aug. 1976: “This month I meet Larry Needleman, who has developed a nice Tofu Kit, based on designs from our *Book of Tofu*. He visits our home and Center at 790 Los Palos Dr. [Lafayette, California]; we sit in the den and talk.”

“1976 Sept. 29—Akiko and I leave on Tofu & Miso America Tour, in our white Dodge van packed full of books and tofu kits (from Larry Needleman). As we stop for our first gas on the San Pablo Dam Road, I wonder if the tires will explode or the springs break under all the weight.” “Trip expenses included \$1,200 or more to Larry Needleman for tofu kits at the wholesale price.”

The initial retail price of the kit was \$11.95 and the wholesale price was \$7.77. It soon became the world’s most popular tofu kit. Larry continually improved on the design, until it was a joy to use or behold.

Invoice No. 4992. 1977. Jan. 17. To New Age Foods

Study Center (790 Los Palos Manor, Lafayette, CA 94549) from The Learning Tree (P.O. Box 829, Corte Madera, CA 94925). 12 boxed tofu kits, \$7.17 each, total \$86.04. Picked up by Sandy Hill.

Brochure. 1977. Feb. 1. Tofu Kit Information Sheet. Outside dimensions: 8 5/8 by 5 1/8 by 4 inches high. Weight: 2.85 lb. Suggested retail price: \$12.95. “Ingredients: The Learning Tree Tofu Kit contains a 16 page booklet with recipes for making and using tofu, a Philippine mahogany [red lauan; not real mahogany] settling box, joined by silicon-bronze, ring-shafted, boat building nails, a muslin pressing sack, an 18-inch square of 44/36 unbleached cheesecloth, and a 3 ounce packet of natural nigari solidifier (enough for about ten batches). Packaging: The Tofu Kits are shrink wrapped in 100 gauge Reynolon 4155, a crystal clear, polyethylene film... Current Distribution: First released in September 1986, the kit now has distributors and retail accounts in 22 states in the United States and one in British Columbia. They are almost exclusively Natural Food Stores and Health Food Stores, with a sprinkling of cookware shops and book stores. Advertising: The Tofu Kit has been nationally advertised as a mail-order item in *East West Journal*, *Well-Being Magazine*, and *Mother Earth News*... Terms and Prices: To retailers: \$8/kit. Minimum order—6 kits. To distributors. \$6.50/kit. Minimum order—24 kits. The Tofu Kit is the first product and labor of love and service from The Learning Tree. It was entirely inspired by *The Book of Tofu*, as a convenient tool to help people make their own tofu at home and as a means of shifting eating habits away from meat, freeing much needed vegetable protein to feed starving people.” P.O. Box 829, Corte Madera, CA 94925. 2/1/77.

Ad in *Mother Earth News*. 1977. No. 43. p. 37. Jan/Feb. (4.5 by 2.5 inches) “Tofu—Easier to make than bread! Tofu kit from the Learning Tree.” The kit costs \$11.95 from Westbrae Natural Foods in Berkeley, California.

Leaflet #1. 1977? “Tofu Kit information sheet.” Double sided with recipes. Black ink on tan paper. The kit retails for \$12.95. Leaflet #2. “Tofu Kit: Make your own tofu at home... quicker and easier than baking bread.” Black ink on burnt sienna paper. Single sided. The kit retails for \$12.95.

Note: “The Learning Tree” is the title of the first film made by the well-known black photographer and film-maker Gordon Parks.

Ad in *East West Journal*. 1978. April. p. 11. “Make your own tofu at home—quicker and easier than baking bread.” Send a check or money order for \$12.95 (\$13.95 in Canada) to The Learning Tree, Box 76, Bodega, CA 94922. Ad in *East West Journal*. 1978. Oct. p. 62.

In June 1981 it was selling at the rate of 350 kits/month in the USA, decreasing to 150/month in June 1982. At this time it was made for the Learning Tree by physically handicapped people at the Marin Community Workshop in Mill Valley, California. Suggested retail price was \$18.95.

941. Ohlund, Tim. 1976. Re: Work with miso and koji in Sweden. Letter to William Shurtleff at New-Age Foods Study Center, Aug. 2 p. Handwritten.

• **Summary:** “Dear friend. I have been very impressed with your articles on tofu and tempeh in such magazines as *East West Journal* and *Mother Earth News*. I have been working in this area on a very small scale since about 5 years ago, when I got into macrobiotics in Japan under Nahum Stiskin. Since then I have been living in Sweden studying Japanese and Chinese at Uppsala University as well as managing a truck garden (biodynamic) during the summers.”

He has been growing Japanese vegetables in Sweden—with good results. “I’ve also been working with a new variety of soybean suited for this northern climate. This year I have a very good crop of them. The last two winters I’ve been making up batches of miso just to see how it would go and gain some experience at it. It is not yet as I would like it, but that will take some time. What I really need at this time is some good literature on the subject. My friend and I have combed the library at the university here and found much important information on tofu, tempeh, and lactic acid fermentation in *Applied Microbiology* and *Journal of Food Science*, etc.” He requests more information and contact people. He may make another trip to Japan in the next year or shortly thereafter to do research. Address: Box 559A, 19063 Örsundsbro, Sweden.

942. Shurtleff, William; Aoyagi, Akiko. 1976. Miso to wa? [What is miso? Translated into Japanese by Tsutomu Mochizuki]. Shinshu Miso Research Inst., Nagano-shi, Japan. 15 p. [1 ref. Jap]

• **Summary:** A Japanese-language translation of the English-language pamphlet “What is Miso?” originally published by Westbrae Natural Foods in on 1 May 1976. Dr. Mochizuki was interested in this western viewpoint on miso. Address: Authors: 790 Los Palos Dr., Lafayette, California 94549; Translator: Director, Shinshu-Miso Research Inst., Nagano-shi, Japan.

943. *Christian Science Monitor*. 1976. FTC may ban ‘organic’ claims by advertisers. Sept. 17. p. 1, 30.

• **Summary:** “Chicago—Use of the words ‘natural’ and ‘organic’ would be banned in most food advertising under a controversial proposal under consideration by the Federal Trade Commission (FTC).” The FTC believe that these and other claims related to health and nutrition confuse consumers. Hearings on the proposal are underway in Chicago this week and are scheduled later for Washington, DC, and Dallas, Texas.

Some consumer groups are calling for standard, federally approved definitions of such terms to which ads and labels would have to adhere.

The FTC contends that in place of “natural,” companies “could advertise that the food does not contain artificial

or synthetic preservatives, ingredients, flavor or color.” Likewise, in place of ‘organic,’ companies “could say that the food was grown without the use of pesticides, artificial fertilizers, or artificial conditioners.”

A wide variety of foods are now advertised as “natural” even though some contain food additives and are highly processed. But the National Nutritional Food Association believes such terms should be retained because “they have gained consumer acceptance.” Address: Monitor staff correspondent.

944. Erewhon, Inc. 1976. Erewhon. Autumn 1976. Boston, Massachusetts. 17 p. Catalog and price list.

• **Summary:** On the front cover is a photo of six adults and three children standing atop the Erewhon warehouse building at 33 Farnsworth Street in Boston. In the background are skyscrapers and the Boston skyline. The people are: Front row (left to right): Maureen Trail Young (sister of Rosemary Trail), Richard Young, Holly Young (youngest child), Tansy Young, Lori Young. Back row (left to right): David Simon, Jeanne Bleiweiss, Tom Herzig.

On the first page, Tyler Smith, writes about this catalog and upcoming events. “To help stimulate our customers, in the late Fall, Erewhon will present a lecture and demonstration day in both the New York and Boston areas which will feature as the main teacher, Mr. Bill Shurtleff, author of *The Book of Tofu* and *The Book of Miso*. He will be coming to this area on a lecture tour from Japan.”

Contents: Grains. Cereals. Flour. Pasta. Juices. Beverages. Spring water. Natural sodas. Nik’s snacks. Barbara’s bakery. Bliss pastries (whole-grain, sweetened with unfiltered honey, made at Cable Springs Bakery). Donna’s butter cookies, Butterchews, Lind’s candy bars. Chico-San candies (Yinnies, Yinnies San-Wich). Crackers & Chips (incl. tamari corn chips or corn tortilla chips). Rice cakes & bread. Cheese. Butter. Yogurt. Kefir. Produce. Dried fruit. Seeds & nuts (incl. alfalfa seeds unsprayed, almonds, Brazils, cashews, peanuts, pecan halves, pistachios, pumpkin seeds, sesame—brown, sunflower seeds, walnuts). Granola. Beans (incl. aduki [azuki], organic black soybeans or yellow soybeans from New York, and black soybeans from Japan). Seed & nut butter (almond butter, cashew butter, peanut butter {Erewhon or Deaf Smith—crunchy, or unsalted}, sesame butter, sesame-peanut butter, sesame tahini, sunflower butter). Fruit butters. Oils: Erewhon oils, Arrowhead oils (incl. Soy oil). Condiments-sauces: Erewhon sauces (incl. 4 sizes of tamari soy sauce), Erewhon miso (kome {rice & soy}, Hacho {soy only}, or mugi {barley & soy}—each in 3 sizes), Erewhon Japanese imports (incl. shiitake mushrooms, barley kogi [sic, koji] to make mugi [miso], kuzu arrowroot powder, tekka seasoning, nigari (to make tofu), umeboshi), salt (incl. Herbamare salt, unrefined sea salt from France), olives, pickles, sauerkraut, brown rice vinegar (from Japan), Pure and Simple vinegar (Honey,

red wine, apple cider natural), mulled cider spices. Baking (incl. barley malt syrup). Niblack's. Fearn's [sic, Fearn's] (incl. Rich Earth wholewheat & soy pancake mix, Soya powder natural). Honey-syrup. Erewhon packages: Beans, grains & seeds (incl. soybeans yellow organic), hot cereals, flours (incl. soybean full-fat organic), baking. Arrowhead packages. Sea vegetables (agar-agar, hiziki [hijiki], kombu, nori, flavored nori with tamari, wakame, dulce). Fmali ginseng. Teas: Erewhon, Celestial Seasonings. Body care: Cattier clay, Dr. Bronner's, Natural Living, Nature's Gate, Orjene, Tom's, luffas. Cookware (incl. soy dispenser glass). Readables: Magazines, books, posters, flyers-recipes. Apparel. Discontinued-sale. New products (Bob Swanson was the former owner and creator of Llama, Toucan and Crow, a New England distributor; Chico-San's organic rice cakes).

Erewhon's New York / New Jersey office is located at 303 Howe Ave., Passaic, NJ 07055. Address: 33 Farnsworth Street, Boston, Massachusetts 02210. Phone: 617-542-1358.

945. Ford, Frank. 1976. *The simpler life cookbook* from Arrowhead Mills. Fort Worth, Texas: Harvest Press. 157 p. Introduction by Fred Rohé. Index. 18 cm. [13* ref]

• **Summary:** The copyright page states: "First printing—Oct. 1974—23,000. Second printing—Feb. 1976—17,000. Third printing [this book], 110,000. This book is the second third edition of a book which was originally released under the title of *Pack to Nature*."

The body of the book is the same as that of earlier printings. However the 2-page directory titled "Some Natural Foods Sources" has been updated and expanded. It now lists 41 companies with full addresses and Zip codes. New additions include: Arrowhead Mills Distributing Co. (Denver, Colorado). Ceres Natural Foods (2582 Durango Dr., Colorado Springs, Colorado). Cinagro Distributors (now in Chamblee, Georgia). Earth Bound, Inc. (Woodbury, Connecticut). Earthwonder (Blue Eye, Missouri). Health Foods, Inc. (Des Plaines, Illinois). Houston Health Food Distributors (Houston, Texas). Kahan & Lessin Co. (Compton, California). Kozek Products (Los Angeles, California). Landstrom Co. (San Francisco, California). Laurelbrook Foods No. 2 (Raleigh, North Carolina). Lifestream Natural Foods (now at 1241 Vulcan Way, Richmond, BC, Canada). Manna Foods (Scarborough, Ontario, Canada). Midwest Natural Foods (Ann Arbor, Michigan). Nature's Best (El Segundo, California). Pure & Simple (795 West Hedding, San Jose, California). Shiloh Farms, Inc. Eastern Warehouse (Martindale {near New Holland}, Pennsylvania). The Wide Earth Store (Anchorage, Alaska). Tochi Products (Fargo, North Dakota).

Note: This is the earliest document seen (March 2006) that mentions Health Foods, Inc., a wholesale distributor of health foods and natural foods in Des Plaines (near Chicago). Address: Deaf Smith County, Hereford, Texas.

946. Shurtleff, William; Aoyagi, Akiko. 1976. *Tofu & Miso America Tour: 29 Sept. 1976 to 3 Feb. 1977* [Itinerary with two maps]. Lafayette, California: New-Age Foods Study Center. Unpublished manuscript.

• **Summary:** On 13 Sept. 1976 the authors bought a large, white 1975 Dodge Tradesman 300 van (used, with 40,000 miles on it). On one side Akiko painted in large, bold letters "Tofu and Miso America Tour 1976-77." Their *Book of Tofu* had been published in December 1975 and *Book of Miso* on 23 Sept. 1976. On Sept. 29 they packed the van full to the ceiling with their books on tofu and miso, plus Larry Needleman's tofu kits—and departed. In the van was an itinerary of hosts and places to which they had been invited and the route drawn on a large map of the USA.

This trip had five main purposes: (1) To introduce tofu and miso to America; (2) To introduce people to the many benefits of a meatless / vegetarian diet; (3) To encourage people to start soyfoods companies, especially tofu shops; (4) To discuss the dangers of human population growth to our small planet; and (5) To promote the authors' newly-published *Book of Tofu* and *Book of Miso*.

This itinerary includes the name and address of 64 people and organizations visited. Many of these were pioneers in the soyfoods and natural foods movements: Sept. 29—David and Kathleen Sandler, Robert Dolgin, Don Wilson, Farm Food Co. (San Rafael, California; we observed and recorded in detail how Don Wilson made tempeh and tempeh starter / inoculum, and how soymilk ice cream was made at Farm Food Co.). Oct. 1—Petaluma, California. Oct. 2—Josephine County Food Center, Grants Pass, Oregon. Oct. 3. Heliotrope Natural Foods (Salem, OR). Oct. 4—West Bank Cafe (Corvallis, OR). Oct. 5. Visit Linda Shurtleff (McMinville, OR). Visit *Rain Magazine* (Portland, Oregon). They do an interview which is published in their Nov. 1976 issue. Oct. 6. Blake Rankin and Janus Natural Foods (Seattle, Washington). Oct. 7. Janus. Oct. 8—Luke Lukoskie and Sylvia Nogaki of Island Spring (Vashon, Washington). Oct. 10—Jack Grady, a macrobiotic (Spokane, WA). Oct. 13—Univ. of Minnesota. Oct. 14—Georgie Yiannias of Wedge Food Co-op and Ananda Marga (Minneapolis, Minnesota). Our largest class with 300 people. Oct. 15—Barbara ("Bobbie") Reinhardt Shurtleff dies of colon cancer at Alta Bates Hospital, Berkeley, CA. Oct. 15. Famine Food Co-op (Winona, Minnesota). Oct. 16—Bonnie Maroney of The Wisconsin Farm (Ettrick, WI). Oct. 19—Visit George Strayer and Larry Krueger of the American Soybean Assoc. (Hudson, Iowa). Visit David and Ann Tucker (Iowa City, Iowa). Oct. 20. Outpost Natural Foods (Milwaukee, WI). Visit Bountiful Bean Co-op. Oct. 21. Visit Dr. Danji Fukushima and Kikkoman Foods (Walworth, Wisconsin). Oct. 22—Visit Drs. Hesseltine, Wang, Wolf, Mustakas, Cowan at Northern Regional Research Center (Peoria, Illinois). Oct. 23—Morning class on commercial production for Les

Karplus and 5 people at Vegetarian Incorporated (Urbana, Illinois). Oct. 23-24. Side trip to visit ADM and Staley (Decatur, IL). Oct. 24—Les and Debbie Karplus of Vegetarian Inc. (Urbana, IL). Oct. 25—Visit Dr. L.S. Wei of the Univ. of Illinois Dept. of Food Science (Urbana, Illinois). Evening program for Karplus in Urbana. Oct. 26. Purdue University (Indiana). Oct. 27—Chris Steele (Lansing, Michigan). Oct. 28—Mike Potter and Louis Howie of Eden Foods (4601 Platt Rd., Ann Arbor, Michigan). Oct. 29—Calico Market (Erie, Pennsylvania). Oct. 30—Visit Greg Weaver and Jay Thompson of Rochester Zen Center (Rochester, New York; Later Northern Soy). Visit Genesee Co-op. Oct. 31—Alternative Health Education Center (Rochester).

Nov. 1—Visit Arnold Karmody at Empty Cloud (Canandaigua, New York). Meet Dr. Keith Steinkraus (Geneva, New York). Nov. 2—Visit with Dr. Steinkraus at New York Agric. Exp. Station (Geneva, NY). Lunch together with his wife, Maxine. Nov. 3—Tom MacDonald at Hannibal, New York. Nov. 4—Ira and Kathy Leviton of Corncreek Bakery (South Deerfield, Massachusetts). Visit Laughing Grasshopper tofu shop just before it begins operation. Nov. 5—Fritz Hewitt of Common Ground Restaurant (Brattleboro, Vermont). Visit Tom Timmins of Llama, Toucan & Crow (Brattleboro). Nov. 6. Shep Erhard (Franklin, Maine). Nov. 7—Ann S. Johnson, assistant manager of dining halls, Univ. of Maine (Orono, ME). Nov. 8—Visit Marine Colloids (Rockland, Maine). Nov. 10—Drive to Boston, stay with Nahum & Beverly Stiskin (Brookline). Nov. 13—Tofu & Miso program in Boston. Visit Erewhon Natural Foods (33 Farnsworth St., Boston, Massachusetts), Martha Trundy, Jeffrey & Gretchen Broadbent. Nov. 14—Visit to shops in Boston's Chinatown. Michio and Aveline Kushi give a big party in our honor at their home at 62 Buckminster Rd., Brookline, then take us out to dinner at the Seventh Inn. Nov. 15—Tofu-making class at a home in Boston. Nov. 17—Visit offices of *East West Journal*. Sherman Goldman conducts long interview, later published in Jan. 1977 issue. Misomaking class at home of Ken Burns. Nov. 18—Visit Joel Wollner in Cape Cod. Nov. 19—Radio show then program for Joel. Nov. 20—Peter Smith at Quaker group in Pennsylvania. Nov. 22—Visit Woods Hole, Massachusetts to study sea vegetables. Evening program at New Bedford, MA. Nov. 23—Stay with Seung Sahn, Sa Nim at Providence, Rhode Island Zen Center. Meditate and show students how to make tofu. Evening at Insight Meditation Center, Barre, MA, a Vipassana center in a former Catholic seminary, co-founded in 1976 by Jack Kornfield, Joseph Goldstein and 3 others. We have dinner, meditate with the sangha, and hear Jack talk about Vipassana. Nov. 24 Sit morning zazen with master and students at Providence zendo. Nov. 25—Thanksgiving. Akiko and I stay alone in a house near Hartford, Connecticut and taste a good tofu pumpkin pie. I read about seaweeds. We take a long walk in the countryside. Nov. 26—Program for Erewhon Natural Foods in Hartford (stay with Maria Orefice,

owner of Garden of Eating restaurant in Hartford). Article in *The Hartford Courant* (Dec. 1). Nov. 27—Long River Food Coop in Connecticut. Nov. 28—Stay with Susan and Kirk Gershuny of Snowflower (Tivoli, New York). They plan to make soy ice cream soon. Nov. 29—Drive in deep snow to the New York Farm in Franklin, New York. Stay in a big house they built. Nov. 30—Carl Bethage of the East West Center in Gardiner, New York. Also did a radio program.

1976 Dec. 1—Visit Frances Moore Lappé at her upstairs office in Hudson-on-Hastings, New York. Then visit her large home on the hillside. Dec. 1-5—We missed a program for Annemarie Colbin in New York City (partly because we feared our van would be burglarized on the street) so we stayed Dec. 1-5 at the luxurious home of Leo S. Nikora (Niki; Bobbie's friend). I work on writing *The Book of Kudzu*. Dec. 6-7. Program for 40 people (Hosts: Nancy N. Bailey and Robert Rodale) at Rodale Press (Emmaus, Pennsylvania); I am surprised they serve white sugar on their dining tables. Dec. 8—Tim Snyder of Ecology Co-op in Philadelphia. Dec. 9—Stay at home of Sylvia Anderson in Pleasantville, New Jersey and do a program upstairs in a modern university. Study magnificent photos of Native Americans by Edward S. Curtis. Dec. 10—Visit Jay and Freya Dinshah of the North American Vegetarian Society (Malaga, New Jersey); their poor vegan child has bowed legs. Dec. 12—Cindy Blouse in Dallastown, Pennsylvania. Dec. 13—Visit Laurelbrook Foods, a natural foods distributor in Forest Hill, Maryland. We meet Rod and Margie Coates. Dec. 14—Big program hosted by Ella May Stoneburner and Seventh-day Adventists near Washington, DC. Dec. 15—Michael Rossoff (who ran the East West Center in Washington, DC) planned to host a class in a DC church. After we witness a robbery, we are afraid to leave our van on the street. So we do a scaled-down program in the home of Murray and Pam Snyder, which was the East West Center in Baltimore, Maryland. Visit Laurelbrook Foods Warehouse #2 in Durham / Chapel Hill. Dec. 16—Roanoke Food Co-op in Copper Hill, Virginia. Dec. 17-18—John Shuttleworth and Jim Morgans of *Mother Earth News* (Hendersonville, North Carolina). They do a long interview and take photos. Program at night. Note: An audio tape of Bill's talk at this program is filed with Soyfoods Center documents for 1976. Dec. 19—Chandler Barrett in Atlanta, Georgia.

Dec. 28 & 29—Workshop on tofu and miso at East West Foundation, Coconut Grove, Florida. Not on written schedule, but shown in two published articles. Handwritten trip notes show: "Dec. 27-29. Heartsong, Miami. Bob & Toni Heartsong, 6051 S.W. 46th Terrace, Miami, FL 33155. Was this also related to Mary Pung, who flew from Florida to attend one of the programs on our tour? At the time, she invited us to come to Florida—which was not on our planned route.

Note 1. This is the earliest document seen (May 2019) concerning the work of Ira Leviton or Tom Timmins with

soy. One evening, before Shurtleff was scheduled to speak at Leviton's Corncreek Bakery, Leviton drove Shurtleff to see the Laughing Grasshopper Tofu Shop which was under construction on the second story of an old wooden building in the nearby town of Millers Falls, Massachusetts. Much of the equipment was made out of wood—including wooden curdling vats and a wooden cider press. The company opened in Jan. 1977.

Note 2. This is the earliest document seen (March 2020) concerning Llama, Toucan & Crow in Brattleboro, Vermont.

Note 3. This is the earliest document seen (March 2020) concerning the forerunners of United Natural Foods, Inc. (INFI)—in the form of Llama, Toucan & Crow. Address: 790 Los Palos Manor, Lafayette, California 94549. Phone: 283-3161.

947. Shurtleff, William; Aoyagi, Akiko. 1976. *Tofu & Miso America Tour: 29 Sept. 1976 to 3 Feb. 1977*. Continued from Jan. 1977. [Itinerary with two maps]. Lafayette, California: New-Age Foods Study Center. Unpublished manuscript.

• **Summary:** Continued: 1976 Dec. 21. Arrive at The Farm in Summertown, Tennessee. Meet Margaret Nofziger and Stephen Gaskin. Stay until 2 Jan. 1977. We stayed most of the time at "Hoot Owl Hollow," a large community owner-built home with many families; our host was Edward Sierra. During the next few weeks we stayed in a parked mobile home (owned by the Sandlers) in a lovely valley about 1 hour drive away. I worked on *The Book of Kudzu* final draft. Heavy confrontation with Farm folks—as I am about to start a program—about how they didn't like my way. Write a 4-page pamphlet titled "What is Tempeh?" jointly with Cynthia Bates. 1976 Dec. 31—This is our first year with significant income (\$27,390, mostly from Autumn Press royalties) but no profit. During 1976 thirty articles and book reviews about our work with tofu and miso were published in magazines and newspapers in the USA and Japan.

1977 Jan. 2—Our Tofu & Miso America Tour continues. Jan. 3—Stay in a suburban home with Lynn Delacruz in Meridian, Mississippi. Jan. 4—Program for Atlantis Distributors in New Orleans. That night we stay in a trailer home with John and Katherine Gabriel in Houma, Louisiana. They are from The Farm and make commercial tempeh in their trailer. Jan. 6—Jim Baker (Dallas, Texas). After the program I meet Dr. Ralph Sand who is studying tofu and soy cheeses at Anderson Clayton. We also visit with my cousin, Bob Shurtleff, near Dallas. Jan. 7—Jane Binante in Denton, Texas. Jan. 9—Jim Hemminger of Gregg St. Tofu Co. (started by Thom Leonard) in Fayetteville, Arkansas. His partner is Mary Weingartner. We sleep on the floor of a small house in Fayetteville and the next morning see Jim make tofu in a bathtub. Jan. 10—East Wind in Tecumseh, Missouri. Jan. 12—Stay with Robert Nissenbaum (a fine, humble fellow) in St. Louis, Missouri. I finish typewritten manuscript of "What is Tempeh?" Jan. 13—Program at a restaurant, The Sunshine

Inn (St. Louis). Sponsored by The Ethical Society. Stephen Uprichard, Dale Deraps, and Robert Nissenbaum are there.

Jan. 15—Meet David and Danette Briscoe (Kansas City, Missouri; they soon start publishing *Soycraft*, a small periodical on soyfoods), dinner with Thom Leonard at his home in Lawrence, Kansas (we have miso soup with miso that Thom made, then do a big program sponsored by the Mercantile Community Co-op in downtown Lawrence at either the Lawrence Library or Community Center—in a big downstairs room. I tape the lecture. Unbeknownst to me, Ken Bader, CEO-to-be of the American Soybean Assoc., is in attendance). Jan. 16—Visit Bob Amelay of the Omaha Food Co-ops in Omaha, Nebraska. Jan. 17—Drive across Nebraska to Denver. Jan. 18-19—Dave Bolduc and Christie Shurtleff in Boulder, Colorado. The first night we do a big tofu program in the historic Boulder Theater. That afternoon we have an audience with the Karmapa—a high Tibetan spiritual leader, who has diabetes; we give him an inscribed hardcover copy of *The Book of Tofu*. Akiko recalls cooking tofu burgers for him. That evening in a large, packed hall, we witness his Holiness conduct the Black Crown Ceremony.

Jan. 20. Jimmy Carter is inaugurated as president. Jan. 24—Program for The Colorado Farm in Hotchkiss, Colorado—way out in the boondocks. Jan. 25—Stay with Andrea Chin in Taos, New Mexico. Visit Lama Foundation high above Taos in the snow (Steve Durkee, teacher). They have many small meditation cubicles around the hillside and have just finished a nice adobe meditation hall. Near Durango, Colorado, we visit Ed Tripp, who looks lonely, sad and desolate, farming a little patch of organically grown wheat and living alone in a bare shack on coffee and cigarettes.

Jan. 26. We stay somewhere in New Mexico. Jan. 27—Program at the First Unitarian Church in Albuquerque (79 p.m.) hosted by Michele E. Martin of Jemez Bodhi Mandala Zen Center, Jemez Springs, New Mexico. Sit meditation in their cold Rinzai zendo then soak in the hot springs outside in the snow. Their teacher, Sasaki roshi, is not there. Jan. 28—Susan Berry in Silver City is supposed to host a program. We cannot find her house. At one point along in here we do a program in or near Utah in a remote church up on a little bluff. Dinner before at Frosty Hot Dog place. Jan. 29—Long drive across Arizona to San Diego. Jan. 30—Big program in San Diego for 350 people at the Ocean Beach Community School hosted by David and Barbara Salat, publishers of *Well Being* magazine. Afterwards we stayed overnight on their houseboat in San Diego Bay. Magical. Akiko had a bad cough and was very tired.

In Los Angeles we spend a day (in late January or early February 1977) with Lewis Headrick and Jimmy Silver visiting three small tempeh shops: Bali Foods (in Baldwin Park, run by Mr. Henoeh Khoe), Country Store Health Foods (in Sun Valley; Joan Harriman), and Toko Baru (in West Covina; Randy Kohler). One evening we had dinner with Mr. Yamauchi and perhaps Al Jacobson. I gave a presentation on

tofu. Afterwards, in the parking lot, Mr. Yamauchi gave me an envelope containing several hundred dollars in bills—his way of saying thank you for the work we were doing on behalf of tofu.

Feb. 1. Drive to northern California, then have dinner at the home of Herman and Cornelia Aihara (Oroville, CA).
Feb. 2. Last program of the tour for Harold Lockhard of the Sacramento Natural Foods Co-op (Sacramento, California; Program is in a modern college building).

On 3 Feb. 1977 arrive home in Lafayette, California.

On this 4-month tour the Shurtleffs, trying to do for soyfoods what Johnny Appleseed did for apples, presented 70 public programs attended by about 3,646 people, did many media interviews and appearances, and traveled 15,000 miles. They had a gross income of \$18,020 from honoraria and sales of their books (*Book of Tofu*, *Book of Miso*), tofu kits, pamphlets, and nigari. Total trip expenses were about \$5,361 plus about \$7,200 for books from the publisher, leaving a net income of about \$5,459. It was a huge, challenging, and exhausting Odyssey that bore abundant fruit in the founding of a new tofu shop almost everywhere they spoke.

1977 Feb. 9—Meeting in Lafayette (790 Los Palos Dr.) with Robert Dolgin and David Sandler (from the Farm and Farm Foods in San Rafael) and Larry Needleman leads to the establishment of Bean Machines, Inc. (BMI). The Farm places a firm order for a Japan tofu system.

1977 Feb. 12—Bill and Akiko leave America and fly to Japan. Air fare paid by Hydrometals. Address: 790 Los Palos Manor, Lafayette, California 94549. Phone: 283-3161.

948. Order forms containing names and addresses of people who purchased publications or materials from New-age Foods Study Center in Oct. 1976 (Archival collection). 1976. Lafayette, California. Order forms filled out by the person who placed the order.

• **Summary:** BOT2 = *The Book of Tofu*, Vol. 2—later titled *Tofu & Soymilk Production*. BOM = *The Book of Miso*. BOM2 = *The Book of Miso*, Vol. 2—later titled *Miso Production*. TB = Tofu box. TK = Tofu Kit. NN = Natural nigari. CTE = Catalog of commercial tofu-making equipment. CKS = Catalog of koji starter for miso or shoyu.

October: Hugh J. Hanlon, 323 E. 24th St., North Vancouver, BC V7L 3E9 Canada (or 219 A Lonsdale, North Vancouver, BC V7W 2E9; BOT2, BOM2, CTE). Marvel and Jean Huffman, P.O. Box 444, Lecanto, Florida 32661 (BOT2, CTE). R. Yepson, Rodale Press, 33 E. Minor St., Emmaus, Pennsylvania 18049 (BOT2). Doug Wasyliv, 295 Wallasey St., Winnipeg, MAN R3J 3C2 Canada (BOT2). Greg Weaver, 21 Girton Place, Rochester, New York 14607 (BOT2). Jay Thompson, The Zen Center, 7 Arnold Park, Rochester, New York 14607 (BOT2). David and Ann Tucker, 1022 Hudson Ave., Iowa City, Iowa 52240 (BOT2, CTE). Lionel Shapiro, 3904 16th Ave.

West, Vancouver, BC V6R 3C8, Canada (BOT2). Helen Sandler, 139 Beaconsfield Rd., Brookline, Massachusetts 02146 (BOT2). Luke W.M. Lukoskie, Island Spring, Rt. 1 Box 625A, Vashon, Washington 98070 (BOT2). Thom Leonard, c/o Hemminger, 216 E. Ella, Fayetteville, Arkansas 72701 (BOT2). Earl Lepper, 30 Upton Park, Rochester, NY 14607 (BOT2). Patricia Krug, 2765 Julliard, Boulder, Colorado 80303 (BOT2). Bernard Guay, St. Theophile, rang 6, cante de Beaute, QUE, G0M 2A0 Canada (BOT2). David Briscoe, 6900 Cleveland, Kansas City, Kansas 66109 (BOT2). Timothy Cleary, 80 Riverside Dr. #136, New York, NY 10024 (BOT2). Steven Berg, c/o Hyman Berg, 2830 Ocean Parkway, Brooklyn, New York (BOT2). Cathy Bauer, P.O. Box 164, Hathaway Pines, California 95233 (BOT2). Chandler Barrett, 97 A Druid Circle N.E., Atlanta, Georgia 30307 (BOT2). Toni Heartsong, 6051 SW 46th Terr. [Terrace], Miami, Florida 33155 (BOT2). Max Sprenger, Head, Dairy R&D Section, CPC Europe, Zurich Switzerland (BOT2, BOM). Rev. M.D. Strathern, Shasta Abbey, Box 478, Mt. Shasta, California 96067 (BOM, NN, CTE). Alec Evans, c/o Welcome Home Bakery & Tofu Shop, 231 S.W. 2nd St., Corvallis, Oregon 97330 (BOM, CTE). R. Mulliner, Southeast Asia Studies, Ohio University, Athens, Ohio (Audio cassettes on tofu and miso). Charles Roberge, St.-Aime-Des-Lacs, Co. Charlevoix, QUE, Canada (BOM). Gale Randall, Indonesian Tempeh Company, RR#1, Unadilla, Nebraska 68454 (BOT2, CTE). Leslie R. Berger PhD, Prof. of Microbiology, University of Hawaii at Manoa, Honolulu, Hawaii 96822 (BOM2). Greg Mello, c/o The Zen Center, 7 Arnold Park, Rochester, New York, 14607 (BOT2). Lisbeth Christiansen, Associated Expert, NIC 74/006 Naciones Unidas, A.P. 3260, Managua, Nicaragua (BOT, BOM—introduced by Ing. Luis Raul Tovar). John Hunter, Manna Foods Inc. 112 Crockford Blvd., Scarborough, ONT, Canada M1R 3C3 (5 BOT2, 5 BOM2, 25 CTE, 25 CKS). Address: New-Age Foods Study Center, 790 Los Palos Dr., Lafayette, California 94549. Phone: (415) 283-3161.

949. Morris, Patricia. 1976. Natural food's the thing at Laurelbrook warehouse. *Aegis (Bel Air, Maryland)*. Nov. 3. County Living—The Arts. Photos by H.H. Morris.

• **Summary:** Contains a good history of Laurelbrook foods. Laurelbrook now employs 32 people and has a fleet of 12 trucks that delivers to 450 stores. It is still a family operation, with Rod and Margy Coates, their 3 children, a son-in-law, a niece, and a nephew working at Laurelbrook. The combined warehouse and office is on Granary Road near Hickory. Photos show Rod Coates at this desk at Laurelbrook. James Martin pouring wheat into a hopper in Laurelbrook's milling room.

950. Coates, Rod. 1976. Re: Union membership cards. Letter to Laurelbrook Foods' employees, Nov. 5. 2 p. Typed, with signature.

• **Summary:** The letter begins: “Dear fellow employee.” Laurelbrook management spent a lot of time and money trying to quell a union that one of company’s employees was instigating. This letter encourages employees to think twice before joining that union. Margy Coates adds (March 1992): “I think the union was part of Erewhon’s downfall.” Address: Owner, Laurelbrook Foods, P.O. Box 47, Bel Air, Maryland 21014. Phone: (301) 879-1717.

951. Order forms containing names and addresses of people who purchased publications or materials from New-age Foods Study Center in November 1976 (Archival collection). 1976. Lafayette, California. Order forms filled out by the person who placed the order.

• **Summary:** BOT2 = The Book of Tofu, Vol. 2—later titled Tofu & Soy milk Production. BOM = The Book of Miso. BOM2 = The Book of Miso, Vol. 2—later titled Miso Production. WIT = What is Tofu? pamphlet. WIM = What is Miso? pamphlet. TB = Tofu box. TK = Tofu Kit. NN = Natural nigari. CTE = Catalog of commercial tofu-making equipment. CKS = Catalog of koji starter for miso or shoyu.

November: Evan Root of Erewhon, Inc., 33 Farnsworth St., Boston, Massachusetts 02210 (plus follow-up letter of 15 March 1977 from same address). Alec Evans, Welcome Home Bakery, 231 S.W. 2nd St., Corvallis, Oregon 97330 (BOT2, TK, Tofu Cassette). Ira Leviton, Corncreek whole grain bakery, 60 Elm St., S. Deerfield, Massachusetts 01378 (100 WIT, 100 WIM, TB). Lulu Yoshihara, General Delivery, Denman Island, BC, V0R 1T0, Canada (BOM2). Jean Celle (According to the Book of Tofu he started a company, however, there is no proof that it exists), Fondation Macrobiotique Vellave, 36 bis, Avenue Charles Du Puy 43700, Brives Charensac, France (BOT2, BOM2, CKS). Frank Konishi, Southern Illinois University at Carbondale, Carbondale, Illinois 62901 (BOT). Tim Redmond, Eden Foods, 4601 Platt Rd., Ann Arbor, Michigan 48104 (BOT2, BOM2, CTE, CKS). Bernadette of Lifestream Natural Food Store, 1813 West 4th Ave., Vancouver, BC V6J 1M4, Canada (50 WIT, 50 WIM). K.K. Fung, 4661 Chancellor Cove, Memphis, Tennessee 38118 (BOM, BOT2, BOM2, NN, CTE, CKS). Dr. Tsutomu Mochizuki, c/o Shinshu Miso Research Institute, 1014 Minamiagata Machi, Nagano City 380 Japan (3 BOM). Max Sprenger, Knorr Research Institute, Leutschenbachstrasse 46, CH 8050 Zurich, Switzerland (BOM, BOT2, BOM2, 3 WIT, 3 WIM, CTE, CKS). Vegetarian, Inc., 1310 W. Main, Urbana, Illinois 61801 (BOT2, 2 BOM2, NN, CTE, CKS). Wholistic Health Education Foundation, 715 Monroe Ave., Rochester, New York 14607 (BOM2, 50 WIT, 50 WIM, NN, CTE, CKS). Bruce Walker, 2131 Red Deer Road, Saskatoon, Saskatchewan, S7K 1C8, Canada (BOT2, BOM).

Note: This is the earliest document seen (July 1999) that contains the word “wholistic.” Address: New-Age Foods Study Center, 790 Los Palos Dr., Lafayette, California

94549. Phone: (415) 283-3161.

952. *SoyaScan Notes*. 1976. Chronology of soybeans, soyfoods and natural foods in the United States 1976 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Feb. KQED-TV in San Francisco, California, airs a 30-minute special titled “Tofu.” It is an interview with William Shurtleff and recipe preparation by Akiko Aoyagi.

March. “The Joys of Soy” by Brenda Bortz, published in *Organic Gardening and Farming* magazine is the first major popular article on tempeh in America. In June, *Prevention* magazine runs a cover story on tempeh.

April. Soybeans: Brazil as a Competitive Force by J.M. Schultz and W.P. Mason submitted as a Harvard Business School MBA thesis. One of the best early in-depth analyses.

April. The second of the new wave of commercial Caucasian-run tofu shops is started by Peter and Judy Beane in Portland, Maine. There were at least 7 small commercial Caucasian-run tofu shops in America by the end of 1976.

May-June. *Mother Earth News* publishes the first of five long articles on soyfoods, each excerpted from *The Book of Tofu*.

June 2-5. First International Workshop on Low-Cost Extrusion Cookers held at Colorado State University, with 51 participants. Organized by Judson Harper and Richard Jansen, with funding from USAID through USDA. The 173-page proceedings, edited by Wilson and Stumpf, are published shortly thereafter. Cereal-soy blends are seen as having great promise for production in developing countries.

This year cereal-soy blends are first produced in Third World countries using low-cost extrusion cookers: Thripasha in Sri Lanka and Maisoy in Bolivia.

July 20. What is Tofu? pamphlet by Shurtleff and Aoyagi published by Westbrae Natural Foods in Berkeley.

Aug. 6. New-Age Foods Study Center established by Shurtleff and Aoyagi in Lafayette, California. The name was changed to The Soyfoods Center in Sept. 1980.

Aug. The Learning Tree Tofu Kit, America’s first widely sold and important tofu kit, is launched by Larry Needleman of Bodega, California, based on designs from *The Book of Tofu*.

Aug. Farm Food Company, a branch of The Farm in Tennessee, opens America’s first soy deli, in San Rafael, California. They serve tofu sandwiches, salads, salad dressings, and cheesecakes; tempeh burgers, deep-fried tempeh cutlets, tempeh with creamy tofu topping, and Indonesian delight (tempeh strips); soy milk ice cream, shakes, yogurt, mayonnaise, and whipped creme; soybean stroganoff and burritos; and TVP chili. They essentially launched the concept of second-generation soyfood products—and many of them were made with tempeh.

Sept. 23. *The Book of Miso*, by Shurtleff and Aoyagi published by Autumn Press.

Sept. 29. Shurtleff and Aoyagi begin “Tofu and Miso America Tour.” They do 70 public programs nationwide and travel 15,000 miles in their white Dodge van, continuing until 3 Feb. 1977. In the van they carry hundreds of copies of *The Book of Tofu* and *The Book of Miso* and many of Larry Needleman’s tofu kits, plus little bags of natural nigari, all of which they sell at their programs. They usually have meals and spend the night with the people who have sponsored and organized their program. They also visit numerous soyfoods producers and researchers, including The Farm in Tennessee from Dec. 21 to Jan. 2. After the tour, tofu shops started in most of the areas where they spoke.

Sept. Dr. Kenneth Bader becomes executive director of the American Soybean Association. With the help of increasing funding from checkoff programs, he ushers in an era of growth, and increased activity and strength for ASA.

Oct. 13-15. Seminars on the use of soy protein for foods and meal for feeds are held in Moscow, sponsored jointly by the U.S. Foreign Agricultural Service, the American Soybean Assoc., and the Food Protein Council. More than 200 Soviet officials attended.

Oct. *The Joy of Soy*, by Sylvia E. Anderson self-published in New Jersey.

Nov. Island Spring starts making tofu in Vashon, Washington. Founded by Luke Lukoskie and Sylvia Nogaki.

Dec. The term “soyfoods” (spelled as one word) is coined by Benjamin Hills of Surata Soyfoods in Eugene, Oregon, for use in their company name. It is first used in a book (*Tofu & Soymilk Production*) by Shurtleff and Aoyagi in July 1979, and as a magazine title in July 1980.

Dec. Morinaga Milk Industry Co. in Japan is granted the world’s first patent on a method for manufacturing aseptically packaged tofu (in Tetra Brik cartons), U.S. Patent 4,000,326.

* Kibun, in Japan, introduces East Asia’s first commercial fermented soymilk products, a line of acidophilus soymilk drinks brand-named Soena.

* Beginning of the rise of the modern soymilk industry in Japan. This is the first year that a significant amount of soymilk was sold.

* Kikkoman soy sauce passes La Choy to become America’s best selling brand of soy sauce. The three major soy sauce markets are consumer retail, restaurants and other institutions, and industrial (for food processors). La Choy may still be the leader in consumer retail; Kikkoman leads in restaurants.

* Beef consumption in America peaks at 95.4 pounds per capita. It had risen rapidly from 38.6 lb/person in 1930. After 1976 it falls steadily, hitting 75 lb/person in 1985.

* National Soybean Research Program established in Brazil, building upon the National Soybean Project (1972) and the National Soybean Research Center (1975).

953. Order forms containing names and addresses of people

who purchased publications or materials from New-age Foods Study Center in December 1976 (Archival collection). 1976. Lafayette, California. Order forms filled out by the person who placed the order.

• **Summary:** BOT2 = The Book of Tofu, Vol. 2—later titled Tofu & Soymilk Production. BOM = The Book of Miso. BOM2 = The Book of Miso, Vol. 2—later titled Miso Production. TB = Tofu box. TK = Tofu Kit. NN = Natural nigari. CTE = Catalog of commercial tofu-making equipment. CKS = Catalog of koji starter for miso or shoyu.

Stephen Sieh, 5146 N. 5th St., Philadelphia, Pennsylvania 19120 (BOT2). Andrew Schecter, c/o Zen Center, 7 Arnold Park, Rochester, New York 14607 (BOM2). Bill Tims, The East West Foundation, 359 Boylston St., Boston, Massachusetts (CKS). Lifestream Natural Food Store, 1813 W. 4th Ave., Vancouver, BC V6J 1M4 Canada (Pamphlets on tofu and miso). Lynette King, Teaching Japan in the Schools, Roger House, Stanford University, Stanford, California 94305 (TK). Dr. Werner G. Jaffe, Editor General, *Archivos Latinamericanos de Nutricion*, Apartado 2049, Caracas, Venezuela (BOT, BOM). Pierre Gevaert, Lima P.V.B.A., Edgar Gevaertdreef 10, 9830 St.-Martens-Latem, Belgium (3 each BOT, BOM, BOT2, BOM2, PT, PM, CTE, CKS). Address: New-Age Foods Study Center, 790 Los Palos Dr., Lafayette, California 94549. Phone: (415) 283-3161.

954. Phillipps, Stanley N. 1976. The HF [health food] industry has come of age. *Health Foods Retailing*. Dec. p. 70-78, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256-56.

• **Summary:** In this, the 40th anniversary issue of this publication, the author, a two-time president of the National Nutritional Foods Association (NNFA), reminisces about the history of the industry and the NNFA. He has been in the health food business for almost 56 years. In 1920 in Cincinnati, Ohio, he began selling the full line of 25 products from Battle Creek Sanitarium Foods. Hain Health Foods of California was one of his first suppliers. Figco was a big selling coffee substitute. Early lecturers who drew large audiences were Paul C. Bragg (1932), Gayelord Hauser (very high class), Edward McCollum, and Walter Hadson. A major industry change came at the end of the 1930s when new FDA laws prevented manufacturers or retailers from saying much about their products. The 1930s was the golden era, when people became aware of “the harmful effects of devitalized foods.” The main product lines during the 1930s and 1940s were Paul Bragg’s Live Vital Foods [sic, Live Food Products], Gayelord Hauser’s Modern Products, American Dietaids (formerly Tam Products, Inc.), and Alberty Foods. *Better Nutrition* was a major health food magazine. Eugene Schiff was a pioneer who brought stores some of the first natural vitamins.

“The real booms in the industry came at many different times and I will mention a few of them. Gayelord Hauser’s

book, *Look Younger, Live Longer*, was one of the books that in 1950 did a terrific job on the five wonder foods, brewers yeast, blackstrap molasses, wheat germ, low-fat skim milk powder and yogurt. This book was the top seller on the non-fiction list for weeks and weeks, and it brought people into the health food stores for these and many other foods so that a real demand for products began to cause scarcities in these items. The business boom from this book was tremendous and it lasted for a long time...

Calories Don't Count, by Herman Taller, M.D., was another book that created an unbelievable demand for protein foods and low carbohydrate foods... Then came the Dextrose boom... The biggest boom and perhaps the most long lasting was the Adelle Davis books that brought people to the stores in droves seeking the natural vitamins and supplements.

"From her first book, written in story-book fashion, and called *You Can Get Well* in 1939, Adelle Davis became the queen of the health food movement.

"Hauser's books, Kordel's books, Bragg's books, Ancel Keys book, N.S. West, Mildred Lager, Dr. Wm. Howard Hay, and H. Curtis Wood, M.D., all wrote interesting and well studied books that brought lots of business to our stores across the nation. Linda Clark, Rachel Carson. Dr. Jarvis and many others have written books that bring customers to your door."

Concerning the history of the NNFA, in 1937 Anthony Berhalter had a consumer organization started called the American Health Food Association. Berhalter, a man of great foresight, operated a bakery and health food shop on North Clark Street in Chicago. He made fresh-fruit coffee cakes from whole wheat flour, which he procured from Elam Mills on Damen St. in Chicago. The Association's first convention was in the spring of 1937 in Chicago. About 150 people attended. Walter Hodson was one of the speakers. Companies that exhibited included Live Food Products [Paul Bragg], Alberty Products, American Dietetics (at that time known as Tam Products, Inc.), Battle Creek Scientific Foods, Chippewa Spring Water Co, Dietetic Food Co. of New York (Diamel), Elam Mills, Health Food Jobbers, H.W. Walker Company, Loeb Dietetic Foods, Modern Diet Products, Inc., Natural Health Products of New York, Nutty Brown Mills of Texas, Parkelp of California and Vegetable Juices Inc. of Chicago.

After the 1937 meeting a new organization was formed named the National Health Foods Association. Its first convention was in the summer of 1938 in Chicago, which then became its headquarters. The convention lasted 3 days and the 800 to 900 attendees listened to speakers like Paul Bragg and Edward McCollum. Thereafter conventions were held each year; retailers, manufacturers, and distributors all met. 1947 was a low point in the association's history, then Stanley Phillips stepped in and helped create a comeback. The 1948 meeting was in Coronado, California. In 1948 the Association was named the National Dietary Foods Assn. In

1964, with \$30,000 in the treasury, the Association acquired its first full-time secretary. *Health Foods Retailing* magazine, published originally by Lelord Kordel and then by Jack Schwartz, became designated as the association's official publication. In 1966 Phillips resigned from the NDFA and helped start a new retailers organization, ADRA, which merged back into NDFA in 1970. The new organization was called the National Nutritional Foods Assoc. (NNFA). The 1975 convention at the MGM Grand Hotel in Las Vegas was a highlight of the NNFA in its heyday. Throughout its history, and especially in more recent decades, the industry's greatest adversary has been the U.S. Food and Drug Administration (FDA).

955. Product Name: Adzuki Beans (Dry).

Manufacturer's Name: Eden Foods, Inc. (Importer). Grown in China (PRC), then in Japan, then in Michigan.

Manufacturer's Address: 4601 Platt Rd., Ann Arbor, MI 48104.

Date of Introduction: 1976.

Wt/Vol., Packaging, Price: 15 oz (425 gm) can.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Talk with Ron Roller, CEO of American Soy Products in Saline, Michigan. 1991. Nov. 27. Starting in about 1969, Eden Foods bought azuki beans from Erewhon and sold them at the Eden retail store in Ann Arbor. Eden Foods originally imported these azuki beans (the Tientsin small red beans—along with black soybeans) in 1975 or 1976 from China. They dealt directly with the Chinese government. Then both types of beans were imported from Japan (from the Muso Co.). The beans were sold as uncooked dry beans. After that, Ron had the black soybeans grown in Michigan. He also distributed the azuki beans to farmers, but they did not do very well. The azuki beans from Japan grew well in Michigan, and Ron believes that many of the azuki beans now being grown in America (in Michigan, Ohio, Indiana) are from that Japanese stock.

Ad in *Vegetarian Times*. 1992. Jan. p. 31. "Bean Cuisine" Shows a color photo of canned organic adzuki, black, garbanzo, pinto, navy, and kidney beans.

956. Product Name: Brown Rice (Genmai) Miso.

Manufacturer's Name: Erewhon (Importer). Made in Japan by Sendai Miso Shoyu Co.

Manufacturer's Address: 33 Farnsworth St., Boston, MA 02210.

Date of Introduction: 1976.

Ingredients: Brown rice, soybeans, water, sea salt.

Wt/Vol., Packaging, Price: 16 oz.

How Stored: Refrigerated preferably.

New Product–Documentation: Ad in *East West Journal*. 1977. "Erewhon: Our traditional foods are the foods of the future." "Recently a brown rice (genmai) miso has been added to the Erewhon line of imported foods. Based on the

traditional techniques and standards, this new variety was two and a half years in development before Mr. Ko Haga, brewmaster of Sendai [Miso Shoyu K.K.] produced what he considered a successful brown rice koji, or starter.” Sendai “produced a huller which merely scratches the bran along the ridges of each grain; even though only 1% of the grain is lost in the process, this is sufficient to permit spores to enter the inner starches. You will find genmai miso much sweeter than the kome [white rice] variety, due to the higher ratio of rice to soybeans in this special product. Sendai uses a regionally grown rice, called Sasanishiki, which is highly regarded in Japan, and the soybeans used are the ‘Prize’ variety grown organically in Minnesota by farmer Ed Ricke. Genmai miso is more expensive than the other varieties Erewhon offers. Besides being the first miso made with organic soybeans,” it also undergoes an 18-month fermentation.

Shurtleff & Aoyagi. 1983. *The Book of Miso*. 2nd ed. p. 236. In 1968 Erewhon started to import miso and shoyu from Japan. “A wholesale and distribution company was started that year and soon it was trucking a line of fine Japanese imported red, barley, and Hacho misos to a growing number of natural food stores.” By 1970 sesame miso and tekka miso were added to the Erewhon line. By 1976 brown rice (genmai) miso was added.

Ad (7.5 by 13 inches, full color) in *Natural Foods Merchandiser*. 1989. Feb. p. 25. There are now 4 varieties of miso under the Erewhon brand: Hacho (note new correct spelling), genmai, kome, and mugi. Note that all still use the esoteric Japanese names. Plastic bag packages are colorful and attractive. On each is the prominent endorsement: “Recommended by Michio Kushi. Macrobiotic quality.”

957. **Product Name:** Food for Thought Tofu: (Soy Bean Curd).

Manufacturer’s Name: Inter-Natural Trading (Distributor).

Manufacturer’s Address: 12302 Exposition Blvd., Los Angeles, CA 90064.

Date of Introduction: 1976.

Ingredients: Selected quality soy beans, water, soy bean oil, food grade lime.

Wt/Vol., Packaging, Price: 12.5 oz. Retail for \$0.65.

How Stored: Refrigerated.

New Product–Documentation: Label. 1976, undated. 4 by 2.5 inches. Self adhesive. Black on orange. Gives 4 serving suggestions. “Send for free recipes with stamped, self-addressed envelope.”

958. Dinaburg, Kathy; Akel, D’Ann Ausherman. 1976. *Nutrition survival kit: A natural foods recipe and reference guide*. San Francisco, California: Panjandrum Press and MidPress Productions. viii + 248 p. Illust. Index. 23 cm. [152 endnotes]

• **Summary:** This book advocates a natural-food (but not vegetarian; see p. 156-58) diet in place of a junk-food meat-

centered diet.

Chapter 6, which emphasizes the importance of dietary fiber—found in whole grains and many other natural foods—advises (p. 110) that cooks use 2 tablespoons of soy granules for every cup (dry measure) of grain or grain product cooked. This will not affect the texture or taste, but it will usually raise the NPU to a level comparable to or greater than that of meat. On page 119 in this chapter is a recipe for Grainburgers (with soy grits or granules and “tamari sauce”).

The section on “Sprouts” (p. 164-66) includes soy sprouts (good stir fried) and sprouting instructions.

Chapter 8, titled “Meat is Bean Replaced” (p. 168-88) discusses: vegetarianism, federal meat inspection, DES (hormones in animal feeds), antibiotics in animal feeds, beef and cancer, world famine, meat and ecology, lost protein, protein, essential amino acids and Net Protein Utilization, cost of 100 gm of usable protein, nutritional value and cost comparison of meat and non-meat foods, mutual supplementation, the “cost” of meat protein, lingering meat myths, soybeans. Soy recipes: Soybeans (pressure cooked). Soybeans (not pressure cooked). Baked beans. Soy cheese (homemade tofu). Soybean curry. Mexican beans (soybean frijoles refritos). Soybean chili (incl. “vege burger”). Bean and/or grain patties.

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term “Grainburgers” (or “Grainburger”).

Note 2. A paperback edition was published in May 1978 by Jove/HBJ.

959. Duquette, Susan. 1976. *Sunburst Farm family cookbook*. Santa Barbara, California: Woodbridge Press Publishing Co. 303 p. Illust. by Donna Wright. Photographs by Mehosh Dziadzio. From the Brotherhood of the Sun. Recipe index. 23 cm.

• **Summary:** “The Brotherhood of the Sun is a family of more than 300 people, who have dedicated themselves to living in harmony with all people and all things. Our desire is to follow the simple laws of God and nature. In order to create an environment in which this is possible, we have established four communities upon thousands of acres of farm and ranch land in the coastal mountains around Santa Barbara, California... In order to help support ourselves and to share with other people our way of life, we have established a large organic foods complex in Santa Barbara called Sunburst Organic Foods.

“This organization includes a large wholesale warehouse that ships food to stores across the country, six large retail markets (with future markets projected along the coast), a community store, a restaurant called ‘The Farmer and the Fisherman,’ a whole-grain bakery and a fresh juice-bottling plant that distributes along the west coast.”

Although this natural foods cookbook is not entirely vegetarian (it includes a chapter titled “Fish,” p. 100-123,

and many fish and shellfish recipes), the rest of the book is vegetarian and one long chapter (p. 64-99) is titled "Vegetarian Main Dishes." The illustrations are beautiful.

Soy-related recipes include: Tofu-vegie soup (p. 17). Miso-onion soup (p. 17). Many recipes topped with "Baco-bits." Bean salad (with soy beans, p. 35). Sprouts (incl. soy sprouts, p. 38-39). Tamari-onion gravy (p. 63). Enchiladas (filled with tofu or soy beans, p. 85). Corn pudding with Baco-Bits (p. 168). Soy flour cakes (pancakes, p. 268).

The chapter titled "Beans and pasta" (p. 124-39) has a section on Soybeans subtitled "Or: How to get protein without really trying." Recipes and descriptions include: How to cook whole soybeans (with or without pressure). Soybean loaf. Soyburgers. Soy milk. Tofu (curded with lemon juice or vinegar). Tamari and miso. Cheese-soybean soup. Soy nuts. Soy grits. Soy flakes. Soybean cheese spread.

The Glossary (p. 295-97) contains descriptions of gluten, lecithin (from the soybean), miso, protein powder, tamari, seaweeds, tofu. Address: Santa Barbara, California.

960. Koepf, Herbert H.; Pettersson, Bo D.; Schaumann, Wolfgang. 1976. Bio-dynamic agriculture: An introduction. Spring Valley, New York: The Anthroposophic Press. x + 429 p. Illust. Index. 21 cm. [204 ref]

• **Summary:** This excellent new English-language edition of the basic book about Bio-Dynamic agriculture, was formerly available only in German. The German edition, *Biologische Landwirtschaft* appeared in 1974. Bio-Dynamics is a method of growing that is biological at its root and metaphysical at its crown. There is no incompatibility with organic methods, but there are many additional considerations. "The Bio-Dynamic folks are the wizards of the biological agriculture movement and, as anyone who has visited a Bio-Dynamic garden [or farm] can attest, they get results."

"The bio-dynamic movement proceeded from a cycle of eight lectures given by Rudolf Steiner at the farm of the Koberwitz estate in Silesia in 1924" [June 7-16]. Note: As of Sept. 2015 Silesia is located mostly in western Poland.

Contents: 1. Bio-Dynamic agriculture today: A new way of thinking is gaining ground, emancipated agriculture, organic movements, what do we mean by "natural"?, a short history of the bio-dynamic method, understanding the bio-dynamic method, a brief description of the bio-dynamic method, conflicts of interests and unsolved questions, population growth and bio-dynamic agriculture, what is the difference between organic and bio-dynamic agriculture?

2. Farm organism and landscape. 3. Plant life, soils, fertilizing. 4. Practical aspects of the bio-dynamic principle. 5. Practical experiences on bio-dynamic farms. 6. Animal husbandry and food production. 7. The sick animal. 8. The bio-dynamic method in garden, orchard and vineyard. 9. Quality through growing methods. 10. Bio-dynamic production and the consumer. 11. Conclusion and future prospects.

Note: The bibliography of this book is poorly designed and hard to use. Address: 1. Prof., Dr. agr., Emerson College, Forest Row, Sussex, England; 2. Lic. agr., Jarna, Sweden; 3. Dr. med. vet., Bad Vilbel, West Germany.

961. Pfeiffer, Ehrenfried. 1976. Weeds and what they tell. Springfield, Illinois: Biodynamic Farming & Gardening Assn. 94 p. Illust. Index. 22 cm. *
Address: Dr. (Honorary), USA.

962. Shepard, Sigrid M. 1976. The Thursday night feast and good plain meals cookbook: Natural foods of the Eastern Hemisphere: China, Japan, Indonesia, India, the Middle East. Spokane, Washington: New Age Printing. vii + 442 p. Illust. by Margaret V. Putman. Index. 28 cm.

• **Summary:** This is a natural foods cookbook (not vegetarian), with strong influence from East Asia. The author's great aunt, Myra, was a missionary in China. Pages 5-7 describe how to make a "bean curd box" for making tofu, and then how to make tofu at home. Among the many soy-related recipes are about 55 for tofu, 7 for miso, 2 for whole soybeans, and many for soy sauce.

Pages 431-34 contain a directory of natural foods provisioners and a directory of Oriental foods provisioners.

Published in 1979 under title: *Natural Food Feasts from the Eastern World...*

963. Stare, Frederick J. 1976. Food faddisms. In: Dwain N. Walcher, N. Kretchmer, and H.L. Barnett, eds. 1976. Food, Man, and Society. New York and London: Plenum Press. xv + 288 p. See p. 174-85.

• **Summary:** Contents: Introduction. The health food bonanza. Definitions (fad, quack, charlatan, health foods, organic foods, natural foods). Why so much food faddism and quackery. Eating—safely—through the eighties. Food in a growing world (i.e., in a world with a rapidly growing population, which is now over 4 billion). Conclusion.

Dr. Stare considers the following to be food faddists: Sylvester Graham (of Graham cracker fame), Horace Fletcher (who advocated thorough chewing of each bite of food), Bernard [sic, Bernarr] Macfadden ("the self-acclaimed king of the physical culturists"), Henry Ford, John D. Rockefeller, and George Bernard Shaw.

Dr. Stare states that no vitamin or mineral supplement is needed by normal, healthy people who are eating a balanced diet. He also believes that many health food promoters are food faddists and quacks.

In the section on "Definitions" he refuses to define "organic foods" (short for organically grown foods) and "natural foods" in the commonsense way that they are defined by the industries that grow and make them. He deliberately defines "organic" in the chemical sense as "containing carbon," instead of as "grown without the use of chemical fertilizers, pesticides, or herbicides" or as "Organic

farming is the form of agriculture that relies on techniques such as crop rotation, green manure, compost, and biological pest control, to maintain soil productivity and control pests on a farm.”

Likewise he knows full well that natural foods are those which have had little or nothing added (additives) or removed (refining). So brown rice and whole wheat flour are natural foods whereas white rice and white flour are not. Address: Prof. of Nutrition, Harvard School of Public Health, Boston, Massachusetts.

964. Muso Shokuhin. 1976? Distributors of Muso foods in Canada, South America, Europe, and Australia (Leaflet). Osaka, Japan. 1 p. Undated.

• **Summary:** The name, address, and phone number of each company is given. Canada: Lifestream Natural Food, Inc. (British Columbia). Manna Foods, Inc. (Ontario).

South America: Zentro Macrobiotico de Venezuela.

Europe: Societe Traplun (France). Unimave S.C.A.R.L. (Portugal). Urtekram (Denmark). V.Z.W. Voedselcollectief (Belgium). Manna (Holland). Centro Dietetico Macrobiotico Italiano (Italy). Centro Macrobiotico Italiano (Italy). Harmony Foods (England). Kameo (France). P.V.B.A. Lima (Belgium). Moder Jord & Söner (Sweden). Reformhaus Rahlstedt (West Germany). Schwarzbrot (West Germany). Dr. Naturopata SER (Spain). Eduardo Galamba De Sa Pires (Portugal).

Australia: True Health Aides Pty. Ltd. (Sydney).

Address: 1-43 Otedori, Higashi-ku, Osaka, Japan. Phone: (06) 945-0511.

965. *Los Angeles Times*. 1977. Display ad: Announcing the Grand opening of Mrs. Gooch's Natural Food Store. A complete one-stop supermarket stocked with products which contain no chemical additives, no unpronounceable preservative agents, no artificial flavorings, no artificial colorings and no sugar. Jan. 30. p. 6.

• **Summary:** “Mrs. Gooch's Natural Food Store is truly an idea whose time has come.”

“We invite you to drop in and get in on a good thing during our gala Grand Opening Celebration, now through Sunday, Feb. 6.”

“When you come in, be sure to introduce yourself to owner Sandy Gooch; manager Don Volland;...”

Note: This is the earliest document seen (March 2020) concerning “Mrs. Gooch's Natural Food Store” or “Sandy Gooch.”

Note: She was a former kindergarten teacher who went on to build a successful chain of natural food supermarkets in Southern California. Gooch's rules—no sugar, white flour, chocolate, or coffee—were so stringent that any product she approved of became known as “Goochable,” and set a standard for the entire natural foods industry.

In 1993, when Whole Foods Market bought out Mrs.

Gooch's the “Goochable” rules were forgotten. The meaning of the word “natural” changed almost overnight.

966. Organically-grown soybeans start to be used by many companies in the United States and Europe to make commercial soyfoods (Important event). 1977. Jan.

• **Summary:** Here is a list of the pioneers, their companies and their products—all introduced during 1977.

Jan. Southwest Tofu Co., Santa Fe, New Mexico (Tofu, Kathryn O. Bennett).

Jan. Jonathan, Ekren (near Antwerp) Belgium (Soy milk, Jos van de Pongeele).

Jan. The Soy Plant, Ann Arbor, Michigan (Tofu, Steve Fiering; July, Soy milk).

March. Surata Soyfoods, Eugene, Oregon (Nigari Tofu, Benjamin Hills).

June. Bhaga Tofu (renamed Lecanto Tofu Shop), Lecanto, Florida (Tofu, Marvel Huffman).

Sept. Quong Hop & Co., South San Francisco, California. (Tofu Dressing, Jim Miller & Stanley Lee).

Sept. White Wave, Boulder, Colorado. (Tofu, Steve Demos).

Nov. Redwood Natural Foods, Santa Rosa, California (Organic Tofu, Greg Hartman).

Sometime in 1977. Swan Foods, Miami, Florida. (Tofu Chip Dip, Tofu Baked with Tamari, Tofu (Marinated), Mary's Roasted Cashew Tofu Cheesecake, Mary's Tofu Rice Salad, Soy Melk, Tofu: Organic (Soybean Curd), Mary's Rice Pudding, Robert Pung & Mary Brooks).

967. Oblinger, Jan. 1977. Tofu, nutty burgers served on ‘veggie line’ at UMO. *Bangor Daily News (Maine)*. Feb. 16. p. 6.

• **Summary:** “Students at the University of Maine at Orono are eating strange things these days. And they've never been healthier. The Office of Dining Services is making available to students a vegetarian menu in addition to the regular meat and potatoes fare served in the campus' dining halls.” Included on the unique menu are tofu burgers—“a small part of the college's campaign to get more vegetables and less meat to those students who want it.” Many students who eat at the veggie line do not consider themselves vegetarians; they just like the food. The Bear's Den, a student restaurant at the Memorial Union, now offers a tofu salad sandwich, as well as a meatless “nutty burger” based on cottage cheese.

“According to UMO's assistant manager of dining services, Anne Johnson, tofu is purchased from Peter and Judy Beane of the No-moo Dairy in South Portland [Maine], the only source north of Boston [Massachusetts]... Some of the other hard-to-find items are bought through a Boston company named Erewhon.”

“The university learned about tofu in a book by Bill Shurtleff and Akiko Aoyagi, who demonstrated cooking with tofu and miso at the college in November. They showed how

to prepare tofu or miso for less than eight-and-a-half cents a pound.”

Contains “veggie” recipes for Nuttyburger, and Maveric Chili (with 1 cup whole soybeans). Five photos show students “dining on the tofuburger,” which contains soybean curd, carrots, onions, and sunflowers. Most said the flavor “was hard to describe. Several said it tasted a lot like a fish sandwich.” Address: Daily News Staff.

968. **Product Name:** Health Valley Tofu.

Manufacturer’s Name: Health Valley Natural Foods.

Manufacturer’s Address: 670 Mesquit St., Los Angeles, CA 90021.

Date of Introduction: 1977 February.

Ingredients: Soybeans, water, nigari.

Wt/Vol., Packaging, Price: 12 oz. Water packed in molded plastic tray with heat-sealed, peel-off plastic film lid.

How Stored: Refrigerated.

New Product–Documentation: Ad in *Mother Earth News*. 1977. No. 43. Jan/Feb. p. 43. “Write for free tofu recipes and discover Health Valley Tofu. One of nature’s super foods. Made from one of the most perfect foods in the vegetable kingdom... soybeans. Tofu is a delightful addition to soups, stews, meat loafs and salads... enhances the texture and flavor of stir-fry dishes and chop suey.” Note: This ad is in the same issue as a long article on soymilk.

Midwest Natural Foods Distributors, Inc. 1979. Catalog 13. Spring, 1979. Ann Arbor, Michigan. iv + 290 p. See p. 248. Soy products. Refrigerated. “Health Valley Organic Tofu w/ nigari.”

969. Health Valley Natural Foods. 1977. Write for free tofu recipes and discover Health Valley Tofu (Ad). *Mother Earth News* No. 43. Jan/Feb. p. 43.

• **Summary:** “One of nature’s super foods. Made from one of the most perfect foods in the vegetable kingdom... soybeans. Tofu is a delightful addition to soups, stews, meat loafs and salads... enhances the texture and flavor of stir-fry dishes and chop suey.”

Note 1. This is the earliest document seen (March 2020) concerning Health Valley and soyfoods.

Note 2. This is the earliest English-language ad seen for tofu with the word “tofu” in the title. Note 3. This ad is in the same issue as a long article on soymilk. Address: 670 Mesquit St., Los Angeles, California 90021.

970. Root, Evan. 1977. Re: Payment of bills. Letter to Bill Shurtleff, March 15. 1 p. Handwritten, with signature on letterhead. Photocopy.

• **Summary:** States that Erewhon paid a bill for 25 tofu kits promptly (wholesale at \$7.95 each); Shurtleff mistakenly thought it had not yet been paid.

“Thank you for the information on koji and koji starter supply. I wish you continued good fortune on your wonderful

work.” Address: 33 Farnsworth St., Boston, Massachusetts 02210. Phone: (617) 542-1358.

971. Domowitz, Pat. 1977. Health food firm sues 5 retailers. *Hartford Courant (Connecticut)*. March 23. p. 10B.

• **Summary:** “A Boston health foods distributor has sued at least five state health food retailers, charging them with violating federal antitrust laws by boycotting the distributor for selling to food cooperatives.”

This week, Erewhon filed the suit at the U.S. District Court in Hartford. In a previous action, filed in Boston, Erewhon sued 15 other natural food stores in Connecticut and Massachusetts.

In its lawsuits, Erewhon charges that in about 1975 the retail stores began complaining about Erewhon’s sales to food cooperatives, arguing that a distributor breaches “common basic loyalty” owed to the retailer by “selling directly to customers at wholesale prices.”

Erewhon—a privately owned firm with sales of about \$7 million a year—says the boycott started last year and has cost the company about 5% of its market.

Note: Erewhon eventually won this lawsuit, but its legal bills were so high that it could never pay them. This event marked the beginning of Erewhon’s downfall.

972. American Academy of Pediatrics, Committee on Nutrition. 1977. Nutritional aspects of vegetarianism, health foods, and fad diets. *Pediatrics* 59(3):460-64. March. [41 ref]

• **Summary:** Vegetarian and vegan diets can be adequate if selection of foods is varied. Discusses the excellent health, rarity of obesity, and lower serum cholesterol levels of vegetarians, and the serious hazards of Zen macrobiotic diets, and excess intakes of vitamins A, C, D, and E, and protein. Address: USA.

973. **Product Name:** Eden Tamari: Natural Shoyu.

Manufacturer’s Name: Eden Foods, Inc. (Imported from Muso Shokuhin). Made in Japan.

Manufacturer’s Address: 4601 Platt Rd., Ann Arbor, MI 48104. Phone: (313) 973-9400.

Date of Introduction: 1977 March.

Ingredients: Whole soybeans, whole wheat, water, sea salt.

Wt/Vol., Packaging, Price: 8 oz bottle, 1 pint bottle, 1 quart bottle, 1 gallon can.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods. Spring and Summer Catalog 1977. On page 25 is the first record of “Eden Tamari: Natural Shoyu” which is sold in 8 oz, pints, quarts, or 1 gallons cans. “The Muso Shokuhin Company has been supplying the macrobiotic community of the United States with tamari, miso and sea vegetables for the last ten years. All of Eden’s Japanese imports are supplied by Muso... Eden tamari is aged naturally (in wooden kegs) for 30 months and is made from whole soybeans, whole wheat,

water, and sea salt.” A photo shows 1 label and 3 bottles of “Eden Tamari: Natural Shoyu.” Prior to this, Eden had imported Tamari Shoyu under the Erewhon brand.

Ad in Soykraft. 1979. Summer. p. 38. “Traditional Soy Products from Eden Foods.” “Eden tamari is a traditional shoyu naturally aged for three years in cedar vats. It is made from whole soybeans, water, and sea salt, giving it the depth and richness only slow, seasonal aging can allow. Available in 8 oz. pint, 1 gallon, and 4.75 gallon sizes. Also in 55 gallon drums.”

Eden Foods, Inc. 1991. Feb. “Eden Foods Product Overview.” “1972–Trade relationship began with Muso Company, Ltd. of Osaka, Japan.”

Talk with Ron Roller of American Soy Products (formerly of Eden Foods) in Saline, Michigan. 1991. Nov. 27. Originally Eden bought tamari and miso from Erewhon. Then Eden started importing them from Mitoku; they were importing from both Mitoku and Muso in the very beginning.

Letter from Bill Bolduc, a founder of Eden Foods. 1991. Dec. 4. Eden started to import a line of foods from Japan in about 1974 or 1975. Imports had definitely not yet started by the fall of 1973.

974. Eden Foods. 1977. Spring and summer catalog 1977. 4601 Platt Rd., Ann Arbor, MI 48104. 53 p.

• **Summary:** See next page. On the cover are bags, trays, and scoops filled with natural foods. Page 25 states that Eden now sells Tamari Soy Sauce (Eden, or Marushima), plus Hacho, Mugi, and Kome Miso. This is the earliest catalog seen in which Erewhon’s name is not listed after any tamari or miso products.

On page 25 is the first record of “Eden Tamari: Natural Shoyu” which is sold in 8 oz, pints, quarts, or 1 gallons cans. A photo shows the quart bottle with label, and the dispenser. It is “made from whole soybeans and naturally fermented in wooden kegs for 30 months... The Muso Shokuhin Company has been supplying the macrobiotic community of the United States with tamari, miso and sea vegetables for the last ten years. All of Eden’s Japanese imports are supplied by Muso.” Address: Ann Arbor, Michigan. Phone: (313) 973-9400.

975. Dolgin, Robert. 1977. Re: Information on a heat sealing machine for tofu, Varipack trays, and polyethylene film. Letter to William Shurtleff in Japan, April 19. 1 p. Typed, with signature on letterhead.

• **Summary:** Contains detailed descriptions of the machine, trays, and film. The Varipak trays are available from Sealright Corp. in Los Angeles. Rolls of polyethylene film can be purchased from the Richmond Corp. in Redlands, California. Eddie Okita [in Los Angeles] also has film and packaging machines, but his cheapest models [automatic] run up from \$2,000 and package 1,200 pieces per hour.

“We are definitely interested in the small sealers you have, so send brochure and info on them ASAP. Also send

the 6 stainless steel settling boxes you ordered.

“We would like to have definite confirmation on the insurance, the agent, and the shipping route, because Westbrae has told us that they will not cover insurance, and that they are not particularly interested in bringing equipment over in their container.

“Payment via a letter of credit would be preferable for us, if possible for you. If not, let us know how payment should be made.”

Farm Foods has placed an order for tofu equipment, which Shurtleff is working to expedite in Japan and to answer Dolgin’s questions.

The letterhead contains the words “The Farm Food Co.” written in large arch. Below the company name is a circular logo, which shows rows of crops (soybeans) in a field converging in the distance at the foot of three mountains. Below that in much smaller letters: “Specializing in Vegetarian Foods.” Below that and to the left is the address; to the right is the phone number. Address: The Farm Food Co., 820 B St., San Rafael, California 94901. Phone: 415-454-3797.

976. Shurtleff, William; Aoyagi, Akiko. 1977. Koji & koji starter for miso and shoyu. Lafayette, California: New-age Foods Study Center. 3 panels each side. Each panel: 22 x 9 cm. April 26. Catalog.

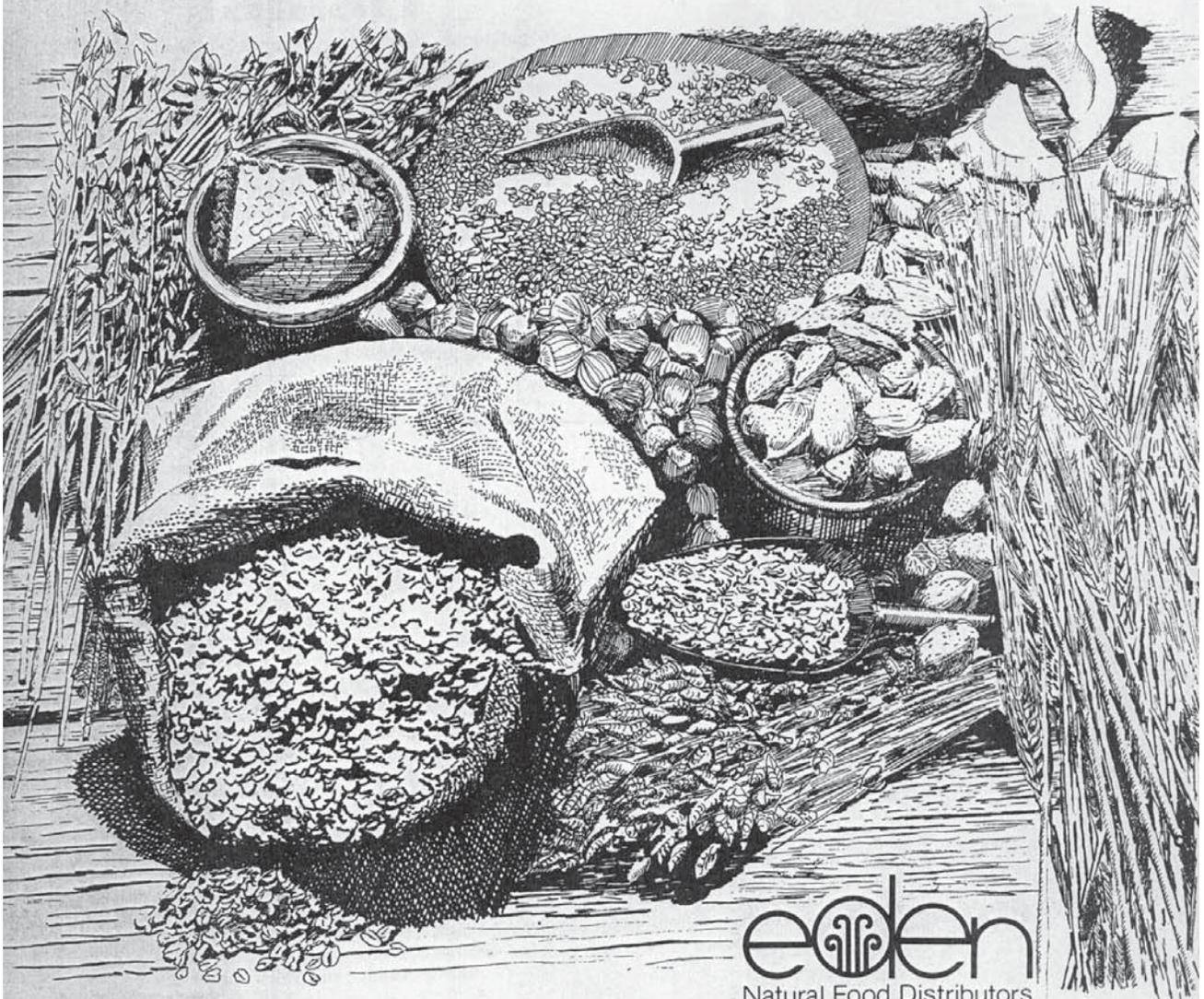
• **Summary:** This is a revised, expanded, typeset (by Jan Herhold), and illustrated (by Akiko Aoyagi) version of a similar leaflet first printed in June 1976. Printed with black ink on saffron colored (yellowish orange) paper, it begins by noting: “Now you can easily make your own miso or natural shoyu (soy sauce) at home using either high-quality, reasonably-priced koji or koji starters available in the United States; illustrated instructions are given in *The Book of Miso*.

Part I describes two types of koji: Firm granular koji, and soft mat koji. Part II describes nine different types of koji starter for which are sold in three textures: Spore-powder texture, whole-grain texture, and meal texture. The nine different types of koji starter are for: Red miso, barley miso, soybean miso, mellow barley miso, sweet white miso, light-colored miso, fast white miso, amazake or pickling, or shoyu. All the above are made by the prestigious Japan Brewing Company (*Nihon Jozo Kogyo*), which employs only the very finest traditional, natural methods.

Sources of ready-made koji: Miyako Oriental Foods (Los Angeles, California), Westbrae Natural Foods (Emeryville, California), Chico-San Food Co. (Chico, California), and Janus Natural Foods (Seattle, Washington). Sources of koji starter: Westbrae Natural Foods sells the 5 most widely used koji starters; all are imported from Mitoku Trading Co., Tokyo, Japan. Address: Lafayette, California.

977. **Product Name:** Lima Soy Sauce (Formerly named Lima Tamari Soy Sauce).

Spring and Summer Catalogue 1977



eden

Natural Food Distributors

4601 Platt Road Ann Arbor, Michigan 48104
Telephone: (313) 973-9400 · Cable: EDENWTD

Manufacturer's Name: Chico-San, Inc. (Importer). Made in Japan.

Manufacturer's Address: 1144 West 1st St., Chico, CA 95926.

Date of Introduction: 1977 May.

Ingredients: Water, soybeans, wheat, salt.

Wt/Vol., Packaging, Price: Glass bottle.

How Stored: Shelf stable.

New Product–Documentation: Ad in *The Macrobiotic*. 1977. May. p. 25, and 1978. June. p. 24. "Lima Soy Sauce." "There is a beginning, there is an end.' This is true in the case of the name 'Tamari.'" "The word 'Tamari' began 16 years ago when George Ohsawa introduced the macrobiotic movement to this country. He wished to distinguish the macrobiotic soy sauce from the regular commercial soy sauce sold in this country. 'Tamari' is not soy sauce at all, but a word meaning 'liquid drip' which was originally used to describe liquid residue from Miso... Chico-San is now bottling their product, Chico-San Lima Sauce in Japan. This has improved the quality by eliminating a second exposure to air which occurs when soy sauce is bottled here. A problem, though, in importing soy sauce bottled and labeled in Japan is that the Japanese export officials have prohibited the use of the word 'Tamari' on the soy sauce label.

"Our label on the Chico-San Lima 'Tamari' Soy Sauce bottle now will change to simply Chico-San Lima Soy Sauce. We call it 'Lima' soy sauce because it is especially selected for Chico-San by Mrs. Lima Ohsawa who is recognized as the world's leading exponent on Macrobiotic cuisine and diet."

Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 127. A photo shows the bottle and label.

978. Erewhon, Inc. 1977. Erewhon. Spring 1977. Boston, Massachusetts. 24 p. Catalog and price list. 28 cm.

• **Summary:** Erewhon catalog's first full color cover shows the front of a 1-lb. box of "Erewhon Number 9–Salt free granola with bran." A shiny locomotive, pulling a long train of cars, has the number "9" on its front.

On page 22 is a full page of "Ordering information," including delivery routes and ordering deadlines, terms, returns and freight claims.

"Erewhon, Inc." now distributes the following lines: "Acres, USA. After the Fall. Ak Mak. Al Capone Dairy. Alta Dena. Arden-Lindsey Life. Arrowhead. Aztec. Barbara's. Cattier. Celestial Seasonings. Chico-San. Deaf Smith. Donna's. Dr. Bronner's. Erewhon. *East West Journal*. Fearn's. Health Valley. Heinke's. Knudsen's. Mother Earth. Nature's Gate. Natural Living. New Age Journal. Nectarel. Niblack's. Niks Snaks. Orgene. Pure & Simple. Redwood. Sands Springs. Sandt's. Talking Food [pamphlets]. Tom's Natural Soaps. Tree of Life. Wehah Farms–Lundbergs. Whitmer. Wm. Escott."

This catalog cover was reprinted with permission from the Michio and Aveline Kushi Macrobiotics Collection, Archives Center, National Museum of American History, Smithsonian Institution, Washington, DC. Address: 33 Farnsworth Street, Boston, Massachusetts 02210; New York City office: 303 Howe Ave., Passaic, New Jersey 07055. Phone: 617-542-1358 and 212-594-6455.

979. Harmony Foods. 1977. Bulk price list. London, England. 8 p. May. 16 by 20 cm. Folded (not stapled).

• **Summary:** Printed with black ink on light green paper. On the bottom half of the cover is an illustration of a big-bellied Buddha (or perhaps Bodhidharma) walking with both hands resting on a rod behind his neck.

A running table shows: (1) Product name. (2) Contents of each case. (3) Cost [Price] of each case. (4) Unit. Product categories: 1. Whole cereals. 2. Cereal products. 3. Seeds and pulses 4. Sauces and spreads: 6 products incl. Peanut butter, crunchy. Tahini sesame cream, dark. Tamari soy sauce. Miso soy puree, mug. Miso soy puree, Hatcho.

5. Oils. 6. Drinks and ginseng. 7. Specialties, salt, and apricots. 8. No-foods. 9. 'Harmony' packets and jars. Seaweeds: Wakame. Hiziki [hijiki]. Kombu. 6. Ginseng. Note: No books or magazines. On the back cover is an aerial map of Harmony Foods. Address: 1-19 Earl Cottages, Earl Road, London, SE1 5HG. Phone: (01) 237-8396/7.

980. Modern Products, Inc. 1977. Gayelord Hauser: In France, England, Japan, Australia and the U.S.A. our Gayelord Hauser products are Number One (Ad). *Natural Food and Farming (Atlanta, Texas)* 23(12):10. May.

• **Summary:** For each of the following products there is a photo of the front of the package and a description: Spike (instant seasoning), Vege-Sal, New Veget, Swiss Kriss (natural laxative), and Swiss Kriss tabs. Address: Milwaukee, Wisconsin 53209.

981. *Natural Food and Farming (Atlanta, Texas)*. 1977. Table of contents. 23(12):1. May.

• **Summary:** "NFA officers: Joe D. Nichols, M.D., Atlanta, Texas." An article starting on p. 23 is titled "What is ecology?"

982. Potter, Michael. 1977. Certificate of change of registered office and/or change of resident agent: Eden Foods, Inc. Lansing, Michigan: Michigan Department of Commerce–Corporation and Securities Bureau. 2 p. May 27. 26 cm.

• **Summary:** The name of the corporation is Eden Foods, Inc. The address of the former registered office is 330 Maynard Street, Ann Arbor, Michigan 48105 [sic, 48108]. The address of the registered office is changed to 4601 Platt Road, Ann Arbor, Michigan 48104.

The name of the resident agent is Timothy Redmond.

Signed by Michael Potter, President, 27 May 1977. Filed by the Michigan Dep. of Commerce on 8. June 1977. Address: President, Ann Arbor, Michigan.

983. Schatz, Albert. 1977. Soil–food–health chain: A salute to the late William A. Albrecht. *Natural Food and Farming (Atlanta, Texas)* 23(12):11-13. May.

• **Summary:** “The death of Wm. A. Albrecht on May 19, 1974, ended a unique and productive career in soil science which lasted more than half a century. Albrecht’s work not only was, but still is, far ahead of his time.”

“His broad philosophical thinking stands in sharp contrast to the narrow technical training which is characteristic of so many of today’s specialists. In his mind, classical natural philosophy was combined with modern science.”

984. Whelan, Kathy; Leviton, Richard; Timmins, Tom. 1977. Laughing Grasshopper Tofu Shop. LGTS, 3 Main St., Millers Falls, Massachusetts 01349. 6 p. Unpublished typescript. Undated.

• **Summary:** Starts with a brief biography of the three authors / partners.

“Richard and Kathy, natives of Massachusetts and wanting local but meaningful employment, founded Corncreek Whole Grain Bakery in the spring of 1974. Since then, while other bakeries have come and gone, Corncreek has thrived and continues to grow, The bakery was established on a strong advocacy of using pure, organically grown ingredients, a reliance on hand-craftsmanship and minimal use of machines, and an abstention from any dairy or animal products in the baked goods. They have successfully restored bread-baking to the domain of handcraft in a small commercial shop.

“Tom, a native of Iowa, now living in Brattleboro, Vermont, with his wife, Judy, and their three children, worked as manager of the Yellow Sun Natural Foods Coop in Amherst, Massachusetts, for 2½ years. His residency there came during a formative period of struggle and growth in the now prosperous store. Following this, he spent over a year on the sales staff of Llama Trading Company, a natural foods wholesaler in Brattleboro. From his experiences both on the retail and wholesale level, he has catalyzed the distribution and use of wholesome foods all over New England.

“Together, we bring a strong commitment to health-giving foods, an ability to work hard to achieve a goal, and a practical background in transmuting ideals to reality in the business world.”

Explains what tofu is and why they started a tofu shop (Right livelihood, world food crisis, educating the public), describes each ingredient used, and how tofu is made in the shop. The soybeans are ground in a Hobart VCM blender, then the puree is cooked in two 15-gallon stainless steel cooking pots, and the soymilk is curdled with nigari in a

20-gallon oak barrel and the tofu is pressed in two hardwood settling boxes.

Attached to this document is a leaflet (single sided, 28 cm, brown on beige) titled “Laughing Grasshopper Tofu Shop.” Address: Millers Falls, Massachusetts.

985. Erewhon Trading Co., Inc. 1977. Erewhon: Our traditional foods are the foods of the future. *East West Journal*. June. p. 67. [3 ref]

• **Summary:** This informative advertisement is largely about miso. Erewhon imports Hacho [Hatcho] miso from Japan; the source company first made Hacho miso in 1337. “We are grateful to Muso Shokuhin Company of Japan, a macrobiotic natural foods company, for originally distributing hacho miso to the United States through Erewhon and for the work they continue to do in developing sources of high-quality organic foods for Japan and the rest of the world. Erewhon is also grateful to Mr. A. Kazama of Mitoku Company, Ltd., of Tokyo, for encouraging the development of large-scale miso production without the use of chemical additives to speed the aging process. When Mr. Michio Kushi, the founder of Erewhon first convinced Mr. Kazama of the sizable market for naturally produced miso, he initiated a search which resulted in the president of Sendai Miso Company agreeing to produce enough to keep up with the demand.

“Recently a brown rice (genmai) miso has been added to the Erewhon line of imported foods. Based on the traditional techniques and standards, this new variety was two and a half years in development before Mr. Ko Haga, brewmaster of Sendai, produced what he considered a successful brown rice koji, or starter.”

“Sendai uses a regionally grown rice, called Sasanishiki, which is highly regarded in Japan, and the soybeans used are the ‘Prize’ variety grown organically in Minnesota by farmer Ed Ricke.”

Last year 85 tons of traditionally produced miso were imported into the United States from Japan. Erewhon now has 3 locations in the USA, in addition to the headquarters and main warehouse at 33 Farnsworth St.: 342 Newbury St., Boston, Massachusetts 02115; 1731 Massachusetts Ave., Cambridge, MA 02138; 1 Civic Center Plaza, Hartford, Connecticut 06103. Address: 33 Farnsworth St., Boston, Massachusetts 02210.

986. Kushi, Michio. 1977. The book of macrobiotics: The universal way of health and happiness. Tokyo, Japan: Japan Publications, Inc. x + 182 p. June. Illust. Index. 26 cm.

• **Summary:** Many followers of macrobiotics consider this to be the author’s most important book on the subject; by 1985 several hundred thousand copies of the original English-language edition had been sold, and it had been translated into German, French, Dutch, Danish, Portuguese, Spanish, Italian, and Japanese.

The preface tells briefly how Mr. Kushi got involved

with macrobiotics and came to America. He began to lecture in New York in 1955. His teachings began to spread, especially after 1963. By Feb. 1977 he has conducted 5,000 lectures and seminars in America and Europe.

One Appendix is titled “A Historical Review of the Macrobiotic Movement in North America” (p. 168-71).

Concerning foods made from soybeans, the book discusses miso (p. 51-52), protein (p. 69), tamari (p. 51-52, 131-33), tekka (52, 133), and tofu plaster (130; “more effective than an ice pack to draw out fever”). Concerning smoking, the author believes that it “does not contribute to produce lung cancer” if the smoker eats a proper traditional (macrobiotic) diet (p. 115).

Page 169: “In 1949, Michio Kushi, during his postgraduate studies at Tokyo University, was inspired by the teaching of George Ohsawa. He came to the United States in connection with the World Federalist movement. Besides him, Aveline Tomoko Yokoyama in 1951, Herman Aihara in 1953, Cornelia Chiko Yokota, Romain Noboru Sato and his brothers Junsei Yamazaki, Shizuko Yamamoto, Noboru Muramoto and others came to the United States during the following years. After experience with various enterprises they respectively began to teach macrobiotics, mainly in New York. George and Lima Ohsawa also visited America from Europe to conduct seminars. Macrobiotic summer camps, restaurants, and food stores began to operate on a small scale with many American people. Educational activity was organized as the Ohsawa Foundation at that time. However, on the occasion of the Berlin Crisis in 1961, the major active people related to the macrobiotic movement made an ‘exodus’ to Chico, California. Robert Kennedy, Lou Oles, Herman Aihara and others began Chico San, Inc., as a food manufacturing and distributing company, and established the Ohsawa Foundation in California. Later, the Foundation moved to Los Angeles, its main activity being publishing George Ohsawa’s works. The San Francisco center was established. At a later date, Jacques and Yvette de Langre [DeLangre], Joe and Mimi Arseguel and many others shared educational activities in California and other areas of the West Coast.

“In the meantime, after educational activity in New York, besides several seminars on Martha’s Vineyard and various local colleges, Michio and Aveline Kushi moved to Boston in order to concentrate on education for the younger generations. They organized the East West Institute in Cambridge which later moved to Wellesley and then transferred to Boston. To meet the increasing demand for good food, a small basement food store, Erewhon, was opened. Erewhon was managed and developed over the years by the Kushis, Evan Root, William Tara, Roger Hillyard and Paul Hawken. Erewhon was followed by a small restaurant, Sanae, managed at different times by Evan Root, Tyler Smith, and Richard Sandler. Lectures by Michio Kushi continued for five years in Arlington Street Church, Boston,

with repeated visits to many major U.S. cities. Erewhon developed into a larger store, on Newbury Street in Boston, and added its wholesale operation from a warehouse on the South Shore, Boston Wharf, distributing constantly to an increasing number of natural food stores. The warehouse facility has been managed by Paul Hawken, William Garrison, Tyler Smith, and currently Jeff Flasher and other associates as well as the Kushis. Erewhon further established a Los Angeles store which also developed into a wholesale operation—managed over the years by the Kushis, William Tara, Bruce Macdonald, and currently by John Fountain and Thomas DeSilva...

“The *East West Journal*, a monthly newspaper, established in 1970—managed over the years by Ronald Dobrin, Jack Garvey, Robert Hargrove, and currently Sherman Goldman, Lenny Jacobs and other associates—is continuing to introduce to the wider society, the new vision for the present and future world. Educational activities directly concerned with teaching and other educational projects have been administered since 1973 by the East West Foundation, a nonprofit educational organization managed by the Kushis, Edward Esko, Stephen Uprichard, and other associates.” Address: Boston, Massachusetts.

987. Shurtleff, William. 1977. Japanese plums (*umé*) and salt plums (*umeboshi*): Narration for color slide show. Tokyo, Japan. 12 p. June. Unpublished typescript.

• **Summary:** This is a detailed narration of 43 color slides taken on a two-day trip to Wakayama, Japan, with Mr. Kazama of Mitoku to study umeboshi. Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

988. High Mountain—A Natural Foods Restaurant. 1977. Dinner specials (Ad). *Missoulian (The) (Missoula, Montana)*. July 1. p. 9.

• **Summary:** “We will be serving these natural food specials this week; July 5—Stir fry eggplant and tofu... July 7. Tempeh smothered with mushroom sauce.

“\$2.95 each. 11:00 a.m.—10 p.m. Monday-Saturday.” Address: 608 Woody. Phone: 728-9611.

989. Doyle, Bill. 1977. Eyeing the economy [Westbrae Natural Foods, Inc. in Berkeley]. *Oakland Tribune*. July 10. p. 39. Business section.

• **Summary:** “An effort to pick and dry pears from an orchard that was not being worked was the first step in a sequence which led to establishment of a natural foods company in Berkeley that will do about \$2.25 million in business this year. ‘The quality of our pears got us known and people urged us to continue,’ said Margaret Ortiz, one of the founders of Westbrae Natural Foods.

“Along with the pears Ms. Ortiz and the other three founders were grinding granola for a few stores and as the

business grew they looked for someplace to operate from. That was a former market building on Gilman Street in Berkeley which still carried the name 'Westbrae' and because Ms. Ortiz, her former husband Bob, her brother Bob Gerner and Kristin Brun were short of money and having trouble obtaining financing they decided to keep the store sign. Hence, the name of the company.

"A \$1,000 gift [actually a loan from a man later found out to be a dope dealer] from a donor who asked to remain anonymous got them into the store and they had visions of better days because he indicated he would provide further financing.

"That promise faded away and bank and Small Business Administration financing never materialized. The youthful entrepreneurs finally collected \$10,000 from family and friends [including \$3,000 each from Bob Gerner's aunt and an employee who made granola] and away they went."

"Gordon Bennett, who is now the general manager, said the first bank loan came after four years and Westbrae has been expanding rapidly. The company now lists more than 400 products in its stock and produces about one third of those itself.

"The business breaks down into two segments. one is the manufacturing arm, which distributes products across the country, and the second is a distribution business which focuses on the area from Sacramento to Santa Cruz and includes the Bay Area."

"The retail store on Gilman Street, which was where it all started, was closed last year, primarily because it was losing money, according to Mr. Bennett. Sixty per cent of Westbrae's revenues come from the Bay Area which Mr. Bennett describes as 'the center for natural foods in the United States.'"

"Almost all of the equipment in the plant at 1224 10th St. in Berkeley was acquired used and renovated. Mr. Bennett laughs when he tells of a recent purchase which moved Westbrae up from a 1913 model roaster for nuts to a 1940 model.

"The 15,000 square foot warehouse and production area is jammed to a 20 foot ceiling with stores materials and inventory and Mr. Bennett said Westbrae will move, in about three weeks, to an Emeryville location which will increase that space to 34,000 square feet."

A photo shows Gordon Bennett and Margaret Ortiz standing in the warehouse.

990. Watson, Lloyd. 1977. They made it their way [Gordon Bennett and Margaret Ortiz of Westbrae Natural Foods, Inc. in Berkeley]. *San Francisco Chronicle*. July 27. p. 57-48. Business section.

• **Summary:** The 6-year-old Berkeley firm expects to ring up sales of close to \$3 million this year. They are committed to supporting organic farmers, but they can't find enough organically grown fruit. "Perhaps the best indication of

the firm's success is the pending move from Berkeley to a plant—three-times-larger—in Emeryville formerly occupied by Nabisco." A photo shows Gordon Bennett (age 31, general manager, divorced Harvard University [Massachusetts] dropout) and Margaret Ortiz (age 35, a founder of Westbrae, and divorced mother of three), who favor what has come to be called an "alternative lifestyle."

991. Harwood, Maureen. ed. 1977. *The Lifestream* cookbook. Richmond, BC: Lifestream Natural Foods Ltd. 52 p. Illust. by Elizabeth Scott. Index. 22 cm.

• **Summary:** Contents: Nutritional information: Protein and the vegetarian diet. Grains. Whole grain pasta. Beans. Tofu. Corn tortillas. Flakes and cereal. Whole grain flour. Seeds and sprouts (Alfalfa seeds, mung beans, lentils, sunflower seeds—unhulled, chick peas, fava beans, soybeans, wheat kernels, alfalfa seeds in Vita salad, sesame seeds in gomasio, pumpkin seeds), Nut butters and miso (incl. Miso honey dressing, Miso soup. Almond butter, cashew butter, peanut butter, sesame butter / Tahini). Cashew butter & Engevita yeast. Dried fruit. Carob. Address: [Richmond, BC, Canada].

992. Nielson, Gary. 1977. A natural foods merger? *CenterPeace (Massachusetts)*. July. p. 5.

• **Summary:** Discusses a possible merger between Llama Trading Co., Corncreek Whole Grain Bakery, and Laughing Grasshopper tofu shop.

Note: Also in Sept. 1977 Channel 57 TV in Springfield, Massachusetts, ran a program on Laughing Grasshopper Tofu Shop. Address: Massachusetts.

993. Erewhon, Inc. 1977. Erewhon. Summer 1977. Boston, Massachusetts. 24 p. Catalog and price list.

• **Summary:** On the front cover is a color photo of a rose flower and leaves. On the first page, Jeffrey Flasher (apparently the new president) writing about this catalog, notes: "Erewhon's summer catalog of 1973 listed approximately 450 products, of which 30% were either grown, manufactured, or repackaged in the Northeast. Although last summer's catalog offered nearly 1,000 products, fully 25% were either grown, manufactured, or repackaged in the Northeast... Between July and December Erewhon will be introducing 50 to 75 new items produced in the Northeast." "No sugar or preservatives added to any food in this catalog."

Soy products—Erewhon packages: Beans: Soybeans yellow OG [organically grown]. Cereals: Morning cereal (with OG soybeans). Flours: Soybean OG (full-fat). Pasta—whole wheat: Soy-rice OG shells. Soy OG spaghetti (both in packaged or bulk). Beans—bulk: Soybeans yellow New York OG. Soybeans yellow Minnesota OG. Cereal—bulk: Soybean flakes Arrowhead Mills OG. Flour—bulk: Soy (full-fat) OG. Oils—Arrowhead Mills: Soy—expeller pressed. Sea vegetables—Erewhon: Agar. Hiziki. Kombu. Nori. Seasoned

nori. Wakame. Atlantic Mariculture: Dulse, Canadian.

Soybean products: Tamari soy sauce (shoyu) aged minimum of 18 months (5 sizes). Erewhon miso soybean paste: Genmai (brown rice and soy). Kome (rice and soy). Hacho (soy only). Mugi (barley & soy).

Condiments: Barley Kogi [sic, Koji] (to make miso). Kuzu (arrowroot). Tekka seasoning (with Hacho miso). Nigari (to make tofu). Umeboshi pickled plums.

Nik's Snacks: Soybeans tamari roasted. Almonds, cashews, peanuts (Spanish), sunflower seeds—each tamari roasted. Chico-San candies (Yinnies, 3 types). Erewhon Aztec corn chips—tamari. Mother Earth corn chips—tamari.

Page 22 is "Ordering information." On the back cover is another rose, and "How to reach us" information from Maine to New Jersey.

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994. Ford, Frank. 1977. Arrowhead Mills *Deaf Smith Country Reader* (Ad). *Organic Gardening and Farming* 24(8):45. Aug.

• **Summary:** This full-page ad is Vol. 2, No. 1 of this *Reader*. The subtitle states: "We treat food with respect, not chemicals"—not just a slogan, but a way of life."

"At Arrowhead Mills, our respect for food begins with the soil in which the crops we purchase are grown. The wheat, corn and soybeans grown in Deaf Smith County soil improved with compost, marine trace minerals, kelp or other soil improvement materials are the basis of our program. Beneficial insects abound in the fields, doing the work of controlling insect pests in harmony with God's plan in nature. Over 100 grain bins are equipped with slotted floors—through which the pure cold winter air of this 4,000-foot altitude is fan blown to control quality during storage.

"But the raising of grains on the isolated farms of Western Deaf Smith County, away from the pollution of the cities, the use of country pure air to control quality in storage during winters that range down to 15 degrees below zero is just the beginning..." Address: Deaf Smith County, Texas.

995. Leonard, Thom. 1977. Re: My work with making miso. Letter to William Shurtleff at New-Age Foods Study Center, Sept. 20. 2 p. Handwritten, with signature.

• **Summary:** "I completely agree about Westbrae being the most interested in and knowledgeable in miso of any company in America. Their encouragement and interest has been of great help to me. Where am I with miso making now? Jim Hemminger sold his house and tofu shop and moved to his father's farm in Ohio. So that's over. The miso made this year [in Fayetteville, Arkansas] is stored in a shed

until next year.

"I'm out of money and am now working on an organic vegetable farm in the Yakima Valley, Washington. Late fall or winter I will begin working at Baldwin Hill Bakery in western Massachusetts. This will be a full-time job that pays real money."

Tom is experimenting with corn and wheat miso. In Aug. 1977 he received a complimentary copy of *Miso Production* from William Shurtleff, together with a letter.

Note: This is the 2nd earliest document seen (April 2009) concerning Thom Leonard and miso. He and Richard Kluding founded the Ohio Miso Company, which began selling their miso in March 1979. This company was later acquired by South River Miso Co. in Conway, Massachusetts. Address: 219.5 S. Beech, Toppenish, Washington 98948.

996. Needleman, Larry. 1977. Re: Questions and new developments concerning Bean Machines Inc. Letter to Wataru Takai, Takai Tofu & Soymilk Equipment Co., 307 Inari, Nonoichi-machi, Ishikawa-ken 921, Japan, Sept. 20. 4 p. Typed, with signature.

• **Summary:** The letter begins: "Thank you for the handsome catalogues. I hope that this is the beginning of a long and prosperous relationship. This is a long letter with many questions to make the transition from Bill Shurtleff to Bean Machines Inc. I hope our future correspondence will be less complicated.

"Like Bill, I would like to earn a modest income while providing equipment to my customers at the lowest possible price. I am therefore concerned with keeping my costs as low as possible. From a commercial standpoint this policy will make Takai and BMI the leaders in the field. Some of the CIF prices that Mitoku quoted Bill and which appeared in his catalogue were substantially lower than the CIF prices you have just sent." Address: Bean Machines Inc., California.

997. Laurelbrook Foods. 1977. Purchases from Erewhon—Boston and Los Angeles, 1972-1977. Bel Air, Maryland. 1 p. Unpublished manuscript. Internal company memo, Sept. 22.

• **Summary:** In 1972, Laurelbrook purchased \$27,753 worth of goods from Erewhon—Los Angeles and \$76,685 from Erewhon—Boston, for a total of \$104,439. In 1976, Laurelbrook purchased \$12,905 worth of goods from Erewhon—Los Angeles and \$144,141 from Erewhon—Boston, for a total of \$157,046. Address: P.O. Box 47, Bel Air, Maryland 21014.

998. Coopers & Lybrand. 1977. Erewhon, Inc.: Financial statements for the years ended June 30, 1977 and 1976. Boston, Massachusetts. 9 p. 28 cm.

• **Summary:** Erewhon's total liabilities increased to \$1,322,099 in 1977, from \$913,256 in 1976. Net sales also increased to \$8,379,860 in 1977, from \$6,806,301 in 1976.

Net income before taxes increased to \$244,191 in 1977, from \$182,426 in 1976.

On 1 Aug. 1975 the Company sold substantially all of its "West Coast Division for cash and notes." The net gain was \$86,872. Address: Boston, Massachusetts.

999. East West Foundation. 1977. Food policy recommendations for the United States: Statement of Michio Kushi, September 21, 1977. 359 Boylston St., Boston, MA 02116. 32 p. 28 cm.

• **Summary:** On September 21, 1977, Michio Kushi and several associates, including Dr. Robert Mendelsohn, M.D., met in Washington with members of the White House staff. The meeting, which lasted approximately two hours, began with a 45 minute presentation of a series of recommendations by Michio Kushi, a description of the activities and goals of the East West Foundation (founded 1972), and a history of Erewhon (fiscal 1978 sales estimated at \$10 million). An outline of the East West Journal's position on various political, social, and economic applications of the national food policy was also included in the meeting's agenda.

Recommendations for seasoning foods and to aid digestion of grains, was traditional foods such as pickled vegetables and naturally fermented soy bean products (such as soy sauce, miso, tempeh, etc.). Note: Dr. Mendelsohn died in about May 1988. Address: Boston, Massachusetts. Phone: 617-536-3360.

1000. Erewhon, Inc. 1977. Erewhon. Harvest 1977. Boston, Massachusetts. 23 p. Catalog and price list.

• **Summary:** On the front cover is a photo of a table dispenser of Erewhon Natural Shoyu (but the neck band reads "Erewhon Tamari Soy Sauce"). On the first page, Jack Garvey (apparently the new president) writes about the meaning of the word "Erewhon," which derives from a book of that title written by Samuel Butler. Address: 33 Farnsworth Street, Boston, Massachusetts 02210. Phone: 617-542-1358.

1001. **Product Name:** Tofu—Organic [Bulk, or Packaged].

Manufacturer's Name: White Wave.

Manufacturer's Address: 1738 Pearl St., Boulder, CO 80302. Phone: 303-443-3470.

Date of Introduction: 1977 September.

Ingredients: "Organic soybeans, filtered water, nigari, no more, no less! please refrigerate" (Sept. 1977).

Wt/Vol., Packaging, Price: 14 oz packed in water in molded plastic tray with heat-sealed, peel-off plastic film lid.

How Stored: Refrigerated.

New Product—Documentation: On 10-11 August 1978, William Shurtleff visited Steve Demos at White Wave, 1738 Pearl St. in Boulder, Colorado. The company, which started making tofu in Sept. 1977, was very small and compact, with a deli in front of the tofu manufacturing space. The tofu is

made from organic soybeans, filtered water, and nigari. It is sold in 14-oz blocks in Chinese folded-paper food take-out cartons, each with a wire handle. The oval blue and white label, with a wave breaking from left to right, is pasted on each carton. To the right of the wave is written in bold hand lettering: "White Wave tofu." Across the top of the oval: "Boulder—Net wt. 14 oz.—Colorado." Across the bottom: "Organic soybeans, filtered water, nigari, no more, no less! Please refrigerate." As of Feb. 1999, White Wave still has originals of the three earliest versions of this horizontally oval label; Soyfoods Center has color photocopies. Steve Demos wrote to Shurtleff in Feb. 1999 that the first label was used in "late 1977 and into 1978 to sell tofu to the retail healthfood market. The second label came in early 1978 and this time we had it gummed instead of glueing each one on." This time the ingredients were listed across the top: "soybean cake contains: Organically raised soybeans, filtered water, and nigari (salt bitterns)." Steve thinks the third label [which contains traces of green for added color] was first used in 1980 [sic, probably late 1978]. The ingredients, still listed across the top, now read: "soybean cake contains: certified organically raised soybeans, filtered water, and nigari (salt bitterns). no more, no less! please refrigerate. The "no more, no less!" was White Wave's signature at the time. The size and shape of the three labels is identical. It is clear from the earliest label that White Wave was using organic soybeans from day one: Sept. 27, 1977. Demos was buying these soybeans from Green Mountain Grainery, a small distributor of organic and natural foods, which also had a retail outlet in Boulder. But within a very short time, White Wave started buying soybeans directly from the farmer (see 1998 Aug. 10 interview with Demos).

Form filled out by Steve Demos in Ann Arbor, Michigan, at national soycrafters conference. 1978. July 29. White Wave makes medium-firm tofu in bulk and packaged. The wholesale prices are \$0.65/lb and \$0.75/lb respectively.

Shurtleff & Aoyagi. 1978, Dec. *The Book of Tofu* (Ballantine pocketbook edition). "Appendix B: Tofu Shops and Soy Dairies in the West." p. 393. White Wave Soyfoods, 3869 Walnut, Boulder, Colorado 80302. Phone: 303-443-2370. Owner: Steve Demos.

Label. 1979, undated. 3 x 4 inch oval. Self adhesive. Color illustration of a breaking wave. Black, blue, and green on white. Product Price List. 1979, winter. Bulk or packaged. 14 oz. Kreck. 1979. Denver Post. Oct. 17. "Tofu is remarkable." Interview with Steve Demos. 1979. Sept. Address is now (1981): 1990 N 57th Ct., Boulder, CO 80301.

FIND/SVP. 1981, May. "The tofu market: Overview of a high-potential industry." p. 78. "White Wave makes plain tofu in the soft, firm, and extra firm styles. They also make tofu mayonnaise, tofu miso salad dressing, and other soy products such as soysage (soy sausage), tempeh, and a frozen soymilk product, Polar Bean, which comes in five flavors (similar to ice cream). The company makes approximately

7,500 lb/week of tofu. However if one includes all their tofu products, the weekly production capacity increases to between 10,000 and 11,000 pounds.”

Shurtleff. 1987. History of White Wave. Steve Demos reported that when he started White Wave, “Our direct competitor was the Spinning Kitchen, which had started 9 months earlier, in about Jan. 1977. They had the Boulder market locked up when White Wave started.”

Talk with Steve Demos. 1989. Nov. 1. Spinning Kitchen was in the same building as Corn Mother Restaurant in Boulder at the same address. They made tofu on the upper floor; Corn Mother did not make tofu.

Update: 1997 Oct. 16. This company is now named White Wave, Inc., 6123 East Arapahoe, Boulder, Colorado 80303. Phone: 303-443-3470. Contact: Steve Demos, president. They still make tofu and tofu products. This is the fourth oldest existing Caucasian tofu manufacturer in the United States; it is also the largest of these four.

Talk with Steve Demos. 1998. Aug. 10. The oval label owned by Soyfoods Center is the second label for this product. It is identical to the first label except that it contains more colors (black, blue, and green or white). It was printed shortly after White Wave moved into Walnut Street.

Note: This is the earliest record seen (June 2019) concerning White Wave (Boulder, Colorado).

1002. Stuttman, Leonard M. 1977. Re: Work developing soynuts. Letter to William Shurtleff at New-Age Foods Study Center, P.O. Box 234, Lafayette, California, Oct. 10. 2 p. Typed, with secretary’s signature on letterhead.

• **Summary:** “Your letter was extremely flattering and I am so pleased that you found our soynuts of the highest quality. That kind of comment justifies the almost two years we spent in research in and out of Michigan State University... There are many varieties of soybeans. Much of our product development time was spent in testing almost eighty different varieties of soybeans. In addition, we found that there were even distinct differences in the palatability of the same variety grown in different regions of the U.S. based primarily on climatic and soil conditions. We narrowed our varietal selection to a single type grown in a specific area of Michigan.” Good soybeans “must be identity preserved!”

To make good soynuts at home: Select a good variety of whole soybeans that are of uniform size. Rinse the beans and soak them overnight. The volume should have increased approximately 2½ times over the volume of the dry beans. Remove any excess water by spreading the soaked beans on paper or cloth toweling. Heat vegetable oil to 325°F. Oil roast [deep fry] the soybeans for about 12 minutes. The color should be golden brown, the taste bland, and the texture crunchy without being hard. A well-done soynut should fraction into small pieces *without* undue jaw pressure.

“Actually, Bill there is very little that is revolutionary about our processing technique. The real secret is varietal

selection and careful supervision of roasting technique using lower heat over a longer period of time.

“P.S. We have pretty much confined our marketing efforts to Michigan and now we feel we are ready to expand out. Could you help us by giving us a recommendation to Erewhon and others?”

Note 1. The letterhead reads—Line 1: INARI, Ltd. Line 2: “International Nutrition and Resources Inc.” Note 2. This is the earliest document seen (Dec. 1998) concerning INARI (a manufacturer of soynuts) or the work of Len and Irene Stuttman with soyfoods or soynuts. Address: President, INARI, Ltd., 2331 Forest Rd., Lansing, Michigan 48910. Phone: (517) 882-3323.

1003. Curtis & Tompkins, Ltd. 1977. Analysis of nigari. San Francisco, California. 1 p.

• **Summary:** This is a report of an analysis of the lead content of nigari submitted by Westbrae Natural Foods. The sample was received on 28 Sept. 1977 and the analysis was reported on 21 Oct. 1977. Laboratory No. 77k306. Preliminary No. 0138.

Lead: 1.75 parts per million.

Note: See also the analysis of natural nigari conducted in May 1978 by Japan Food Research Laboratories in Tokyo. They found a lead content of 1.50 ppm. Address: 290 Division St., San Francisco, California 94103. Phone: (415) 861-1863.

1004. **Product Name:** Westbrae Wholewheat & Soy Pasta. **Manufacturer’s Name:** Westbrae Natural Foods (Marketer-Distributor).

Manufacturer’s Address: Berkeley, CA 94710.

Date of Introduction: 1977 October.

Ingredients: Stoneground organically grown wholewheat flour, toasted organically grown soybean flour, water. No salt and no preservatives.

Wt/Vol., Packaging, Price: 16 oz (1 lb). In cellophane package.

How Stored: Shelf stable.

New Product—Documentation: Label received from Ken Krick of Westbrae. It is pasted on a sheet giving the product number, the date of each print run of labels and the number of labels printed. For example: 15,000 were printed on 13 Oct. 1977, the 5,000 on 12 April 1978 and finally 6,000 on 8 Aug. 1978.

When these products were sold, the weight of the product was reduced to 12 ounces, but (except for the weigh designation) the label remained the same. On 8 Aug. 1978 10,000 labels of the 12-ounce product were printed.

Note: The name of the manufacturer is not given.

1005. DeVries, Hilary. 1977. Golden temple: serene shrine to good eating. *Christian Science Monitor*. Nov. 16. p. 29.

• **Summary:** The 50 young Americans who work here in

Boston, Massachusetts, have adopted the religion of the Khalsa, the fierce soldier-saints of the Sikh religion. The ancient Khalsa tradition was brought to the United States in 1969 by the group's spiritual leader, Siri Singh Sahib Harbahajan Singh Khalsa Yogi. This restaurant, which opened in 1974, serves international vegetarian cuisine, in a beautiful environment. The workers, many of whom own shares in the company, live in three large communal houses in Dorchester, Massachusetts, south of Boston. Both the waiters and waitresses wear white turbans, close-fitting leggings called pa'ijmah, and long white coats called choghah.

Three recipes are given. Photos show: (1) "Sardini stirs Chinese tofu-zesty soy bean curd." (2) "Simran salad: tofu, red onion, mushroom, olives, alfalfa sprouts." (3) Qurban slicing cake.

1006. Daniels, Stevie. 1977. The growing natural foods market. *East West Journal*. Nov. p. 39.

• **Summary:** Between 1968 and 1973 sales of natural foods in the USA multiplied tenfold, from \$60 million to almost \$600 million. During the recession of 1974-75 sales slowed somewhat, and many marginal operations went out of business—according to the *Small Business Reporter*.

Midwest Natural Foods in Ann Arbor, Michigan, had sales of roughly \$25,000 its first year, but now 5 years later has sales of \$6 million annually, with 750 active accounts. Midwest began with 3 employees and now has 65.

Laurelbrook Foods had sales last year of about \$3 million. Laurelbrook began with 5 employees in 1971 and now has 44. Margy Coates of Laurelbrook says people in her company are exhausted trying to keep up with the high demand, but everything is going well.

Tree of Life in St. Augustine, Florida, started 5 years ago with a staff of 10, now employs 90 people and reports growth of 20% a year. They originally distributed only in Florida, but now their market has spread to ten southeastern states.

Erewhon is a Boston-based natural foods company that began eleven years ago with a capital investment of \$5,000 and one employee. Now the company has 170 employees and sales of nearly \$10 million a year. If all continued to go well, the company will move to a new 77,000-square-foot warehouse this year. Jack Garvey, personnel and education manager, says the company has had to hold down growth to a manageable rate of 30% a year. With no public loans, no stock, and no capital source besides sales, they can't afford to stock as much as they'd like to.

Note: This is the earliest document seen (March 2020) containing industry and market statistics for the natural foods industry in the USA.

1007. **Product Name:** Eden Nigari (Solidifier for Making Tofu).

Manufacturer's Name: Eden Foods, Inc. (Importer). Made in China.

Manufacturer's Address: 4601 Platt Rd., Ann Arbor, MI 48104. Phone: (313) 973-9400.

Date of Introduction: 1977 November.

Wt/Vol., Packaging, Price: 6 oz, 5 lb, and 44 lb sizes.

How Stored: Shelf stable.

New Product—Documentation: Eden Foods Fall and Winter Catalog, 1977-78. Page 23. "Nigari (Eden) solidifier for making tofu. Concentrated—use about 1/3 the amount recommended in *The Book of Tofu*." Ad in Soycraft. 1979. Summer. p. 38. "Traditional Soy Products from Eden Foods." "Eden nigari is a natural flake nigari, obtained by the evaporation of sea water from environmentally clean areas of China."

Talk with Ron Roller of American Soy Products (formerly of Eden Foods) in Saline, Michigan. 1991. Nov. 27. Eden dealt directly with the Chinese government. But the major product they imported from China was ginseng. In addition, they imported other medicinal herbs, some bamboo cooking wares (tea strainers), some tea, arrowroot flour. After the fire destroyed Eden's warehouse, imports from China were discontinued.

1008. Eden Foods. 1977. Fall and winter catalog 1977-1978. 4601 Platt Rd., Ann Arbor, MI 48104. 81 p.

• **Summary:** On the cover are bags, trays, and scoops filled with natural foods. Page 23 shows that Eden now sells nigari, a solidifier for making tofu, in 6 oz or 5 lb sizes. Hacho, Mugi, and Kome miso are now sold under the Eden brand. Address: Ann Arbor, Michigan. Phone: (313) 973-9400.

1009. Shurtleff, William. comp. 1977. Large natural food distributors, health food distributors, and book distributors in North America. Lafayette, California. 1 p. Undated. Unpublished typescript.

• **Summary:** Most of the following companies are presently distributing *The Book of Tofu*, *The Book of Miso* and *The Book of Kudzu* published by Autumn Press. For each, the company name (listed alphabetically) and address are given:

Large natural food distributors (28): Arrowhead Distributing (Denver, Colorado), Beautiful Foods (Philadelphia, Pennsylvania), Cc Grains (Seattle, Washington), Chico-San Inc. (Chico, California), Clear Eye (Rochester, New York; \$3 million/year in sales), Dari Farms Natural Foods (Tolland, Connecticut), Eden Foods (Ann Arbor, Michigan; Phone: 313-973-9400. Tim Redmond, Michael Potter), Erewhon (Cambridge, Massachusetts; Phone: 617-354-2001. John Fogg, President), Erewhon West (Vernon, California; Phone: 213-582-6144. James Silver), Japan Food Corp. (JFC—South San Francisco, California; also in New York), Laurelbrook Foods (Raleigh, North Carolina), Llama Trading Co. (Greenfield, Massachusetts), Midwest Natural Foods (Ann Arbor, Michigan), Pure and

Simple/The Well (San Jose, California; Pure & Simple changed to 1045 Pepitone, San Jose, CA 95110; Jon Hoefler), Rainbow Distributing (Denver, Colorado), Reality Natural Foods (Haleiwa, Oahu, Hawaii), Redwood Natural Foods (3245 Santa Rosa Ave., Santa Rosa, California; Greg Hartman. Phone: 707-546-5878). Rock Island Foods (Ignacio, California), Shadowfax (Binghamton, New York), Starflower (Eugene, Oregon), Tree of Life (Augustine, Florida), United Naturals (Eureka, California), Westbrae (Emeryville, California), Lifestream Natural Foods (Vancouver, British Columbia, Canada), Manna Foods (Scarborough, Ontario, Canada).

Large health food distributors (8—also carry books): Akin (Tulsa, Oklahoma), Akin Southeast (Jacksonville, Florida), Balanced Foods (Bergen, New Jersey), Collegedale Distributors (Collegedale, Tennessee), Foods for Health (Phoenix, Arizona), Health Foods Inc. (Des Plaines, Illinois), Kahan and Lessin (Los Angeles, California), Natures Best (El Segundo, California).

Large booksellers [distributors] (3): Nutribooks Corp. (Denver, Colorado), Bookpeople (Berkeley, California), Landstrom (South San Francisco, California).

Note: This is the earliest document seen (March 2020) that mentions “United Naturals.”

1010. Soy Plant (The). 1977. Re: Introducing The Soy Plant and the Grain Burger Collective. Letter to members of the Michigan Federation of Food Co-ops, Dec. 12. 1 p. Typed, without signature.

• **Summary:** “As the co-op movement continues to grow, a new branch of the cooperative tree has begun to develop; that is collectively organized production groups. Two such collectives have recently been started in Ann Arbor, and this letter is intended to strengthen ties between the food co-ops of Michigan and these production groups.”

“Soy Plant which, produces tofu, and the Grain Burger Collective, which produces Grain Burger [Mix], are organized alike. Started by experienced co-ops, these are worker controlled collectives; this means that each has equal decision making responsibility within the business, (i.e. there are no bosses). We are legally non-profit and are striving to build a system in which businesses view themselves as an integral part of the community. Right now, we feel that the welfare of the community demands sources of non-animal protein that are unadulterated, enjoyable to eat, and inexpensive.

“We hope that our collectives thrive and can expand, but rather than expand in the traditional centralized manner, we would like to expand by assisting other autonomous collectives to start up and serve their own localities with our products and products of their own.

“Our products are available from the Peoples Warehouse [sic, Warehouse]. Tofu comes in one lb. containers and is packed twelve in a case.”

This unsigned letter ends with the typed word “PEACE.” Along the bottom are stylized illustrations of a mother swan looking to her right at three baby swans swimming toward her. The body of each is a spiral. There are little waves to the left of the mother swan and below the baby swans.

Note 1. This is the earliest document seen (Dec. 2000) concerning The Soy Plant, a pioneering tofu shop in Ann Arbor, Michigan.

Note 2. The address at 330 Maynard was in the basement of Eden’s, a restaurant belonging to Eden Foods.

Note 3. Talk with Steve Fiering, a founder of The Soy Plant in Ann Arbor. 2000. Dec. 3. Steve wrote this letter, though his name is not on it. The purpose of the letter was to introduce The Soy Plant to the Michigan Federation of Food Co-ops to encourage them to distribute Soy Plant products. Eden’s was a combination natural food store and sit-down deli. A guy named James developed a Grain Burger Mix and he was using the same downstairs kitchen that The Soy Plant rented from Eden to mix his burger mix. Steve drew the illustration of the swans—to express his artistic creativity. Address: 330 Maynard, Ann Arbor, Michigan 48104. Phone: 313-663-0500.

1011. *SoyaScan Notes*. 1977. Chronology of soybeans, soyfoods and natural foods in the United States 1977 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. 12. Laughing Grasshopper tofu shop starts making tofu in Millers Falls, Massachusetts. Founded by Richard Leviton, Kathy Whelan, Tom Timmins, and Michael Cohen in April 1976, it soon becomes the largest of the new breed of Caucasian-run U.S. tofu manufacturers. It was renamed The New England Soy Dairy in Nov. 1977, Tomsun Foods, Inc. in 1984, and Tomsun Foods International in 1986.

Jan. The Soy Plant starts making tofu inside Wildflower Community Bakery at Ann Arbor, Michigan. Steve Fiering is one of the organizers of America’s first soyfoods co-op.

Jan. 20. Jimmy Carter inaugurated as president of the United States. Bob Bergland is Secretary of Agriculture.

March. Surata Soyfoods starts making tofu in Eugene, Oregon. America’s second worker-owned soyfoods cooperative, organized by Benjamin Hills.

April 5. Takai Tofu & Soymilk Equipment Co. in Japan works with consultant William Shurtleff to acquire an English name, develop a unified equipment catalog, and establish international operations.

April. *The Heartsong Tofu Cookbook*, by Bob and Toni Heartsong self-published in Florida.

May. Flying Cloud Tofu (soon renamed The Tofu Shop, then Northern Soy) starts tofu production in Rochester, New York. Founders are Greg Weaver, Greg Mello, and Andy Schecter.

May 10-June 7. Shurtleff and Aoyagi travel to Indonesia



to do field research on tempeh in preparation for a book on the subject.

Aug. 16. *Miso Production* by Shurtleff and Aoyagi published by New-Age Foods Study Center, the Center's first publication.

Sept. Article in *Mother Earth News* announces that tempeh starter and split whole soybeans are available from newly founded Farm Foods at The Farm in Summertown, Tennessee. Orders start to pour in. Farm Foods continues The Farm's tradition, with a great deal of creative and influential work with soyfoods.

Sept. Swan Foods starts operation in Miami, Florida, run by Robert Brooks and Mary Pung. They produce America's first commercial soymilk yogurt. After doing extremely innovative pioneering work with second generation tofu products and advertising them nationwide, they go out of business in Dec. 1978 from trying to grow too fast.

Sept. White Wave starts making tofu in a bathtub in Boulder, Colorado. Founded by Steve Demos.

Oct. The Tofu Shop, America's second soy deli, opens in Telluride, Colorado. Founded by Matthew Schmit, it was later renamed Far Pavilions.

Oct. 14. Bean Machines Inc., America's first supplier of tofu and soymilk equipment, begins operations in California under the direction of Larry Needleman. Most of their equipment is imported from Takai in Japan.

Oct. *Soycraft*, a newsletter and America's first periodical focusing on soyfoods, begins publication. Initiated by David and Danette Briscoe of Lawrence, Kansas.

Nov. Redwood Natural Foods, Inc. in Santa Rosa, California, launches the world's first vacuum packed tofu. Redwood developed the packing process using tofu made by Quong Hop & Co.

Nov. Paul Duchesne starts selling Fried Rice & Tofu Sandwiches in Fairfax, California. His operation later becomes Wildwood Natural Foods.

* Passage of the 200 mile offshore fishing limit law has a major impact on Japan's protein supplies, increasing interest in and use of soy protein products.

* By the end of 1977 there are at least 13 commercial Caucasian-run tofu shops in America.

* The Chemurgic Council, after a period of decline, finally closed its doors in 1977.

* The Food and Agriculture Organization of the United Nations (FAO) establishes a European Cooperative Network on Soybean in which 14 countries participate, exchanging information on soybean production.

* Genentech becomes the first company founded specifically to apply recombinant DNA techniques for commercial purposes.

* In China, under new post-Maoist economic policies, soybean acreage starts to increase after almost 20 years of decline based on grain-first policies. Soybean production began a slow increase in the mid-1960s, despite declining acreage.

1012. *Mother Earth News*. 1977. Newsworthies: Frank Ford, and Robert Rodale. No. 48. Nov/Dec. p. 60.

• **Summary:** Frank Ford has "farmed organically in Deaf Smith County for 25 years [i.e., since 1953]. Besides that, in 1960 he started a company (Arrowhead Mills, Inc.) that became one of the first major distributors of whole grains in this country. In the years since then, he's served on advisory committees to four different U.S. Secretaries of Agriculture. His *The Simpler Life Cookbook* has sold a quarter of a million copies, as has *The Deaf Smith Country Cookbook*, a book co-authored by his wife, Margie."

Robert Rodale runs Rodale Press, which was started by his father. "The Research and Development Division has a successful tempeh project underway, with over 14,000 packets of starter—and instructions for preparing the fermented soybean food—already distributed to readers of *Organic Gardening and Farming*." Photos show Robert Rodale and Frank Ford.

1013. Swan Food Corp. 1977-1978. Introducing the Soybeanery—Natural food deli & bakery: Now open. Miami, Florida. 3 p. Undated. 28 cm. Catalog and price list.

• **Summary:** This retail catalog lists the company's soy products, iced herbal beverages, and baked goods & pastries—with prices. Serving take out orders—Soy products include: Sandwiches (made with wholewheat pita—pocket bread; all

SOY BEAN
PRODUCTSNATURAL
FOODS

SWAN FOOD CORP.
5758½ Bird Road
Miami, Florida 33155
Phone: (305) 667-7141

RETAIL PRICE LIST

<u>TOFU</u> - Regular	\$1.00
Baked	\$1.95
Marinated	\$1.60
Caraway	\$1.60
SOYMELK Quart	\$1.00
Pint	.45
SOYMELK (sweetened) - Quart	\$1.25
Pint	.45
ICED HERB TEA (sweetened) 5 blends, 4 straight teas	.50
ICED HERB TEA (unsweetened) Bancha, Mu	.50
CAROB MARBLE SWIRL CAKE (all caked & pies 7 inch rounds)	\$4.50
TOFU PIE - CASHEW	\$4.50
MARY'S CAROB CREAM CAKE	\$4.50
MARY'S DEVILS FOOD CREAM CAKE	\$4.50
TOFU CHIP DIP	\$1.25
WHOLE GRAIN SOYBURGERS	\$1.15
TOFU VEGETABLE STEW	\$1.15
SOYOGURT (plain or with fruit)	.45
MARY'S OATMEAL COOKIES	.35
BARLEY MALT SYRUP	\$1.15
SOY SHAKES - Carob	.85
Vanilla	.95
Strawberry	\$1.05
MARY'S EGGLESS EGG SALAD	\$1.40
NORI ROLL	\$1.50
NECTAREL	.70
NECTAREL GINSENG	.75

sandwiches served with fresh organic salad vegetables): Tofu–baked, regular, marinated, or caraway: \$1.40. Eggless egg salad: \$1.40. Tofu cream cheese: \$1.05. Salads: House salad with sprouts plus tofu–baked, regular, marinated, or caraway: \$1.35. Eggless egg salad: \$1.35. Hot food: Soyburger sandwich: \$1.30. Desserts (per slice): Mary’s tofu cheese cake: \$0.75. Mary’s marble swirl cake: \$0.75. Mary’s devil’s food cream cake: \$0.75. Mary’s carob cream cake: \$0.75. Rice pudding [made with organic brown rice, soy melk, raisins, maple syrup, sea salt]: \$1.10. Carob pudding: \$1.10. Vanilla pudding: \$1.10. Soyogurt: Strawberry, peach, plain (more flavours to come): \$0.45. Granola: With soyogurt: \$0.45. With soymelk & banana: \$0.75. Drinks: Soy shake (carob, vanilla, strawberry). Soymelk. Non-soy: Herb teas. Coconut juice. Pinacolada. Smoothie (apple-banana). Sweet rice cookie. Oatmeal cookie. Hummus sandwich.

A page titled “Retail price list” lists many of the products shown above but at slightly higher prices. In addition: Tofu–regular: \$1.00. Tofu–baked: \$1.95. Tofu–marinated: \$1.60. Tofu–caraway: \$1.60. Soymilk [plain]: Quart: \$1.00. Pint: \$0.45. Soymilk (sweetened): Quart: \$1.25. Pint: \$0.45. Tofu cakes and pies (all 7-inch rounds): Tofu pie–cashew: \$4.50 Mary’s devil food cream cake: \$4.50. Tofu chip dip: \$1.25. Whole grain soyburgers: \$1.15. Tofu vegetable stew: \$1.15. Soyogurt–plain or with fruit: \$0.45. Soy shakes–Carob: \$0.85. Vanilla: \$0.95. Strawberry: \$1.05. Mary’s eggless egg salad: \$1.40. Also–Nori roll. Nectarel ginseng.

Note 1. This is the earliest English-language document seen (Dec. 2003) that contains the term “soy shake.”

Note 2. This is the earliest English-language document seen (May 2003) that uses the word “Hummus” (or “Hummous”), which is a paste of pureed chickpeas usually mixed with sesame tahini and/or sesame oil (plus seasonings or spices) and eaten as a dip or sandwich spread.

Note 3. This is the earliest English-language document seen (Sept. 2012) that uses the word “Soyogurt” to refer to soy yogurt.

Note 4. This is the earliest English-language document seen (Feb. 2013) that contains the term “Eggless egg salad” or the term “Mary’s eggless egg salad.”

Talk with Danny Paolucci. 1997. Dec. 1. Danny worked for Swan Foods from 1977 to 1978. He knew Robert Brooks and Mary Pung very well. He last saw Mary about 8 years ago. The foods described above were sold in a little (10 by 12 foot) storefront retail store and deli that was located in the same building as the tofu factory but faced the sidewalk on Bird Road. A young lady named Penny, from England, ran the store. It was take-out only–no tables, chairs, or sit-down space. There was one large glass deli case, from which they sold a great many of Mary’s delicious tofu pies. Danny used to have all the recipes for those pies, but he loaned them to his yoga teacher. They also sold lots of herb teas in Pure-Pak quarts, plus many Wah Guru Chew bars–made by another

company that was probably also run by disciples of Guru Maraji. Address: The Soybeanery, 5758½ Bird Rd., Miami, Florida, 33155. Phone: 305-667-7141.

1014. *New West*. 1977. Mentions trail mix. 2nd line from top of page. Vol. 2. p. 73. *

• **Summary:** “with fresh fruit, yogurt, pies, homemade granola and trail mix.”

1015. Wallace, Aubrey. 1977. *Natural foods for the trail*. Yosemite, California: Vogelsang Press. 57 p. Illust. 29 cm. *

1016. Albright, Nancy. 1977. *Rodale’s naturally great foods cookbook: the best foods to use and how to use them in over 400 original recipes*. Emmaus, Pennsylvania: Rodale Press. [vi] + 408 p. Illust. 24 cm. Reprinted in 1983 as

• **Summary:** This book is based on natural foods but makes widespread use of meat, poultry, fish, and dairy products. Raw, unstrained clover honey is used as a sweetener instead of white sugar which “is dangerous to health...”

“Natural foods restaurants are ‘in’” (p. 2). “... the joys of natural foods” (p. 3). “... consumers are making a firm commitment to natural food cooking.”

Soy related recipes: Rice and soy crepes (with ½ cup soy flour, p. 53). Whole soybean casserole (p. 74). Bulgur soybean loaf (with ¾ cup soybeans, p. 81).

The section titled “The soybean” (p. 275-85) begins: “The queen of the legumes is the soybean. And its status is growing. From a relatively unknown commodity... it has finally come into its own in this country as an important food. The soybean is the vegetable that most nearly provides the complete protein necessary for good health.” Discusses varieties suited to the family garden. Recipes: Green soybean and corn succotash (with green vegetable soybeans). Soy flour for added values: Soy pancakes. Soy cheeseburgers (with soy grits). Tofu (soybean curd): Mentions the Learning Tree tofu kit and *The Book of Tofu*, by Shurtleff and Aoyagi (1975, Autumn Press; no tofu recipes are given). Soy sauce (shoyu): Herbed soybean salad (with 1 cup soybeans). Fresh vegetable and fruit stew with soybeans. Soybean-cabbage casserole. Soybean coffee. Soybean custard pie. Soy milk (homemade). Carrot soy loaf. Liver pate (with 1 cup soy pulp [okara] remaining from making soy milk). Mock pumpkin pie (with soy pulp). Scroggin (backpacker’s food, with 3 cups soybeans, boiled). Soy potato dumplings (with ½ cup soy flour). Soy salad dressing (with ¾ cup soy flour or powder).

A photo (facing copyright page) shows Nancy Albright cutting vegetables in Rodale’s Fitness House kitchen. Address: Author of *The Rodale Cookbook*.

1017. Deutsch, Ronald M. 1977. *The new nuts among the berries*. Palo Alto, California: Bull Publishing Co. viii + 359 p. Index. 22 cm. [260* ref]

• **Summary:** This is a follow-up to the author's 1961 work (revised in Feb. 1967) titled "The nuts among the berries: An exposé of America's food fads." The basic premise of both books is the same—That all popular books and people advocating health foods, natural foods, organically-grown foods, vegetarian or macrobiotic diets are nuts (crazy). The book is well researched but the tone is again that of an exposé of popular nutrition, one-sided and derogatory. There are two excellent bibliographies. The first, titled "Some controversial books in nutrition, contains 223 citations, listing almost every book ever published on the subjects noted above, including books such as *Diet for a Small Planet*. The second, titled "The factual resources for this book," includes 37 basic nutrition books, textbooks, and articles.

Contents: 1. The magical feast (Adelle Davis; Daisey Adelle Sieglinger). 2. Of cabbages and things (a brief history of "foodism"). 3. Mr. Graham bakes a cracker (Sylvester Graham). 4. Little men, little women, little food (Amos Bronson Alcott, Louisa May Alcott, and vegetarianism). 5. Water, water everywhere (The naturopaths, James Caleb Jackson, Ellen G. White, Father Kneipp). 6. Snap! Crackle! Enter Dr. Kellogg! (Dr. John Harvey Kellogg). 7. The battles of Battle Creek (Michigan and Seventh-day Adventists). 8. Life along the alimentary canal (Metchnikoff). 9. The jungle, the sausage, and the law (Upton Sinclair, Harvey W. Wiley, and the formation of the FDA). 10. Chew, chew Horace (Fletcher, Chittenden). 11. The bare torso king goes public (Bernarr Macfadden, Jack La Lanne, macrobiotics). 12. How to stop your cow from drooling (selling nutrition). 13. Eating for the hull of it (raw sugar, bran, fiber, and foodist or food extremist Alfred Watterson McCann). 14. The drinks are on the Hauser (Gayelord Hauser, macrobiotics). 15. Old proteinaceous Joe or Is there sex after dinner (Lelord Kordel, protein myths, and sex). 16. Mrs. Spratt's millions or Diet is a four-letter word (fat and dieting). 17. Protomania or Richard Nixon's diet revolution (high-protein diets). 18. Swing low, sweet glucose tolerance (hypoglycemia or low blood sugar). 19. How to sell a vitamin (Linus Pauling). 20. My mother squeaked or How to write about health foods (popular health books and articles). 21. The red faced confession and other tales of food cures and law (fraudulent advertising, the FTC). 22. Quick, nurse! The bean sprouts! (unproven therapies and cures, megavitamin therapy). 23. Meanwhile, back at the organic ranch (Jerome I. Rodale). 24. Organic politics or Gloria Swanson goes to Washington (toxic chemicals in foods). 25. How the poison gets into your health food (Center for Science in the Public Interest, Gary Null, and other health promoters).

Let us examine one chapter, 13, titled "Eating for the hull of it." It was well known by the 1990s that dietary fiber was the one nutrient in shortest supply in the American diet, and that this shortage is the cause of many diseases, from simple constipation to various disorders of the digestive tract.

Those advocating a natural foods diet argued that we should return to eating whole-grain bread, primarily for the dietary fiber it contains, but also for its extra vitamins and minerals lost in the process of making white flour. Instead of dealing with these important issues, the author spends most of the chapter ridiculing a "foodist" and "food extremist" named Alfred Watterson McCann (born in 1879) and a physician named Dr. William Howard Hay (who graduated in 1891 from the medical school of the University of the City of New York), and comparing the nutritional value of raw vs. white sugar. He also notes that before the Civil War, the wheat used to make most American bread was soft winter wheat. It was easily ground between stones, then "bolted" through a soft cloth to sieve out some of the larger bran particles—a process which Sylvester Graham "felt was against God's purpose." After the Civil War, Scandinavian and German emigrées moved into the virgin lands of Wisconsin, Minnesota, the Dakotas, and Iowa, bringing with them a new tough wheat—the hard spring wheat. When the millers began to grind and bolt it, they found that much of the valuable gluten stuck to the bran. "To leave the bran in the flour meant creating a product that only a Graham or an Alcott would buy; dark coarse in texture, and hard to chew. Not surprisingly, the public rejected it." The first solution was the "middlings purifier" first installed in Minneapolis in about 1871; the purifier used a blast of air to blow away the bran. The primary solution was the Hungarian Mill, or highmilling machine—which had 6-7 sets of porcelain or chilled steel rollers. Sylvester Graham, James Caleb Jackson, and others said it was "unnatural" to take the bran out of bread. "Dr. [John Harvey] Kellogg's protests, which began about the time that the new wheat and new milling methods arrived, were based on his belief in 'auto-intoxication,' which called for bran to 'sweep out' the intestines and clear away their 'toxins.'" Address: Popular scientific and medical reporter.

1018. Krich, Ken. 1977. Re: New pamphlets on tofu and miso available from Westbrae Natural Foods. Letter to food distributors and manufacturers. 1 p. Undated. Typed, with signature on letterhead. [2 ref]

• **Summary:** "For several years Westbrae has felt a major commitment to popularizing Japanese foods in this country. During a time when shortages of protein have become such a problem, the knowledge of soy-based foods is greatly needed by more people. Both miso and tofu are extremely healthy and inexpensive sources of protein and other nutritional benefits... yet many consumers are still not familiar with these products.

"To fill this information gap we asked Bill Shurtleff and Akiko Aoyagi, authors of *The Book of Tofu* and *The Book of Miso*, to write readable pamphlets on these topics. The authors have lived in Japan for the past five years studying and writing about traditional Japanese foods. You are probably familiar with their book(s)... I have taken the liberty

of enclosing two copies of each pamphlet..."

"You may order either or both of these pamphlets with either the Westbrae logo, your logo, or no logo." This letter is printed on recycled paper. Address: Distributor Sales, Westbrae Natural Foods, Inc., 1224 10th St., Berkeley, California 94710. Phone: 415-524-0506.

1019. Nature's big, beautiful, bountiful, feel-good book. 1977. New Canaan, Connecticut: Keats Publishing, Inc. 322 p.

• **Summary:** The section titled "Remarkable miso and how to use it," by William Shurtleff and Akiko Aoyagi (p. 54-55) contains an introduction and six recipes.

1020. Phillips, Ann Vroom; Phillips, David A. 1977. From the new world of Australia... the soil to psyche recipe book: Delightful new recipes for new age living... plus a total plan for zestful vegetarian nutrition from the bright new world down under! Santa Barbara, California: Woodbridge Press Publishing Co. 143 p. Recipe index. 16 x 23 cm.

• **Summary:** Cover title: "The soil to psyche recipe book." Soy-related recipes include: Darling Downs soya loaf (p. 48-49; "The Darling Downs produce some of the most beautiful organically grown soya beans in the world, on the softly rolling fertile hills. The extremely high fertility is due to the great depth of rich topsoil—five feet or more in many places. The location in subtropical southern Queensland provides the ideal climate for Australia's soya bean crops").

Chulora soya cheese (p. 49-50; Australian aborigines used 2 flat stones to grind seeds and beans into flour that they called "chulora." The authors grind soybeans into superfine soya flour, which they use to make tofu [though the word "tofu" is not used], curded with lemon juice. Into the well-drained curds they mix and mash finely chopped bell pepper and celery tops or parsley, press into a chosen mold, then refrigerate before serving).

1021. Photograph of a jar of Erewhon organic apple juice. 1977.

• **Summary:** This color photograph was taken by Kezia Snyder who says she probably got the jar in about 1977 at Cauldron's Well in New York City. Kezia worked as a cashier for some years at a number of natural food stores in Manhattan (New York City), then she started cooking for people in the late 1970s. In 1981-82 she started a macrobiotic center. In the early 1990s she made macrobiotic pot luck dinners in New York for 5 years. As of April 2011 she is still cooking, sometimes teaching cooking, doing wellness counseling.

1022. Seddon, George; Burrow, Jackie. 1977. The natural food book. New York, NY: Rand, McNally & Co. 240 p. Illust. (color). 28 cm. *

1023. Talking Food Company. 1977. Miso & tamari (shoyu): Foods steeped in culture (Leaflet). Charlestown, Massachusetts. 2 panels each side. Each panel: 21.5 x 14 cm. [2 ref]

• **Summary:** Printed with red ink on off-white paper. Contents: Introduction. Fabulous fungus from antiquity. Secret life of molds. B12 and the protein profile. Beyond vitamins. Is miso pasteurized? Miso and tamari in the USA. Recipes (3).

"In 1976 over 85 tons of traditional miso and 100,000 gallons of traditional tamari were shipped to natural food distributors in the USA by Muso Shokuhin of Osaka and Mitoku Ltd. of Tokyo."

Others in this series (copyrighted 1977) are: "More on sugar and how it got that way" (4 p.). "Fiber: Grandmother was right" (4 p.). Address: Charlestown, Massachusetts 02129.

1024. Talking Food Company. 1977. Fiber: Grandmother was right (Leaflet). Charlestown, Massachusetts. 2 panels each side. Each panel: 21.5 x 14 cm. [4 ref]

• **Summary:** Printed with green ink on off-white paper. Contents: Introduction. Burkitt sends word from Africa. Where have all the fibers gone. For the conscientious termite. Phytic acid and bran (bran contains phytic acid which can bind minerals).

These leaflets were used by natural food stores to educate their customers. Address: Charlestown, Massachusetts 02129.

1025. Talking Food Company. 1977. More on sugar and how it gets that way (Leaflet). Charlestown, Massachusetts. 2 panels each side. Each panel: 21.5 x 14 cm. [4 ref]

• **Summary:** Printed with blue ink on off-white paper. Contents: Introduction. Sweet teeth grow sharper. Nutrition in the dark. The smile that fell apart. Refined wording for a "raw" sugar. Fructose and the corn-sweetener question.

Distributed by Erewhon, 8454 Steller Dr., Culver City, CA 90230. Address: Charlestown, Massachusetts 02129.

1026. Talking Food Company. 1977. Storing grain: how to keep the bugs out (Leaflet). Charlestown, Massachusetts. 2 panels each side. Each panel: 21.5 x 14 cm.

• **Summary:** Printed with purple ink on off-white paper. Contents: Introduction. Moth squadrons. Pantry policy. Mold control. Avoid poison fogs. Organic grains. Storing ain't hoarding. Storing through history. Recommended storage techniques..

Distributed by Erewhon, 8454 Steller Dr., Culver City, CA 90230. Address: Charlestown, Massachusetts 02129.

1027. Talking Food Company. 1977. Our daily flour: the brown and the white of it (Leaflet). Charlestown, Massachusetts. 2 panels each side. Each panel: 21.5 x 14 cm.

[7 ref]

• **Summary:** Printed with brown ink on off-white paper. Contents: Introduction. What are the nutrients found in whole wheat flour? What nutrients are lost in the milling of white flour? What about enriched flour? How does whole wheat flour turn rancid or lose nutrients? What are the present trends in flour consumption? A glossary of flours.

Distributed by Erewhon, 8454 Steller Dr., Culver City, CA 90230. Address: Charlestown, Massachusetts 02129.

1028. Huang, Carol Ann. 1977? Re: Work at the soy dairy on The Farm in Wisconsin. Letter to William Shurtleff. 1 p. Undated. Handwritten with signature on letterhead.

• **Summary:** Carol Ann thanks Bill for his bag [probably for making soymilk or tofu] and information on tempeh and miso. While Bonnie and John are in La Paz, Mexico, Carol is “doing the Soy Dairy.” She wrote to Mitoku in Japan for some koji or koji starter, but they suggested she write Westbrae. “I’d love to get it together to make several big crocks of miso in the fall.” Address: Route 2, Ettrick, Wisconsin 54627.

1029. Laurelbrook Foods. 1977? Kuzu (Leaflet). Bel Air, Maryland. 1 page. Front and back. 22 x 14 cm. Undated.

• **Summary:** A basic description of the kuzu root and kuzu powder. Black ink on tan paper. Address: P.O. Box 47, Bel Air, Maryland 21014. Phone: 301-879-1717.

1030. **Product Name:** Westbrae Brown Rice Miso.

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 1224 10th St., Berkeley, CA 94710.

Date of Introduction: 1977?

New Product–Documentation: Interview with Gordon Bennett. 1987. Aug. 28.

1031. Eden Foods. 1978. Catalog 1978. 4601 Platt Rd., Ann Arbor, MI 48104. 57 p.

• **Summary:** On the cover is a workman loading sacks from one of many large hoppers. Another man, in front of a truck, moves a pallet. Pages 17 and 18 contain detailed information about and photos of the Eden-brand tamari (natural shoyu) and miso products. Eden now sells a brown rice miso, aged naturally for 1½ years. Hacho miso is now called “Soybean miso.” Nigari and Tekka are also listed. No prices are listed in this catalog; it contains descriptions of the products and many nice illustrations. The prices are listed on separate sheets. Address: Ann Arbor, Michigan. Phone: (313) 973-9400.

1032. Grandma Mac’s Orchard. 1978. Trail mix (Ad). *Sierra* (*Sierra Club, San Francisco*) 63(1):11. Jan.

• **Summary:** A 1/12 page ad, with white letters on a black

background. “A yummy snack of fruit and nuts in natural form.

“Natural Trail Mix. Unroasted—no salt. Cashews or pumpkin seeds. 2 lbs. \$4.95 delivered. 5 lbs. \$9.95 delivered. Send check or money order to...” Address: P.O. Box 5125 CC, Bakersfield, Kern County, California 93309.

1033. *Sierra* (*Sierra Club, San Francisco*). 1978. Trail snacks for the hiking gourmet. 63(1):28. Jan.

• **Summary:** “You’ve been hiking all morning. You’ve worked up a sweat and a case of the ‘munchies,’ and your blood sugar is plummeting—but still too early for lunch. So you look in your pack for a snack, and mere seconds later, delight returns to the world—sticky fingers and all.

“*Gorp*. Such an ugly word for such a delicious experience. Hasse Bunelle, author of several trail cookbooks, detests this term... Ms. Bunnelle prefers the term ‘trail mix.’ But Bill Kemsley, publisher of *Backpacker*, likes the term and cites its hallowed etymology; ‘its an acronym,’ he says, for ‘Good Old Raisins and Peanuts.’

Four recipes for mixes / blends are given: (1) Bill Kemsley’s *Gorp*. (2) Edgar and Peggy Wayburn’s *Classic Trail Blend*. (3) Celia Hunter’s *Private Blend*. (4) John Fitzgerald’s *Train Non-Mix* (he likes to keep the ingredients separate). Ingredients include: Sunflower seeds. esame seeds. Salted peanuts. Slivered almonds.

1034. Westbrae Natural Foods. 1978. Someday all of this will be as familiar as apple pie (Ad). *Whole Foods* (*Berkeley, California*). Jan. Inside front cover.

• **Summary:** This full-page color ad shows Westbrae Red Miso, Barley Miso, Brown Rice Miso, Soybean Miso, Hatcho Miso, and Tamari, plus various sea vegetables (nori, hijiki, wakame, kombu, etc.).

This ad also appeared in *East West Journal*, May 1978, inside front cover. Address: 4240 Hollis St., Emeryville, California 94608. Phone: 415/658-7520.

1035. *Whole Foods: The Natural Foods Business Journal*. 1978-- . Serial/periodical. Berkeley, California. Steven M. Haines, publisher. Jim Schreiber, editor. Henrietta Haines, art director. Vol. 1, No. 1. Jan. 1978-- . Frequency: Monthly.

• **Summary:** During its early years, this was a very important, high-quality magazine that played a major role in the reporting on and promoting the growth of the natural foods (including the soyfoods) industry in America. True to its name, it focused on and took advertisements for only natural foods and herbs; it took no editorial interest in or advertisements for vitamins, pills, or other food supplements. In an already small market, this was a major reason that the magazine was unable to last long; the other two reasons were unprofessional management and failure of existing advertisers to pay their bills. In 1980 the magazine was purchased by Hester Communications in Irvine, California.

Hester immediately began accepting advertisements for vitamins and other supplements, and published their first issue in Oct. 1980. But the magazine did even more poorly.

On 1 Feb. 1984 *Whole Foods* was purchased by Howard Wainer [pronounced WAY-nur], president of a new company named Whole Foods Communications Inc. Howard had previously sold advertising for *Health Foods Business*, which at this time was the leading trade magazine in the natural/health foods industry (in terms of circulation and total ad space), followed by *Health Foods Retailing* (they had been #1 for years prior to about 1982-83), *Natural Foods Merchandiser*, with *Whole Foods* way down in fourth place. He moved the magazine to 195 Main St., Metuchen, New Jersey 08840, and published the first issue in April 1984. In early 1990 he moved it to 3000 Hadley Rd., South Plainfield, New Jersey 07080.

Note: This is the earliest post-1960 periodical seen (March 2020) with the term “Natural Foods” in the title or subtitle. Address: 2219 Marin Ave., Berkeley, California 94707.

1036. New England Soy Dairy Inc. 1978. Re: Announcing opening of New England Soy Dairy, Inc. Letter to customers and friends of the business, Feb. 17. 2 p. Typed, with signature on orange letterhead. [1 ref]

• **Summary:** “Dear friends. We are pleased to announce the opening of the New England Soy Dairy, Inc... As soon as we can hook up our deep fryer and practice making agé and agé pouches, we’ll add them to our list of products... We have ordered a packaging machine that is scheduled to arrive in a few weeks.” The company will then start making packaged tofu (now it is all sold in bulk), and may begin producing hard tofu (doufu), tofu pudding, and bottled soymilk. “The possibilities for freshly made soybean products seem almost endless. We are experimenting with a soy ice creme, and with miso. We’d really like to start producing tempeh this autumn... Our tofu price will remain at \$0.44/lb to retailers.” The company plans to pick up its first two distributors: Homestead Trading Co. and nearby Llama.

Shurtleff and Aoyagi, and their *Book of Tofu* and *Book of Tempeh* are mentioned in the letter. At the end: “Soy to the world, (Thanks to Akiko Aoyagi for the drawings).” A handwritten note at the end reads: “Bill & Akiko, We sent this around to our customers. We’re still reading the B.ofT. [Book of Tofu]. Tom Timmins. P.S. Come visit us next time you’re East.”

Note 1. This is the earliest document seen (May 2019) that contains the company name “New England Soy Dairy.”

Note 2. This is the earliest English-language document seen (May 2019) that contains the phrase “Soy to the world.” Inspired by the new phrase, Akiko Aoyagi designed a wreath to send out with Bill and Akiko’s Christmas cards later that year. Address: 305 Wells St., Greenfield, Massachusetts 01301. Phone: (413) 772-0746.

1037. Erewhon, Inc. 1978. Hippocrates—Greek physician and father of Western medicine taught: (Ad). *East West Journal*. Feb. p. 9.

• **Summary:** “Let food be thy medicine and thy medicine be food.” A photo shows a marble bust of Hippocrates. Across the bottom of this full-page black and white ad are the addresses and phone numbers of Erewhon’s four stores: Three in Massachusetts (Boston, Cambridge, and Brookline), and one in Connecticut (Hartford). Address: Boston, Massachusetts.

1038. Shumway, Bill. 1978. A chunk of the Orient. Promoting the lowly bean. *Recorder* (Greenfield, Massachusetts). Feb.

• **Summary:** Discusses the New England Soy Dairy, which moved to Greenfield on 1 Feb. 1978. The company incorporated, and invested \$40,000 to \$50,000 in new Japanese equipment and remodeling, according to sales manager Steven Hassell. There are now 8 stockholders in the corporation.

“The dairy distributes much of its product in Massachusetts, with Boston buyers accounting for one-third of the firm’s business. Llama Trading Co., of Greenfield, distributes to northern New England, and two other distributors cover New York state, Maryland and Pennsylvania. Most of the tofu is sold in health food stores, primarily because it is sold in bulk...”

“Foster’s is the only traditional area food store that sells the product. A new individualized packing machine will help the dairy penetrate the chain-store market, Hassell said.” A photo shows Shohaku Okumura cutting tofu.

1039. Westbrae Natural Foods. 1978. Price list [Catalog]: February 1978. Emeryville, California: Westbrae. 20 p. 26 cm.

• **Summary:** On the cover are a black plum blossom logo and a large, bold double “W” in calligraphy near the bottom against a gray background.

Interesting products: Natural fruit butters and unsweetened fruit spreads. Four types of granola and two trail mixes. Panda snacks: Tamari almonds, Tamari cashews, Tamari nut roaster’s mix, Tamari sunflower seeds, White water trail mix (tamari roasted). Westbrae roasted nuts (25 lb boxes): Tamari almond, Tamari cashew pieces, Tamari valencia peanuts, Tamari nut roaster’s mix, Tamari sunflower seeds, Tamari pepitas (pumpkin seeds), Tamari filberts. Tamari nut butters (12, incl. almond, 6 peanut, and sesame tahini). Whole wheat soy pasta.

Asian foods & sea vegetables: Miso (red miso, brown rice miso, barley miso, Hatcho miso, soybean miso, light yellow miso, natto miso). Miso made in the United States: Light yellow, mellow white, red, mixed case. Sea vegetables: Agar, dulce (whole or flakes / powder), sea palm, nori,

aramé, hijiki, kombu, wakame. Shoyu and shoyu products: Josen shoyu, Sendai shoyu, White Tiger Tofu Sauce. Nigari. Kudzu. Umeboshi. Toasted sesame oil. Helpful tools: Wok (11 inch), vegetable brush, glass shoyu dispenser, Tofu kit, Tempeh kit, rice koji (Cold Mountain brand made by Miyako Oriental Foods). Beans: Azuki (10 lb or 25 lb bag), soybeans (60 lb or 25 lb), soy grits raw. Publications: Includes four books and 3 pamphlets by Shurtleff and Aoyagi.

Note: The products in this catalog do not require refrigeration; they contain no refined sugar / white sugar, no meat, and no dairy products—just like the catalogs of almost all other natural food distributors during the 1970s and 1980s. Address: 4240 Hollis St., Emeryville, California 94608. Phone: (415) 658-7518 (order) or 7521 (office).

1040. Cook, Jack. 1978. Erewhon: Purveyor of natural foods. One hundred fifty tons of sunflower seed, 250 tons of spring wheat, and 40,000 pounds of carrot seed are part of this Boston-based wholesaler's \$7 million annual business. world. *Country Life? / Harrowsmith Country Life? Living*. March. p. 35-39, 40.

• **Summary:** Back in the days when Paul Hawken was head of Erewhon something remarkable happened! An anonymous donor offered Erewhon, via Hawken, \$500,000 “to further the basic mission of turning America on to natural foods.”

Then a controversy broke out. Hawken wanted Erewhon to gradually pull out of the commercial, money-grubbing scene entirely, and just leave that to other companies.

Hawken's vision was to “use the donated money to buy a new farm in northern New England. There it would create a community for people to be trained in growing, processing, wholesaling, and retailing natural, organic foods. Erewhon's role would be largely that of natural foods guru, so to speak. Others felt they should continue to do what they were doing, only better, using the money to expand and improve operations. Owner Michio Kushi sided with the latter, but the offer had been made through Hawken. The result was that the \$500,000 was never forthcoming, and Hawken resigned to go write his book on Findhorn.” Address: Former Boston newspaperman, now lives in Vermont on a onetime dairy farm.

1041. **Product Name:** Protein 90, and Protein 90 Plus.

Manufacturer's Name: Eden Foods, Inc. (Marketer-Distributor).

Manufacturer's Address: 4601 Platt Rd., Ann Arbor, MI 48104. Phone: (313) 973-9400.

Date of Introduction: 1978 March.

Ingredients: 1. Isolated soy protein. 2. Isolated soy powder, casein, lactalbumin, brewer's yeast.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods Catalog. 1978. “Protein 90 instant high protein soy powder, is an aid to weight control and to reducing calorie, fat, and carbohydrate

intake. Mix in juice, milk, or soup.

“Protein 90 Plus instant high protein blend is made of isolated soy powder, casein, lactalbumin, and brewer's yeast. A nutritional aid to healthful dieting, and to reducing intake of calories, fats and carbohydrates.”

1042. Erewhon, Inc. 1978. Food from the sea of life (Ad). *East West Journal*. March. p. 9.

• **Summary:** This full-page black and white ad shows a dolphin jumping in front of a wave. It discusses hijiki, a sea vegetable. “Enjoy Erewhon hijiki and also try these other fine Erewhon sea vegetables: Kombu, Wakame, Nori, and Arame.” Gives the addresses and phone numbers of Erewhon's three stores in Boston and Cambridge, Massachusetts, and in Hartford, Connecticut. Address: Boston, Massachusetts.

1043. Timmins, Tom. 1978. New England's Laughing Grasshopper tofu shop. *Soycraft (Lawrence, Kansas)* 1(2):1-3. Winter (March).

• **Summary:** An excellent description, with many technical details of the process and equipment, of how tofu is made and marketed at Laughing Grasshopper. The company is now producing 5,000 to 5,500 lb/week of nigari tofu. They buy nigari from both Erewhon Inc. (a direct importer) and Westbrae. Address: Laughing Grasshopper, 3 Main St., Millers Falls, Massachusetts 01349.

1044. *Erewhon News (Newbury Street)*. 1978. Good morning rice with overnight amasake. April 10-16. p. 2.

• **Summary:** “Have you tried Amasake Rice for breakfast? Amasake Rice is a naturally sweet breakfast cereal that you can make easily at home... Amasake is made by fermenting cooked grain with ‘koji’ spores. Koji, the enzyme-rich culture used to make miso, breaks down the natural carbohydrates in the rice to their simple sugar form. The result is a surprisingly sweet rice porridge that is easily digestible and gives quick and lasting energy to start the day. The recipe for Amasake is quite simple.” This recipe for “Overnight Amasake” calls for 3 cups cooked brown rice, 1 cup water, and ½ handful koji starter.

This newsletter is produced by Joel Wollner (Editor & Assistant Manager), and George Rosendale (Manager). Address: 342 Newbury Street [Boston, Massachusetts]. Phone: 262-3420.

1045. *Erewhon News (Newbury Street)*. 1978. Erewhon—Happy Birthday!! April 17-23. p. 1.

• **Summary:** “This weeks marks the twelfth anniversary of Erewhon Natural Foods. It was right here in Newbury Street twelve years ago that Michio and Aveline Kushi, along with a few young friends, bagged the first Brown Rice and bottled the first Tamari that have since become Erewhon standards and the backbone of the Natural Foods movement

in America.” Address: 342 Newbury Street [Boston, Massachusetts]. Phone: 262-3420.

1046. **Product Name:** Eden Genmai (Brown Rice) Miso. **Manufacturer’s Name:** Eden Foods, Inc. (Importer). Made in Japan.

Manufacturer’s Address: 4601 Platt Rd., Ann Arbor, MI 48104. Phone: (313) 973-9400.

Date of Introduction: 1978 April.

Ingredients: Soybeans, brown rice, salt.

Wt/Vol., Packaging, Price: 14 oz, 8.8 lb, 22 lb, and 44 lb.

How Stored: Shelf stable, 6-12 month shelf life.

New Product–Documentation: Eden Foods spring-summer pricelist 1978. Page 11 lists “Eden Brown Rice Miso (Genmai)” as a new product. It is sold in 4 sizes: 14 oz, 8.8 lb, 22 lb, and 44 lb.

Eden Foods Catalog. 1978. Page 18. “Eden Brown Rice Miso (Genmai)—the latest addition to our line is made from soybeans, brown rice and salt. Aged naturally for 1½ years. For more information about miso, we suggest you see *The Book of Miso* and the pamphlets ‘What is Miso?’ and ‘Miso and Tamari, Foods Steeped in Culture,’ all available in our literature sections.”

Ad in Soykraft. 1979. Summer. p. 38. “Traditional Soy Products from Eden Foods.” “Eden miso is made from whole soybeans, grains, and sea salt, fermented at natural temperatures in cedar kegs. Barley miso (mugi), Soybean miso (hacho), Rice miso (kome), and Brown rice miso (genmai) are all available in 14 oz, 8.8 lb, 22 lb, and 44 lb sizes.”

Talk with Michael Potter, Chairman of Eden Foods. 1993. Oct. 31. Genmai Miso was started to be imported from the Muso Co. about 3 or 4 years after the first shipments arrived from Japan.

1047. Eden Foods. 1978. Spring-summer pricelist 1978. 4601 Platt Rd., Ann Arbor, MI 48104. 37 p.

• **Summary:** Products are similar to the catalog published earlier in 1978. Eden now carries many East Asian (mostly Japanese) herbal products from Herb T. Company in San Francisco, incl. Kuzu Root Tea. Salt products include: Mineral Salt (Indianola Oquirrh), and Herba Mare (France). Pure & Simple now makes 3 salad dressings: Romano, Sesame Herbal, and Mayonnaise.

Page 11 lists “Eden Brown Rice Miso (Genmai)” as a new product. It is sold in 4 sizes: 14 oz, 8.8 lb, 22 lb, and 44 lb. Address: Ann Arbor, Michigan. Phone: (313) 973-9400.

1048. **Product Name:** Nasoya Organic Tofu (Water Pack).

Manufacturer’s Name: Nasoya Foods.

Manufacturer’s Address: Mechanic St. Ext. (P.O. Box 841), Leominster, MA 01453. Phone: 617-537-0713.

Date of Introduction: 1978 April.

Wt/Vol., Packaging, Price: First bulk packed in water, then

water packed in molded plastic trays, then vacuum packed, finally water packed in trays again.

How Stored: Refrigerated.

New Product–Documentation: Shurtleff & Aoyagi. 1978, Dec. *The Book of Tofu* (Ballantine pocketbook edition). “Appendix B: Tofu Shops and Soy Dairies in the West.” p. 396. Owner: John Paino and Bob Bergwall.

Ad in Order of the Universe. 1979. No. 52. Autumn/winter. p. 21. “Tofu. Get the pick of the crop. Nasoya—Traditional firm tofu. Made with untreated, deep well water and using organically grown soy beans, stone ground just prior to cooking in large open cauldrons—a traditional firm tofu. Great for: Miso soups, salad dressings, stir-fried vegetables, baked dishes & vegetable stews.”

Letter from John Paino. 1981. Jan. Gives starting date as April 1978. The company’s main founders were John Paino and Robert Bergwall. It cost them about \$40,000 to get into business. The first tofu plant was about 1,500 square feet in size. During the first year, they made tofu and soymilk. After 1 year, they were making 18,000 lb/month of tofu, after 2 years 33,000 lb/month, and now they are making 50,000 lb/month.

Poster. 1982, undated. 9 by 12 inches. Color. Reprinted in Soyfoods. Soyfoods Center Computerized Mailing List. 1981. Jan. 22. Owner: John Paino & Bob Bergwall. 1983. Winter. p. 64. “Experience the variety of tofu tastes: Rich in protein, cholesterol free, low in calories.” As of Oct. 1988 Nasoya no longer vacuum packs tofu. They private label water packed tofu for Cornucopia and Stow Mills.

Talk with John Paino. 1989. Sept. 26. For the first month after Nasoya started making tofu, they packaged it in pails in bulk. Then they switched to water packing in tubs, starting with a small Monkey Packer with a foot pedal that packed once cake at a time. Under ideal conditions, this tofu had a 2-week shelf life. For the next 4 years they sold only water packed tofu. Then Tomsun, their main competitor, started pasteurizing their water packed tofu, which gave it a longer shelf life, and gave them a competitive advantage in supermarkets. Nasoya did not have enough space in their plant to install a pasteurization unit (the plant’s maximum output was 5,000 to 6,000 lb/day of tofu), nor the inclination to pasteurize. So they made a bold move, and in 1981 started vacuum packaging, using a \$55,000 Tiromat film machine. Their first tofu was vacuum packed in a clear film package, but within a month everyone told them to either change the film or take the product out of the produce case, because it looked terrible; it got beat up very badly. So they changed to a bottom film.

Nasoya Newsletter. 1990. Jan. p. 2. “Nasoya introduces new tofu labels.” In January, Nasoya will introduce a colorful new tofu label to all supermarkets and natural food accounts. The new label, which matches the company’s Nasonaise, Vegi-Dressing, and Vegi-Dip labels, will contain a brief description of the style of tofu, along with an easy recipe on

the back. A large circle in the center of colorful vegetable drawings says “Organic. Made with well water.”

Note: This is the earliest record seen (May 2019) concerning Nasoya Foods.

1049. Rodale, Robert. 1978. With the editor: Nasty surprise about pesticides. *Organic Gardening and Farming* 25(4):40-41. April.

• **Summary:** A recent series of discoveries has destroyed the idea that chemical pesticides can be used safely as long as you follow the directions on the label. It has been found that some of the basic facts about pesticide safety for humans is wrong.

For example, some pesticides labeled as “non-persistent” (meaning they can kill humans and animals when first applied, but they soon disappear) are not.

A scientific article has shown, for example, that three common pesticides considered to be “non-persistent” are actually not. “They fasten themselves to soil particles much more than does a “persistent” chemical like DDT.

Then there is Vesicol Chemical Corporation, maker of heptachlor and chlordane. Last Dec. 12 the company was the subject of an 11-count Federal indictment charging that they failed to submit data to the Environmental Protection Agency (EPA) which allegedly showed that mice fed these chemicals had tumors on their livers “visible to the naked eye” and that they might pose a risk of cancer in humans. But the data was withheld.

The bigger picture is this: most of the tests of pesticide safety are done by scientists working for the chemical companies. How is the end user supposed to know the truth.

Another problem is many of the effects of exposure to chemicals first appear years after the chemicals were used.

Still another problem is so-called “inert” ingredients—such as vinyl chloride or formaldehyde. They may be inert to insects but some have the potential to do enormous harm to humans. It is now known that vinyl chloride can cause cancer in humans about 15 years after they are exposed to it.

The sad fact is that most of these chemicals are not needed. “Millions of organic gardeners and thousands of organic farmers have proven in recent years that abundant harvests can be produced without the use of any synthetic pesticides.” They use other natural and biological controls with excellent results. And with fertile soil, Nature often takes care of the problem. An estimated 99% of all bugs are either helping us or not hurting our plants.

A small portrait photo shows Robert Rodale.

1050. Wells, Patricia. 1978. The American way of eating: Carnivores and others. For some, organic is better. *New York Times*. May 24. p. C1, C6-C7.

• **Summary:** About Robert Rodale, the growing organic movement, and natural living. He is working “to bring the rest of the world closer to his own goal of a simpler, cleaner,

more self-sufficient life.”

1051. Japan Food Research Laboratories. 1978. Analysis of natural nigari. Tokyo, Japan. 1 p. [Eng]

• **Summary:** This is a report (analysis certificate no. 11040896) of natural nigari submitted by the Natural Salt Spread Association of Japan. The sample was received on 26 April 1978 and the assay conducted on 15 May 1978 at Laboratory No. 1.

Arsenic: not detected (below 0.1 ppm [parts per million]). Lead: 1.50 ppm. Zinc: 0.10 ppm. Total mercury: not detected (below 0.1 ppm). Iron: 11.3 mg%. Signed: H. Suda, inspector.

Note: See also the analysis of nigari conducted in Oct. 1977 by Curtis & Tompkins in San Francisco, California, for Westbrae Natural Foods. They analyzed only the lead content and found 1.75 ppm—16% more than was found by this Japanese laboratory. Address: Tokyo Head Office: 52-1 Motoyoyogi-cho, Shibuya-ku, Tokyo.

1052. Shurtleff, William. comp. 1978. Mailing labels of companies buying large quantities of *The Book of Tofu*, and *The Book of Miso* from Autumn Press. Lafayette, California. 1 p. Undated. Unpublished typescript.

• **Summary:** Mailing labels (including the company name, purchaser or key contact person, and address) are given for the following companies: Erewhon, Inc. (Cambridge, Massachusetts), Nutri-Books Corp. (Denver, Colorado), Lifestream Natural Foods (Richmond, BC, Canada), Manna Foods (Scarborough, Ontario, Canada), Midwest Natural Foods (Ann Arbor, Michigan), Nature’s Best (Torrance, California), Laurelbrook Foods (Bel Air, Maryland), Feather River (Bellevue, Washington), Arrowhead Mills (Denver, Colorado), Llama Trading Co. (Greenfield, Massachusetts), Reality Natural Foods (Honolulu, Hawaii), Tree of Life (St. Augustine, Florida), Eden Foods (Ann Arbor, Michigan), New Leaf Distributing Co. (Atlanta, Georgia), East West Journal (Brookline, Massachusetts), Mother Earth News (Hendersonville, North Carolina), Bookpeople (Berkeley, California), Landstrom (South San Francisco, California), Health Foods Inc. (Des Plaines, Illinois).

A single-letter code, A through D, appears in the upper right corner of each label. A = Biggest buyer. B = Second biggest buyer, etc. Erewhon and Nutri-Books are the two biggest buyers. Address: Lafayette, California.

1053. Westbrae Natural Foods. 1978. Price list [Catalog]: June 1978. Emeryville, California: Westbrae. 30 p. 22 by 28 cm.

• **Summary:** On the cover are pink, red and light blue Japanese plum blossom crests against a blue background. Address: P.O. Box 8711, Emeryville, California 94662. Phone: 415/658-7518.

1054. Fitzgerald, Rick. 1978. Eden Foods: Small shop to major distributor. *Ann Arbor News (Michigan)*. July 9. p. D-16. Sunday.

• **Summary:** At lunch time the owners and 50 employees at the Eden Foods warehouse on Platt Road sit down together for lunch, then play volleyball before going back to work. Eden is now a multi-million wholesale-retail company serving more than 500 natural food stores and restaurants throughout the Midwest. “This year, Eden Foods partners Mike Potter and Tim Redmond estimate their sales to retailers will be \$4 million. When the sales at their own retail store and two restaurants are tossed in, they figure total sales will hit \$5 million. Potter and Redmond tout their business as the largest natural food distributorship in the Midwest.”

“Potter estimates that 20 percent of the total warehouse inventory is imported from China and Japan. This includes teas, herbs, seaweed, cooking utensils and ginseng. Eden foods has an exclusive import franchise from China to the United States for the Shiu Chu ginseng root.”

Eden has also been able “to convince several local farmers to grow grains for them without the chemicals they were used to using on their fields. Eden foods contain no refined sugars or non-natural preservatives. Instead of sugar they use either honey or a malt syrup...”

“Eden Foods also operates a retail store and natural foods restaurant at 330 Maynard. Last August, Eden also opened Turtle Island restaurant on State Street... As recently as 1974 they had to have Redmond’s father co-sign for a loan from an Ann Arbor bank.”

The company “started a wholesale business in 1972, and in the fall of 1974 Potter attended his first commodities trade show in China. Potter was 23 when he first went to the Chinese Export Commodities Fair in Canton and has now returned 8 times.” At the fairs, which can be attended by invitation only, Potter lines up imports of ginseng root, tea, and other goods.

Photos show: (1) Owners Tim Redmond (age 31) and Mike Potter (age 28). (2) The inside of the Eden Warehouse. (3) A noon volleyball game. Address: Business-Labor reporter.

1055. Bean suppliers. 1978. Ann Arbor, Michigan. 1 p. Unpublished manuscript.

• **Summary:** This handwritten, one-page list of soybean suppliers was compiled by various tofu makers during the foundation meeting of the Soycrafters Association of North America, July 28-30, 1978, Ann Arbor, Michigan. Each entry has three parts: Shop [buying the soybeans], supplier [of the soybeans] and address, and price (in cents/pound). In some cases the organic status and/or variety name is given.

(1) White Wave: Living Farms, Tracy, Minnesota. 17.5 cents/lb. [organic]. (2) Swan Food: Golden Acres, Illinois (certified organic). 20 cents/lb. (3) Nupro Foods / Soywaze Tofu: Arrowhead Mills, Denver wholesale. 21 cents/lb. (4)

Magic Bean Co-op: Inter-Community Co-op, 1335 Gilson, Madison, Wisconsin 53715. From Columbus, Wisconsin. 21 cents/lb. (5) Happy Dragon Tofu, Laurelbrook Natural Foods. 18-20 cents/lb.

(6) Rebecca Miller [Rebecca Uchida, MU Tofu], GIP-C Warehouse, St. Charles, Minnesota (organic). 19 cents/lb. (7) Joy of Soy: Ed & Helen Kranz, Diamond K Enterprises, St. Charles, Minnesota. Corsoy: 14 cents/lb, Veg: 16 cents/lb. (8) The Tofu Shop—Rochester, New York: Logan Bros. Farms, Fort Plain, New York. 13.5 cents/lb. (9) Southwest Tofu, Rt. 2, Box 234, Santa Fe, New Mexico 87501: New Life Food Co-op, Santa Fe, New Mexico. 21 cents. (10) The Soy Plant, 211 E. Ann, Ann Arbor, Michigan 48104. Phone: 663-0500: Tom Vreeland, 5861 Geddes Rd., Ypsilanti, Michigan. 13.34 cents/lb. Cleaned. 14 years—no herbicides or pesticides. Beeson variety.

(11) Lecanto Tofu: Ken McCaleb, Clarence, Louisiana. 24 cents/lb. Organic. (12) New England Soy Dairy: New Life, Tracy, Minnesota. Prize: 19.25 cents/lb. Organic. (13) Crystal Hills: Logan Bros., Fort Plain, New York. 17.25 cents/lb. Organic.

Note: Of the 13 soyfoods manufacturers listed, 6 (almost 50%) are buying organic soybeans.

1056. Bellicchi, Kathy. 1978. New England Soy Dairy. *East West Journal*. July. p. 42-44.

• **Summary:** A good history of and introduction to the company. “New England Soy Dairy began a year and a half ago with four partners, Tom Timmins, Kathy and Ira Leviton, and Michael Cohen. Before they got together, Tom was working for a natural foods distributor [Llama, Toucan & Crow], Kathy and Ira were running a natural foods bakery, and Michael was living in Virginia in a satellite community of The Farm (an experience which provided him with a sound working knowledge of soybeans)... They went into business as the Laughing Grasshopper Tofu Shop...” Later the company moved to a much larger facility on the outskirts of Greenfield, Massachusetts. Today they make 1,600 lb of tofu per 8 hour day.

The company presently produces only tofu. However they are in the “process of perfecting a variety of other soy products, including soy milk, soy mayonnaise, dips for crackers and spreads for sandwiches, tempeh (split, hulled soybeans that are fermented), age (deep-fried tofu), and, eventually, ice cream.”

Photos show: A barrel of soy milk being curded with nigari. Arthur Braverman standing by the tofu-making equipment at the center of the plant. Tofu being pressed in forming boxes. Ira Leviton carrying a tray of tofu ready for packaging.

1057. *Consumer Reports*. 1978. Fluoridation: The cancer scare. I. 43(7):392-96. July.

• **Summary:** *Consumer Reports*, after a long and apparently

fair history of the problem and analysis, concludes that fluoridation is safe and effective in reducing dental cavities.

1058. *Organic Gardening*. 1978-- . Serial/periodical. Emmaus, Pennsylvania: Rodale Press. Robert Rodale, editor. Vol. 25, No. 7. July 1978.

• **Summary:** Previous title *Organic Gardening and Farming*. Subsequent title *Rodale's Organic Gardening*. Continued until Vol. 32, No. 7, July 1985. Address: Emmaus, Pennsylvania.

1059. Rodale, Robert. 1978. Welcome to *Organic Gardening*: With the editor. *Organic Gardening*. July.
• **Summary:** "With this issue, the words 'and Farming' no longer appear in the name of our magazine. *Organic Gardening and Farming* has become *Organic Gardening*. Millions of Americans are now growing food in home gardens, and the editor believes that should the magazine's focus." Address: Editor, 33 E. Minor St., Emmaus, PA 18049.

1060. *Consumer Reports*. 1978. The attack on fluoridation. II: Six ways to mislead the public. 43(8):480-82. Aug.

• **Summary:** This article (Part II) begins: "There are three kinds of lies,' remarked 19th-century British statesman Benjamin Disraeli, 'lies, damned lies, and statistics.' Probably every type of misrepresentation known to Disraeli, and some he may have overlooked, have been used to attack fluoridation. Misleading information about it appears regularly in a paper called the National Fluoridation News, and the entire gamut of hokum has recently been published in a 176-page issue of the *Cancer Control Journal*, a pro-Laetrile magazine based in Los Angeles.

"In last month's issue of *Consumer Reports*, we examined the most prominent charge—that fluoridated water causes cancer—and reported it to be baseless. But fluoride is also accused of causing numerous other ills, ranging from brittle nails to birth defects. Since such claims are resurrected whenever fluoridation comes up for a vote, we'll discuss the most persistent ones and the evidence behind them."

The six ways to mislead are: (1) Claim: fluoride is a poison. (2) Claim: Fluoride causes birth defects. (3) Claim: Fluoride is mutagenic. (4) Claim: Fluoride causes allergic reactions. (5) Claim: Fluoride causes cancer in animals. (6) Claim: Fluoride contributes to heart disease.

The facts: Antigo learned them the hard way. In 1960 the residents of Antigo, Wisconsin, "voted to discontinue its 11-year practice of fluoridating the water supply. The decision eventually led to a study by public health officials, who wanted to learn what effects the end of fluoridation would have on the dental health of Antigo youngsters.

"During 1960, dental personnel from the Wisconsin Division of Health examined nearly all children in the kindergarten, second, fourth, and sixth grades of Antigo's

schools. The examiners recorded the number of decayed, missing, or filled teeth for each child. Four years later, they repeated the examination among children in all of the same grades except the sixth.

"The kindergarteners in 1964 had a rate of dental problems 92 percent higher than their counterparts four years earlier. Among second-graders, the decay rate in permanent teeth was up 183 percent. Among fourth-graders, it was up 41 percent. A subsequent examination of sixth-graders showed a 91 percent increase in decay rates. In 1965, Antigo voted to reinstate fluoridation.

"Despite persisting claims about heart deaths by local anti-fluoridationists, the people of Antigo today still drink fluoridated water. Meanwhile, about 100 million Americans do not, largely because of the fears raised by opponents of fluoridation. The simple truth is that there's no 'scientific controversy' over the safety of fluoridation. The practice is safe, economical, and beneficial. The survival of this fake controversy represents, in CU's [Consumer Union's] opinion, one of the major triumphs of quackery over science in our generation."

Consumer Reports concludes that fluoridation is safe and effective in reducing dental cavities.

1061. Westbrae Natural Foods. 1978. Results of miso survey, at Wholly Foods in Berkeley, California, Aug. 14-15. Berkeley, Calif. 1 p. Unpublished manuscript.

• **Summary:** 59 people were polled on their uses of and attitudes toward miso. 33 people used it in soups, 12 in sauces, 9 in spreads. 29 had a favorable attitude toward miso, 17 unfavorable, 13 neither. Of the unfavorables, 9 said miso is too salty, 5 don't know how to use it, 3 said it is inconvenient to use. Of the favorable, 17 said it is a natural food, which meat is not. Address: Berkeley, California.

1062. Arrowhead Mills, Inc. 1978. Price list. Hereford, Texas. 6 p. Sept. 15. 28 cm.

• **Summary:** Printed with light brown ink on white paper. Contents: Whole grains. Beans, seeds and nuts. Cereals and flakes. Flours. Packaged grains. Packaged beans, seeds and nuts. Packaged cereals and flakes. Packaged flours. Oils. Nut butters (Peanut butter {creamy or crunchy}, sesame butter, sesame tahini). Condiments. Pastas. Beverages. Earthwonder dinners. Miscellaneous. Simpler Life vitamins. "The Simpler Life" Unit A all #10 cans. Unit B all #2½ cans. Unit C all #2½ cans. Star Unit all #2½ cans. Additional Simpler Life foods.

Soy related products—bulk: Soybeans (50 lb). Bulghur-soy grits (50 lb). Seven grain cereal (40 lb). Soybean flakes (25 lb). Soy flour (roasted, 30 lb).

Soy related products—packaged: Soybeans (12 x 1 lb). Bulghur-soy grits (12 x 20 oz). Seven grain cereal (12 x 24 oz). Soybean flakes (12 x 1 lb). Soy flour, whole (12 x 1½ lb). Soy oil (pint, quart, or 5 gallon). Tamari soy sauce (pint,

quart, or 4.7 gallon). Protein powder (in Simpler Life Unit-B #2½ cans). Address: Box 866, Hereford, Deaf Smith County, Texas. Phone: (806) 364-0730.

1063. **Product Name:** Tamari Soy Sauce.
Manufacturer's Name: Arrowhead Mills, Inc. (Marketer).
Manufacturer's Address: Box 866, Hereford, TX 79045.
 Phone: (806) 364-0730.
Date of Introduction: 1978 September.
New Product–Documentation: Arrowhead Mills. 1978. Sept. "Price list." (pints, quarts, and 4.7 gallons). / Arrowhead Mills. 1987. Catalog. 1.5 and 30 lb.

1064. **Product Name:** Seven Grain Cereal.
Manufacturer's Name: Arrowhead Mills, Inc.
Manufacturer's Address: Box 866, Hereford, TX 79045.
 Phone: (806) 364-0730.
Date of Introduction: 1978 September.
Ingredients: Wheat, oats, triticale, millet, soybeans, buckwheat, yellow corn.
Wt/Vol., Packaging, Price: 24 oz (680 gm). in poly bag.
How Stored: Shelf stable.
New Product–Documentation: Arrowhead Mills. 1978. Sept. "Price list." (40 lb bulk and 12 x 24 oz).

Ad in Whole Foods. 1979. p. 21. "A hot deal on our hot cereals. We treat foods with respect, not chemicals."

Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 45-55. "Arrowhead Mills Deaf Smith Country Reader" by Frank Ford. "Arrowhead Mills 7-Grain Cereal offers all the natural goodness of wheat, oats, triticale, soybeans, buckwheat, yellow corn and millet—all blended together in a flavorful cereal your whole family will love. Delicious." An illustration (line drawing) shows the label. The correct order of ingredients is that shown in the "Ingredients" field. The "soybeans" are probably soybean flakes (microflaked soybeans), introduced in 1973.

1065. **Product Name:** Protein Powder.
Manufacturer's Name: Arrowhead Mills, Inc.
Manufacturer's Address: Box 866, Hereford, TX 79045.
 Phone: (806) 364-0730.
Date of Introduction: 1978 September.
Ingredients: Soy protein (isolate).
Wt/Vol., Packaging, Price: 12 x 12 oz cans.
How Stored: Shelf stable.
New Product–Documentation: Arrowhead Mills. 1978. Sept. "Price list." Protein powder (12 x 12 oz).

1066. **Product Name:** The Simpler Life (Food Storage Program).
Manufacturer's Name: Arrowhead Mills, Inc.
Manufacturer's Address: Box 866, Hereford, TX 79045.
 Phone: (806) 364-0730.

Date of Introduction: 1978 September.

Wt/Vol., Packaging, Price: Canned.

How Stored: Shelf stable.

New Product–Documentation: Arrowhead Mills. 1978. Sept. "Price list." "The Simpler Life" Unit-A All #10 cans. Soybeans (2 x 25.9 lb). Soy Flakes (7.5 lb). Unit-B All #2½ cans. Protein (2 x 9 lb). Unit-C All #2½ cans. Bulghur-Soy Grits (7.5 lb). Note: Food storage programs are for those who want to be sure they have adequate food reserves in their home in case of a disaster.

1067. Coopers & Lybrand. 1978. Erehwon, Inc.: Financial statements for the years ended June 30, 1978 and 1977.

Boston, Massachusetts. 9 p. Sept. 1. 28 cm.

• **Summary:** Erehwon's total liabilities increased to \$1,852,423 in 1978, from \$1,322,099 in 1977. Net sales also increased to \$10,155,870 in 1977, from \$8,379,860 in 1977. Net income before taxes decreased dramatically to a loss of \$200,717 in 1978, from a profit of \$244,191 in 1977. Address: Boston, Massachusetts.

1068. **Product Name:** Tofu Tahini Spread.

Manufacturer's Name: Michele's Beautiful Spreads and Dressings.

Manufacturer's Address: 1214 Manor Rd., Havertown, PA 19083. Later Philadelphia, PA. Phone: 215-474-8638 (9/92).

Date of Introduction: 1978 September.

Ingredients: Incl. soft tofu, sweet carrots, sesame tahini, fresh herbs (10/87).

How Stored: Frozen.

New Product–Documentation: Spot in Natural Foods Merchandiser. 1987. Oct. p. 23. "Tofu Dressing." The product seems to be named "Michele's Original Tofu Tahini Spread." The company is now named Michele's Original Gourmet Tofu Products, located at 6441 Haverford Rd., Philadelphia, Pennsylvania 19151. 9 oz. Retail for \$2.55.

Manufacturer's catalog. 1987. Richard Rose review. 1987. Oct. 28. "Bland, uninspiring."

Talk with Robert Ashton of Natural Alternatives in Washington, DC. 1992. Sept. 14. Michele's Tofu Spread (which is still on the market) is very similar to the one he has long made. Note: This product is not made by Michele's Bakery in Philadelphia. Talk with John Liss of Michael's Bakery. This product is still on the market. Talk with Howard Waxman of Essene in Philadelphia (Phone: 215-922-1146). 1992. Sept. 21. He carries Michele's tofu spreads and dressings. The small business, which operates out of a store front (but does not sell retail), is run by a woman named Michele. Gives phone number of Michele's.

Talk with Michele D'Ambrosio, founder and owner of Michele's Original. 1992. Sept. 21. She became a vegetarian in 1974 in college and started making this product that year for herself and for one restaurant (named The Sunflower; she worked there while she went to St. Joseph's University

in Pennsylvania. “We used to make it for a Pita Pocket, a Yogi Hoagie”). After the restaurant closed, she started in Nov. 1978 to sell it to a few health food stores (since that’s all there were) in Havertown. She now made this, her first tofu product, out of the pantry of her home in Haverford. It was her original idea and it is still her best-seller. Other people have copied the idea since. Her company made only this one product for a number of years. In 1980 she changed the company name to Michele’s Original and moved to her present address, a commercial deli kitchen at 6441-43 Haverford Ave., Philadelphia PA 19151. Phone: 215-474-8638. But she still lives in Havertown.

Talk with Michele D’Ambrosio. 1998. June 29. Her company produces vegetarian sandwiches made with soy meats (such as tofu and baked tofu), plus tofu spreads, tofu dressings, tofu salads, and tofu in the pasta. It’s a whole vegetarian menu. She is age 48. The Tofu Tahini, a spread, is still her best-seller. It is prepared with carrots and other vegetables, which are pureed, then tahini is added; its like an orange whipped cream. She buys her tofu from a Korean company located in Chinatown in Philadelphia, Tung Yu [which is actually a wholesale distributor for tofu made by Sun Yee]. Her distributors are Cornucopia, Stow Mills, and Neshaminy Valley. In 1979 her community published a little cookbook titled *The what to do with tofu cookbooklet: Recipes for soybean curd*. It contained cute illustrations. It used to be distributed by her co-op, the Grow-cery, later renamed the Philadelphia Co-op. Her community practiced meditation from Guru Maraji; she is still his disciple.

1069. Product Name: Miso Cheese (Tofu Fermented in White Miso).

Manufacturer’s Name: Soy Plant (The).

Manufacturer’s Address: 211 East Ann St., Ann Arbor, MI 48104. Phone: 313-663-0500.

Date of Introduction: 1978 September.

Ingredients: Firm tofu, miso.

Wt/Vol., Packaging, Price: Sold fresh in slices in a deli.

How Stored: Refrigerated.

New Product–Documentation: Interview with Steve Fiering. 1988. June 10. He is at 30 Newell Rd., Palo Alto, California 94303. Phone 415-326-7123. “This product was developed in the fall of 1978 by a person name Jura (pronounced Ju-RAH) McDowell, who was a black American Rastafarian and a vegan from Alabama. He made very firm tofu, sliced it into ½-inch-thick slices, and embedded it in young, usually sweet white miso in a crock. Some of the miso they made in house, and some they bought from Westbrae, who bought it from Miyako/Cold Mountain in Los Angeles. The tofu was not wrapped in cheesecloth. After about 4-6 weeks they would remove the tofu, scrape off the miso for use later in cooking, then sell the tofu slices in the deli. The tofu was never pureed (like Simply Natural did) to give a cream-cheese consistency. By the time it had

been through the fermentation it has lost the rubbery aspect of its texture. It was pretty soft, but we never processed it any further. It was sort of like the cream cheese you buy in a slab, wrapped in a piece of Saran. It was always quite tasty when we would make it. I always thought it was great, and a great original idea. It was very rich, kind of like Brie. We used to love it when we could get it. We just never sold it outside our Soy Deli and even in the Deli we usually had a very limited amount of it. People would use it as a spread. It was quite expensive for us to make, probably over \$6 a pound, mainly because of the cost of the miso. That was prohibitive, so it never really became anything. We could never make any money on it. Jura also made delicious stuffed Agé [deep-fried tofu pouches] and yuba rolls that were sold in the Deli. He did a lot of experimenting.”

1070. Pollack, Susan R. 1978. Food for thought: Activist turns to the lowly soybean as tool to promote global change. *Detroit News*. Oct. 4. p. A-1, col. 5.

• **Summary:** The activist is Jerry MacKinnon, age 29. Five years ago he was shivering on the streets of Washington, DC, with thousands of angry anti-war activists protesting President Nixon’s second inauguration. He’s still struggling for social change, but now he’s making tofu with six other vegetarians at The Soy Plant in Ann Arbor, Michigan. He has focused his political energy on two less dramatic movements: (1) Promoting the inexpensive, protein-rich soybean as an answer to world hunger; (2) Expanding America’s network of “new wave” cooperatives. Still part of the Revolution, now he talks less and works more.

Tim Huang, is an emergency medical instructor who owns Yellow Bean Trucking Company, which distributes The Soy Plant’s products. He also believes that soybeans are a revolutionary food—“right off the top of the food chain.” China’s 800 million people use them to survive in place of meat. America, the world’s leading producer of soybeans, feeds them to cows instead of to people.

The Soy Plant, at 211 East Ann St. in Ann Arbor, makes tofu, and soymilk (plain and flavored with honey-vanilla). The products are distributed to co-ops and natural food restaurants throughout Michigan and neighboring states by the Michigan Federation of Co-ops, Midwest Natural Foods of Ann Arbor, and Huang’s trucking company.

The nonprofit Soy Plant has become a thriving wholesale-retail operation in less than a year. The work is shared and decisions are made jointly. The investment of almost \$7,000 for equipment and supplies has come mostly from community residents, who receive as interest for each \$100 loan a pound of tofu a week for the rest of their lives.

The plant is operating at near capacity, making 2,000 lb/week of tofu. But it’s hard work and members have to be self-motivated.

Recently [in July] The Soy Plant hosted, in Arbor, the first national convention of tofu makers.

Sue Kalen, age 22, likes to experiment with tofu. She has made such delicacies as tofu pies, filled with raisins, banana, coconut, and carob; tofu tahini spread, and spiced tofu with poppy seeds, mustard, cayenne, garlic, and sunflower seeds.

According to Dr. Zane Helsel, an agronomist at Michigan State University, the soybean has become Michigan's fastest growing crop in recent years. Among grains, it is second only to corn as a cash producer. About 720,000 acres/year are grown in the state's southern five tiers of counties.

A photo shows Jerry MacKinnon pouring soaked soybeans into the hopper of a grinder and Steve Fiering pouring soybeans into a soaking tank. Address: News staff writer.

1071. Dart, Susan. 1978. Tofu means high protein at a low price: Natural foods. *Chicago Tribune*. Oct. 19. Section 6. p. 14. [1 ref]

• **Summary:** "Everyone by now has heard of tofu, but a lot of people still haven't tried it." Talks about *The Book of Tofu* by Shurtleff and Aoyagi, notes that you can make tofu at home (using the Learning Tree tofu kit, \$12.95), and gives a recipe for a Mushroom-tofu dish.

1072. Mori, Shigeru. 1978. Re: Cold Mountain Dry Koji. Letter to Lorenz A. Schaller, Natural Order Co., P.O. Box 4, Angelus Oaks, CA 92305, Oct. 24—in reply to inquiry. 1 p. Typed, with signature on letterhead. [Eng]

• **Summary:** Suggests that Mr. Schaller order Cold Mountain Dry Koji from Erewhon Natural Foods. Note: This koji is made by Miyako Oriental Foods, a subsidiary of Mutual Trading Co. Address: Mutual Trading Co., Inc., 431 Crocker St., Los Angeles, California 90013. Phone: 213-626-9458.

1073. *Ann Arbor News (Michigan)*. 1978. New look [at Edens Whole Earth Grocery]. Oct. 27.

• **Summary:** A large photo shows the natural wood facade recently added on Maynard Street over Edens Whole Earth Grocery, Edens Alley Deli, and Over the Rainbow jewelry. Bob Felt works for Eden Foods, whose logo is shown in the grocery window.

1074. *East West Journal*. 1978. East West mail order (Ad). Oct. p. 68-69.

• **Summary:** "Sea vegetables: Arame, Agar-agar, Dulse, Hiziki [sic], Kombu, Nori, Wakame.

"Soy products: Mugi (barley) miso. 1 lb / \$1.70.

"Genmai (brown rice) miso. 1 lb / \$1.63.

"Kome (rice) miso. 1 lb / \$1.35.

"Hacho miso (Soy only). 1 lb / \$1.95.

"Tamari soy sauce. 1 pt (16 oz) / \$1.49.

Condiments: Kuzu (arrowrootlike powder). Nigari (to make tofu). Erewhon Corn Chips (Tamari seasoned). Tekka

(salty condiment).

Books:

"*The Book of Tofu*, \$7.95 postpaid.

"*The Book of Miso*, \$7.95 postpaid."

1075. Jacobs, Leonard. 1978. Menage: Where can I get information about traditional Japanese foods—like miso, soy sauce, umeboshi, sea vegetables—that are sold at my natural food store? L. Paulsen, Chicago, Illinois. *East West Journal*. Oct. p. 12.

• **Summary:** Answer: One of the largest exporters of these foods, Muso Co., has recently printed a series of pamphlets describing how these products are made and the nutritional value of each. The pamphlets are available from: Stephen Earle, Muso Co., Ltd., Nishishinmachi 1-2-18, Wakae, Higashi-Osaka 578, Japan. Address: Publisher, East West Journal.

1076. Westbrae Natural Foods. 1978. Price list [Catalog]: October 1978. Emeryville, California: Westbrae. 34 p. 22 by 28 cm.

• **Summary:** On the cover are orange and yellow Japanese plum blossom crests against a brown background. New products (written in all capital letters): Wholewheat soy spirals (pasta). Address: P.O. Box 8711, Emeryville, California 94662. Phone: (415) 658-7518 (orders).

1077. *Boston Globe*. 1978. Living section: Erewhon. Nov. 13.

• **Summary:** For organic foods in Boston, visit Erewhon at 1731 Massachusetts Ave. (including locally grown organic produce), or Cambridge Natural Foods at 1670 Massachusetts Ave., or the Organic Food Cellar at 1050 Massachusetts Ave. Address: Massachusetts.

1078. O'Byrne, Marjorie. 1978. Getting around. *Boston Globe*. Nov. 19. Local New England section.

• **Summary:** The Sun Pot, a manual yogurt maker, provides an easy way to make smooth and creamy yogurt at home—with no electricity or timer required. It can be purchased at Erewhon, Inc., 342 Newbury St., Boston, MA 02115. Phone: 262-3420. Or Erewhon, Inc., 1731 Massachusetts Ave., Cambridge, MA 02138. Phone: 492-2599. Address: Massachusetts.

1079. Swan Food Corp. 1978. Swan Foods: Remember the name! (Ad). *Alternatives (Miami, Florida)*. 2(11):53. Nov.

• **Summary:** This half-page ad lists the company's soy products, iced herbal beverages, and baked goods & pastries. Soy products include: Baked tofu, Marinated tofu, Caraway tofu, Tofu chip dip, Tofu salad dressing, Soy melk (sweetened, or carob soy milk), Soyogurt (a cultured soy product), Wholegrain soy burgers. Baked goods include: Tofu cheesecakes, Carob maple swirl, "and more to come."

On the top half of the ad is a large circular logo featuring a stylized swan, with two large wings symmetrical about a vertical axis and an arched neck on the left side. The other half of the arch is drawn in to form a heart, inside of which is written "Because we love you." Across the inside top are the large words "Swan Foods." A rainbow arches below them and over the swan. At the top center, between the words "Swan Foods," are the smaller words "Nature's Finest" written one below the other; between them is an infinity sign.

Across the bottom of the ad is written: "Every Swan Soybean Product contains all 8 essential amino acids (which are necessary for a balanced diet) and have no cholesterol. Available in health & natural food stores. Retailers: Swan Quality Products are distributed by Tree of Life, Inc., or contact Swan Food Corp., 5758½ Bird Rd., Miami, Florida 33155. In Miami enjoy all Swan Products at Swan's Retail Deli & Bakery, The Soybeanery, 5758½ Bird Rd."

Note: A full-page Swan Foods ad that is very similar to his half-page ad was published in the July/August issue of this magazine. There are four differences between the two ads: (1) This November ad is smaller; Swan Foods went out of business one month later, in December 1978; (2) A Tofu Salad Dressing and Red Zinger tea appear in this ad but not in the earlier ad; (3) This ad states that Swan Foods' products are distributed by Tree of Life, Inc., a major distributor, whereas in July/August they had been "distributed by your local Natural Foods Distributor"—less impressive. (4) The following products appear in the earlier (July/August) ad but do not appear in this one: Soy Shakes (Carob, Vanilla & Strawberry), three iced herbal beverages (Lemon Mist, Miami Cooler, Red Quencher), and two baked goods & pastries (Mary's Cream Cake, and Mary's Devil's Food Cream Cake). Address: The Soybeanery, 5758½ Bird Rd., Miami, Florida, 33155.

1080. *Hartford Courant (Connecticut)*. 1978. Food Associates unit will meet Sunday. Dec. 6. p. 20A.

• **Summary:** "The Connecticut Natural Food Associates, a group that promotes the use of unprocessed foods, will meet Sunday in Waterbury," at 1 p.m. in the "Second Advent Christian Church." Dr. Warren M. Levin of Brooklyn Heights, New York, will speak at the meeting.

1081. *U.S. Trademark*. 1978. Deaf Smith Organic Farms. 1,108,852. Registered Dec. 12. Application filed 14 Sept. 1977. 1 drawing.

• **Summary:** First use: 1977-08-19. First use in commerce: 1977-08-18. The mark is simply the four words, two above and two below, written in a certain font.

1082. *SoyaScan Notes*. 1978. Chronology of soybeans, soyfoods and natural foods in the United States 1978 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. 25-27. International Soya Protein Food Conference held in Singapore, sponsored by the American Soybean Association. 400 people from 24 countries participated.

Jan. *Whole Foods* magazine starts publication in Berkeley, California, founded by Steven & Henrietta Haines, and Jim Schreiber. The first issue features an article titled "Making Money Making Tofu," about five tofu companies. Westbrae has a full-page color ad titled "Someday all of this will be as familiar as apple pie," showing five types of miso plus sea vegetables.

Feb. 17. Laughing Grasshopper tofu shop changes its name to New England Soy Dairy, Inc., the first company to use the term "soy dairy" in its name. Also in 1978 White Wave in Boulder, Colorado, publishes a charming poster announcing, "We've got an alternative. White Wave Soy Dairy." An illustration shows a man leading his cow, standing under a beanstalk, looking in wonder at the seeds, soybeans.

March. The Cow of China, America's third soy deli, run by White Wave, opens in Boulder, Colorado. It is later renamed Good Belly Deli.

April. Nasoya Foods Inc. starts making tofu and soymilk in Leominster, Massachusetts, inside a former dairy. Founded by John Paino and Robert Bergwall. May. 3. "What is this Thing Called Tofu" by Patricia Wells published in *The New York Times*.

May 22-25. Keystone Conference on Soy Protein and Human Nutrition held in Keystone, Colorado, organized by Ralston Purina. 105 registrants. The world's top researchers on the subject present 34 papers demonstrating a new scientific understanding of the quality of soy proteins for human nutrition. The influential 406-page proceedings, titled *Soy Protein & Human Nutrition*, are published in 1979, edited by Wilcke, Hopkins, and Waggle.

May. The Soy Deli opens at The Soy Plant in Ann Arbor, Michigan. America's fourth soy deli.

June. Brightsong Tofu, founded by Joel Brightbill and Bob Heartsong, starts making tofu in Redwood Valley, California. Sharon and Richard Rose bought the company in June, 1980 and in Nov. 1980 started The Real Food Tofu Cafe, a soy deli, adjacent to it.

June 26. First Takai catalog of tofu and soymilk equipment published, written by William Shurtleff. The first publication of its type in English, it helps start many new soyfoods companies.

July 28-31. First Soycrafters Conference held at The Soy Plant in Ann Arbor, Michigan. Conceived and organized by Steve Fiering. 75 people attend. The Soycrafters Association of North America (SANA) is founded, with Larry Needleman as the first president and a board of directors.

Sept. First issue of *Soyanews* published in Sri Lanka.

Oct. *The Farm Vegetarian Cookbook* (revised ed.) by Louise Hagler published by The Farm's Book Publishing Co.

in Tennessee.

Oct. Morinaga Milk Co. in Japan starts to export their tofu in aseptic Tetra Brik cartons worldwide. They issue a color recipe booklet to accompany each carton.

Oct. Kendall Food Co. starts to make America's earliest known commercial amazake in Brookline Village, Massachusetts. Amazake is made from koji, as are miso and shoyu. Not even in Hawaii was commercial amazake made before this—so far as we know.

Oct. 29-Nov. 3. World Conference on Vegetable Food Proteins held in Amsterdam, The Netherlands. More than 1,000 participants. Sponsored by the American Soybean Assoc. and others.

Nov. The Tofu Shop, America's fifth soy deli-restaurant, opened in Rochester, New York, by Greg Weaver. Large and very creative menu. Later called The Tofu Gardens, and The Lotus Cafe.

Dec. American Soybean Association moves its headquarters from rural Hudson, Iowa, to St. Louis, Missouri, into greatly enlarged, modern offices.

Dec. *The Book of Tofu* (extensively revised, Americanized edition), by Shurtleff and Aoyagi published by Ballantine Books in a mass-market paperback edition. By 1987 the two editions have sold over 450,000 copies.

Dec. *Tofu Goes West*, by Gary Landgrebe published by Fresh Press.

Dec. *How to Cook with Miso*, by Aveline Kushi published by Japan Publications.

Dec. *Tofu Madness*, by Olszewski published by Island Spring tofu company in Washington [state].

Dec. Growing use of the term “shoyu” and less misuse of the term “tamari” in publications, indicating awareness of the difference between these two types of soy sauce.

* *Peaking Out on Tofu*, by Matthew Schmit self-published in Colorado.

* Soymilk Piima, resembling the traditional Finnish cultured dairy product, is first made (on a home scale) by Pat Connolly in southern California.

* Soy oil: The King with no crown. A series of studies initiated by the American Soybean Assoc. in 1978 showed, surprisingly, that although soy oil is by far America's widely used oil (accounting for 84% of all vegetable oils and 58.3% of all edible oils and fats), most consumers are simply not aware that they are using soy oil. When 1,200 female heads of households were asked “What oils can you think of?” only 17% mentioned soy oil (52% mentioned corn oil, 36% peanut oil, and 23% safflower oil), and only 7% reported having purchased soy oil in the past 6 months. The ASA Market Development Foundation promptly began a campaign to increase product recognition and loyalty, improve product image, and to encourage manufacturers worldwide to identify soy oil on product labels. The slogan used is shown at the start of this paragraph.

1083. Erewhon, Inc. 1978. Why seaweed? (Ad). *East West Journal*. Dec. p. 24.

• **Summary:** A full-page black and white ad. “Sea vegetables are a truly delicious and versatile food.” Address: 3 East St., Cambridge, Massachusetts 02141. Phone: (617) 354-2001.

1084. Durkin, Mary Sutro. 1978. The natural foods diet book. New York, NY: Grosset & Dunlap. 80 p. Illust. (by Ariane Reed). Index. 28 cm. Includes bibliography (p. 73). Series: Grosset Good Health Books *

1085. **Product Name:** Erewhon Natural Shoyu.

Manufacturer's Name: Erewhon Products [Los Angeles, California]. (Imported). Made in Japan.

Manufacturer's Address: Los Angeles, California. Phone: (213) 836-7569.

Date of Introduction: 1978.

New Product–Documentation: Ad (¼ page, black and white) dated 1978. Source unknown. An illustration (line drawing) shows a dispenser of Erewhon Natural Shoyu. The text underneath it reads: “Aged two years in wooden barrels using well water, sea salt, and whole soybeans. Rich in available protein, vitamins, natural sugars and minerals.”

1086. Jenner, Bruce. 1978. Bruce and Chrystie Jenner's guide to family fitness. New York: Sunridge Press [a division of Ace Books, and Grosset & Dunlap Co.]. xv + 139 p. See p. 33-34. Preface by Coach L.D. Weldon. Illust. Index. 28 cm. *

• **Summary:** Page 44 (top line): “granola trail-mix with raisins and coconut and other healthy nuts and grains.” See also p. 43 for first of sentence.

1087. **Product Name:** Wheatmeat (Seitan), and Wheatmeat Sandwiches.

Manufacturer's Name: Kushi House/East West Center. Then Macrobiotic Kitchen Unlimited.

Manufacturer's Address: 708 North Orange Grove Ave., Hollywood, California.

Date of Introduction: 1978.

New Product–Documentation: Talk with Marijke Steevensz. 1999. July 9. Phone: 213-937-0777 or 213-876-2813. Pronounced Ma-REE-kuh. She and her husband Roy Steevensz first made seitan (which they always called “Wheatmeat”) and Wheatmeat Sandwiches at their East West Center on [7357] Franklin Ave. in Hollywood. She does not recall where the term “Wheatmeat” came from. They began making it commercially sometime between 1975 and 1978. They sold the plain Wheatmeat only to Erewhon, but they sold the sold the Wheatmeat Sandwiches to many other stores as well. In 1979 they moved their food manufacturing operations into a big commercial kitchen named Macrobiotic Kitchen Unlimited (MKU) at 708 North Orange Grove Ave., Hollywood, California. They discontinued the sandwiches

and sold the Wheatmeat in the Los Angeles area, including at their adjacent retail store and restaurant named Grain Country at 787 Melrose Ave. (at Orange Ave.) in Los Angeles. They made seitan at MKU from 1979 to 1984. In 1979 they were the only company making seitan in the Los Angeles area, “but now everybody is doing it.” Marijke learned how to make seitan from Cornelia Aihara in the early 1970s. Cornelia visited their East West Center in Los Angeles, did cooking classes, and made seitan. She also learned part of the process from Jacques Delangre, who also taught cooking classes at their center. Grain Country opened in May 1979. Carlos Richardson of Gold Mine Natural Foods now makes seitan and sells it at Erewhon in Los Angeles. Marijke and Roy taught Carlos how to make seitan in cooking classes when Carlos lived in Hawaii.

Talk with Tom DeSilva, owner of Erewhon Natural Foods in Los Angeles. 1992. July 10. He thinks that the first American-made seitan sold at Erewhon was made by some of the girls at the Kushi House on Franklin Ave. in Hollywood.

1088. Product Name: Tofu.

Manufacturer’s Name: Musubi Foods (Paul’s Tofu).

Manufacturer’s Address: 155 Archway Rd., Highgate, London, N6 4NA, England. Phone: 013-481-192.

Date of Introduction: 1978.

New Product–Documentation: Soyfoods Center. 1980. Sept. Tofu shops and soy dairies in the West (2 pages, typeset). Gives the company’s name, address, and phone number. Owner: Paul Jones.

Shurtleff & Aoyagi. 1982. *Soyfoods Industry: Directory & Databook*. p. 3. Letter from Sjon Welters. 1982. April 16. “I only know of one tofu maker in Britain, Paul Jones (Tofu Shop), 155 Archway Rd., London N19.”

Leaflet titled “Paul’s Tofu” (undated, but sent in 1982). Address: The Old Brewery, Wheathampstead House, Wheathampstead, Hertfordshire, UK. Phone: Wheathampstead (058283) 4241. 3 panels on each side. Each panel: 21 x 10 cm. Printed brown ink on beige paper. Contents: Introduction to tofu. For whom is tofu intended? The qualities of tofu. Suggestions for use. Storage. Try these recipes with your tofu (5 recipes from *The Magic of Tofu*, by Jane O’Brien; Thorsons Publishers). Community Health Foundation (188-94 Old Street, London EC1V 9BP). “Paul’s Tofu Burgers are made from organically grown soya beans, whole grain cereals, vegetables and herbs...”

Soyfoods Center Computerized Mailing List. 1983. June 20. The company is now listed as Paul’s Tofu, with a second location at Wheathampstead House, Wheathampstead, St. Albans, Hertfordshire, England. This latter address is also listed at the First European Soyfoods Workshop, Sept. 1984.

E-mail from Paul Jones, founder. 2011. June 6. Q1. On what date did you make your first commercial tofu? Ans: It must have been 1977/78—I was already in production when

we came to ‘Soyfoods Comes West’ in 1979. Peter Bradford might remember for it was he who gave us the Chinese stone grinder to make the ‘Go.’ Q2. Was the address at that time you started commercial production: 155 Archway Rd., Highgate, London, N6 4NA, England? Ans: Yes.

Letter (e-mail) from Paul Jones in England in reply to questions. 2013. March 25. (1) What was the name of your company when it started making tofu? Ans: “I was called ‘Musubi foods’ (made by bringing yin & yang together), but people called me Paul Tofu as they had previously called me Paul the baker.” (2) Where did you first learn about tofu and tempeh? Ans: “I learned about tofu & tempeh from Macrobiotics—Chris Dawson (Mitoku / Clearspring) & others at East West / Community Health Foundation.”

“Peter Bradford might remember when he gave us the Chinese quern for making the ‘go’. I did all this at 155 Archway Rd but on a small scale. The macrobiotic community were the customers in 1979/80. We moved to Wheathampstead House Herts, home of Murphy & Son where they had a former brewery which we occupied until we set up in Melton Mowbray.” Letter (e-mail) from Peter Bradford. 2013. March 29. “I too have no records going as far back that far but I think that Paul is correct. We must have supplied him with his quern for making tofu sometime mid/late 1970’s.

“Paul was as far as I know the first person in the UK to make tofu using organic soybeans and Japanese nigari. Before that from when we started our wholefood shops in the early/mid 70’s we used to buy in fresh tofu from London’s Chinatown for resale. In those early days I also remember that people also used to make homemade tofu using kits that we imported from Japan.”

1089. Peterson, Vicki. 1978. *The natural food catalog*. New York, NY: Arco Publishing Co. 160 p. Illust. Index. 29 cm. Incl. bibliography (p. 158-59). *

1090. Peterson, Vicki; Sanders, Mary Anne. 1978. *The natural food catalog*. London: McDonald and Jane’s 160 p. Illust. Index. 29 cm. Incl. bibliography (p. 158-59). *

• **Summary:** Note: Mary Anne Sanders is the editor. The title is also given as *Wholefood Catalog*. Published in London, this appears to have been slightly modified from the U.S. edition. The number of pages is the same.

1091. Abehsera, Michel. 1978. *Cooking with care & purpose: menus for strength and peace of mind*. Brooklyn, New York: Swan House Publishing Co. [x] + 271 p. Index. 21 cm.

• **Summary:** A macrobiotic cookbook. From the front cover: “Toward the prevention and elimination of disease.” “Amazing cures from the kitchen.”

The chapter on “Legumes” (p. 39-45) includes: Cooking beans in a pressure cooker (chickpeas, lentils, aduki beans).

Sweet beans casserole (with aduki beans). Soft adukis. Chickpea stew. Soja jardiniere (with “1 cup cooked soya beans” and “2 tablespoons soy bean paste (miso)”). Bean sprouts (mung beans or lentils). Vegetarian cheese [tofu] (made with 2 cups soybeans, ½ cup lemon juice, salt, and cold water). Soya milk from soybeans. Soya milk from soya flour. Vegetarian cheese from soya flour [tofu].

Miso: The chapter on “Soups” begins with a long quotation by Dr. Tatsuichiro Akizuki, M.D. (no source is cited) about the use of miso to changes one’s constitution and prevent radiation sickness (p. 49-52). Miso soup (p. 52). Miso sauce (p. 137). Miso spread (with tahini, p. 145). Miso pate (with aduki beans, p. 147).

A common seasoning in this book is “soya sauce.” There are also many recipes for “seaweed” (p. 91-95).

Michel Abehsera arrived in the USA (New York City) from North Africa in 1964, and “was startled to find an entire generation of rootless youth.” In the late 1960s he left the East Village [a largely residential neighborhood to the east of Greenwich Village on the west side of lower Manhattan in New York City] for Binghamton, New York, intending to slow the pace at which he had been living and to write a few books. His first book was *Cooking for Life* (1970, Swan House). Address: Brooklyn, New York.

1092. Calella, John R. 1978. *Cooking naturally: An evolutionary gourmet cuisine of natural foods*. Berkeley, California: And/Or Press. ix + 112 + 5 p. Illust. by Pedro J. Gonzalez. Index. [81 ref]

• **Summary:** The author of this vegetarian cookbook, of Italian ancestry, is popularly known as “Organic John.” He likes to use fresh foods, and he has a call-in radio show in San Francisco. In chapter 4, Ingredients (p. 16-), he discusses soya butter [margarine], miso, tamari, instant protein powder (incl. Shaklee’s Instant Protein), lecithin granules, Soyamel powder (powdered soymilk made by Worthington Foods), Balanced protein seasoning (powdered HVP made from soybeans).

Chapter 10 (p. 79-83) contains a long section on soya beans, with recipes: Homemade soya bean curd (tofu). Things you can do with tofu. Soya patties (with dry soya beans). Soya bean loaf. Green soya bean mix (with dry green soya beans). Soya beans in a beet stew. Soya bean spread.

In the section on Fruit Sherbets, many of the recipes contain 2 tablespoons Soyamel (powdered soymilk) and lecithin granules. Address: Berkeley, California.

1093. Cuthbertson, Tom. 1978. *Alan Chadwick’s enchanted garden*. New York: E.P. Dutton. xv + 208 p. Introduction by Page Smith. Illust. Index. 23 cm. [63 ref]

• **Summary:** A superb book. The Introduction begins: “On March 1, 1967, Alan Chadwick, a Shakespearean actor turned horticulturist, paid a visit to the newly established campus of the University of California at Santa Cruz, and

was invited to start a garden there. Working like a man possessed, literally from dawn to dusk, he set about his task on an uncompromisingly thin-soiled, rocky hillside. The result was a garden of such brilliance and such all but miraculous fecundity that students, townspeople, and then visitors from farther and farther away were drawn to it as bees are to the source of honey.

“At the time the word ‘organic’ was just beginning to have general currency. Even those who wished on philosophical grounds to practice organic gardening had very little notion [assuming they had never heard of *Organic Gardening and Farming* magazine or Rodale Press, established in 1942] of what it entailed, other than abstention from the use of chemical fertilizers and pesticides. As a practitioner of a school of horticulture called, to give its full name, the French Intensive Biodynamic Method, Alan Chadwick became a magnet... Chadwick proved a severe taskmaster. A passionate amateur of music, a painter, and actor, and a wildly unorthodox tennis player, he is an eccentric in the grand English tradition. As a young man he had become acquainted with the philosophy of Rudolph Steiner, to whose notion about the relatedness of all living things he added his own pragmatism training in classic French horticulture. His authoritarian manner ran counter to the current fashions of pedagogy. In a period that all but deified collective decision-making, Chadwick was dictatorial, mercilessly demanding, given to sudden and unpredictable rages, alternately charming and terrible.”

“In our garden,” Alan Chadwick explains, “we are trying to re-invest in simple tasks a sense of their true significance.” “It is not the gardener who makes the garden, but the garden that makes the gardener.” (p. xiii).

Contains many fine illustrations and one photo (p. xi) of Alan Chadwick demonstrating how to prune.

Note: Soy is not mentioned in the index.

1094. Duquette, Susan. 1978. *Sunburst Farm family cookbook: Good home cookin’ the natural way*. 2nd ed. Santa Barbara, California: Woodbridge Press Publishing Co. 303 p. Illust. by Donna Wright. Photographs by Mehosh Dziadzio. From the Sunburst Farms Communities. Recipe index. 23 cm.

• **Summary:** This book is identical to the 1976 edition except that it comes from Sunburst Farms Communities instead of The Brotherhood of the Sun. The title and first paragraph of the introduction have been changed to read: “Sunburst Farms Communities is a family of more than 300 people, who have dedicated themselves to living in harmony with all people and all things.” Address: Santa Barbara, California.

1095. Goldman, Aviva. 1978. *Erets zavat halav u-devash [Jewish vegetarian cookery]*. Israel. 255 p. Illust. 25 cm. [Heb]*

1096. Mortimer, Robert; Mortimer, Charles; Eberhardt, Suzanne; Mortimer, Mary Ellen. comp. and ed. 1978. The menu guide of Los Angeles. Pacific Palisades, California: Corm Enterprises. 191 p. Illust. No index. 28 cm.

• **Summary:** Contains copies of menus from Alice's Restaurant (not vegetarian), The Golden Temple (Yogi Bhajan, vegetarian, 7910 W. 3rd St., Los Angeles), The Source (vegetarian, 8301 Sunset Blvd., Los Angeles), etc.

The Source (p. 155-59): This attractive undated menu, handwritten in calligraphy with a decorative illustrated border, is from the famous vegetarian restaurant started in 1969 by Jim Baker (Yahowa). Only two pages from the larger menu are shown: Breakfast (incl. Soy or whole wheat pancakes). Beverages (Large selection of juices squeezed to order, large or small, coffee, tea, milk). Juices (Fresh squeezed to your order, incl. Fruit smoothie, carrot, celery, lemon slush). Desserts (incl. Cheesecake, Ice cream, Coffee cooler, Date shake, Carrot cake, Rice pudding).

Note: This menu may have been printed in 1969, when The Source Restaurant opened. The restaurant's mystical name and symbol, with many esoteric signs, appears on p. 158. Address: Pacific Palisades.

1097. Needleman, Larry. 1978. The Tofu Kit story. In: 1978. The Briarpatch Book: Experiences in Right Livelihood and Simple Living from the Briarpatch community. San Francisco: New Glide / Reed Book. xiii + 313 p. See p. 237-40. 24 cm.

• **Summary:** In the spring of 1976 (about April or May) Larry decided it was time to create a situation that utilized his food karma and experience, "but that wasn't a quick burnout like a restaurant, and was healthy and made sense world economically—one that would provide unlimited personal and spiritual growth and was a service." He committed himself to positive thinking and positive action. He began fasting a lot, meditating, praying and concentrating regularly, taking his jogging seriously and generally just putting out good energy. "About a month into this I remember saying, 'O.K., Lord, I'm ready, lay it on me.' And that week the Tofu Kit was born.

"Inspiration: I had just received test results from a physical exam, saying I was in fine shape but my cholesterol was too high. That day, as I remember, I saw a copy of *The Book of Tofu*, by Bill Shurtleff and Akiko Aoyagi. It blew me wide open. I'd used tofu like any other good, miso-soup loving hippie, but hadn't connected heavily with the bland, unappealing white cake. But the book gave marvelous ways to use this new-found 'friendly' food and pointed out how shifting from meat to tofu could have a direct effect, helping feed people elsewhere. Some 300 pages and 500 pages recipes later I came to the book's last page, 'Sending Tofu to the Four Directions,' an inspirational page that said, 'Do it!' So I did.

"Three of us were sitting around a wood stove in

Sonoma County talking about tofu and tofu making, when the word 'kit' popped up. It rang the bell. I immediately began researching and developing the kit the very next day and have continued to work on it daily since then. This is my first venture into the manufacturing world.

"Connection: When the kit was about 3/4 of the way to market, Bill and Akiko arrived from Japan and Bill called me to say he'd heard from Westbrae Natural Foods that I was working on a tofu kit. I was really excited. He invited me to share food, films, and tales of tofu with him and asked me to bring the kit. What a connection! That meeting, one of several, tuned up and accelerated the kit. We talked of and planned many projects together, and then around midnight on the first of October [1976], I bid Bill and Akiko good-bye as they began a four-month speaking tour. Bill left me with instructions to meet with The Farm Food Co. people in San Rafael, California, and to begin organizing a school to share the technology and equipment of small-shop tofu making with hundreds of people in this country who were waiting for it; I left him with 200 Tofu Kits and a sales rep. agreement. Orders started pouring in for Tofu Kits, but production wasn't pouring out."

Larry moved from Occidental, California, to Corte Madera (P.O. Box 829), which was much closer to San Francisco. Describes expansion of production and designing a school, The Learning Tree, at the Farm Food Co. The term will be about 3 weeks long and enrollment limited to about 10 students per term. The kit retails for \$11.95. A photo shows Larry holding his Tofu Kit. Illustrations show: (1) The tofu kit. (2) A jar of soy beans, and a cake of tofu on a plate. (3) A small "Tofu School" building in a field. Address: The Learning Tree, P.O. Box 829, Corte Madera, California 94925.

1098. Laurelbrook Foods. 1978? Miso (Leaflet). Bel Air, Maryland. 2 panels each side. Each panel: 22 x 14 cm. Undated.

• **Summary:** Printed with black ink on tan paper. Contents: Hacho [sic, Hacho] miso. Mugi miso [barley miso]. Kome miso [red or rice miso]. Address: P.O. Box 47, Bel Air, Maryland 21014. Phone: 301-879-1717.

1099. Starr, Andy. 1979. Beyond bean sprouts: Rochester's natural food companies are doing a healthy business [Northern Soy]. *Upstate*. Jan. 28. p. 8-9.

• **Summary:** Five large, superb photos show tofu-making at Northern Soy in Rochester, New York. (1) Peter Kilbridge puts soybeans, which have been soaked in water, into a grinder. (2) Jay Stiler draws off the whey from above the curds, formed by natural nigari. (3) Kilbridge scoops the curds into cloth-lined forming boxes. (4) Kilbridge and Norman Holland fold cloths over the top of the curds in the forming boxes. (5) Cut blocks of tofu are placed into a plastic bucket to be shipped (in bulk) to market.

Northern Soy is one of the few tofu-manufacturing firms in the USA. Andy Schecter and Greg Weaver began making tofu in the Zen Center's basement at Arnold Park a few years ago. Production has grown from 70 lb/week to 2,000 lb/week. Now they have set up a retail outlet, The Tofu Shop, at 686 Monroe Ave. in Rochester. There they serve chocolate, lemon, or carob pies made with tofu, tofu lasagna, tofu burgers without beef, tofu sloppy joes, tofu spinach casserole, tofu reuben sandwiches, tofu peanut butter cookies, and tofu gingerbread with lemon sauce. Wegmans supermarkets carry Northern Soy's tofu and Clear Eye distributes it. Address: Rochester, New York.

1100. Aihara, Herman. 1979. Macrobiotic lecture trip in Europe, 1978. *GOMF News (Oroville, California)*. Jan. p. 1. • **Summary:** "About 200 macrobiotic leaders from Europe and some from the United States gathered to honor Mrs. Lima Ohsawa and Shuzo Okada [of Muso]. The first European Macrobiotic Congress was held during November at the Community Health Foundation in London. Having a restaurant, food shop and many lecture halls, this building served well for the meeting. Originally the Congress was scheduled for Ghent and the sudden change was difficult for them. However, the Congress was well organized.

"I arrived in London from Los Angeles around 6 o'clock in the morning. However, due to a deep fog over the airport, the plane did not land in London until 4 o'clock in the afternoon. Mr. K. Takaki greeted me at the airport and took me to his home. It was about 9 o'clock in the evening when Rosa Takaki and I arrived at the Congress. The meeting started with a meditation in memory of George Ohsawa whose picture was displayed on the wall. Michio Kushi gave the opening speech saying that a North American Macrobiotic Congress will be held in 1979, and will be followed by a Congress in South America, and then one in Asia.

"The next day, I was asked to give a speech after Lima Ohsawa's and Shuzo Okada's speeches. I said: "Michio Kushi will organize similar congresses in North America, South America and Asia. This is a great idea. Many will be stimulated and observe a macrobiotic diet. However, I see two difficulties in this movement. One is a jealous mentality among leaders. A less popular leader will be jealous of another who is more popular. This jealousy will create emotional resentments and be a hazard to a peaceful mind. Even though one peaceful world is realized, if each one is not peaceful, how good is such a world.

"Another problem concerns food distribution. The macrobiotic movement is related to food—the special kinds of food which can not be bought at a regular market. Therefore, food distribution is one of the activities of macrobiotics as well as a source of income for some macrobiotics. Many macrobiotics as well as some non-macrobiotics perform the macrobiotic food businesses. Performing business can create

a greedy mentality and an exclusive ego attitude which is not the character which macrobiotics aim to achieve. If this happens, resentment, gossiping, tricks, even arrogance will be observed among macrobiotic people. We have to be humble and reflect more in order to succeed in such a movement.'

"Amsterdam: On November 14 in the evening, I left London for Amsterdam with Ineke Niermeyer, who had been at Vega two years ago with her husband and two children. We took the train and then a boat to the Holland port. I was very hungry because I hadn't eaten since morning except for a cup of miso soup. I went to the ship's restaurant and ate a fish dinner. It was expensive, but very fresh and delicious. The sea was rough, but I slept well in the cabin.

"The next morning early, we arrived at the port. The weather was nice, but chilly. Ineke had rice and miso soup, while I drank a cup of miso soup. We arrived at Amsterdam after a two hour ride on the train. The town was busy and active, and very clean. By street car, we went to Ineke's apartment. Leaving my stuff there, we went to the East West Center which is within walking distance. The center, which was organized eight years ago by Adelbert Nelissen, is a big house facing a canal. It consists of a big lecture hall, an exercise hall, a food store, a printing room, a camera room, a dining room, several dormitories and Adelbert's family room. They own eight stores, bakeries and the center house. They bake one ton of bread every day using flour ground by windmill. It seems to me one of the best organized centers in Europe. Adelbert, a young Jewish fellow who started this two million dollar per year macrobiotic activity, lives at the center with his beautiful wife and two daughters in three rooms. He gave me a room in which to stay. When I was introduced at the center, Abe Nakamura came from his home in Dusseldorf. He moved my suitcases to the center from Ineke's apartment so that I could take a nap until 6 o'clock. Then, he took me to an authentically decorated Japanese restaurant. The food was very tasty, but very expensive when compared with Japanese restaurants in America. It seems to me that everything is expensive in Holland when compared to the cost of living in America.

"I started the first night lecture at 8 pm with about 70 people attending. They were mostly between 20 and 30 years old. I talked about how I met Ohsawa, and about my difficulty with the Immigration Law and its cause. I finished around 10:30 pm.

"On November 16, Abe took me to his home—a two hour drive. His business has been well established in Germany. However, he is losing his customers to Michio's students, who are opening several stores in the same town. Such things make him reluctant to help Michio. I see such mentality among the Japanese macrobiotic leaders in Europe. This problem relates to their living income; so, it is difficult to solve.

"That night, I spoke about the macrobiotic diet,

physiology, yin/yang principles, balancing sodium and potassium and balancing acid and alkaline.

“On the 17th, I talked about balancing hormones, nervous systems and Selye’s stress theory, concluding that we will not have absolute peace of mind unless we reach complete gratitude, absolute faith in the Order of the Universe.

“On the 18th, the meeting started in the morning. I talked about the spiralic concept of man. Real man is the whole universe. Macrobiotic means becoming such a person. During the afternoon, I taught Sotai exercise, which they enjoyed very much. Then I gave palm diagnosis of family and marriage, and palm reading. This created a strong curiosity—everyone came around me, asking me to read their palms.

“In Holland, there is no Christmas ceremony, but there is the Santa Claus custom. He arrived in town that day and stays for a month giving many gifts to the children as he passes through the streets. Therefore, there was a big parade...” Address: 1544 Oak St., Oroville, California.

1101. Logsdon, Gene. 1979. From lawn to miracle garden: That’s how Michael McConkey sums up his holistic approach to gardening, health and the simple life. *Organic Gardening* 26:54, 56, 58, 60, 62, 64. Jan.

• **Summary:** McConkey has a 100 by 200 foot backyard garden in his brother’s backyard in Adelphi, Pennsylvania. He lives in his garden in a yurt he built for about \$200. A vegetarian, he grows his food organically and eats most of it raw. He is most interested in how his fruits taste, but researchers at the nearby USDA experimental orchards at Beltsville, Maryland, seem much more interested in how well a fruit can be shipped. Numerous photos show McConkey. “He’s age 30—but looks 18—is supple and lithe and radiates health.” He strives for voluntary simplicity, holistic health, and love.

1102. Westbrae Natural Foods. 1979. We believe if you’ve seen one health food nut you *haven’t* seen them all (Ad). *Whole Foods (Berkeley, California)* 2(1):8. Jan.

• **Summary:** In this full-page color ad, a large photo with diagram shows ten different types of Westbrae’s nuts, seeds, dried fruits and trail mixes, including Tamari cashews, Deluxe tamari nut mix, Tamari almonds, Tamari sunflower seeds, Tamari nutroaster’s mix, Chisholm trail mix, and Jubilee trail mix. “For more information write Westbrae, P.O. Box 8611, Emeryville, California 94662. All Tamari roasted nuts and trail mixes are available in bulk and a select few in two or ten ounce Panda packages.” Address: P.O. Box 8611, Emeryville, CA 94662.

1103. *Natural Foods Merchandiser*. 1979-- . Serial/periodical. Hope, Pennsylvania. Doug and Karen Green. Bob White. Frequency: Monthly.

• **Summary:** Founded by Doug & Karen Greene. First issue was Feb. 1979. This colorful, large-format magazine (11 by 15 inches) has played an increasingly important role in the growth of the natural and health food industries.

Murray, Frank; Tarr, Jon. 1984. *More than one slingshot: How the health food industry is changing America*. See p. 54-55. This trade magazine, in its fourth year, is headquartered in New Hope, Pennsylvania. Publisher is Bob White, publication director is Doug Greene and editorial director is Karen Greene. Steve Blount is the editor.”

In 1989 it was moved from South Main St., New Hope, Pennsylvania 18938, to 1301 Spruce St., Boulder, Colorado 80302.

The company that owns that magazine, New Hope Communications, has also organized the Natural Foods Expo, the leading industry exposition, which is held twice a year. In April it is held at Anaheim, California, and in September on the East Coast (Baltimore, Philadelphia, etc.).

During 1992 the total number of copies printed averaged 13,191 and the paid and/or requested circulation averaged 11,989 (NFM, Dec. 1992, p. 53). During 1995 these figures increased to 14,573 and 13,501 respectively (NFM, Dec. 1995, p. 66). Address: Hope, Pennsylvania.

1104. Westbrae Natural Foods. 1979. Price list [Catalog]: February 1979. Emeryville, California: Westbrae. 35 p. 22 by 28 cm.

• **Summary:** On the cover are yellow and light green Japanese plum blossom crests against a green background. New products (written in all capital letters): Kelp (powder and granules). Traditional (true) tamari—wheat free. Mu tea. Address: P.O. Box 8711, Emeryville, California 94662. Phone: (415) 658-7518 (orders).

1105. *Hartford Courant (Connecticut)*. 1979. Natural health food group to meet. March 14. p. 44.

• **Summary:** “Wethersfield [Connecticut]—The National Natural Health Food Association will meet Thursday at 7:30 at Town Hall. Dr. John Youmanitis will speak on food additives and preservatives and fluoridation in the water supply.”

Note: The name of this group is probably written incorrectly. It might be the “National Nutritional Food Association.”

1106. Andrews, W.H.; Wilson, C.R.; Poelma, P.L.; Romero, A.; Mislevic, P.B. 1979. Bacteriological survey of sixty health foods. *Applied and Environmental Microbiology* 37(3):559-66. March. [16 ref]

• **Summary:** “A bacteriological survey was performed on 1,960 food samples encompassing 60 types of health foods in the Baltimore-Washington, DC, metropolitan area. No consistent bacteriological distinction (aerobic plate counts, total coliform, and fecal coliform most probable numbers)

was observed between foods labeled as organic (raised on soil with compost or nonchemical fertilizer and without applications of pesticides, fungicides, and herbicides) and their counterpart food types bearing no such label. Types and numbers of samples containing *Salmonella* were: sunflower seeds 4, soy flour 3, soy protein powder 2, soy milk powder 1... The occurrence of this pathogen in three types of soybean products should warrant further investigation of soybean derivatives as potentially significant sources of *Salmonella*.”

Though these organisms were isolated from these dry soy protein products, the products were not considered to be potentially hazardous. Their low water activity value prevents “rapid and progressive growth.”

“Interestingly, soybeans themselves were one of the maximally sampled food types, yet *Salmonella* was not detected in any of the 60 soybean samples examined.” It is conjectured that trypsin inhibitors, typically removed during processing the soybeans into food, may inhibit *Salmonella*. Address: Div. of Microbiology, Food and Drug Administration, Washington, DC 20204.

1107. *Ann Arbor Observer (Michigan)*. 1979. One of the few U.S. tofu manufacturers is right here in Ann Arbor: At the Soy Plant on Ann Street a collectively-run business combines political and nutritional interests to produce over 2000 pounds of soybean curd weekly. March. p. 29. [1 ref]

• **Summary:** This February morning Steve Fierling [sic, Fiering] arrives at The Soy Plant at 5 a.m. to start the day’s work in the back room of the former pizza carryout at 211 East Ann St. in Ann Arbor. He turns on the lights and the boiler, then starts cooking soy milk for the first batch of tofu. Fiering is part of a nine-member collective; this week he’s the cooker. The first batch of tofu should be ready by 7 a.m. Making tofu is a demanding discipline. Fiering, Sue Kalen, Chris Coon, and Al Dynak were the original founders of The Soy Plant one and a half years ago. Steve originally came from Camden, New Jersey, to the University of Michigan, where he majored in geology and, as he puts it, “minored in extracurricular political activism.” Politics led to a job as coordinator of the People’s Food Co-op, and that led to helping to start The Soy Plant. The Soy Plant is one of the few places in America where people can buy fresh tofu daily. A low-cost vegetable source of protein, retails for \$0.70/lb in the consumer’s tub or \$0.85 in a plastic tub.

Henry Ford was deeply interested in soybeans. He believed that “mechanized soybean production would help free the farmer from the drudgery of dealing with animals by eliminating the need for most meat... In fact his large demonstration soybean farm was near Macon, south of Saline, in Lenawee County.” Tofu can become an economical vegetarian alternative to ground beef.

The company began as the Tofu Collective, a Sundays only operation at Wildflour Community Bakery around the corner on North Fourth Avenue. A few months later, in the

summer of 1977, the name was changed to The Soy Plant, and the collective moved into the basement of Eden Foods, where it attempted to produce tofu to sell wholesale. Fiering recalls that the early days were *really* hard. They used to work 14-16 hours a day. But the hard work paid off. By last spring The Soy Plant had the track record and credibility to be able to raise \$10,000 in loans to purchase more efficient equipment and move into larger quarters at its present location on Ann Street near Fourth.

For each \$100 loan, supporters were compensated with an unusual but sensible kind of interest: a pound of tofu each week, which yields a 35% annual return. Backers included both typical co-op supporters and quite a few native Asians eager to find a local source of fresh tofu.

Members of the collective now earn \$3.25 an hour—a big increase over the \$50 a week that they were paid in the beginning. But that cheap labor was the capital that got the business started. Current members of the collective are Fiering, Sue Kalen, Dan Ecclestone, Anne Elder, Kurt Getman, George Hanley, Mike Mazzie, Jerry McKenna [sic, MacKinnon], and Ann Wilson.

The Soy Plant makes its tofu in 50-pound batches. Of the more than 2,000 lb of tofu it makes each week, about 350 lb are sold at The Soy Plant retail store, where soy milk, soy byproducts, and prepared soy foods like sandwich spreads, missing egg salad, soysage, and pies are also sold. Another 1,700 lb/week of tofu goes to local restaurants, retail stores (incl. Meijer’s Thrifty Acres, Asian-, and natural food stores), and to Midwest Natural Foods, which distributes the tofu to as far away as Pennsylvania and West Virginia.

Soy Plant workers have strong political motivations. They believe that soy products can help to solve world food problems. Fiering, a decentralist, talks about his personal beliefs. An excellent introduction to tofu is the 15-cent pamphlet titled “What is tofu?” available at The Soy Plant. It contains ten popular recipes plus basic information. “For the truly committed, there’s the encyclopaedic *Book of Tofu: Food for Mankind* by William Shurtleff and Akiko Aoyagi.” Shurtleff “has been the tofu guru for America in the 1970s, and this book has inspired and instructed most of the country’s approximately fifty tofu shops operated by non-Asians.”

A sidebar titled “Take-out tofu treats” mentions the following made and sold at The Soy Plant: Tofu-tahini spread. Tempeh—which resembles Brie cheese in texture and flavor. Tofu tarts in several flavors: pecan cream, pumpkin cream, yam, mocha, and lemon.

Photos by Peter Yates show: (1) Anne Elder adding soy puree to boiling water in the cooking kettle to make a foamy brew that is eventually curded to become tofu. (2) Steve Fiering filling one-pound tofu retail packages (in a bathtub) with water from a hose before shipping. Address: Ann Arbor, Michigan.

1108. *Hereford Brand (The)*. 1979. Mills just say 'natural.' April 3. p. 7B.

• **Summary:** Arrowhead Mills is a multi-million dollar operation and one of Hereford's largest industries. Run by 30, mostly local, stockholders, it is the largest supplier of natural foods in the United States. Arrowhead Mills has 60 employees in Hereford and 25 more in its warehouse in Denver, Colorado. Note: Hereford is a city in and county seat of Deaf Smith County, Texas. The population was 15,370 at the 2010 census.

"Arrowhead Mills, a spinoff of Rodgers Grain, began producing natural foods—whole foods grown on fertile soil—formed in 1960 through an idea of George Warner, Henry Turner, Frank Ford and others.

"Turner, who in 1953 bought the stone-grinding operation of Rodgers Grain in Dawn, moved the set-up to Hereford in 1958. Turner, in 1960, served as the first president of Arrowhead Mills."

Turner is no longer associated with the company but Warner is, serving as president, while Frank Ford is now chairman of the board of directors.

Frank Ford, a tall, sturdy fellow, "would make a good poster boy to show the effects of his products."

He says that during the past 18 months, Arrowhead Mills has paid approximately \$250,000 in premiums, over and above the existing market prices, to mostly local growers who supply the company with wheat, corn, soybeans and triticale. He adds that Arrowhead Mills' reputation is based on the quality of the soil in Dear Smith County and the quality of the products grown there.

The company produces a wide variety of natural foods from various types of grains and whole-grain flours, to peanut butter ("Deaf Smith Old Fashioned Peanut Butter"), raw honey, oils, vitamins ("Simpler Life Vitamins"), dried vegetables, fruits and mixes.

"Organically-grown grains are stored in more than 100 bins at Arrowhead Mills where they are fan blown with cool air." The grains are also passed over a gravity table and stoner to remove foreign matter.

The factory uses several large, granite mills and two impact mills for making its whole-grain flours.

Ford said: "We believe food, as the way God designed it, is the best way for people to eat."

Photos, with the caption "Natural Foods Producer," show: (1) A young black man wearing headphones and a white jacket, standing near a sack of yellow corn. (2) Frank Ford sitting atop sacks of Arrowhead Mills whole wheat flour.

1109. Silver, James. 1979. Re: Arrowhead Mills' soy flakes. Letter to William Shurtleff at New-Age Foods Study Center, April 3—in reply to inquiry. 1 p. Typed, with signature on letterhead.

• **Summary:** "Dear Bill—Thanks for your letter. I have

enclosed what little information I have on soy flakes. This is not really a new product, since I can remember Arrowhead working on setting up the flaking machinery when I passed through Hereford in 1971. They have special flaking mills which include ceramic heating units to soften the beans. I think that these things were originally developed for flaking cereals and beans for cattle feed, but they certainly turn out a nice product for humans.

"Susie likes to use them for making soyburgers, since they are so much easier to work with than beans or grits.

"And, as reluctant as I am to refer you to someone else and thus demonstrate my ignorance, I would suggest that you write to Arrowhead. I have most often found them to be helpful and productive of information and test results. I have enclosed their address. You can tell them that I suggested that you write Besides, I am sure that they would love the publicity! Sincerely, James Silver." Address: Erewhon Los Angeles, Inc., P.O. Box 58064, 4770 District Boulevard, Vernon, California 90058. Phone: (213) 582-6114.

1110. Coates, Rod. 1979. Quality—How do you measure it? What is it worth? (Brochure). Bel Air, Maryland. 4 p. April. 28 cm.

• **Summary:** "Eleven years ago two of our five daughters, Judy and Dora [Coates], were living in Boston [Massachusetts] with Michio Kushi's family and working with Erewhon Trading Co. It was Judy who said, 'Dad, it's time for you and Mom to change your diet!... Judy came to cook for us in Maryland and a remarkable change took place after she arrived! No more meat, sugar, alcohol or highly processed foods. Gone were the pies, cakes, candies, cokes and all sweet stuff, both solids and liquids. We began to say, 'If it tastes good, it's off the diet.' I must admit, it was tough going for the first few weeks. But from then on we never looked back! In fact we were so impressed with our new 'Well Being' that we decided to follow Erewhon's example and establish a business distributing whole, natural foods to those people concerned with improving their health... Our first suppliers were Arrowhead Mills in Texas and Erewhon in Boston."

Discusses the work of Paul Hawken and Erewhon to locate and help farmers who "had been growing and would continue to grow their crops organically using the established Rodale standards. During the early years, the Lundberg Brothers, Ted Whitmer and sons, Lewis Cox, Frank Ford, Carl Garrich, John Baker, George Crane, A.P. Thomson (Golden Acres) and others have established methods of improving their soils and producing crops that are grown without the use of chemicals, herbicides or pesticides." Address: Laurelbrook Foods, P.O. Box 47, Bel Air, Maryland 21014. Phone: (301) 879-1717.

1111. Tofu Shop (The). 1979. Workshops in tofu-making on the community level (Portfolio). Telluride, Colorado. Eight

inserts. 28 cm.

• **Summary:** Rather than being a typical portfolio, with many inserts, that all arrive at one time, this is a collection of eight documents all related to a common theme.

(1) “Workshops in community level tofu-making: Beginning in April 1977, the Tofu Shop of Telluride, Colorado, is making available to interested groups and communities training workshops in tofu-making on the community level. Topics to be covered in these workshops will include: The process of tofu-making. Setting up shop. Other soy products. Marketing. Financing and fundraising. Bookkeeping and record keeping. Restaurants and delis, Nutritional info. Community education. The community food chain. The personal benefits. Inner-shop organization. Contacts and resources.

“Workshops are led by members of the Telluride Tofu Shop and may include an experience in tofu-making... Apprenticeships—The Telluride Tofu Shop also has a limited number of openings for workers / owners in its restaurant and wholesale business. A one year time commitment is required.”

(2) “Dear ___: The Telluride Tofu Shop was born in October, 1977, when we moved into our small, unfurnished shop with a meager one-thousand dollars capital and began making tofu. Now in April, 1979, twelve of us operate a growing restaurant and wholesale food business with annual sales approaching fifty-thousand dollars annually. What happened during this period is something we want to share with other communities and groups of interested people.” So we are offering a workshop in “How to Start a Community Tofu Shop.” (3) “The community level tofu shop and the local food chain.” A complex circular diagram shows many complex relationships.

(4) “Supplies and information for community level tofu-making.” Lists five key organizations: (a) Soycrafters Association of North America (SANA; Greenfield, Massachusetts, Richard Leviton). (b) New-Age Foods Study Center (Lafayette, California; Books, brochures, tofu-making materials, slides, tapes, general info.). (c) Bean Machines Inc. (Bodega, California; Larry Needleman. Tofu-making equipment from Japan). (d) Farm Foods (Summertown, Tennessee. Attn. soydairy; tempeh starters, tvp, cookbook, general info.). (e) Westbrae Natural Foods (Emeryville, California; Nigari).

(5) A tofu recipe: For making approximately 15 pounds of tofu. Gives equipment, ingredients (soybeans and nigari), and recipe [process].

(6) A settling box press. Two views showing how to make one yourself.

(7) Soymilk: Nutritional information and recipes courtesy of The Spinning Kitchen, Boulder, Colorado.

(8) Our favorite tofu recipes.

Letter (e-mail) from Matthew Schmit. 2009. March 30. “Our motivation for doing tofu workshops was primarily to

spread the word. But also hoping to make a little money.

“We (Christie Mather and myself) conducted three workshops in early 1979. There were approximately 12-15 participants per workshop. These workshops were far from Telluride, so there was no concern about competition.

“The first was in Arcata, CA, (little did I know I would be moving there soon), to a group known as the Arc Community which was trying to form an intentional community to purchase land. My sister and brother-in-law were members, hence our invitation. After we left, they began making tofu weekly in home kitchens and selling it informally in the community. When I moved to Arcata, I joined the group as they began planning to rent a production space. As it turned out, it was too big of a leap for them. Their effort dwindled. I went ahead and opened the Arcata shop. The Arc Community eventually disbanded.

“The second workshop was held in Ashland, Oregon, in the home of friends from Telluride. They were very involved in the Ashland Food Co-op. Later when the Co-op expanded and installed a commercial kitchen, co-op members began making tofu in-house. I visited them once during production after moving out to Arcata. Eventually, Ashland Soyworks started up and Co-op production stopped.

“The third workshop was held in The Dalles, Oregon, also in the home of ex-Telluridians. As far as I know, nothing every grew out of that.” Address: 116 N. Oak St., P.O. Box 69, Telluride, Colorado 81435.

1112. Foster, Boyd M. 1979. Re: Arrowhead Mills’ soy flakes. Letter to William Shurtleff at New-Age Foods Study Center, May 8—in reply to inquiry. 1 p. Typed, with signature on color letterhead.

• **Summary:** “Dear Mr. Shurtleff—Thank you for writing. We appreciate your interest in our soybean flakes.”

“Our soyflakes are only partially cooked and require some additional cooking to make them easier to chew. We use them in our Arrowhead Crunch Granola which is cooked in an oven for a short time. The protein content of the flakes ranges in the area of 25% to 30%.

“Enclosed is a copy of our cookbook that tells how to cook flakes by themselves. They can also be cooked with grains or other beans in a variety of casserole type dishes. Very truly yours, Arrowhead Mills, Inc., Boyd M. Foster.” Address: Arrowhead Mills, Inc., Post Office Box 866, Hereford, Texas 79045. Phone: (806) 364-0730.

1113. **Product Name:** Soy Moo Non-Dairy Soy Milk [Plain, or Carob].

Manufacturer’s Name: Health Valley Natural Foods.

Manufacturer’s Address: 700 Union St., Montebello, CA 90640.

Date of Introduction: 1979 May.

Ingredients: Pure filtered water, organic soybeans, soya oil, wild honey.



Post Office Box 866
Hereford, Texas 79045
(806) 364-0730

May 8, 1979

New-Age Foods Study Center
PO Box 234
Lafayette, CA 94549

Attn: Bill Shurtleff

Dear Mr. Shurtleff:

Thank you for writing. We appreciate your interest in our soybean flakes.

We are aware of your excellent book on tofu and will be looking forward to the publication of Soyfoods.

Our soyflakes are only partially cooked and require some additional cooking to make them easier to chew. We use them in our Arrowhead Crunch Granola which is cooked in an oven for a short time. The protein content of the flakes ranges in the area of 25% to 30%.

Enclosed is a copy from our cookbook that tells how to cook flakes by themselves. They can also be cooked with grains or other beans in a variety of casserole type dishes.

If we can be of further help, please let us know.

Very truly yours,

ARROWHEAD MILLS, INC.

Boyd M. Foster

Boyd M. Foster

BMF/ees
encls.

Wt/Vol., Packaging, Price: 15 fluid oz plastic bottles or 30 fluid oz Pure-Pak cartons.

How Stored: Frozen.

Nutrition: Per cup: 129 calories, 9 gm protein, 4 gm fat.

New Product–Documentation:

Midwest Natural Foods Distributors, Inc. 1979. Catalog 13. Spring, 1979. Ann Arbor, Michigan. iv + 290 p. See p. 248. Soy products. Refrigerated. “Health Valley Soy Milk.” Plain or carob. Pints or quarts. “Soy milk has all amino acids. Contains no animal fats; no lactose.”

Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 56. “The importance of Health Valley natural baby food soups.” “Soy Moo: This is a very special milk substitute from Health Valley since it contains all naturally present vitamins and minerals found in the Soybean. It is a non-dairy product that contains all the essential and non-essential amino acids, twice as much protein as meat or fish, eight times more iron than cow’s milk. Most important of all for babies intolerant of milk and dairy products, Soy Moo contains No Lactose.” Address is 700 Union St., Montebello, California 90640.

Leviton. 1981. Soyfoods. Winter. p. 17. Soyfoods 1982. Summer. p. 33. Spot in Soyfoods. 1984. Summer. p. 45. Formerly sold frozen in Pure Paks, the product has been reformulated and repackaged in 16.9 oz. Tetra Brik cartons. STS. 1985. Cartons for Soymilk. Shows color photo of 15 fl. oz. Pure Pack carton. Dark blue, light blue, yellow, and white. “Cholesterol Free. No Sugar Added. From Organically Grown Soybeans.”

1114. **Product Name:** Health Valley Vegetarian Chili [Spicy, Mild, or Unsalted].

Manufacturer’s Name: Health Valley Natural Foods.

Manufacturer’s Address: 700 Union St., Montebello, CA 90640.

Date of Introduction: 1979 May.

Ingredients: Vegetable broth, organic pinto beans, tomatoes, onions, organic carrots, soy granules, olive oil, tomato paste, chili pepper, concentrated organic apple juice, sea salt, bell peppers, unsulfured molasses, garlic powder, cumin, organic potato flakes, paprika, ground bay leaves, organic oregano, organic sage, organic thyme.

Wt/Vol., Packaging, Price: 15 oz (425 gm) can.

How Stored: Shelf stable; refrigerate after opening.



New Product–Documentation: Midwest Natural Foods Distributors, Inc. 1979. Catalog 13. Spring, 1979. Ann Arbor, Michigan. iv + 290 p. See p. 86-87. Ad: “New! From Health Valley. Vegetarian Chili. Ingredients include pinto beans, soy grits, and aged tamari soy sauce.”

Ad in Bestways. 1979. Oct. p. 51.

Label obtained at World Vegetarian Day in San Francisco. 1990. Oct. 6. 9 by 4 inches. Paper can label. Reddish brown, yellow, black, brown, green, and white. Color photo of crock of chili surrounded by uncut vegetables. “Certified organic beans. Made the healthy way. Plenty of zesty robust flavor without any meat.” Distributed by Health Valley Foods, Inc., 16100 Foothill Blvd., Irwindale, California 91706-7811.

1115. Lifestream Natural Foods, Ltd. 1979. Lifestream (Document part). In: Midwest Natural Foods Distributors, Inc. 1979. Catalog 13. Spring, 1979. Ann Arbor, Michigan. iv + 290 p. See p. 113, 249-51.

• **Summary:** Packaged goods (p. 113): Lifestream: Carob mint fudge, Cashew halvah, Hiker’s bar, Mega bite bar, Sesame dream bar, Sunshine honey bar. These retail for US\$0.38 to \$0.46 each.

In the refrigerated section: Full-page ad (p. 249). “Lifestream natural fruit ‘n nut delites!” No sugar. No corn syrup. No fillers. No chemical additives or preservatives! Lifestream–Nourishing the roots of society. A photo shows packages of 4 of the products (each with both English and Canadian text): Almond delite. Strawberry delite. Raspberry

delite. Peach delight. Several of these products themselves are also shown, together with the natural ingredients from which they are made.

Full-page ad (p. 250). “Essene Bread. Wholesome. Nutritious. Uncompromising quality. Organically grown food that tastes good.” A large label of this 1-lb loaf of bread is shown. The only ingredient is sprouted organically grown wheat—no salt. “There are now six Essene breads to choose from: Regular, raisin, fruit, seed, rye, and fruit muffins.”

Refrigerated products: Lifestream. Delights & Pastries: Almond, peach, raspberry, strawberry, butter tarts, peanut butter cookies. These retail for US\$0.39 to \$0.42 each.

“Sprouted grain breads (organic). Refrigerated or freeze: Essene fruit muffins, bread, pumpernickel-rye, raisin, seed bread, Lifestream Essene fruit cake, 8 grain sprouted bread, sesame sprouted bread, sunflower sprouted bread.” These breads retail for \$1.37 to \$1.76 each. Address: [Richmond, BC, Canada].

1116. Midwest Natural Foods Distributors, Inc. 1979. Catalog 13. Spring, 1979. Ann Arbor, Michigan. iv + 290 p. Index by product category. Index of manufacturers. Index of advertisers. Illust. 28 cm.

• **Summary:** On the cover are two kites (colored orange and red) flying in the sky. This catalog, largely printed by a computer, contains many ads on numbered pages. Contents: Policies and terms. Catalog information. Packaged. Books. Refrigerated and frozen. Bulk. Literature and flyers. Indexes (3).

“One stop shopping... We are now a Full Line distributor.” List of new lines. List of new products within existing lines. Symbols and abbreviations.

Suppliers are listed alphabetically: Arrowhead Mills, Balanced Brand [Balanced Foods, New Jersey], Bragg’s (Liquid Aminos), Dr. Bronner’s (with full page ad showing the doctor), Carmé (lecithin), Cedar Lakes, Cellu (Soy bean flour), Chico-San, A.A. Debole (Spaghetti sauce—soy conc), Dragon’s Milk (Arica), Elam’s (soy flour), El Molino, Ener-G—Jolly Joan, Erewhon (with “Erewhon West” full-page ad), Family Orchards (Tamari mixes, Trail mix), Fantastic Foods, Fantastic Falafel [Felafel], Fearn Soya Foods, Flavor Tree, Hain Pure Foods (“Cold pressed” vegetable oils, mayonnaise, nut butters), Hansen’s juices, Health Valley (incl. Vegetarian Chili), Hi-Energy Foods (food bars), Hoffman’s (protein powders, snack bars), Lact-Aid (p. 109, ad p. 118), Jack La Lanne, Lange’s, R.G. Lecithin, Lifestream (p. 113, 251, ads p. 249-50), Malt-O-Meal, Maya Grainburgers (p. 119, ad p. 126—mix with tofu), Midland Lecithin, Miso Cup, Modern Products (Gayelord Hauser), Mus-L-On (MLO), NF Factors, Niblack (“Tamari toasted sunflower seeds,” Tamari pumpkin seeds,” raw or toasted wheat germ, unprocessed miller’s bran), Old Stone Mill (soy), Orjene, Parkelp, Plus Produces (incl. Tiger’s Milk), Richter Bros., Soken, Sovex, Viobin, Waring (blender,

juicer), Westbrae.

Books, Talking Foods, Meats (nitrate and nitrite free), Poultry (no hormones or antibiotics), Soy Products (Health Valley soy milk, tofu), Soy Plant Tofu (nigari, and tofu sausage, p. 259-60), Tumaros, Willow Run (Soybean spread [margarine]). Bulk—Beans, dry roasted soybeans, fruit & nut mixes (trail mix), nut butters, condiments, vegetable oils, pasta (with nomenclature), granola, teas & herbs. Literature & flyers. Indexes. Note: Many companies have a large selection of herbs. Address: 170 Aprill Dr., Ann Arbor, Michigan 48103. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

1117. Chico-San, Inc. 1979. The Yinnies brand Rice Syrup cookbook. P.O. Box 1004, Chico, CA 95927. 19 p. June.

• **Summary:** Contents: Introduction. What is Yinnies brand rice syrup? How Yinnies brand rice syrup is made. Comparison with refined sugar. Contains recipes and shows labels for Yinnies Rice Syrup in jar, Taffy and Caramel.

“Yinnies brand Rice Syrup “is made from a few simple ingredients: rice, water, malted barley, and enzymes from malted grains. That’s all!” It “is a pure, natural sweetener” with a “mild, delicate flavor. It can be used to replace honey, sugar, or other sweeteners that you may now be using.”

“The process that Chico-San uses to make Yinnies brand Rice Syrup involves the conversion of the natural starches in the rice into complex sugars. The secret to the process is to cook the rice at a low temperature, for a long time, allowing the enzymes from the malted grains to create a fermentation. This fermentation occurs in a liquid mash.

“After the mash as fermented for the optimum length of time, the process of fermentation is halted. The liquid is then squeezed from the mash. This liquid is then vacuum cooked at a low temperature to bring the syrup to the right consistency (80 brix).” “The enzymes Chico-San uses in this process are related to those used by the Japanese in making miso and soy sauce. They are made from the same family, *Aspergillus oryzae*.”

Note: Yinnies are made using rice koji; they are an example of glucose syrup production by enzyme hydrolysis of starch [in this case, from rice].

Note: First printing, 5,000 copies. 20,000 copies of this cookbook had been published by Dec. 1981. Address: Chico, California.

1118. Westbrae Natural Foods. 1979. Distributor catalog: June 1979. Emeryville, California: Westbrae. 16 p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in dark blue and dark red on a tan background. Address: 4240 Hollis St., Emeryville, California 94608; 4841 Eastern Ave., City of Bell, CA 90201 (10 miles southeast of Los Angeles). Phone: (415) 658-7518 (orders).

1119. Westbrae Natural Foods. 1979. Wholesale food catalog: June 1979. Emeryville, California: Westbrae. 36 p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in dark blue and dark red on a tan background. Address: 4240 Hollis St., Emeryville, California 94608; 4841 Eastern Ave., City of Bell, CA 90201 (10 miles southeast of Los Angeles). Phone: (415) 658-7518 (orders).

1120. Westbrae Natural Foods. 1979. Snack food catalog: June 1979. Emeryville, California: Westbrae. 5 p. incl. 1 p. insert 22 by 28 cm.

• **Summary:** On the cover, the lettering is in dark blue and dark red on a tan background. Address: 4240 Hollis St., Emeryville, California 94608; 4841 Eastern Ave., City of Bell, CA 90201 (10 miles southeast of Los Angeles). Phone: (415) 658-7518 (orders).

1121. *Soycraft*. 1979-1980/02. Serial/periodical. Greenfield, then Colrain, Massachusetts, USA. Richard Leviton, editor and publisher. Vol. 1 Summer 1979. Quarterly magazine.

• **Summary:** Continues (informally) *Soycraft* (Lawrence, Kansas), privately published by David and Danette Briscoe, starting in Oct. 1977. The first issue of this *Soycraft* magazine (Summer [July] 1979, 60 pp., 8½ by 11 inches), was published from Leviton's office at the New England Soy Dairy, 158 Main St. No. 3, Greenfield, Massachusetts 01301 USA. The second issue was published from Leviton's office in his home at 100 Heath Road, Colrain, Massachusetts. Both these issues bore the subtitle *The Journal of the Soycrafters Association of North America* on the cover and title page. This high-quality periodical is the world's first English-language magazine devoted solely to foods made from soybeans. Leviton was an excellent researcher and writer. Renamed *Soyfoods* with issue No. 3 in the summer of 1980.

On the cover of No. 1, Greg Weaver serves at customer at the Rochester Soy Deli (New York state).

On the cover of No. 2, Jeremiah Ridenour and Akiko Aoyagi are seated at a wooden table in the Rochester Soy Deli; it is loaded with dishes prepared at and sold by the Rochester Soy Deli. As of 2012, each of these issues is on Google Books. Search (in quotes) for "Journal of the Soycrafters Association of North America."

The ten issues were published as follows:

- (1) 1979 July (tan cover).
- (2) 1980 Feb. (light green cover).
- (3) 1980 July (red cover).
- (4) 1981 Feb. (silver cover).
- (5) 1981 July (gold cover).
- (6) 1982 Feb. (yellow cover).
- (7) 1982 July (brown cover).
- (8) 1983 Feb. (blue cover).
- (9) 1983 July (yellow cover).
- (10) 1984 July (full color cover). Address:

Massachusetts.

1122. Lavin, Tom. 1979. The wonderful world of books: The story of tofu. *Natural Food and Farming (Atlanta, Texas)* 26(2):4. July.

• **Summary:** "Something new—something different—a traditional food for the future and—it will help you fight inflation in your own kitchen." A good overview based on *The Book of Tofu*, by Shurtleff and Aoyagi, and several important newspaper articles. Mentions Tom Timmins, Richard Leviton, and New England Soy Dairy.

1123. *Natural Food and Farming (Atlanta, Texas)*. 1979. Confessions of a medical heretic. 26(2):4, 16. July.

• **Summary:** "One of the features of the 1979 NFA National Convention in Tulsa [Oklahoma] was the lecture by Robert S. Mendelsohn, M.D. (Chicago, Illinois). Dr. Mendelsohn has been practicing medicine for over 25 years. He has been the National Director of Project Head Start's Medical Consultation Service, Chairman of the Medical Licensing Committee of the State of Illinois, and the recipient of numerous awards for excellence on medicine and medical instruction. He is currently Associate Professor of Preventive Medicine and Community Health in the School of Medicine of the University of Illinois."

His simple creed: "I do not believe in Modern Medicine."

1124. Nichols, Joe D. 1979. NFA yesterday, today, tomorrow: Keynote speech 1979 National NFA Convention. *Natural Food and Farming (Atlanta, Texas)* 26(2):1, 6, 7, 15. July.

• **Summary:** This brief history of NFA begins: "How many of you out there attended the first NFA Convention at the Normandy House Restaurant in Chicago in February, 1953?"

"How many of you have attended all the NFA Conventions since?"

"I think I am the only one who can answer "yes" to both questions. I have seen NFA organized, grow and in some places go to sleep.

"It has been a long hard fight to keep the NFA story alive. In the late 1950's and the 1960's, we went all over America trying to organize local and state NFA chapters.

"The NFA story in those days was not very popular. We were called extremists, unscientific and even the word 'quack' was thrown at us.

"I lost most of my professional friends. I had been councilor of the Texas Medical Association for nine years. This is where they train future presidents of the TMA. My wife was vice president of the Woman's Auxiliary. Some of my friends had intimated that Texas might have another husband and wife team as president of the TMA and the Auxiliary..." Address: M.D., Atlanta, Texas.

1125. Shurtleff, William; Aoyagi, Akiko. 1979. Distributors

of natural nigari in North America (Document part). In: William Shurtleff and A. Aoyagi. 1979. *Tofu & Soy milk Production*. New-Age Foods Study Center. 336 p. See p. 312.

• **Summary:** Corn Country Whole Food Supply, 1310 W. Main, Urbana, Illinois 61801. Tel. 217-384-5856.

Eden Foods, 4601 Platt Rd., Ann Arbor, Michigan 48104. Tel. 313-973-9400.

Erewhon West, 4770 District Blvd., Vernon, California 90058. Tel. 213-582-6144.

Erewhon Trading Co., Three East St., Cambridge, Massachusetts 02141. Tel. 617-354-2001.

Janus Natural Foods, 217 S. Findlay St., Seattle, Washington 98108. Tel. 206-767-7770.

Laurelbrook Natural Foods, 505 Granary Rd., Bel Air, Maryland 21014. Tel. 301-879-1736.

Lama Trading Co. [formerly Llama, Toucan & Crow], 21 Frost St., Brattleboro, Vermont 05301. Tel. 802-257-7182.

Tree of Life, 315 Industrial Dr., St. Augustine, Florida 32084. Tel. 904-829-3484.

Westbrae Natural Foods, 4240 Hollis St., Emeryville, California 94608. Tel. 415-658-7521. The most reliable source.

Note: This is the earliest document seen (March 2011) that mentions "Erewhon West." Address: P.O. Box 234, Lafayette, California 94549.

1126. Wade, Carlson. 1979. Lecithin—A food to reverse aging. What is it?—What it does. *Natural Food and Farming (Atlanta, Texas)* 26(2):1, 5. July.

• **Summary:** This is a "Special Report, Good Health Series" by Carlson.

1127. *Recorder (Greenfield, Massachusetts)*. 1979. Our growth industry [soyfoods]. Aug. 8. p. A6.

• **Summary:** This editorial states that the New England Soy Dairy has moved into the former Bete Fog Nozzle building on Wells Street and plans to add 1,200 square feet for refrigeration. New equipment will help maintain production of 25,000 pounds of tofu weekly.

Michael Cohen is opening The Tempeh Works on French King Highway; he hopes it will be one of the largest volume tempeh businesses in the United States. And Lama Trading Co. [formerly Llama, Toucan & Crow], which moved to Greenfield from Brattleboro, Vermont, is growing as a major soyfood-natural foods distributor throughout the Northeast.

"To help coordinate and build the industry, Richard Leviton and David Kilroy have formed the Soycrafters Association of North America and are publishing a slick quarterly magazine called *Soycraft*. Both use the Wells Street address. More than 200 industry representatives gathered in Amherst recently for a national conference organized primarily under Mr. Leviton's direction."

1128. Lifestream Natural Foods Ltd. 1979. Classified ad: Warehouse and delivery personnel requested... *Toronto Star (Ontario, Canada)*. Aug. 20. p. C16.

• **Summary:** "... good working cond. [conditions], with opportunity for advancement. Non-smoker preferred. Apply immed. [immediately] at 91 Estes Park Dr. or call 495-6836.

Note: This tiny ad is in the lower left corner of this full-page of classified ads.

1129. Minsky, Terri. 1979. Natural growth—Health-food chains, in a rapid expansion, cause some heartburn: Purity of goods questioned and some rivals claim unfair marketing tactics. Are any foods healthful? *Wall Street Journal*. Sept. 28. p. 1.

• **Summary:** In 1938, in the midst of the Great Depression, David Shakarian started a health food store he named "Lackzoom" in downtown Pittsburgh, Pennsylvania, in the warehouse district.

Today, Mr. Shakarian calls his 700 stores General Nutritional Centers; he owns them all. Two additional GNC stores open every week, and he plans to eventually own 6,000. In addition to wheat germ, honey, vitamins and other traditional health foods, he also sells "sea-salted toasted soybeans," natural fruit juices, and other items that bring in revenues of \$200 million/year. GNC's biggest competitor is the 70-store chain of Nature Food Centres. Address: Staff reporter.

1130. Barton, David. 1979. Foods from the Far East. *Whole Foods (Berkeley, California)*. Oct. p. 28-34, 54.

• **Summary:** Mutual Trading Co. is making 500 tons of miso a year, and this is expected to increase by 10-15% in 1980. Their miso sales are up 300% in 5 years. Erewhon wholesale sales by product for the year ended June 1979 were: Miso \$100,000, shoyu \$200,000, tofu \$110,000. Japanese trade commission figures for 1978 natural food imports are: Miso \$625,528, and shoyu \$1,466,909.

1131. Barton, John. 1979. Fire levels area food warehouse. *Ann Arbor News (Michigan)*. Nov. 27. p. A-1, A-2.

• **Summary:** At 5:00 in the morning of Tuesday, Nov. 26 a fire started in the Eden Foods warehouse, made of cinder block and bricks, at 4601 Platt Road. About 100 firefighters from Pittsfield Township and six other departments battled the blaze, but it nevertheless turned the building into rubble.

"Eden Foods employs some 100 persons in the distribution and production of natural foods that are supplied to about 500 stores and restaurants. The firm also operates a retail store and natural foods restaurant at 330 Maynard Street, as well as the Turtle Island restaurant on State Street.

"Eden Foods was organized in 1970, and began as a tiny single-room natural food store. Last year, the firm's owners, Tim Redmond and Michael Potter, said they expected total sales to reach \$5 million and called the business 'the largest

natural food distributorship in the Midwest.”

“Authorities planned to return to the warehouse today and begin searching for the cause of the blaze.”

A large photo shows the charred and gutted warehouse. Address: Police reporter.

1132. *Ann Arbor News (Michigan)*. 1979. Warehouse fire probe continues. Nov. 28.

• **Summary:** An investigation continued today into the cause of a Tuesday morning fire that levelled the Eden Foods 60-by-120-foot cinder block and brick warehouse on Platt Road, causing an estimated \$650,000 damage. Officials estimate that about \$450,000 worth of natural food products were destroyed in the blaze. There was about \$100,000 worth of insurance on the building, which was built 3-4 years ago, but that won't come close to covering the cost of replacing it, said James Kay, Pittsfield Township's fire chief.

1133. *Ann Arbor News (Michigan)*. 1979. Warehouse fire began in office. Nov. 29.

• **Summary:** “Investigators say the fire that leveled the Eden Food warehouse Tuesday began in an office area, but authorities are still uncertain how it started.” Judson Storms, Pittsfield Township fire marshal said he was stymied as to how the fire started “if it was accidental or if it was arson.”

“Total damages were estimated at \$650,000, including the destruction of about \$450,000 worth of natural food products distributed and processed in the warehouse at 4601 Platt Road. Meanwhile, Tim Redmond said he and his partner in the business, Mike Potter, plan to rebuild and locate ‘some where in Ann Arbor as soon as possible.’” Eden has its phones back in operation and a skeleton crew of workers on the job.

An industry insider, who is not connected with Eden Foods in any way and who has provided this information only on condition of anonymity, states: “Remember, Eden Foods had a Mafia hit and they burned down the warehouse. It was a mistake by the Mafia, which set the fire deliberately, with explosives, but in the wrong location! The Mafia intended to blow up another place, but they accidentally blew up Eden Foods' warehouse. Years later, someone from the Mafia in Detroit later contacted Eden and apologized—but there was more to the call than just that.” It had never made sense before that time.

1134. *Ann Arbor News (Michigan)*. 1979. Eden Foods wants to sell [Turtle Island Restaurant]. Nov. 30.

• **Summary:** “Eden Foods, recently hit by a warehouse fire which virtually wiped out its stock of supplies, wants to sell one of its two Ann Arbor restaurants. The Turtle Island Restaurant, 315 S. State St., had been for sale before Tuesday's fire... Turtle Island has been open since August 1977 and offers a combination of Eden's natural foods, fresh fish, salads and soups... Eden also operates a natural foods

deli at 330 Maynard St... Eden lost between \$400,000 and \$450,000 of inventory and equipment in the fire at 4601 Platt Road this week, but Redmond said the company already has started rebuilding.”

1135. Eivers, Richard Warren. 1979. From alternative to big business: The story behind Erewhon's unionization. *New Age Journal (Boston, Massachusetts)*. Nov. p. 31-34, 36-40.

• **Summary:** On 27 April 1979 the “workers in Erewhon's production, trucking, shipping, and kitchen departments voted 42-19 to form a union affiliated with Local 925, the Service Employees International Union, and they have since been negotiating a contract... Erewhon employees cite as a major reason for the unionizing effort—in addition to concerns about wages, working conditions, and medical benefits—their feelings that behind Erewhon's New Age image lay the reality of an uncaring and unresponsive management willing to exploit them just as any ‘straight’ business might.”

The natural foods industry is rapidly becoming big business. *Whole Foods* magazine reports that the “estimated 1978 sales of the seven largest distributors amounted to \$156 million; in a recent 12-month period 6,400 health and natural food retail stores did over \$1.1 billion in sales.” Erewhon's sales now top \$11 million yearly.

The history of the events leading to unionization are discussed, beginning in Dec. 1976 when the “Production Caucus” began to meet. A document titled “History of the Production Caucus” was started and kept track of ongoing developments. Management refused to deal with this group; repeatedly rebuffed, they grew bitter and suspicious. Jack Garvey, Michio Kushi, Evan Root, and Bunny Meagher all worked to stop unionization—but they failed.

A sidebar describes the Alternative Food Workers Alliance (AFWA), a union formed at Westbrae Foods in Berkeley 3 years ago (Dec. 1975); see separate record.

Photos show: The inside of Erewhon's warehouse, “Zoraih” (Lane Curland), Jeff Flasher, Rob Pell, Tim Reagan.

1136. Eivers, Richard Warren. 1979. The AFWA: A prototype for alternative unions? *New Age Journal (Boston, Massachusetts)*. Nov. p. 38.

• **Summary:** This sidebar to an article on the new labor union at Erewhon describes the Alternative Food Workers Alliance, a union formed at Westbrae Foods in Berkeley, California, 3 years ago (i.e. on 22 Dec. 1975). This union is now seeking to become a national labor organization for workers in the natural foods industry. “According to Tom Miller, a dispatcher at Westbrae who helped organize the union and now acts as its general coordinator, the workers at Westbrae chose to unionize when the owner of the company decided to form a corporation and expand the business. Prior to that decision, there had been talk of turning the company into a

collective: many of the people involved with the company thought it should be an alternative business in form as well as product. When collectivization was ruled out, the employees decided that a union was needed, not only to maintain an economic balance between management and workers, but to ensure that Westbrae's integrity would not get co-opted as the company grew.

"Westbrae's owner and management resisted the idea of unionization, arguing that Westbrae was a spiritual New Age family and that there was no need to resort to a union... On December 22, 1975, the union was certified by the National Labor Relations Board and began negotiating its first contract... Miller reports that today the work situation at Westbrae is excellent, and that the happy, efficient work force has contributed to the company's successful operation and growth.

"Bruce Handler, executive officer of Westbrae, agrees that the union contributes to the company... AFWA invites workers in natural foods businesses to contact the union for more information: Alternative Food Workers Alliance. 1825 Curtis St. Berkeley, California 94702. Phone: (415) 549-3387."

1137. Rodale, Robert. 1979. The amazing three-way bean: With the editor. *Organic Gardening*. Nov. p. 28-35.

• **Summary:** Some people see soybeans as just another bean. Soycrafters see in soybeans the potential for a natural, healthful and even profitable new way of life. And one doctor even sees in soybeans a possible way of controlling cancer.

After discussing tofu and tempeh, and why one might want to become a soy crafter, Rodale continues: "What may really cause soy craft to boom, though, is new information that the eating of soy foods may give people a potent weapon in the control of cancer. Walter Troll, Ph.D., a researcher at New York University Medical Center, is about to publish details of experiments which show that experimental animals fed soybeans were able to resist the effects of chemical carcinogens (cancer-causing substances). It is already known that women living in countries where soybeans and other seeds are important sources of protein have less breast cancer. Now there is laboratory evidence showing why. Substances called protease inhibitors [or trypsin inhibitors] are the key."

"If you are interested in tofu or tempeh-making as a business, you may want to check out *Soycraft* magazine. The address is 158 Main Street #3, Greenfield, Massachusetts 01301. A one-year subscription—four issues—is \$15." Photos show: (1) Robert Rodale. (2) Tofu being made at the New England Soy Dairy.

1138. *SoyaScan Notes*. 1979. Chronology of soybeans, soyfoods and natural foods in the United States 1979 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. Yvonne and Irene Lo incorporate The Soya Bean Products Co., N.A. in San Francisco as a marketing company and immediately begin to import and distribute Vitasoy, the world's most popular soymilk, to Canada from their parent company in Hong Kong. It is not yet sold in America due to an FDA ban on aseptic Tetra Pak cartons.

Jan. Soycrafters Association of North America headquarters moves to Colrain, Massachusetts. Richard Leviton takes over as Director. Decides to edit and publish *Soycraft* magazine.

Jan. "The Soyfoods Revolution" published as a cover story by *Whole Foods* magazine.

Jan. 15-18. Second International Workshop on Low-Cost Extrusion Cookers held in Dar es Salaam, Tanzania, with 43 participants.

Feb. Takai catalog of large scale equipment published.

Feb. 9. Judith Rubenstein, institutional consultant for the New England Soy dairy, initiates a correspondence with Carol Tucker Foreman, Director of Child Nutrition programs at USDA, on the subjects of tofu standards and acceptance of tofu in USDA Child Nutrition Programs, including the school lunch program. Four letters are exchanged between Feb. and Aug. 1979. This is the start of work of tofu standards and tofu in school lunch programs.

Feb. *Natural Foods Merchandiser* magazine starts publication, founded by Doug and Karen Greene.

March 11. KOPTI is founded in Indonesia. It soon functions as an active, effective trade association for Indonesian tempeh and tofu manufacturers. By June 1986 it has more than 12,000 members from 40 cooperatives, and is promoting mechanization of production.

March. Soycrafters Assoc. and Quong Hop & Co. have adjoining booths at the New Earth Expo in San Francisco. 6,000 people sample free tofu burgers, tofu chip dips. Farm Foods sells Ice Bean (soymilk ice cream) and tofu cheesecakes. Gilman Street Gourmet sells tofu burgers.

March. Oak Feed Miso Company is founded by Sandy Pukel, John Belleme, and Barry Evans. Joe Carpenter, Michio Kushi, and James Kenny are also involved. It is soon renamed American Miso Co.

March 26-29. World Soybean Research Conference II held at North Carolina State University. The 897-page proceedings, edited by F.T. Corbin, are published in 1980.

March. Food Protein Council holds International Soybean Fair in Washington, D.C. Many Congressmen, consular officials, etc. attend and sample soy protein products and tofu dips.

March. The Ohio Miso Company, founded by Thom Leonard and Richard Kluding, begins production in Ohio. America's first Caucasian-run miso company.

March. Richard Leviton takes a 3-week soyfoods research trip to the Midwest. Establishes many important contacts.

April. *New England Soy Dairy Product and*

Merchandising Guide published.

April 12. "Good Old Bean Curd Is Suddenly Popular, But You Call It Tofu" by W.M. Bulkeley published as a front page article in *The Wall Street Journal*.

May 24. "The Americanization of Bean Curd," an expansion of Bulkeley's April article, published in the *Washington Post*.

May. Quong Hop & Co. in San Francisco introduces vacuum packed firm tofu, tofu cutlets, tofu burgers, and teriyaki tofu. Each of the latter three products is the earliest known product of its type in America.

June. *The Tofu Cookbook* by Kathy Bauer and Juel Andersen published by Rodale Press.

June 29. An internal FDA memorandum is prepared by FDA headquarters personnel to set forth the agency's views on the attributes of tofu. Publication of a "pull date" on tofu packages is encouraged.

July. Farm Foods starts national advertising of tempeh starter and tempeh kits.

July. David Mintz, owner of Mintz's Buffet, a kosher Jewish deli in New York City, first learns of tofu from Pesach Lazaroff, a young Jewish vegetarian. That summer Lazaroff spends many hours working with Mintz as a paid consultant, developing kosher tofu recipes. Mintz later becomes rich and famous for developing Tofutti, a soy ice cream.

July. *The Book of Tempeh*, by Shurtleff and Aoyagi published by Harper & Row in both large-format paperback and professional hardcover editions. The world's first book about tempeh.

July. *Tofu & Soy milk Production*, by Shurtleff and Aoyagi published by The Soyfoods Center. This is the first book to use the term "soyfoods" in English.

July 17. "Tofu—The Oriental Way to High-Protein, Low-Calorie Meals" published by *Family Circle*.

July 23. Judith Rubenstein (see Feb. above) writes the Commissioner of the FDA requesting that the agency establish a standard of identity for tofu. She notes that the Director of Nutrition and Technical Services for USDA suggested that FDA give top priority to this issue. Issues of imitation tofu products and bacterial contamination are raised.

July 26-29. Second Soycrafters of North America Conference: "Producing and Marketing Soyfoods," held at Hampshire College, Amherst, Massachusetts, organized by Richard Leviton and financed on a shoestring. A major milestone for the U.S. soyfoods industry. 230 people attend and the content is a great success, but Leviton loses \$1,000 on the venture. The first issue of Soycraft magazine, written and published (1,900 copies) by Leviton, is distributed at the conference. In the keynote address, Shurtleff notes that the biggest challenges facing the industry are to build a strong trade association with adequate funding, and to develop soyfoods standards.

July. *Alimentacion Integral Para Una Vida Plena: Los*

Mil Usos de la Soya (Integral Nutrition for a Full Life: The Thousand Uses of Soya), by Blanca Dominguez published by Editorial Posada in Mexico. The country's first book on soyfoods.

Aug. Robert Rodale and Rodale Press gives strong support to *Soycraft* magazine, with ads and a nice mention in an article, which brings in 135 subscriptions in November.

Sept. The Soycrafters Apprenticeship Program is started by Luke Lukoskie at Island Spring, Vashon, Washington. Here people can spend about 3 weeks getting hands-on experience in making tofu, soymilk, and tempeh.

Sept. Tempeh Works, America's first Caucasian-run commercial tempeh shop in a commercial building and making only tempeh, starts production in Greenfield, Massachusetts. Founded and run by Michael Cohen.

Sept. Many articles about the Amherst Soyfoods Conference published in national magazines, such as *New Age*.

Sept. New England Soy Dairy opens America's first in-house tofu & soymilk sanitation laboratory.

Sept. "Chinese Cuisine: Bean Curd" by Nina Simonds published in *Gourmet* magazine.

Nov. 26. A fire destroys Eden Foods warehouse and \$800,000 inventory. The company, struggling for its life, moves to rural Clinton, Michigan.

Oct. *The Great American Tofu Cookbook* by Patricia McGruter published by Autumn Press.

Dec. Rodale Press contacts Richard Leviton to announce plans to do a Soybean Newsletter, with Leviton as editor. The idea later falls through.

Dec. *Frijol Soja* (Soybeans) published in Peru by INTSOY.

Dec. *The Soysage Cookbook*, by Cloud and Burdett self-published in Vermont.

* San-J tamari starts to be imported to America from Japan.

* California and Maine become the second and third states to enact organic labeling laws. California's becomes a model and a standard for many other similar laws, and it is cited on many soyfood product labels. By 1988 there are 12 states with organic laws, and 5 more planned.

* Tofu production in Japan tops 1.1 million metric tons for the first time.

* Soybean research in America begins to shift from emphasis on production to emphasis on utilization.

* Syntex corporation of Palo Alto, California, recalls its soymilk Neo Mull Soy after it is found to be missing a key nutrient, chloride. Many children who used this product were mentally damaged.

* Lauhoff Grain Corp. acquired by Bunge.

* 1979-82. Years of the "salt craze." Growing concern with the level sodium in American food products begins to hurt sales of miso and shoyu. Continued.

1139. *SoyaScan Notes*. 1979. Chronology of soybeans, soyfoods and natural foods in the United States 1970s (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Overview of the 1970s:

The Soyfoods Movement Begins. This industry focused on traditional, low-tech soyfoods such as tofu, soymilk, tempeh, and miso. Many of the pioneer Caucasian-American (non-Asian) soyfoods companies started during this decade, often for philosophical and ideological reasons. The founding of the Soycrafters Association of North America in July 1978 marks the beginning of this movement.

By Dec. 1979 there are 159 tofu manufacturers in the United States. Ninety of these are run by Caucasian Americans and are less than 3 years old. There are also 18 tempeh companies and 3 commercial miso companies (not including those in Hawaii).

Natural Foods and Vegetarian Movements Grow. The basic philosophy of natural foods and vegetarianism became more widely accepted, and this greatly helped the soyfoods movement.

Unprecedented Interest in Nutrition, Health, and Fitness. During this decade, the interest in nutrition grew dramatically, both among consumers and professionals. Consumers, seeking ways of protecting themselves from the ravages of heart disease and cancer, try more healthful diets. Exercise and looking healthy are now “in.” For example, the New York Marathon, which had 55 finishers (no women) in 1970, boasted 10,477 finishers (including 1,621 women) in 1979. Preventive medicine is becoming a new profession.

Steady Increase in Population of Asian-Americans. The number of Asian- and Pacific-Americans living in the USA increased from about 800,000 in 1960 to 1,369,000 in 1970 to 3,500,000 in 1980, at which time they comprised 1.5% of the total U.S. population. Their burgeoning numbers were a major factor in steadily growth of the soyfoods industry, since many Asians use soyfoods in their daily diets.

U.S. Soy Sauce and Miso Consumption Grows. Soy sauce consumption grew from about 9,000 kiloliters in 1970 to about 38,000 kl in 1979, a 4.2-fold increase during the decade. In 1974 domestic production passed imports.

U.S. miso consumption grew from about 750 metric tons (tonnes) in 1970 to about 1,800 tonnes in 1979, a 2.4 fold increase.

Shipments of Soy-Fortified Foods in the Food For Peace (P.L. 480) Program jumps. Shipments of two products in 1970 totaled 131,000 tonnes. In 1979 a record 664,000 tonnes of ten products were shipped to needy countries, a 5-fold increase during the decade. In 1979, the main products shipped were SFB (soy-fortified bulgur), CSM (corn-soy-milk), and WSB (wheat-soy blend).

The Ongoing Protein-Versus-Calories Debate. As Nevin Scrimshaw concluded prophetically in his insightful 1977 lecture “Through a Glass Darkly: Discerning the

Practical Implications of Human Dietary Protein-Energy Interrelationships”: “To the extent that the pendulum swung too far in emphasizing protein in the 1960s, and too far in emphasizing calories in the 1970s, it must come to a more appropriate position for the 1980s and beyond.” He noted that two big protein issues concerned (1) human requirements for protein at different ages and physiological states, and (2) the evaluation of the protein quality of foods as related to human requirements.

Reappraisal of the Value of Plant and Animal Proteins. During the late 1960s and early 1970s, animal proteins probably reached their historical peak of popularity in the U.S. A diet rich in animal protein was considered a “better diet.” However during the 1970s a growing body of nutritional and ecological evidence, and changing attitudes toward world hunger and animal rights, led to a new appreciation of the quality, now more broadly defined, of plant (and soy) proteins. They were more healthful, less expensive, more efficient in utilizing farmland, energy and water, less polluting, and obviated animal slaughter.

Switch from Animal to Vegetable Oils. In the early 1950s Americans were consuming approximately equal amounts of animal and vegetable fats. By 1978 the ratio of vegetable to animal fat was 84 to 16. The same shift occurred worldwide, where the 1978 ratio was 71 to 29.

There were at least three basic reasons for this shift: (1) The growing concern, especially after 1960, with the health dangers associated with consumption of saturated fats and cholesterol, most of which came from animal fats such as butter and lard; (2) Hydrogenation, which allowed vegetable oils to be used in making substitutes for butter and lard (i.e., margarine and shortening); and (3) the lower price of vegetable oils, shortening, and margarine.

Production of soy oil grew dramatically during the postwar period, filling most of the increased demand for vegetable oil.

Boom Years for U.S. Agriculture. The 1970s was a decade of rapid growth for U.S. farmers. With high inflation and low interest rates, American farm products dominated world trade. The boom ended with the second “Oil Shock” of 1979-80, which set off the most serious recession of the post-war era, and marked the start of the Latin American debt crisis that later had a major negative effect on U.S. soybean farmers. 1979 was the last year of roughly 50 years of essentially non-stop, rapid soybean growth. During the next decade, U.S. soybean production zigzagged sideways and declined slightly.

Rapid Increases in Soybean Production in New Third World Countries. Prior to the 1970s, soybeans had never been widely grown in the tropics or semi-tropics (except perhaps in Indonesia). But during this decade a host of countries in such areas started to grow soybeans on a large scale for the first time. Major causes for this were the U.S. soybean boycott of 1973, the pioneering work done by

INTSOY in Illinois, IITA in Nigeria, and AVRDC in Taiwan, and the development of day-neutral soybean cultivars that gave high yields at low latitudes. The major areas of rapid new production growth were...

Latin America. Total production increased from 1,746,000 tonnes in 1970 to 15,384,000 tonnes in 1979, an 8.8 fold increase during the decade. Latin America's three leading soybean producers in 1979 were Brazil, Argentina, and Mexico. Brazil's production rose 7.8 fold between 1970 and 1979, but Argentina's jumped 137-fold!

In 1979 soybean production in Latin American passed that in all of Asia, the birthplace of this ancient crop, and became second only to that of North America (61,722,000 tonnes in 1979/80).

In 1974, Brazil passed China to become the world's second largest soybean producing nation after the USA. The ranking in 1979 by tonnage was USA, Brazil, China, Argentina, Mexico, Indonesia, Paraguay, USSR, Romania, India, and North Korea.

Africa: Total production increased from 67,000 tonnes in 1970 to 300,000 tonnes in 1979, a 4.5 fold increase during the decade. By 1979 Egypt had become the largest soybean producing country in Africa, followed by Zimbabwe, Nigeria, and South Africa. This promising growth was doubly important because it came at a time of steadily falling per capita food production in Africa as a whole, down 20% from 1970 to 1987.

India. Total production increased from a mere 18,000 tonnes in 1971 (production was negligible in 1970) to 450,000 tonnes in 1980, an astonishing 25-fold increase in ten years, and a growth rate greater than that of Latin America. Meanwhile, in Asia as a whole soybean production was slowly declining.

1140. Product Name: Deaf Smith Crunch.

Manufacturer's Name: Arrowhead Mills, Inc.

Manufacturer's Address: P.O. Box 866, Hereford, TX 79045. Phone: (806) 364-0730.

Date of Introduction: 1979.

Ingredients: Oat, wheat, soybean, rye, and triticale flakes.

How Stored: Shelf stable.

New Product–Documentation: Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 45-55. "Arrowhead Mills Deaf Smith Country Reader" by Frank Ford. An illustration (line drawing) shows this product label. The subtitle reads: "Ready to eat cereal and snack." "The nutrients in this granola-type cold cereal are all naturally occurring in the oat, wheat, soybean, rye and triticale flakes." The soybean flakes (microflaked soybeans) were introduced in 1973.

1141. Product Name: Tofu.

Manufacturer's Name: Bean Mountain Soy Dairy.

Manufacturer's Address: 121 W. Howard St., Boone, NC

28607. Phone: 704-264-0890.

Date of Introduction: 1979.

Ingredients: Water, organic soy beans, nigari.

Wt/Vol., Packaging, Price: 1 lb.

How Stored: Refrigerated.

New Product–Documentation: Rick Mashburn. 1980. *The Sentinel* (Winston-Salem, North Carolina). Feb. 15. p. 7. "From beans to 'cheese.'" Four photos show Jerry MacKinnon and Marc Crowell making tofu. A blow-up photo shows one of their tofu labels. Below the ingredients is written: "Store in fresh water."

Soyfoods Center. 1980. Sept. Tofu shops and soy dairies in the West (2 pages, typeset). Gives the company's name, address, and phone number. Owner: Jerry McKinnon.

Talk with Jon Kessler of Virginia Soyworks, then with an employee of the company. 1991. Sept. 14. The company, now named Bean Mountain Natural Foods, has just moved to 1096 New Stock Rd., Weaverville, North Carolina (phone: 704-658-2326), and has just gotten a major account with Tree of Life. John Swann is president. The company is privately owned and presently makes only tofu and tempeh.

D. Christner. 1992. Dec. 14. *Times-Dispatch* (Richmond, Virginia). Bear [Bean] Mountain Natural Foods of North Carolina went out of business during 1992.

Letter (e-mail) from John Swann. 2012. July 18—in reply to a question from Shurtleff. "I did indeed own a tofu and tempeh shop from 1987 until 1992. Your books on commercial tofu and tempeh production were invaluable to us, and I still have them. Thank you for writing them. I would be glad to share a brief history of the company.

"The shop was started in 1979 in Boone, NC, by Gerry McKinnon. I helped Gerry get it started for the first few months (he actually rented the production space from me at the time), but was not actively involved in the business until I bought it in 1987. We ran it in Boone for three more years, then moved the plant to Weaverville, NC, (north of Asheville) in 1990. At the height of the business, we had two refrigerated trucks and were delivering weekly to retail stores throughout most of NC. We had Tree of Life, Harris Teeter, Biggers Brothers (Fresh Market), and Mountain Warehouse Co-op as wholesale accounts. We also distributed American Miso Co. and a few other products on our delivery runs, which is when I met John and Jan Belleme.

"For the tofu operation, we used a hammer-mill disintegrator and an 80-gallon steam jacket kettle with a steam injection wand. Our hydraulic okara press was homemade. We curdled with nigari. We used weighted buckets to press the tofu, with locally made stainless steel press boxes. We hand packed in a 16-oz printed cup and lid, packed 6/ and 12/case, as well as bulk in 12# and 25# buckets.

"For the tempeh, we used an antique stone mill to split the beans and a centrifugal commercial laundry extractor to dry them. We used a sausage mixer to inoculate, and we

incubated on dishwasher trays set in rolling bread racks, in an incubator room that I designed. We packed in perforated poly bags, over-wrapped by printed poly bags after steam oven pasteurization. We packed (24) 8-ounce frozen cakes in a punch-out display box.

“Unfortunately, the same month that we opened our new plant near Asheville, Cornucopia Natural Foods (now UNFI) opened their warehouse in Atlanta, Georgia, bringing with them Nasoya tofu and Lightlife tempeh. We worked hard for two years to get Cornucopia to pick up our products, but they never would pick them up. And my associate John Paino (we served together on the Soyfoods Association of America for a year) made good on his promise that he (Nasoya) would “own tofu in the eastern US,” with killer promos and pricing through both Tree and Cornucopia. We ran for two more years, but never could get sales to grow enough to cover the higher cost of the new plant. So, in 1992 we sold the assets of the company to Jon Kessler and Twin Oaks Community Foods in Virginia, and moved on.

“That’s the short story. If you want any more of the bloody details, I would be glad to fill in the blanks.

The only product that we made other than regular soy tofu and tempeh was a Dulse Tofu, which only had modest success.

“Thanks again for your work and all you have done for the industry.

“Best Regards,...”

“P.S. I am still in Asheville. After Bean Mountain, I worked in several food related businesses, including a year as general manager at Great Eastern Sun, and four years with a local produce distributor. Since then, I have been working mostly in retail, with seven years at Earth Fare and seven years with Greenlife Grocery, of which I was a partner. Since Whole Foods bought out Greenlife two years (over my strenuous objections), I have been consulting and am currently developing a new retail venture here in Asheville.”

1142. Product Name: Koji Starter.

Manufacturer’s Name: Eden Foods, Inc. (Importer). Made in Japan.

Manufacturer’s Address: 4601 Platt Rd., Ann Arbor, MI 48104. Phone: (313) 973-9400.

Date of Introduction: 1979.

How Stored: Refrigerated.

New Product–Documentation: Ad in Soycraft. 1979. Summer. p. 38. “Traditional Soy Products from Eden Foods.” “Koji [sic, Koji starter], a light green mold spore, (*Aspergillus Oryzae*) is available in dried or cultured grain form for such fermented grain products as shoyu, miso, sake, and amasake. Different varieties available.”

Talk with Ron Roller of American Soy Products (formerly of Eden Foods) in Saline, Michigan. 1991. Nov. 27. Eden Foods never sold koji.

1143. Shepard, Sigrid M. 1979. *Natural food feasts from the Eastern World: China, Japan, India, Indonesia, the Middle East*. New York, NY: Arco Pub. Co. vii + 455 p. Illust. (by Margaret V. Putnam). Index. 28 cm. *

• **Summary:** Published in 1976 under title: *The Thursday Night Feast and Good Meals Cookbook*.

1144. Product Name: Bonsoy (Soymilk).

Manufacturer’s Name: Spiral Foods (Importer). Made in Japan by Marusan. Imported via Muso Shokuhin.

Manufacturer’s Address: Melbourne, Australia.

Date of Introduction: 1979.

Ingredients: Water, soybeans, pearl barley, kombu (sea vegetable), barley malt.

New Product–Documentation: Australian Dairy Foods. 1986. Feb. p. 84. A photo shows Barley Malt Bonsoy in a Tetra Brik carton. It is imported from Japan. Shurtleff & Aoyagi. 1986. *Soymilk Industry and Market*, Update. Australian Dairy Foods. 1986. Feb. p. 84.

Sojarei (Austria) price list. 1989. Jan. The company markets this product in plain and cocoa flavors, in 500 ml and 1 liter sizes.

Talk with Ron Roller of Eden Foods. 1992. Feb. 26. When he visited the Muso office in Osaka, Japan, in Sept. 1982, he noticed very large shipments of soymilk in aseptic foil retort pouches, made by Marusan, being shipped to Spiral Foods (run by James Wilson) a macrobiotic distributor in Melbourne, Australia.

Talk with Yuko Okada. 1992. July 16. Muso first exported soymilk (Bonsoy) from Japan in about 1979 to Spiral Foods in Australia, owned by Jim Wilson. This soymilk was packaged in a foil retort pouch.

1145. Product Name: Tamari [Traditional Wheat-Free Tamari, or Johsen Shoyu Tamari].

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1979.

Ingredients: Wheat Free: Whole soybeans, water, sea salt. Johsen Shoyu: Water, whole soybeans, whole wheat, salt.

Wt/Vol., Packaging, Price: 5 fluid oz (147 ml), 16 fluid oz (473 ml).

How Stored: Shelf stable.

New Product–Documentation: Label. 1982. 6 by 3.5 inches. Paper. Red, green, black, and white on gold. Label. 1982. Wheat Free: 6.5 by 3.5 inches. Paper. Red, blue, green, grey, tan, black, and white. 5 fl oz. Label. 1982. Johsen Shoyu: 8 by 3.5 inches. Paper. Red, blue, green, tan, black, and white. 16 fl oz. “The words ‘Tamari,’ ‘Shoyu’ (shoyu), and ‘Soy Sauce’ are often used to describe the same product. The history of soy seasoning explains the product’s evolution and name. Tamari–Centuries ago, the Japanese

discovered the seasoning and nutritive benefits of the liquid that collected in hollows of soybean miso. Miso-tamari was the forerunner of all soy sauces. The natural food movement began calling premium or naturally brewed soy sauce 'Tamari...'" Explains shoyu and modern soy sauce. Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. Letter from Gordon Bennett. 1987. Oct. Gives date as 1979. I had 1982.

1146. Product Name: White Tiger Tofu Sauce.

Manufacturer's Name: Westbrae Natural Foods.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1979.

Ingredients: Soy sauce (water, soybeans, wheat, seasalt), honey, vinegar, toasted sesame oil, lecithin, gum tragacanth, cayenne.

Wt/Vol., Packaging, Price: 10 fluid oz, 12 fluid oz (355 ml) bottle.

How Stored: Shelf stable.

New Product–Documentation: Two Labels. 1979. undated.

3.5 by 3.5 inches. Paper. Red, black, and white or green and yellow-orange. Stalking tiger illustration. 5.25 by 3.5 inches. Paper. Brown, blue, black, orange, white. Mt. Fuji logo illustration. Small tiger in title. **Ingredients:** Soy sauce, malt syrup, cider vinegar, honey, sesame oil, natural gum stabilizers, ginger, cayenne. Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. Westbrae Natural Wholesale Food Catalog. 1980. Spring. **Ingredients** are now: Tamari, honey, apple cider vinegar, toasted sesame oil, guar gum, gum tragacanth, cayenne. Letter from Gordon Bennett. 1987. Oct. Gives date as 1979.

1147. Colbin, Annemarie. 1979. *The book of whole meals: A seasonal guide to assembling balanced vegetarian breakfasts, lunches and dinners*. Brookline, Massachusetts: Autumn Press. Distributed by Random House. 232 p. Illust. Index. 28 cm. Reissued in Feb. 1983 by Ballantine Books, NY. 28 cm. [88 ref]

• **Summary:** In this macrobiotic cookbook, note (despite the subtitle) that fish are used in some recipes, so it is not actually a vegetarian cookbook. The term "shoyu (natural soy sauce)" is used throughout. **Contents:** Part I: Theory: A kitchen philosophy. Where we are now. Choosing our food. Balance. Menu planning: General guidelines, food categories. In the kitchen: Cooking: why and how, setting up the kitchen, buying, storing, and preserving food, cutting vegetables. Special situations: Eating away from home, if you live alone, entertaining, the art of eating.

Part II: The practice. Using this book. Fall meals. Winter meals. Spring meals. Summer meals. Basic beverage recipes. Homemade bread. Appendix. Bibliography (24 cookbooks, 65 reference books and others).

Soy-related recipes include: Miso soup (with tofu, p.

69), Hiziki [Hijiki] with mushrooms and tofu (p. 74), Tofu-ginger dressing (p. 93), Miso-tahini spread I (p. 94), Oden stew (with fried tofu, p. 112), Fried tofu (p. 113), Miso-tahini spread II (p. 118), Tofu-miso spread (p. 127), Daikon with miso (p. 139), Cold tofu with garnish (p. 144), Tofu-sprout spread on toast (with alfalfa sprouts, p. 146), Tofu cream pie (p. 156), Scrambled tofu (p. 158), Noodles with tofu and bean sprouts (p. 165; the type of "bean sprouts" is not specified), Miso-dill dressing (p. 172), Tofu mayonnaise (p. 182-83), Lemon-miso soup (p. 185), Peanut-apple-miso spread (p. 190), Tofu pickle spread (p. 191), Miso-dill dressing with tahini (p. 195), Miso-vinegar dressing (p. 204), Baked tomatoes with miso (p. 207), Tofu dip (p. 208), Miso dip (p. 209), Tahini-tofu dressing (p. 209), Tofu-mustard dressing (p. 213). Address: 365 West End Ave., New York City, NY 10024. Phone: 212-580-7121.

1148. Haines, Stephen; Schreiber, Jim; Fillip, Janice; Stein, Ellin. eds. 1979. *Whole foods–Natural foods guide: What happens to natural food products from farm to consumer?* Berkeley, California: And/Or Press. 301 p. *

• **Summary:** Contains thirty articles compiled from the pages of *Whole Foods* magazine. On pages 129-30 are sections on miso and koji, including praise for the "wonderfully comprehensive" *Book of Miso* by Shurtleff and Aoyagi. Address: Berkeley, California.

1149. Mortimer, Robert; Mortimer, Charles; Mortimer, Mary Ellen. comp. and ed. 1979. *The menu guide of Los Angeles*. Pacific Palisades, California: Mortimer Development Co. 191 p. Illust. No index. 28 cm.

• **Summary:** Includes a copy of part of the menu from the Golden Temple of Conscious Cookery (Hollywood, p. 64-65). The vegetarian menu is divided into: Fruit salads. Vegetable salads. Soups. Sandwiches (Eggplant Bhajan incl. breaded eggplant with lemon-tahini dressing; Falafel). Soups and appetizers (incl. Country French onion soup, Guacamole salad, Gaspacho, Sprout salad). Entrees (incl. Golden deluxe, delicately seasoned eggplant and soybeans, with topping on patty). Desserts. Various recipes mention Yogi Bhajan.

1150. Riker, Tom; Roberts, Richard. 1979. *Directory of natural and health foods: A sourcebook for dietary revolution*. New York, NY: Putnam (A Paragon Book). 320 p. Index. 37 cm.

• **Summary:** The first part of this book (p. 7-49) consists of essays on natural foods and nutrition (some reprinted). Part two is a commercial catalog/directory of natural foods available in 1979; it lists and describes (with many photos and labels) products from most of the major U.S. natural foods manufacturers. An Index (p. 293-308) lists participating companies alphabetically.

Soy-related products include: Hain Super-E Soy Oil and Crude [unrefined] Soy Oil (Los Angeles, California,

p. 55). Health Valley Soy Moo (Montebello, California, p. 56). Edward & Sons Miso-Cup (Union, New Jersey, p. 57). Family Orchards Fruit & Nut mixes, incl. Back Packer+*, Hi-Fiber Mix+, Hi-Iron Mix+, Hi-Protein Mix+*, Hiker's Helper, Mixed Nuts*, Mountain Munchies*, Tamari Mixed Nuts* (+ = contains Soy Nuts; * = contains Tamari Peanuts) (Berkeley, California, p. 60-61). Niblack Tamari Pumpkin Seeds (Pepitas), Tamari Roasted Sunflower Seeds, Liquid Lecithin, Granular Lecithin (Rochester, New York, p. 72-73). Arrowhead Mills Unrefined Soybean Oil (Hereford, Texas, p. 75). Good Morning New England Granola incl. Cashew-Raisin Bran-ola (with okara soy fiber), Happy Trails Mix (with roasted soynuts) (Amherst, Massachusetts, p. 79). Elam's Soy Flour (Broadview, Illinois, p. 81).

A long section on Erewhon and its products (p. 84-108) is probably the reproduction of an Erewhon catalog. Erewhon is now located at 3 East Street, Cambridge, MA 02141. Following several pages about the company and its philosophy and standards, each of its major products is discussed in detail, often with nutritional analyses. A label for Soy Flour (organically-grown stone-ground, 24 oz.) is shown; the main recommended use is for making soy milk! A major part of the presentation is titled "Japanese food guide." Products described include: Umeboshi (2 pages): Plums pickled in brine (umeboshi). Umeboshi paste. Plum concentrate (*bainiku ekisu*). Miso (2 pages): Hatcho, waka-Hatcho, soybean, barley, brown rice, rice, and natto miso varieties. Tekka (made with Hatcho miso). Sweets made from mizu ame [rice syrup]. Nigari. Gomashio. Koji starters for various types of miso or shoyu. Goma-muso (60% barley miso and 40% whole sesame seed butter). *Gomamiso furikake* (with barley miso, whole roasted sesame seeds, and shredded nori seaweed). Kombu candy. Kokkoh. Dried tofu (*Kohya-dofu*). Brown rice sake. Mirin. Gluten cakes (*Kuruma-fu*). Seitan (Gluten cooked in shoyu). Rice crackers seasoned with tamari soy sauce. Kuzu (3 pages). Tamari and shoyu (4 pages; Johsen Shoyu is made in Sendai and tamari is made by San-jirushi Co.). Seaweeds (4 pages): Kanten, arame, hijiki, kombu, ne-kombu, nori, seasoned nori, kanten, kanten flakes, wakame, and mekabu.

Good Food brand Soy-Millet Bread (Austin, Texas, p. 120). Arrowhead Mills Bulgur-Soy Grits (p. 121). Erewhon Morning Cereal, and Infant Cereal (each containing soy beans). Chico-San Black Soybeans (imported), and Azuki Beans (Dainagon imported small red), and Lima Soy Sauce (Chico, California, p. 126-27). Arrowhead Mills 7 Grain Cereal, and Deaf Smith Crunch (granola-type cold cereal) (each contains soybeans, p. 130).

The section on pages 188-197 is titled "Soy." It lists Farm Foods Tempeh Kit, Tempeh Starter, Natural Nigari for Curding Tofu, Soyflour, Whole Cleaned Soybeans, Good for Ya Textured Vegetable Protein (Summertown, Tennessee, p. 189). New England Soy Dairy Tofu (with many tofu recipes, Greenfield, Massachusetts, p. 192-96).

The Redwood Sprouter Co. sprouter containing Soy Sprouts (1976, Austin, Texas, p. 202-04). Worthington Foods (a photo shows their line of 38 products). Millstone Burger-Like (with soy flour and TVP), Wheat Fries (with wheat gluten), Tender Cuts (with wheat protein and soy flour) (Penryn, California, p. 222-23). Sunrise Health Products Lecithin Granules (p. 274-75).

1151. Vegetarian Society of the United Kingdom Ltd. 1979. *International Vegetarian Health Food Handbook*. Altrincham, Cheshire, England. 210 p. 19 cm.

• **Summary:** Edited by Bronwen Humphreys and Derek McEwen. Contents: Introduction. Application. United Kingdom: Vegetarian societies, other societies, publications, British periodicals, general facilities, travel and holidays, restaurants, hotels and guest houses, health centres, health foods stores, organic growers.

Overseas: Vegetarian societies, publications, vegetarian food hints for Continental hotels, restaurants, hotels and guest houses, health centres. *Shopper's guide: Introduction, contents, products. Glossary of common food additives and contaminants. Index of manufacturers. Index of advertisers.* Address: Parkdale, Dunham Rd., Altrincham, Cheshire WA14 4QG, England.

1152. *Manna Bulletin*. 1979---. Serial/periodical. Meeuwenlaan 70, 1012 JK Amsterdam, Netherlands. Editor: Sjon Welters. Illust. 21 cm. [Dut]

• **Summary:** This is a magazine about natural foods, macrobiotics, and alternative lifestyles. Soyfoods Center owns Vol. 3, No. 2 (June 1979), and Vol. 4, No. 3 (autumn 1982). In the former issue, the advisors are Adelbert Nelissen and Willem de Ridder. The editors are Hans den Hoed, Wieke Nelissen, etc. The latter issue contains one article titled "Macrobiotic Economics and the Practice of Manna" (a photo shows Adelbert Nelissen, Manna director), and another titled "Fermented products, an essential supplement to a vegetarian (*plantaardig*) diet." Page 12 shows an ad for Witte Wonder Products (2 Riemerstraat 186, 2513 EZ Den Haag), producers of tofu and seitan.

Talk with Sjon Welters. 1994. April 4. He was once the editor of this publication. He thinks it stopped being published in about 1984-1985. Address: Amsterdam, Netherlands.

1153. Harmony Foods factory and warehouse (Photograph). 1980. London, England.

• **Summary:** Harmony Foods (Cobbold Road, Willesden, London NW10) was the first distributor of whole and macrobiotic foods in the UK. These four photos show the inside of their factory and warehouse in London in 1980. Gregory Sams writes (Aug. 2017): At Harmony Foods we had a stone flour mill with 3 ft. stones, a jam-making facility, a peanut butter machine, plus packing lines and a cash and



carry. 55,000 square feet in all.

Sent to Soyinfo Center by Gregory Sams 2017 April 6.
Address: Willesden, London. Phone: 01 451 3111/2.

1154. Harmony Foods. 1980. Price list. London, England. 9 p. Jan. 30 cm.

• **Summary:** The catalog is divided into Case Prices and Bulk Prices. Too many new categories to count, but the same soy products and grains are (as always) available, although a few names have changed: Shoyu soy sauce. Miso soy puree genmai. Hatcho Miso.

One page near the rear starts with this: “On November 5th 1979 after a jam and marmalade breakfast attended by members of the press, we faced Hammersmith Council at the West London Petty Sessions charged with having inadequate sugar content in Whole Earth Jams. After a long and at times, amusing hearing we were found guilty of a technical breach of jam legislation and given a conditional discharge. The jams which were the subject of the prosecution bore a label which we stopped using in March 1979 and the labels on all Whole Earth Jams now contain a consumer notice advising purchasers that they will be getting more fruit and less sugar than they would normally expect. Herewith a collage of our press clippings on the case.

“Bureaucrats put food firm in a jam. Makers of a new natural jam were ordered to take their product off the market because it doesn’t contain enough sugar.” “Pure jam that broke the law.” “Jam caught in a sticky position.”

Note: This jam went on to become the company’s first big hit, being sold in supermarkets throughout the UK and continental Europe.

Gregory K. Sams was managing director. Address: Cobbold Road, London N.W.10. Phone: 01 451 3111/2.

1155. Leviton, Richard. 1980. Soycrafters Conference: The birthing of a new industry. Director’s report: Missed all the meals. *Soycraft (Colrain, Massachusetts)* 1(2):16-23. Winter.

• **Summary:** A report on the Second Soycrafters Conference, held 26-29 July 1979 at Hampshire College, Amherst, Massachusetts. Over 50 workshops and lectures were presented on all aspects of the soyfoods industry. “Miraculously, the \$19,000 conference broke even financially, and attracted significant national press in the following three months.”

The section titled “The view from the guests” (p. 20-23) contains brief statements (all positive) about the conference from the following attendees: Luke Lukoskie (Island Spring), Rebecca Uchida (Mu Tofu Shop), Michelle Ajamian

(Amesville, Ohio), Shag Kiefer (Redbud Creek Tofu), Will Truslow (Jamaica Plain, Massachusetts), Dr. Joseph Rakosky (Rakosky Services, Melrose, Illinois), Marvel Huffman (Lecanto Tofu), Francine Watanabe (La Soyarie, Hull, Quebec, Canada), Dr. Charles Howes (Loma Linda Foods, Mt. Vernon, Ohio), Timothy Metzger (Dannon Milk Products, Long Island City, New York), Lee Cunningham (Wonder Life Corp., Des Moines, Iowa), Joseph Jaffer (Waymart, Pennsylvania), Chico Wagner (Yaupon Soyfoods), Dr. Malcolm Bourne, Frank Pilotte (Golden Key Farm, Grant Park, Illinois), David Patten (Brightsong Tofu, {Redwood Valley}, California), Patti Smith (Erewhon, Cambridge, Massachusetts), Larry Needleman (Bean Machines, Bodega, California), Peter Driscoll, Goodhart Foods (Petosky, Michigan), Bill Shurtleff (New-Age Foods Study Center), George Strayer (Agricultural Exports, Hudson, Iowa), David Blumberg (San Francisco, California), Dr. Keith Steinkraus (Cornell Univ., Ithaca, New York), Bob Bergwall (Nasoya Foods, Leominster, Massachusetts).

Photos show: (1) Overview of the conference registration hall incl. Richard Leviton talking with George Strayer. (2) Kathy Leviton adding finishing touches to large trays of tofu cheesecake. (3) A woman preparing scrambled tofu and fried soysage patties in the Hampshire College kitchens. (4) Members of Okita Enterprises and the Tennessee Farm: Charles Ishigawa, Robert Dolgin, Eddie Okita, and Michael Moorman. (5) Dr. Walter Wolf (Northern Regional Research Center, Peoria, Illinois). (6) Robert Rodale, Rodale Press, Emmaus, Pennsylvania. (7) Dr. Malcolm Bourne, Cornell University, Geneva, New York. (8) Michael Cohen, holding a baby and talking with Dr. Clifford Hesselstine.

Note: This is the earliest publication seen (Feb. 2003) that mentions Brightsong Tofu. Address: Colrain, Massachusetts.

1156. Coates, Margery K. 1980. Minutes of special meeting of board of directors of Laurelbrook Foods, Inc. Bel Air, Maryland. 1 p. March 17. Unpublished manuscript. 28 cm.
 • **Summary:** The special meeting was held in Bel Air, Maryland. The following directors, constituting a quorum, were present: Roger M. “Rod” Coates, Daniel G. Coates, Margery K. Coates. Rod, the president of the Corporation, stated that the meeting had been called to inform the board of directors that he would be retiring from Laurelbrook on his 65th birthday [23 March 1980]. He recommended to the board that he be replaced as president by Mr. N. Richard Curry and his (Rod’s) official position be chairman of the board. Mr. Coates also suggested that Mrs. Sally Sunkel be named to the board of directors. The board voted an annual salary of \$6,240 for Mr. Coates as chairman of the board. Mr. Curry informed the board that he would accept the position contingent upon a 5-year employment contract with Laurelbrook.

Note 1. Rod Coates hired Richard Curry in May 1979 as accountant and general manager. Note 2. As of 3 Oct. 1980 Dan Coates is vice president of Laurelbrook. Address: Secretary, Laurelbrook Foods, P.O. Box 47, Bel Air, Maryland 21014.

1157. *SoyaScan Notes*. 1980. How Laughing Grasshopper tofu shop (which became the New England Soy Dairy) was founded (Overview). March 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** The following story was compiled from various interviews with and writings by Richard Leviton and Tom Timmins from 1977 to 1980. In 1976 Ira (Richard) Leviton and Kathy Whelan were running the successful Corncreek Whole Grain Bakery, which they had started in the spring of 1974. It was located in South Deerfield, Massachusetts, 10 miles north of Amherst, where some 25,000 students attended the University of Massachusetts and Amherst College. In Feb. 1976 an employee from Corncreek Bakery visited the Welcome Home Bakery and Tofu Shop in Corvallis, Oregon, started by Alec Evans in March 1975. He returned to tell Ira in detail how Alec made tofu in Oregon. Ira, a vegetarian, had already been eating tofu since 1970; he bought it at a local supermarket, which in turn bought it from Chinatown in Boston.

In early 1976 Ira bought *The Book of Tofu* by Shurtleff and Aoyagi, then made tofu at home several times successfully. He thought, “This would be a good second food business.” He found that the bakery’s 100 bread accounts were eager to stock tofu. But his partner, Kathy, was not very interested in the idea. Ira wrote Bill Shurtleff in mid-1976 to explain his idea and ask for advice. Ira then firmly decided to start a tofu shop during a Zen meditation sesshin on 19 July 1976. In August he rented a two-room 1,000-square-foot shop (with handsome wooden floors) at 3 Main St. in the sleepy little papermill town of Millers Falls, Massachusetts, 8 miles from the bakery. Working largely alone, he began to convert the space into a traditional, cauldron-style tofu shop.

For startup capital, Ira and Kathy together put in \$4,000 of their own funds, to which Tom Timmins added \$1,200 and Michael Cohen added \$2,000. In Sept. 1976 Ira got a \$7,500 five-year bank loan to bring the total to \$14,700. Part of this money was used to equip the shop with a large Hobart VCM-40 (Vertical Cutter-Mixer) to grind the beans, four 15-gallon stainless steel pots set over four gas burners to cook the slurry, a solid-oak apple cider press to extract the soymilk, hand-made oak curdling barrels (former cider barrels) and forming boxes, and cedar soaking barrels from a Maine lobster supply house. The “old fashioned” shop was a joy to behold—but soon proved to be a misery to work in!

On 4 Nov. 1976 Shurtleff and Aoyagi, while on a nationwide tour to introduce tofu and miso to America, visited Leviton in Massachusetts. Leviton hosted their program at his bakery and drove Shurtleff to the tofu shop

that would open in several months. A day or two later Shurtleff and Aoyagi visited Tom Timmins, in Brattleboro, Vermont. From 1973-75 Timmins had been manager of Yellow Sun Natural Foods Cooperative in Amherst, Massachusetts. This food co-op had 500 member families and was a pioneer in the organic farming movement in New England. From 1975 to 1977 he was sales manager at Llama, Toucan & Crow, a natural foods distributor in Brattleboro.

In early December, Timmins called Leviton to say that he would like to be a partner with Ira and Kathy in the new tofu shop. Timmins' wife, Judy, had started the Equinox Vegetarian Restaurant in Amherst,—which bought bread from Corncreek bakery. Timmins was soon invited to join as the third partner.

Ira, Kathy and Tom made the first batch of tofu at Laughing Grasshopper Tofu Shop on 12 January 1977, a Saturday. Initial output was 300 to 1,000 pounds a week. The young craftsmen, bypassing the traditional Japanese apprenticeship and having made tofu only five times before opening, learned as they went along, partially following instructions in a pre-publication rough draft of Shurtleff and Aoyagi's *Tofu and Soy milk Production*, and benefitting from their daily mistakes and observations.

But before long things started to go awry. Heaving the heavy pressing sacks onto their cider press, they found, required almost superhuman physical strength and conditioning; it left them exhausted and with aching backs at the end of each day. The wooden soaking and curdling barrels warped badly, began to rot, and generally were too unsanitary and too heavy to handle. The forming boxes warped and pulled apart at the seams. The pressing sacks often sprang leaks, tore open at the seams, and sprayed hot okara all over the shop and workers. The floor warped (especially after 1 month when the drains clogged permanently; the landlord had done an illegal plumbing job himself) and water dripped through the radiator pipe openings into the room below onto the landlord's stored art materials. The sheet rock walls slowly began to crumble. The landlord, who lived in the building, often showed up drunk (sometimes with a pistol) and occasionally shut off the water in the middle of production. The smell of tofu production seeped into the town library, which was in the same building, prompting complaints. Town and state health inspectors, concerned with the unsanitary conditions, kept a close eye on the operation. Nonetheless, in the process of overcoming these and many other unforeseen difficulties, the young craftsmen soon became proficient in the art of making fine nigari tofu. Timmins later remarked, "Only willpower and dedication kept us going." Ira got mononucleosis in February or March 1977 from stress and overwork, and was out for 7 weeks. Many other early tofu shops in America experienced the same types of difficulties.

The three partners hired Michael Cohen to deliver their tofu 3 times a week. Michael had just returned from The

Farm in Tennessee (there and at a satellite community of The Farm he had learned to make soyfoods) and wanted to start his own tofu shop. In Feb. 1977 the company took in Michael Cohen as the fourth partner. This combination of diverse talents proved helpful in running the business. The partners used Corncreek Bakery to develop a Tofu Pie (4½-inch diameter tofu cheesecake), which was launched in April 1977. But it was not on the market very long, since the bakery closed in Aug. 1977 due to a continuing labor dispute.

Yet despite all these problems, business was booming. At the end of its first year in business (Jan. 1978), the little company was employing ten people, each working 40 hours per 7-day week, and making over 7,000 pounds of tofu a week. They packed their tofu in plastic lined 5-gallon plastic pails, storing them overnight in a 10-by-12-foot self-built cooler. They made deliveries in their own van two to four times a week to over 100 small food stores, restaurants, and supermarkets in Boston and Western Massachusetts. With sales for the first year at an impressive \$75,000, they company was already planning a first expansion and a new image—just in time, as they were also being evicted by the landlord and town council.

In Nov. 1977 the partners incorporated the company, made Tom Timmins the top man (president), changed the name to New England Soy Dairy, raised \$45,000 of new capital, and began to move the business into a much larger building at 305 Wells St., Greenfield, Massachusetts. Production in Greenfield began on 31 Jan. 1978. In Feb. 1978 the company stopped using the name "Laughing Grasshopper" for their tofu. In Feb. 1978 the former landlord sued the company for \$35,000 but *his* lawyer dropped the suit out of embarrassment.

1158. Barton, David. 1980. Safeway goes natural. *Whole Foods (Berkeley, California)*. March.

• **Summary:** Safeway, the West Coast supermarket chain, has begun to install a natural foods section in many of its stores.

1159. Laurelbrook Foods, Inc. 1980. Product standards (Leaflet). Bel Air, Maryland. 1 p. Single sided. March 1. 28 cm.

• **Summary:** An 11-point description, with emphasis on organically grown products. Address: P.O. Box 47, Bel Air, Maryland 21014.

1160. **Product Name:** Westbrae Nigari (Bittern).

Manufacturer's Name: Westbrae Natural Foods (Distributor). Imported from Japan. Made in China (PRC).

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: 415-658-7518.

Date of Introduction: 1980 April.

Ingredients: Incl. magnesium chloride.

Wt/Vol., Packaging, Price: 44 lb. Wholesales for \$21.60.

How Stored: Shelf stable.

New Product–Documentation: A series of 3 labels appears on Westbrae’s internal print order log: (1) “Westbrae Nigari (Bittern): for use in making tofu.” 1976. Printed with dark blue ink on light blue paper. 3.5 by 4 inches. “Made from clear seawater from which most of the tablesalt (NaCl) and water have been removed. Store tight to prevent water absorption. Net weight: 5.29 oz. (150 grams). Imported by Westbrae Natural Foods. Product of Japan. (2) “Westbrae Nigari: Bittern.” 1977. July 20. Printed brown on beige. (3) Westbrae Dried Natural Nigari (Bittern).” 1978. Jan. 26. Printed with dark blue on silver. 2¼ by 3¼ inches.

Westbrae Natural Wholesale Food Catalog. 1980. Spring. “Nigari is the mineral-rich liquid that remains after sodium-chloride (table salt) is separated from seawater. Westbrae’s natural nigari is made after the traditional methods in the salt fields of the People’s Republic of China. Used as a coagulant in making tofu.”

1161. Griffin, J. Mogador; Jeavons, John. 1980. One crop test booklet: Soybeans. Palo Alto, California: Ecology Action of the Midpeninsula. 24 + 4 p. May. Illust. 22 cm. Series: Self-Teaching Mini-Series #2. [35 ref]

• **Summary:** Contents: Introduction. The soybean. The test. Harvesting and drying the beans. Notes. Ecology action publications. This 24-page booklet, plus data sheet and log form, “contains step-by-step instructions for conducting comparative tests for spacing and yield (with optional water monitoring) for soybeans—an important protein crop. Enables one to participate in Ecology Action’s research efforts.” “Ecology Action has been researching, developing, and teaching the bio-intensive method for the past 8½ years.” This is a type of organic mini-farming. “As the late Alan Chadwick (the person who synthesized the biodynamic / French intensive methods) noted—it is not the gardener who makes the garden; but, rather, the garden that makes the gardener.”

The soybean varieties being tested are Frostbeater (available from Burpee Seed Co., Clinton, Iowa 52732), and Traverse (from Johnny’s Selected Seeds, Albion, Maine 04910). The beans are planted on 6 or 9 inch centers using a planting triangle; thus, each seed is equidistant from those around it.

The purpose of this test is to grow whole dry soybeans. An excellent yield is 13.77 lbs. per 100 square feet dry weight. However the section titled “Notes” (p. 19) states: “Once you have experienced growing soybeans, you may wish to harvest them when they are completely plump, but still *green*. This reduces the growing period by at least 30 days—and the beans are much tastier when cooked fresh like this. *Do not try to eat them raw*, however.” Address: 2225 El Camino Real, Palo Alto, CA 94306. Phone: 415/328-6752.

1162. Shurtleff, William; Aoyagi, Akiko. 1980. Soyfoods America Tour: May 5 to June 10; July 25 to Aug. 3, 1980

(Log and trip report—unpublished, including Itinerary with map). Lafayette, California: New-Age Foods Study Center. Unpublished log.

• **Summary:** This trip had five purposes: (1) To introduce tempeh to America; (2) To promote the authors’ newly published *Book of Tempeh*. Harper & Row, the publisher, paid most of the trip expenses; (3) For William Shurtleff to attend the University of Illinois Short Course in Soybean Processing; (4) To visit and study soyfoods companies in America; (5) To introduce people to the many advantages of a meatless / vegetarian diet.

A photo shows: Shortly before the trip, Akiko (left) and Valerie Robertson (right) (working in the Shurtleff’s small home kitchen) “canned” many quart Mason jars of Tempeh Cacciatore to serve at the intermission of each lecture / presentation.

Includes the name and address of 37 people and organizations visited. Many of these were pioneers in the soyfoods and natural foods movement: April 25—Optimum Foods (Napa, California). April 27—David Burns (Sebastopol, CA). May 5—Jeremiah Ridenour of Monterey Bay Soyfoods (Santa Cruz, CA). May 6—Thelma Dalman, Foodservice Director for the Santa Cruz City Schools, *Monterey Peninsula Herald*, Ted & Marie Fehring (Carmel), Paula Welch Terui of Jack and the Beanstalk (Carmel Valley, CA). May 8—Al Jacobson of Garden of Eatin’, Mr. Kaye Dunham of Tumaros, Hugh Roberts of Meals for Millions. May 9—Eddie Okita of Okita Enterprises, and Noritoshi Kanai of Mutual Trading Co. (Los Angeles, CA). May 10—Kay Glass (La Cañada, CA). May 11—Frazier Farms natural foods supermarket (Escondido, CA), Bill Walton vegetarian and basketball star (San Diego, CA; we stay with Craig Wright and Andrew Salony of TriLife; they hope to market Bill Walton’s tofu under the TriLife brand). May 12—Clare Quinn of The Farm (Tucson, Arizona; her check bounced so we never got paid). May 13—Kathryn Bennett of Southwest Soyfoods (Santa Fe, New Mexico), Tracy McCallum, Taos. May 14—Leslie Wertz (Alamosa, Colorado). May 16—Stay with Christie and John Baker (Boulder, Colorado). May 17—Steve Demos of White Wave Soyfoods and Good Belly Deli. May 18—Sanford and Rebecca Greenwood of East West Center (Boulder, Colorado). May 19—Judson Harper and the low cost extrusion cooker program at Colorado State Univ., Carol Hargadine of Nupro Foods & Soywaze Tofu (Fort Collins, CO). May 21—Gale Randall of the Indonesian Tempeh Co. (Palmyra, Nebraska). May 22—David Tucker of New Pioneer Co-op Society (Iowa City). May 23—George Strayer of Edible Soy Products (Makers of Pro-Nuts, May 23) and Agricultural Exports (Hudson, and Cedar Falls, Iowa). May 24—Cedar Falls (Iowa) and Minneapolis media. May 25—Pat Aylward and Jamie Stunkard of Joy of Soy Tofu (Minneapolis, Minnesota). May 27—Richard Cihoski (Duluth, MN). May 28—Chris Burant of Bountiful Bean Plant and Jehan Ziegler of Higher Ground Cultured Foods (Madison,

Wisconsin). May 29–Danji Fukushima of Kikkoman Foods (Walworth, Wisconsin), Diane Loomans of The Magic Bean Co-op (Milwaukee, Wisconsin). May 30–Susan Dart (Lake Forest, Wisconsin), Research staff of Kraft Foods (Glenview, Illinois), Brian Schaefer of It's Natural (Evanston, Illinois). May 31–Paul Obis of *Vegetarian Times* magazine (with Brother Ron Pickarski) (Oak Park, Illinois). June 2–Lou Richard of Fearn Soya Foods, Leonard and Irene Stutman of INARI, Ltd. June 3–John Gingrich of The Soy Plant. June 4–Tim and Carol Ann Huang of Yellow Bean Trading Co. (Detroit, Michigan). June 5–Glen Blix and Charles D. Howes of Loma Linda Foods (Mt. Vernon, Ohio; furthest point east on tour). June 6–Warren Hartman of Worthington Foods (Worthington, Ohio). June 7–Mick Vissman and Bill Lutz of Hip Pocket Tofu Deli and Rain Star (Columbus, Ohio), Ed Willwerth of Soya Food Products (Cincinnati, Ohio). June 8–Jay McKinney of Simply Soyfoods (Bloomington, Indiana). June 9–Lynn Adolphson and Bob Thompson of Archer Daniels Midland Co., and Grant Smith of A.E. Staley Mfg. Co. (Decatur, Illinois). June 10-11–Les Karplus of Corn Country Foods and Strawberry Fields. June 11–William Thompson and John Santas of INTSOY (Champaign, Illinois).

During the INTSOY Short Course: July 6–We did a program hosted by Patricia Mutch at Andrews University (Berrien Springs, Michigan). July 9-13–Third Annual Soycrafters Association of North America conference was held at the University of Illinois, produced by Richard Leviton. There were 270-285 attendees, and it made good money.

People at the University of Illinois we met during the course: Dr. William Thompson, Frances Van Duyne, Harold Kauffman, John Erdman, L.S. Wei, A.I. Nelson, M.P. Steinberg, Munir Cheryan, Ted Hymowitz, Woody Yeh.

Return trip after course: July 28–Bob Davis of Light Foods (St. Louis, Missouri). July 30–James Lowrie of Iowa State University (Ames, Iowa). Aug. 2–Lake Tahoe. Aug. 4–Home in Lafayette, CA.

At most of the public classes/lectures on this trip, Shurtleff and Aoyagi served their favorite tempeh and tofu dishes. They wanted to find out how Americans liked tempeh, so they asked for a show of hands as to which the attendees liked best. The tempeh dish was usually Tempeh Cacciatore, and the results were, on average, that the tempeh was preferred by a ratio of 2 to 1 over the tofu.

On this trip, Shurtleff and Aoyagi did 27 public programs, had 28 media interviews and appearances, traveled 9,000 miles, earned \$13,000 gross income and \$8,500 net income. Address: P.O. Box 234, Lafayette, California 94549.

1163. Westbrae Natural Foods. 1980. Wholesale food catalog: Spring 1980. Emeryville, California: Westbrae. 23 p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in dark blue and

dark red on a tan background. Contents: Westbrae juices. Honey butters. Unsweetened spreads. Preserves. Applesauce. Nut butters (Almond butter roasted, cashew butter roasted, cashew butter raw, cashew-peanut-date butter, raw sesame tahini, toasted sesame tahini, peanut butter crunchy, peanut butter smooth, peanut butter crunchy salted, organically grown Valencia peanut butter crunchy). Cereals (mostly granola, incl. cashew granola, maple almond granola).

Trail mixes: Bay to Breakers trail mix (with sunflower seeds and Valencia peanuts, both roasted and coated with shoyu), Chisholm trail mix (with sunflower seeds, cashew pieces, and almonds, each roasted and coated with shoyu).

Roasted nuts (bulk, 12-25 lb; * = 9 oz package also available): Tamari almonds*, Tamari cashews*, Tamari Chisholm mix*, Tamari Valencia peanuts, Tamari pepitas (pumpkin seeds), Tamari sunflower seeds*, Tamari nutroaster's mix*, Deluxe tamari nut mix, roasted Spanish [peanuts] splits for butter stock, roasted Valencia peanuts. Packaged nuts.

Wholegrain pasta (incl. Soy linguini). Westbrae miso (imported from Japan): Red miso, brown rice miso, barley miso, Hacho miso, soybean miso, natto miso. Cold Mountain miso (made in Los Angeles): Light yellow, mellow white, red. Sea vegetables: Kombu, hijiki, arame, wakame, nori. Atlantic Mariculture dulse.

Westbrae tamari and other Asian foods: Johsen shoyu-tamari, Traditional (true) tamari–wheat free, White tiger tofu sauce, natural nigari, agar flakes and sticks, umeboshi salt plums, rice wine vinegar, brown rice wine vinegar, ramen with soup stock.

Helpful tools (incl. Learning Tree tofu kit, wok, vegetable steamers, vegetable brush, utility knife).

Informational pamphlets: What is miso? What is tofu?

Miscellaneous (incl. falafel mix, tabouleh mix, Ak Mak crackers, sea salt, mayonnaise, black spiced olives, kosher dill pickles). Oils. Sweeteners. Bakery products. Dried fruit. Beans (incl. azuki beans, soybeans). Grains. Nuts and seeds. Non edible (drums, jars, and bottles). Glossary of manufactured products showing ingredients. Address: 4240 Hollis St., Emeryville, California 94608; 4841 Eastern Ave., City of Bell, CA 90201 (10 miles southeast of Los Angeles). Phone: (415) 658-7518 (orders).

1164. Klein, Pamela. 1980. Soy Plant finds room to sprout. *Ann Arbor News (Michigan)*. June 8. p. F-10.

• **Summary:** The Soy Plant has grown rapidly during its three years in Ann Arbor. It began when several people joined to make several hundred pounds of tofu a week in the basement of Eden's Deli at 330 Maynard Street. The 15 to 20 members of the Soy Plant Cooperative, now located at 211 East Ann Street, are about to relocate their production facility to 771 Airport Road what they say may be the best tofu production plant in the country. Producing 1,500 pounds of tofu a day, they have outgrown their present quarters.

Walt Rogaczewski says The Soy Plant plans to enlarge its deli at 211 East Ann St. after the production equipment is moved to the new location, and eventually hopes to operate a restaurant there when next-door The Herb Shop moves. The aim of the restaurant and deli are to educate the public on the virtues of tofu.

Photos by Larry E. Wright show: (1) Jean Raubar and Walt Rogaczewski [later Wally Rogers] taking orders for tofu. Wally is wearing a T-shirt with “Yay soybeans” written across the front. (2) Bob Schroeder pressing out soymilk. (3) ... then pouring the soymilk into containers. (4) John Gingrich cutting a large block of tofu into squares.

A sidebar titled “An introduction to tofu,” by Pamela Klein describes how tofu is made and gives three recipes: Scrambled tofu & eggs. Tofu rollups. Tofu lemon cream pie (dairy free). Address: Business-Labor reporter.

1165. Boyd, Billy Ray. 1980. Tofu in the public schools: Santa Cruz’s Thelma Dalman introduces a natural foods lunch program. *East West Journal*. June. p. 46-50.

• **Summary:** For over 20 years Thelma Dalman has been head of the school lunch program in Santa Cruz, California, schools. As early as 1970, the program was running its own bakery, producing whole-grain breads and pastries. In 1972 Dalman eliminated practically all chemical additives from the school lunches. In 1975 sugar was also eliminated. In Sept. 1978 a vegetarian alternative was instituted (about 8% of elementary students now take that option) and in Oct. 1978 tofu was introduced into the kids’ diet in a limited way. “The result is what is perhaps the most progressive school lunch program in the nation, and all without any added burden to the taxpayer.

Today tofu is used increasingly in the program, but it still may not be used to meet the meal requirements of the Type A lunch. So Dalman went to the USDA with a proposal to do a pilot program using tofu in school lunches, but funding was denied. Dalman feels frustrated, and believes that the USDA is not fully meeting the mandates of school lunch legislation. According to a Roper Poll there are almost 7 million individuals in America eating whole foods instead of meat and another 37 million “cautious” about the amount of meat they eat. Two photos by Susan Hillyard show Thelma Dalman, the “Tofu Queen.” Address: Santa Cruz and Honolulu.

1166. **Product Name:** Living Tempeh Starter [Kit Size 15 x 60 mm Petri dish, or Professional Size 15 x 100 mm Petri dish], Koji Starter for Miso (40 gm) [Light Rice, Red Rice, Barley, or Soybean Koji], Shoyu Koji Starter (60 gm), Natural Nigari (Tofu Coagulant).

Manufacturer’s Name: GEM Cultures.

Manufacturer’s Address: 30301 Sherwood Rd., Fort Bragg, CA 95437. Phone: 707-964-2922.

Date of Introduction: 1980 June.

New Product–Documentation: Article and ad in Soyfoods. 1980. Summer. p. 4-5. “New Source of Tempeh Starter.” “Gordon McBride, PhD, former manager of the Living Culture Department at Ann Arbor Biological Center [Inc. in Michigan], and his wife, Betty Stechmeyer, B.S., announced the formation of GEM Cultures, which will provide high-quality tempeh starter cultures at reasonable prices.”

Letter and catalog from GEM Cultures to Tempeh producers. 1980. July. Offers a free sample of professional size Living Tempeh Starter (a pure culture of *Rhizopus oligosporus*).

Shurtleff & Aoyagi. 1985. History of Tempeh. p. 55. This starter, sold live, was grown on agar in petri dishes.

Letter from Betty L. Stechmeyer of GEM Cultures. 1991. Oct. 18. These four basic products were introduced in June 1980. For a while, they tried to import commercial shoyu and miso cultures from Nihon Jozo Kogyo but it never worked, so they ended up ordering via Mitoku.

1167. Nichols, Joel D. 1980. Ask that doctor: What happened at the Owensboro National NFA Convention. *Natural Food and Farming (Atlanta, Texas)*. June. p. 12.

• **Summary:** “Answer: The recent NFA convention in Owensboro may well have marked a turning point in the history of NFA. Solutions to some of the problems were found and the ground work necessary to insure the continued growth and influence of NFA was established.

“Mrs. Irma Hooks of Tomball, Texas was re-elected president. Devin Garrity was re-elected first vice-president. Other vice-presidents elected were Dr. H. W. Holderby, Dr. Robert Reisinger, George Bockel, Hugh Paddock and Robert Stickle. I was reelected chairman of the board. These officers make up the executive committee of NFA. Martha Andrews was re-elected secretary/ treasurer.

“The programs at the NFA National Conventions are always great. This year was certainly no exception.”

Note: The first natural foods movement in the USA is still alive and having annual national conventions. Address: M.D.

1168. Nolan, Tom. 1980. The health-food restaurateur who decided to be God: Retrospect. *Los Angeles (City Magazine, Beverly Hills)*. June. p. 128-40.

• **Summary:** A good biography of Jim Baker. The first health food restaurant started by Jim Baker (an ex-marine) and his second wife, Elaine, was the Aware Inn, which opened in 1958 in the heart of the Sunset Strip in Hollywood. The first customer to “wander in” was Greta Garbo, and she proved to be an omen.” She was followed by Anthony Perkins, Steve McQueen, Warren Beatty, Paul Newman, even Marlon Brando. Cardini invented the Caesar Salad; Baker hired his daughter, Rosa Cardini, to develop his salad dressings. He bottled them and sold them in health food stores. Baker became a local celebrity.

His second restaurant, also named the Aware Inn, opened in Sherman Oaks. He sold it to his friend Al Kaiser.

Then Baker, who knew judo, killed a man with his bare hands. He had gotten involved with some woman. Her ex-husband got upset, and came over to Baker's place with a gun. A shot was fired and the ex-husband was killed. Baker was convicted of manslaughter, but the charges were later dismissed.

After his release [from jail], he opened another restaurant, the Old World, just a block east of the Aware Inn on Sunset Boulevard in Hollywood. It was conceived as a relaxing lunchtime oasis, where inexpensive, short-order organic food would be served in a French country-inn atmosphere.

He took some time off, then in the late 1960s he opened The Source, his first solo venture, a vegetarian, organic restaurant which drew in the new rock n' roll people as well as the movie crowd; it was "one big party." John Sebastian, Donovan, Bob Dylan, Julie Christie, Crosby, Stills Nash & Young, and Joanie Mitchell.

Then everything changed when he met and became a disciple of Yogi Bhaajan, the Sikh guru, who arrived in Los Angeles in 1969. Religious pamphlets began to appear on the tables, and meditative music appeared on the stereo. Then he moved en masse to Hawaii with his spiritual family. In 1974 Baker sold The Source, On 25 Aug. 1975 Baker died in a hang gliding accident off a cliff at Koolau Ridge, Makapuu Point, Oahu, Hawaii.

Photos show: (1) Baker in his 30s. (2) Baker in 1972 as Father Yod, looking like God is supposed to. (3) The symbol outside The Source Restaurant. (4) Baker in long hair seated next to a smiling woman

Talk with Akasha Richmond of Los Angeles. 2004. March 25. Her friend Richard Glasser (Baba Singh Khalsa), a disciple of Yogi Bhaajan, ate at The Source. A scene from the Woody Allen movie *Annie Hall* was shot there. After about a year, Baker left Yogi Bhaajan, grew his hair long, grew a beard, and became a swami/guru himself, with his own cult following—which included at least 12 lovely young ladies who lived with him in a house in Hollywood. They called him "Father." Address: Los Angeles, California.

1169. Potter, Michael. 1980. Certificate of change of registered office and/or change of resident agent: Eden Foods, Inc. Lansing, Michigan: Michigan Department of Commerce—Corporation and Securities Bureau. 2 p. June 4. 26 cm.

• **Summary:** The name of the corporation is Eden Foods, Inc. The address of the registered office is 4601 Platt Road, Ann Arbor, Michigan 48104.

The name of the former resident agent is Timothy Redmond. The name of the successor resident agent is Michael Potter. Signed by Michael Potter, President, 4 June 1980. Filed by the Michigan Dep. of Commerce on 17 June

1980. Address: President, Ann Arbor, Michigan.

1170. *Soyfoods*. 1980-1984. Serial/periodical. 100 Heath Rd., Colrain, MA 01340 USA. Richard Leviton, editor and publisher. Vol. 1, No. 3. Summer 1980. Quarterly magazine. • **Summary:** Continues *Soycraft*, which was also edited and published by Richard Leviton (of Colrain, Massachusetts). This high-quality periodical is the world's first to have the word "soyfoods" in the title. The first four issues bore the subtitle *The Journal of the Soycrafters Association of North America* on the cover and title page. This was discontinued with issue No. 5 (summer 1981) because of lack of financial support from SANA; it became Leviton's private venture. Only eight issues were published between summer 1980 and August (summer issue) 1984. Leviton wrote most of the articles, sold the ads, and arranged and paid for the publishing of all issues except the last. Doug Fiske (of Encinitas, California) took charge of the last issue, then sold the magazine to Paul Obis, then owner of *Vegetarian Times*. Paul never published any issues. Address: Colrain, Massachusetts.

1171. Ney, Tom. 1980. Rodale Test Kitchens: Soyfoods for the American menu. *Soyfoods* 1(3):10-11. Summer. Address: Director, Test Kitchens, Rodale Press, Inc., 343 E. Minor St., Emmaus, Pennsylvania 18049.

1172. *North Adams Transcript (North Adams, Massachusetts)*. 1980. Buck is market rep at B. gas. Aug. 11. p. 4.

• **Summary:** North Adams—Richard Buck is now employed by the Berkshire Gas Company as a Propane Marketing Representative for the company's Berk-Gas Division.

Mr. Buck, who founded Cornucopia Natural Foods in July 1976 in Pittsfield, will be responsible for the sale of propane as well as gas appliances to residential accounts throughout Berkshire County.

"He is a graduate of Pittsfield High School and Boston University, where he received a Bachelor's degree in sociology. He lives at 374 West Housatonic St. in Pittsfield with his wife Ann Marie."

A portrait photo shows Richard B. Buck. Is he wearing a Sikh or Sufi turban?

1173. Arrowhead Mills, Inc. 1980. This is Arrowhead Mills' promise (Ad). *Health Foods Retailing* 44(8):104-05. Aug. • **Summary:** A two page black and white ad. "To provide our customers with the purest and tastiest natural health food available. Arrowhead mills will continue to work with nature to provide a line of natural foods without preservatives, artificial flavoring or coloring... products that for two decades have been considered the standard of quality in the industry."

Illustrations show Arrowhead Mills brand products, which include: Whole grain wheat, Stone ground whole

wheat bread mix, Strawberry jam, Safflower oil, Bear mush (milled from wheat), Apple butter, Multigrain corn bread mix, 7 grain cereal, Apple butter, and Peanut butter. One Simpler Life brand product is Yellow corn (in a can, 4 lb, 11 oz). One Olde Mill product is Stone ground whole wheat flour.

The Arrowhead logo shows a basket holding sheaves of grain. "We treat food with respect, not chemicals." Address: Hereford, Texas 79405.

1174. Chico-San, Inc. 1980. Good things come naturally from Chico-San (Ad). *Health Foods Retailing* 44(8):139. Aug.

• **Summary:** A photo shows Chico-San's products. Next to each is a brief description. New Rice Nuggets. New Carob Rice Cakes. Rice cakes. Yinnies taffy and caramel candies. Yinnies rice syrup. Lima soy sauce (A traditional, natural shoyu, made from whole soy beans and pure well water).

"Chico-San products are all natural. No preservatives. Nothing artificial." Chico-San's spiral logo appears on each product. Address: Chico, California 95927.

1175. Conte, Mary. ed. 1980. Balanced Foods' 40th anniversary. *Health Foods Retailing* 44(8):99-226. Aug. Special supplement / section.

• **Summary:** This is the "Official Magazine of the National Nutritional Foods Association." Much of this issue of the magazine is devoted to an excellent special section that celebrates the 40th anniversary of Balanced Foods, Inc. [BF] (700 Grand Ave., Ridgefield, NJ 07657. Phone: (201) 943-5500), pioneer health food distributor. Ads on many of the pages congratulate the company and express thanks for all it has done for the health food industry.

Contents: A family of [five] companies: The finest health food distributors, sell all leading national lines (ad, p. 100). We're celebrating our 40th! A short letter of thanks from Samuel H. Reiser to health food manufacturers, other jobbers, and especially retailers ("... we are once again on the threshold of an exciting new era in our industry," p. 101). Table of contents: Balanced Foods at forty (p. 106). An overview. Nostalgia: Tribute to two founders: "Doc" Shefferman and William "Will" Reiser. Growth. Management. Balanced Foods 1980: New Jersey, Northwest, Akin-Tulsa (Oklahoma), Akin-Jacksonville (Florida), Midwest. Computerization. Special services. Private label. Legal battles. Progressive warehousing. Balanced Foods checklist. Adapt and change. Tribute.

Photos related to Balanced Foods show: "Doc" Shefferman, William Reiser, and Samuel H. Reiser (p. 108, 122, 128, 226). Balanced Foods' display at early convention (p. 118). Inside the BF warehouse in New York city in the early days (p. 131). A portion of the old offices on West 4th St., New York City (p. 138). Individual portrait photos of Sam Reiser, John Reiser, Rhona ("Ronnie") Reiser (p. 142-

44). Employees at Ridgefield, New Jersey (incl. Sol Wilson, p. 146-47). Employees and warehouse at Northwest Dietetic in Kent, Washington (incl. John (Jack) Vogt, Sr., p. 148-49). Russ Meyer, President of Akin, in Tulsa, Oklahoma (p. 151). Employees and warehouse at Akin in Jacksonville, Florida, (incl. Martin Joffe, president, and Dick Whelan, general manager, p. 152-53). Employees and warehouse at Midwest Natural Foods in Ann Arbor, Michigan (incl. Steve Giordano, president, and David Rock, VP and general manager, p. 154-55). The computer room (incl. Ed Sands, Arnold Lang, p. 156-58). Special services (incl. Doug Braun and John Reiser, p. 159, 200). Warehouse personnel (p. 163-64). San Reiser (p. 167). Retailers Vic Boff and Ron Camp (p. 169). Howard Inches, one of the first lecturers to promote his own line with product demonstrations (p. 174). Attorney Milton Bass (p. 181). Frank Brassington, asst. to Sam Reiser (p. 192). Inside the BF warehouse (p. 208, 210, 220). Fred Boneri, former warehouse manager (p. 212). Calvin Tynes, BF's first full-time truck driver (p. 214). Marty Lerner (asst. Warehouse manager, p. 218). Midwest Natural.

1176. Conte, Mary. ed. 1980. Balanced Foods' 40th anniversary: Chronology. *Health Foods Retailing* 44(8):99-226. Aug. Special supplement / section.

• **Summary:** 1939-Balanced Foods (BF) is founded in New York City by "Doc" Shefferman, Samuel Reiser, and his brother Will Reiser. Its first location was in Manhattan (New York City) at 100 Fifth Avenue [between 15th and 16th streets] on the 17th floor of an office building. "Doc" Shefferman "had a degree in naturopathy and always advocated the benefits of good diet and nutrition. He was an associate editor for *Nature's Path* [published by Benedict Lust] and also wrote for *Better Nutrition* and *Health Foods Retailing*. 'Doc' authored *Foods for Longer Living* [1956], a well-received book on health and nutrition, and even found time to teach classes at the Lust College of Chiropractics... An early advocate of nutritious eating and a balanced diet, he was truly one of the industry's pioneers. He helped found the NNFA and was an active member of PELLL." He was "a gallant and gentle man who embodied the highest ideals of integrity, honesty and fairness." Sam and Bill Reiser were fresh out of college. American was in the midst of the Great Depression.

Sam Reiser recalls (p. 118, 122, 128, 182): "Balanced Foods was so small in the beginning that it was almost impossible to describe it as a business. Health foods was an infant industry. Everybody knew everybody in the industry. All the store owners went into it not to make money, not as a business, but to make health foods available to as many people as possible. But they frequently didn't know too much about business, or how to run a store, or manage finances." When Balanced Foods first started there were three health food stores "in New York City, one in Brooklyn, one in the Bronx—two in New Jersey, three in Philadelphia—

perhaps 100 from Maine to Florida.” “Doc” Shefferman “knew the industry intimately. He understood nutrition, was familiar with the products, and had been involved with health food lecturers and publications for 20 years. It’s amazing how well the three of us worked together. We complemented each other. We each respected the other’s talents and abilities.” “We worked seven days a week for 15 to 18 hours a day.” “Our first year in business we lost money. But from then on we grew little by little. It was a very rough struggle. Then came the war [World War II]. We were locked in with a lack of money. There was a shortage of merchandise and everybody wanted cash payments and cash was scarce.” “Government quotas, which were based on the previous year’s sales, were placed on many items... It was a very, very difficult period.”

“Maurice ‘Doc’ Shefferman was a very quiet and dynamic man, noted for his quick wit, gentle humor and a great waxed mustache. It was his business acumen and knowledge of the health food industry that helped shape the basic philosophy of BF, Inc.; to provide special dealer services; offer quality products; and set a distributor standard—and select products to live up to it.” “Doc was also an accomplished musician and singer; he often performed on radio in a trio.”

1940—Helen Hollinger joins BF as a bookkeeper.

1941 or 1942—BF moves across the street to 79 Fifth Avenue to get more space. “At that time orders were shipped via public carrier. Costs were 15 cents for 100 pounds, local, and 50 to 75 cents for ‘over the road’ destinations like Washington, D.C. and Pennsylvania. During this time dietetic foods boomed. People went to health food stores primarily for sugar-free and salt-free products.”

1942—Balanced Foods starts to carry the original vitamin pills. “When vitamins first came out, they were strictly a health food item. When health food stores started doing well with them, the drug and department stores got into the field and took away the business completely... Only with the advent of Schiff and their natural vitamin line did we get back into the category” (Sam Reiser, p. 174).

1943—BF makes a big move into a 10,000 square foot loft at 304 East 64th Street in Manhattan.

1940s and 1950s—These are the days of the lecturer. They traveled around the USA, educated people, and promoted their own line of health food products. “They were great showmen.” “After the lectures people would buy from the health food stores.”

1947—Calvin Tynes becomes BF’s first full-time truck driver, driving the company’s the 1936 Ford delivery truck.

1951—BF moves into a new warehouse at 700 Broadway, a spacious two-level structure with offices on a mezzanine overlooking the warehouse floor; there was also a basement. The company remained here for 16 years.

1955 June 23—Balance Foods, defended by Milton Bass, wins an important lawsuit brought against it by the federal

government.

1960-1965—90% of BF’s business is now diet foods. Eventually most of that business went to the supermarkets.

1964 Nov. 14—Balanced Foods wins a second lawsuit (brought against it by the FDA) concerning the sale of books that promote certain products.

1967—BF moves to North Bergen, New Jersey, into a 50,000 square foot space in a giant 400,000 square foot warehouse. “Doc,” Sam and Will and a handful of employees pack up the entire operation and made the move together. “As BF grew bigger and bigger it expanded simply by extending its space in the building. It also hooked into the warehouse’s computer system.

1972—BF begins to expand into a national distributor by acquiring Northwest Dietetic in Kent, Washington—a suburb of Seattle—its first such acquisition.

1974—“Doc” Shefferman dies.

1975—BF expands further by acquiring Akin in Jacksonville, Florida and Tulsa, Oklahoma.

1977—William “Will” Reiser dies.

1977—BF moves into its own completely air conditioned public warehouse located in North Bergen, New Jersey, several blocks from the previous one. With this move, warehouse and office operations were geographically split; the warehouse (new) was located in North Bergen just three miles from the offices at 700 Grand Ave. in Ridgefield, New Jersey. Note: The offices were later moved to the same building as the warehouse. As of 1980: “Over 30 employees bustle about in the 10,000 square foot office, which is 10 times larger than the company’s first office and warehouse combined.

1978—BF expands further by acquiring Midwest Natural Foods in Ann Arbor, Michigan.

1980 (today)—There are 7,500 retail stores nationwide and Balanced Foods with its affiliates sells to most of them. Of the 3 founders, only Sam Reiser is still living “to talk about the dream. But then its no longer just a dream. Now health foods is a thriving industry and Balanced Foods is the biggest health food jobber in America” (p. 114).

1177. Conte, Mary. ed. 1980. Balanced Foods’ 40th anniversary. Ads. *Health Foods Retailing* 44(8):99-226. Aug. Special supplement / section.

• **Summary:** Continued: There are ads (mostly full page) from the following companies: Balanced Foods: A family of [five] companies (p. 100). KAL (Canoga Park, California, p. 102). Nature’s Gate Herbal Cosmetics (Chatsworth, CA, p. 103). Arrowhead Mills, Inc. (Hereford, Texas, p. 104-05). Hoffman’s Food Products (York, Pennsylvania, p. 107). Schiff (p. 109). Loma Linda Foods (Riverside, CA, p. 110-11). Bima Industries—The Sprout People, Sprout-Ease sprouting seeds (Seattle, Washington, p. 112). American Diet aids—Acerola Plus (p. 113). Mill Creek Natural Products—Elastin, Keratin (Rolling Hills, CA, p. 114-15,

- 119). Hain—"pure cold-pressed vegetable oils" (incl. soy oil, sesame oil, safflower oil, p. 116). Plus Products—Torula and brewer's yeast (Irvine, CA, p. 117). Hair Trip (p. 120). Health Valley Natural Foods (Montebello, CA, p. 121). MLO—Fillmore Foods (Hayward, CA, p. 123). Holistic Products Corp. (East Rutherford, New Jersey, p. 129). Office of Monopoly—Korean Red Ginseng (p. 130). Imedex—Siberian ginseng products (p. 132). Nature's Way (herbs, p. 133-35). L&A Juice Company (p. 136). NuLife (Long Beach, CA, p. 137). Chico-San (Chico, CA, p. 139). Joyva Corp.—Sesame tahini (Brooklyn, New York, p. 140). Para Laboratories, Inc.—Queen Helene natural health and beauty aids (Hempstead, New York, p. 141). Balanced Foods—private label products (p. 160). Viobin Corp. (A subsidiary of A.H. Robins Co.) Wheat germ oil (Monticello, Illinois, p. 170). Tom's of Maine roll-on deodorant (p. 173). Miller's Honey Co. (p. Colton, CA, p. 174). Para Labs—Foottherapy natural mineral foot bath for corns and calluses (p. 176). Alacer Corp.—Ora-Pops, Super-Gram II (p. 178, 194). Pacific Trends, Inc.—Korean ginseng and Oriental herb products (Canoga Park, CA, p. 180). Sovex Natural Foods without sugar—incl. 5 Granolas (Collegedale, Tennessee, p. 182). Larchmont Books—from the publishers of Better Nutrition, Health Foods Retailing (p. 183, 208). Pet Care Inc. (Miami, Florida, p. 185). American Dietaids—Bran n' Honey, Papaya enzyme (p. 186, 188, 190, 192). Advance Laboratories, Inc.—Prostex (Cambridge, Massachusetts, p. 187). Worthington Foods (Worthington, Ohio, p. 189). Loanda Products Corp.—Beyond Soap (Novato, CA, p. 191). Alvita Products Co.—Herb teas (Huntington Beach, CA, p. 193). Fearn Soya Foods—cakes mixes (p. 195). CellLife—selenium powder (San Diego, CA, p. 200, 247). The Food Supplement Co.—Propolis from England (West Palm Beach, Florida, p. 201). Plantation Molasses (p. 203). Bio-Strath from Switzerland (p. 204). SugarLo Company—LactAid (Atlantic City, NJ, p. 205). Sterling Cider Co., Inc. (Sterling, MA, p. 206). Natural Aloe Vera soap (p. 206). Ener-G (formerly Jolly Joan, for wheat, egg and milk-free diets)—Soyquik (Seattle, Washington, p. 207). Jonathan Green's sprouting seeds (p. 208). Nu Age Laboratories Ltd.—Silica, Biochemic way (St. Louis, Missouri, p. 210). Food Science Laboratories, Inc.—Aangamik, Freedom (Burlington, Vermont, p. 211). San Francisco Herb & Natural Food Co.—Herb teas (p. 212). Nature de France—Pierre Cartier (New York, NY, p. 213). Food for Health, Inc. (p. 215). Larchmont Books (p. 216, 221, 223). Hoffman's and York Barbell (p. 216). Dynamic Natural Products (Theradophilus—the pure Lactobacillus acidophilus, p. 217). Acme Juicer Mfg. Co. (Lemoyne, PA, p. 217). Merit Publications—health food books (North Miami, Florida, p. 218). Carris Candy (Riverside, CA, p. 219). Golden California (Chatsworth, CA, p. 219). R.W. Knudsen—Natural fruit juices (p. 219). Richter Bros. Inc. (Carlstadt, NJ, p. 220). Jones Manufacturing—Foods of Nature pet food (Covina, CA, p. 221). Barbara's Bakery (p. 223). Celestial Seasonings (Iced Delight herb tea, p. 224). Lion Cross (Ridgefield, NJ, p. 225). Balanced Foods (Ridgefield, NJ, p. 226). Solgar (Lynbrook, NY, p. 227, 235). Canasoy's Soya Lecithin Spread—Non-hydrogenated margarine (Snohomish, Washington, p. 234, 237). Niblack (Rochester, NY, p. 234). Solgar Co. (Lynbrook, NY, p. 11563). Bioforce of American, Ltd.—Herbamare herb seasoning, Trocomare (Westbury, NY, p. 236). Canasoy High-Protein Soya Macaroni—Shells, alphabets, elbows (p. 237). The Fibertone Co. (Los Angeles, CA, p. 246). Nature's Best—Distributor (Torrance, CA, p. 246). Jumbo's Jumbos—Vacuum packed peanut butter stock (Edenton, North Carolina, p. 247). Joyva Corp.—Sesame Tahini, Halvah, Sesame Candies (Brooklyn, NY, p. 258). Hoffman's Products—Hi-Proteen Powder (York, Pennsylvania, inside back cover).
1178. Health Foods, Inc. 1980. "We were big in this business before this business was big." *Health Foods Retailing* 44(8):40. Aug.
- **Summary:** A full page, black and white ad. "When we opened our doors back in 1936, the health food business was hardly the booming industry it is today. But we believed in the products we sold... Today, our 105,000 sq. ft. warehouse is one of the largest in the business, and it is filled with all the top name brands of vitamins, staple foods and cosmetics today's consumers demand."
- Photos show: (1) A man in a warehouse standing with a bag of Lundberg rice. (2) Various bottled and canned products. (3) The outside of the building. Address: 155 W. Higgins Road, Des Plaines, Illinois 60018. Phone: 694-2550.
1179. *Health Foods Retailing*. 1980. Part I. 44(8):1-98. Aug.
- **Summary:** Selected full-page ads and articles: (1) Norganic—Wheat pilaf (Anaheim, CA, p. 7). (2) "Health Valley's great pasta dinners," from Health Valley Natural Foods. Whole wheat pasta, tomato sauce and raw milk (Montebello, CA 90640, p. 11). (3) "Richlife natural protein drink a meal." Each can (11.5 oz) "contains a balanced formula of vitamins and minerals with over 20 grams of protein from nonfat dry milk, peanuts, soy and whole milk (Anaheim, CA, p. 15). (4) Hain specials for September include 15% off Natural Teriyaki Marinade and Tenderizer Mix (p. 17). (5) Solgar Co.—Lecithin granules, Formula VM-75 (Lynbrook, New York, p. 29, 33). (6) Tiger's Milk Nutrition Boosters, come in colorful new packaging and four flavors: Unsweetened Plain, Carob, Vanilla, or Cocoa. In 12, 24, or 36 oz. cans. From Plus Products (Irvine, California 92714, p. 43).
 - (7) "Federal court issues injunction against FDA protein regulations." "The regulations, which were to go into effect Aug. 4, would require that warning labels be put on certain food products deriving 50% or more of their caloric value from protein; the warning required varies according to the use for which the product in question is promoted, but in

the case of protein products promoted for use in weight reduction, the warning includes the statement that “Very low calorie protein diets... may cause serious illness or death” (p. 50).

(8) “Lectures boost business,” by Mary Conte. Photos show: (a) A hugely muscled man in a tiny swim suit, with the caption: “Dr. Franco Columbu, a former Mr. Universe, lectures on body building.” (b) Jack LaLanne, “a famous TV personality,” dressed in a striped suit and lecturing. (c) Dr. Robert C. Atkins on the cover of his book “Dr. Atkins Diet Revolution.” (d) Dr. Allan D. Cott (p. 51).

(9) “Europe’s Helfex attracts U.S. trade.” Helfex is “Europe’s International Health Food Exhibition, held from May 18 to 21 in Brighton, England,” the historic seaside town (p. 67, 228). (10) Naturade–Elastin (p. 82). (11) Alta-Dena Dairy, which was established in 1945, sells kefir, yoghurts, frozen yoghurts, and Golden Honey ice creams, ice milks, and cheeses (City of Industry, CA, p. 83). (12) The Pavo Co., Inc.–Distributor since 1931 (Minneapolis, Minnesota, p. 96). (13) American Dietaids–Papaya enzyme with chlorophyll (p. 97).

1180. Health Valley. 1980. Congratulations to Balanced Foods on 40 years of service to the health food industry (Ad). *Health Foods Retailing* 44(8):121. Aug.

• **Summary:** “We thank you for your support.” Below the company logo is its address. Address: Montebello, California 90640.

1181. Huberman, Max. 1980. Facts of life. *Health Foods Retailing* 44(8):28, 30, 32, 92. Aug.

• **Summary:** Discusses the role of women in the health foods industry and looks ahead at the NNFA presidential elections of 1981. Portrait photos show: Max Huberman, Luci Flint, Mary Courtland, Mary Ware, Margaret Isley, Pat Mateljan, Betty Seroy, and Rosemary West. Address: California.

1182. National Nutritional Foods Association. 1980. 1979-80 roster of NNFA officers (Ad). *Health Foods Retailing* 44(8):6, 14, 16. Aug.

• **Summary:** Three full pages of black and white listings. Structure: President and Board of Directors Chairman: Dave Ajay (Citrus Heights, California). Board of Directors: Eight members, incl. Frank Ford (Arrowhead Mills, Hereford, Texas), Max Huberman (Youngstown, Ohio), Betty Seroy (NF Factors, Concord, California), Danny Wells (Nutrition in a Nutshell, Walnut Creek, CA). NNFA staff personal: Executive Secretary: Ron Weiner (Whittier, CA). Legal counsel: Bass, Ulman & Lustigman (747 Third Ave., Manhattan, New York). Legislative counsel: Bernard Fensterwald (Washington, DC).

Manufacturers / Distributors Executive Council: 11 members, five from the east and 6 from the west, incl. Frank Ford, Pat Mateljan (Health Valley Natural Foods,

Montebello, CA), Lou Richard (Fearn Soya Foods, Melrose Park, Illinois), Jack Schwartz (Health Foods Retailing, 6 E. 43rd St., New York, NY 10017), Betty Seroy Canadian representative: George A. MacMillan (Ontario). Retailers Executive Council–At large members: Five. Regional representative members: 8. Address: California.

1183. Westbrae Natural Foods. 1980. Distributor food catalog: Summer 1980. Emeryville, California: Westbrae. 12 p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in dark blue and dark red on a tan background. Address: 4240 Hollis St., Emeryville, California 94608; 4841 Eastern Ave., City of Bell, CA 90201 (10 miles southeast of Los Angeles). Phone: (415) 658-7518 (orders).

1184. Ferretti, Fred. 1980. Brown rice and whole grain at Amherst. *New York Times*. Sept. 3. p. C1.

• **Summary:** The macrobiotic community’s sixth annual conference on holistic health and natural living, was recently held at Amherst College in Amherst, Massachusetts. Sponsored by the East West Foundation of Boston, it was titled “Humanity in the ‘80s.” Michio Kushi, founder and president of the foundation, conducted weekly seminars during the week-long conference. He gave the attendance at 400 people.

Participants lived in dormitories, ate macrobiotic meals such as brown rice, vegetables and whole-grain bread baked in college kitchens, took part in Zen meditation, yoga, and aikido in the morning, in natural food selection and preparation and shiatsu massage in the afternoon, and in various symposiums (ranging from cancer prevention and cure to family health) in the evening.

The food was vegetarian and free of mucous-forming foods; such a diet is seen as one aspect of holism and the holistic lifestyle, which is need to recover our natural balance. This diet is said to be the key to total cleansing of body and mind. Dishes included miso soup, seitan cutlets, dried seaweed, and soy-flavored potato chips.

Ken Burns, age 45, who used to teach political science, taught participants how to gather wild, edible, nourishing weeds.

Dr. Anthony J. Sattilaro, president of the Methodist of the Methodist hospital in Philadelphia, described his recovery from bone cancer in several parts of his body. The cancer “had been arrested and cured, as a result, he believed, of faithful adherence to a macrobiotic diet.” After 17 months the cancer had vanished, without use of the conventional therapy of estrogen hormones.

A photo shows Aveline Kushi preparing a special dish.

1185. Rucker, Ellie. 1980. Mother’s milk drive in need of donations. *Austin-American Statesman* (Austin, Texas). Sept. 12. Life/style section. p. C1.

• **Summary:** “And thanks to other readers we now know Herbs, Etc. carries it as well as Safeway Foods. They sell it under the name ‘annatto.’

“P.S. Don’t look for Safeway Foods at the same location; they’ve moved to the corner of 10th and Lamar [in Austin] and the new name is Whole Foods Market.”

Note: This is the earliest document seen that mentions “Whole Foods Market.”

1186. Kushi, Michio. 1980. Re: Thoughts on phasing out use of the word “tamari” to refer to naturally fermented shoyu. Letter to William Shurtleff at Soyfoods Center, Sept. 13. 1 p. Typed, with signature.

• **Summary:** “Dear Bill, I have noted your article entitled ‘In Search of the Real Tamari’ in *Soyfoods* magazine, together with your letter addressed to Jeff and John, in connection with the name tamari.

“It is well understandable that you suggest to terminate the word ‘tamari’ in order to distinguish between real tamari and naturally fermented soy sauce. This problem involves a variety of issues, due to the fact that several million people in western countries already have been familiarized with the name of tamari soy sauce, as the words identifying naturally fermented soy sauce. More than twenty distributors in western countries and more than three hundred educational centers in America, South America, and Europe have been using this name for the past years and also currently through various publications. The problem of reorientation of the name would bring a great confusion, unless it is dealt with carefully and on a gradual basis.

“At any rate, I appreciate your suggestion and continuous contributions for the introduction of essential products in the area of food.

“Peace, Michio Kushi.

“akr; cc. Jeff Flasher [of Erewhon].” Address: 62 Buckminster Rd., Brookline, Massachusetts 02146.

1187. Belleme, John. 1980. Re: Building a miso factory in North Carolina. Pasteurizing miso and selling dry koji. Letter to William Shurtleff at Soyfoods Center, Sept. 29. 2 p. Typed, without signature or letterhead.

• **Summary:** “Our miso project is going quite well. This summer I located the remaining equipment in New Jersey and ordered our vats from Arrow Tank Co. in Buffalo [New York]. The owner is stone deaf; it was an interesting afternoon.

“We are now leveling the site for the miso factory. It’s going to be one of those metal Butler buildings, about 4,000-sq-feet. Besides the miso project, we are working on other projects such as building a structure for summer camps, shiitake mushroom farming, and preparing our land for growing soybeans. There’s just Jan. and I, so our hands are full.”

While in Japan, John noticed that Mr. Onozaki’s wife

and most older traditional people never boil their miso soup. “People go out of their way to buy Mr. Onozaki’s unpasteurized miso. These people believe that there is a very beneficial bacteria in miso which is killed by heat. More specifically, old people in rural Japan strongly feel that if you smoke, it is best to drink unpasteurized miso every day.

“On the other hand, the people at Sendai [Miso Shoyu Co.] and Michio [Kushi] believe this is nonsense. I have great faith in the wisdom of tradition. People that live close to the earth do not waste their time if not for good reason. Also, the people at Sendai pasteurize all exported miso, much of which is sold by Erewhon.” John asks Shurtleff’s opinion on these matters.

John would like to sell some of the koji he makes as dry koji. He asks how to dry it and the effect of drying on the enzyme activity of the koji. “Finally, do you know anything about the nutritional benefits of koji in making amasake or pickles?”

Talk with John Belleme. 1980. Oct. 3. The rebuilt cypress vats are 7 feet tall and 5 feet in diameter. Each costs \$1,000 with stainless steel hoops. John is deeply interested in macrobiotics.

Note: Rutherfordton, North Carolina, is located in the beautiful Blue Ridge Mountains of western North Carolina. Address: Route 3, Box 541, Rutherfordton, North Carolina. Phone: (704) 287-2940.

1188. Photographs of soynuts taken at New-age Foods Study Center in Lafayette, California. 1980. Sept.

• **Summary:** (1) Carob-coated soynuts held in cupped hands. (2) Three packets (and flavors) of Soy Town Roasted Soy Beans (Barbecue, Salted, and Garlic). (3) Soynuts used as a topping for mainstream commercial cookies. (4) Five packets (and flavors) of Whole Roasted Soy Nuts, made by INARI, Ltd. of Lansing, Michigan. (5) Bulk Soy-Nuts at Westbrae Natural Foods in Berkeley, California.

1189. Goodbrad, John. 1980. Re: Soy products made by Sovex Natural Foods, Inc., “The Granola People.” Letter to William Shurtleff at New-Age Foods Study Center, Oct. 23. 1 p. Typed, with signature.

• **Summary:** “A couple of months ago, we received a form letter from you indicating interest in what we produce primarily from soy products.

“Under separate cover we are sending you a package of our Prothin Snack Chips, Vege-Pat Sausage flavor, Vege-Pat Burger flavor, and Chili.

“If these meet with your definition of soy foods, please drop us a line and we will give you additional information about these products. Yours truly, John Goodbrad, President.” Address: President, Sovex Natural Foods, Inc., Box 310, Collegedale, Tennessee 37315. Phone: 615-396-3145.

1190. Westbrae Natural Foods. 1980. Distributor price list with price corrections: November 1. Emeryville, California: Westbrae. 7 p. 22 by 28 cm.

• **Summary:** Black on white (photocopied). Address: 4240 Hollis St., Emeryville, California 94608; 4841 Eastern Ave., City of Bell, CA 90201 (10 miles southeast of Los Angeles). Phone: (415) 658-7518 (orders).

1191. Westbrae Natural Foods. 1980. Overseas distributor price list with price corrections: November 1. Emeryville, California: Westbrae. 7 p. 22 by 28 cm.

• **Summary:** Black on white (photocopied). The prices are F.O.B. Emeryville. Address: 4240 Hollis St., Emeryville, California 94608; 4841 Eastern Ave., City of Bell, CA 90201 (10 miles southeast of Los Angeles). Phone: (415) 658-7518 (orders).

1192. Westbrae Natural Foods. 1980. Distributor pricelist delivered to New York City Metro Area; Boston, MA; Springfield, MA; Albany, NY, with price corrections: November 1. Emeryville, California: Westbrae. 7 p. 22 by 28 cm.

• **Summary:** Black on white (photocopied). Address: 4240 Hollis St., Emeryville, California 94608; 4841 Eastern Ave., City of Bell, CA 90201 (10 miles southeast of Los Angeles). Phone: (415) 658-7518 (orders).

1193. Business Trend Analysts, Inc. 1980. The health and natural food market: An analysis of current performance & future prospects. Dix Hills, New York. viii + 234 p. Oct. No index. 28 cm. Spiral bound. Project director: Amadee Bender. [9 ref]

• **Summary:** Section 12 (p. 85-113) of this study is titled "Soyfoods & Other Soy Products." It consists largely of statistics compiled by the Soyfoods Center and Soycrafters Association of North America. On pages 95-110 is published, without permission, complete lists of all U.S. tofu shops, tempeh shops, and miso and koji manufacturers from books copyrighted by Shurtleff and Aoyagi. Acknowledgement of the source of all this information is given only at the bottom of tables, on the last page of the plagiarized list of manufacturers, and in Appendix 6, page 234. No permission was obtained from the Soyfoods Center to use any of this material.

On page 113 is a table on U.S. lecithin production from 1976 to 1979, based partly on U.S. Census figures. Production averaged about 60 million lb/year, worth \$19 to \$23 million. The estimated percentage consumed for health purposes rose from a estimated 2.5% worth \$500,000 in 1976 to an estimated 5.5% worth \$1.3 million in 1979.

Page 232 lists the largest health food wholesalers in the USA: Balanced Foods Inc. (Ridgefield, New Jersey), Landstrom Distributing (San Francisco, California), Erewhon, Inc. (Cambridge, Massachusetts), Health Foods

Inc. (Des Plaines, Illinois), Kahan & Lessin Co. (Compton, California), Nature's Best (Torrance, California), and Tree of Life Inc. (St. Augustine, Florida). Address: Dix Hills, New York.

1194. Erewhon, Inc. 1980. Erewhon quarterly-winter 1980-1981. Over 100 new products [mail order catalog]. Cambridge, Massachusetts. 82 p. Oct. Catalog and price list.

• **Summary:** This is a new type of Erewhon mail order catalog; it is to be issued quarterly, it is from the new warehouse at 3 East St. in Cambridge, and it signals a dramatic increase in the number of products being sold by Erewhon.

On the front cover is a brown and white photo of an old mill and mill pond. Address: 3 East Street, Cambridge, Massachusetts 02141. Phone: (617) 354-2001.

1195. *Lakeland Ledger (Florida)*. 1980. General Mills announces purchase of Good Earth restaurant chain. Nov. 8. p. 7C.

• **Summary:** "Minneapolis-General Mills Inc. said Friday it has acquired Good Earth Restaurants Inc., a privately held group headquartered in San Diego [California]. Terms were not disclosed.

"Good Earth has 15 restaurants in California, Arizona, Colorado and Minnesota." They serve whole-grain baked goods, fresh fruits and vegetables.

General Mills already has a restaurant group which, in fiscal 1980, accounted for \$526 million of General Mills' \$4.2 billion in sales.

Note: Some of the restaurants have a bakery in the restaurant.

1196. Goodbrad, John. 1980. History of Sovex Natural Foods, Inc. and other small Adventist food companies (Interview). Conducted by William Shurtleff of Soyfoods Center, Nov. 26. 1 p. transcript.

• **Summary:** Sovex is a private company. John and his wife are Seventh-day Adventists, as are many of the company's employees. John worked at the Boulder Sanitarium (also called the "San," in Boulder, Colorado) from 1947 to 1953; the Sanitarium owned 8 health food stores and he was in charge of them. During the time he was in Boulder, the Sanitarium did not manufacture any foods; they had already gotten out of that business.

Then he went to work for Collegedale Distributors (in Collegedale, Tennessee), which was owned by Southern Missionary College. They made, and still make, granola.

Sovex was founded in 1953 by the Hurlingers in Holly, Michigan. The company's original product was Sovex, a flavor concentrate paste, made from a mixture of brewer's yeast and soy sauce. In 1964 John bought the business and moved it to Collegedale, Tennessee, where he worked.

In 1981 Sovex products containing soy include Prothin

Snack Chips, Vege-Pat (textured soy flour, in sausage, burger, and chili flavors), and Granola (their main product line, in nine flavors, many of which contain soy grits).

Sovex had no relationship with Madison Foods (of Madison, Tennessee). Madison was one of the pioneers in the meat substitute field. They were purchased by Worthington Foods, which phased out the Madison products. John has eaten Madison products on and off for over 50 years, but has had no direct contact with them for a number of years. John has a copy of *Back to Eden*, autographed by Jethro Kloss.

A Mr. White, who was a grandson of Ellen G. White, had a super soymilk recipe about 20 years ago. He started with soy flour, ran it through an homogenizer, then sweetened it with honey. People loved the flavor; it was fresh, not canned. He called it Nu-Milk and made it on the sly at the Southern Missionary College dairy in Collegedale, Tennessee. It was illegal because there are laws against putting anything but milk in a milk processing plant.

John just talked with Frank Miller (phone: 817-641-8343), who used to work for Madison Foods and who now owns Texas Protein Products, a company that sells TVP in Texas. Another key man was Bruce Stepanske, who made soymilk at Madison until it was discontinued. Address: President, Sovex Natural Foods, Inc., Box 310, Collegedale, Tennessee 37315. Phone: 615-396-3145 (or 2111).

1197. McKnight, Jack. 1980. Food: Cider preserved. *Boston Globe Magazine*. Nov. 30. Photos by Elizabeth McKnight.
 • **Summary:** Willis and Tina Wood make apple cider jelly on their 67-acre farm in Weathersfield, Vermont. They produce 12 tons of the dark, tart-tasting jelly each fall using a 100-year old family recipe. They started making cider jelly on this farm in 1882 and for a while they were the only people in the world making it. Erewhon in Boston is one of their biggest distributors. The product is totally natural, with no additives. It's just pure, concentrated apple juice. Address: Massachusetts.

1198. *SoyaScan Notes*. 1980. Chronology of soybeans, soyfoods and natural foods in the United States 1980 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. 4. An embargo on the sale of grain to the USSR is announced by President Carter in retaliation for the Soviet invasion of Afghanistan. Though the embargo was lifted in 1981, it led to a subsequent reduction on Soviet purchases of U.S. soybeans and products.

Feb. Second issue of *Soycraft* magazine published by Leviton. 5,000 copies. On Shurtleff's suggestion, Leviton decides to change the magazine's name to *Soyfoods* in future issues. Feb. By now *Soycraft* magazine and the Soyfoods Association of North America (SANA) are subscribing to a press slipping service (probably Luce). This subscription continues until early 2001.

Feb. New England Soy Dairy holds a big press conference and soyfoods luncheon in Boston.

Feb. First statistics on the size of the U.S. soyfoods industry and market published by SANA (Soyfoods Association of North America) and The Soyfoods Center.

Feb. Plenty, a Third World development and relief organization run by The Farm in Tennessee, works with the people of Solola, Guatemala to open a solar-heated soy dairy. They make tofu and soy ice cream. Partial funding comes from Canadian International Development Agency (CIDA). A promising, original concept and model for taking soybeans and soyfoods to Third World countries.

March 10. *Tempeh Production* by Shurtleff and Aoyagi published by The Soyfoods Center (176 p., 8½ x 11 inches).

March. Trader Vic (Bergeron), internationally famous San Francisco restaurateur, publishes a poster titled "Put a Little Tofu in Your Life," containing a lovely Polynesian girl and names of tofu recipes served at his restaurants. Three major newspaper stories on his tofu cuisine follow.

March. Soja Soyfoods Cafe opens in Toronto, Canada.

March. Hip Pocket Tofu Deli and Rainstar, a distributor of soyfoods, open at the same location in Columbus, Ohio.

March. A second commercial source of tempeh starter culture is now available from Ann Arbor Biological Supply [Michigan] and GEM Cultures, run by Gordon McBride and Betty Stechmeyer.

April. "Climbing Curd," an article on tofu, published in Time magazine, as a result of the New England Soy Dairy Press Conference in February.

May. New England Soy Dairy puts Numu brand soymilk on the market after 2 years of product development. It is quickly withdrawn and dropped, due to short shelf life.

May 5 - June 9. Shurtleff and Aoyagi do Soyfoods America Tour: 20 public programs, 30 media interviews, and 5,800 miles of driving to promote and teach about tempeh and tofu. Ends in Champaign / Urbana, Illinois where Shurtleff attends the INTSOY Short Course on Soybean Processing for 2 months.

May. Gary and Chandri Barat start selling soyfoods (Whipped Tofu Mousse Pie, Tofu Muffins, Tofu Spinach Quiche) at street fairs in New York City under the name Legume. During 1980 both Legume and Quong Hop & Co. in South San Francisco introduce tofu quiches (both sold frozen); these are America's first tofu entrees to be sold frozen.

June. "Tofu" by Nancy DeRoin published as a cover story by *Cuisine magazine*.

June. U.S. Supreme Court rules that man-made organisms created by genetic manipulation can be granted copyright protection. This ushers in a new era of research on and commercialization of soybean varieties by private companies.

June. INTSOY and Land of Lincoln Soybean Farmers establish International Soybean Institute, headed by Russ

Odell, to expand soybean utilization overseas.

June. American Soybean Association's *Soya Bluebook* publishes its first information on the new wave of U.S. soyfoods producers.

July. *Das Miso Buch* (The Book of Miso), by Shurtleff and Aoyagi published in German by Ahorn Verlag.

July 9-13. Third Annual Soycrafters Conference at the University of Illinois. Organized and financed by Richard Leviton. 270-285 attendees from 10 foreign countries. Very successful, with a profit of \$7,000. Third issue of Soyfoods magazine published by Leviton. A new Board of Directors is elected with Luke Lukoskie as chairman.

July. Mark Brawerman starts Jolly Licks (later renamed Pacific Trading Co.), a soyfoods marketer-distributor, in San Francisco. First product is soymilk ice cream. Quickly expands to tofu cheesecakes, tofu tamales, etc. Best existing model of this new concept.

Aug. 15. Archer Daniels Midland Co. enters the soy protein isolate market with its purchase of Central Soya's isolate plant.

Aug. Wildwood Natural Foods, Inc. formed in Fairfax, California. Original owners are Paul Duchesne, Paul Orbuch, Bill Bramblett, and Frank Rosenmayr. They do very creative work with prepared, convenience tofu products, such as sandwiches and salads.

Aug. *Tofu: Everybody's Guide*, by Stephen Cherniske published by Mother's Inn Center for Creative Living.

Aug. *The Soy of Cooking*, by Norton and Wagner self-published.

Aug. 20. "Tofu Gaining Popularity as a Cheap Protein Source," by Sylvia Porter published in the *Washington Post*. This is the earliest known publication to mention David Mintz's work with tofu. It describes the numerous deli products he makes from tofu. Ice cream is not mentioned.

Sept. 3. "Tofu: Trader Vic's Creativity Americanizes an Asian Staple" by Harvey Steiman published in San Francisco Examiner. Trader Vic is one of America's foremost restaurateurs.

Sept. Richard Leviton (Soyfoods Association) and Thelma Dalman (food service director for Santa Cruz city school system) lobby for tofu in Washington, D.C. USDA grants 1-time approval for a test program using tofu in Santa Cruz County School Lunches. But this failed to set a national precedent.

Sept. Soyfoods Association board holds first meeting in Colrain, Massachusetts. Plans fund raising program that fizzles.

Sept. 17. New-Age Foods Study Center (run by Shurtleff & Aoyagi) changes its name to The Soyfoods Center. Creates new logo and letterhead.

Sept. 24. "A Couple on a Tofu Mission in the West" (about William Shurtleff and Akiko Aoyagi) by Lorna Sass, published in *The New York Times*.

Oct. First issue of *The Beanfield* (named after a chapter

in *Walden* by Henry David Thoreau) a monthly soyfoods newsletter, published by Leviton. Name changed to *Soyfoods Monthly* in March 1982.

Oct. Tofu and The Bountiful Bean Plant in Madison, Wisconsin are on the Today Show for 2 minutes. This TV segment is aired 2-3 times.

Oct. 13. "With his Book on Tofu William Shurtleff Hopes to Bring Soy to the World" by Dianna Waggoner published in *People* magazine (circulation 3.4 million). The same issue noted: "Model Cheryl Tiegs" has been eating tofu for several years and gives it some of the credit for helping her to lose 35 pounds in 1972. Her favorite recipe for Oriental Pudding (with "1 block tofu (4 ounces)") is published.

Oct. Severe nationwide shortages of peanuts and peanut butter. Soyfoods producers miss a golden opportunity to make and sell soynut butter.

Nov. 1. First Soy crafter Apprenticeship Program begins at Island Spring, Vashon, Washington (state). Conceived of and directed by Luke Lukoskie, each program lasts 21 days, strongly emphasizes practical experience supported by books, periodicals, and tapes. Six programs per year. Costs: \$20 non-refundable registration fee plus \$500 individual tuition; \$400 per person group rate for two or more from the same business.

Nov. 9-14. World Conference on Soya Processing and Utilization held in Acapulco, Mexico, organized primarily by the American Soybean Assoc. 1,100 participants from 35 nations; of these approximately 300 registrants and 250 student attendees were from Latin America. Proceedings published in March 1981 issue of Journal of the American Oil Chemists' Society. Leviton attends and mans a SANA booth, but is not invited to speak.

Nov. Soyfoods Center publishes three pamphlets on soyfoods in Spanish: *Que es el Tofu? Que es el Tempeh? Que es el Miso?*

Nov. *East West Journal* and Michio Kushi stop misusing the term "tamari" and start using the proper term, shoyu or "natural shoyu."

Dec. The Soyfoods Center and Soyfoods magazine merge and computerize their mailing lists of people and organizations world wide actively interested in soyfoods. 5,000 names now on list. Soyfoods Center pays all costs of computerization. By mid-1981 there were 10,600 names in 50 categories. List is available for rent.

Dec. Farm Foods starts national ad campaign for Soy Ice Bean with full-page color ads in national magazines: *New Age*, *Whole Foods*, *East West Journal*, and *Vegetarian Times*.

Dec. First branch of the International Soyfoods Center Network starts in Sweden, run by Ted Nordquist. Headquarters are in Lafayette, California.

Dec. *The Tofu Primer* by Juel Andersen published by Creative Arts.

Dec. Soymilk viili is first made (on a home scale) by

Gordon McBride and Betty Stechmeyer of GEM Cultures in Fort Bragg, northern California. This cultured milk product, similar to the traditional Finnish dairy product, has a thick consistency almost like honey.

Dec. New England Soy Dairy becomes the first of the new generation of Caucasian-run tofu companies to top \$1 million in annual sales (they hit \$1.2 million). With only 6 workers in the plant, they are making \$4,000 profit per month during the last quarter.

Dec.—Seth Tibbott of Turtle Island Soy Dairy starts making and selling tempeh out of Hope Co-op, Forest Grove, Oregon, about 20 miles west of Portland, Oregon.

* In *Diamond v. Chakrabarty*, the U.S. Supreme Court upholds by 5 to 4 the patentability of genetically altered microorganisms, opening the door to greater patent protection for any modified life forms.

1199. Gerratt, David. 1980. The selling of soyfoods [Interviews with Tom Timmins of New England Soy dairy, Michael Cohen of Tempeh Works, and Martin Strasman of Nature's Table]. *Sprouts: The Newsletter of Western Mass Co-ops (Hatfield, Massachusetts)* 2(7):4-5. Dec.

• **Summary:** Tom Timmins started his career in natural foods as a manager of the Yellow Sun Food Co-op in Amherst, in 1973. He was introduced to tofu through his work at the Equinox, Amherst's first natural foods restaurant. In 1974 the Equinox started serving tofu, which was purchased through a local Chinese restaurant, which was in turn supplied from Boston's Chinatown. "In 1976, while working for a local natural foods distributor [Llama, Toucan & Crow], Tom was turned on to *The Book of Tofu*. It excited him to such a degree that by the next year he began to work on the Laughing Grasshopper Tofu Shop, together with Richard (Ira) Leviton... The New England Soy Dairy now employs 40 people and sells over 100,000 lb/month of tofu (25,000 lb/week by Jan. 1980).

Michael Cohen, a vegetarian since 1971, stopped eating foods containing any animal products in 1975. He too was involved with the Equinox restaurant when it first opened and was introduced to tofu there and at The Farm in Tennessee. In 1978, after 6 months at The Farm, he returned to what had become the New England Soy Dairy. But he decided to leave for personal reasons to start his own tempeh business.

1200. **Product Name:** [Soy Flake Number 1].

Foreign Name: Daizu Fureeku No. 1.

Manufacturer's Name: Ajia Protein.

Manufacturer's Address: Main Office: Miyanomori Palace, Miyanomori 4 jo, 11 chome, Chuo-ku, Sapporo-shi, Japan. Phone: (011) 644-1760.

Date of Introduction: 1980.

Ingredients: Whole soybeans.

Wt/Vol., Packaging, Price: 15 or 30 kg (33 or 66 lb).

How Stored: Shelf stable, 10 month shelf life.

New Product—Documentation: Leaflet. 1983. *Daizu Fureeku No. 1: Gyokai no machinozonde ita kakumei-teki genryō desu* [Soy flake Number 1: The revolutionary ingredient that the industry has long been waiting for]. 4 p. Describes whole (non-defatted) soybean flakes that are used to make tofu in Japan. Stored under the proper conditions (in a cool, dry, dark place), they are guaranteed to keep their quality for 10 months. They are packaged in quantities of 15 kg and 30 kg (33 or 66 lb). An annotated flow sheet of the process for using the flakes to make tofu is given.

A table shows that from 30 kg of Soy Flake No. 1, a tofu maker can obtain 400 cakes (400 gm each) of regular tofu, compared with only 250 cakes if whole soybeans were used. This implies that the flakes give a 60% higher yield of tofu per unit weight than whole soybeans.

The address of the factory is Aza-Toyoni, Hirō-machi, Hirō-gun, Hokkaido.

Talk with (call from) Art Mio of Morinaga. 1990. March 28. He says that Morinaga has used these flakes to make tofu, and the resulting tofu is more bitter than that made from whole soybeans.

Letter from David Nichols of Nichii Co. of America. Asia Protein Co. was established in 1977 by Mr. Chikaarashi; they started to make soy flakes in 1980.

Leaflet (3 panels each side) sent by Nichii Company of America (Torrance, California 90505). 1993. Jan. 28. "Science meets the soybean. And tofu will never be the same again."

Ad (full page, black, green, and red) in *Natural Foods Merchandiser*. 1993. Feb. p. 93. "Science meets the soybean. And tofu will never be the same again."

Ad (full page, black, blue, orange and green) in *Vegetarian Times*. 1993. July. p. 83. "Whose tofu do you buy?" "Spring Creek Natural Foods? Southwest Soyfoods? Wildwood Natural? Marjon Specialty? Fresh Tofu Inc? The Soy Shop? Nasoya? Mori-Nu? The Farm? Quong Hop? Northern Soy? Island Spring? What about White Wave or Tree of Life? Answer: They all offer a reduced fat tofu! Tell them you want 'Reduced Fat' tofu."

Same ad but half page in *Vegetarian Times*. 1993. Sept. p. 74.

Note: This is the earliest document seen (June 2013) concerning Nichii Co. and soy.

1201. **Product Name:** Tree of Life Organic Tofu.

Manufacturer's Name: Tree of Life, Inc. (Distributor).

Manufacturer's Address: St. Augustine, FL 32084.

Date of Introduction: 1980.

Ingredients: Purified water, organically grown soy beans, natural nigari (an extract of sea water).

Wt/Vol., Packaging, Price: 16 oz packed in water in molded plastic tray with heat-sealed, peel-off plastic film lid.

How Stored: Refrigerated.

New Product–Documentation: Label. 1983, undated. 5.5 by 5 inches. Plastic film. Dark green, cream, and white on film. “We appreciate your confidence in choosing this Tree of Life product. To ensure your satisfaction, we have made certain it contains the freshest, most natural ingredients available. Each Tree of Life product states clearly on the label what is inside and we know because we put it there.” As of 1987, this tofu is made by Swan Gardens in Georgia.

Talk with Donna Detoro at Tree of Life. 1988. Sept. 23. This product was introduced in April 1980. By 1988 they were selling 6,000 to 8,000 units/week.

1202. Aihara, Herman. 1980. Learning from salmon. Oroville, California: George Ohsawa Macrobiotic Foundation. xiii + 156 p. Illust. No index. 22 cm.

• **Summary:** This is a collection of Herman Aihara’s writings, over the past 20 years, compiled by Sandy Rothman, editor of GOMF, with Carl Ferre as typesetter. Each article or essay is dated. Contains a good early history of macrobiotics in the USA, and of Chico-San (p. 26-35).

Contents: Dedication. Acknowledgments (Feb. 1980). Preface, by Sandy Rothman (April 1980). Introduction: Before Learning from Salmon, by Herman (Feb. 1980). Thanksgiving 1964 (Nov. 1964). America Was Defeated in Vietnam (because Vietnamese soldiers had the will to fight and persist, while American soldiers had no fighting spirit. Feb. 1973). Happy New Year 1974 (1 Jan. 1974). An Introduction to Spiritual Japan (Dec. 1973). The President’s Greeting (March 1961, New York City; about Dogen). Macrobiotic Beginnings in the United States (Campfire lecture, French Meadows, July 1979). George Ohsawa Seventh Year Memorial Ceremony (“This is the seventh year since George Ohsawa left this world.” May 1972). Never Mind vs. No Matter (Feb. 1961). Macrobiotic Principles (From a summer camp lecture, July 1975). The Abuse of Memory (Sept. 1973). Forgiveness and Marriage (Aug. 1974). Macrobiotics and EST (Dec. 1974). East West Journal Interview (Dec. 1978). Honda (the car maker. Aug. 1978). Psychological Transmutation (June 1971). A New Life (July 1977). Friendship (Dec. 1975). Transmuting Dislike to Like (Dec. 1975). Maintenance of Karma (Feb. 1977). His daughter Marie has been plagued with psychological problems. He realizes this is due to his karma, and that he must change himself). Lima-San (Lima Ohsawa. Sept. 1972. She radiated happiness. Ohsawa tried many times to divorce Lima but he failed. “In reality, they had difficulties and troubles between them all the time”). George Ohsawa Ninth Memorial Day Prayer (27 April 1975). Learning From Salmon (3 Sept. 1975. Like the salmon, George Ohsawa took the most adventurous trip near the end of his life). Why Do Salmon Go Upstream? I (March 1977. They use their sense of smell and imprinting). Why Do Salmon Go Upstream? II (May 1977). Chewing is to Return to God (May 1975). Eyes Lie Horizontally, Nose Lies Vertically (Eihei Dogen zenji.

March 1973). Editorial (July 1968). Why Did Vietnam Win the War? (May 1973. A table shows per capita consumption of sugar {lbs.} in selected nations in 1961 and 1964. The four countries with the lowest consumption in 1964 are North Vietnam {2.20}, South Korea, North Korea, China. The four countries with the highest consumption in 1964 are Ireland {129.8 lb}, Denmark, England, and USA {101.20}). Japanese Alphabets and Brain Functions (Feb. 1974). Cutting Redwoods (on his property at Mirimichi. April 1972). Proper Food for Man (Grains are man’s principal food. Aug. 1968). Wu-Wei (from the *Tao Te Ching* by Lao Tsu. Aug. 1968). Yin and Yang (April 1980). Jitsu and So (July 1968). How Did Religion Start? (June 1971). Create Your Own Temple (Sept. 1975). The Art of Cooking (March 1977). Two Kinds of Memories (Dec. 1972). Giving My Books a Home (June 1978). Great Paradoxes in Man (July 1976). Message to the North American Macrobiotic Congress (Aug. 1979). Thanksgiving 1979 (Nov. 1979). The Author (Herman Aihara, p. 155-56).

“Herman Aihara was born [Nobuo Nishiyama] in Arita, a small town [in Saga Prefecture, near Nagasaki, Kyushu] in southern Japan, on September 28, 1920. The town is famous for its production of porcelains called *Imari-ware* or *Kakiemon-ware*. Imari is the name of the port from which Arita porcelains were shipped to Europe... His birth family was too poor to support ten children, and so at the age of nine Herman was adopted into his uncle’s home in Tokyo. His family name was changed to Aihara. He grew up without knowing his actual mother. He was told who she was when she died, and at that time he returned home to his native community... His ‘stepfather’ owned a factory that produced iron materials for the national railways and telephone companies, and Herman chose metallurgical engineering as a life work. He was accepted by the school of engineering at the reputable Waseda University.

“At this time he attended a lecture by George Ohsawa. Immediately he became more interested in the philosophy of yin and yang than metallurgy. As World War II began in 1942 he graduated with a bachelor’s degree from Waseda. Illness kept him from military service. When the war ended, he recovered and began to attend Ohsawa’s classes from time to time.”

He was fascinated by the philosophical part of Ohsawa’s teaching (yin and yang) but showed little interest in the food, which was cooked by Ohsawa’s students. These meals consisted of brown rice, hijiki seaweed, carrots, burdock and red beans [azuki beans]. Herman was in college where his classmates laughed at him for his interest in yin and yang, which were considered old, obsolete ideas in Japan. His classmates were busy digesting 20th century Western science—on their way to becoming the future engineers of Sony, Toyota, Datsun, and Toshiba (p. 2).

During his first year in college, Herman was chosen for the crew of a rowboat race representing his class. He

was the heaviest among the crew, so he was positioned as number one. He trained every day during the summer. In the hot weather he ate shaved ice with sugar syrup. His stomach cramped. Since he thought he understood macrobiotics, he ate salt to balance the yin of the ice and sugar. “What a silly mentality.”

After graduating from college, he began to cook for himself—but he became weak and skinny. His friend became worried, since he was “one of the most athletic students” (p. 4). But the real cause of his sickness was arrogance; he thought he understood macrobiotics but his practice was unwise. During World War II he worked at his father’s factory. When the war ended in 1945 he lived at home. Since food was very scarce in those days (they had to buy foods on the black market) he ate whatever his mother cooked—including white rice and sugar.

He started to learn social dancing in the newly opened dance halls. “Social dance was a new fashion after American forces occupied Japan. When people were starving to death just after the war, I was a playboy, chasing sexy girls at various dance halls.

“My father worried about my behavior and hurried my marriage. I married because my parents were agreed, but I myself was not much attracted to her. My wife committed suicide before our marriage passed one year. It was the end of autumn. She climbed a mountain alone, drank poison, and died without giving anyone her reasons.” Herman was shocked and depressed for a long time. He lost his mind for a month. “How pitiful a man I was. My wife could not rely on me” (p. 5).

Herman decided to become an independent man and he chose George Ohsawa as his life’s teacher and he asked Ohsawa if he could stay at his unique school. Ohsawa’s teaching was about how to understand and acquire infinite freedom, absolute justice, and eternal love. He inspired his students greatly, and told them it was their own fault if they were not happy. The food you eat is one of the most important factors that influences a person’s health and happiness.

Herman landed in San Francisco in 1952 at age 32 to start a new life. His wife was sick, and two of their babies died.

Before March of 1961 Ohsawa visited Europe and saw many beautiful macrobiotic restaurants and clinics in Belgium, France, Italy, Germany, Switzerland, and England. The Lima factory in Belgium produces macrobiotic foods. Macrobiotic restaurants include *Au Riz Dore*, and *Longue Vie* (p. 24).

Like the salmon, Ohsawa took his most adventurous trip late in his life (p. 77).

He held his first American macrobiotic lectures in 1960 on Long Island, New York. They lasted for 2 months (p. 26). At that time Herman was manager of the first macrobiotic food store in the USA, in New York City [Named Ginza, it

had been started by Herman in 1960.] In 1960 Herman went to Europe to solve visa problems, then in about late 1960 he returned to New York and started publication of *Macrobiotic News*, a magazine that contained mostly Ohsawa’s lectures. In 1961 Ohsawa returned to New York for a summer camp at Watsboro in the Catskill Mountains. After the camp he said that followers of macrobiotics should leave New York because nuclear war was immanent. 36 people, including 15 families, decided to move to Chico, California, which they had calculated was the safest place from nuclear fallout. Arriving in Sept. 1961, they soon founded Chico-San, which was the first macrobiotic food production and distribution company in the USA. The first store was in the basement of a small shop. Herman began to import miso, tamari, and other traditional, natural foods from Japan (p. 31).

Some followers of macrobiotics stayed in New York to keep up the Ohsawa Foundation and food store. One customer got sick and died [Beth Ann Simon died in Nov. 1965]. The FDA came in and closed the store. Bob Kennedy became president of Chico-San and soon began America’s first successful production of Rice Cakes.

Herman moved to San Francisco in about 1971 (p. 35). At the end of 1970, John Deming Jr. had given him some land in Mendocino. In Sept. 1972 a fire, started by a rice-cake machine, burned down the Chico-San factory (p. 34) and most of its inventories of food. Chico-San started making money in about 1978.

Western medicine is interested only in treating symptoms. Medical professionals are largely ignorant of the influence of diet on health, and even block the development of the dietary approach to healing. Address: Oroville, California.

1203. Kandel, R.F.; Pelto, Gretel H. 1980. The health food movement: social revitalization or alternative health maintenance system. In: N. Jerome, R. Kandel, and G. Pelto, eds. 1980. *Nutritional Anthropology: Contemporary Approaches to Diet and Culture*. Pleasantville, New York: Redgrave Publishing. viii + 433 p. See p. 327-63. *

1204. Nearing, Helen Knothe. 1980. *Simple food for the good life: An alternative cookbook*. New York, NY: Delacorte Press / Eleanor Friede. x + 309 p. Index. 22 cm. [10 ref]

• **Summary:** A vegan cookbook, which advocates plenty of (but not all) raw foods, by a very cultured lady and reluctant cook, replete with wonderful quotes on vegetarianism, food, and cookery from bygone eras. Soybeans are mentioned on page 46 as making efficient use of land for producing protein. On page 215 is a recipe for baked soybeans.

Reissued in 1982 by Delta Publishing Co., Inc. (Imprint: Delta Books). Address: Social Science Inst., Harborside, Maine 04642.

1205. Null, Gary. 1980. *The new vegetarian cookbook*. New York, NY: Macmillan Publishing Co., Inc.; London: Collier Macmillan Publishers. x + 310 p. Recipe index. 24 cm.

• **Summary:** One chapter (p. 52-60) titled “Soybeans and Soybean Products” discusses: “Whole, raw soybeans” [green vegetable soybeans], dried soybeans, soybean milk soy flour, soy grits, soy flakes, tempeh, tamari, miso, and tofu. The long section on tofu begins: “As a high-quality source of complete protein, tofu (soybean curd, usually called bean curd) is hard to beat, not to mention inexpensive, low in calories and versatile.” It ends: “As you become more familiar with tofu, you’ll come up with many of your own innovations. But no matter how you choose to serve this natural, high-protein food, serve it often and savor its benefits!”

Page 78, under “Bean Sprouts,” states that “Soybeans make the most delicious sprouts, but are a little more difficult to grow” than mung bean sprouts. Page 88 notes that tamari and miso are good alternatives to salt.

Soy-related recipes include: Miso tofu soup (p. 132-33). The section titled “Tofu Dishes” (p. 199-208) includes: Butternut tofu. Tofu cauliflower casserole. Herby tofu croquettes. Mushroom and tofu sautéed in miso. Tofu Orleans. Red and green peppers with tofu. Soba tofu dinner. Tofu eggplant Parmesan. Yogurt tofu casserole [with cow’s milk yogurt]. Tomato tofu and kidney beans. Bulgur, lentil and tofu casserole. Tofu à la king. Sesame tofu (Tofu plus sesame seeds). Hot breakfast for two (tofu with oatmeal, raisins, and walnuts).

Soy-enriched wheat berry bread (p. 242). Page 304 contains a list of food suppliers, including Chico San, East West Journal Mail Order, and Walnut Acres (Penns Creek, Pennsylvania). Address: New York City, NY.

1206. Pennington, Jean A.T.; Church, Helen Nichols. eds. 1980. *Bowes and Church’s food values of portions commonly used*. 13th ed. Philadelphia, Pennsylvania: J.B. Lippincott Co. xvii + 186 p. Index. 28 cm. 1st ed. was 1937. 2nd ed. was 1939. 10th ed. was 1966. [62 ref]

• **Summary:** The index contains entries for: Beans (but no soy). Cheese and cheese food (but alternatives). Cheez-its, Chili-vegetarian. Float, Dairy Queen. Flour. French fried potatoes (Arthur Treachers, Burger Chef, Burger King, Dairy Queen, Long John Silver’s, McDonald’s, Wendys). Ice cream bars. Infant formulas (Isomil-Ross Labs, L-Soyalac-Loma Linda, Neomullsoy-Syntex, Nursoy, ProSobee-Mead Johnson, Soyolac-Loma Linda). Irishmoss [Irish moss]. Milk (goat, human, Indian buffalo, reindeer, sheep, soybean, whole). Miso. Natto. Oils. Soyamaise dressing (p. 122). Soyamel. Soybeans, fermented. Soybean curd. Soybean flour. Soybean milk. Soybean nuts. Soybean oil. Soybean protein. Soysauce. Teriyaki sauce. Tigers Milk Bar. Tofu. Tom Collins. Veg Skalops. Veja-Links. Vegeburger. Vegetarian products made mostly by Worthington Foods

and Loma Linda (p. 22-23): Beef style roll, Chicken style, Chic-Ketts, Chili, Corned beef style, Croquettes, Dinner cuts, Fry Sticks, Gran Burger, Meatloaf mix, Nuteena, Prosage, Proteena, Rediburger, Smoked beef style, Stakelets, Stripples, Tasteecuts, Turkey Style-Smoked, Vega-links, Vegeburger, Veg Skalops, Vegetarian Burger, Vitaburger, Wham. Yogurt.

Aluminum is not among the lists of trace minerals in foods in the back. The book *does* list the following as trace minerals: chromium, cobalt, fluoride, iodine, molybdenum, nickel, selenium, and tin. Address: 1. Formerly Instructor of Nutrition, City College of San Francisco, San Francisco, California [Now with U.S. Food and Drug Administration, Washington, DC]. Phone: 202-245-1064.

1207. *Boston Rice Paper (Macrobiotic)*. 1980? New Erewhon products. No. 1. p. 4. Undated.

• **Summary:** These new products are: (1) Crispy Brown Rice Cereal, a blend of organic medium grain brown rice, barley malt, and sea salt. It is ready to eat. (2) Erewhon tofu. “Tofu is one of the health food trade’s big celebrities, and Erewhon’s comes in two organic styles, firm and soft. (3) Erewhon Bread, a yeasted whole-wheat loaf. (4) Erewhon Pickles and Erewhon Sauerkraut.

Note: This new 8-page typewritten newsletter (with no date or address) is published by Louis Fellman.

1208. **Product Name:** Lima Barley Koji.

Manufacturer’s Name: Chico-San, Inc. (Importer). Made in Japan.

Manufacturer’s Address: P.O. Box 1004, Chico, CA 95927.

Date of Introduction: 1981 January.

Ingredients: Dried fermented barley with koji (*Aspergillus oryzae*).

Wt/Vol., Packaging, Price: 17.6 oz (500 gm) plastic bag.

How Stored: Shelf stable; refrigerate after opening.

New Product-Documentation: Chico-San Products. 1981. Jan. p. 13. “The koji used to make miso.” Label for Barley Rice Koji for Making Miso. 1984. Collected by Lorenz Schaller of California. 4 by 5 inches. Orange and brown on beige. “Imported from Ohsawa Japan by Chico-San.”

1209. Chico-San, Inc. 1981. *Chico-San products: A catalog of unique natural foods*. P.O. Box 1004, Chico, CA 95927. 28 p. Revised Jan. 1981.

• **Summary:** Contents: A message from the president, J. Robert Kennedy. Chico-San rice products: Rice Cakes (6 varieties; plain, millet, or buckwheat, each salted or unsalted), Carob Crunch (carob-coated rice cakes in plain or mint flavors), Golden Rice Nuggets, Yinnies candies (Taffy made from rice and barley; Caramel made from rice, barley, oat powder, raisins, almonds, sesame oil, coconut, rice bran, lecithin, natural vanilla, and agar agar).

Yinnies brand Rice Syrup (“A pure, natural sweetener made from rice, water, and barley malt...”). “How Yinnies brand Rice Syrup is made: Chico-San’s process involves the conversion of the natural starches in the rice into complex sugars. Extended low temperature cooking allows the enzymes from the malted grains to create a fermentation which occurs in a liquid mash. After an optimum period of fermentation, the process is halted and liquid squeezed from the mash. This liquid is then vacuum cooked at low temperature, bringing the syrup to the proper consistency.” Yinnies brand rice syrup and refined sugar comparison. This rice syrup is high in maltose.

How Chico-San guarantees Oriental-type organically-grown brown rice (describes in detail how the rice is grown in California). Chico-San whole grains, seeds and beans (Incl. organically-grown brown rice, sweet brown rice, sesame seeds, black soybeans, and azuki beans). Chico-San condiments: Lima soy sauce, soybean puree (miso, in 3 types, mugi, kome, or hacho), barley koji, kuzu, malt vinegar malt vinegar, salt plums, nigari (for tofu making), sesame oil (light or dark), tekka. Chico-San imported seaweeds: Hijiki, kombu, wakame, nori, sea vegetable gelatin (kanten). Herb teas and other products. Chico-San cookbooks. Chico-San special recipes—including recipes for Sesame miso spread, Black soy beans, Azuki beans, and Wakame miso soup. Address: Chico, California.

1210. Eden Foods. 1981. Catalog 1981. 701 Tecumseh Rd., Clinton, MI 49236. 69 p.

• **Summary:** On the cover is a stylized 2-story house (Cliff and Fran Adler’s home) in the snow. This is the earliest catalog seen after the major Eden fire in Nov. 1979. The cover design is by Fran Adler. Prices are given in the catalog. Address: Ann Arbor, Michigan.

1211. Phillip, Janice. 1981. Stockpiling for a foodless future: The serious business of putting food by. *East West Journal*. Jan. p. 39-41. [1 ref]

• **Summary:** Concerned with the nuclear arms race, a California commune recently ordered two tons of Hacho miso from Westbrae Natural Foods in Berkeley. “When the salesperson expressed astonishment at the size of the order, the customer explained that the commune decided to lay in a supply after reading in *The Book of Miso* (by Shurtleff & Aoyagi) that miso may protect against radiation poisoning.”

A portrait photo shows Frank Ford, of Deaf Smith County, Texas; he leads Arrowhead Mills’ production of 200,000 pounds of storage food weekly. Address: California.

1212. Soy Plant Co-op Inc. (The). 1981. Price list effective 1/28/81 [28 Jan. 1981]. Ann Arbor, Michigan. 1 p. 28 cm.

• **Summary:** This hand-lettered sheet contains four columns: Manufacturer, product, unit price, and case price. The Soy Plant is manufacturer of: Tofu, plain soy milk, flavored soy

milk, tempeh, miso garlic dressing, and Soyanaise (soy mayo). Other manufacturers are Sunshower (fruit juices and butters), Hills Brothers (apple cider), Toper (pickles), Westbrae (miso—3 types), and Canadian Soya (Soya Lecithin Spread, non-hydrogenated). Address: 711 Airport Blvd., Suite #1, Ann Arbor, Michigan 48104. Phone: 313-663-TOFU (663-8638).

1213. Kennedy, J. Robert. 1981. Re: History of Chico-San and its work with rice cakes. Letter to New Jersey Economic Development Authority, Trenton, NJ 08625, Feb. 17. 2 p.

• **Summary:** Chico-San was launched on 6 March 1962 as a retail store and wholesale business, capitalized with \$10,000. The company literally grew up with the health foods business. “The Feather River brand was introduced on products marketed to the grocery trade. A subsidiary company, Spiral Foods, Inc., was organized in 1968 to handle these sales. The subsidiary was formally merged with Chico-San in 1976.

“Chico-San had achieved the primary goal of acceptance by supermarket chains and had expanded production with funds from a Small Business Administration-guaranteed loan when fire destroyed the Chico plant in 1972 and set company’s marketing efforts behind five years. It was not difficult to resume marketing and shipping to the health and natural food trade, but the supermarket accounts were not regained until 1977. The firm took temporary quarters in a ‘ragtag’ group of buildings and Quonset huts where Chico zoning restrictions prohibit expansion. When market demand increased, the company leased space in a small building a cross town to expand rice cake production, but in 1978 was required by the city to shut down two rice cake machines because of zoning restrictions. This forced the company to vacate the building. Chico-San put its main facility on around-the-clock, seven-day-a-week scheduling to keep pace with orders, but orders still surpass production today.”

“Our present location was found in July of 1978 which would allow expansion, free of zoning restrictions. On Jan. 1, 1979, our Rice Cake machines were moved into 1262-1266 Humboldt Avenue. Chico-San still retains 6,000 square feet of our previous location for the manufacture of Rice Syrup. The Humboldt Avenue address was leased for 10 years with an option to renew for a 10-year period.”

In Dec. 1979 Chico-San Inc. introduced a new label called “Spiral Brand.” It has gained popularity in the delicatessen trade and has increased sales dramatically, especially in the eastern United States.

Chico-San proposes to build a plant at Carteret, New Jersey, in December 1981. “At the moment 45% of our sales are within a 250 mile radius of Newark, New Jersey, and 65% are east of the Mississippi River. It is expected that significant relief will be gained from excessive costs of transportation, almost immediately, and a continued favorable effect on earnings will result from an Eastern

manufacturing location. Chico-San has never had a problem in selling Rice Cake Products. Our problem has been in developing machines to produce them.” In earlier years Chico-San had the machines custom made at a cost of \$70,000 to \$90,000; a year was required from the time of order to delivery. Now the assembly time has been reduced to 6-8 weeks and the cost to \$35,000. Address: President, Chico-San, Chico, California.

1214. Leviton, Richard. 1981. Making soymilk in America. *Soyfoods* 1(4):16-24. Winter.

• **Summary:** A review of soymilks available nationwide and a detailed analysis of Numu, New England Soy Dairy’s problematic soymilk and the reasons for its failure in September 1980, at a cost of \$40,000. Also discusses: Vitasoy (imported to California). President Soybean Drink (imported to California). Soy Fresh (made by Quong Hop in California since 1972). Soy Moo (made by Health Valley in California). Fresh Soybean Juice (made by Wy Ky of Los Angeles). Soymilk (made by Mighty Soy). Soybean Beverage (made by Hoven Foods, Seattle). Soy Juice (made by Redwood Valley Soyfoods Unlimited [Richard Rose]). Plain Soymilk (made by Island Spring, Vashon, Washington). Nutrisoya (made by Victor Food Products, Toronto, Canada). Soy-Ya! (made by Joy of Soy, Minneapolis, Minnesota). Soy Milk (made by White Wave of Boulder, Colorado). Soyalac and Soyagen (made by Loma Linda of Mt. Vernon, Ohio). In 1978 Nasoya introduced Vidasoy—prematurely; it was a disaster. A photo shows Stephen Yu holding a bottle of Victor Foods’ Nutrisoya. Address: Colrain, Massachusetts.

1215. Smith, Patti. 1981. Three places in New England. *Erewhon Monthly*. Feb. p. 1-2.

• **Summary:** “Beginning in the late 60’s in a tiny store in Boston, Erewhon has since grown into a large natural and organic food distributor. Our first wholesale catalog offered food for sale by mail or United Parcel Service; we now deliver food throughout the Northeast in tractor-trailers. In March, 1970 we listed 96 products in our catalog; we currently list approximately 4000 products!”

“Within New England, through increased sales, we provide jobs for over 175 people in our warehouse and retail stores and service over 2,000 customers with 4,000 products. Every person at Erewhon can be proud of the results we’re producing on the planet.” Address: New England Regional Manager, Massachusetts.

1216. Curry, Richard. 1981. Re: Problems at Laurelbrook. Letter to Rod Coates, chairman of the board and owner of Laurelbrook Foods, March 9. 2 p. 28 cm.

• **Summary:** “It was obvious during our meeting this morning that you have no intention of retiring from Laurelbrook and that you plan on involving yourself in any activity you deem necessary. As President and Chief

Executive Officer, I cannot perform my duties properly if I am constantly putting out fires that are created by you.”

“In the year 1980, both Bel Air and Raleigh took losses, in 1981 both are profitable; both would be more profitable if resistance to change had been less.” He then makes five specific requests of Rod. Address: President, Laurelbrook Foods, P.O. Box 47, Bel Air, Maryland 21014; Raleigh Branch: 2319 Laurelbrook St., Raleigh, North Carolina 27604. Phone: (301) 879-1717.

1217. Coates, Margy. 1981. Re: Problems at Laurelbrook. Letter to N. Richard Curry at Laurelbrook Foods, March 10. 1 p. 28 cm.

• **Summary:** Margy discusses several areas where she and Rod feel Richard is not doing a good job of running Laurelbrook. Employee morale is down and there are slow downs—neither of which are caused by Rod’s presence. Address: Laurelbrook Foods, P.O. Box 47, Bel Air, Maryland 21014. Phone: (301) 879-1717.

1218. Coates, Rod. 1981. Re: Problems at Laurelbrook. Letter to N. Richard Curry at Laurelbrook Foods, March 10. 1 p. 28 cm.

• **Summary:** Richard wants Rod to be less actively involved with Laurelbrook. Rod answers five requests from Richard. For example: “2. I will not open the mail as long as you keep me informed as to the payables and receivables and certain costs that I might worry about.” Address: Chairman of the Board, Laurelbrook Foods, P.O. Box 47, Bel Air, Maryland 21014. Phone: (301) 879-1717.

1219. Barry, Ann. 1981. Flour: Which type to use for what. *Chicago Tribune*. March 26. p. W_A2 (or S_A2 or N_B2).

• **Summary:** The small section titled “Other flour” states: “Gluten flour has practically all starch removed... Other diet flours include potato starch, soybean, oat flour, rice flour, and corn flour. Some brands of diet flours are Cellu Goods, Golden Harvest, and Fearn Soya Foods, available in Chicago health food stores.”

The last section, “Where to get natural flours,” begins: “Stone-ground flour is milled the old-fashioned way, by stone rollers, which are often propelled by water power.” Best to keep refrigerated: The name and address of the following sources is given: Arrowhead Mills (Hereford, Texas), El Molino Mills (City of Industry, California). Erewhon Trading Co. (Cambridge, Massachusetts), Grain Process Enterprises Ltd. (Scarborough, Ontario, Canada), Great Valley Mills (Bucks County, Pennsylvania), Shiloh Farms (Sulphur Springs, Arkansas), Vermont County Store (Weston, Vermont), and Walnut Acres (Penns Creek, Pennsylvania). Address: Chicago.

1220. Hawken, Dora. 1981. Re: Response to notice of possible dismissal from Laurelbrook. Letter to Richard

Curry, President of Laurelbrook Foods, March 30. 2 p. Typed, with signature.

• **Summary:** Dora has been employed by Laurelbrook since 21 Jan. 1981. On 27 March 1981 she received a letter from Linda J. Mason, office manager of Laurelbrook, stating that her work was not satisfactory. “By way of this memo you are hereby given a two week notice that if I do not see a vast improvement in all of your duties you will be terminated on April 10, 1981.”

Dora replies that it is difficult for her to take customer orders properly because of lack of information on how to handle the many different situations that regularly occur on this job. Moreover, she believes that the way she was fired was “entirely unfair and inconsiderate.”

“Fortunately for you I wasn’t intending to stay at Laurelbrook, so I don’t want to make an issue of this, but as I said, I am concerned for my parents’ sake that things be improved for future employees.” Address: Bel Air, Maryland.

1221. Banker, C. 1981. Keeping up with the computer. *Ereworld*. March. p. 1, 3-4, 8.

• **Summary:** *Ereworld* is a 14-page in-house newsletter, published for the people who work at Erewhon. This issue is 12 pages long—8½ by 11 inches, photocopied and stapled. This article is about the wonders of the Data Processing Department. Address: Boston, Massachusetts.

1222. **Product Name:** Instant Miso Soup (Miso-Cup) [Regular, or With Seaweed].

Manufacturer’s Name: Eden Foods, Inc. (Marketer-Distributor: Imported from Japan by Edward & Sons Trading Co.).

Manufacturer’s Address: Eden Foods Inc., 701 Tecumseh Rd., Clinton, MI 49236. Phone: (313) 973-9400.

Date of Introduction: 1981 March.

Wt/Vol., Packaging, Price: 4 packets/box.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods Catalog. 1981. Page 18. Eden Foods 1981 Catalog II. “Instant Miso-Cup is a convenient miso soup and seasoning. It is made from Japanese miso dried under low temperatures to retain nutritional content. It is available in two flavors, original golden light and red with seaweed. Contains soybeans, rice, sea salt, onions, parsley. Each box contains 4 packets—order twelve boxes in an attractive display box.” Note: This product was developed and imported by Edward & Sons Trading Co.

1223. **Product Name:** Eden Specialty Pastas: Soy Flats.

Manufacturer’s Name: Eden Foods, Inc. (Marketer-Distributor).

Manufacturer’s Address: Eden Foods Inc., 701 Tecumseh Rd., Clinton, MI 49236. Phone: (313) 973-9400.

Date of Introduction: 1981 March.

Ingredients: Incl. wheat flour and soy flour.

How Stored: Shelf stable.

New Product–Documentation: Eden Foods 1981 Catalog II. Page 16. “Soy flats have soy flour added for increased protein content. It is also a lighter flour than whole wheat.”

1224. *Prevention (Emmaus, Pennsylvania)*. 1981. A health food dictionary: Soybeans. March. p. 144-46.

• **Summary:** Soybean foods include soybean oil, tofu, tamari, soy milk, tempeh, miso, soybean sprouts, soy flour, soy ice cream, and soy nuts.

The article on “soybeans” ends: “Do yourself a favor. Get to know the soybean.” Address: Emmaus, Pennsylvania.

1225. **Product Name:** Tree of Life Tamari.

Manufacturer’s Name: Tree of Life, Inc. (Importer/Distributor). Made in Japan.

Manufacturer’s Address: 315 Industrial Dr., P.O. Box 410, St. Augustine, FL 32084. Phone: 904-829-3483.

Date of Introduction: 1981 March.

New Product–Documentation: Talk with Donna Detoro at Tree of Life. 1988. Sept. 23. This product was introduced in 1981. Talk with Greg Leonard of Tree of Life. 1988. Oct. 5. This product was introduced on 17 March 1981.

1226. Kotzsch, Ronald Ernst. 1981. Georges Ohsawa and the Japanese religious tradition. PhD thesis, History of Religions, Harvard University, Cambridge, Massachusetts. 360 p. April 1. 28 cm. [75 ref]

• **Summary:** The best history of macrobiotics written up to this time. Full of original, interesting, and often humorous material. Contents: 1. An overview of Japanese religious life. 2. Ishizuka Sagen and the origins of Macrobiotics. 3. Georges Ohsawa, the early years: 1893-1929. 4. First sojourn in the West: 1929-1935.

5. Return to Japan in Crisis: 1936-1939. 6. The war years: 1940-1945. 7. The post-war years: 1945-1953. 8. The world journey of the penniless samurai: 1953-1966. 9. Ohsawa as a religious thinker. 10. Ohsawa as the Japanese religious tradition. 11. The prophet in his own land and elsewhere. Conclusion. Notes, arranged by chapter. Bibliography: (1) Works by Georges Ohsawa arranged alphabetically by original title Romanized. For each Japanese-language work is given: (a) The title in Japanese characters. (b) A translation of the title into English. (c) The year of publication. (d) The name of the publisher Romanized and in characters. (2) Works in Japanese by authors other than Ohsawa.

Here are a few key dates after World War II:

1947—Ohsawa joined the World Federalist Movement. He becomes more interested in world peace.

1947—Ohsawa comes upon F.S.C. Northrup’s book *Meeting of East and West*; he is deeply impressed and begins translating it from English into Japanese.

1948—He moved his school to the Hiyoshi section of Yokohama. He put a sign on the roof reading “World Government Center.” At that time there were about 30 students in residence and about 100 commuting daily to hear Ohsawa’s lectures.

1949—He suddenly changes his name from Sakurazawa Jyōichi to Georges Ohsawa. Also he begins to call his philosophy and teaching “macrobiotics” instead of *shokuyō*. It is quite likely that he borrowed the word and its usage from a 19th century German philosopher and physician, Christoph Wilhelm von Hufeland (1805). The name of his school came to be called *Maison Ignoramus*, French for “School of the Ignorant.” He also started giving his students new names. “They were to be new persons, no longer simply Japanese but international citizens of the world” (p. 215)

1953 Oct. 14—Four days before his 60th birthday, George and Lima Ohsawa departed Japan at Kobe on the steamer *Sadhana*. “Announcing himself ‘a citizen of the world,’ and calling his trip ‘the world journey of the penniless samurai,’ Ohsawa vowed to spend the rest of his life traveling the world and spreading macrobiotics.” He felt like a bird leaving a small cage after a long confinement. Address: Harvard Univ., Cambridge, Massachusetts.

1227. Wheat and Meat Retreat, Inc. (Staff). 1981. Why “natural”* foods? You are what you eat! (*Natural—The way God designed). *Washington Post*. May 28. p. AS30.

• **Summary:** “Across the country, as more and more consumers are growing wise and nutritionally aware, natural food grocery stores are rising up to meet the demands...”

“On a diet? Eat the ideal high protein diet food—Tofu! Tofu is a tasty soyfood from the Orient.” It is entirely free of cholesterol and very low in saturated fats.

1228. Wheat Meat Retreat. 1981. You are what you eat! Be more energetic and “alive”! Shop and save at your natural grocer (Ad). *Washington Post*. May 28. p. AS13.

• **Summary:** “Eat wholesome, uncontaminated, limited-processed foods free of all chemical preservatives, additives & coloring.”

“Large selection of: Dairy products, nuts & dried fried tofu products, meats, herbs, teas, spices, vitamins, beverages,... fish, poultry,...” Address: 19310 Montgomery Village Ave., Gaithersburg, Maryland 20760. Phone: 977-2022.

1229. Abrams, Richard A 1981. Gritty spirit abounds amid flood devastation. *Austin-American Statesman (Austin, Texas)*. May 31. Life/style section. p. A1, A-11.

• **Summary:** This article is about the May 1981 flood that wiped out Whole Foods Market.

“Indeed it had. One day after the Whole Foods Market at 914 N. Lamar Blvd. was devastated, more than 60 volunteers showed up to help cart out meat from water-logged freezers,

vegetables and vitamins. Perhaps it was a sign of the spirit of Austin or, perhaps an indication of thanks to the owners themselves.

“One of the four owners, Renee Lawson, estimated the inventory damage at \$300,000. Still, she was happy ‘first that we all survived, and second that we were able to take what was left of our cash flow after the flood and pay all our employees.’

“The market was not insured against floods. Neither was the building, which is leased from a Houston owner. ‘What we really want to stress right now, though,’ Lawson said, ‘is that we owe a lot of thanks to everybody who showed up to help us out.’ She was smiling, even though, by her estimation, cash reserves were somewhere ‘near zero.’

“And then she said: ‘You know, there’s no sense crying. We’ll be back. I assure you of that.’ Like those of Austin who found themselves homeless; those who found themselves in business one day, and wiped out the next, she was able to summon something from the reserve—the spirit that is so much a part of the human element.”

A large photo shows Renee Lawson.

1230. Erewhon Mail Order. 1981. Erewhon. Natural foods mail order catalog. Brookline, Massachusetts. 16 p. May. Catalog and price list.

• **Summary:** This is a new mail order catalog, whose prices become effective on 1 May 1981. On the front cover is a woodblock print of a man with a sickle cutting sheaves of grain in a field. He is wearing a hat, and behind him on the ground is a wooden barrel. Erewhon is now located at 26 Washington St. in Brookline Village—also the home of Erewhon Mail Order. There are retail stores at 342 Newbury St. in Boston and 1731 Massachusetts Ave. in Cambridge. Address: 236 Washington Street, Brookline, Massachusetts 02146. Phone: 617-738-4516.

1231. Eden Foods. 1981. Catalog II, 1981. 701 Tecumseh Rd., Clinton, MI 49236. 71 p.

• **Summary:** On the cover is a stylized 2-story house on a farm. Address: Ann Arbor, Michigan.

1232. Root, Evan. 1981. John’s visit. *Ereworld*. June. p. 1, 4.

• **Summary:** Ereworld is a 14-page in-house newsletter, published for the people who work at Erewhon in Boston—welcoming new employees, congratulating those who have been transferred or promoted, etc. This issue of Ereworld is largely about the visit of John Denver (the popular American singer, songwriter, actor, activist, and poet) to Erewhon. Evan’s article begins: “John Denver made friends with the Macrobiotic community on a visit here last month. Many of us here at Erewhon enjoyed meeting and talking with him.

“John and his friend and cook, Ron Lemire, (Ron introduced John to macrobiotics) arrived in Boston Tuesday night, April 21st following a 10 day brown rice and water

purification in the desert. They left the following Friday morning.” A description of what he did during his 2½ day stay is given. On page 1 is a photo of Michio Kushi and John Denver seated at a table, both fastening their Erewhon pins.

“Transcript from John Denver’s talk at the 1st Presbyterian church 4/22/81” [22 April 1981] is on pages 4-7. It is followed by “John Denver comes to Erewhon,” by Mary Estella & Lynn Patterson (p. 8-9) followed by a photo of Lynn Patterson (Left) and Mary Estella (Right) in the Erewhon kitchen.

On page 13 are 6 photos including: Robert Langone (head of purchasing, top left). Susan Munger (art dep. & product development, top right). Anthony Valenti, Steve Geddes, Bob Spencer, and Steve Zoller (L-R, production dep., center left).

On page 14 are 8 more photos including: Robert (Bobby) Hanig (center left). Rhoda Houtz (accounting manager, center, bottom left). Address: Boston, Massachusetts.

1233. Coates, Roger M.; Coates, Margery K.; Coates, Daniel G. 1981. Resignations. Bel Air, Maryland. 1 p. July 21. Unpublished manuscript.

• **Summary:** Rod, Margy, and Dan, constituting all of the Directors of Laurelbrook Foods, Inc., resign, effective immediately. They also resign their respective offices held in the corporation. Rod and Rod reside at 2516 Laurel Brook Road, Fallston, Maryland 21047. Address: P.O. Box 47, Bel Air, Maryland 21014.

1234. Shurtleff, William; Leviton, Richard. 1981. Soycrafters 1981: The year in review. Paper presented by Shurtleff at Fourth Annual Soyfoods Association of North America (SANA) Conference, Colorado State University, Fort Collins, Colorado. July 8. 3 p. Unpublished manuscript.

• **Summary:** January:

“*Soyfoods* magazine #4 is published. 10,000 copies printed and mailed. Steve Fiering loans SANA money for mailing it and agrees to make a loan for test mailing.

Union activity begins at New England Soy Dairy

Hain Food Co. starts nationwide color ads for Natural Onion and Jalapeno (Soy) Bean Dips

Pacific Tempeh near San Francisco introduces America’s first commercial tempeh burgers.

February:

Island Spring in Washington state becomes America’s first unionized tofu plant (Feb. 2).

Soyfoods Unlimited tempeh plant starts in San Francisco area. Most modern U.S. tempeh plant although small output.

USDA National Food Review article “Soyfoods Catching On” by Judith Brown. About tofu and tempeh.

Many tempeh plants switch to using GEM Cultures tempeh starter.

March: Institute of Food Technologists meeting at New

England Soy Dairy. Tour, dinner, speeches.

Richard Leviton on National Public Radio “All Things Considered”. Two million people for 10 minutes about soyfoods.

The Book of Miso, by Shurtleff and Aoyagi published by Ballantine Books in mass market edition.

April:

“Tofumobile” from Wildwood Natural Foods published in *East West Journal*. Return to the vision of local, small tofu shops in areas where there is high density of interest and high food consciousness. Rediscovering soyfoods craftsmanship.

USDA decides to set tofu standards then announce them in the *Federal Register*

Soyfoods Center published Tempeh Tasting poster and distributes free to all tempeh makers.

Dr. Cook at Kansas publishes paper on the inhibitory effects of soy products on nonheme iron absorption in humans. USDA becomes concerned.

Tofu at Center Stage, by Landgrebe published. First tofu cookbook calling for a lot of meat in the recipes.

Bean Machines introduces new sanitary disintegrators for tofu production

“The Miso Master’s Apprentice” published in *East West Journal*.

June: “Surprise, It’s Soy” published in *Bestways*.

FIND/SVP survey of the U.S. tofu industry and tofu consumer survey published. 33% of respondents in major metropolitan areas were aware of tofu and 10% had purchased it. Predicts market will grow at 32% a year for the next 6 years

July:

Soyfoods magazine incorporates and offers stock 8-12, Fourth Annual Soycrafters Convention at Colorado State University. 240 people attend, 210 paid. First soyfoods trade show and cheesecake bakeoff. SANA loses \$4,200 on the conference. *Soyfoods* magazine #5 published.

Soy Foodery Cookbook, by Richard Ford published

Mary Tolan selected Registered Young Dietician of the Year by the American Dietetic Association for her speech on “Tofu—Food of the Future” at ADA national convention in Philadelphia, Pennsylvania.

Tofu Cookbook, by Sally Sheppard of Jack’s Beanstalk published

Tofu Boken, by Ted Nordquist published in Sweden; Europe’s first book about tofu.

“Soy Ice Cream—Getting Your Licks In” published in *Vegetarian Times*.

August:

“Soyfoods: The Future Is Here But Are You Ready?” published in *Health Foods Business* as cover a story.

“Soyfoods: Versatile, Cheap, and on the Rise” and “A Top Quality Source of Protein” published in *New York Times*, and syndicated nationwide.

“My Favorite Tempeh Recipes” by Aveline Kushi

published in *East West Journal*.

“Delights of Tofu,” by Fox, O’Connor & Timmins published by New England Soy Dairy

Das Tofu Buch by Shurtleff and Aoyagi published in Germany

September: “Soyfoods Report” published in *Natural Foods Merchandiser*.

Home Soyfood Equipment, by Wolf, Hoffman and Keough published by Rodale Press

At SANA board meeting in California it is voted to change SANA’s name to “Soyfoods Association of North America” to broaden our scope and support base.

SANA and The Soyfoods Center do a major press release on soyfoods production and consumption in America to about 250 key media centers. Report is published by many in the following months. These are the first soyfoods industry statistics published in America.

October:

“Things Go Better with Soyburgers; The New All-American Food” published as a cover story by *East West Journal*

Cook with Tofu, by Christina Clarke published by Avon

John Belleme starts miso production in North Carolina

Erewhon Natural Foods and Autumn Press (publisher of *The Book of Tofu*, *The Book of Miso*) both file for bankruptcy.

November:

SANA has a booth and representative (Richard Leviton) at the World Soya Conference in Acapulco, Mexico.

New England Soy Dairy announces 28-Day Shelf Life Advantage Pasteurized Tofu in 2/3 page ad in *Natural Food Merchandiser*.

Soyfoods Unlimited advertises Tempeh Burgers in *Natural Foods Merchandiser*

San-jirushi advertises “San-J” brand natural tamari in full color full page national ads

December:

La Soya y Sus Derivados (Tofu, Miso, Tempeh), by Shurtleff & Aoyagi published by Quadernos de Natura in Mexico.

Juel Andersen’s Tofu Kitchen, published by Bantam Books for mass market distribution

“World’s Best Tofu Cheesecake” published in *Vegetarian Times*

Dec. Food Protein Council, the trade organization for soy protein producing companies, changes its name to Soy Protein Council for wider recognition.

As of Dec 1981 there were 218 tofu manufacturers in the West, including 158 in the U.S., 20 in Canada and Mexico, and 40 in other Western countries. There were 56 tempeh manufacturers, including 41 in the U.S., 3 in Canada and Mexico, and 12 in other Western countries.

The Tofu-Miso High Efficiency Diet, by Yoshiaki Omura M.D. published by Arco in New York.

Cooking with Tofu, by Mary Anna DuSablon (32 p.) published by Garden Way.

The main challenge: To build a strong soyfoods trade association. The conference was held on 8-12 July 1981. Address: Co-founder and director, Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1235. Shurtleff, William. 1981. Soynuts; The soybean’s answer to the peanut. Edible Soy Products: Pro-Nuts (Dry Roasted), Hudson, Iowa (Document part). *Soyfoods* No. 5. p. 20-25. Summer. See p. 24-25.

• **Summary:** “Pro-Nuts were conceived by two men from California in the early 1970s. After they had developed the process and were producing dry-roasted soynuts in a pilot plant in California, George Strayer, who was selling them their soybeans from Hudson, Iowa, convinced them that it would be more economical for them to build the plant where the beans were. George joined them to become one of the owners of the new business, and the plant was opened in 1970. The equipment, much of which was custom built, cost \$500,000 and the specially constructed building cost \$250,000. The company presently sells all of its Pro-Nuts in bulk bags. Their customers do their own packaging in film or vacuum-packed containers if the Pro-Nuts are to be retailed as a snack.

“Pro-Nuts resemble large, dry-roasted split peanuts; they are light in weight and neutral in flavor. More than 50 percent of all Pro-Nuts are sold plain (unseasoned), mostly to health-foods consumers who want low-salt items and eat them as is. They are also added to candy bars and trail mixes. The second best seller is salted Pro-Nuts and the third best is barbeque-seasoned. Other seasoned varieties include imitation cheddar cheese, sour cream and onion, onion, and garlic. Most of the seasoned types contain ingredients such as MSG, dextrose, hydrolyzed plant proteins, imitation flavorings, and disodium inosinate [a flavor enhancer often used in potato chips and snack foods]; they are not aimed primarily at the natural foods market. Pro-Nuts may also be coated with sugar, carob, or chocolate in a sugaring kettle. As shown in the chart (p. 24), Pro-Nuts are an excellent source of nutrients. They have a storage life of six to 10 months, versus two months for peanuts.

“Only select, large-seeded, high-protein, and low-fat vegetable-type soybeans are used to make Pro-Nuts; the present Prize variety soybeans may soon be replaced by Vintons. The natural processing methods remove the beans’ soy flavor and alter their size, shape, and texture. At nearby Agricultural Exports (owned by George Strayer), the whole Prize soybeans are size graded then run over a gravity separator to remove light and heavy particles.

“The size-graded beans are then stored in a silo adjacent to the Pro-Nuts plant. From here they are run into a surge tank and then flash dried in a standard grain dryer. Flash drying, the key to subsequent dehulling without splitting,

removes only the moisture in the soybean hull and surface of the cotyledons; this causes the hull to later flake off easily but does not make the cotyledons brittle, which can cause unwanted cracking. During flash drying the moisture is reduced from 13¼% percent down to 12 or 12¼% percent. Now the beans are run through an abrasive huller-splitter, a specially designed and built 18-inch-diameter vertical axis mill; its construction and operation are described in detail in our book *Tempeh Production* (page 33).

“Now the beans are run through an aspirator which uses a vacuum to suck off the light hulls, hypocotyls (germs), and other lightweight particles. They then go into a size grader which separates off any whole beans and sends them back to the huller-splitter. The remaining cotyledons run through a Hart Carter aspirator, and finally into a holding bin; by now 70 to 80 percent of the hulls have been removed. The beans are next soaked in hot water for 30 minutes in a 25-foot-long tank, where they are moved along by a screw conveyor. This hydrates the beans and allows more of the hulls to be floated off in an overflow system. These overflowed hulls are dewatered on a Sweco vibrating screen.

“From the discharge end of the soak tank the beans are run into a long continuous tube cooker, in which they are totally immersed in hot water (no chemicals are added) and cooked at 150 to 200 psi for 10 minutes; this causes the beans to expand greatly. After being run onto another Sweco vibrating screen, which separates the small beans and splits them from the whole cotyledons, the cotyledons are run into a dryer-toaster, a closed metal compartment about 60 feet long with a square cross-section about 4 feet wide and 2½ feet high. On a stainless steel wedge wire screen the beans are vibrated and bounced along the length of the toaster. Hot air from side ducts at 6- to 10- foot intervals is blown up through the layer of beans to roast them; the initial temperature of the air is 455°F (234°C), the final temperature is 300°F (148°C), and the transit time is 12 minutes.

“At the discharge end, any dark or overroasted beans are sorted out one by one in a falling stream with a Sortex separator. The roasted beans are then run into a Sweco vibrator, which separates out three sizes of split cotyledons called ‘soy bits.’ The whole cotyledons go into a horizontal axis tumbler where, to make seasoned soynuts, they are sprayed with heated, partially hydrogenated shortening, then sprinkled with salt or seasoning; the oil helps the powdered seasoning to stick to the soynuts. The ‘soy bits’ are used by the candy and baking industries. Finally the plain or seasoned soynuts are bagged in bulk in poly-lined paper sacks, which are first sealed then sewn closed. In June 1980, each 50-pound bag wholesaled for \$25, or \$0.50 per pound. Working three to four days a week, the plant produced 185 bags per day, or 32,375 pounds of soynuts a week.

“Other Oil-Roasted Soynuts: America’s largest producer of oil-roasted soynuts is General Nutrition Mills in Fargo, North Dakota. They started production in 1971 and now

make roughly two million pounds a year of finished soynuts in five flavors (salt-free, salted, barbecue, garlic, and onion) which they sell nationwide under their Golden Harvest brand at their 800 retail outlets, General Nutrition Centers. The soynuts are generally sold in 12-ounce Mylar bags, 36 bags to a case, but they also do private labeling (co-packing) and bulk wholesaling in 50-pound sacks. The product is made without precooking. Whole soybeans (with the hulls on) are simply soaked, dried, deep-fried, and flavored.

“The Subama Food Company, which began production in 1971, makes oil-roasted products brandnamed Soynuts in unsalted, salted, and salted-with-herbs flavors; the latter is the best seller. They use large vegetable-type soybeans grown on their own farm and package mostly 25- or 50-pound bags, but also do some one-pound bags. They use a lot of their own soynuts in the granola products that they produce, and also make a soynut butter, sold mostly to co-ops in 30-pound pails.

“The Malt-O-Meal Company makes oil-roasted soynuts that are marketed under the brand name Soy Town to health and specialty food stores and under the brand name Soy Ahoy to chain stores. Sold as large dehulled cotyledons in salted, unsalted, barbecue, and garlic flavors, they are packaged in jars, eight ounces of soynuts per jar. Whole soybeans are soaked, cooked, split, dehulled, deep-fried in cottonseed oil, flavored, cooled, and bottled in jars. Production started in about 1970.

“Editors Note: For a copy of the list, ‘Makers of Soynuts in North America’ compiled by William Shurtleff, send a stamped, self-addressed envelope to *Soyfoods*.” Address: Soyfoods Center, Lafayette, California.

1236. *Whole Foods Source Directory*. 1981--.. Serial/periodical. Santa Ana, California. Hester Communications, Inc. Frequency: Monthly.

• **Summary:** Each year the July issue of *Whole Foods* was the “Source Directory” for the next year, e.g. “1981-82 Source Directory published in July 1981.” Each was an industry directory. Soyfoods Center owns the 1981-82, 1982-83, and 1984-85 source directories. Address: 1700 East Dyer Rd., Suite 250, Santa Ana, California 92705.

1237. Sklarz, Eleen. 1981. Vegetarian stakeout: Surveying restaurants in the southland that feature meatless menus. *Los Angeles Times*. Aug. 25. p. I1, I14.

• **Summary:** Today vegetarian restaurants are widely available. In Los Angeles County: Butter Thief (Venice): Known for its vegetarian pizza. Comeback Inn (Venice): Includes a “bistro burger” with tofu, and wok-fried vegetables with tofu. Follow Your Heart (21825 Sherman Way, Canoga Park).

Golden Temple Conscious Cookery of Los Angeles (7910 West 3rd St., Los Angeles): “This is one of the oldest of vegetarian restaurants, with other locations throughout the

United States and Europe.” “The restaurant is collectively owned by Sikh Pharma, a religion founded in India 500 years ago.” The “Marrakesh Vege-Kebab” is a broiled vegetable and tofu kebab.

Govinda’s (9624 Venice Blvd., Culver City). Meyera (Santa Monica). Natural Fudge Co. (Hollywood; Among other entrees are tofu platters). Organic-ville Vegetarian Restaurant (Los Angeles). Our Contribution (Van Nuys; serves a tuna sandwich). Paru’s Indian Vegetarian Restaurant (Hollywood). Two Worlds Kosher Vegetarian Restaurant (8022 West 3rd St., Los Angeles; all the dishes are kosher. If you like soybeans, this is the place for you. “Two Worlds offers soy chicken, soy scallops, soy steaks, soy fish, and even soy chicken chow mein”).

Orange County: Mother’s Market and Kitchen (Costa Mesa).

San Diego (City): Cornucopia (112 W. Washington St.; Omelet choices include tofu and mushrooms. The whole-wheat spaghetti has tofu as an ingredient). Kung Food (Serves sandwiches and dinner entrees made with tofu; tofu tostada; tofu-vegetable enchiladas, and braised tofu over brown rice, served with guacamole and *tabbouleh*). Peaceable Kingdom (Serves spring rolls stuffed with stir-fried vegetables and tofu, with sweet-and-sour sauce. Also creative sandwiches with ingredients including tofu). Prophet International Vegetarian Restaurant (Serves miso soup).

A large cartoon shows a rabbit seated at a table, with knife and fork, launching into a large vegetarian entree.

1238. Gooch’s (Mrs.) Natural Foods Ranch Markets. 1981. Display ad: Once all food was natural. What Happened? Grand opening. *Los Angeles Times*. Aug. 27. p. OC_D16.

• **Summary:** A stunning full-page ad. “Announcing the natural food store the size of a supermarket.” “Mrs. Gooch’s philosophy: Our products contain: No chemical additives. No unpronounceable preservative agents. No artificial flavorings. No artificial colorings. No sugar and no white flour.”

In the lower right corner is a box featuring Hain mayonnaise, 24 oz. \$1.19. “Family-owned Hain Pure Foods has been in business since 1926. Of their numerous quality products, we have chosen to offer this cold processed mayonnaise made with cold pressed soy oil, fresh eggs, cider vinegar, honey, sea salt and lemon juice. It is incredible on sandwiches or salads. 24 oz. \$1.19.” An illustration shows a hen, seated on either a nest or a burger, atop a tall jar of Hain Mayonnaise.

Addresses for three of Mrs. Gooch’s stores are given, in West Los Angeles, Hermosa Beach, and Northridge.

1239. McNeese, Pat. 1981. Questions? Read on [A list of books about healthy foods]. *Washington Post*. Aug. 27. p. E1, E26. [30 ref]

• **Summary:** The books listed here are a good introduction to the subject of healthy and natural foods. Includes books

on whole foods, whole grains, macrobiotics, vegetarianism, and soybean products. “Serious vegetarians and lovers of Oriental cuisine will want to take a look at, if not own, three thoroughly fascinating and informative books about how to prepare and make the best use of three important soybean products: ‘The Book of Miso’ (Autumn Press), ‘The Book of Tempeh’ (Harper & Row), and ‘The Book of Tofu’ (Autumn Press), all by William Shurtleff and Akiko Aoyagi. Aoyagi creates the recipes, which work better than those we’ve tried in some other recipe books mainly because she doesn’t try to make the principal ingredients taste too much like something they’re not (although even she fails to make tofu palatable as a dessert, in the recipes we tried). What makes these books seductive for cookbook buffs is the research, which is Shurtleff’s bailiwick; he tells you more than you could ever want to know about a subject, but he sure keeps you reading...”

1240. Brown, Judy. 1981. Health foods—Finding their way onto supermarket shelves. *National Food Review*. Summer. p. 18-19. NFR-15. [9 ref]

• **Summary:** “Safeway, the nation’s largest supermarket chain, plans to add health food departments to 200 stores this year... The health food industry has grown from 1,000 stores with \$140 million in sales in 1970 to 6,600 stores with over \$1.6 billion in sales in 1979, according to a Frost and Sullivan report and a survey conducted by the industry publication *Whole Foods*...”

“In a USDA 1980 survey, ‘Consumer’s Food Related Behavior, Attitudes and Motives,’ researchers found that 26 percent of the 1,353 consumers surveyed in a national random sample shop in health food stores. In another 1980 national family food study conducted by Yankelovich, Skelly and White—an independent national research firm—1 out of 3 of the 1,221 respondents had purchased natural food. The same research firm found that 68 percent of the respondents say that natural foods are healthier than processed foods, and 26 percent strongly agreed that supermarkets should offer a larger, more varied selection of natural foods. USDA’s 1980 survey found that 30 percent of the respondents who shop in health food stores did so because they could not find the products elsewhere.” Address: USDA.

1241. Price, Charlene C.; Brown, Judy. 1981. Organic certification programs. *National Food Review*. Summer. p. 31-32. NFR-15.

• **Summary:** “In 1941, Robert Rodale, a prominent figure in the health food movement, pioneered America adoption of organic farming practices patterned after organic farming research in Britain.

“In the early 1970’s, he introduced standards for certifying organic foods... The farmer was visited personally by a Rodale representative, and technicians from an independent testing laboratory tested soil samples, water

supplies, and plant tissue. If qualified, the farmer was permitted to use the label 'Certified by Organic Gardening and Farming.' Although Rodale's program ended in 1973, his standards are the basis for several current programs.

"Regional organic certification organizations began to develop in 1973. Currently, there are about 22 active U.S. private organic farming organizations to provide informational exchange among members, certify and inspect organically produced crops, and help market and distribute organic crops throughout the Nation.

"The International Federation of Organic Agriculture Movements (IFOAM), formed in 1972, serves as an international promoter of the aims and principles of organic agriculture, as well as a coordinator of organic farming developments. It is comprised of 80 member groups in 30 nations.

"Attempts to enact Federal legislation on organic foods have been unsuccessful... The Federal Trade Commission (FTC) began a full-scale review and analysis of organic and natural advertising claims in 1974...

"Although no standards exist for organic foods on a national level, California and Maine have recently passed legislation patterned after the Oregon Food Rule, which establishes standards for foods that are advertised and/or labeled 'organic.' Oregon, in enforcing the rule which has become a model by many private farming organizations, has enforcement powers, regularly tests produce during store inspections or on request, and mediates disputes concerning 'organic' claims."

1242. *New York Times*. 1981. Westchester / This week. Sept. 13. p. WC22.

• **Summary:** An illustrated lecture in White Plains, New York, titled "What is Naturopathic Medicine," by Dr. Sidney Saffron, will be presented by Huxley Institute for Biosocial Research, Westchester Chapter, and Natural Food Associates of Westchester. Tomorrow at Trinity Lutheran Church, Bryant Ave. and North St., at 8 P.M. \$2, but \$1 for members.

1243. Corn Country Whole Foods, Inc. 1981. Market Street: Natural foods with a difference (Catalog). 132 South Market St., Champaign, IL 61820. 24 p. Index. 28 cm.

• **Summary:** This natural foods, vegetarian catalog is printed on beige paper with black ink. Corn Country is now distributing products made by many other companies. Interesting products: (1) Stoneground flours: Soy flour-full fat (OG = Organically Grown). Chickpea (garbanzo) flour. Our "old fashioned granite stone mills keep the flour at the lowest grind temperature..." Soybeans and chick peas are preheated before grinding. (2) Beans: Soybeans OG. Azuki beans. Chickpeas (Garbanzos). Lentils (green or red). Mung beans (for sprouting). (3) Peanut butter. Almond butter. Sesame tahini. (4) Sea vegetables (10 types). Westbrae miso (7 types). (5) Light Foods: Tofu. Marinated

tofu. "Soyproducts are becoming an increasingly attractive source of protein throughout the world... We offer a small variety of soy products." (6) Condiments. Nigari (bulk or 5 lb). Umeboshi plums. Shoyu (pints to 4.75 gal tin). Miso (red or white). Tamari (with dispenser to quarts). (7) Market Street meals (vegetarian): Nutburger. Soyburger. Chick 'n sea burger. (8) Nutritional (brewer's) yeast (20 lb to 125 lb): "These yeasts are primary yeasts cultured on molasses for human consumption. They are not a byproduct of petroleum, or paper industries." Sold in powder or flakes. (9) Natural oils: Sesame oil. Safflower oil. (10) Seeds. Alfalfa seed for sprouting. Sesame seeds whole brown. Sesame seeds hulled white. Sunflower seeds. (11) Market Street shoyu almonds, suns (sunflower), cashew pieces. (12) Soy & corn "nuts": Soy nuts salted. Soy nuts plain. (13) Market street mixes (unsulfured fruits and natural nuts): Sweet & shoyu mix. (14) Literature: 26 Talking Foods pads. (15) Dr. Bronner's soap (14 types). (16) Kitchen help: Tofu kit. Sprouter lids. Wok set. Address: Champaign, Illinois. Phone: 217-359-8843.

1244. *Vegetarian Times*. 1981. Erewhon (Ad). No. 49. Sept. p. 35.

• **Summary:** "At Erewhon, quality is a tradition. Beginning as a small retail outlet, where education and good food went hand in hand, Erewhon has evolved into a producer and distributor whose standards lead the natural foods industry.

"Since the quality of life is directly influenced by what you eat, Erewhon is committed to developing improved sources of wholesome products. By promoting the use of traditional staple foods, Erewhon provides the opportunity for an ever-increasing number of people to improve their well being..."

1245. **Product Name:** Westbrae Natural Johsen Shoyu Tamari.

Manufacturer's Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: 415-658-7518.

Date of Introduction: 1981 September.

Ingredients: Wheat, whole soybeans, salt.

Wt/Vol., Packaging, Price: 12.7 fluid oz glass bottle.

How Stored: Shelf stable.

New Product-Documentation: Ad in *East West Journal*. 1981. Sept. Inside back cover. "Soy sauce made complicated. Why it takes 18 months to brew Westbrae tamari."

Ad in *Macromuse*. 1986. Summer. p. 5. "Westbrae's Johsen Shoyu is the *real* shoyu.

"Recently, some big Japanese companies that have never brewed soy sauce before have begun to sell in the Natural Food Markets. You may be able to buy some soy sauces for less per tin than Westbrae's Johsen shoyu." At Johsen, shoyu is aged for 2 full summers in Japanese cedar kegs.

Photos show: (1) Westbrae tamari and shoyu. (2) Various

Westbrae soy sauce products.

1246. Flinders, Carol. 1981. 'Whole Foods Guide' presents facts on growing, processing: Notes from Laurel's Kitchen. *Hartford Courant (Connecticut)*. Oct. 14. p. E4.

• **Summary:** In Jan. 1978 *Whole Foods* magazine was launched. The magazine's staff were veterans, and very dedicated. Each issue concentrated on one subject: whole grain flours, edible oils, soyfoods, etc. "The investigative approach was invariably fair.

It was a sad day when, in Sept. 1980, the magazine was sold.

1247. New England Soy Dairy, Inc. 1981. Put time on your side. New Soydairy cookbook increases tofu use. *Erewhon Monthly*. Oct. p. 2-3.

• **Summary:** These are the titles of two full-page ads. The first shows a package of Soydairy tofu "with the soydairy 28 day shelf life advantage." The second shows a man holding a cookbook titled "Delights of Tofu." Address: Greenfield, Massachusetts.

1248. Smith, Patricia J. 1981. Re: Early history of Erewhon, and Michio Kushi's teaching. Letter to William Shurtleff at Soyfoods Center, Nov. 2—in reply to inquiry. 1 p. Typed, with signature.

• **Summary:** Erewhon began as a small retail store on Newbury St. in April 1966. It was incorporated as a distributor/manufacturer in March 1969. Michio Kushi began teaching in New York in 1954. Address: New England Regional Manager, Erewhon Inc., 3 East St., Cambridge, Massachusetts 02141. Phone: (617) 354-2001.

1249. Cowen, Peter; Doherty, William F. 1981. Bankruptcy petition filed by Erewhon Inc. *Boston Globe*. Nov. 18. Economy section.

• **Summary:** "Erewhon Inc., a Cambridge-based natural food store chain, is seeking protection from its creditors while it reorganizes its financial affairs. In a petition filed in federal court here under Chapter 11 of the Bankruptcy Act, Erewhon listed 551 creditors to whom it owes a total of \$1.5 million. The firm also said it has \$4.4 million in assets and another \$3 million in general claims against it.

"The major creditor is the Commercial Trading Corp., which is owed more than \$1 million. Under a factoring agreement Commercial Trading has a secured interest in Erewhon's inventory and accounts receivable. Judge Harold Lavien granted Erewhon permission to continue paying its 130 employees while the case is pending. The reorganization petition under which Erewhon will continue to operate the business was filed Nov. 10 by Michio Kushi, president of the firm. While it remains under the protection of Chap. 11, Erewhon will be run by Arthur Blasberg Jr., a business consultant and attorney.

"The privately-owned firm has three stores in Massachusetts and distributes its products worldwide... According to company officials, its sales reached about \$18 million recently but had been falling off sharply to the point where it now has about \$7 million to \$8 million in annual sales.

"The firm's attorney, Frederick G. Fisher of Hale & Dorr, told the bankruptcy court in arguing for Chap. 11 protection that the company's problems were caused by its expansion 'beyond its ability to find capital.' In addition, Fisher said, 'Mr. Kushi was not able to provide it with day-to-day management. He's a philosopher, teacher and writer and he was absent from the business on trips.'" Address: Globe staff, Massachusetts.

1250. Belleme, John. 1981. Update on work with miso in North Carolina (Interview). *SoyaScan Notes*. Nov. 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Erewhon Trading Co. recently filed for Chapter 11 bankruptcy protection. They are in receivership and on the verge of bankruptcy; they are no longer delivering products to stores, only manufacturing. Erewhon owes Mr. Kazama of Mitoku \$400,000 plus the shipments on the docks.

John plans to sell a miso fermentation kit, consisting of koji plus instructions for making miso at home. Address: Route 5, Box 258, Rutherfordton, North Carolina 28139. Phone: 704-749-9537.

1251. Burns, Ken. 1981. Re: George Ohsawa and a brief history of macrobiotics in America. Letter to William Shurtleff at Soyfoods Center, Dec. 9—in reply to inquiry. 7 p. Typed, with signature. [1 ref]

• **Summary:** An excellent, in-depth history by a very knowledgeable source, who occasionally teaches a course in Boston on the history of macrobiotics in the USA. With numerous fond personal recollections and character sketch of Ohsawa. 1959 Dec.—Ohsawa first visited the USA. 1960 Jan.—He published, in mimeograph form, his astonishing book *Zen Macrobiotics* in English in New York City. "Although not in great detail, here he introduced miso, tamari, and tofu to the general public. The first two especially quickly become essential ingredients in the diet of almost all macrobiotic people in the US.

"During January, February, and March [1960] he lectured extensively at the Buddhist Academy in New York City. He returned to the US in July and lectured at the First American Summer Camp on Long Island daily for two months.

"The Second American Summer Camp was held in July and August of 1961. I am not sure whether he was present or not. This was in Wurtsboro, New York. In that year also, thirteen macrobiotic families left New York and moved to Chico, California on his advice. The next year, 1962, they founded the first American macrobiotic food distribution and

processing center in this country.

“In 1963, in the summer he came to the US again and lectured in Boston, NYC, and at the Chico Summer Camp.

“In 1964, he lectured at the Big Sur Summer Camp.

“In 1965, he lectured at Mayoro Lodge near Pulga, California.

“In 1966, on April 24th [or 23rd] he died in Japan.

“All in all, George Ohsawa visited this country either five or six times, each time lecturing, and speaking to the people individually without rest. He was ceaselessly active. I have heard many anecdotes concerning him during that period. As best I can determine, his affect on people was quite simply shattering—they had never seen anything like it.

“According to Madame Ogawa (who spoke in great and loving detail of him at the 1981 French Meadows Summer Camp) he was a very sharp dresser and had quite an eye for beauty in the female of the species. She was so obviously still in love with this ‘terrible man.’

“Jacques DeLangre... never tires of telling about the time when they were descending the mountain after a long and intensely yangizing summer camp. Their car rounded a bend and there!, suddenly!, was a huge patch of luscious juicy *blackberries!* The car as though it had a mind of its own, screeched to a halt, all the doors flew open, and all the passengers were catapulted into the middle of that patch. It would be hard to imagine a clearer, cleaner-cut example of the attraction of yang to yin. Their ecstatic reverie was broken, a few moments later, by the sound of another car coming around the bend. ‘Oh my God, it’s Ohsawa himself; what will he say?’ (In those days people were, understandably, a little naive in their application of yin and yang.) Well, that second car did just exactly what the first one had done—the screeching halt, the doors flying open, and of a sudden there was George Ohsawa right in the middle of that patch too, crying out in his basso profundo voice, ‘Oh blackberries, they are sooo delicious!’

“That voice—possibly there is the key to understanding Ohsawa’s impact in this country; I didn’t personally meet him; he died about a month after I began macrobiotics in 1966. But I have heard him on many tapes, poorly-recorded as most of them were. And I have spoken to others who did know him personally, and sooner or later they get around to mentioning his voice. Peter Magnusson here in Boston describes it as the kind of voice that rattled the windows. I have done a course here in Boston I call ‘The Healing Power of the Spoken Word;’ and for that course I have listened to all the recordings of the great speakers of this era that I can get my hands on—Kennedy, Churchill, Roosevelt, William Jennings Bryan, John L. Lewis, etc. Probably the best orator in the world today (or was anyway, I haven’t heard him lately) is Fidel Castro. His is a warm, rich, full voice, capable of a startling range of thoroughly human emotions—from the righteous indignation and anger of an oppressed people through endless shades and nuances to a profoundly warm

and compassionate voice that might be that of your very best friend. Take that voice in account and you can understand Castro’s success against seemingly insurmountable odds in Cuba. Well, I can tell you of an even better voice—that of Ohsawa. Peter Magnusson goes on to say that when he spoke it seemed as if the very world itself was speaking. As I have said above, his was a profoundly rich, deep voice, ranging from bass to baritone. But at the same time it was very delicate, sensitive, and poised, as ready to go up as down, as ready to go left as right—flexible! But the one quality that his voice had that I have never heard equaled I can sum up with one adjective—Vibrant.

“Probably this is not the kind of material you can use in your book, but I have taken a lot of time here on it anyway. The reason is that all the discussions I have heard about Ohsawa and his impact on this country have centered on what he said and not how he said it. Otherwise, how are we to explain how he was able to inspire so many people, along with Michio and Aveline Kushi, Herman and Cornelia Aihara to literally give up everything and come to a strange land to struggle against apparently insurmountable odds. Because that’s what they did, arriving here penniless, operating on a wing and a prayer so to speak. And it is to them that we must go in the next chapter of this little story.”

Note: People were also attracted to the great sense of happiness, vitality, love of life (*joie de vivre*), and purpose that Ohsawa radiated. Continued. Address: Boston, Massachusetts.

1252. Burns, Ken. 1981. Re: George Ohsawa and a brief history of macrobiotics in America (Continued—Part II). Letter to William Shurtleff at Soyfoods Center, Dec. 9—in reply to inquiry. 7 p. Typed, with signature. [1 ref]

• **Summary:** Continued: “Michio Kushi, giving up a promising career in some area of international politics, arrived in New York in 1949. Still a little uncertain, and actually quite new to the macrobiotic way of life, himself, he did not immediately begin to teach the macrobiotic way of life on a full-time basis. Besides, his English wasn’t sufficient, and he had to work full-time to support himself. To do this he engaged in many types of work such as managing a department store, elevator operator, and other types of odd jobs. Also, at this time, he had some connection with Columbia University. (Whether as a student or as a teacher or both, I am not quite sure. Maybe, if this is important, you could contact him, but I don’t know if he would have the time to answer you.)

“In 1951, he was joined by Aveline (Tomoko) Kushi who had lived for a year and a half in Ohsawa’s school ‘Maison Ignoramus’ near Tokyo. In 1961, instead of going to Chico as many other macrobiotic families did on the advice of George Ohsawa, they stayed in New York, not long afterward finding their way to Boston. Just how this happened I am a little uncertain. According to Peter

Magnusson whom I have mentioned above, there was a certain fellow, whose name is probably forever lost, who was from this area and who convinced them that this was where they would have their greatest success. After all, the great ideological movements, the ones that had affected this country most profoundly, had come, mainly, out of New England.

“So, it was in 1963, I think, they arrived here, living successively in Cambridge, Wellesley, and Brookline. From this time dates the tradition of study house—always they had a full complement of ‘students’ with them—many of whom were withdrawing from psychedelic drugs and perfectly outrageous ‘lifestyles.’ They must have thought Americans were very strange people, indeed, (At least the ones they knew.) But if they didn’t, their neighbors sure did. By some magic or sleight-of-hand, they always managed to end up in some rather elegant houses in some rather elegant neighborhoods. Thus, in one or more cases, they were asked by the authorities to move.

“But, sure enough, it was here in the Boston area that they had found a medium in which they could really function well. Not long after, regular lectures were started in the Arlington Street Church where we would troop dutifully and eagerly in under the watchful eyes of a bust of William Ellery Channing, one of the founders of American Unitarianism. In the beginning, there weren’t many people present at these talks—maybe six, eight or ten. (And even in the spring of 1967 when my wife and I arrived after spending a year in Detroit knocking our heads against this strange thing called ‘macrobiotics’ there might be only twelve, fourteen or sixteen.)

“But the spirit of adventure and camaraderie was simply exquisite. And the lectures were tremendously exciting—one moment we would be on the outer rim of the Milky Way Galaxy, examining its structure, and the next moment we would be examining the spirals on our fingertips. People who were here when we got here and whose names you may have heard were Evan Root, Bill Gleason, and Paul Hawken (and by the way, I think Paul Hawken has a company out there in your area—maybe you can contact him). Also Joe Leis and Jim Gronemeyer whose whereabouts I don’t know. Not long afterward came Bill Tara and Ron Kotsch who are still active in macrobiotics. The Word was out and people were coming from everywhere.

“In 1965 Erewhon was started, also on a wing and a prayer, right in the Kushi’s home in Brookline. It moved in 1966, I think to a location on Newbury Street [April 1966 to 303-B Newbury St., below street level] where I used to see Mr. Kushi putting rice and aduki beans in little white paper bags. Evan Root and Paul Hawken originally managed the store [Evan first, then Paul Hawken more than a year later] and later on Bill Tara also had a hand in it. But it was definitely Paul Hawken who set his stamp on the store, and who had the most to do with it becoming what it eventually

became—the largest handler of macrobiotic and natural foods in the country. At present there is a little difficulty there, but if you know the history of Erewhon, you cannot help but be convinced, as am I, that everything will come out all right.

“Also in 1965, certainly in 1966, Mr. Kushi began to travel around the country giving talks on macrobiotics as well as consultations. I wonder if his experience in other cities was anything like his experience in Detroit. It simply never dawned on us that he might need any money for traveling expenses, etc. I wouldn’t be surprised if on a lot of these tours Michio Kushi didn’t arrive back home with a lot less money than he started out with.

“But now I must get down to the gist, the ‘nitty-gritty’ of this story. There is something that is not explained here. The tremendous success of macrobiotics in this country is not really explained here. Of course some people will say that macrobiotics has not been a tremendous success. But I say it has. If you will look at its history from beginning to end, noting that it has never received any funding or any support from powerful organizations, that it has always operated on a wing and a prayer (I’ll use that phrase again), then I think you can agree with me that its success has been miraculous.

“Well, one of the chief reasons for that is to be found in the behaviour of Mr. Kushi. Over the years he has literally given himself away, literally used himself up so many times over that you would swear there is simply nothing left to use up anymore. He has seen hundreds of thousands of people in formal consultations and as many more in informal consultations. And an awesomely large percentage of these consultations have been with crazy, sick, and desperate people anywhere and any time of the day or night. (And I ought to know, I was one of them.) I am not being overly sentimental here, nor am I stretching anything to make something seem true that isn’t true. As a matter of fact, for various reasons I sometimes wish it weren’t true, because for some people it has led to a ‘cult of the personality’ that limits their own development.

“To round out the list of macrobiotic developments that are more or less Boston based: The *East West Journal* commenced publication in January of 1971, its purpose being ‘to explore the unity underlying apparently opposite values: Oriental and Occidental, traditional and modern, visionary and practical.’ I think that’s pretty well what it has done; and in the process it has helped more people to substantially change their lives than any publication I know of. Although many dedicated and talented people have been involved with it over the years, the two people who have had the most to do with creating and directing the *East West Journal* have been Lennie Jacobs and Sherman Goldman.” Continued. Address: Boston, Massachusetts.

1253. Burns, Ken. 1981. Re: George Ohsawa and a brief history of macrobiotics in America (Continued—Part III). Letter to William Shurtleff at Soyfoods Center, Dec. 9—in

reply to inquiry. 7 p. Typed, with signature. [1 ref]

• **Summary:** Continued: “In 1972, the East West Foundation was established in order to provide seminars and other forms of learning experience for the general public. In the ensuing ten years it has organized hundreds of full-scale programs of macrobiotic instruction in which tens of thousands of new-comers to the macrobiotic diet and way of life have participated. Since 1974, the annual highlight of these activities has been the Amherst Summer Program. Here, each year, an average of three to four hundred people from all parts of the United States and from many other countries in the world have gathered to study the philosophy of yin and yang, macrobiotic cooking, Shiatsu, Oriental medicine, and Oriental culture. Over the years, the person most responsible for the majority of the activities of the Foundation has been Ed Esko (whose wife, Wendy, has written a very popular book on macrobiotic cooking), although he is not currently directing it.

“In the Fall of 1978, the Kushi Institute opened its doors. Under the very able and patient direction of Olivia Oredson it has offered an intense, disciplined, and complete program of macrobiotic studies to thousands of students from the United States and from many foreign countries. At present, under the direction of Bill Tara, it is continuing these activities, and in the near future will expand into a full-fledged college for macrobiotic studies.

“About 1953, Herman Aihara came to this country [from Japan], finding his way to New York City where he was later joined by Cornellia. There, they engaged in various activities with Michio and Aveline Kushi. I think they all had a hand in a restaurant called Musubi in the late 1950s or early 1960s; but I am very sketchy on this. I do know that for a while there was an Ohsawa Foundation on Second Avenue. At any rate, New York City was proving difficult for a philosophy of life that centers around home, family, regular meals, etc. So it must not have been with any great reluctance that, on Ohsawa’s advice, they left for California in 1961.

“Herman and Cornellia first went to Chico. Later they moved to San Francisco where they lived until about 1970. Since that time, they have lived in or near Oroville. Sometime in the late 1960s, Herman, sometimes accompanied by Cornellia, began to lecture in various cities and towns in California as well as others such as Portland [Oregon], Seattle [Washington], and Vancouver [British Columbia]. Those must have been hard times for them. More than once, up there in Seattle, I handed him the receipts for two days of lecturing knowing there was not enough there to cover his round-trip expenses back to San Francisco. (It begins to dawn on me, ever more and more poignantly, how much of the macrobiotic movement has been done on a shoestring.)

“In 1970, they embarked on the first of their yearly nation-wide macrobiotic teaching tours. On these tours they have usually covered about 20,000 miles, visiting towns and

cities in all sections of the country, and teaching macrobiotic philosophy and cooking. I think it safe to say that the Aiharas know this country in a way that few people know it.

“Also, in 1970, they initiated the George Ohsawa Macrobiotic Foundation (poetically known as GOMF). The purpose of this was to promote understanding and provide information on the macrobiotic diet and way of life, chiefly through publications. In addition, throughout most of the 1970s and in 1980 and 1981, they have conducted the Vega Institute, a residential program for the study of macrobiotics.

“Last but not least they have organized eighteen summer camps, the last eleven of which have been held [starting in 1970] at French Meadows in the Tahoe National Forest. Now, I am somewhat of a veteran when it comes to macrobiotic seminars, programs, summer camps, etc; and on the basis of that, I will simply have to say, after attending the last three camps, that the version of macrobiotics they present there is the experience of a lifetime. I have never seen anything like it. It is sublime. The life of anyone who attends is deeply touched—deeply changed.

“Well, those are the bare facts of the case. But once again, they do not tell the full story. So I am going to try to describe something that is almost impossible to describe: Herman and Cornellia have sat and listened to thousands of tales of woe, patiently answered uncounted impertinent, even insane questions, endured all kinds of chaotic behavior, and even suffered through more than a few insults and accusations—in short they have done all the things they have had to do to help the kind of people they have been dealing with—without complaining. In fact, they have usually managed to maintain a pretty good sense of humor throughout all this. And they have not asked for (and usually not received) anything in return either: ‘Oh Herman, I almost forgot, here is the money we took in from the seminar this week-end. Hm, gee, it’s only sixty dollars, that’s not much money is it...?’ ‘Oh..., that’s all right—don’t worry!

“To be sure, there are people who don’t want fortune who do want fame (recognition) or power. As far as I am able to discern, though, they haven’t sought those things either. In spite of all their efforts, all their achievements, all the help they have given people, they have always been modest, humble, and unassuming. Herman would kill me if he were to see this in print. If I’m not mistaken (and I hope I’m not getting too sentimental again), isn’t this the kind of behavior that we were all taught to look up to in our Sunday-school classes? (And in our public school classes too, when they still taught morals, ethics, and values?) It’s not flashy, glamorous stuff that you can turn around and dazzle other people with. Indeed, it has taken me many, many years to see this picture. But when I saw it I was floored. So this is the version of macrobiotics they have taught me and many other thousands of people.” Continued. Address: Boston, Massachusetts.

1254. *SoyaScan Notes*. 1981. Chronology of soybeans, soyfoods and natural foods in the United States 1981 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. *Soyfoods* magazine issue No. 4 published. Silver cover. 10,000 copies published. Steve Fiering loans SANA money for mailing it and agrees to make a loan for a test mailing.

Jan. Union activity begins at New England Soy Dairy.

Jan. Boxed tofu (1 lb. vacuum packed in a box with a window) first made by Zakhi Soyfoods in Fort Wayne, Indiana. This important innovation of packaging tofu in a box was later employed by New England Soy Dairy (1982), Quong Hop & Co. (1983), Swan Gardens (1983), and White Wave (1985).

Jan. Hain Food Co. starts nationwide color ads for Natural Onion and Jalapeno (Soy) Bean Dips.

Jan. Travis Burgeson of Pacific Tempeh near San Francisco, CA, introduces the world's first commercial tempeh burger.

Jan. Paul's Tofu & Tempeh, the first European tempeh company in Europe outside of the Netherlands, opens in England.

Jan 20. Ronald Reagan inaugurated as president of the United States. His Secretary of Agriculture is John R. Block. The regulatory climate in Washington, DC, begins to shift toward less federal regulation and more encouragement for industries to regulate themselves. The Republican administration favors free-market policies with less government involvement.

Jan. 23. Legume, run by Gary and Chandri Barat, is incorporated in New York, then that month moves to Verona, New Jersey.

Feb. 2. Island Spring in Washington state becomes America's first unionized tofu plant.

Feb. San-Jirushi International starts its first major American ad campaign using the slogan "San-J is the real tamari." The full-color, full-page national ads aim to clarify the confusion between tamari and shoyu created by the macrobiotic movement.

Feb. Soyfoods Unlimited tempeh plant starts operation in San Francisco area. It is the most modern U.S. tempeh plant, although output is small.

Feb. Vitasoy soymilk and Morinaga tofu start to be imported and sold in the USA from Hong Kong and Japan respectively, immediately after the FDA lifts its ban on aseptic Tetra Pak type cartons. Morinaga tofu was sold by Beech Nut California Corporation, a joint venture with Beech Nuts Food Corp., established in 1977 in San Jose, California.

Feb. "Soyfoods Catching On" by Judith Brown published in *USDA National Food Review*. About tofu and tempeh.

Feb. Many tempeh plants switch to using GEM cultures

tempeh starter.

March 1. Svadesha Pflanzen-Feinkost, West Germany's first commercial tofu company, starts production. Founded by Swami Anand Svadesha (Rudiger Urban) in Fuerth im Wald.

March. Institute of Food Technologists meeting at New England Soy Dairy. Tour, dinner, and speeches.

March. Richard Leviton on National Public Radio's "All Things Considered" talks for 10 minutes about soyfoods to 2 million people.

March. *The Book of Miso*, by Shurtleff and Aoyagi published by Ballantine Books in a mass market paperback edition.

April. USDA decides to establish tofu standards, then announce them in the Federal Register, but this plan is dropped in September, amid controversy over changes in the School Lunch Program.

April. Dr. Cook at Kansas State University publishes a paper on the possible inhibitory effects of soy proteins on nonheme iron absorption in humans. USDA becomes concerned.

April. *Tofu at Center Stage*, by Gary Landgrebe published by Fresh Press. First tofu cookbook containing many recipes calling for use of meat.

April. Bean Machines introduces new sanitary disintegrators/ grinders for tofu and soymilk production.

April. "The Miso-Master's Apprentice," by John Belleme published in *East West Journal*.

May. "The Amazing Tofumobile," by Janice Phillip, about Wildwood Natural Foods, published in *East West Journal*. Revival of interest in small tofu shops in areas where there is a high density of interest and high food consciousness, and rediscovery of soyfoods craftsmanship.

May. *Tofu Boken* by Ted Nordquist and Tim Ohlund published by Aros Sojaprodukter in Sweden. Europe's first book on tofu.

June. *Tofu Fever in New York*, by Megan B. Murray notes that David Mintz is making 275 gallons of tofu ice cream a week. This is the earliest known publication on his work with soy ice cream. He had been making it for 3-4 months.

June. "Surprise, It's Soy" by Barbara Bassett published in *Bestways*.

June. FIND/SVP survey of the U.S. tofu industry and tofu consumer survey published. 33% of respondents in major metropolitan areas were aware of tofu and 10% had purchased it. Predicts market will grow 32% a year for the next 6 years... an over-optimistic prediction.

June 29. "Trader Vic Bergeron Offers Timely Tips for Tofu" by Rose Dosti published in *Los Angeles Times*.

July. *Soyfoods* magazine is incorporated by Richard Leviton, and offers stock.

July 8-12. Fourth Annual Soycrafters Convention at Colorado State University. 240 people from 18 nations

attend, 210 pay. First National Tofu Cheesecake Bakeoff and Soyfoods Equipment / Supplies Expo in the western world.

July. Mary Tolan selected Registered Young Dietitian of the Year by the American Dietetic Association. Invited to present speech on "Tofu—Food of the Future" at ADA convention in Philadelphia, Pennsylvania.

July. *Tofu Cookbook*, by Sally Sheppard published by Jack's Beanstalk.

July. "Soybean Ice Creams: Getting your Licks In" by Richard Leviton published in *Vegetarian Times*.

July. Soyfoods Center is working to build the world's largest library of documents on soyfoods, each with a bibliographic card, filed by author. Also building a large library of color slides on soyfoods.

Aug. "Tofu, Tofu Everywhere," by Karen Dukess published in *The New York Times*' Business section.

Aug. "Soyfoods: The Future Is Here but Are You Ready" by Alan Richman published by *Health Foods Business* as a cover story.

Aug. 12. "Soy Foods: Versatile, Cheap and on the Rise" by Lorna Sass, and "A Source of Quality Protein" by Jane Brody published in *The New York Times*, and syndicated nationwide.

Aug. "My Favorite Tempeh Recipes" by Aveline Kushi published in *East West Journal*.

Aug. *Delights of Tofu*, by Fox, O'Connor and Timmins published by New England Soy Dairy.

Aug. *Das Tofu Book*, by Shurtleff and Aoyagi published in Germany by Ahorn Verlag.

Sept. "Soyfoods Report" published by *Natural Food Merchandiser*.

Sept. *Home Soyfood Equipment*, by Ray Wolf published by Rodale Press.

Sept. 13. At SANA Board of Directors Meeting held near San Francisco, the Soycrafters Association of North America has its name changed to Soyfoods Association of North America to broaden scope and support base.

Sept. SANA and The Soyfoods Center do a major press release on soyfoods production and consumption in America to 250 key media. Many magazines publish this report and conduct radio interviews.

Sept. Okita Enterprises takes 22 tofu and bean sprout makers to Japan for a 10-day tour. SANA executives Richard Leviton and Luke Lukoskie make important contacts with Japanese tofu trade officials and publications.

Sept. USDA publishes tofu regulations in the Federal Register, then withdraws entire school lunch revisions and revokes permission given to the Santa Cruz (Calif.) school system to use tofu in school lunches.

Sept. Dr. Hirayama of the National Cancer Center in Japan announces that miso soup is effective in combating stomach cancer and stroke.

Oct. "Things Go Better With Soyburgers: The New All-American Food" by Richard Leviton published in *East West*

Journal as a cover story.

Oct. *Cook with Tofu*, by Christina Clarke published by Avon Books in mass market edition.

Oct. John Belleme's American Miso Corp. begins miso production in North Carolina.

Oct. Workers at Hinode Tofu Co. in Los Angeles go on strike for 2 weeks.

Oct. *Nasoya Tofu Cookbook*, published by Nasoya Foods.

Oct. *O Livro da Soja*, by Jane Cadwell published in Brazil by Editora Ground. One of the country's first books on soyfoods.

Nov. 10. Erewhon, America's natural foods pioneer, files for Chapter 11 reorganization under the U.S. bankruptcy laws. On 2 April 1982 Erewhon is sold to Nature Food Centers.

Nov. Autumn Press, publisher of *The Book of Tofu*, original edition, files for Chapter 11 bankruptcy.

Nov. New England Soy Dairy announces 28-Day Self Life Advantage Pasteurized Tofu in a 2/3 page ad in *Natural Foods Merchandiser*.

Nov. Soyfoods Unlimited advertises tempeh burgers in *Natural Foods Merchandiser*.

Nov. The Ministry of Agriculture and Forestry in Japan announces a Japanese Agricultural Standard (JAS) for soymilk. The soymilk boom in Japan starts.

Dec. *Juel Andersen's Tofu Kitchen* published by Bantam Books in mass-market paperback.

Dec. "World's Best Tofu Cheesecake" by Richard Leviton published in *Vegetarian Times*.

Dec. *La Soya y Sus Derivados (Tofu, Tempeh, Miso)*, by Shurtleff and Aoyagi published by Quadernos de Natura in Mexico.

Dec. *The Tofu-Miso High Efficiency Diet*, by Yoshiaki Omura M.D. published by Arco Publ.

Dec. *Cooking with Tofu*. by Mary Anna DuSablon published by Garden Way.

Dec. There are now 158 tofu manufacturers and 41 tempeh manufactures in the USA.

Dec. The Farm Vegetarian Cookbook published as *Soja Total* in German.

* Global economic activity is shifting from the Atlantic to the Pacific. In 1981 Asia passed Europe to become the largest market for U.S. agricultural products. In fiscal 1981 Japan bought \$6,700 million worth of U.S. farm products.

* Soybean breeders, which have formerly focused their research efforts on increasing quantity (yield) of soybeans, now start to give more attention to quality (composition). Increasing total protein, methionine, and oil, and decreasing linolenic acid and antinutritional factors are priorities.

* U.S. soybean exports reach their peak this year of 25 million metric tons (tonnes). By 1987 they have fallen to 18 million tonnes, a 28% drop, due largely to competition from Brazil and Argentina, and to foreign subsidies. The market

changes from a seller's to a buyer's market.

1255. **Product Name:** Bonsoy (Soymilk).

Manufacturer's Name: Bean Supreme (Importer). Made in Japan by Marusan. Imported via Muso Shokuhin.

Manufacturer's Address: New Zealand.

Date of Introduction: 1981.

Ingredients: Water, soybeans, pearl barley, kombu (sea vegetable), barley malt.

New Product–Documentation: Talk with Yuko Okada. 1992. July 16. Muso first exported Bonsoy soymilk to Bean Supreme in about 1981. This soymilk was packaged in a foil retort pouch.

April 2010. There was a national food recall of Bonsoy because of its high iodine content, which was believed to cause thyroid problems.

1256. **Product Name:** Grain Nog (Amazake-Based Non-Dairy Egg Nog) [Plain, Strawberry, or Carob].

Manufacturer's Name: Grain Country.

Manufacturer's Address: 787 Melrose Ave. (at Orange Ave.), Los Angeles, California.

Date of Introduction: 1981.

Ingredients: Amazake, vanilla, nutmeg, sea salt.

New Product–Documentation: Talk with Stuart Kerrigan. 1988. Jan. 30. Talk with David Jackson. 1988. Jan. 30. This was a product Roy Steevensz developed. He used to make it on Christmas and New Years. It was like an amazake egg nog. I think he was making it by 1981. Talk with Roy Steevensz. 1988. Jan. 30. Roy conceived of and developed this product. Sometimes we had flavors. It started out at Christmas, but we often continued during the cold months. The Grain Nog and Frostie was introduced at about the same time in 1981. Talk with Marijke Steevensz. 1988. Jan. 30. Phone: 213-851-2023. Pronounced Ma-REE-kuh. "More recently, we started to add some of the Westbrae Malted to our Grain Nog."

Note: This is the earliest known nondairy egnog.

1257. Weaver, Diana; Weaver, Purcell. 1981. *Natural foods: their preparation and use. With dietetic tables by Edmond Székely.* New York, NY: Gordon Press. *

1258. Block, Lawrence; Morrison, Cheryl. 1981. *Real food places: A guide to restaurants that serve fresh, wholesome food.* Emmaus, Pennsylvania: Rodale Press. xiii + 296 p. 22 cm.

• **Summary:** The real food places are arranged alphabetically by state, and within each state alphabetically by city. Each entry was written by a "reviewer," whose name appears at the end. For example, under California: "Glendale–Foods for Life, 504 E. Broadway. 213-249-2660. Natural wood is the decorating motif of this attractive natural foods restaurant. The tables and chairs (wood and padded seats) are custom

made. Bright lights permit reading, and the surroundings are clean and neat at all times. Mostly women dine here; there are very few children, and few men.

"The foods and drinks are top quality; they seem slightly high-priced but are apparently worth it because sales volume is high. Sandwiches are a big seller, assembled to order and served with a mixed green salad including chopped walnuts. Menus are posted on the walls and they're so extensive it takes a while to absorb them. Tuna with sprouts is very popular. There are many delightful desserts, made without sugar; carrot cake is the most popular, but others come close.

"Coffee and a substitute are available; no beer, wine or liquor. Finding a place to sit at meal time is a problem; it is recommended that you arrive early or late—Alan W. Farrant."

California (p. 6-68) is the state best represented in this book. Other restaurants in California: Hollywood—The Source, 8301 Sunset Blvd., 213-656-6388. Serves fish and chicken. The desserts contain no refined sugar. The menu states: "Only whole grains and pure honey... all our oils are cold pressed."

Los Angeles—Golden Temple Conscious Cookery, 7910 Third St., 213-655-1891. "Bright yellow paint on the outside makes this restaurant especially easy to find." Vegetarian menu. Drinks: Nectaral Rose is Red Zinger tea mixed with apple juice and sparkling mineral water. Sparkling cider is served, too, but there is no coffee or alcohol."

San Francisco: Good Earth, 2323 Powell St. Seats 250. Special section for smokers.

San Francisco: Greens, Building A, Fort Mason. This old Army warehouse has been renovated by the San Francisco Zen Center. The brochette includes tofu. Desserts, which come from Zen Center's own bakery, are extra special. Reservations are a must. Smoking permitted.

San Francisco: Real Good Karma, 501 Dolores St. A vegetarian restaurant, with many hanging plants and fresh flowers. Everything is prepared without preservatives or chemical additives, using only whole grains, cold-pressed oils, and natural rennetless cheese. Tofu is used in at least one salad. "Coffee is served but no alcohol. Customers may bring their own wine."

Florida: Oak Feed Restaurant, 3008 Grand Ave., Coconut Grove. "Under the sign of a huge carrot in the center of this artistic village is Oak Feed." "Desserts are sugar free, with the soybean cake deserving special attention." Smoking on the patio only.

Boston, Massachusetts: Sanae (which means "little sprout" in Japanese), was Boston's first natural food and macrobiotic restaurant; it opened in 1969. It has mellowed somewhat since it started, enough to serve coffee and offer dairy products in the baked goods. No meat or sugar is on the menu, which does include: Tofu stew. Miso soup with tofu. Hiziki [sic, Hijiki] topping with creamy tofu. Desserts are sweetened with maple syrup. "No alcohol. No credit cards. No smoking."

Boston: Seventh Inn, 288 Boylston St. This is the elegant, grown-up sister of Sanae. The pedigree is macrobiotic. Specializes in vegetarian and fish dishes, and it also serves tofu and eggs—but no meat and very little cheese. “Smoking permitted. MasterCard and Visa accepted.”

Many of the other restaurants are vegetarian and quite a few serve soyfoods, especially tofu. Address: 1. Novelist who has been a vegetarian for several years; 2. Nonvegetarian but health-conscious freelance writer. Both: New York City.

1259. Dalsass, Diana. 1981. Cashews and lentils, apples and oats: From the basics to the fine points of natural foods cooking with 233 superlative recipes. Chicago, Illinois: Contemporary Books. xix + 301 p. Illust. Recipe index. 24 cm.

• **Summary:** A natural foods, vegetarian cookbook. Soy-related recipes include: Sweet-simmered soys (with whole soybeans, p. 10). Soy granule soufflé (p. 30-31). Soy granule loaf (p. 31). Soy and vegetable stew (with soy granules, p. 33). Soy and carrot casserole (with soy granules, p. 34).

Chapter 18, titled “Soy Flour” (p. 147-53) contains recipes using soy flour in: Modified Cornell bread (originally developed by Dr. Clive McCay at Cornell Univ.). Oatmeal soy bread. Soy corn bread. Puffed soy casserole. Soy gingerbread.

1260. Fite, Gilbert Courtland. 1981. American farmers: The new minority. Bloomington, IN: Indiana University Press. ix + 265 p. Illust. Index. 10 p. of plates. 24 cm. *

• **Summary:** This is a history of American farming from the 1920s to the 1980s. Fite has been a small farmer himself, so he does not romanticize or glamorize the idea of being a family farmer. He explores how the rise of agribusiness, new farming technologies, and government policies have hastened the exodus of farmers from the land. Address: Athens, Georgia.

1261. Laurelbrook Foods. 1981. Wholesale order and price list. Bel Air, Maryland. 27 p.

• **Summary:** Margy Coates says (March 1992) that this is a price list with lots of illustrations by Dora that she was working on when she (Margy) left Laurelbrook. It never got used. It contains a good description of each product. One category is “Soy Products.” Address: P.O. Box 47, Bel Air, Maryland 21014.

1262. Photograph of various types of Chinese and Japanese of soy sauce sold in the San Francisco Bay Area. 1981.

• **Summary:** Back row (left to right): Superior Soy, Longevity Brand Soy Sauce, Superior Soy, and Westbrae White Tiger Tofu Sauce. The first three brands are Chinese style.

Front row (L-R): Westbrae tamari, illegible, Kikkoman

soy sauce in table-top dispenser, illegible. Longevity Brand Soy Sauce.

The Chinese brands were purchased in San Francisco Chinatown by William Shurtleff, who also shot the photo at home on Mountain View Dr. in Lafayette, California.

1263. *Tetra News*. 1981? Soymilk becomes new mainstay of product lines at Okazaki Marusan Co. Undated.

• **Summary:** Okazaki Marusan Co. was established in 1952 and has grown rapidly in the past 3 decades to become one of Japan’s five major miso manufacturers. Miso presently accounts for over 80% of the company’s total sales revenues. Mr. Michinobu Nabeta, Managing Director, says the company’s short-term objective is “to become a health foods manufacturer.”

“The first product resulting from Marusan’s R&D program for soymilk launched a decade ago was ‘Doujan’ (Chinese for soymilk) which was commercialized eight years ago. ‘Doujan contains the essence extracted from pearl barley and kelp and is a health food that is marketed through a health-conscious consumer organization that has a good reputation,’ Mr. Nabeta comments.

“It’s Marusan Tonyu (soymilk) in a 250 ml gable-top carton went on sale 2 years ago, and last year Tonyu in a Tetra Brik Aseptic 200 ml carton was introduced... The company’s ‘Tonyu,’ ‘Orange Tonyu’ and ‘Malt & Tonyu,’ all in Tetra AB cartons [and on the market by 21 July 1981 in 200 ml cartons] are distributed nationwide to supermarkets; thus, the sale of these products is growing.

“In recent years the soymilk market [in Japan] has expanded steadily, and it is estimated that the market will grow from ¥3,100 million in 1980 to ¥5,000 to ¥6,000 million this year. ‘The market will reach ¥6,000 million or thereabouts this year; many believe the market will grow by 30% in 1983, though part of the industry predicts a ¥10,000 million market. In the future we expect the market to grow to a ¥50,000 million to ¥60,000 million market, or comparable to the tomato juice market. Our company and other soymilk suppliers hope that the soymilk market will eventually share 10% of the cow’s milk market,’ Mr. Nabeta says.”

“The company has been tapped by some U.S. companies [including Eden Foods] for soymilk manufacturing ventures in the U.S., but Mr. Nabeta believes the company should concentrate on the domestic market, at least for the time being.”

1264. Evans, Barry. 1982. Re: The American Miso Company announces the opening of its miso shop in North Carolina. Linden’s Elf Works is sole agent in marketing and distribution. Letter to Friends of The American Miso Company, Jan. 4. 1 p. Typed, with signature on letterhead.

• **Summary:** “Dear Friends—We at The American Miso Company are proud to announce the opening of our miso shop in Western North Carolina. This long awaited dream

of making American miso has evolved from a genuine need here in the United States for an unpasteurized miso made with organic ingredients and fermented under natural conditions in large wooden vats.”

“Through the joint efforts of producer John Belleme and his teacher, Takamichi Onozaki from Yaita, Japan, we are now making absolutely delicious miso that will strengthen the body and delight the palate.

“The Lindenself Foundation, doing their business as Linden’s Elf Works, located in Piedmont, North Carolina, has been appointed as the sole agent in marketing and distribution of The American Miso Company brand products... Their address is Route 1, Box 43-D, Rougemont, North Carolina. Your phone contact is John Troy at... 919/364-2723. Enclosed is the Linden’s Elf Works distributor price sheet which includes all the pertinent information for your upcoming Spring catalogue. With kindest regards, Barry Evans, President.”

Note 1. This letter was precipitated by Erewhon Trading Company’s announcement in Nov. 1981 that it was filing for Chapter 11 bankruptcy.

Note 2. This is the earliest document seen (June 2017) that mentions the company’s new name, “The American Miso Company.”

Note 3. This is the earliest document seen (March 2020) that mentions Great Eastern Sun, a macrobiotic trading company in North Carolina.

Note 4. This is the earliest document seen (July 2017) that mentions John Troy of Elf Works in connection with miso or soy.

Note 4. Talk with Barry Evans, owner of American Miso Co. 2000. June 29. Linden’s Elf Works never distributed any miso made by AMC; Great Eastern Sun, Barry’s new company, was the distributor. During the first year or two, John Troy purchased a significant percentage of the miso made by AMC for his sauces and dressings. To this day, he remains an important friend and advisor, but the percentage of miso he buys is now quite small. Joel Dee, a pioneer with his Miso Cup, worked with John Troy. Joel lived in the little town Saluda, North Carolina, where John Belleme lives today. Last year, Joel introduced Organic Miso Cup using miso from AMC; he is now a significant customer. Address: President, The American Miso Company, Rutherfordton, North Carolina.

1265. Boismenu, Clyde. 1982. Textured soy protein products in America today (Interview). *SoyaScan Notes*. Jan. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The biggest present outlet for TVP (more precisely textured soy flour or TSF) is in the pet food industry, and some is used in the U.S. school lunch program. Occasionally a foreign country, such as Poland or the USSR, will buy some to extend meats.

The Briggs Amendment is a California state amendment

of about 1975; it regulates the labeling of meat products containing soy. If you add soy to hamburger you must label it “imitation hamburger,” and even restaurants and institutions must state the names on the menu or, if there is no menu, in a sign on the wall, if the extender is bread crumbs. But the health inspectors overlook a lot of violations, as in small restaurants. Companies are not even allowed to use fanciful names such as “Superburger.” Because of all this, customers in California have stopped using soy in droves and brought sales to a crashing halt. Clyde thinks there may be a similar law in New York; he does not know how many other states have such restrictive laws.

Nationwide, imitation cheese must have the word “imitation” as the largest word on the box; it looks absurd.

A company that wants to make TSF must buy a number of large extruders. Each one makes 3,000 to 5,000 lb/hour, and most companies own 3 to 5. Every one of the major manufacturers for TSF or textured soy protein products is losing money. Prices are terribly low and the industry is operated at an estimated 10% of capacity in 1981.

ADM’s TVP is the most dense, but it gets too soft on cooking. Textured concentrates are too hard, and are like gristle or rubber in the finished product; they have less flavor but cause less flatulence. Textured isolates are too expensive, costing more than the meat they are intended to replace. All companies are desperate for a breakthrough.

ADM has never spent much money on developing imitation beef, ham, or chicken. Yet it the company has developed meatless entrees to increase profit margins. Uncle Archie’s line of meatless entrees included Pepper Steak (the first one developed), Chicken Almadine, Sweet and Sour Pork, and Hearty Stew. ADM wanted to move from TVP extender to meatless entrees about 2 years ago. Like everybody, they rushed to GNC (General Nutrition Corp.), which reformulated the pepper steak by removing the mushrooms. It didn’t sell well before or after the reformulation, so ADM tried to market it themselves under the Uncle Archie’s brand. From the start, they appealed to the Safeway mentality, using lots of artificial ingredients. The product now tastes good but it looks like they will flop anyway.

Worthington and Loma Linda are also having big, indeed disastrous, problems. All the TSP (textured soy protein) products are dying on the vine. Central Soya can’t sell textured concentrates. Loma Linda plans to try to duplicate the success of Sanitarium Food Co. [Australia] with breakfast cereals. Some health food stores have carried Loma Linda products, but natural food stores object to all the additives. And now even some Seventh-day Adventists are starting to be critical for the same reason. None of the natural- or health food stores will carry Clyde’s TVP because it contains so much artificial stuff.

Nabisco is no longer in the business, and Central Soya has discontinued the line of material they bought

from General Mills. Cargill and Lauhoff are now in quite a precarious position. Cargill makes a good line of soy flours, but they also have a line of textured protein products that they have never been able to position correctly; they are operating at about 10% of capacity. Cargill got in early then in 1976 spent several million dollars more upgrading their plant so it is one of the nicest in the industry. A man with the inside scoop on Cargill is ADM's manager in the western region, Bill Potter, phone 213-833-1389. He was Cargill's sales manager and now lives in Los Angeles.

The three people and companies that hold all the process patents and pooled them were Nabisco, Swift & Co. and ADM; that jump-started this industry. All three had a slightly different process, so they cross licensed to get the TVP process going. Lynn Adolphson of ADM is the best man in the USA to ask about his; he really knows the industry.

General Mills was one company that really went into TSP in a big way. They had a line of flavored products that has never been duplicated since—all the TVP items that were used as meat extenders, including the Bontrae line which were very fancy products. They introduced spun isolates in a really big way in both the bacon bits type products and their whole line of frozen meat analogs. One day they shut down the whole operation without any warning. They sold the frozen line to Dawson Mills, and sold the Bontrae process to Central Soya, both of whom have shut down these products in the last 18 months or so. Dawson Mills got completely out of the ISP business, but may still have a weak line of textured products. People keep hoping the market will materialize, but it never happens, so eventually they have to get out to cut their losses.

Three companies went out in the first washout: General Mills, Swift & Co., and finally the Marschall Division of Miles Laboratories. A division of National Can called National Protein Products or something like that made a compressed soy grit very similar to that made by Nabisco.

We're now heading for a second washout. Lauhoff is weak but has a little niche in the pet food industry. With the market collapsing and export sales bleak, everyone is going hook and tong after the pet food industry. Lauhoff was just bought by Bunge. Worthington is probably in a pretty precarious position. They have huge capacity with a market of 2-10% of capacity.

Lauhoff and Cargill will probably be the next ones out. Dawson Mills is sort of dragging along at the rear, a little weak. Clyde is not sure if they still sell textured products. They banked an awful lot on textured soy concentrate. They still have a few fairly large customers—such as SAGA Food Services. All three companies need big volume to run their machines economically.

ADM is definitely in the strongest, premier position among the makers of new soy protein products. ADM has strength across the board—not just in pet foods. They are the only company with a truly complete line of products and a

decent line of flavored products. ADM is way out in front with the edible soy products because of better texture and flavor. Cargill, Dawson Mills, and Central Soya have sort of a nondescript product—not outstanding and not positioned well. They are losing money.

Central Soya is having problems with its textured soy protein concentrate. Staley is a dogged competitor. They have concentrated on a few items which they sell inexpensively; they do a good job with those, but they have no flavored products. Farmland (Far-Mar-Co) is also a dogged competitor. They have a line of flavored TSF that has never gone anywhere.

Each strong manufacturer has at least one pet food account from which they draw their financial life. All the companies are losing money on their pet food TSF but they have to have it to keep their overhead spread thin enough to make money on anything else. So the competition in the edible soy products industry is brutal.

What killed them all was Wenger Manufacturing Co. In the early days the pet food makers were happy to get TSF at 60 cents/pound, which was much cheaper than beef. But soybean meal was 6 cents/pound. So pet food makers started to buy a lot—dozens of carloads. Then Wenger shows up and says, “Why not buy an extruder, buy soybean meal for 6 cents/pound, and make your own TSF?” This forced TSF processors to drastically lower rates to cost of meal plus a fixed processing charge. That still allowed the processors to work off a lot of scrap. Some bought Wenger extruders. That was the end of profits in the pet food industry.

Dwayne Andreas took an early liking to TVP. Dwayne is a very homey person, a Quaker [sic, Mennonite] in the true sense. He developed and made a flaked breakfast cereal out of TVP; it contained 100% of the RDA for everything and you just poured milk on it—not a hot cereal. Or it could be used as a tuna extender. But in about 1972 the cereal makers rejected it; they thought it was too concentrated. That was one of the first times ADM got burned—a sort of TVP tragicomedy. Bob Sullenberger is another key man and good source of information. Address: Basic Foods Co., 1211 E. Olympic Blvd. #204, Los Angeles, California 90021. Phone: 213-623-6686.

1266. Westbrae Natural Foods. 1982. Distributor catalog and pricelist: Jan. 1982. Emeryville, California: Westbrae. 16 p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in dark blue on a tan background. Address: 4240 Hollis St., Emeryville, California 94608. Phone: (415) 658-7518 (orders).

1267. Wollner, Joel. 1982. History of Erewhon, macrobiotics, and soyfoods in America (Interview). Conducted by William Shurtleff of Soyfoods Center, Feb. 2. 2 p. transcript.

• **Summary:** Evan Root was the first attendant at the Erewhon retail store, below street level at 303-B Newbury

Street. He lacquered the walls with Michio. Evan is a great storyteller, very intelligent. The initial store was just one room, about 10 by 20 feet. Very few people came in to buy food, so it was more like a stock room than a store. Some evenings there were lectures there. Redwing Books now occupies that space. Most of the food (a tin of miso, a keg of tamari) was just being sent by the Kushis' friends from Japan as gifts; it didn't get through customs.

The Kushis got nigari and made tofu at home. It was not for sale, but for dinner guests and cooking classes. Joel made some tofu using lemon juice when nigari was not available.

As tofu started to become more popular, Erewhon started to buy it from a tofu maker in Boston's Chinatown. First they just bought and sold that tofu, but before long (in about 1973-74) they convinced him to start making nigari tofu for them. They guaranteed to buy what he made, and they sold him the nigari at cost. This might have been the first nigari tofu made in USA. A lot of nigari tofu is still made in Boston's Chinatown. Joel thinks the tofu maker was located on Tyler, Street, perhaps Yah Kee. Nigari came in 66 pound sacks from Japan. Erewhon also sold small quantities of nigari in the retail store. Chinatown was Erewhon's main source of tofu until Laughing Grasshopper appeared.

What was the macrobiotic movement's contribution to the history of soyfoods in the United States? Macrobiotic teachers and students talked and wrote about them, ate them, and sold them. They felt soyfoods were an important part of a good diet. They educated people and developed a market for soyfoods. Few Americans had eaten miso and tofu at home before 1966—the year Erewhon started. Macrobiotics were the first Caucasian Americans to really use soyfoods regularly. Before that, soyfoods (except perhaps soy sauce) were just interesting oddities. One could say that the macrobiotic movement introduced soyfoods to America.

As for tofu, Joel thinks that Michio Kushi's students misinterpreted his remarks about tofu being yin. Macrobiotics now eat tofu regularly, 3-4 times a week. There are endless ways to prepare it. It's been years since Joel has heard that tofu is "too yin."

What did *The Book of Tofu* (published in Dec. 1975) do for tofu? It expanded its relevance for the Western diet. Before that book, most of the tofu in the United States was consumed by people of East Asian ancestry.

Charles Kendall played a key role in making and introducing natto, mochi, and amazake to Caucasian Americans. He made these foods in his home and sold them locally. Initially, it was not a formal / legal business. But today his business, Kendall Foods, sells \$500 a week of these three foods. He has been making natto for 4-5 years. He was America's first Caucasian natto maker. Natto was served in macrobiotic restaurants in Boston.

The latest soyfood to hit Boston has been tempeh. It's been a phenomenal success. Macrobiotics are going crazy over it. Thom Leonard has been giving lots of tempeh classes

for the past 1½ years. For more than a year, lots of sandwich makers in Boston have been making and selling tempeh sandwiches. Tempeh is made into cutlets, burgers, tempeh mock-tuna salad. Why is it so popular? Because it is rich and meaty in texture and flavor—the opposite of rice. Most macrobiotics crave rich, meaty foods.

Ron Kotsch is very close to the Kushis. A very unpretentious person with a wonderful sense of humor, he is now teaching in North Carolina. He is friends with Helen and Scott Nearing. He toured China and Japan with John Denver, the singer and songwriter—who did a benefit for Michio's new college.

How does Joel see the future of Erewhon? He thinks the company will focus on manufacturing only. Now is the critical time. He'd give Erewhon a 30-70% chance of survival. Address: Boston, Massachusetts.

1268. Hillyard, Roger. 1982. History of Erewhon, natural foods, and macrobiotics in America. Part I (Interview). Conducted by William Shurtleff of Soyfoods Center, Feb. 7. 2 p. transcript.

• **Summary:** Roger got involved with macrobiotics in San Francisco in about 1965. He lived in San Francisco, was doing light shows at the Avalon Ballroom, read the book *You are All Sanpaku* [by Sakurazawa Nyoiti (George Ohsawa); English version by William Dufty], and got involved. Also in about 1965, Herman Aihara and Bob Kennedy used to come to town to lecture in a church on Oak Street. Bill Tara and Paul Hawken, who were filmmakers, lived in a warehouse on lower Mission St. described in the *Electric Kool-Aid Acid Test*, by Tom Wolfe (largely about Ken Kesey and the Merry Pranksters). "A little macro scene started. We heard that Boston was macro Mecca."

Roger arrived in Boston in Oct. 1969. Erewhon started when Michio and Aveline Kushi were living in Cambridge, Massachusetts; in their basement they had a little food, which they would sell to people who came to hear Michio lecture. "The food was but a vehicle to the larger teaching. The food is like an asana or yoga posture, but the goal is enlightenment. You can get stuck on the food. That is why Michio had very, very little involvement in Erewhon's food business. His focus was on the philosophy of macrobiotics and spreading it."

The Erewhon store was (at the time) in the basement of today's Redwing Books. Evan Root started the store, but he wanted to get out of it into a restaurant. Paul Hawken took over the sleepy little store. Bill Tara (who was from Santa Cruz) also worked there for a while. The tiny store had few customers, a very limited selection of products, and a little mail order business. Shortly after Roger arrived, the Erewhon store at 342 Newbury Street opened—in Nov. or Dec. 1969. Bruce Macdonald and Jim Docker helped to renovate the new store. The whole thing was called Erewhon Trading Co. In Feb. 1970 Roger started to work in this retail

store.

Shortly thereafter, Paul Hawken went to Japan. At that time the only companies importing food from Japan were Chico-San and Infinity Foods in New York; both were macrobiotic. Erewhon bought from them, and then started doing a little wholesaling. After Paul went to Japan, Erewhon started importing directly from Japan. Paul got in touch with Mr. Kazama and helped to get Mitoku into the natural food export business. Kazama was an old friend of Obiyashi, who was an old friend of Michio Kushi's from Columbia University. Muso was shipping to Chico-San and Infinity. Erewhon imported from Muso and Kazama. Roger thinks Mitoku started in about 1970-71. Before that they sold soccer shoes and cranes. The fact that Paul was in Japan was instrumental in getting Erewhon's imports started.

The Erewhon retail store would sometimes get huge shipments, such as a 40-foot-long truck of rice that filled up the whole Erewhon storeroom. It was something like Kokuho Rose [a brand of short grain brown rice grown by Koda Bros. in Dos Palos, California]; it was not organically grown. There was really no room for it, and no refrigeration. At about this time the Lundberg Brothers in California started growing brown rice organically. At one time a boxcar of 100,000 lb of Lundberg rice arrived, so Erewhon needed more warehouse space. Also involved were Jean Allison (from California) and Wally Gorell (from the San Francisco Calliope Co). In about mid-1970 Erewhon leased a 10,000 square foot warehouse space on the 5th floor of 33 Farnsworth St. [a big brick warehouse] in Boston. The space had a nice milling room. Then the wholesale business took off. Roger left Boston in April 1971. He had been running both the distributing company and the wholesale company, but there was a store manager. The retail store expanded into its back room. Then the wholesale business grew like mad. Orders came from non-macro natural foods stores, from new macro groups, etc.

How did the natural food movement get started? As Roger recalls, it was not started by macros. In about 1966 or 1967 Sunset Natural Foods became New Age Foods, an early natural foods store run by Fred Rohe. The natural food movement sprung out of the new consciousness—the counterculture—as did macrobiotics. The macrobiotic movement fed the natural foods movement. One Erewhon customer was Mr. Natural in Carbondale, Illinois. Although he was not a macro, he bought miso, tamari, rice, etc. There were lots of other non-macro stores like that too. But there were also lots of macro stores. Bill Tara opened a store and macro center on the 14th floor of a downtown building in Chicago; out of that grew Food for Life. Tom Waxman started Essene in Philadelphia, Pennsylvania. These were two mini-Erewhons. Each started as a small retail store, then became a wholesaler. Erewhon provided the model.

Erewhon set up a branch distributor in Canada, which later became Manna Foods, with Gene Newman, a macro.

Westbrae was a Berkeley political organization started by Bob Gerner, making granola. Erewhon West was connected with Bruce Macdonald. Bill Tara, with Aveline Kushi's prodding, started the Erewhon store in Los Angeles; it did a little distributing. Bruce Macdonald went to Los Angeles, then Bill Tara left for England—Roger doesn't know why. Erewhon West started growing. Jimmy Silver ran the Big Sanae, which became the Seventh Inn. Roger then went to Texas and in Jan. 1972 he worked with Deaf Smith for about a year. Later Erewhon West was sold to John Fountain, but really to John Demming—as a separate business from Erewhon.

The Well [a wholesale and distribution company in San Jose, California] was an offshoot of Fred Rohe's New Age Foods, ca. 1969-1970. It was never macrobiotic. Fred sold stock in his business, had 2 stores in San Francisco, then opened a big natural foods store [actually a supermarket] named New Age Natural Foods on California Street in Palo Alto. The whole thing was a fiasco; the Palo Alto store never made money.

Deaf Smith Farms was established as a joint venture between Erewhon and Arrowhead Mills; it never worked out. In April 1971 Bruce Macdonald started a marketing company named Pure & Simple. In March 1972 Roger started working at the Well in San Jose. Bruce went to Green Mountain Grainery in Boulder, Colorado. Gradually The Well became Pure & Simple, and started importing from Mr. Kazama and Muso.

Paul Hawken was the first person to work with farmers to get them to grow grain organically for Erewhon. One of these was Carl Garrich of Lone Pine, Arkansas—after Erewhon moved to 33 Farnsworth Street. Roger did a lot of work with farmers at Arrowhead Mills, but not connected with macrobiotics.

Major macrobiotic wholesale distributors: Erewhon East and West, Laurelbrook (later), Food for Health, Essene, Manna in Canada (later). Llama (later) was not macro.

Macrobiotics played the major, primary role in introducing soyfoods to America. A little was also coming through Japan Foods [San Francisco] and Nishimoto [Trading Co., Los Angeles]. The macros made these foods available, but don't overcredit it; the time was ripe and it just happened. The main contribution of macrobiotics was simply making these foods available and teaching about them. Michio always said that macrobiotics is not just about food and the diet.

"It was frightening when we stopped to think about it. The business was doubling and tripling at a crazy rate." Roger still has his early notes but no accounting books. Continued. Address: California.

1269. Hillyard, Roger. 1982. History of Erewhon, natural foods, and macrobiotics in America. Part II (Interview). Conducted by William Shurtleff of Soyfoods Center, Feb. 7.

2 p. transcript.

• **Summary:** While Roger was in Boston, no tofu was sold at the Erewhon retail store at 342 Newbury St.—since there was no refrigeration and no room. He thinks tofu was introduced after Erewhon got 33 Farnsworth St.

The trickiest question, which has no place in this book, is about work as a disciple / discipline vs. for money / as business. Work can be a spiritual practice (*karma yoga*), and that is how many of the early workers at Erewhon viewed it.

Roger does not know why so many people left Erewhon. Maybe Michio Kushi planned it that way. He does not know why Erewhon went bankrupt; maybe it was because the company was undercapitalized, there was no worker equity, and Michio did not know American business. “Maybe Michio did not care so much. Distributing foods was always a minor focus for Michio.”

Other macrobiotic food distributors outside the U.S. were Lima in Belgium (by far the earliest), Harmony and Sunwheel in England, and some company in Italy. Address: California.

1270. Kowalsky, Avrum M. 1982. Re: Laurelbrook Foods, Inc. Letter to Thomas E. Marshall, Esq. in Bel Air, Maryland, Feb. 9. 2 p.

• **Summary:** Laurelbrook Foods, Inc. is apparently preparing to file Chapter XI proceedings. Also, there was a fire recently at Laurelbrook.

Margy Coates notes (March 1992) that Richard Curry rented 2 trailers for extra storage and illegally put up a shed-type passage connecting one to the warehouse. He left a heater on in one overnight and that started the fire, which demolished the trailer and did quite a bit of damage to the building. The trailer was insured and Richard collected the money for himself. Address: Law Offices, Baltimore, Maryland. Phone: (301) 332-8500.

1271. Milbury, Peter. 1982. Re: Comments on draft manuscript chapter “George Ohsawa, the macrobiotic movement, and soyfoods,” by William Shurtleff. Letter to Bob Kennedy, President, Chico-San, Chico, California, Feb. 28. 2 p. Handwritten, on lined paper, with signature.

• **Summary:** A photocopy of this letter was forwarded to William Shurtleff at New-Age Foods Study Center, together with the edited manuscript.

“Bob, Please check out my comments on manuscript. I didn’t answer the question sheet [31 questions], figuring to let your corporate records answer. The guy seems to be trying to do a good job, but just had a natural Boston bias, unintentionally.

“I think you should send him the Floyd Allen article [July 1971, in *Organic Gardening and Farming*], plus those you did for *Health Foods Retailing*

Business. Those show *your* contribution to bringing soyfoods to the American retail system, a key factor.

“Also, it should be stressed that Chico-San’s work at getting macrobiotic products into health food conventions, years before Erewhon, played a major role in their acceptance and availability. Also, using the regional, main-line distributors such as Landstrom, Balanced Foods, etc., to carry them is also important. They all still exist, but Erewhon is going to be long-gone, an important point for Shurtleff’s book, when looking back 10-20 years from now.

“The fact that Erewhon was originally modeled after Chico-San, but was able to [sell] direct to the retail stores, which market had been built as a result of Chico-San’s work through the jobbers [wholesalers; wholesale distributors], should not be forgotten.

“You might also send them a copy of our article in *Grocery Communications*—the long one with the GS quality organics.”

“It was nice to have lunch with you Friday... Talk to you soon, Peter.” Address: Chico-San, Chico, California.

1272. *Vegetarian Times*. 1982. Erewhon fighting to stay in business. No. 54. Feb. p. 83.

• **Summary:** “The company, with annual gross sales of an estimated \$12 million, has a debt of \$4.3 million... Erewhon defaulted on a secured bank loan and, unable to reach a new agreement with the bank, filed for protection of its assets under bankruptcy law...

‘It all comes down to management,’ confided one insider. ‘Erewhon was horribly mismanaged.’

“It’s difficult to lay the blame squarely on the shoulders of any one individual and, in fact, the people remaining at Erewhon are understandably reluctant to discuss their problems, but the two names which most commonly do come up are Mishio [sic, Michio] Kushi and Tom Williams.

“Williams, the company president, was brought into the organization a little less than a year ago to ‘straighten things up,’ but he’s now missing and nobody knows where to contact him. Mishio Kushi, the man who introduced America to macrobiotic principles and who also founded and owns Erewhon, has been criticized for holding the company too tightly. It is rumored that Mishio Kushi tried to sell shares in the company in an effort to raise capital, but that he was too inflexible in his business dealings to interest investors.”

1273. Belleme, John. 1982. Re: New developments at American Miso Co. Letter to William Shurtleff at Soyfoods Center, March 3. 2 p. Typed, without signature or letterhead.

• **Summary:** “We got a really good response from our light miso. People reported using it for dressings, dips and even desserts. We have decided to market our white miso through our wholesale company in bulk only during the winter. We also plan to market a mellow barley and a mellow rice miso, both of which should have a good shelflife.

“Mr. Onozaki just visited our factory for two weeks. He said our koji is some of the best he has ever seen. I was

really worried about our koji and his comments settled my anxious mind. He also said our long-term miso is developing fine.

“The ownership of our factory is finally settled. The following will not be participating: Erewhon, Michio [Kushi], Mitoku, Johsen, Oak Feed and Sandy Pukel. This leaves only Barry Evans and myself, we are now the sole owners.”

“I am sending you 10 pounds of Mr. Onozaki’s rice miso. It is hopefully just like the miso we are making. We are getting a really good response from the East Coast macros; they love Mr. Onozaki’s miso. Last year we imported 20,000 pounds.

“Barry and I are starting a wholesale company in Asheville. It’s tentatively called Great Eastern Sun Trading Company. We are specializing in hard-to-get macrobiotic foods—will send you a catalog in a few weeks.”

Note 1. On 31 May 1982 John wrote a 2-page typed letter to Dr. Hiroshi Ito at the National Food Research Institute in Japan asking for help in making a white miso. Address: Route 3, Box 541, Rutherfordton, North Carolina. Phone: (704) 287-2940.

1274. Sams, Craig. 1982. Natural foods and the law (Letter to the editor). *Times (London)*. March 3. p. 11.

• **Summary:** Feb. 26. Sir—“Several years ago a Japanese brewer of soya sauce asked us to take over the supply of their natural product to their European customer. We were unable to take advantage of this offer...”—due to the natural 1½% alcohol content of the product, outdated laws and the expense of trying to change them.

It is a shame that laws governing food cannot accommodate innovation without pointless bureaucratic restraints. Address: Harmony Foods Ltd., Unit D, Western Trading Estate, Park Royal Rd., NW10 [London].

1275. Root, Evan. 1982. Re: History of macrobiotics. Letter to William Shurtleff at Soyfoods Center, March 4—in reply to inquiry. 1 p. Typed, with signature on letterhead.

• **Summary:** “Here is my reply to your questionnaire.” Discusses Sanae, Erewhon, Paul Hawken, Michio Kushi. The original Erewhon store started in April 1966 at 303-B Newbury St. Prior to that, some food sales were done from the Kushi’s home on a very small scale.

In Oct. 1967, Paul Hawken took over the management of Evan Root moved up the street to commence renovations for Sanae Restaurant. Paul was the main force in expanding and developing Erewhon in the early days. Prior to him it was mainly a cracker barrel style store where people came in to talk philosophy and swap recipes, whether or not they bought anything.

Sanae opened its doors to the public in Feb. 1968.

In the early days of Erewhon one of the suppliers not to be overlooked is Japan Food Corporation. From them

we bought seaweeds, fish flakes, gourd strips, and most importantly from your point of view, Hacho miso. Chico-San and Infinity Foods were in operation before Erewhon and we got most of the Japanese items from them except for a couple of kegs of miso that Junsei Yamaguchi put up in the Kushi’s basement.

I do not know this for a fact, but I have speculated that the early tamari that was available when I first got into macrobiotics in 1964 may have been, in fact, real tamari as I distinctly remember that it was thicker and richer than what became available a little later. Address: Relationships, 39 Harvard St., Brookline, Massachusetts 02146. Phone: 617-739-3300.

1276. Rothman, Sandy. 1982. Re: History of work with macrobiotics and soyfoods in America. Focus on William Shurtleff, Herman Aihara, Bob Kennedy, and Chico-San. Letter to William Shurtleff at Soyfoods Center, March 5. 1 p. Typed, with signature.

• **Summary:** Legitimate criticisms of Shurtleff, who is not a man of contrition, is always trying to save money, and has a “single-minded steamroller approach to getting what you want.” “I hope you will reconsider your seemingly inflexible stance that a personal visit up here is out of the question for you.” Address: GOMF, Oroville, California.

1277. Aihara, Herman. 1982. Re: Introducing miso and soy sauce to America. Letter to William Shurtleff at Soyfoods Center, March 15—in reply to inquiry. 1 p. Typed, with signature on letterhead.

• **Summary:** “Miso and ‘tamari’ were imported in America by Ginza, Inc., managed by H. Aihara, in 1961 in New York City. The brand name was not remembered.

“After 16 families moved to Chico and started Chico-San, Chico-San imported Marushin soy sauce and miso. Ohsawa arranged the manufacture and export in Japan. Ohsawa always supervised and examined the products.

“Ohsawa told us to call natural soy sauce ‘tamari’. The reason is, he named natural soy sauce ‘Ohsawa Soy Sauce’ in Europe and gave its sole agency to someone else. This guy started to import bad soy sauce and called it ‘Ohsawa Soy Sauce.’ Then, Ohsawa began importing a good one by himself, but could not use the name ‘Ohsawa Soy Sauce.’ Therefore, he called soy sauce ‘tamari.’ (A mistake, I think.) Chico-San has been importing the best quality of miso and soy sauce (named ‘tamari’) even though the cost was higher than other, lower grades.” Address: President GOMF, P.O. Box 426, Oroville, California 95965.

1278. Rothman, Sandy. 1982. Re: History of work with macrobiotics and soyfoods in America. Focus on Herman and Cornelia Aihara, and Chico-San. Letter to William Shurtleff at Soyfoods Center, March 17. 5 p.

• **Summary:** Also discusses Alcan Yamaguchi, Zen

Teahouse, Paradox, Michio Kushi, Musubi, Irma Paule.
Address: GOMF, Oroville, California.

1279. Kushi, Michio; Kushi, Aveline. 1982. Re: History of work with macrobiotics and soyfoods in Boston. Letter to William Shurtleff at Soyfoods Center, March 29. 2 p. Typed, without signature on letterhead.

• **Summary:** These are answers (dictated to a typist) to a list of questions sent by William Shurtleff of Soyfoods Center.

1. Why were George Ohsawa's students given Western names? "Right after the second world war, and after the Americans took over Japan, George Ohsawa wanted everyone to speed up their lifestyle. For this reason he gave Western names to his students, taking those names from Western heroes born in the same month. We think that perhaps it was his intention to have them go to America to spread macrobiotics. As a teacher, George Ohsawa adopted the western style of having his students call him by his first name, George. Almost all his students were given new names."

5. Prior to 1959, which macrobiotic teachers were in New York? "Michio Kushi was lecturing and giving seminars in New York at that time, along with other friends."

9. When was the Ohsawa Foundation in New York City established? By whom? "The Ohsawa Foundation was founded in 1960 or 1961, by Michio, Irma Paule and other friends. Michio was the first President of the 2nd Avenue location. The Musubi Restaurant was by Mr. Sato, Alcan Yamaguchi, and Junsei Yamazaki. Irma Paule was later to take over the East West Foundation and set up the 2nd Avenue location.

12. When and where were Michio and Aveline married? They were "married in 1953 [sic, 1954] in New York. They [first] met in New York but had been corresponding from Japan through George Ohsawa's study house [Maison Ignoramus?] before that time.

13. Cornelia and Herman [Aihara] were married in New York and had also been corresponding from Japan.

14. What was Musubi in New York City? Musubi "was a restaurant and food store but not a gift shop. They sold miso and shoyu from Japan the George Ohsawa had sent."

16. When did Michio Kushi start and stop lecturing at Arlington Street Church in Boston? "He started in 1965 and stopped in 1970."

18. When did Michio organize the first East West Institute? "1965."

19. When did the Kushis move from New York to the Boston area? What prompted this? "In 1963 [sic, March, 1964] Aveline and the children moved to Martha's Vineyard [an island off the south of Cape Cod in Massachusetts] for 6 months because it was a much better environment for natural living. Michio was still working in New York. In September 1963 [sic, 1964] they moved to Cambridge, Massachusetts with Michio, who at that time stopped all business and put all

his efforts toward macrobiotic education. The death of Beth Ann Simon and the FDA crackdown came after Erewhon was established.

20. Erewhon started in the Kushi home in 1963 in Cambridge. In 1965 [sic. April 1966] it was established as a company on Newbury St.

25. When did Sendai Miso Shoyu start making natural shoyu. Who set this up? When did they start to sell it? "Mr. Kazama [of Mitoku] set it up" and would know the answers to the other questions. Address: 62 Buckminster Rd., Brookline, Massachusetts 02146.

1280. Shurtleff, William; Aoyagi, Akiko. 1982. History of the soyfoods movement worldwide. Soyfoods Center, P.O. Box 234, Lafayette, CA 94549. 50 p. March. Unpublished typescript. Available online at www.soyinfocenter.com.

• **Summary:** www.soyinfocenter.com/HSS/soyfoods_movement_worldwide1.php

A comprehensive history of the subject. Contents: New image of soyfoods and causes of interest: Good health, nutrition and fitness, weight loss diets, low-cost protein, meatless and vegetarian diets, world hunger, appropriate technology and right livelihood, voluntary simplicity, ecology and conservation, interest in East Asian cultures, spiritual practices, and cuisines.

Allied movements: Macrobiotics, natural foods, Rodale Press, vegetarianism.

Characteristics of the soyfoods movement: Major foods and types of products, comparison of soy protein industry (high tech) and soyfoods industry (low tech), appropriate technology, relevance to the Third World, conclusion.

The Farm in Tennessee. *The Book of Tofu* and Soyfoods Center. Early soyfoods manufacturers. Soyfoods delis and restaurants. Second-generation soyfoods manufacturers and distributors (e.g. Swan Foods in Florida). Tofu kits and equipment. Soyfoods terminology. Founding of the Soycrafters/Soyfoods Association of North America: Richard Leviton. Growth of the Soyfoods Association: First conference, Soyfoods magazine, subsequent conferences, SANA problems, The new Soyfoods Association of America—Gary Barat and Michael Austin of New York City.

Soyfoods books and booklets. Media coverage. Growth of the soyfoods industry, including the Soycrafters Apprenticeship Program. Soyfoods Marketer/Distributors: Yellow Bean Trading Co., Garden of Eatin', Jolly Licks. Soyfoods in foodservice institutions. Influence and activities abroad. The future.

Note: This is the earliest document seen (Oct. 2016) that uses the term "Second-generation" in connection with soyfoods to refer to a soyfood product which uses a basic soyfood as its major ingredient. Thus, Tofu Cheesecake, Tempeh Lasagna, and Instant Miso Soup are all commercial "second-generation soyfood products." If made at home for home use, they would be "second-generation soyfoods." For

some products, the line between basic and second-generation soyfood products is blurred, since some second-generation products that have a long history have come to be thought of as basic. For example: Deep-fried tofu burgers (*ganmodoki*), teriyaki sauce, etc. Address: Lafayette, California. Phone: 415-283-2991.

1281. Soy Plant Co-op Inc. (The). 1982. Price list effective 3/22/82 [22 March 1982]. Ann Arbor, Michigan. 1 p. 28 cm.
 • **Summary:** This typewritten sheet contains three columns: Supplier, product, and price. The Soy Plant is supplier of (packaged or in bulk): Tofu (1 lb tub), plain soy milk and flavored soy milk (quarts), tempeh (8 oz), soysage (8 oz), miso garlic dressing (16 oz), Soyanaise (soy mayo, 16 oz), carob tofu pies, missing egg salad, tofu spinach quiche, gomaseao [gomashio]. Other suppliers are Micro Farms (alfalfa- or mung bean sprouts), Westbrae Foods (miso–3 types), The Grocery (The Tofu Cookbooklet), and Learning Tree (tofu kit, \$13.50 each).

New products available soon: Tempeh salad. Tofu tahini spread. Address: 711 Airport Blvd., Suite #1, Ann Arbor, Michigan 48104. Phone: (313) 663-8638.

1282. *SoyaScan Notes*. 1982. Chronology of Great Eastern Sun Trading Company in North Carolina. 26 Jan. 1994. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1982 March–The company is founded by Barry Evans. Martin Roth is the first manager. The original purpose is to be a distributor for the miso made by American Miso Company. But the company soon decides to import Japanese macrobiotic products from Mitoku (the first order was placed in Jan. 1982) and later to become a manufacturer.

1984 July–Great Eastern Sun starts to import Ah Soy (soymilk, in chocolate, vanilla, and original flavors). Made in Japan by San-iku Foods, and sold in a stand-up foil retort pouch, it soon becomes very popular. Don DeBona is the first product manager. Address: 92 Macintosh Rd., Asheville, North Carolina 28806.

1283. **Product Name:** Tofu (Vacuum Packed in a Box with Window).

Manufacturer's Name: Swan Gardens.

Manufacturer's Address: 940 17th St., Miami Beach, FL 33139. Phone: 305-324-8910.

Date of Introduction: 1982 March.

Wt/Vol., Packaging, Price: Vacuum packed.

How Stored: Refrigerated.

New Product–Documentation: Soyfoods. 1983. Summer. p. 39. “The Miami soyfoods scene. In March 1982 Swan introduced their boxed tofu.” Spot in Soyfoods. 1983. Summer. p. 55. “The Boxed Look.” The 1 lb cake of tofu contains 16.6% protein and retails for \$1.19 in supermarkets. The first boxed tofu appeared in 1982, and was the second major tofu packaging innovation, after vacuum packaging,

which started in about 1979.

Talk with confidential source. 1987. Lisa tofu undersold Swan and drove the company into Georgia. Swan moved to Decatur, Georgia. Oct. 1988. Stops making vacuum packed tofu for Tree of Life, by mutual consent. Swan has too much business.

1284. Cowen, Peter. 1982. Bankrupt Erewhon Inc. bares its assets and liabilities. *Boston Globe*. April 8. Economy section.

• **Summary:** “Erewhon Inc., which is attempting to reorganize under Chapter 11 of the federal bankruptcy code, yesterday reported that it had liabilities of about \$3.9 million and assets of slightly more than \$1 million, exclusive of its three retail stores.

“At the same time, parties to the reorganization announced that Ronald L. Rossetti, president of a Wilmington [Massachusetts] firm that operates 86 health food and vitamin stores, had been named president and chief executive officer of Erewhon.

“Rossetti, 38, was associated with the accounting firm of Coopers & Lybrand for six years before joining Nature Food Centres Inc., which he now owns and runs. In a news release distributed yesterday, those involved in the reorganization of Cambridge-based Erewhon said that, under a proposed reorganization plan, all ‘administrative and priority claims’ against Erewhon would be paid in full once the plan is approved.

“Further, unsecured claims of more than \$800 would be settled by a payment of about 18 percent of the claim, 6 percent payable in cash and the balance in four annual installments of 3 percent each. Unsecured claims of \$800 or less would be settled with a 15 percent cash payment. Finally, holders of Erewhon’s \$560,000 in subordinated debentures would receive 3 percent of their claims, as full payment.

“In its statement, the company’s financial difficulties were attributed to a shortage of equity capital ‘to finance and sustain its operations and growth,’ costs ‘greatly exceeding’ the firm’s estimates for its move to Cambridge in 1978, and ‘intense competition’ in the health foods field.

“Rossetti, in attempting to bring the company back to profitability, ‘will attempt to increase sales growth by expanding distribution of Erewhon products nationwide,’ the firm said. The operation of its three retail stores will be continued under Erewhon’s name.” Address: Globe staff, Massachusetts.

1285. Hawken, Paul. 1982. History of Erewhon and macrobiotics in America. Part I (Interview). Conducted by William Shurtleff of Soyfoods Center, April 18. 3 p. and 5 p. transcripts.

• **Summary:** Hawken played an important and very innovative role in establishing the natural foods industry in

America and in building Erewhon into a major distributor of macrobiotic and natural foods.

Chico-San imported foods from Tokyo CI (Centre Ignoramus); Muso didn't exist at that time.

The Kushis never made tofu or nigari tofu. They were not big tofu eaters, largely because tofu was considered too yin—ridiculous. Then people started craving it, and buying it from Chinatown. But the tofu they bought was not made with nigari.

By the mid-1960s there were roughly 300 to 2,000 people actively involved with macrobiotics in the USA—including Michio Kushi's students, Herman Aihara's students, and those in New York and Boston.

Beth Ann Simon had started using heroin again before she died [on her No. 7 macrobiotic diet]. The family covered it up, blaming Japanese and tamari. But she was not the only one who died. George and Lima Ohsawa's only child died within a year of being born in Tokyo (according to Lima) from excess salt.

Erewhon was started by Aveline Kushi, not by Evan Root. Paul does not know who gave Erewhon its name [it was Aveline Kushi]; of course, it is "Nowhere" scrambled, as in the title of the famous 1872 novel by Samuel Butler about a utopian island divested of machinery. Originally various people would drive to Pennsylvania to see the Mennonites and Walnut Acres. It was a buying club for students who lived in the Kushi's house in Cambridge, Massachusetts. Foods such as wheat, [whole-wheat] flour, oatmeal. Nothing imported from Japan. It was started with \$500 cash in the basement of the Kushi's house. It backed into being a store since it was cheaper to buy larger quantities. The food was divided up into little bags and a price was written on each. It was sort of a way of buying food for people at the Kushi's house, like Aveline doing her shopping for 10-12 people in the first big macrobiotic study house. It began to outgrow the house and outside students wanted good food. It was never seen as a business or a money-making venture. Good food was so difficult to get in those days.

Another source of good food was Infinity Foods in New York City, started and owned by Howard Rower; they had a warehouse and were wholesaling by mid-1965. Soon Howard was importing miso and tamari (shoyu / soy sauce) from Tokyo CI. "This 'guaranteed' its quasi-medicinal effects. Otherwise it didn't work. It was actually the best food—really." Then Howard started to import directly from the manufacturers of miso and shoyu in Japan: Hatocho miso and Marushima shoyu (whose owner knew Ohsawa intimately). Paul visited Marushima in 1969. Paul thinks Marushima bought their shoyu from other shoyu factories on the island, or maybe they made it in the early days. Paul thinks there is a big difference in taste between shoyu made from whole soybeans and that made from defatted soybean meal (*dasshi daizu*). Paul was suspicious of Marushima shoyu in 1970; he demanded that Muso Shokuhin change

to Johsen [Sendai Miso Shoyu] as their source; Johsen has a long history and the owner was also one of Ohsawa's cronies.

Paul left Erewhon in 1973. He went to Japan three times. The first trip was in March 1969, when he set up Mitoku in the natural foods business; before that they were an importer of hockey equipment. Muso was called Osaka CI; neither of those two companies were exporters before that time.

In the early days of the below-ground store in Boston, more of the foods came from Lima Foods in Belgium than from Japan. The miso and shoyu in those days came from Infinity Foods in New York City. They did not carry tofu because there was no refrigeration. None of the food was sent by the Kushis' friends.

In the early days of that store, Evan Root just tended the store, which had sales of about \$20–\$30 a day. The store was Aveline's idea. Evan was Aveline's lover—and not the only one. The store was originally called simply "Erewhon." Paul later added the words "Trading Co." when he incorporated it in the late fall of 1967. Paul and Aveline each owned 50% of the corporation. During its first year as a corporation, sales went from \$1,000/month to \$9,000/month—and not because it was macrobiotic. Erewhon was the first natural food store (as opposed to health food store) in America. It sold no pills. Many of the customers were not macros; they wanted whole foods. In mid-1968, as Paul was ready to leave Erewhon, someone came into the store and asked: "How do you know the oil is cold-pressed? And how do you know the grains are organically grown? He couldn't answer. So he wrote letters and found out that most were not what they claimed to be. Then Paul decided to use Erewhon to create a true food supply. He went directly to farmers. He didn't trust anyone. The idea was to know where the food came from and to have no middlemen between Erewhon and the producers.

In Oct. 1968 the little Erewhon retail store moved up and across the street to a new location at 342 Newbury Street. At that time they began to sell wholesale and to import from Japan, by correspondence with Mr. Kazama. The first import order from Japan, dated Aug. 1968, was *aka miso* (red rice miso—superb) from Sendai Miso Shoyu and Marushima shoyu. Soon customers who used to drive 400 miles to buy staples from Erewhon started to open their own stores. The natural foods business mushroomed. Erewhon started selling tofu in 1968 at 342 Newbury; they got it from a Chinese tofu maker in Boston. Nigari came in much later, after 1973. Neither Evan nor anyone else wanted to work at or run Erewhon; they all wanted to teach macrobiotics.

Paul was selling whole dry soybeans at that time, but mostly non-macros were eating those soybeans. Erewhon's first supplier, in mid-1968, was a wheat grower in North Dakota. Carl Garrich in Lone Pine, Arkansas, was much later. Paul got his first soybeans from a guy in a boxcar who was an insurance salesman, but who worked one day a week selling soybeans and wheat. Paul also bought soybeans from

Deaf Smith County, Texas. Paul knew Frank Ford of Deaf Smith County in the early days. Paul was vice president of Arrowhead Mills before Roger Hillyard even worked for them. He ground his flour in a boxcar.

Paul wrote a long and detailed article about the early history of Erewhon titled "Erewhon: A biography. The view within," published in the Aug. 1973 issue of *East West Journal*. He was upset at the time. It was critical of the Kushis, and Paul explained why he was about to leave Erewhon. Robert Hargrove, editor of the journal, ran it anyway. Since then, Erewhon's history has been sanitized. Continued. Address: California.

1286. Hawken, Paul. 1982. History of Erewhon and macrobiotics in America. Part II (Interview). Conducted by William Shurtleff of Soyfoods Center, April 18. 3 p.

• **Summary:** Continued: Erewhon grew rapidly. One year after moving to the new location they had sales of \$35,000 to \$40,000 a month, both wholesale and retail. Paul thinks Erewhon had a retail catalog from 1967 to 1970. Paul was president (until 1973, when he left) and half owner. Then he left for Japan. Before leaving he made a great error, by signing over his half of the stock to the corporation in case something happened to him. It was put in escrow, but he could never get it back. When Paul left for Japan, Roger Hillyard, Bill Tara, Bruce Macdonald, and Jim Docker were all working for Erewhon. He had hired many or all of them, and everything was in place for takeoff. Erewhon did not get its big brick warehouse until July 1970.

When Paul first went to Japan in the spring of 1969, he traveled with Mr. Kazama of Mitoku, visited many factories, and set up sources. He tried to find out where Tokyo CI and Osaka CI were getting their foods. He was in Japan for about 9 months, from March to December.

When he returned, he opened [sic] Erewhon in Los Angeles; Roger Hillyard was still in charge of Erewhon in Boston. Then he moved to San Francisco, started Organic Merchants with Fred Rohe, and started writing "The Sugar Story," "The Oil Story," and other leaflets. His main interest was now in providing accurate information about foods. In mid-1970 Erewhon stopped its mail order catalog and business when it moved into the brick warehouse.

Originally Erewhon West (Los Angeles) and Erewhon Boston were one; about 4 years later they split in two.

When Paul left in 1973, Erewhon was contracting directly with something like 57 farms in 35 states producing organically grown foods, including lots of produce. This program began in 1968, included the Lundberg Brothers (who grew brown rice organically in Northern California), and led to the wholesale business. Paul and Erewhon helped many other natural food companies to get started.

The Natural Food Distributors Association [Organic Merchants] was not successful because it was Paul's idea and he left. Lack of money and fundraising were secondary. His

goal was to see cooperation in the industry.

In conclusion Paul says: "Read the article [in *East West Journal*] and then we should talk again. You'll have a lot more questions." He asks Shurtleff to send him a photocopy of the article as well as the final draft of the chapter on the history of macrobiotics (including Erewhon); he'll be glad to recheck it. Address: California.

1287. Okada, Teizo. 1982. Re: History of Muso Co. Ltd. (Muso Shokuhin) in Japan. Letter to William Shurtleff at Soyfoods Center, April 22. 2 p. [Eng]

• **Summary:** Muso was started in 1959 by Mr. Shuzo Okada, president of the World Macrobiotic Association in Osaka. George Ohsawa was not involved in establishing the company, but he was very much involved in the company's direction as an Associate. Muso started exporting soyfoods to the West in 1963. The first foods were shipped to Lima N.V. in Belgium. The first soyfoods were shipped to America in 1966, when mugi (barley) miso was shipped to Chico-San Inc. in Chico, California.

Note: Compare this history with that given by Ronald Kotsch. 1984. "Made in Japan—naturally: Natural foods from the Muso Company are popular worldwide." *East West Journal*. Dec. p. 14-21. Kotsch states that Muso was founded in 1966 and began to export macrobiotic foods from Japan to the West in 1969. Address: Export Dep., Otedori 2-5-1, Higashi-ku, Osaka, Japan. Phone: 06-945-0511.

1288. Adler, Clifford. 1982. Certificate of change of registered office and/or change of resident agent: Eden Foods, Inc. Lansing, Michigan: Michigan Department of Commerce—Corporation and Securities Bureau. 1 p. April 30. 26 cm.

• **Summary:** The name of the corporation is Eden Foods, Inc.—corporation No. 187-885. The address of its registered office as currently on file with the Corporation and Securities Bureau is 4601 Platt Road, Ann Arbor, Michigan 48104. The address of the registered office is changed to 701 Clinton-Tecumseh Road, Clinton, Michigan 48236.

The name of the resident agent is Michael Potter. Signed by Clifford Adler, Vice-President, 30 April 1982. Filed by the Michigan Dep. of Commerce on 12 May 1982. Address: Vice-President, Ann Arbor, Michigan.

1289. Chico-San, Inc. 1982. Choice imported natural foods (Ad). *Bestways*. April. p. 65.

• **Summary:** A half-page black-and-white photo shows Lima Ohsawa, wearing a kimono and carrying a tray of Japanese foods, including Lima Soy Sauce. "Top quality natural foods and condiments are imported from Japan under the supervision of Mrs. Lima Ohsawa, Chico-San's specialist in macrobiotic foods."

Chico-San imports from Japan include Lima Soy Sauce, soybean puree (miso), mineral-rich mercury-tested seaweeds,

azuki beans, black soybeans, barley koji, kuzu, nigari, and tekka. “Soon, a companion for Lima Soy Sauce–Lima Tamari–Wheat Free–Whole soy beans–Rice & zestful–Naturally brewed in wooden casks for about 2 years.”
Address: Chico, California 95926.

1290. Jacobs, Leonard. 1982. The Chico-San story: Popularizing rice cakes in America. *East West Journal*. April. p. 58-61.

• **Summary:** A history of Chico-San, including Bob Kennedy. “In 1981 Chico-San and Arden, the two companies who manufacture rice cakes on a national scale, sold approximately 9 million bags of rice cakes to natural foods stores.”

In 1968 “Chico-San was beginning to work on a project which would change the entire course of natural foods in the U.S.” That year, “Bob Kennedy, Chico-San’s president, had begun negotiating with the Lundberg brothers of Wehah Farm in Richvale, California for them to grow totally organic brown rice. The vision of Kennedy and his associates encouraged these farmers to invest considerable time and energy in a very risky project. The Lundbergs were successful, and this success has been an inspiration and incentive for many other large-scale farmers to grow grains organically—a development that has had far-reaching consequences on the health of millions of people.

The story of Chico-San and Bob Kennedy is one of a dedication to quality that is continually renewed and strengthened. But the development of Chico-San was not always so clear. Kennedy was a studio trumpet player in the 1950s, working for the Columbia Broadcasting Company in New York City. ‘I was feeling good and didn’t really have any serious health problems, but around 1960 I heard of a Japanese man who was lecturing on natural health care and Oriental philosophy, and I was interested,’ Kennedy recently said. This man was George Ohsawa, the teacher of macrobiotics, whom Kennedy eventually met at a summer camp in upstate New York in July of 1960. ‘Ohsawa’s message was very inspiring, and a few of us felt compelled to put his ideas into practice immediately,’ Kennedy recalled.

Ohsawa, after a trip to Japan, returned to America near the end of that year and lectured on the possibility of nuclear war as a result of U.S. / Soviet tensions. He warned that New York City could be one of the first cities to be destroyed and advised his students to leave. Several key members of this early group began to search out areas of the country that would be safe from bombs or fallout and that would also be suitable for growing rice.

They finally decided on the town of Chico in the Sacramento Valley in Northern California, an area of fertile farmland, where rice was already being grown. They felt confident that eventually organic brown rice would also grow there. Thus, in October, 1961, thirty-two of these early pioneers left New York City to travel across the country in a

caravan of VW buses, vans, and station wagons, to settle in Chico, California. The American pioneering spirit had been reinforced with Ohsawa’s spirit of adventure and change—a combination that set them on the path they are still traveling today.

The group was considerably diverse, including five professional trumpeters, a painter, a wood-carver, a Harvard economist, a TV soap opera star, an engineer, and a social worker. Most of these early settlers have since moved on to other things, but not all. Dick Smith, one of the trumpeters, is now vice president of Chico-San and continues to work there, but now with his three children. Kennedy’s wife and two of their four children also work with the company. And Herman and Cornelia Aihara, both of whom had been students of Ohsawa in Japan, have remained involved with Chico-San, although their primary interests are in macrobiotic education through lectures and cooking classes.

“But back in 1961 Aihara and Kennedy were the originators of the food company. They decided to call it Chico-San, ‘san’ being the Japanese word signifying respect. Aihara had contacts in Japan for importing foods such as miso, tamari soy sauce, umeboshi plums, and sea vegetables. They began a small food store in the city of Chico to introduce these products to the local community, which did not, however, buy them. ‘Unfortunately, Japanese foods were not what people had in mind when they considered health foods,’ Kennedy said. ‘The only way we could get any sales was to begin some sort of classes on the value of these foods and macrobiotics in general.’ So Kennedy and Aihara began travelling up and down the Coast giving lectures on philosophy and Oriental medicine. However, even with these classes, sales were not justifying the type of products these men were offering.

“The next step was to introduce a small bakery into the back of the store. Keeping true to their macrobiotic ideals, the bread they baked was an unyeasted loaf made from freshly ground whole wheat, and the best quality oil, sea salt, and water available; no sweeteners were added. Again they had put their principles ahead of conventional business practices and bottom line motives, and again they had created a product with limited immediate demands. So when Ohsawa visited Chico in the summer of 1963 for a lecture series, Kennedy confided in him about the difficulties they were experiencing. Ohsawa laughed at the idea of difficulties standing in the way of ideals and mentioned that a new possibility for a popular food product might be rice cakes. Apparently puffed rice cakes were well-liked in Japan and machines were available to mechanically manufacture them.” Continued.

1291. Jacobs, Leonard. 1982. The Chico-San story: Popularizing rice cakes in America (Continued–Part II). *East West Journal*. April. p. 58-61.

• **Summary:** Continued: “By the end of the year, Ohsawa had

located an old rice cake machine in Japan and shipped it to Chico. Kennedy had it refurbished and assembled and began the first rice cake manufacturing in America. (Basically, rice cakes are made by soaking rice, adding measured portions into individual molds, heating them under pressure, and then releasing the pressure so they puff uniformly and take on the shape of the mold.) However, this first machine was manually operated and required a strenuous effort to stamp out individual crackers. Since the operation of the machine was sending the employees to the chiropractors more and more frequently, Kennedy redesigned it to operate more automatically. Eventually he created a design which worked fairly easily, and they began selling the rice cakes as quickly as they could manufacture them.

“To ensure the quality of the rice, Kennedy and Aihara started searching for the best rice farmers in the area. Eventually they found a Farmer Koda who was growing a strain of short grain brown rice 200 miles south of Chico [Koda Farms in South Dos Palos]. Although his rice was of excellent quality, he was located in an area of cotton growers who used large quantities of chemicals. Kennedy felt compelled to find another farm which was relatively free of surrounding chemicalized agriculture and which would be willing to experiment with growing completely organic brown rice. In 1968 he signed a contract with the Lundberg’s of Wehah Farm [Richvale, California], guaranteeing the purchase of their first organic crop. This was a considerable risk on each side, since at best the farmers felt the yield would be half as much as the conventional crop, and even then the weeds and insects, especially during the paddy stage, would be extremely competitive with the rice. However, the experiment proved successful, and we all have been benefiting ever since. (Other farmers have since begun producing organic brown rice, most notably Farmer Garrich of Lone Pines Farm in Arkansas.)

“Interestingly, with the recession of 1973 and 1974, the price of organic rice increased quite a bit and the demand for organic rice cakes decreased considerably, so Chico-San discontinued the organic rice cakes—selling only organic rice. However, by 1976, they were able to reintroduce the organic rice cakes and the demand has again been on the up-swing.

By the late ‘60s/early ‘70s the FDA began a close scrutiny of the relationships between food companies and educational programs. They would not allow promotion of foods based on educational or health claims. As a result Kennedy and Aihara established the George Ohsawa Macrobiotic Foundation (GOMF) to continue the educational activities separately from the food company. Kennedy became the director of Chico-San, Aihara the director of GOMF. This relationship has proved very productive for both sides as each continues to promote the other. Aihara is still involved in the selection and quality control of the food products, and he gives weekly classes to approximately thirty-five of the seventy-five staff members of Chico-

San. Kennedy began to devote himself completely to the development of the food company.

“In addition to enlarging the ware- house space, Kennedy looked for ways to expand and improve the product line. In 1974 he brought Junsei Yamaguchi into the company to begin manufacturing miso and tamari soy sauce according to Chico-San’s standards. Chico-San also began to produce yinnie rice syrup, a traditional sweetener Kennedy had discovered on one of his trips to Japan. Yinnie syrup is a whole grain product made from malted wheat and rice and has a much lower concentration of refined sugars than most other malted grain sweeteners such as barley malt or corn syrup. During this time Chico-San had acquired additional rice cake machines purchased from Japan, but Kennedy felt that these machines could be improved. Eventually he developed a completely hydraulic machine which was capable of increasing the supply of rice cakes up to the market demand. Unfortunately, soon after they got the new machine into production, it shorted out, blew up, and caused a fire which totally destroyed the Chico-San warehouse, all the incubating miso and tamari, and the majority of their other products. The founders of Chico-San had escaped the threat of destruction in New York, but over a decade later they witnessed their almost total devastation in California.

“However, by that time the company had developed a strong reputation in the market. In addition, Kennedy was willing to withstand considerable odds and start from scratch. So within a year of the fire (and a loss of \$250,000 beyond the insurance settlement), he began again with a larger warehouse and what he considered to be better rice cake machines. Presently, Chico-San is making rice cakes twenty-four hours a day, seven days a week. It is selling these cakes in the natural foods stores, and has distribution in the supermarkets and (under the label of Landau and Kemach) in the Jewish Kosher foods stores. Kennedy is also attempting to get his rice cakes into the institutional food services, such as hospitals and prisons, but finds this to be very slow. ‘The bureaucracies involved are very difficult to work with. But we do have a few public schools in California using rice cakes in the lunch programs,’ Kennedy claims.

Although Chico-San never got back into miso and tamari production, it did expand its own product line by increased importing of traditional macro- biotic foods from Japan. These include Lima Soy Sauce (named after George Ohsawa’s wife, Lima), miso, barley koji, kuzu, and rice malt vinegar; the sea vegetables hijiki, kombu, wakame, nori, and kanten; nigari (for making tofu); tekka (a condiment rich in iron); umeboshi plums; and the Japanese teas kukicha, mu, and renkon (lotus root). In this country Chico-San makes yinnie syrup, yinnie taffy candies, rice cakes, carob-covered rice cakes, and rice nuggets. Chico-San also publishes the *Chico-San Cookbook*, which was written by Cornelia Aihara. The products sold by Chico-San undergo close scrutiny by Kennedy, Smith, and Herman

Aihara. They are very careful about quality control and generally agree about standards. One exception has been the carob-covered rice cakes. It is difficult to solidify the carob without adding some type of refined sweetener. Although they have been experimenting with yinnie syrup, at this point they are using fructose but without consensus within the company as to whether it is a healthful ingredient. Besides the manufacturing company in Chico, Kennedy is planning to reopen the Chico-San retail store. He has also opened up a warehouse and rice cake plant near Trenton, New Jersey and is considering opening up another outside of London [England]. In addition, Kennedy and Aihara went to Japan in early December, 1981, to conclude formal discussions with the Ohsawa C.I. macrobiotic teaching organization in Tokyo, concerning the creation of a distribution company called Ohsawa U.S.A. Lima Ohsawa's sister, Flora, will be in charge of this company which will allow for the increased distribution of many Japanese macrobiotic specialty foods.

1292. San-J. 1982. Some soy sauces are called tamari. But they're not! San-J is the real tamari (Ad). *East West Journal*. April. Back cover.

• **Summary:** This ad is a combination of black-and-white and color. In black-and-white are 5 quarts of so-called tamari under the following brands: Westbrae, Erewhon (2), Llama, and Pure & Simple. In color are 2 bottles of San-J Tamari (wheat free, in 5.7 oz refillable dispenser and 20 oz glass bottle). The text explains that this real tamari is: Made only from soybeans. Mellow, smoother, richer than regular soy sauce. More protein than regular soy sauce. San-J Tamari will enhance any dish. A concentrated, economical product.

1293. *Natural Foods Merchandiser*. 1982. Tree of Life, the largest natural food wholesale company in the Southeast, was sold in April. May. [1 ref]

• **Summary:** ... to a Jacksonville, Florida businessman whose background is in insurance and real estate management. The company was founded in 1972 by Irwin Carasso, who remained the president until the sale.

1294. *Natural Foods Merchandiser*. 1982. Erewhon plan accepted. May.

• **Summary:** A \$1.3 million offer by Ronald Rossetti, president of Nature Food Centres, has been accepted as the reorganization plan in the Erewhon, Inc. bankruptcy. On 10 Nov. 1981 Erewhon, a Boston-based natural foods wholesaler, was forced to file for bankruptcy under Chapter 11 of the U.S. bankruptcy laws because of debts totaling \$4.3 million. Then on 15 Feb. 1982 Laurelbrook Foods also filed a Chapter 11. Richard Curry was president. The company didn't have the capital to finance growth.

1295. *Natural Foods Merchandiser*. 1982. Laurelbrook files for Chapter 11. May.

• **Summary:** "Laurelbrook Foods, Inc., a major East Coast natural foods distributor [in Bel Air, Maryland], filed Feb. 15 for reorganization under Chapter 11 of the U.S. bankruptcy laws, and was scheduled to submit a repayment plan to its creditors by March 10. This is the second East Coast distributor which has recently filed a bankruptcy petition. Last January, Erewhon, Inc., a Boston-based natural foods wholesaler, was forced to file a Chapter 11 because of debts totalling \$4.3 million. Laurelbrook president Richard Curry declined to comment on the subject."

"One large East Coast-based supplier, who spoke with *Natural Foods Merchandiser* off the record said, "This is another example of a company which didn't have the capital to finance its growth, or the management strength to attract new capital. Many of us felt with Laurelbrook that it was just a matter of time. The distribution business today is tough. You've got increased energy costs, high interest rates and a tough economy. This year will be a real test for many companies."

1296. *Natural Foods Merchandiser*. 1982. New study defines diverse industry. May. p. 1, 50-54.

• **Summary:** Estimated sales of natural foods in the USA during 1981 were \$2.4 billion. Independent natural food stores accounted for just under \$2 billion of that, with the rest coming from large chains and supermarket sections.

1297. *New Age Journal (Boston, Massachusetts)*. 1982. Erewhon changes hands. May. p. 15.

• **Summary:** Erewhon, one of the oldest and best known natural foods manufacturers in the U.S., was sold on April 2 to Nature Food Centers, which operates a chain of 85 health food stores primarily devoted to marketing vitamin pills and other dietary supplements. Erewhon had sales of \$17 million a year. The company has been plagued throughout its history by financial and labor crises (see "From Alternative to Big Business," *New Age*, Nov. 1979). In 1981 alone Erewhon's losses amounted to more than \$1 million.

1298. Arrowhead Mills, Inc. 1982. Price list and order form. Hereford, Texas. 4 p. June 15. 28 cm.

• **Summary:** Printed with light brown ink on white paper. Contents: Whole grains. Beans, seeds and nuts. Cereals, flakes and granolas. Flours and mixes. Packaged grains. Packaged beans, seeds and nuts. Packaged cereals, flakes and granolas. Packaged flours and mixes. Oils—natural unrefined. Nut butters (Peanut butter—creamy or crunchy). Condiments. Magnificent Munchies: Nutrition-bars (Carob Chew, Sesame Chew, or Vanilla Chew). Pastas. Protein powders and yeast. Arrowhead Mills bulk module.

Soy related products—bulk: Soybeans (50 lb). Bulghur-soy grits (50 lb). Soybean flakes (25 lb). Soy flour (roasted, 30 lb).

Soy related products—packaged: Soybeans (12 x 1 lb).

Bulghur-soy grits (12 x 20 oz). Soybean flakes (12 x 1 lb). Soy flour, whole (12 x 1½ lb). Soy oil (pint, quart, or 5 gallon). Tamari soy sauce (pint, quart, or 4.7 gallon). Protein powder (12 x 10 oz). Address: Box 2059, Hereford, Deaf Smith County, Texas 79045. Phone: (806) 364-0730.

1299. Re: First International Natural Food and Health Exhibition. 1982. Letter to William Shurtleff at Soyfoods Center, June 21. 1 p. Typed, on letterhead. [Eng]

• **Summary:** “We were introduced to you by Mr. Lawrence Dreyer from “Weg der Natur” in Austria who forwarded us all the mail received from you.

“At the moment we are organizing the “First International Natural Food and Health Exhibition, Conference, Seminar and Film Festival,” which will be held in West Germany in autumn 1984, with the expected attendance of over 40,000 persons.

“We will appreciate very much if you join us to organize within our exhibit the “First International Soyproducts Conference.”

“For this matter we would urgently need your “Soyfood directory” and “Data Book” as well as the “Soyfood Mailing List.”

“Also we are very interested to establish a Soya Food Center in Munich, Germany. Please send us information and application forms.

“Also we want a one year subscription to the “Soyfoods Magazine.” When possible we want to buy a camera-ready copy of pamphlets about Tofu and Miso in German.” Address: Weg der Natur, Amalienstrasse 45, D-8000 Munich 40, West Germany. Phone: (089) 28 37 51.

1300. Chico-San, Inc. 1982. Mail order–Price list. P.O. Box 1004, Chico, CA 95927. 4 p. June. 28 cm.

• **Summary:** Products include: Rice Cakes (6 varieties, with 4 new ones coming soon); all in 3 different packages. Carob coated rice cakes in plain or mint flavors. Yinnies brand products: Taffy, Caramel, or Rice Syrup. Grains, beans, and seeds: Incl. Sweet brown rice, azuki beans, black [soy] beans (the latter two imported from Japan since 1962). Tea. Natural condiments from Japan (some imported since 1962): Lima soy sauce. Mugi (barley) miso. Kome (rice) miso. Rice malt vinegar. Tekka (soy plus). Nigari (for tofu making). Kuzu (wild arrowroot). Salt plums (umeboshi). Sesame oil (dark). Koji, barley. Seaweeds from the Orient: Wakame (curly dulse). Kombu. Hijiki. Kanten (gel). Nori. Household goods: Incl. The Yinnies Brand Rice Syrup Cookbook.

Introducing a new Chico-San Product: Tamari Soy Sauce. Address: Chico, California. Phone: 916-891-6271.

1301. Chowka, Peter Barry. 1982. Natural foods: A commodity in crisis. *New Age Journal (Boston, Massachusetts)*. July. p. 32-41.

• **Summary:** Includes sidebars or discussions on: “Erewhon:

High hopes, high standards—and low profits.” Michio Kushi. A history of health foods. Wildwood Natural Foods and Good Earth: Small, beautiful, and profitable. The McGovern Committee and Dietary Guidelines. Bread & Circus (whose first store opened in 1975). Dr. Michael Jacobson of Center for Science in the Public Interest. Talk show host Gary Null. Address: Massachusetts.

1302. **Product Name:** Vegi-Patties (Meatless Burgers). **Manufacturer’s Name:** Lifestream Natural Foods Ltd. **Manufacturer’s Address:** Richmond, BC, Canada V6V 1J7.

Date of Introduction: 1982 July.

Ingredients: Textured soya flour, wheat gluten, safflower oil, whole wheat bread crumbs, tomato paste, dried vegetables, oat flour, pea flour, tamari, sunflower seeds, sesame seeds, nutritional yeast.

Wt/Vol., Packaging, Price: Four 3-ounce burgers per box. **How Stored:** Frozen.

Nutrition: Per 3-oz. burger: 230 calories, 15 gm protein, 17 gm carbohydrate, 13 gm fat, 485 mg sodium.

New Product–Documentation: Spot in Soyfoods. 1982. Summer. p. 55. “All vegetable meat substitute.” Spot in Adweek East. 1987. April 6. All vegetable meat substitute. Label. 1987 (undated). Box 8.5 by 4.5 by 1 inch. Color illustration of burger on lettuce and tomatoes. “All vegetable meat substitute made with textured soy flour. An exciting new way to cook. Look for recipe ideas on back.” Cheese and Spinach Casserole. Spaghetti Sauce with Vegi-Balls.

1303. Quong Hop & Co. 1982. New Leaf. The Soy Deli in natural food store freezers everywhere (Ad). *Natural Foods Merchandiser*. July. p. 136.

• **Summary:** A 1/3 page vertical black and white ad. “Now, open a full-line gourmet soyfoods deli right in your own store’s freezer and give your customers all they’ve been looking for in natural food goodness, gourmet quality and selection, and super-convenience.

“Natural food goodness: Every product from your New Leaf Soy Deli contains only the finest quality natural ingredients including organic tofu, garden fresh vegetables, organic whole wheat pastas, and pressed oils. NO sugars, NO preservatives, and NO artificial ingredients whatsoever are used, We give you tofu, the food of the future, in its most delicious forms ever.

“Gourmet quality and selection: Plump and juicy tofu ravioli, ready to boil and serve in just minutes, an eggless tofu quiche with Gruyere cheese and fresh mushrooms on a whole wheat crust, and rich and savory tofu cacciatore with garden vegetables are just a few of the many items you can offer to satisfy even the most discriminating tastes. For desserts or snacks, they’ll always come back for more of our baked tofu no-cheese cakes or our incredible dairy-free tofu ‘Wholly Canoli.’

“Convenience for your customer and for you: For your customer, convenience means desserts that are ready to thaw and serve from the package and entrees that are piping hot and ready to eat from the oven or microwave in just minutes. For you, the retailer, convenience means that just one phone call and as little as \$50.00 can put you into the soy deli business with our soy deli ‘Grand Opening’ kit. Included in one package are window posters, shelf talkers, and a selection of the best moving products in the line.

“The Grand Opening: For piping hot samples and specials, drop by our grand opening at the coming NNFA Show in New Orleans [Louisiana], Booth 755.” Address: 161 Beacon St., South San Francisco, California 94080.

1304. **Product Name:** Tree of Life Miso [Mugi Miso, Genmai Miso, Hatcho Miso, Kome Miso].

Manufacturer’s Name: Tree of Life, Inc. (Importer/Distributor). Made in Japan.

Manufacturer’s Address: 315 Industrial Dr., P.O. Box 410, St. Augustine, FL 32084. Phone: 904-829-3483.

Date of Introduction: 1982 July.

How Stored: Shelf stable.

New Product–Documentation: Brochure. Undated. Tree of Life natural foods of Japan. Talk with Donna Detoro at Tree of Life. 1988. Sept. 23. These 4 miso products were introduced in April 1982. Talk with Greg Leonard of Tree of Life. The miso products were launched on 15 July 1982.

1305. *Vegetarian Times*. 1982. Erewhon names new president. July. p. 67.

• **Summary:** Erewhon, which filed for bankruptcy last November, has announced the appointment of Ronald L. Rossetti and its new president and CEO. Rossetti, age 38, is currently head of Nature Food Centers, Wilmington, Massachusetts. It is anticipated that Michio and Tomoko Kushi will continue to be involved with the company.

1306. Therrien, Lois. 1982. Erewhon bought by Nature Food. *Boston Globe*. Aug. 26. Economy section.

• **Summary:** “Erewhon Inc., the Cambridge-based health food retailer, has been purchased by the owner of Nature Food Centres Inc. for an undisclosed sum. The company, which had been trying to reorganize under the federal bankruptcy laws, was purchased by Ronald L. Rossetti, 38, who had been named president and chief executive officer in April after Erewhon filed for protection under Chapter 11.”

“The health food company will remain as a separate entity from Nature Food Centres but Erewhon products will be marketed in Nature Food Centres stores, according to Anthony Barber, vice president of finance for Nature Food Centres. Nature Food Centres, based in Wilmington [Massachusetts], operates 86 vitamin and health food stores in the United States.” Address: Globe staff, Massachusetts.

1307. Chowka, Peter Barry. 1982. Natural foods: The quest for standards. *New Age Journal (Boston, Massachusetts)*. Aug. p. 47-51.

Address: Massachusetts.

1308. Pure Sales. 1982. Some soy sauces are called tamari. But they’re not! San-J is the real tamari (Ad and poster). *East West Journal*. Aug. Inside front cover.

• **Summary:** This ad is a combination of black-and-white and color. In black-and-white are 5 quarts of so-called tamari under the following brands: Westbrae, Erewhon (2), Llama, and Pure & Simple. In color are 2 bottles of San-J Tamari (wheat free, in 5.7 oz refillable dispenser and 20 oz glass bottle). The text explains that this real tamari is: Made only from soybeans. Mellow, smoother, richer than regular soy sauce. More protein than regular soy sauce. San-J Tamari will enhance any dish. A concentrated, economical product. Address: 250 Newport Center, Newport Beach, California 92660. Phone: (714) 760-1076.

1309. Sattilaro, Anthony; Monte, Tom. 1982. Physician, heal thyself: A doctor’s remarkable recovery from cancer and the diet he’s convinced was responsible. *Life*. Aug. p. 62, 64, 68, 70. [1 ref]

• **Summary:** “This article was excerpted from *Recalled by Life: The Story of a Recovery from Cancer*, (c) 1982 by Anthony J. Sattilaro with Tom Monte, due from Houghton Mifflin in September.”

Four years ago, Dr. Sattilaro, President of the Methodist Hospital in Philadelphia, was dying of cancer. Today, after changing his lifestyle [primarily by adopting a macrobiotic diet, including brown rice, miso soup, and sea vegetables,], prescribed by Deny Waxman and Michio Kushi, he is totally free of this disease. Several photos show Dr. Sattilaro—and two x-rays of his upper body. Address: 1. M.D., Philadelphia [Pennsylvania].

1310. Weiner, Steve. 1982. Cashing in on ‘natural foods.’ *Eugene Register-Guard (Oregon)*. Sept. 19. p. 1E, 2E.

• **Summary:** A large color photo shows Surata Soyfoods tofu and tempeh, plus Nancy’s Honey Yogurt. Sue Kesey, co-owner of the Springfield Creamery (founded 22 years ago), is president of the fledgling Lane County Natural Foods Association, a 20-member group that wants everyone to eat natural foods. Gil Johnson is a spokesman for the Association. Callix Miller is Surata’s marketing manager.

1311. Corn Country Whole Foods, Inc. 1982. Fall-winter 1982: New & improved (Catalog). 132 South Market St., Champaign, IL 61820. iv + 26 p. No index. 28 cm.

• **Summary:** The cover of this natural foods, vegetarian catalog is printed on orange paper with brown ink. Corn Country has increased the number of products it distributes, both those under its own Market Street brand and those

made by many other companies. Corn Country trucks deliver throughout the Midwest: Freight is free with a minimum order of \$400. Product categories: Refrigerated products. Bulk foods. Packaged foods. Snacks. Other.

Interesting products: (1) Tofu: Packaged (\$0.82/lb) or bulk (\$80/lb). (2) Market Street bread: Cinnamon raisin and Whole wheat both contain “whole soy flour.” (3) Stoneground flours: Soy flour-full fat (OG = Organically Grown) (\$0.42/lb). Corn Country uses old fashioned granite stone mills to keep the temperature low, which “preserves the nutritional value and flavor of the whole grain... Whole soy flour is milled from soybeans which have been heated first to destroy an enzyme which interferes with protein digestion. It is milder tasting compared to the defatted soy flour typically sold commercially.” (4) Market Street granolas: Of the 7 varieties, 6 contain small amounts of “soy flour.” (5) Beans, peas, and lentils: Soybeans OG (\$0.28/lb). Azuki beans. Chickpeas (Garbanzos). Lentils (green or red). Mung beans. (6) Market Street meals (vegetarian): Nutburger (incl. soy flour). Soyburger (soy flour is main ingredient). (7) Sea vegetables (9 types). (8) Westbrae miso (6 types). (9) Market Street nut butters: Peanut butter (“coarsely ground to retard oil separation”). Almond butter. Sesame tahini. (10) Natural oils: Sesame oil. Safflower oil. (11) Condiments. Nigari (bulk or 5 lb). Umeboshi plums. Shoyu (pints to 4.75 gal tin). Tamari (with dispenser to quarts). (12) Seeds: Alfalfa seeds. Sesame seeds whole brown. Sesame seeds hulled white. Sunflower seeds. Pepitas. (13) Market Street snack nuts: Shoyu almonds. Shoyu suns (sunflower), Shoyu cashew pieces. (14) Soy & corn snacks: Soy nuts salted. Soy nuts unsalted. (15) Market street mixes (unsulfured dried fruits, nuts and seeds): Sweet & shoyu mix (ingreds: Raisins, date pieces, dried bananas, shoyu almonds, shoyu cashews, shoyu sunflower seeds). Flatland mix (incl. unsalted “soynuts” {soybeans, vegetable oil}, fancy cashew pieces, and pumpkin seeds). (16) Health and beauty aids: Dr. Bronner soap (14 types). (17) Literature: 25 Talking Foods pads. (18) Traditional medicinal herb teas (27 types). (19) Celestial Seasonings teas (38 types); (20) Packaging supplies and kitchen help: Tofu kit (\$12.56). Address: Champaign, Illinois. Phone: 217-359-8843.

1312. *Natural Foods Merchandiser*. 1982. Food co-ops fight off economic woes. Sept. p. 72-73.

• **Summary:** “It was the Great Depression that spawned the consumer food cooperative movement, and ironically, it is the worst economic period since then that threatens to end it.” The co-ops organized in the 1930s were designed to bring groceries and related products to members at the lowest possible prices, and to ensure that people had a voice in running the stores where they shopped.

Many of the major consumer food co-ops lost money last year, as revealed at the annual conference of the Consumer Cooperative Manager’s Association (CCMA) in

Seattle in late June.

The Consumers Cooperative of Berkeley, for example, which has gross sales of more than \$80 million a year, was forced to close two stores last year.

In many parts of the USA, the word “co-op” is often preceded by the adjectives “hippie” or “funky,” in reference to the small natural foods stores that emerged in the late 1960s and early 1970s. But this is not correct usage; in co-op parlance, these stores (when they are cooperatively owned) are referred to as “new-wave” co-ops.

In 1981, according to a report released by the CCMA, the “old-wave” co-ops had total sales of \$340 million compared with only \$40 million for the “new wave” cooperatives.

1313. Benson, Taylor. 1982. Foodcrafters’ market study: The U.S. soy sauce market. Colorado: Foodcrafters. 8 p. Oct. 28 cm. [6 ref]

• **Summary:** Contents: I. Existing domestic markets. Overview of the existing domestic natural foods market. Overview of the existing domestic shoyu and tamari market (sources are cited). II. Market survey results. Background information on the survey. Survey questions and results (1,190 respondents in Oct. 1982 at Pearl Street Market, in Boulder, Colorado, at Rainbow Grocery in Denver, and via a mail-in questionnaire from random natural food consumers around the USA).

1. Have you ever used shoyu? (9.2%), tamari? (70.6%), soy sauce? (12.6%), none of these? (7.6%). 2. How did you first learn of the product? Friend (52.7%). Family (10.9%). 3. What size do you usually purchase? 16 oz (33.6%). 4. Which brand do you purchase? Private label (40.8%). Kikkoman (11.8%). Erewhon (9.1%). 5. If you heard about a new brand that was low in salt and naturally fermented, how likely would you be to try it? Definitely (36.4%). Probably (35.5%). 6. How important are the following items to you when you evaluate your product? Price (#3), company rep., bottle shape, package, label, advertising, aroma (#2), taste (#1). 7. Are you a vegetarian? Yes (33.6%). No (35.3%). Partially (31.3%). What is your age (25-34 = 50.4%). 9. What occupational category describes you best? 10. What is your average annual household income? (Under \$5,000 = 18.5%). 11. Sex? Male (53.8%). Female (46.2%). 12. How many people do you shop for? (1 other = 44.3%; Yourself = 29.5%). 13. How many years of school have you attended? (16 years = 41.6%).

Summary of the market survey results. III Market strategy. Address: Colorado.

1314. **Product Name:** Lima Real Tamari (Wheat Free). **Manufacturer’s Name:** Chico-San, Inc. (Importer). Made in Japan. **Manufacturer’s Address:** P.O. Box 1004, Chico, CA 95927.

Date of Introduction: 1982 October.

New Product–Documentation: Ad in East West Journal. 1982. Oct. p. 27. “Would the real tamari please stand up!?”

1315. Chico-San, Inc. 1982. Would the *real* Tamari please stand up!?! (Ad). *New Age Journal (Boston, Massachusetts)*. Oct. p. 7.

• **Summary:** Chico-San thanks San-J for exposing the practice of labeling soy sauce as Tamari. Chico-San’s Tamari is real! “It contains no wheat and is brewed naturally from only whole soybeans, water and sea salt.” Address: P.O. Box 1004, Chico, California 95927.

1316. **Product Name:** Tree of Life Baked Tofu, and Savory Yeast Baked Tofu.

Manufacturer’s Name: Tree of Life, Inc. (Distributor).

Manufacturer’s Address: St. Augustine, FL 32084.

Date of Introduction: 1982 October.

Ingredients: Organically grown soybeans, purified water, natural Nigari, soy sauce and spices.

Wt/Vol., Packaging, Price: 8 oz.

How Stored: Refrigerated.

New Product–Documentation: Label. 5 by 4.5 inches.

Plastic. Brown, yellow, green and white. Picture of tree (may be logo). “We appreciate your confidence in choosing this Tree of Life product. To ensure your satisfaction we have made certain it contains the freshest, most natural ingredients available.” Talk with Donna Detoro at Tree of Life. 1988. Sept. 23. This product was introduced in Oct. 1982.

1317. Smith, Patricia J. 1982. History of Erewhon, natural foods, and macrobiotics (Interview). Conducted by William Shurtleff of Soyfoods Center, Nov. 7. 1 p. transcript.

• **Summary:** This interview was conducted after Erewhon declared bankruptcy. What caused Erewhon’s demise? The main reason was that the company grew too rapidly. Erewhon was distributing many products that were taboo for macrobiotics, such as frozen meat and vitamins. Erewhon was selling the very foods they advised people not to eat. The company lost integrity. She does not think that poor management was a major cause. Erewhon was a social, philosophical, and economic experiment. One reason the company had to grow was to pay for the move to the large and very expensive warehouse at 3 East Street in early 1978. No single factor caused Erewhon’s demise. By 1982 Erewhon was located at 5 Waltham St., Wilmington, Massachusetts. Patti went to Boston in 1977, after working for Erewhon–Los Angeles, in California.

Erewhon failed on one level but on another it succeeded because of the many people in other companies who are still carrying on the ideas that it started. Erewhon pioneered in developing quality foods and maintaining standards, until near the end.

Note (based on a talk with Patricia on 28 May 1996):

She was in Los Angeles from 1970-1974 (not with Erewhon), then in Los Angeles affiliated with Erewhon from Aug. 1974 to Aug. 1977. Then she lived in Boston from 1977-82. She lived and studied with the Kushis for 2 years in Boston. She feels extremely close to Aveline and Michio, as if they were her parents.

Enclosed is a color copy of a pin Patricia made for Erewhon folks and friends. Address: New England Regional Manager, Erewhon Inc., 3 East St., Cambridge, Massachusetts 02141. Phone: (617) 354-2001.

1318. Houtz, Rhoda. 1982. Ronald Rossetti, Nature Food Centers, and Erewhon (Interview). *SoyaScan Notes*. Nov. 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ronald Rossetti, owner of Nature Food Centers, bought Erewhon (including the 3 Erewhon retail stores in the Boston [Massachusetts] area–Newbury, Brookline, and Cambridge) and filed a reorganization plan with the court. He is now the owner of Erewhon Inc., which is a separate and independent company from Nature Food Centers; there is no affiliation between the two. Michio Kushi transferred his Erewhon stock to Mr. Rossetti. The plan Rossetti filed offers to pay creditors 18% (18 cents on each dollar owed) over 5 years.

Erewhon is no longer manufacturing any of its own products, is also no longer a distributor, and has totally moved out of the warehouse at 3 East Street. The Erewhon brand products are now being manufactured by subcontractors with careful quality control. Michio has been retained as a consultant. He is on the board of directors of the new Erewhon but is not chairman of the board.

Erewhon Inc. does not presently sell to any retail outlets, only to master distributors and a chosen few distributors. Nature Food Centers owns retail stores; it is not a master distributor. Stores by the name of Erewhon in Los Angeles, California, are not connected with Erewhon Inc. Address: Nature Food Centers.

1319. Jacobs, Lenny. 1982. Recollections of the early days of Erewhon (Interview). *SoyaScan Notes*. Nov. 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Lenny is absolutely certain that when Paul Hawken left Erewhon, other people had to purchase his stock. Paul had and apparently still has a lot of bitterness about this. The guy at the branch of Erewhon in Toronto, Canada, was extorting a lot of money from the company. There was also a scam with a guy from Free State of the Arc; he took lots of money and ran, then later wanted to give it to Erewhon. Paul used that as a reason for quitting Erewhon; he may not have known that the money was dirty money.

When he resigned, Paul Hawken called a public meeting. It was a big event, with many people in attendance. Paul was very bitter and he aired lots of “dirty linen.” It may be that later the Kushis gave him another 25% of the

Erewhon stock; Lenny is not sure. Lenny is planning to do a story on Erewhon. People can still trust the Erewhon label for quality. Address: Publisher, East West Journal, Brookline, Massachusetts.

1320. *Ann Arbor News (Michigan)*. 1982. A Clinton firm [Eden Foods] is one of six Michigan companies that are among 3,100 exhibitors at SIAL. Nov. 12.

• **Summary:** SIAL is the “world’s largest food show, which began in Paris this week. Companies from 61 countries are attending the show, which is expected to attract more than 100,000 visitors, including 40,000 from outside France.” SIAL serves as an international meeting place for food buyers and sellers and provides opportunities to view the world’s most developed food technology. The exhibit closes Nov. 20.

1321. Aihara, Herman. 1982. History of work with macrobiotics and Chico-San (Interview). Conducted by William Shurtleff of Soyfoods Center, Nov. 29. 5 p. transcript.

• **Summary:** Oroville is located about 23 miles southeast of Chico, California. Shurtleff visited Herman Aihara at his home with a tape recorder and about 75 questions.

The first East West Institute in New York City was established in about 1960 by Lao Shastri, a woman disciple of George Ohsawa. She studied Sanskrit at Cambridge, and was a distinguished scholar and an authority on the subject. It was her idea to have such an institute. She met Ohsawa in India and he advised her to stop eating sugar. She was in New York City when Ohsawa was there; he stayed at the Riverside Buddhist Academy, a cultural center. She was a very aggressive woman but very quiet, and she wore a sari. She convinced famous people to be directors of the Institute. She lived at what became Herman’s house before Herman came to the USA. She died while relatively young, not long after late 1961.

In 1965, about 4 years later, Michel Abehsera, re-opened and activated the East West Institute.

Lima Ohsawa’s maiden name was Sanae Tanaka. Her second marriage was to George Ohsawa.

Ohsawa’s first name was Nyoichi, not Joichi. Yukikazu was his original first name, written with the same Japanese characters. He just took “Georges” as his French name. Larry Korn says Joichi became “Georges.”

The village was named “Hi no Haru.” Ron Kotzsch got it wrong (but not in his history book, see p. 104). Herman has heard this 100 times.

The correct spelling of Kaibara’s given name is Ekiken, not Ekken.

Herman does not know of Lima Ohsawa’s daughter, Fumiko. But he heard that her second child, Mari, died of excess salt.

The system of yin-yang (*in-yo*) was first used by

Ohsawa in about 1929 in a book of lectures entitled *Shokuyo Kogi Roku (Lectures on Macrobiotics / Macrobiotic Studies)*; he has a copy at home. He was still working in the Shokuyokai. Ask Hashimoto Masanori, who is doing a lot of research on Ohsawa and early macrobiotic history, at Nippon CI in Tokyo.

Before Ohsawa’s first visit to the United States there was a little bit of talk about macrobiotics with Michio Kushi at Michio’s apartment, with a few people coming in but no real lectures. So Ohsawa’s first series of lectures was the first real transmission of macrobiotics to the USA. Michio and Herman did not know much about macrobiotics before Ohsawa’s first visit. Herman studied with Ohsawa in Japan for only 1 month, and Michio had met Ohsawa only 3-4 times. Herman came to the USA to study the helicopter aviation industry, not to teach macrobiotics; he studied at a technical institute in Brooklyn. However Herman read a lot of Ohsawa’s books in Japan. So when Herman came to the USA he was personally very interested in macrobiotic philosophy (not so much in the diet, but with no thought of teaching).

Aveline Kushi came to the USA a long-time student of Ohsawa. She believed the diet was very important and she influenced Michio.

After Ohsawa’s first series of lectures, Herman got interested in teaching macrobiotics. Why did Ohsawa stay with Herman? Most others were afraid of him. It is not correct to say that Herman was Ohsawa’s closest student. Michio was also close because of lots of correspondence he had had with Ohsawa. Ohsawa tried to convince Michio of the value of macrobiotics.

When did Michio change careers? He had been at Columbia University for about 1 year. Then, on his own, he got the idea of working for world government [“a one-worlder”], to promote “one peaceful world. Herman has a draft of Michio’s paper on this subject, including publications and schools, by about 1952-53. Michio was in Europe in 1952. Ohsawa said that “One Peaceful World” must include diet. At that point Michio started his serious interest in macrobiotics. Michio was initially involved in business.

In 1955 Azuma, a small gift shop selling Japanese handcrafts, was opened at 802 Lexington Ave. at 62nd St. by Cornelia and Herman Aihara, Michio, and Roland Sato. Michio focused his efforts on this business—not on teaching macrobiotics. In 1956 Michio and Herman started Ginza, a similar gift shop down town at 9 West 8th Street; they did not include Roland Sato who was very angry at this time. Both of the gift shops were very successful. They were established to impress Takashimaya—a leading department store chain in Japan [see Emerson 1958]—and to prove that a branch of Takashimaya could be successful in New York City.

Michio was an interpreter in the U.S. Dept. of the Interior to guide foreign visitors; he earned \$45 per day. One

visitor was the director of Takashimaya, Michio convinced him to start a branch of Takashimaya in New York City. Michio then worked for Takashimaya, and eventually rose to become vice president of the branch.

Musubi was started by Alcan Yamaguchi in the fall of 1960 (not in the late 1950s), near Greenwich Village. Zen Tea House was different; it was also started in 1960, but by an American, after Ohsawa's first lectures. After that, Musubi (another restaurant) was established. Herman did not supply the carpentry (as stated in Shurtleff's draft history of macrobiotics in the USA). Miso and shoyu were served in both restaurants.

At Ginza, starting in 1956, Herman sold a little food; people came to buy food there after Ohsawa's lecture, including miso and shoyu. It was the only place in the USA you could buy macrobiotic foods. It was a back-room operation and the food was imported from Ohsawa Japan. As soon as Ohsawa started lecturing in the U.S. he imported 20 [wooden] kegs of shoyu. It was sold at intermissions and after his lectures.

Junsei Yamazaki first arrived at Chico in 1963, stopped only briefly, then went to New York City that same year. Thus, Yamazaki was not connected with Musubi in 1960, but he did help them starting in 1963, when Michio was managing the shop at a new location. In 1960 Herman sometimes helped Alcan Yamaguchi at Musubi.

The first summer camp on Long Island was about 2 months long, with lectures by Ohsawa only on weekends. Some people stayed during the week. 1,000 to 2,000 people attended.

The Ohsawa Foundation in New York City was founded in 1961 by Michio, Irma Paule, etc. Herman was in Europe at the time. He left for Europe in about Jan/Feb. of 1961 and returned in the fall. Then he was elected president of the Ohsawa Foundation.

Herman's first macrobiotic publication was *Macrobiotic News*, which started in 1960; its maximum circulation was several hundred. It continued until he moved to Chico in 1961, and then was re-continued.

The macrobiotic periodical *Macrobiotic Monthly* was started in Los Angeles in 1965 by Herman and Lou Oles. Its title then changed into the *Macrobiotic*. It ceased publication in 1978. Its maximum circulation was over 1,000.

Publishing at Chico started in 1962. Herman's present periodical is *GOMF News*, which has a circulation of about 650. Concerning books that Herman and Cornelia have written: *Miso and Tamari* has sold about 10,000 copies (lots through Nutribooks). *Soybean Diet* has sold about 10,000 copies. *The Dô of Cooking* (1972, four seasonal volumes) has sold about 10,000 copies. *The Calendar Cookbook* (1979) has sold about 5,000 copies. The *Chico-San Cookbook* was first published in 1972. But *Zen Cookery* has sold about 50,000 copies.

Attendance at French Meadows summer camps was

about 100 to 200. Address: Oroville, California.

1322. Aihara, Herman. 1982. History of work with macrobiotics and Chico-San (Interview) (Continued—Document part II). Conducted by William Shurtleff of Soyfoods Center, Nov. 29. 5 p. transcript.

• **Summary:** Continued: Chico-San imported their first Japanese foods from Herman personally. At that time, there was no Muso and no Nippon CI. Ohsawa Japan (which started in about 1965) was the trading / export company and Nippon CI was devoted to education. Before Muso was "Three Boys," the "Three L" (*San-L*) company. Ohsawa told them to take charge of exports. Then Mr. Okada took over from them. Osaka was PR and education. "Three L" (which started in about 1962 in Osaka) was whom Chico-San was importing from. George Ohsawa kept a careful watch over what was being exported from Japan. Chico-San later imported from both Muso (Osaka) and Ohsawa Japan (Tokyo). Note: Did Ohsawa have two trading companies? If so, why?

The first edition of *The Book of Judgment* was printed in Japan in about 1956, then revised in 1966. There is no publication date in the book. This book came after *Zen Macrobiotics*. It is actually *The Philosophy of Oriental Medicine* (subtitled *The Book of Judgment*), probably first written in French.

Herman has just started writing a biography of Ohsawa, but he is too busy, so it will not be finished for a long time.

The Ohsawa Foundation in Paris was started by 1956 by George Ohsawa. The Ohsawa Foundation in Tokyo started before 1960. The Ohsawa Foundation in Los Angeles was started in 1965 by Lou Oles, an older Jewish trumpet player. The Ohsawa Foundation of New York was founded in 1961 by Michio Kushi and Irma Paule. The name "GOMF" was coined in 1970.

Herman has a green 8½ by 11 inch edition of *Zen Macrobiotics*. Herman says the date was about 1960. It shows that the Ohsawa Foundation then existed in New York, Paris, Brussels, and Tokyo. It also contains lots of recipes. I copied some pages. Copyright date of the fifth edition was 1966, Ignoramus Press, the Ohsawa Foundation, 1424 N. Curson Ave., Los Angeles.

Michio Kushi was Ohsawa's senior student in the sense that he came to America first. I should omit the concept that Herman was Ohsawa's closest associate. Herman and Michio simply have different styles. Michio has broad appeal; he has started a mass movement, and is more businesslike. Herman appeals to a small group, deeply; he works more with individual students.

Lou and Shayne Oles got involved with macrobiotics during the second summer camp, in 1961. They traveled with the group from New York to Chico. He was a famous trumpet player, worked with Benny Goodman. In California he emphasized publishing more than his trumpet. His first

publication was titled *Spiral*; 1-2 issues were published. Then *Macrobiotic Monthly*. After Beth Ann Simon's death, Chico-San was separated from educational work. Lou Oles went to Los Angeles and that year established the Ohsawa Foundation; he did education and publication. He published three books: *Zen Macrobiotics*, *Book of Judgment*, and *Guidebook for Living*. Jacques DeLangre helped him. Lou died in 1967 of cancer. He got depressed when George Ohsawa died; he started drinking coffee, which may have activated his cancer growth. Shayne continued his work. Lima asked Herman to be president, so he traveled to Los Angeles once a month. In those days they sold lots of *Zen Cookery* books. The Ohsawa Foundation in Los Angeles closed in about 1970.

Yes, Ohsawa was age 72 when he died. He died April 24 (Japan date) in Japan.

The spiralic multidimensional scale from yin to yang was Peter Milford's idea, not Herman's. It is generally a linear scale.

Infinity Foods, founded by Howard Rower, is still in existence. Herman thinks they started in about 1962, and they imported foods from Japan.

Chico-San established only one organic grower—the Lundbergs for rice. The controversy was complicated. The Lundbergs and Bob Kennedy of Chico-San made a contract. Eventually there was a lawsuit between Chico-San and Lundberg [but it was resolved before it went to court]. Herman thinks Lundberg sued Bob Kennedy.

In 1963 Herman went on the lecture circuit with Bob Kennedy as they tried to educate people about the macrobiotic foods that Chico-San was selling.

The first summer camp without Ohsawa was 1967 (or perhaps 1968).

Macromuse is published in Washington, DC, by Michael Rossoff. It started in 1981.

Chico-San was founded in Jan. 1962. In Nov. 1962 Chico-San's first location (a retail store) opened, downstairs with hearing aid company. It moved upstairs to a different location and opened on 6 March 1962; they had an open house.

In 1973 the Aiharas established the Vega Institute, a residential program for macrobiotic studies in San Francisco. Then in 1974, they moved the Vega Institute and the George Ohsawa Macrobiotic Foundation to Oroville, a town southeast of Chico, where the Aiharas continued their work, together with their students. Herman and Cornellia Aihara moved to Oroville instead of Chico because it was more rural and because Peter Milbury, a high school teacher in Oroville, knew of some good land. The Ohsawa Foundation in San Francisco bought the land, and then they moved. Herman owns the Vega Institute on Oak Street.

Junsei Yamazaki came to the USA in 1963. Ohsawa told him to help Americans grow brown rice. First he tried in New York, but there was not enough sun. He originally

graduated with a degree in fermentation from a major Japanese university, but he then became a rice farmer. Then in New York City he went to work with Michio at Musubi near Takashimaya—for little pay. The Chico group invited him to Chico. He worked on the rice cake machine—again poor pay. Like Herman he also worked with orchids.

In 1971 Herman invited Noboru Muramoto to be on his lecture trip. His first guest was Alcan Yamaguchi in 1970. Herman read Muramoto's articles in a Japanese magazine. He had family problems in Japan and was happy to stay here. Herman was his guarantor, and he became a permanent resident.

Chico-San began baking in March 1962 in an upstairs store; Herman was the first baker.

Herman talked with Michio Kushi this summer. They have a friendly relationship but both are very busy.

Junsei Yamazaki's plans with Chico-San are not clear; he may end up working on his own.

A good Japanese-language biography of George Ohsawa is *Kakumei-ji*, by Matsumoto Ichiro; he interviewed Lima Ohsawa.

Herman likes the term "a macrobiotic" better than "a macro" or "a macrobiotic student / follower."

Cornellia arrived in the U.S. in 1955.

The Ohsawa Foundation did not move from Chico to Los Angeles; it never existed in Chico—only in Los Angeles.

Overview of macrobiotic contribution. Typical Americans overemphasize the importance of protein (even though nutritionists may not agree). Most people who stop eating meat start consuming more dairy products. Macrobiotics avoid dairy products and go straight to grains plus legumes—with little mention of protein.

Mari Metz has a good color photo of Herman and Cornellia together.

Erewhon was hurt by high interest rates and inflation.

In 1960 the handbound book *Zen Macrobiotics* was made in Herman's apartment in New York City. In it Ohsawa used the word "syoyu" [shoyu]. He changed to tamari because when he introduced soy sauce to Europe he initially called it "shoyu." He then gave exclusive distribution rights to a European to distribute Ohsawa's selected shoyu. The man called it "Ohsawa Shoyu," but then in about 1960-61 he started importing low-quality shoyu from Japan and selling it under the same brand name. Ohsawa could do nothing to stop him. That was when Ohsawa started using the word "tamari" to refer to natural shoyu. Herman heard this story directly from George Ohsawa—whose name in Japanese is pronounced OH-sawa.

Herman says a healthy person may eat 12-16 ounces of tofu a week, but it is not recommended for cancer patients who need a diet that is more yang.

Herman came from Kyushu, moved to Tokyo at age 9. He likes natto. Address: Oroville, California.

1323. Aihara, Cornelia. 1982. *Macrobiotic kitchen: Key to good health*. Tokyo: Japan Publications, Inc. 140 p. Illust. Index. 26 cm.

• **Summary:** This book was originally published under the title *The Chico-San Cookbook* (1972). This completely revised and enlarged edition was published in Nov. 1982. Address: Chico, California.

1324. Cooper, Kenneth. 1982. *The aerobics program for total well-being: Exercise, diet, emotional balance*. New York, NY: Bantam Books. 320 p. 24 cm. [200+* ref]

• **Summary:** In America “between 1968 and 1977, we saw a 23 percent decrease in deaths from heart attacks; a 36 percent decrease in deaths from strokes; and a 48 percent decrease in deaths from hypertensive disease. In addition, between 1971 and 1979 there was a 2.7-year increase in the longevity of the American people, which almost tripled the increase in life span during any previous decade.

“What is the cause of all this progress in individual health? Several factors have been mentioned by medical experts: (1) Fewer people are smoking; (2) more people are aware of the importance of monitoring their blood pressure; (3) more are minimizing cholesterol in their diets; and (4) more are becoming attuned to signs of stress in their lives and learning to deal better with the pressures of everyday living.

“But the last reason—and in my opinion the single most important factor—is the increased commitment of Americans to aerobic exercise. The number of adults who exercised regularly in the United States went up dramatically, from about 25 percent prior to 1968 to 47 percent in 1977. And in a trend that bodes well for the future, a 1979 Gallup Poll revealed that more than 50 percent of all American teenagers are engaged in some type of regular aerobic exercise.”

This book advises reduction of meat and alcohol intake but not does not mention a vegetarian diet. Address: M.D., M.P.H., Dallas, Texas.

1325. Greenwood, Rebecca. 1982. *Smokey Mountain miso: Traditional and modern methods unite to create a fine domestic miso*. *East West Journal*. Nov. p. 50-53.

• **Summary:** About John and Jan Belleme and the American Miso Co., located in the Smokey Mountains [sic, Great Smoky Mountains] in the small town of Rutherfordton, North Carolina. The company started making miso in August 1981 and now makes 5,000 pounds a month. “John has a determined air about him. You get a sense that here is a man who, if he’s going to do anything, is going to do it all the way.” John’s main interest is in making high-quality miso.

Almost all miso sold in the U.S. today is made by a fully automated process and pasteurized. The Bellemes spent seven strenuous months studying miso-making with Takamichi Onozaki in Japan. They now have three goals in making miso: (1) Sell unpasteurized miso—which should be

refrigerated. (2) Produce miso using traditional methods, including wooden vats, handmade koji, and slow, natural fermentation—rather than the faster and more commonly used forced heat method. (3) Use the high quality ingredients, including certified organically grown soybeans and rice, unrefined sea salt, and deep well water. This miso will be distributed by Great Eastern Sun Trading Co. which is partially owned by the Bellemes’ friend and fellow investor, Barry Evans, of Miami, Florida.

The American Miso Co. is located on 100 acres of rural land and consists of two buildings totalling some 3,400 square feet. The small building is used for storage and milling rice. The big one is where the miso is made and aged—for up to 18 months in huge, custom-made cypress vats which hold 8,000 pounds of miso each. When each vat is full, it is topped with 1,000 pounds of rocks which add pressure during the fermentation. Presently three types of miso are aging here: three short term (Sweet White Miso, Mellow Rice Miso, and Mellow Barley Miso) and one long term (Red Brown Rice Miso).

The secret of good miso lies in making good koji—by hand. John removes up to 90% of the bran from the rice for short-term miso, but only 10-30% for long-term miso. The company’s pride is its koji room.

The Bellemes’ dream is greater than just making miso. They have started constructing another home on their rural property to accommodate students in a living and learning environment. Each summer they plan to hold workshops which will include miso-making, gardening, natural foods cooking, philosophy, and meditation. A large photo shows John Belleme standing by the soybean cooling table and as the huge steamer basket overhead discharges a load of freshly cooked soybeans.

Note: The Great Smoky Mountains (often shortened to Great Smokies) is a range of the Appalachian Mountains extending along the North Carolina-Tennessee boundary. A part has been set aside as Great Smoky Mountains National Park. Address: Co-director, Rocky Mountain Inst. of Macrobiotics, Boulder, Colorado.

1326. Oak Feed. 1982. *Catalog and price list*. Coconut Grove, Florida. 1 p. Back to back. 36 cm.

• **Summary:** At top of page 1: “Your Japanese connection: Importers and wholesale distributors of macrobiotic foods. Lowest wholesale prices available. Abbreviations: E = Erewhon. M = Mitoku. W = Westbrae. * = New product. Contents: Miso and tamari. Sea vegetables. Tea. Noodles. Condiments. Vinegars, pickles & mirin. Beans. Crackers. Miscellaneous foods. Kitchen utensils. Body care products. Medicinal products.

Miso and tamari: Onozaki miso (11 lb or 44 lb). Tamari-filled dispenser (W). Organic shoyu (Lima Ohsawa). Authentic tamari (4.75 gal. or dispenser). Hatcho miso (M). Soybean mame miso (M). Mugi (barley) miso

(unpasteurized). Mugi miso (W). Genmai (brown rice) miso (W). Genmai (brown rice) miso (unpasteurized, 44 lb). Organic brown rice miso (unpasteurized, 22 lb). Kome (white rice) miso (W). Instant miso soup (light or red, M). Soba (buckwheat) miso (M). Natto miso (22 lb or 2.2 lb).

Condiments: Goma muso. Goma muso furikake (M). Tekka. Jinenjo tekka (M). Seitan condiment. Umeboshi. Roasted sesame oil. Black sesame salt. Black tahini.

Also: Barley miso pickles. Aduki beans [azuki]. Black soybeans. Kuzu. Address: 3030 Grand Ave., Coconut Grove, Florida 31333. Phone: (305) 448-7595.

1327. Leviton, Richard. 1982. Re: Summary of soyfoods research trips in the Midwest and Canada (Oct. 14-28) and West Coast (Nov. 21-30). Letter to William Shurtleff at Soyfoods Center, Dec. 6. 2 p. Typed, with signature on letterhead.

• **Summary:** The letter begins: “As you requested, the notes on my ‘historic’ tour, hysterically unprofitable, but at least fun.” Traveling 4,700 miles, Leviton gave programs about tofu, tempeh, and other soyfoods sponsored by various companies, and was on TV and newspaper interviews. Companies visited in the Midwest and Canada: Rising Sun (Columbus, Ohio), Prairie Soyl, Community Foods Tofu/Tempeh Shop, Light Foods, Michiana Soyfoods, Zakhi Soyfoods, Bountiful Bean, Higher Ground Tempeh, Steve Fiering (disappointing business meeting), Soyateria, Victor Foods (Toronto, Ontario, Canada), La Soyarie (Ottawa), Unisoya (Quebec).

West Coast and British Columbia: Wildwood Natural Foods, Brightsong Light Foods, Dayspring Soyacraft, Sooke Soyfoods, Metta Tofu, Sin-Mei-Do, Thistledown, Lifestream, Surata.

Leviton is thinking about relocating in California or working with Soyfoods Center on writing books. Address: 100 Heath Rd., Colrain, Massachusetts 01340. Phone: 413-624-5591.

1328. Coates, Roger M. 1982. Items that were removed before the auction. Fallston, Maryland. 1 p. Dec. 22. Unpublished manuscript.

• **Summary:** This is a list of items that Rod Coates alleges that Richard Curry sold illegally after the bankruptcy of Laurelbrook, and before the auction of the company’s assets.

Attached to this are letters between attorneys dated 18 Nov. 1983 and March 1984—as the matter drags on. Address: 2516 Laurelbrook Rd., Fallston, Maryland 21047. Phone: 301-877-1695.

1329. *SoyaScan Notes*. 1982. Chronology of soybeans, soyfoods and natural foods in the United States 1982 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. White Wave in Colorado is the first

company to get its tofu placed in the yogurt / dairy case in supermarkets.

Jan. Legume, Inc. launches Tofu Lasagna, frozen in a box. It is soon followed by Tofu Ravioli.

Jan. *The Incredible Tofu Cookbook, California Style*, by Immegart and Dansby self published.

Jan. New England Soy Dairy launches “Year of the Dog” Chinese New Year tofu promotion and nets 47% immediate sales increase.

Jan. Food Protein Council, a trade association, changes its name to Soy Protein Council, since all of its members make only soy protein products.

Jan. Island Spring survives industry’s first publicized tofu recall and the discovery of new tofu spoilage microorganism, *Yersinia enterocolitica*.

Jan. ADM becomes a sponsor of “This Week with David Brinkley” on Sunday ABC TV, with 4.4 million viewers.

Jan. Soyfoods Unlimited in California introduces tempeh burgers and ships them air freight to East Coast markets; Pacific Tempeh in California follows suit.

Feb. Yuba is first produced and sold commercially in the Western world by Ken Lee of Soyfoods of America, in Duarte, Southern California. Trial production had begun in Nov. 1981.

Feb. *Soyfoods* magazine No. 6 (yellow cover) published.

Feb. Many large ads run by San-J (tamari), New England Soy Dairy, and Legume in major national trade journals.

Feb. Unicorn Restaurant in Miami, Florida, has \$15,000 gourmet, soy / natural foods banquet to welcome chef Ron Pikarski, who makes elegant tofu dishes and carves a swan from soy butter.

Feb. Nasoya buys \$50,000 Kutter vacuum-packaging machine, which helps to popularize this packaging style for tofu.

March. *Tofu Fantasies*, by Juel Andersen published by Creative Arts.

March. USDA issues new school lunch regulations, fails to approve tofu for use.

March. Inaccurate, damaging article on iron binding by soy proteins appears in San Francisco Chronicle and Los Angeles Times.

March. Fifteen soyfoods companies exhibit at Natural Foods Expo, Anaheim, CA. Richard Leviton gives key speech. 5,000 visitors see expo. Pacific Tempeh unveils new full-color tempeh burger poster.

March. Auenland Tofu und Soja Produkte (Prien-Chiemsee, Germany), founded by Peter Wiegand, starts to make 7 tofu products from day one: (1) Tofu Pizza, Tofu; (2) Apple Tart, or Tofu Slices; (3) Tofunafish Salad or Tofu Salad; (4) Tofu Mayonnaise; (5) Tofu Burger (Ready-to Eat, Vacuum Packed); (6) Auenland Tofu; (7) Baked Tofu Sandwich. Peter had learned how to make tofu at Wildwood Natural Foods, Fairfax, California.

March. Cauldron Foods Ltd. of Bristol, England, founded by Philip Marshall and Peter Fagan, starts making: (1) Tofu: Soy Bean Curd; (2) The Bristol Vegetable Burger (Meatless Tofu Burger); (3) The Bristol Chilli Burger (Meatless Tofu Burger); (4) The Bristol Nut Burger (Meatless Tofu Burger).

March. Big increase in European soyfoods companies; there are now eleven.

March. Name of *The Beanfield* newsletter changed to *Soyfoods Monthly*.

March. Great Eastern Sun trading company founded in North Carolina by Barry Evans.

April. At New York's International Food Show, Quong Hop, Yeo's, and President brand soymilks, and Veda's Bayou Delights (tofu / tempeh pot pies) exhibit. ADM serves soy isolate ice cream and soymilk.

April. Quong Hop unveils its new Soy Deli marketing concept for retail using posters and tofu entrees sold frozen.

April. Jack's Beanstalk in Utah does creative work at introducing tofu to institutions. Develops 30 bulk recipe cards scaled to 100 servings.

April. ADM unveils work with glucono delta-lactone (GDL) and soy isolates in making tofu.

April. *Toyo Shimpō*, Japan's tofu newspaper, gives extensive coverage to upcoming Soyfoods Come West conference in Seattle, Washington.

May. Island Spring releases two 5-minute color video tapes demonstrating tofu cooking for showing in supermarkets.

May. Public schools in Hawaii are granted permission to use tofu in meals.

May. *Soyfoods Directory and Databook*, (1st ed.) by Shurtleff and Aoyagi published by Soyfoods Center, the first book of its type listing all soyfoods companies and industry and market statistics, 21 pages. Based on many phone interviews with company owners. Second edition published in June as *Soyfoods Industry: Directory and Databook*, 52 p.

May. William Shurtleff and Mark Fruin receive a grant from Kikkoman to write a book on soy sauce.

May. *Cook with Tofu*, by Christina Clarke is 2nd runner-up in R.T. French's Tastemaker awards for cookbooks.

May. Clearway Tofu sponsors the first Mother's Day Tofu Fair in Santa Cruz, California, with tofu recipe competition, music, and prizes.

June. Vitasoy USA runs color display ads for soymilk on San Francisco buses.

June. Kibun of Japan exhibits four flavors of soymilk in Tetra Pak cartons at National Restaurant Show in Chicago, Illinois.

June 16. *The New York Times* runs an article on Dieter Hannig, Director of Food Research for Hilton Hotels. His many tofu recipes on microfiche are sent to 86 Hiltons worldwide.

June. *Bestways* magazine begins a 3-part series on soyfoods by Bonnie Mandoe.

June. *The Soy Dairy: A Way to Save the Small Farm*, by MacCormack published by Sunbow Farm.

June. *The Book of Nigari Technique* (in English) published by Yoshikawa Kagaku in Japan.

June. Metta Tofu Products in Denman Island, BC, Canada, introduces Frozen Buddha soymilk ice cream.

June. Haarmann & Reimer debuts flavors for tofu and okara at IFT convention in Las Vegas.

June. Royal American Foods is launched in Kansas City, Missouri, with \$1 million startup capital to sell TVP entrees, tofu-like products via multi-level marketing system.

June. Granny Goose Potato Chips does extensive radio advertising in California for a new potato chip. Ad makes frequent, positive reference to tofu. First national radio ads mentioning tofu.

June. Farm Foods presents Ice Bean at American Booksellers Convention at Anaheim, California, along with previews of their new tofu cookbook.

July. "Discover Tofu" published by *Cosmopolitan* magazine.

July. Farm Foods receives a U.S. trademark for "Ice Bean" as a soy ice cream.

July. Bob Davis of Light Foods excites NNFA convention in New Orleans, Louisiana, with debut of Light Links, the world's first tofu hot dogs.

July. Eden's Orchard tofu / soymilk ice cream introduced in New York by Heller Enterprises.

July. Richard Jennings announces a new formula for okara / barley tempeh; later purchases Southwest Soyfoods, relocates company in Santa Fe, New Mexico. Continued.

1330. *SoyaScan Notes*. 1982. Chronology of soybeans, soyfoods and natural foods in the United States 1982 (Continued) (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued. July. Turtle Island releases liquid tempeh starter to industry.

July. *Soyfoods* magazine No. 7 published by Richard Leviton, with 4-color cover (brown border) and glossy paper.

July. Bean Machines introduces its new Continuous Pressurized Slurry Cooker. July. *Tofu: Einladung ins Schlaraffenland* (Tofu: Introduction to the Land of Milk and Honey), by Walter Daenzer published by Verlag Bewusstes Dasein in Zurich, Switzerland (in German). Europe's third tofu book.

July. *Using Tofu, Tempeh & Other Soyfoods in Restaurants, Delis & Cafeterias*, by Shurtleff and Aoyagi published by The Soyfoods Center.

July. Soyfoods Come West, the Fifth Annual Soyfoods Convention and Expo, in Seattle, Washington, draws 250 people from 12 nations and makes a profit. Plans are made for a new tofu trade group to represent the larger manufacturers. Gary Barat of Legume and Steve Snyder lead this effort to break away from SANA.

July. *Diet for a Small Planet*, by Frances Moore Lappe, a completely revised edition, published by Ballantine Books. Over 2 million copies of the book have been sold since 1971. The new edition contains many new soyfoods recipes, including 8 tofu and tempeh recipes submitted by Shurtleff and Aoyagi as part of a recipe contest.

Aug. The BBC of London, England, runs a 30-minute program on the U.S. tofu industry and market.

Aug. "Why Are Soyfoods Catching On?" by Judy Brown published in *Whole Life Times*.

Aug. Soy Protein Council in Washington, D.C. releases filmstrip on soy proteins.

Aug. *Tofu, Tempeh, Miso & Other Soyfoods*, by Richard Leviton published by Keats. 32 p., 15,000 copies printed.

Aug. Mexico announces that it can no longer meet its foreign debt repayment obligations. The first major debtor nation to do so.

Sept. New England Soy Dairy launches herb and spice preflavored tofu in colorful boxes. This is an important innovation in tofu packaging.

Sept. Miyako / Cold Mountain Miso in Los Angeles moves into new plant, has \$15,000 reopening party.

Sept. Dr. C.W. Hesseltine, at USDA Northern Regional Research Lab., receives \$50,000 research grant to study shelf life of tofu, tempeh, miso.

Sept. *Soyfoods Labels, Posters, and Other Graphics*, compiled and edited by Shurtleff and Aoyagi, published by Soyfoods Center. 185 p.

Sept. Soyfoods Unlimited runs full-page color ads for tempeh burgers in national magazines: *Vegetarian Times* and *New Age*.

Sept. Richard Leviton plans to move to Ann Arbor [Michigan]. Steve Fiering offers to recapitalize Soyfoods magazine and buy typesetting equipment. Plan dropped by Fiering in October.

Oct. Legume Inc. has its first of many public stock offerings (IPO); raises \$100,000 from sale of stock plus \$100,000 from a loan. Legume thus becomes the first of the new wave of soyfoods companies to be publicly owned. In Nov. 1983 Legume raised \$600,000 more, two-thirds from sale of stock and one-third from debt.

Oct. Richard Leviton does "Soyfoods in the Heartland" nationwide tour with 13 programs, 11,000 miles. Net loss of \$300 but lots of fun.

Oct. *Tofu Cookery*, by Louise Hagler published by The Farm's Book Publishing Co.

Oct. *Tofu Cookery* by Fusako Holthaus published by Kodansha, New York. Japan's first tofu book aimed at the American market. Both this and the Farm's tofu book are America's first tofu books with color plates.

Oct. Beatrice Wittels' CSC sponsors World Food Day in Philadelphia, with speech by Richard Leviton and soyfoods banquet. 200 people, including a Pennsylvania senator, attend.

Oct. South River Farm Miso Co. opens in Massachusetts as the nation's second Caucasian-run miso manufacturer. It was formerly Ohio Miso Co.

Oct. "The Hilton Hotel's Gourmet Tofu Dishes" by Clare Barrett published by *Vegetarian Times*. Dishes made from Dieter Hannig's tofu recipes are shown in full color.

Nov. Unicorn Restaurant in Miami, Florida, prepares three tofu turkeys for Thanksgiving Day.

Nov. Restaurant Business magazine praises Legume products as "tasty, superb."

Nov. Whole Life Expo held in New York. Farm Foods gives speech on soyfoods.

Nov. "Mainstreaming Soyfoods" by Richard Leviton published by *Vegetarian Times*.

Nov. Campbell Soup makes offer to buy Legume stock. Quaker Oats is reported to make tender to buy any of America's largest tofu makers. But nothing happens.

Nov. Pacific Tempeh introduces nitrogen-flush vacuum packaging for tempeh.

Nov. Well Bean Soy Deli in Santa Cruz changes its image to "Fast Natural Foods" after soy deli sales sag.

Nov. *East West Journal* publishes article on The Bridge tofu company in Connecticut.

Nov. Lane County Natural Foods Assoc. sponsors large, Natural Horizons Expo in Eugene, Oregon. Richard Leviton gives speech. Surata Soyfoods and Devi's Country Soy Sausages (both of Oregon) have exhibits.

Nov. *Quick & Easy Tofu Cookbook*, by Yukiko Moriyama published by Joie in Japan. Aimed at American market; over 400 full-color photos but poor English translation.

Nov. *La Magie du Tofu* (The Magic of Tofu), by Tremblay and Boyte published by Stanke in Montreal. Canada's first original tofu cookbook. It becomes a best-seller.

Nov. *Le Plaisir de la Cuisine au Tofu* by Marie Poirier published by Unisoya in Quebec, Canada.

Nov. *Cooking with Tempeh*, by Claire Seguin published by Higher Ground Press. America's second tempeh cookbook.

Nov.—Thomas Karas und Ingeborg Taschen start making SoyaStern Tofu in Siegburg, West Germany. The company is renamed Soyastern Naturkost GmbH in Dec. 1985. By 1987 they are the country's largest tofu manufacturer, making 4,000 kg/week.

Dec. Robert Davis of Light Foods helps establish a soup kitchen in St. Louis [Missouri]; will provide okara and tofu scraps free of charge to the city's indigent.

Dec. Nasoya restyles their tofu dips as "Vegi-Dips" in new containers.

Dec. Soyfoods of America runs \$2,800 large display ad in Los Angeles Times (circ. 1 million) with tofu recipes.

Dec. *Washington Post*, in the Style section, says frozen yogurt is "Out" and frozen tofu desserts are "In."

Dec. Swan Gardens, Miami, after 3 years of R&D, announces informally that it has three flavors of “meltable” cheeselike tofu. It is introduced as Soya Kaas in Feb. 1986.

Dec. *Le Tofu dans le Cuisine Macrobiotique*, by Eddie H. Hara published in France by Editions de la Maisnie.

Dec. Since 1974, 25 books on tofu have been published in the U.S. In 1981 and 1982 publication of books on tofu in North America and Europe reaches its peak, with 12 published each year.

Dec. There are seven brands of tempeh burgers on the market; four brands of frozen tofu ravioli; 8 brands of soy ice creams.

1331. **Product Name:** Natto Miso (Aged & Fermented Soybeans with Kombu & Ginger).

Manufacturer’s Name: Eden Foods, Inc. (Importer from Muso). Made in Japan.

Manufacturer’s Address: Clinton, MI 49236.

Date of Introduction: 1982 December.

Ingredients: Barley miso–soybeans, barley, water, sea salt, and *Aspergillus oryzae* (Koji)–barley malt, kombu (edible seaweed), ginger.

Wt/Vol., Packaging, Price: 22 lb (10 kg) plastic tub. Retail for about \$80 (1/92, Boulder, Colorado).

How Stored: Shelf stable.

New Product–Documentation: Richard Leviton. 1984. *East West Journal*. April. p. 20. “The organic Garden of Eden.” In 1982 Eden imported 25 container loads (each weighing 35,000 lb) of Japanese natural foods, including natto miso and buckwheat miso.

Eden Foods catalog. 1987. Nov. Includes: Natto miso “Kinzanji.”

Talk with Scott Stoltz of Nederland, Colorado. 1992. Jan. 6. This product has been available from Eden for at least 6 years. The price in stores is typically about \$6/lb. He reads off the ingredients and container type.

Label sent by Scott Stoltz. 1991. 8 by 6 inches. Self adhesive. Black, red, and green on white. Multi-colored Eden crane logo and green sprouts logo. “A condiment with a sweet, spicy flavor. Use on grains, noodles, mochi, beans, vegetables, and as a spread or dip.”

1332. **Product Name:** Eden Tamari: Natural Shoyu.

Manufacturer’s Name: Eden Foods, Inc. (Importer). Made in Japan.

Manufacturer’s Address: Clinton, MI 49236.

Date of Introduction: 1982 December.

New Product–Documentation: Ad in *Vegetarian Times*. 1982. Dec. p. 24. “What was once a flight of fancy... Natural Soy Sauce (Tamari).” Ad in *Soyfoods*. 1984. Summer. p. 37. “Just the Best.” This label is confusing; the product is actually natural shoyu, not tamari.

1333. **Product Name:** Eden Hacho Miso, and Soba Miso.

Manufacturer’s Name: Eden Foods, Inc. (Importer). Made in Japan.

Manufacturer’s Address: Clinton, MI 49236.

Date of Introduction: 1982 December.

New Product–Documentation: Ad in *Vegetarian Times*. 1982. Dec. p. 24.

1334. Eden Foods, Inc. 1982. George Ohsawa first introduced “tamari” to North America. The product he gave us was a traditionally brewed SHOYU... (Ad). *East West Journal*. Dec. p. 11. Also in *Vegetarian Times*, Jan. 1983, p. 36.

• **Summary:** “..., made of soybeans, wheat, water & sea salt, fermented for many months and pressed.

“He called it Tamari because he thought that Shoyu was too difficult a word for Westerners to say and because it would differentiate Shoyu from commercial, chemical soy sauces.

“In Japan, Tamari is the by-product of making soybean miso, from soybeans, sea salt, and water. A very small amount of this is made compared to the amount of Shoyu brewed. In Japan, Tamari is most commonly used in food processing while Shoyu is used in cooking and on the table. Both are excellent foods. The original ‘Eden Tamari-Shoyu’ is macrobiotic soy sauce. This is the product Eden has marketed as Tamari since 1967, because George Ohsawa called it ‘Tamari.’

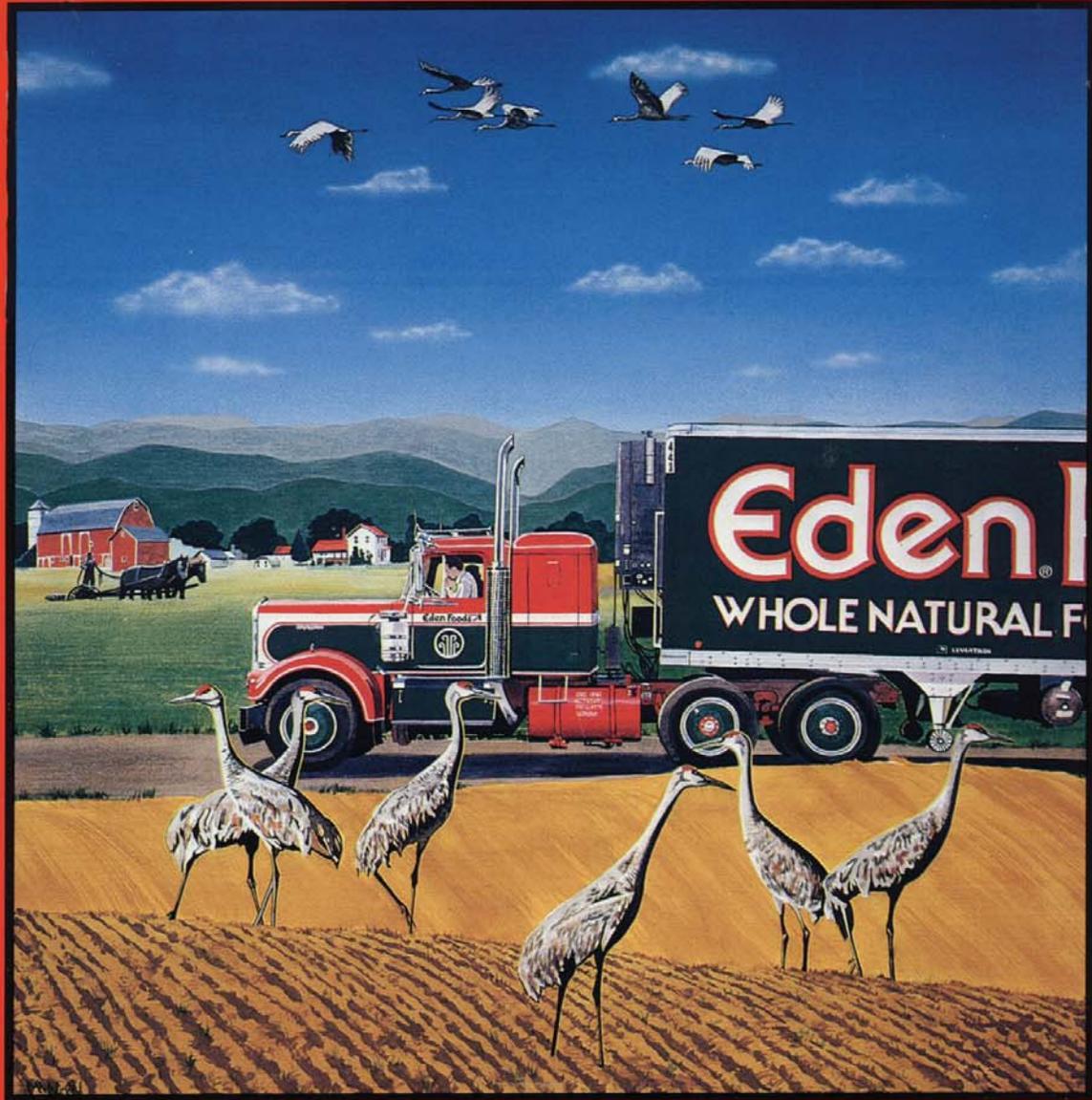
“Recently, real Tamari (Wheat Free) has been imported into the U.S.A. Mr. Ohsawa did not anticipate this. Now there are two products on the market being called Tamari. Shoyu & Tamari”

Note: This is an early macrobiotic effort to distinguish between tamari and shoyu. “Eden offers: Tamari Natural (Shoyu) Soy Sauce and Tamari Wheat Free.” Address: Clinton, Michigan 49236.

1335. Eden Foods, Inc. 1982. Catalog 1983. 701 Tecumseh Rd., Clinton, MI 49236. 70 p.

• **Summary:** “Founded in July 1967, Eden Foods began as a small retail outlet of macrobiotic foods in Ann Arbor, Michigan.”

Contents: Organic certificate. History. Terms and policies. Whole grains. Beans. Flour. Pasta. Cereals and granolas. Packaged dinners & beans. Mixes. Oils–unrefined. Vinegars. Shoyu-tamari. Miso. Seaweed. Oriental vegetables & special foods. Ume plum products. Nuts & seeds. Snacks & dry roasted nuts, Nut & seed butters. Fruit jams. Apple butter & sauce. Dried fruit. Juices & drinks (incl. Edensoy natural soy milk). Sweeteners. Condiments. Sauces. Pickles. Baking & cooking. Crackers & chips. Rice cakes. Tea. Candies. Cheese. Herbs & ginseng. Body care. Vitamins & supplements. Cooking utensils. Books. Recipes. Advertisers (in alphabetical order): Arrowhead Mills. Barbara’s Bakery, Inc. Chico-San Inc. Eden Foods, Inc. Edward & Sons. Honey



1983 CATALOG

Eden®



Eden® Foods, Inc. Clinton, MI 49236
(800) 248-0301

Eden® Foods, Inc., Clinton, MI 49236 (800) 248-0301 TELEX: 5104505400 EDENWTDCINO

Pure Corporation. Owls Head Mountain Bakery. Rosewood Farms. Timber Crest Farms. Vicco. Weleda. Wizard Baldour (Linden's Elf Works; Hot Stuff). Address: Clinton, Michigan. Phone: 1-800-248-0301.

1336. Eden Foods, Inc.; Muso Shokuhin. 1982. What was once a flight of fancy... (Ad). *Vegetarian Times*. Dec. p. 24.
 • **Summary:** This full-page color ad shows the colorful Muso crane logo flying at the top. Across the bottom in bold letters is written "Eden." The page is filled with boxes of macrobiotic natural food products imported by Eden from Muso in Japan. These include: Bulk miso, bulk kuzu, ramen, bulk sea vegetables, bancha tea, natural soy sauce (tamari), umeboshi, soba miso, Hacho miso, and vegetable brush. In the background is a landscape of terraced rice paddies. Address: [Clinton, Michigan].

1337. Thompson, Gerry. 1982. Impressions of a visitor to Vega from outer space. *GOMF News (Oroville, California)*. Dec. p. 1-2.
 • **Summary:** In October I attended a course at Vega House, and I'd like to tell you about it. I come from a far-off planet called Belfast [Ireland]. Contrary to common belief, there is intelligent life on it and people can read about West Coast Macrobiotics. Nonetheless, the experience was not what I expected. First of all, it was Fun. Fun is something we are sometimes short of at home, especially in connection with macrobiotics. I like it though. Getting up in the morning was fun, sotai (or exercise) was fun; then meditation was fun and so was 'brunch,' then cooking class, dinner, and evening class with Herman. It was all fun.

"But the content was there too. We got through a lot of stuff information, technique, and food. We got through a lot of food—especially rice cakes. Maybe too many rice cakes. I think I could live without seeing another rice cake. They come from Chico-San in Big Boxes, and they're Omnipresent. They fill up those little gaps between other things, and they 'drop quickly.'

"Then there was Variety. Variety is something else I don't always see a lot where I come from, but Vega's got it. I only attended for one week of a three-week session, but we did a lot of different things. What a variety of different dishes we learned how to cook, and what a lot of different subjects we studied.

"In just a couple of hours, Cornellia would have us transforming a confusing pile of materials into an elaborate meal. And there was no standing around watching—you were doing it yourselves, and with great energy too. Somehow, she manages to pull it all together, no matter how diverse or spaced-out you all might be. And she almost manages without comprehensible language. I don't know what she uses instead—it must be a combination of example and ESP. It works, anyway.

"In Herman's lecture there was always something

different, something new even if you had studied it before. One day it would be diagnosis, and you would learn how to choose your wife or husband: narrow eyes if you wanted to be dominated; ears sticking out if you like someone who's picky and fussy; large ears for a good housekeeper, small ones if you prefer a spendthrift (one way to get more yang).

"The next day it might be macrobiotic medicine, and perhaps re-learning the fact that being well is normal, natural, and easy; ill-health is the thing that is strange. So you don't 'make yourself well'—you 'let yourself return to health.' After class, you can spend a sleepless night pondering on why you are so keen, in that case, to hold onto your sickness.

"Another time you may study hand-reading: is the person next to you 'Miss Right' or 'The Girl of Your Dreams'? Are you going to be rich or famous, or both, or neither? Would you make a good gambler? All this and more is covered, with no holds barred, and no need for crossing palms with silver. Curiously, though, the lesson was always the same: Living with someone unsuitable? Then eat well. Creating difficulties for yourself? Eat well too. Barking up the wrong tree in life, or firmly fixed on the right course with clear vision? Still eat well and chew all the more!

"Sometimes the subjects were quite spontaneous. You might come back from watching the salmon in the river and bring up the subject. After all, Herman is something of an authority on it. He even reminds you of one, with the silvery sheen in his head of hair, his hooked nose and downturned mouth, that general angularity and most of all the strong sense of direction, single mindedness and purpose. (Hope you don't mind the analogy, Herman.)

"So it was all pretty flexible, and the learning and teaching wasn't limited to class-time either. Over a meal you might ponder on why ancient Chinese feast days always seemed to be on days with odd numbers (January 1st, May 3rd, September 11th and so on). Over a late-night binge, conversation could well turn to how the same is true of Beethoven's most popular symphonies. And incidentally, was *The Pastoral* the product of a great meat-eater?

"The Anecdotes and Reminiscences Department is very strong at Vega. What a good stock of stories there is, and how freely they are distributed. Always they are educational, and usually hilarious as well.

"Nothing seemed to be too secret or too sacred. You learnt how Cornellia would jump up in the middle of the night swearing that someone else was in the room, but it was only the ashes and bones of the first Mrs. Aihara lurking under the bed. Then you might hear about different people who had stayed at the house from time to time—like the man who stayed for three years and never took a bath, until in the end he was involuntarily baptized; or the one who spent all his time permanently meditating, and claimed each morning that George Ohsawa and God (in that order) had been talking with him. Then there was the local person who wouldn't

leave home for four years; when visited, he would put a blanket over his head for extra security. But macrobiotics could help get through all this; the last man is now a travelling salesman! (Everything changes into its opposite.)

“And did you know that Herman’s first bingeing was stealing molasses from his father’s store? Or that he later changed his name and lived underground for a while? And that the reason Chico chosen when the early Macrobiotic Pioneer Settlers came out to the Wild West was because that was Cornelia’s original name? I didn’t.

“On top of all this, there was Adventure. You never knew what Cornelia was going to suggest next, and you had to be careful about making joking suggestions because they might be taken up. Someone joked about going to San Francisco for the day (nearly, a four-hour drive); two minutes later we were making rice balls for the journey—and intending to get back for the evening lecture. None of your stay-at-home academic claustrophobia here. Other field trips took us to the Chico-San factory, whence rice cakes are sent as far afield as England, Sweden, and Australia, and where Carob Coatings now made their presence felt; and to the Ponce Bakery, which makes what I can safely say is The Best Bread I Have Ever Tasted. (The pastries are a bit dangerous, though.) All flour is freshly ground, and no yeast is used. Monsieur Ponce told us how yeast was once tried in another product, and how they couldn’t understand why the sourdough they made alongside it was behaving so strangely. Now we all knew better. All this, and breadmaking lessons from Jacques de Langre too! He, Ponce and baker Daniel Collin look just like so many stalks of wheat the ultimate yin constitution. But what earlobes!

“The other trip was to the George Ohsawa Birthday Picnic. Amazing foodstuffs were brought by one and all, and after a brief ball game and talk we tucked in. My only reservations concerned the percentage of baked foods and the speed with which people disappeared when everything was eaten. Was there a connection, one wondered? Something to be learnt, anyway.

“I’m still not sure how this all fitted into just one week of the three-week course. Yet there was still time for the other things one looks for—Contemplation, Stillness, Inner-Development or whatever you like to call it. In fact the very first thing each day was Cornelia asking everyone about any problems. There was a great feeling of intimacy and togetherness.

“Does it all sound a bit euphoric? Well of course there were difficulties too. (But I won’t tell you about them—you can discover your own.) What more could one ask?”
Address: GOMF, 902 14th St., Oroville, California 95965.

1338. **Product Name:** Eden Organic Amazake.
Manufacturer’s Name: Eden Foods, Inc. (Importer). Made in Japan.
Manufacturer’s Address: 701 Tecumseh Rd., Clinton, MI

49236.

Date of Introduction: 1982.

Ingredients: Spring water, organically grown brown rice, koji (*Aspergillus oryzae*), sea salt.

Wt/Vol., Packaging, Price: 8.8 oz (250 gm) stand-up retort pouch.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Talk with Bob Schiering. 1988. Jan. 21. He will send info on this product which is apparently imported in a retort pouch. Talk with Ron Roller. 1988. Feb. 23. Eden Foods starting importing this amazake concentrate in 1982. The manufacturer in Japan is not known. The package is sold in an 8.8 oz (250 gm) retort pouch. In 1987 they imported about 2160 pouches, or 143 gallons. Very small. Their wholesale price to distributors is \$2.10, so that it each pack probably retails for at least \$3.70. Since the product is diluted with 2-2.5 parts water, this is not as expensive as it seems. It can be used full strength as a sweetener. Label. 1987. 4.5 by 6 inches retort pouch. Silver, purple, white, and black on maroon, with colored stork holding the Muso sign. “Concentrated grain sweetener. Made of cultured organic brown rice.” 14-line description of product and recipe for “Macro” Oatmeal Cookies on back.

1339. **Product Name:** Vegetarian Baked Beans with Miso.

Manufacturer’s Name: Health Valley Natural Foods.

Manufacturer’s Address: 700 Union St., Montebello, CA 90640.

Date of Introduction: 1982.

New Product–Documentation: Shurtleff & Aoyagi. 1983. The Book of Miso. 2nd ed. p. 239.

1340. **Product Name:** Corn Chips with Miso.

Manufacturer’s Name: Health Valley Natural Foods.

Manufacturer’s Address: 700 Union St., Montebello, CA 90640.

Date of Introduction: 1982.

New Product–Documentation: Shurtleff & Aoyagi. 1983. The Book of Miso. 2nd ed. p. 239.

1341. **Product Name:** Amazake.

Manufacturer’s Name: Infinity.

Manufacturer’s Address: Jamaica Way, Boston, Massachusetts.

Date of Introduction: 1982.

Ingredients: Incl. rice, water.

How Stored: Refrigerated.

New Product–Documentation: Talk with José Antunes, owner of Smoke & Fire Natural Foods, Inc. in Great Barrington, Massachusetts. 1998. July 14 and Sept. 16. He began studying macrobiotics in 1974 in Portugal. After he got out of the air force (in Africa), while he was sick with typhus and in the hospital for several months, he read a book by Georges Ohsawa. He continued his studies at

the Community Health Foundations and Kushi Institute in London, England, in 1974-76 with Bill Tara; there he first learned about tofu and amazake. Then he studied in Boston. Being very independent, he wanted to create his own business. He had learned how to make amazake at cooking classes in the Kushi Institute in Boston. So in about 1981 or 1982 in Boston, he and his ex-wife, Melissa Crane Morehouse, started making amazake at their home on Jamaica Way and selling it at the first Erewhon store and the first Bread and Circus store. Their amazake business was named Infinity, and it lasted for only about eight months. The product sold well, but the process was very labor intensive.

1342. Product Name: Tamari Shoyu: Natural Soy Sauce.

Manufacturer's Name: Pure & Simple, Inc.

Manufacturer's Address: P.O. Box 1235, Corona, CA 91720. Phone: (714) 371-4210.

Date of Introduction: 1982.

Wt/Vol., Packaging, Price: Bottle.

New Product–Documentation: Poster. Ad (full-page color) in *Natural Foods Merchandiser*. 1982. "Bland Aid." Shows 3 sizes of bottles amidst many other bottled products on shelves: 5 fl. oz, 1 pint, and 1 quart. Each has a round red rising sun in the center against a light gold background. "Tamari" is written against a red background and "Shoyu" against a green one.

1343. Pure & Simple, Inc. 1982. Bland aid (Poster and ad). P.O. Box 1235, Corona, CA 91720. 1 p.

• **Summary:** This full-page color poster and ad (copyrighted 1982) shows various sizes of many products in the Pure & Simple line. Three different sizes of Tamari Shoyu are shown (5, 16, and 36 oz glass bottles), each with a red, green, and gold label.

This ad also appeared in 1983 in *Bestways* (Feb., p. 55) and in 1984 in *Natural Foods Merchandiser* (July, p. 89). Address: Corona, California.

1344. Product Name: Pasteurized Tofu: Firm Style.

Renamed Organic Tofu: Firm Style by 1992.

Manufacturer's Name: Stow Mills (Distributor).

Manufacturer's Address: Brattleboro, VT 05301.

Date of Introduction: 1982.

Ingredients: Filtered water, organic soybeans, nigari (a salt-free sea mineral, magnesium chloride).

Wt/Vol., Packaging, Price: 16 oz. Retail for \$1.19 (7/92, Maryland).

How Stored: Refrigerated.

Nutrition: 7/92. Per 4 oz.: Calories 120, protein 13 gm, carbohydrates 3 gm, fat 6 gm, cholesterol 0 mg, sodium 9 mg.

New Product–Documentation: Label. 1982, undated. 4 by 4.75 inches. Plastic film. 4 color featuring blue, green, red, orange, yellow and white on clear plastic. Picture of plate

with broccoli, carrots and tofu with card which says, "100% Natural." Package says, "No Chemicals. No Cholesterol. No Preservatives. Low in Sodium. Low in Calories. High in Protein."

Product with Label purchased at Fresh Fields, Rockville Pike, Maryland. 1992. July 20. Label is 4 by 6 inches.

Blue, black, green and orange on white. "Creamy texture.

No cholesterol. No chemicals. No preservatives. 100% natural. Low sodium. Low calories. High in protein. High in calcium. Refrigerate 34-38°F. Vacuum packed for freshness."

Ingredients: "Filtered water, organically grown soybeans, natural calcium chloride Nigari—a naturally occurring mineral coagulant, not a preservative." Distributed by Stow Mills, Chesterfield, New Hampshire 03443.

1345. Product Name: Organic Shoyu.

Manufacturer's Name: Westbrae Natural Foods (Importer).

Made in Japan by Sendai Miso-Shoyu Co.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: 415-658-7518.

Date of Introduction: 1982.

New Product–Documentation: Label, color. Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. *Soya Bluebook*. 1986. p. 105.

1346. Jeavons, John. 1982. How to grow more vegetables than you ever thought possible on less land than you can imagine. Berkeley, California: Ten Speed Press. xv + 160 p. Illust. No index. 28 cm. First ed., 1974, published by Ecology Action of the Mid-Peninsula. [405* ref]

• **Summary:** This pioneering and influential book is based on the biodynamic/French intensive method of gardening to produce high yields. Jeavons' method is based on careful collection of data concerning inputs and yields from each crop. Contents: Preface. Introduction. History and philosophy. Bed preparation. Fertilization. Compost. Seed propagation. Making the garden plan. Companion planting. A balanced natural backyard ecosystem and insect life. Bibliography.

Soybeans play a key role in this method. For information on soybeans, see p. 76-79, 129. They may be harvested "green or hulled, dry." The soybean "Grows with anything, helps everything." "The Common Ground Garden was started in Palo Alto [California, by Ecology Action] in 1972 to find the agricultural techniques that would make food raising by small farmers and gardeners more efficient. We have come to call the result 'mini-farming.' Mini-farms can flourish in non-agricultural areas... After ten years of testing, 'the method' has produced amazing benefits and a lot of work is still to be done. Yields can average 4-6 times that of U.S. agriculture and range on up to 31 times... Energy consumption, expressed in kilocalories of input, is 1/100 that used by commercial agriculture... Nitrogen fertilizer use is less than 1/2 or less that used commercially." Alan

Chadwick was a key mentor in the project. In May 1972, Syntex Corporation offered 3.75 acres of their grounds in the Stanford Industrial Park at no cost and all the water needed for the project. Address: Ecology Action of the Midpeninsula, 2225 El Camino Real, Palo Alto, California.

1347. The land & its people, 1876-1981: Deaf Smith County, Texas. 1982. Deaf Smith County, Texas: Deaf Smith County Historical Society. 652 p. See p. 610-11.

• **Summary:** On pages 610-11 is a very interesting article on the history of Arrowhead Mills, by J. Frank Ford. It begins: “The foundation of the success of Arrowhead Mills was laid by Dr. George Heard [a dentist] and others during the late 1930s and the 1940s. Much favorable publicity on the quality of our Deaf Smith County soil and water resulted from these early pioneers’ efforts.

“After World War II, David Rodgers started a small milling operation at Dawn [an unincorporated community in eastern Deaf Smith Co.]. In the 1950s this was bought out by Henry Turner, who became one of the founders, and the first president of Arrowhead Mills in 1960.

“George Warner was one of those who saw the vision for a whole food company, and provided much of the guidance for the company’s growth in the 1970s, serving as president and working with farmers to obtain the highest quality grains for a premium market.

“Frank Ford, a wheat farmer in Deaf Smith County, had always been that kind of farmer who felt himself to be a partner with his land rather than its master. The kind who helped his land to perform its natural task in a natural way instead of exploiting it unnaturally.

“Out of that deep respect for the natural ways of things also came his knowledge that whole wheat flour is far superior in nutrition and taste to other flours commonly used. Arrowhead Mills was begun in an old rail car and small milling building on Tierra Blanca Creek. Eight used grain bins served as storage.

“In an old pickup and trailer, Frank delivered flour and corn meal ground with a 30-inch stone grinder. It was seven years before the little enterprise broke even financially. Now, the whole food company, Arrowhead Mills, is a multi-million dollar food business operating out of a 20-acre complex...”

A photo (p. 611) shows an excellent aerial view of the Arrowhead Mills complex.

Note: The Deaf Smith County Museum has an old stone grinding mill that was used in grinding grain by Rodgers Grain Co. which became Arrowhead Mills in 1960. The stone was bought second-hand in the 1940s by David Rodgers and donated by Frank Ford / Arrowhead Mills in 1967.

1348. Weaver, Dusk; Weaver, Willow. 1982. Sunburst: A people, a path, a purpose. The story of the most provocative communal group in America today. San Diego, California:

Avant Books. xiii + 176 p. Illust. Portraits. 23 cm.

• **Summary:** This book is basically a journal, kept by the authors from 29 March 1978 to Christmas 1979; while it gives details of daily life in the Sunburst community, it gives only limited help in understanding the context and larger picture (which are well described at “Sunburst community” on Wikipedia, Feb. 2008). During 1978-79 Sunburst was a spiritual community located on 5,000 acres in the mountains at Tajiguas above Santa Barbara, California (adjacent to the home and ranch of President Ronald Reagan). The 250 members, whose religion was a mixture of Christianity and mysticism, practiced meditation, and cultivated large, organic gardens, and lived a unique, wholistic lifestyle. In 1980 the community was America’s largest distributor of organically grown produce, earning some \$16 million through its 12 wholesale and retail outlets in five cities (p. ix). The community also created *The Sunburst Family Farm Cookbook*.

An appendix, dated 3 March 1982, and titled “Ten American eclectic communities” gives a description of each of the following: (1) Koinonia Partners, Americas, Georgia (Founded 1942, refounded 1968). (2) Ananda, Nevada City, California (Founded 1967). (3) The Farm, Summertown, Tennessee (Founded 1971). (4) Kayavarohana, St. Helena, California (Founded 1977). (5) Renaissance Community, Turners Falls, Massachusetts (Founded 1968). (6) Moniteau Farm / The Spiral Inn, Jamestown, Missouri (Founded 1976). (7) Cornucopia, St. Mary, Kentucky (Founded mid-1970s). Excell in Expression, Colorado (Founded 1930s in Canada). Abode of the Message, New Lebanon, New York (Founded 1974). The Love Family, Seattle, Washington.

The last chapter, “In Closing,” dated 16 March 1982, explains that in Sept. 1981 the community secured a large property they had long sought by exchanging equity in Taiguas for a large cattle ranch of 500,000 acres in the high desert of Northern Nevada. To date, only 15 members have moved to pioneer the Nevada settlement. Sunburst Farm and Lemuria Ranch are now for sale. All Sunburst members must be off the Taiguas land by 25 Dec. 1981; it has been purchased by movie star John Travolta. The community’s wholesale foods division, which had grown to become the largest U.S. distributor of organic produce, but had consistently lost money (operated at a deficit), ceased operations (declared bankruptcy?) several months ago. Sunburst’s small Isla Vista store and its Ventura supermarket were sold to private families. The fates of eight existing Sunburst retail outlets are undecided. The community’s bakery discontinued its line of wholegrain breads, but expanded production of other popular products. Through the release of two other Sunburst books, *Return of the Ancient Builders* (autobiography of Sunburst founder Norman Paulsen) and *The Complete Book of Natural Foods* (Shambhala Press). Address: Sunburst community, Santa Barbara, California.

1349. **Product Name:** Meiji Seifun Miso [Mugi, or Kome].
Manufacturer's Name: Chico-San, Inc. (Importer). Made in Japan.

Manufacturer's Address: P.O. Box 810, Chico, CA 95927.

Date of Introduction: 1982?

New Product–Documentation: Crackerbarrel. 1983. Jan. No. 1. p. 1. And Crackerbarrel. 1983. April. p. 5. Meiji Seifun is in Hiroshima.

1350. Chico-San, Inc. 1982? From yesterday comes today's tamari... or, shoyu, shoyu, who's got the shoyu. Chico, California. 10 p. Undated.

• **Summary:** About San-J tamari. Address: Chico, California 95927.

1351. Kennedy, J. Robert. 1983. History of Chico-San and macrobiotics in America (Interview). Conducted by William Shurtleff of Soyfoods Center, Jan. 6. 2 p. transcript.

• **Summary:** Rice cake production started in Canada.

The following are not that important: (1) The conflict over Erewhon buying organic brown rice from the Lundbergs. (2) Erewhon taking away Chico-San's New York market (Bob didn't even know this). (3) Lawsuit (that never went to court) between Chico-San and Lundberg.

The initial contract with the Lundbergs to grow brown rice exclusively for Chico-San was risky for Chico-San; they agreed to pay higher prices if the yield was low. Michio and Paul Hawken tried to get the Lundbergs to break the contract. Bob does not know who went to who. Did the Lundbergs go to Erewhon or vice versa? Why did this happen? Problems arose in the third year of the contract. The first year, the Lundbergs grew only 67-70 acres of brown rice, which Chico-San sold by the end of January. The second year, Chico-San also sold all the rice that the Lundbergs grew. The third year was the fire at Chico-San, and Chico-San was unable to sell all the rice they had agreed to sell. Michio came to California with Aveline and they tried to talk the Lundbergs into selling some organic brown rice to Erewhon. But there was no conflict. Michio used to phone Bob Kennedy at nights in those days asking if Erewhon could buy organic brown rice at no profit to Chico-San. Bob said "no." That is not a conflict, and there were no bad feelings.

There was no lawsuit between the Lundbergs and Chico-San—just some litigation prior to what could have been a lawsuit, concerning the third year and the fire. Chico-San was out of business for almost a year because of that fire, and could not sell all the rice they had contracted to sell that year. The litigation led to changes in the original contract: (1) Chico-San could and would pay for the rice over an extended schedule. (2) The Lundbergs could sell the organic brown rice to other customers.

Why is Chico-San a loner in the natural food industry? They are a manufacturer and importer which uses other

distributors; they do not generally distribute themselves—unlike Erewhon. However now they have some big trucks, used to distribute their own products in the San Francisco Bay Area.

Erewhon was able to take away Chico-San's New York market because Erewhon was price cutting; Kennedy refused to cut prices. Also, Erewhon sold direct to some markets, delivering their own products in their own trucks—unlike Chico-San which generally used other distributors. Many other companies besides Erewhon did this too. Most of those companies are gone now, but Chico-San remains!

Whenever Paul Hawken would talk to Bob Kennedy he always seemed to have a chip on his shoulder [a sort of grievance].

Initially Chico-San had an exclusive agreement with Ohsawa. Chico-San broke that in deference to Michio when Aveline set up Erewhon. This is a big, important point that should not be forgotten.

Ohsawa's first lectures in the USA, in early 1960, were at the Buddhist Academy in New York City.

There were two main reasons the group that formed Chico-San left New York and traveled to California: Rice (most important) and nuclear safety. Ohsawa strongly supported the group's efforts. Ohsawa tried to set up Japanese companies to supply Chico-San, but it was difficult. Then Muso Shokuhin [Muso Foods], in Osaka, came into the picture, and Chico-San started to order from them. Then they went back to ordering from Tokyo. There were some problems between the export companies in Tokyo and Osaka. Ohsawa Japan was the export company and Nippon CI was the educational arm.

The amount of miso and shoyu that Chico-San sells today is proprietary [confidential] information. Chico-San is now in serious talks with some manufacturers in Japan.

Chico-San started to make rice syrup in 1972. Bob traveled to Japan twice, visited some *amé* [rice syrup] makers, and got information on quantities, temperatures, etc. It's a fermentation process.

Chico-San expects to have a new rice cake plant in New Jersey in operation by December 1981. The plant will make only rice cakes but Chico-San will store

warehouse some of its Japanese foods in the plant. The next plant after that will be in Canada, then one in Europe after that. If these are successful, Chico-San will add distribution of Japanese products. They will sell both organic brown rice (from the Lundbergs and from Arkansas) and non-organic commercial brown rice—each clearly labeled.

What are Chico-Sans plans concerning miso and shoyu? In collaboration with Ohsawa Japan, two Japanese makers of miso and shoyu are very interested in coming to the U.S. and helping Chico-San to set up a plant in the U.S. They would provide technical assistance and be part shareholders / investors. Junsei Yamazaki plans to return to the Chico area, possibly this spring. He studied fermentology, so he may be

the process overseer.

In 1961 Chico-San received its first imports from Japan, from Tokyo, from George Ohsawa himself. Previously Herman Aihara in New York had ordered these imports from George Ohsawa. He had received 2-3 shipments before Chico-San was incorporated. George Ohsawa encouraged Muso to get started. Three companies tried to get started and folded before Muso took root. Bob will try to find the details (date and products) of Chico-San's first shipment from Muso. Bob also has George Ohsawa's early correspondence.

Bob would like to read the final draft of Shurtleff's History of Macrobiotics. Peter Milbury will look at it too. Address: Chico, California.

1352. Munson, Judy. 1983. Dining out: The Golden Mushroom (Ad). *Chicago Tribune*. Jan. 7. p. SWC7, or SC7. • **Summary:** The menu of this natural foods restaurant, at 18500 S. Vincennes Ave., compromises with a few chicken, shrimp and tuna offerings, but no white sugar is allowed in the place. The most popular item on the lunch menu is the veggieburger, served stuffed in whole wheat pita bread. Tofu, a food well known to vegetarians, is served scrambled with green onions and sesame seeds.

"For the uninitiated, tofu looks like cubes of chicken breast, but actually is a soy bean curd (soy milk made into cheese). 'It's a perfect food, if you can get used to the taste,' said the chef."

1353. Hawken, Paul. 1983. More history of Erewhon and macrobiotics in America (Interview). Conducted by William Shurtleff of Soyfoods Center, Jan. 16. 2 p.

• **Summary:** The following are Hawken's comments on a draft history of Erewhon, by Shurtleff. Erewhon was not the "General Motors of the natural foods industry." What vanity! By 1980 various natural food distributors had expanded until they were 2-4 times as big as Erewhon—and very profitable. Erewhon was known throughout the industry as being undercapitalized, mismanaged, a laggard, behind the times. Its market share declined from 1973 on. By that time, Landstrom [in Southern California] had crossed over from health foods to natural foods and had sales of \$100 million a year.

Erewhon was not the victim of runaway expansion—unless you mean expansion of new products. From 1973 to 1981 Erewhon barely managed to double its sales—and it did this largely by adding new products such as vitamins, jam, yogurt; these products were in conflict with its basic philosophy of good food. After a while it would sell almost anything, but its core business and market share were declining. Inflation was another major factor that helped to double its dollar sales. There was lots of movement but very little real growth from 1973 to 1981.

The story of the relationship between the Lundberg brothers, Chico-San, and Erewhon concerning organically

grown rice is not well known. Bob Kennedy still does not believe this story. In 1968 [sic, fall 1969; see Hawken 1973, "Erewhon: A biography"], before the Lundbergs signed a rice contract with Chico-San, two [sic, one] of the brothers walked into the Erewhon store in Boston [Massachusetts] and said, "We're growing organic rice; do want to buy some?" Paul said, "Sure." They went back to Chico-San but Chico-San said, "Don't worry, we'll sell the rice to Erewhon." The risks on Chico-San's part were overstated. Paul knows the contract well. The Lundbergs were appalled to see Chico-San's mark-up on their rice; Chico-San basically doubled the price per pound. Paul said he would not buy rice from Chico-San at that price. Though very likeable people, the Lundbergs didn't realize how the contract would restrict them and their market. The Lundbergs put pressure on Chico-San to lower their prices on rice, and Chico-San did. However Paul is sure that Chico-San was unable to sell the volume of rice that it had contracted to buy. And this was long before the fire at Chico-San. So the contract was broken. The Lundbergs had been desperately looking for a way to get out of that contract. During that time Paul had set up Carl Garrich (Lone Pine, Arkansas [in March 1971]) as a grower of organic rice for Erewhon. After the contract was broken, Paul and Erewhon designed the Lundberg's rice bag using a Currier & Ives design. Paul believes that "people should know where their food is coming from." Erewhon had no pretensions of controlling organic rice.

Chico-San had been putting out the word in the rice valley of northern California that they wanted to buy organic rice. It was the Lundbergs, however, who developed a very clever method for growing the rice to Chico-San's basic specifications—no chemicals. The Lundbergs came to Erewhon before actually growing the rice, or at least before harvesting it.

Paul was shocked when he first heard of the contract between Chico-San and Lundberg. By trying to control this rice, Bob Kennedy blew it. Chico-San had an exclusive for only 2 years; it probably expired at the end of the 2nd year, before the fire. Erewhon was definitely buying rice from the Lundbergs before Chico-San burned down.

Chico-San was upset at all the natural food companies up and down the East Coast and even in California—Food for Life, Janus, and others. Erewhon's whole mission was to get good food to the people. Chico-San's rice was expensive because it underwent so many mark-ups. Chico-San had antipathy to all macrobiotics other than their own version. Paul had no antipathy for Chico-San. The Lundbergs deserve the credit.

The issue of Paul's losing his Erewhon stock. This is not correct as written. The macrobiotic movement has a huge gap between the stated goal and the reality. The falling out in which Paul was involved concerned what he viewed as Michio's dishonesty. When Paul came back from Japan, he did not realize that the stock was no longer his. A year later,

when he drew up a stock ownership plan, he said that he wanted his stock back. Michio said he would give it back to Paul but not to the others. It wasn't that clear. He never said "No, you can't have your stock back." Michio is somewhat anti-Semitic and very rich. Address: California.

1354. **Product Name:** Yamaki Organic Miso [Hatcho, Mugi, or Genmai], and Yamaki Organic Soy Sauce.
Manufacturer's Name: Chico-San, Inc. (Importer). Made in Japan.
Manufacturer's Address: P.O. Box 810, Chico, CA 95927.
Date of Introduction: 1983 January.
New Product–Documentation: Crackerbarrel. 1983. Jan. No. 1. p. 1. "Our new line of organic imports. Long awaited soy sauce and miso from organically grown ingredients introduced... The Yamaki Co. [Yamaki Jôzo], owned by Tomio Kitani, contracts directly with family farmers for his organically grown grains. Yamaki miso is unpasteurized. The organic soy sauce has 16.9% salt."

Note: The Yamaki Co. is located in Kamiizumi-mura, about 75 miles from Tokyo, Japan.

1355. Kennedy, Robert. 1983. A message from our president [History of Chico-San]. *Crackerbarrel (Chico, California)* 1(1):2. Jan.

• **Summary:** This article, which gives a brief history of Chico-San, Inc., is in the first issue of a new Chico-San newsletter.

"There is a lot of excitement at Chico-San these days. Twenty years have passed since we opened in a little basement room to grind sesame seeds by hand for gomasio [gomashio], and repack bulk shipments of miso and shoyu (then called tamari) from our suppliers in Japan. From that meager beginning, Chico-San has become a leader in many areas of food manufacturing and distribution and has gained annual sales substantially in the millions.

"We are grateful for our achievements and we are proud that the complement of Chico-San employees had the loyalty, talent, tenacity and integrity that it took to bring us to this satisfying twenty-year plateau, I refer to this as a plateau



because we are now reorganizing our efforts to put more emphasis on our Japanese imports. These are quality foods, called for in George Ohsawa's macrobiotic dietary precepts, that are not yet manufactured in this country.

"It was in 1959 that George Ohsawa with Lima Ohsawa first introduced his philosophy of the Far-East and his concepts of diet to the U.S. public. It was in New York City where hundreds of people attended his 'dinner lectures.' The food was orchestrated by Lima while George took care of the philosophy and other pertinent subjects.

"It was from these lectures that 32 people collected under the umbrella of Ohsawa's teachings and moved to Chico, California where they could work together to pass along what they were learning.

"Some of the names—Herman & Cornelia Aihara, Alvin & Nina Bauman. Dick & Penny Smith, Bill & Dorothy Salant, Teal Ames, me and my wife, Betty.

"As we camped on the way from New York to Chico, we had nightly campfire meetings during which time we defined and prioritized our purpose for moving. Everyone agreed that first on our list of priorities would be to set up a food company that would provide the best available products necessary to the macrobiotic dietary instructions of Ohsawa. All of us were working on various degrees of health problems and we knew that our physical and mental betterment would parallel the quality of the food we ate. It was our resolve then that Chico-San, Inc., our new company name, would carry only the best foods available. This has been our policy and it is our responsibility to people who seriously relate good health to good food.

"Chico-San was incorporated in March 1962, and after Chico-San had been in business a few months the health food industry began seeing food products with foreign-sounding names on its shelves—names such as Tamari—Miso—Kombu—Hijiki—Kuzu—etc. All products first introduced by Chico-San. Later on Chico-San introduced the first organically grown rice to the health food industry, while our rice cakes became one of the industry's most popular sales items.

"In 1972 Chico-San was consumed by fire of such severe consequences that we were put out of business for almost a year. When we did return it was necessary for us to concentrate on our most popular items. These were items that we manufactured—rice cakes—rice syrup—candies made of rice syrup—these products would give us our best chance to regain solvency because they offered better profit margins.

"We continued to carry the Japanese products because it was our responsibility to those that had come to depend on Chico-San for quality, however by this time there were several companies [including Erewhon] competing for the sale of the Japanese products. Through their price cutting policies a market was created that was not profitable, consequently they had to lower their costs by buying products from dubious sources. Many such companies have since gone bankrupt.

“Twenty years ago when Ohsawa’s macrobiotic diet was new to America it was taken with scepticism but now that there have been many dramatic cures accorded to it, its popularity is gaining by great strides. This makes Chico-San’s responsibility greater than it has ever been because more and more people are being attracted to the Ohsawa regimen.

“Since Chico-San started it has always been the Ohsawas, both Lima and George, who have given Chico-San its quality control regarding the Japanese imports. We have only carried products recommended to us by them and chosen by them for their own use. Since Mr. Ohsawa’s death several years ago Mrs. Ohsawa was given the recognition by people world-wide for being the most knowledgeable person in regard to her husband’s work.

“Chico-San uses Ohsawa Japan, Inc. in Tokyo as its only supplier for its imports, This is a company started by George Ohsawa and now run by Lima Ohsawa’s sister, Flora Tanaka. The very strict supervision of the company and the uncompromising attitude of its employees comes from years of collective study under Ohsawa.

“Jun Makino, a representative to Chico-San, Inc. from Ohsawa Japan, Inc. in Tokyo, has recently joined us in Chico. He is now busily engaged in translating hordes of material being sent to us from Ohsawa Japan. pertaining to macrobiotic foods and how they have traditionally been used.

“This additional information will appear in our newsletters; it will also be included in our pamphlets and catalog as space and time permit.

“Jun will be in charge of our Japanese imports and will also take over our mail order department.

“Peter Milbury is back with us to help with our expanded efforts. Peter is our operations director, a job designed to assist me as president in the performance of executive duties,

“We have added several others to our complement, so that we can increase our effectiveness as a macrobiotic foods supplier. We’ll introduce them to you in future issues of the newsletter because we would like you to get to know the people that supply your food.

“Our excitement on our 20th anniversary is genuine as we confirm our dedication of 20 years ago. to bring you the best quality available.”

Also includes articles on imports from Japan and winter recipes using miso and soy sauce. Address: Chico-San, Inc., P.O. Box 810, Chico, California 95927.

1356. Walnut Acres. 1983. Organic farming–natural foods [Mail order catalog and price list]. Penns Creek, Pennsylvania 17862. 40 p. Jan/Feb. Illust. Index. 28 cm. [37 ref]

• **Summary:** A large color photo on the cover shows a red barn in the snow, with the caption “Buy direct from the

farm–500 acres of chemical free soil.” In 1946 Paul and Betty Keene first fell in love with Walnut Acres. They had just completed four years of study in organic homestead-and-farm schools. Note: It is unclear when they started to do business. They also sell products made by other companies, such as Shiloh Farms, Fearn, and Westbrae. Soy related products: Miso Plus all natural dip mixes. 4-grain cereal (incl. soybeans). Hearty cereal (incl. soya). 12-grain cereal (incl. soy). Soy grits, organic. Rice pancake mix (with soya flour). Triticale pancake mix (with soya flour). 12-grain pancake mix (with soya flour). Unbleached white pancake mix with soya flour. Wheatless pancake mix with soya flour. Whole wheat and soy pancake mix with soya flour. Cornell flour, with organic soy flour. Soy flour, organic. Instant soy milk powder. Sterling special carob blend (soya carob). 12 grain flour (incl. soya flour). Soya-carob bread mix (with soya flour). Corn muffin mix (with soya flour). Apricot nut quick bread mix (with soya flour). Granola maple quick bread mix (with soya flour). Four Fearn cake mixes (with soy powder). Pro-Nuts (soy-nuts). Soybeans, yellow (25 lb, 5 lb, 3 lb, 1 lb). Tempeh starter. Whole wheat and soy spaghetti. Pea and soybean soup. Miso-Cup red vegetarian soup. Green soybeans (whole dry, canned). Tamari soy sauce (with or without wheat). Comtessa coffee substitute (with soy beans). Celestial Seasonings Breakaway Coffee Substitutes (most have roasted malted barley and barley grains, and roasted chicory root as the main ingredients). Lecithin granules (soya phosphatides). Soy bean lecithin (raw, crude, natural pint). Books. Soya-carob bread. Portrait photos show Paul Keene and Betty Keene.

Also discusses: Gluten flour. Amaranth seeds. Psyllium seed. Sesame seed (raw hulled; raw unhulled; toasted hulled). Adzuki beans. Peanut butter, sesame tahini, and other nut butters. Pita bread. Address: Penns Creek, Pennsylvania. Phone: (717) 837-0601.

1357. Hawken, Paul. 1983. Erewhon and miso in America (Interview). *SoyaScan Notes*. Feb. 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In the early days, the first Erewhon retail store (located downstairs) got miso from Infinity Foods (in New York City), Chico-San, and perhaps a little from Lima in Belgium, plus Hatcho miso from a Japanese trading company (perhaps JFC or Nishimoto).

Paul doesn’t know of any early Caucasian miso makers. Address: California.

1358. Yamazaki, Junsei. 1983. Work with miso and macrobiotics in America (Interview). *SoyaScan Notes*. Feb. 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In May 1963 Junsei first arrived in the U.S. in San Francisco, from Japan. He first went (by bus) to Chico, California, to help with the installation of small rice cake machines. After the July 1963 summer camp at French

Meadows, California, he went to New York, arriving in August.

Note: The first macrobiotic summer camp was held at French Meadows (just west of Lake Tahoe) on 14-23 Aug. 1970.

Initially, he did nothing with soyfoods in New York. But there was a group in New York, composed of a woman or women; he can't recall the name. It was not Irma Paule, but rather some woman whose husband had died in a car accident. They asked him to teach them how to make miso, and he taught her how to make miso.

Initially Herman Aihara (pronounced AI-ha-ra) had to work as a guard to earn money in Chico; the macrobiotic group in Chico had no income. Some group raised money for him to do something in New York or Chico.

In about Nov. 1963 Michio Kushi opened the Genpei restaurant on the first floor of the Diamond Jim Building on 46th Street in New York City. In the basement Junsei made koji, then used it to make about 100 pounds of miso. He showed the process to a Caucasian woman and child. The miso was not used in the restaurant. Junsei took it to Boston, Massachusetts, where it was used by Michio and Aveline Kushi themselves.

In March 1964 Junsei returned to Chico-San in Chico, California. While making rice cakes there, he made miso in the interim. Starting in about 1965, when Chico moved to a bigger place, he made about 20 whiskey barrels full of miso; each barrel held 320 lbs of miso. He did not really teach miso making to anyone. The real teacher of miso among macrobiotics was Mr. Noboru Muramoto.

In Boston, Erewhon wanted to make miso within their building. They asked Yamazaki to tell them the best place, so he went to Boston. He did not teach any classes to students then, unlike what Aveline recalled.

In 1980 Junsei and his wife bought land in Orland, in northern California (Zip code 95963). He wants to make miso using good ingredients, either cooperatively or in individual homes. He is now working as a guard for a construction firm. He also wants to grow ume plum trees for making umeboshi [salt plums]; he tried this in Washington state but failed. Address: Orland, California.

1359. Kendall, Charles. 1983. Early work making miso in America (Interview). *SoyaScan Notes*. Feb. 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In about 1974 Charlie heard that someone up at Erewhon Farms in New Hampshire, a macrobiotic community, had made miso. That person was part of a group of people who tried to start a farm in New Hampshire. In 1976 Charles made a batch of miso at home using ready-made store-bought koji and following instructions from one of Michio Kushi's lectures.

Note: At Tassajara Zen Mountain Center (in the Santa Lucia Mountains, California), the students made miso long

before 1974. The method was transmitted by Zen priests from Japan. Ask Loring Palmer and Ed Brown for more details. Address: Ashburnham, Massachusetts.

1360. Rankin, Blake. 1983. Early work making miso in America (Interview). *SoyaScan Notes*. Feb. 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In late 1975 and early 1976 George Gearhardt taught a number of miso classes on the West Coast; Blake did not. But George Gearhardt and Blake made miso back in 1974-75, after Blake returned from a trip to Japan. The maximum in the works was 500 pounds—back in the days when they owned Janus Natural Foods, in Seattle. In early 1974 they made a number of small batches, then when those turned out well they made a number of larger batches at Janus. They made barley miso first using bulk dried koji from Japan, but for big batches, in 1975, he had redwood koji boxes made and they made koji themselves, using Janus' kitchen. At the end of 1975, when doing a 30-day koji run he did informal classes inviting 6 people from the Seattle Zen Center. A single big batch was 40-50 pounds; then some people in the Zen center made miso using the groups koji. Blake also made miso using eastern Washington soft white wheat.

How did Blake learn to make miso? Probably from notes he had taken in Japan while visiting miso plants there—plus (maybe) Herman Aihara's books and maybe some comments from Junsei Yamazaki. His notes alone would not have been detailed enough. Blake does not know of any Caucasians who made miso in the USA before he did. The only person he knows who made miso in the USA before he did is Junsei Yamazaki.

Blake lost all his notes at the time of Janus' bankruptcy. When Blake returned from Japan at the end of the 1970s, the miso was all gone.

Blake does not know where George Gearhardt is now—probably in Spokane or Seattle. Cooking classes at the Federal Way Natural Food Store. He imports Taiwan tatamis for \$72 each plus shipping. Blake left in Aug. or Sept. to go to Japan. George moves a lot. Address: Washington state.

1361. Milbury, Peter. 1983. Soy sauce and tamari analysis: Meeting with Tomio Kitani of Yamaki Co. Chico, California: Chico-San Inc. 4 p. Feb. 14. Unpublished manuscript.

• **Summary:** Present at this meeting to discuss soy sauce quality were Bob Kennedy, Jun Makino, Peter Milbury (Chico-San), T. Murata (Ohsawa Japan), and Tomio Kitani (Yamaki Co.). There are 2 ways to tell if soy sauce is made by natural fermentation of whole soybeans, or if it is "mixed with acid hydrolyzed defatted soybean meal." (1) Visit the maker and dip into the moromi. (2) Use a combination of sensorial and laboratory testing. Address: Chico-San Inc., P.O. Box 810, 1264 Humboldt Ave., Chico, California 95927. Phone: 916 891-6271.

1362. Milbury, Peter. 1983. Chico-San, miso, and soy sauce (Interview). *SoyaScan Notes*. Feb. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bob Kennedy thinks that Junsei Yamazaki made a total of 20 barrels of miso from 1965 to 1972. Only 3-4 were in the building that was burned down by the fire at Chico-San. The rest came to maturity and were mixed with imported miso. Mr. Yamazaki also made about 3 barrels of fermented shoyu (soy sauce) at Chico-San in about 1965. Chico-San feels that SANA (Soyfoods Assoc. of North America) should establish soy sauce terminology, standards, and an analysis program. Importers could help set it up to protect themselves.

Mr. Kitani is Chico-San's advisor for fermented soyfoods. He is a manufacturer in Japan. Chico-San now has a four-stage plan to make miso and shoyu in Chico. 1. Import bulk miso from Mr. Kitani and let it age in Chico. Adjust the ambient temperature by opening and closing doors and windows. 2. Make miso in Chico using koji imported from Japan under refrigeration. 3. Make koji in Chico. 4. Make shoyu in Chico. Address: Chico-San, Chico, California.

1363. Milbury, Peter. 1983. Junsei Yamazaki's work with miso and shoyu at Chico-San. Work of Mr. Kitani (Interview). Conducted by William Shurtleff of Soyfoods Center, Feb. 17. ½ p. transcript.

• **Summary:** Bob Kennedy thinks Mr. Yamazaki made a total of 20 barrels of miso from 1965 to 1972. Only 3 to 4 were destroyed by the fire. The rest came to maturity and was mixed with imported miso. Mr. Yamazaki also made about 3 barrels of fermented soy sauce at Chico-San—in about 1965.

Peter believes SANA should develop soy sauce terminology, standards, and analysis techniques. Importers would use these to protect themselves.

Mr. Kitani, a manufacturer, is Chico-San's fermented foods advisor. Chico-San now has a four-stage plan to make miso and shoyu. 1. Import bulk miso from Mr. Kitani and let it age in Chico. Adjust the ambient temperature by opening and closing doors and windows. 2. Make miso in Chico using koji imported from Japan under refrigeration. 3. Make koji in Chico. 4. Make shoyu in Chico. Address: Chico-San Inc., P.O. Box 810, 1264 Humboldt Ave., Chico, California 95927.

1364. Welters, Sjon. 1983. Re: Brief history of Stichting Natuurvoeding Amsterdam and Manna Natuurvoeding B.V. (Manna Natural Foods) in the Netherlands. Letter to William Shurtleff at Soyfoods Center, March 2. 2 p. Typed, with signature on letterhead.

• **Summary:** "Manna was started in 1971 by Adelbert and Wieke Nelissen with a few hundred guilders in a small garage where some natural food products were sold. One year later they gave it an official status by founding

the Natural Foods Foundation Amsterdam [Stichting Natuurvoeding Amsterdam; this Manna started as a foundation, and Manna was their brand]. Their first store was on Rozenstraat in Amsterdam. Two years later a second store was opened and the first sourdough bakery in Holland opened. The name of the bread became 'Manna.' Soon after this a third and fourth store opened in other parts of Amsterdam while at the end of 1975 the distribution of bread, nutbutters, cereals and miso, tamari, shoyu, and seaweeds began all over the Netherlands. In 1976 it became clear that a warehouse should be rented. Meanwhile production grew and more and more stores carried Manna products. Again a new Manna store started. In 1977 the warehouse was moved to a bigger place. Another new store opened its doors. We began making tofu and were the first to do so with organic beans and nigari. Also soymilk and seitan were produced. In 1978 sales went steadily up. In 1979 two new stores were opened.

"Meanwhile the East West Center was founded by Adelbert and Wieke, promoting natural foods as part of a healthy and natural way of living. This was a great help for Manna. Two more stores opened in 1980 and 1981. In the beginning of 1982, Manna suffered from bankruptcy and was started one day later as Manna Natural Foods, a holding company mainly owned by the Foundation 'Manna Natural Foods' [Manna Natuurvoeding B.V.; B.V., pronounced Bay Fay, is an abbreviation for Besloten Vennootschap, which means a private company with limited liability]. A reorganization was necessary but the promotion and sales of quality natural foods went on.

"In 1983 Manna is going steady and probably will cooperate with other natural foods distributors to form one strong network of farmers, producers, distributors and retailers. The purpose will be to eliminate competition and put more energy into publications and promoting by cooking classes, radio and television programs and education.

"Soyfoods played quite an important role in the history of Manna because it was the soyfoods Manna promoted that made it different from the other health and natural food businesses. Because Manna is based on the macrobiotic view of life, miso, tamari, tofu and so forth were an essential part of the diet of the Manna people.

"Instead of the cheese, milk, yogurt (of which consumption is one of the highest in the Netherlands) we advise soyfoods as a healthy alternative. We did no business in dairy foods. Soyfoods are the number one product to introduce in Netherlands. A great deal of sickness in the Netherlands is caused by the overconsumption of dairy foods, meat and eggs (and other animal products). From this point of view Manna is a unique company in Holland, even in the alternative natural foods business. This difference is a reason of conflict with them. Only by eating a diet which is based mainly on vegetable products such as grains, legumes, soyfoods, seaweeds, fruits and nuts, etc., can a healthy and

peaceful world be created. No animals can be mistreated and no land wasted, or misused or destroyed.” Address: Manna, Meeuwenlaan 70, 1021 JK Amsterdam-N, Netherlands.

1365. Hankin, Lester; Hanna, J. Gordon. 1983. Quality of tofu and other soy products. *Connecticut Agricultural Experiment Station, Bulletin* No. 810. 4 p. March. [8 ref]
• Summary: This cooperative study by the Connecticut Agric. Exp. Station and the Connecticut Department of Consumer Protection analyzed the microbial and nutrient content of 17 soy products: 5 tofu products made by New England Soy Dairy (Greenfield, Massachusetts), Firm Organic Tofu, and Tofu Slices (Marinated and Broiled) made by Nasoya Foods (Leominster, MA), Soy-Moo soymilk sold by Health Valley Natural Foods (Montebello, California), Tempeh Burgers made by Soyfoods Unlimited (San Leandro, CA), Tempeh Burger made by Pacific Tempeh (Emeryville, CA), Tofu Lasagna with Sauce marketed by Legume, Inc. (Bloomfield, New Jersey), Tempeh made by Tempeh Works (Cambridge, MA), Genmai Miso distributed by Erewhon, Inc. (Cambridge, MA), Kome Miso distributed by Tree of Life (St. Augustine, Florida), and 3 tofu products made by The Bridge (Middletown, Connecticut). Ingredients of each product are given.

The study showed high levels of bacterial contamination in many of the products, much higher than for dairy products. Only 41% met the coliform bacteria standard of less than 10 per gram of product, 29% met yeast standard of less than 10/gm, 41% met the 10 mold standard of less than 10/gm, and only 12% met the standard for total aerobic bacterial count (less than 25,000/gm). In addition, soyfoods generally contained more fat than claimed.

This report had widespread repercussions for the soyfoods industry, which (in the short term) were negative. The authors had previously published studies on the microbiological quality of numerous dairy products. Address: P.O. Box 1106, New Haven, CT 06504. Phone: 203-789-7272.

1366. **Product Name:** Amasake [Plain, or Carob].
Manufacturer’s Name: Imagine Foods, Inc.
Manufacturer’s Address: Moniteau Farm, Jamestown, MO 65046.
Date of Introduction: 1983 March.
Ingredients: Incl. koji, Yinnies rice syrup.
Wt/Vol., Packaging, Price: Plastic bottle.
New Product–Documentation: Talk with Robert Nissenbaum. 1988. Jan. 5. He was the original maker of amazake at Imagine Foods. He arrived in the fall of 1982 and amazake production started in March 1983. His company, still called Imagine Foods, is now located at 299 California Ave., Palo Alto, CA 94306. Phone: 415-327-1444. He still makes amazake, but it is all used to make Rice Dream, a frozen amazake dessert, sold in ten flavors. His major

initial influences were from both macrobiotics and natural foods. He learned how to make koji from *The Book of Miso* (by Shurtleff & Aoyagi) but learned amazake from Lima Ohsawa’s *The Art of Just Cooking*. He now produces about 2,000 gallons/week of amazake in summer, less in the off season. He is thus the largest amazake manufacturer in America. It retails for \$2.09 to \$2.16 a pint. It is made with “pure culture enzymes” [commercial enzymes, not koji].

Talk with Robert Nissenbaum. 1988. Feb. 7. He is now developing a thinner milk-like amazake beverage that will be sold fresh or frozen in plastic bottles or Pure Pak cartons, and could compete with soymilk. In 1984 Chico-San began tests to try to package amazake in Tetra-Brik cartons. Similar tests were undertaken in 1985 by his Imagine Foods, Grainaissance, and Mitoku. After 3 years he basically gave up trying because the starches and fibers in the rice are substantially changed by the HTST heat treatment process. The amazake becomes a different product; there are separation problems, which can be solved but only by filtration and homogenization.

1367. **Product Name:** Kinmei Soy Sauce, and Kinmei Tamari Soy Sauce (Wheat Free).
Manufacturer’s Name: Chico-San, Inc. (Importer). Made in Japan by Mizoguchi Soy Sauce Inc.
Manufacturer’s Address: P.O. Box 810, Chico, CA 95927.
Date of Introduction: 1983 April.
Ingredients: The tamari is completely wheat free.
Wt/Vol., Packaging, Price: 5 oz dispenser, quart, or gallon.
How Stored: Shelf stable.
New Product–Documentation: Crackerbarrel. 1983. April. Insert. Made by master brewer Hideo Mizoguchi of Mizoguchi Soy Sauce Inc., Honjo, Chiba prefecture, Japan.

1368. **Product Name:** Chico-San Lima Hishio. Finger-Lickin’ Miso (Dry Mix).
Manufacturer’s Name: Chico-San, Inc. (Importer). Made in Japan.
Manufacturer’s Address: P.O. Box 810, Chico, CA 95927.
Date of Introduction: 1983 April.
New Product–Documentation: Article in Crackerbarrel. 1983. April. p. 4. “Hishio: ‘Instant’ natural miso in seven days.” This is a dry mix. “To make use of Chico-San Hishio, one need only add soy sauce, water and raw vegetables, place the mixture in a covered jar, allowing it to sit in a warm or sunlit place for several days with stirring. Within four to seven days it should develop a miso-like aroma, and is ready to use.

“Hishio comes packaged in a dry form, a type of koji made from barley and soybeans which have been fermented for approximately sixty days.”

Spot in East West Journal. 1984. Jan. p. 69. “Do it yourself miso.”

1369. **Product Name:** Lima Yamaki-Brand Organic Soy Sauce.

Manufacturer's Name: Chico-San, Inc. (Importer). Made in Japan.

Manufacturer's Address: P.O. Box 810, Chico, CA 95927.

Date of Introduction: 1983 April.

Ingredients: Organically grown whole soybeans, whole wheat, sea salt.

Wt/Vol., Packaging, Price: 5 oz dispenser, quart, or gallon.

How Stored: Shelf stable.

New Product–Documentation: Crackerbarrel. 1983. April. Insert. Made by Mr. Tomio Kitani of Yamaki Miso-Shoyu Co., Japan. Spot in Whole Foods. 1983. June. p. 28. A black-and-white photo shows the 5-oz. bottle. Made entirely from organically-grown ingredients, this soy sauce is made by the Yamaki Company in Japan, brewed and aged naturally for 2 years.

1370. *Crackerbarrel (Chico, California)*. 1983. Are natural soy sauces really natural? Laboratory analysis shows some are not! 1(2):1, 6. April.

• **Summary:** Recent laboratory analyses... States that three of four brands tested contain 0.91-0.98% glycerin. "A natural soy sauce should have a minimum of 1.0% glycerin. If the sample has less than 0.5% glycerin, then it must have been made from defatted soybeans." Two brands contain levulinic acid (12-17%). Alcohol content ranges from 1.26 to 2.52%.

The four brands of soy sauce commonly sold in American natural foods stores showed the presence of artificial additives in two of them. The tests were performed last November, by the Japan Food Research Laboratories, in Tokyo.

Chico-San pioneered the importation of natural soy sauce over 20 years ago. Address: Chico-San, Inc., P.O. Box 810, Chico, California 95927.

1371. **Product Name:** Rice Dream (Amazake-Based Non-Dairy Frozen Dessert) [Plain, Carob, or Almond].

Manufacturer's Name: Fresh Foods.

Manufacturer's Address: Boulder, Colorado.

Date of Introduction: 1983 April.

Ingredients: Sweet rice, rice koji, soy oil, honey, carrageenan, flavorings.

Wt/Vol., Packaging, Price: Pints.

How Stored: Frozen.

New Product–Documentation: Talk with Robert Nissenbaum. 1988. Feb. 7 and 11. According to his contract with Gloria Gilbert, owner of Fresh Foods in Boulder, Colorado, she began to use the trademark "Rice Dream" on or before 26 August 1983. He recalls that she only made a total of 2-3 batches. At the time Robert was planning to make an amazake-based frozen dessert and was looking for a name. He felt the best name was Rice Dream. So he called Gloria, whose company was small, and offered to buy the

rights to the name Rice Dream from her. She wanted to sell him the entire company. But he was already making his own amazake and he did not want to add any sweetener; he only wanted the name. On 10 February 1984 he purchased the name Rice Dream for \$2,000.

Talk with Steve Demos. 1988. Feb. 8. The lady's name was Gloria and her company was Fresh Foods. It still exists. Demos made her Rice Dream at his present plant. It was only on the market for 3-6 months. She was close friends with Don McKinley of Quinoa Corp. She is now in New York.

Talk with Don McKinley of Quinoa Corp. 1988. Feb. 22. Gloria works for Louis Harris & Associates, pollsters. Work: 212-698-9600. Home: 177 E. 93rd St., Apt. 3A, New York, NY 10128. Phone: 212-534-5468. Don McKinley: Office: 303-444-9466. Home: 303-530-9414. He incorporated in 1984. Colorado State University is the pioneering university with this crop.

Talk with Gloria Gilbert. 1988. Feb. 22. The idea of freezing amazake came from a friend, Peggy Markel, who said one day, "It would be great if we macrobiotics had a non-dairy ice cream." By December 1981 Gloria had started experimenting with freezing amazake, and by late 1982 or early 1983 she had begun to sell it informally to friends. With the product fairly well developed in soft serve and the name Rice Dream established, she went to Steve Demos of White Wave (a soy ice cream manufacturer in Boulder), who began to make it for her in hard pack on a larger scale. Her birthday is August 26, but she is fairly sure it was informally on the market locally, without the name Rice Dream, before that, perhaps in late 1982 or early 1983. She thinks that Rainbow Natural Foods Distributing picked it up as Rice Dream, with a label, in about August 1983. It was always packed in pints. Flavors were plain, carob, and almond. She does not recall adding a sweetener.

Talk with Barbara Svenning. 1989. Aug. 21. She and Marty Roth made amasake, amasake shakes, and amasake ice cream in 1980 in Santa Fe, New Mexico. In mid-August they moved to Boulder, Colorado, and Barbara started a business named Community Kitchens which made a Fried Rice Sandwich with tofu. In mid-December she sold that business to Gloria Gilbert. At the time of the sale they taught Gloria (free of charge) how to make amasake, how to ferment it overnight in a Styrofoam picnic cooler heated with a 40-watt light bulb wired into the lid to keep it just under 140°F all night (a technique she learned from Muramoto sensei). They also bragged about their amasake shakes and ice cream (of which they were very proud) but did not tell Gloria production details. Gloria began to make amasake at the same time she started her fried rice sandwich business. But the idea for an amasake ice cream must have come from Barbara and Marty.

1372. Ikegami, Seishiro. 1983. Recent developments with tofu at Morinaga (Interview). *SoyaScan Notes*. April.

Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Presently about 80% of Morinaga's tofu is sold at Japanese / Oriental food stores. General Nutrition Corp. is the only natural foods distributor. Morinaga presently has no central warehouse in the USA, but should get one later this year. Between April 1982 and March 1983 Morinaga sold 80,000 cases of tofu, with 24 cartons (10.5 oz. each) per case. This is the equivalent of 24,230 lb/week. Sales are up 30-35% over a year ago. Address: Morinaga Milk Co., c/o Beech Nut California Corp., P.O. Box 5759 (1661 Senter Dr.), San Jose, CA 95150. Phone: 408-293-8330.

1373. Leviton, Richard. 1983. The Westbrae story. *East West Journal*. April. p. 22-26, 28-29.

• **Summary:** An excellent history of Westbrae Natural Foods. Westbrae was founded in late 1970 by Robert Gerner, Kristin Brun, and Margaret and Bob Ortiz. The foursome secured an abandoned supermarket at 1336 Gilman Street and opened for business in Feb. 1971. Their main products were granola and dried pears. In 1971 Gordon Bennett, finishing a 2-year stint as a conscientious objector, was driving a Goodwill Industries truck in Berkeley while living at Zen Center. He stopped by one day at Westbrae for lunch, asked for a job, and soon found himself hired part time to sweep and move cases. In 1972 they started distributing foods and in the late fall of 1973 the group purchased their Gilman Street store and relocated the warehousing to a new 2,000 square foot building nearby at 1224 10th St., Berkeley, California 94710.

In Feb/March 1974 Gerner (then president and chairman of the board) went to Japan and traveled the country with guide and interpreter William Shurtleff (who was studying tofu in Japan) to search for quality sources of soy sauce, miso, and other traditional Japanese natural foods. About 9 months thereafter Westbrae began to import natural foods from Japan via Mr. Kazama of Mitoku. By late 1974 annual sales had reached \$2 million. Between June and Sept. 1976 the retail store at 1336 Gilman Street was renamed from Westbrae Natural Foods to Gilman Street Gourmet. In September 1977, Westbrae Natural Foods moved its warehouse and offices to Emeryville from Berkeley, into a much larger building. "Today Westbrae is a successful, confident, and growing \$7 million corporation of 25 employees at work in a bustling 50,000 square foot warehouse sandwiched between Oakland and Berkeley in Emeryville, California." Gordon Bennett (whose photo is shown) is president. Over the years the company has had a strong interest in soyfoods. Address: 100 Heath Rd., Colrain, Massachusetts 01340.

1374. Makino, Jun. 1983. Imported from Japan: A visit to the Yamaki Miso-Shoyu Company. *Crackerbarrel (Chico, California)* 1(2):1, 6. April.

• **Summary:** Mr. Tomio Kitani is the company's owner and a third generation master maker of soy sauce and miso.

The factory is relatively small. It uses whole soybeans, organically grown locally, and does not pasteurize the miso. Mr. Kitani's grandfather started the company over 58 years ago. He recommends that miso be aged for more than a year. Chico-San is now importing this miso to America. Address: Chico-San, Inc., P.O. Box 810, Chico, California 95927.

1375. Schick, Rabbi Michael. 1983. How Chico miso and soy sauce are made kosher. *Crackerbarrel (Chico, California)* 1(2):4-5. April.

• **Summary:** The author, traveling from San Francisco with Jun Makino (director of imports for Chico-San Inc.), visited Mizoguchi Soy Sauce Inc. in Honjo/Kimitsu, Chiba prefecture, Japan, owned by Mr. Hideo Mizoguchi. The business is over 100 years old. He gives a description of the process for making miso and shoyu at the plant, illustrated by 3 photos. He then visited Meiji Seifun Co. in Fukuyama/Hiroshima and described the miso process. He certified all products kosher, for import by Chico-San. Address: Chico-San, Inc., P.O. Box 810, Chico, California 95927.

1376. *Soyfoods Monthly (Colrain, Massachusetts)*. 1983. Soyfoods Association rejuvenated at first meeting of new board, new goals. 3(4):1. April.

• **Summary:** "Thirty two industry members attended a 2 hour planning session of the new Soyfoods Association in Anaheim, February 7 and appointed board of directors and officers. Michael Austin was selected the new Executive Director following Richard Leviton's resignation. Board members include: Gary Barat, Legume (President), Yvonne Lo, Vitasoy USA (Vice President), Tom Timmins, New England Soy Dairy (Vice President), Dan Burke, Pacific Soybean (Treasurer), Richard Leviton, *Soyfoods Magazine* (Secretary), Travis Burgeson, Pacific Tempeh; Michael Fountain, SanJi [San-J] Int'l.; Jim Miller, Quong Hop; Jack Mizono, Azumaya; Morris Shriftman, Tree of Life; Robert Tepper, Farm Foods; Shoan Yamauchi, Hinode Tofu Co. An initial pledge of \$12,000 from 14 companies was received at this organizational meeting."

1377. Leviton, Richard. 1983. Notes from a visit to Eden Foods of Michigan. 19 p. June 4. Unpublished typescript.

• **Summary:** These notes were condensed into an excellent article in *East West Journal* (April 1984) titled "The organic Garden of Eden: A Michigan-based natural foods company stresses quality and fidelity." Address: 100 Heath Rd., Colrain, Massachusetts 01340. Phone: 413-624-5591.

1378. Tara, Bill. 1983. Re: Comments on William Shurtleff's "History of Macrobiotics" manuscript. Letter to William Shurtleff at Soyfoods Center, June 9. 2 p. Typed, with signature on letterhead. [1 ref]

• **Summary:** "I would check the reference to Paul Hawken owning 50% of the stock in Erewhon. My reason for this

is as follows: During this period of time there were many discussions which took place between myself, Paul, the Kushi's and others regarding an equitable distribution of stocks in the company to the management. No plan was ever finalized. Paul's desire was 50% for himself. Michio and Aveline were hesitant since that would have meant that future stock participation by management would be severely limited. It was my understanding that the upshot of these discussions was that Aveline would hold the shares in her name in trust until such time that an equitable proposal was put forward by management. In lieu of stock participation, many employees including Paul, myself & Roger Hillyard were given cash bonuses and extensive time off from our work to pursue our own travels and study. (Paul went to Japan under such an arrangement, Roger traveled through the U.S. and I traveled through Europe.)"

"Paul did not 'set-up' Mitoku & Muso. They were already in operation and exporting. Paul did however, cement a good relationship with these companies and make more efficient arrangements for shipping and quality control.

"As per Paul's shock regarding the shares. I can only say as stated above, plus the fact that what you want and what you have are two different things, if the shares had been legally his, they could not have been taken away and Paul could never be accused of having been ignorant of the law in business matters."

"Erewhon in Los Angeles was started by myself and Aveline Kushi. I had moved to Los Angeles to set up a center there immediately after establishing a center in Chicago [Illinois] and getting the shop opened. The shop was opened in 1970 and our original purchase of miso and tamari were made through Chico-San. We later received our first direct shipment from Japan prior to Paul's arrival. I was joined by Bruce Macdonald and we began distribution up the California coast as far north as San Francisco, distributing miso and tamari as well as some Japanese condiments and seaweeds to small co-ops and natural food shops. Our biggest customers were the co-ops in Berkeley and Fred Rohe in San Francisco."

"What can I say regarding Paul's impression of Erewhon in 1970? We were all younger then. My impression was that Erewhon was a very happy place to work at Farnsworth Street. There was a high degree of comradery [camaraderie] and a poor understanding of business. The words arrogant and dogmatic were words often used to describe Paul—rightly or not.

"Bill, I hope these comments are not in any way taken to be disparaging of Paul and his involvement in the natural foods movement. His energy and vitality combined with his sharp business sense was one of the main driving forces behind the wide distribution of Japanese foods. Combined with Michio's educational work, this forged the beginning of the wide acceptance that we are now seeing for many of the traditional food items. It would be sad, I think, to allow

Paul's own personal frustrations to overly color what was an exciting and adventurous experience for all involved." Address: The Kushi Institute, P.O. Box 1100, Brookline, Massachusetts 02147. Phone: (617) 731-0564.

1379. Rasmussen, Carol. 1983. Goldbeck's cookbook is an excellent primer on using natural foods. *Chicago Tribune*. June 16. p. N_A3B or S_A8 or W-A8 or G3E or D8 or NW3A.

• **Summary:** Starting in 1971, when the immensely popular *Diet for a Small Planet* was published, Americans have been discovering "natural" foods. Many cookbooks are now available for both vegetarians and natural foods enthusiasts who also want recipes that include meat.

Into this rapidly expanding new field comes *Nikki & David Goldbeck's American Wholefoods Cuisine*, containing 1,300 meatless recipes and a wealth of other information packed into 523 pages. Much more than a cookbook, it is a guide to the whole concept of whole foods, and the wholefoods kitchen.

The focus is on using whole, natural foods and avoiding processed and refined foods. The book includes eggs and dairy products.

One of their systems "is to use frozen tofu, which is a way of keeping tofu on hand at all times. Freezing also toughens the curd, which they think is more acceptable to the American palate."

A photo shows Nikki and David Goldbeck with their new book.

1380. Kazama, Akiyoshi. 1983. Early years of selling macrobiotic foods to the western world (Interview). *SoyaScan Notes*. June 21. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Mr. Kazama worked for a German export company named Ravenna; he ran their Tokyo branch office, exporting machines, cameras, transistors, etc. That company started in 1959.

He first heard of macrobiotics (before Paul Hawken arrived in Japan) from Mr. Shin Obayashi, a friend of his from Waseda University. Obayashi and Michio Kushi (from Tokyo Univ.) had won Japanese government scholarships to study in the United States. Both studied at Columbia University. Obayashi is no longer living. Mr. Kushi asked Obayashi to help him find a company in Japan from which Kushi could import Japanese natural foods. Before that, Kushi had to buy such foods from Chico-San at very high prices, like medicine. Mr. Obayashi contacted Mr. Kazama. Mr. Kushi found out the names of Chico-San's sources by reading the Japanese labels on their products. He sent these names to Mr. Kazama, who in turn bought the foods from Chico-San's sources. Evan Root and Paul Hawken suggested that Kushi and Erewhon should buy directly from Japan.

Mr. Kazama was accustomed from his office machines

business to taking a low markup, so he charged Erewhon a commission of only 10%. Thus Erewhon got low prices, which was a key to their success. Mr. Kazama shipped the first order to Erewhon 3-4 months before Hawken arrived in Japan. Hawken's brother-in-law, a lawyer, helped provide the funds for opening the first letter of credit. In about 1969 Mr. Kazama established a new company named Mitoku, which he owned. It was independent of Ravenna.

Originally Mr. Kazama had bought his shoyu from Marushima, but Muso objected, saying it was their exclusive source. Muso asked Marushima to stop selling to Kazama, which Marushima did. Kazama then searched the length of Japan to try to find a company that still made shoyu in the traditional way. He finally located Sendai Miso Shoyu. Sasaki Jube, the 7th generation owner, made both traditional and modern shoyu products. He set aside a warehouse for only his traditional products, and insisted that all his brewmasters should master the traditional process first. Sasaki eats brown rice. Mr. Kazama found Sendai by himself and first went there alone. Sendai first sold its existing traditional product to Kazama in about 1970, then they expanded their production by adding on new fermentation rooms as orders increased.

Sendai has a special process for keeping a large amount of shoyu moromi in a huge vat; they then use half of this in each new batch, so that part of each batch is old and part new. Thus the finished product is not clearly 2 years old but maybe an average of 2 summers old. Thus in each bottle, there may be some shoyu that is 3 or 4 years old. Sendai gets very consistent quality. They still use well water, but the maximum amount they can use is limited by the government.

Today Mitoku's biggest customer is Westbrae, followed by Erewhon. Address: President, Mitoku Co., Tokyo, Japan. Phone: 03-201-6706.

1381. Leviton, Richard. 1983. In search of the elegant plate: Using tofu in restaurants. *Soyfoods*. Summer. p. 22-32.

• **Summary:** *Soyfoods* magazine recently interviewed 50 restaurants around the country to learn how they were serving tofu, the amount of tofu they used each week, and their prognosis for tofu's future in restaurants. The interviews focused on natural foods and macrobiotic style restaurants—where much of the current use and innovation is taking place. The 50 restaurants represent an estimated 8% of America's estimated 600 natural foods restaurants. The 50 restaurants interviewed purchase about 111 tons of tofu yearly; by extrapolation, all natural foods restaurants would purchase a total of 611.5 tons of tofu yearly, or 2.25% of current tofu production. Asian restaurants are estimated to use an additional 3,822 tons, or 14% of total production. Many restaurants prefer to buy their tofu in bulk directly from the manufacturer. Leading centers for tofu innovation in restaurants are Boston (from the macrobiotic community), New York, then San Francisco and Los Angeles (which have

large numbers of Asian-Americans and tofu manufacturers). Open Sesame, one of Boston's foremost macrobiotic restaurants, uses 350 pounds/week of tofu according to owner Gary Welkin. Also discusses tofu use and dishes served at various natural food vegetarian restaurants: Lotos/Lotus Cafe (Rochester, New York; owner Greg Weaver, 400 lb/week of tofu), Woodlands (Vancouver, BC, Canada; owner Arran Stephens, 250 lb/week), Blair Island (Eugene, Oregon; 200 lb/week), Meyera (Santa Monica, California), Penthouse Garden (New York City; chef George Roeger), Greens (San Francisco, California; run by Zen Center, head chef Jim Phalon, 125 lb/week), Sojourner Coffee House (Santa Barbara, California), Amazing Grace (San Francisco), Blue Heron (Minneapolis, Minnesota), Sunshine Inn (St. Louis, Missouri), Pachamama (Boulder, Colorado), Brownies (New York City), Moosewood Restaurant (Ithaca, New York), Latacarta (Boston), Blind Faith (Evanston, Illinois), Whole Wheat 'N' Wild Berries (New York City), Earth Angel (New York City), Green River Cafe (Greenfield, Massachusetts), The Garland (Tucson, Arizona), Cafe Shalom (Boston).

At macrobiotic restaurants: L'Odeon (Boston; 210 lbs/week), George's (Philadelphia, Pennsylvania; 200 lb/week), Grain Country (Hollywood, California; 175 lb/week), Paul & Elizabeth's (Northampton, Massachusetts; 150 lb/week), Five Seasons (Jamaica Plain, near Boston; owner John Pell), The Caldron (New York City; they have been open since 1970, and making their own tofu since 1975), Angelica's Kitchen (New York), Seventh Inn (Boston), Harvest Cafe (Washington, DC).

At mixed cuisine natural foods restaurants: The Unicorn (North Miami Beach, Florida; Terry Dalton, owner, opened in late 1979, uses 335 lb/week of tofu), Nature's Oven (Miami), The Natural Cafe (Santa Fe, New Mexico), The Eatery Amulette (Monmouth Junction, near Princeton, New Jersey), The Haven (Santa Fe, New Mexico), The Copper Star (Tucson, Arizona).

At tofu fast food takeout restaurants and delis: The Unicorn (Florida), Erewhon Healthycatessen (Los Angeles), The Patisserie (Boulder), Golden Temple (St. Louis).

Natural foods Oriental restaurants: The Wok (Greenfield, Massachusetts), Real Good Karma (San Francisco; has served tofu since 1976), Souen (New York City), Golden Horde (Cambridge, Massachusetts; 100 lb/week), Plum Tree (New York City), Shangrila (San Francisco), Inaka (Los Angeles), Fuji-Ya (Minneapolis).

Specialty atmosphere white tablecloth restaurants: Trader Vic's (San Francisco), Cambridge Crossing (Salt Lake City, Utah), The Good Earth (chain of 30 restaurants owned by General Mills). Address: 100 Heath Rd., Colrain, Massachusetts 01340. Phone: 413-624-5591.

1382. Milbury, Peter. 1983. Soy sauces: Maybe not so natural. *Soyfoods*. Summer. p. 65, 67, 68.

• **Summary:** "In October of 1982 we sent seven unlabelled

samples of soy sauce and tamari to the Japan Food Research Laboratories, in Tokyo for analysis. The samples included four soy sauces and three tamaris. Three of the soy sauce samples were purchased from natural food stores, as were two of the tamari samples. One soy sauce and one tamari were taken from Chico-San warehouse stock. All products were labeled as natural products, made with whole ingredients, naturally fermented, without any synthetic or chemical additives.

“Five different characteristics were examined through scientific laboratory analysis to detect inferior shoyu and tamari. The inferior product is considered to be one which is made from cheap, fractionated ingredients, such as defatted soybean meal, and made with the use of chemicals, synthetics and preservatives. Based on a review of the literature on soy sauce brewing, several tests were conducted.

“1. Glycerin level: This is to detect the use of defatted soybeans. Researchers have determined that 0.5% or less glycerine in soy sauce (not true for tamari) indicates defatted soybeans, while 1.0% or more indicates the use of whole soybeans. Readings between 0.5% and 1.0% are suspect.

“2. Nitrogen ratio: The ratio of amino nitrogen to total nitrogen is an accepted standard for overall quality of a soy sauce or tamari. The normal range is 50-60%, the higher the better.

“3. Levulinic acid: According to Fukushima, this acid does not occur in the natural world. This is confirmed by Chiba, and verbal discussions with laboratory scientists. It occurs as a constituent of the acid hydrolysis of soybeans, and in artificial caramel coloring. It is also thought to occur in the manufacture of monosodium glutamate, according to master shoyu brewer Tomio Kitani. None should be found in natural, traditional shoyu.

“4. p-hydroxybenzoic acid: This is a common preservative, used in commercial soy sauce. None should be found in natural, traditional shoyu.

“5. Ethyl alcohol: Common knowledge, as well as the literature, points to artificial ethyl alcohol as a preservative. One problem with ethyl alcohol, is that it also occurs naturally. Accepted levels for ethyl alcohol in soy sauce, according to master natural shoyu brewers Tomio Kitani and Kideo Mizoguchi, should be between 1.0 and 2.0%. However Fukushima reports 2.2%. This refers to commercial shoyu, and would allow for the inclusion of ethyl alcohol as a preservative, which would boost the level from 1.0%, to more than 2.0%. The accepted level of ethyl alcohol for tamari is given by Fukushima as 0.1%. This is disputed by Mizoguchi and Kitani who say the upper limit for a natural tamari might go up to 1.0%, but no higher.

“The results of the analyses are presented below:

“Glycerin:

“Soy Sauce The four soy sauces ranged from 0.91% to 1.3%, with an average of 1.04%. The highest was Chico-

San Lima Soy Sauce, with the three others at 0.98, 0.98, and 0.91%, with an average of 0.957, excluding the Chico-San shoyu. It is clear that the Chico-San shoyu passes the glycerin test, since it has 30% more than the required percentage. The other three brands are below 1.0%, and thus cannot be entirely free from suspicion as having been made from or mixed with defatted soybeans.

“Tamari: Although glycerin levels for tamari have not been established, the data is presented for comparison with the soy sauce samples, in the event that it was suspected that a tamari had been made with wheat, even though the label stated wheat-free. The tamari samples ranged from 0.56% to 0.80%. The Chico-San sample was lowest, at 0.56%, with the other two at 0.63% and 0.80%, averaged at 0.72%. In the absence of glycerin data for tamari, it is difficult to use the results to assess whole versus defatted soybeans. However, since glycerin is a sugar of sorts, and relates to the interaction of wheat and soybeans, the fairly high glycerin levels for the other two tamari samples might suggest the use of some (10%) wheat. Other data, presented below, (the presence of levulinic acid and the high ethyl alcohol levels) tend to support this idea.

“Nitrogen Ratio:

“Soy Sauce: The overall average was 53.0%. These samples averaged 54.3%, with the Chico-San sample highest at 58% which tended to pull the average up. Without the Chico-San sample the average was 52.9%. The Chico-San sample stands clearly above the others. While the other three samples can't be completely condemned in this test, there is no doubt that they are inferior products to the Chico-San sample.

“Tamari: The average ratio for these three samples is 51.4%, with Chico-San having the highest (58%), and greatly pulling the average up. The average of samples E and F is 48%. The Chico-San sample is clearly the most superior product. The two other tamari samples are clearly mediocre, falling below the 50% level arbitrarily set in the literature as minimal quality.

“Levulinic Acid:

“Soy Sauce: Two of the four samples (A and B) had traces of levulinic acid (0.017% and 0.012%, respectively.) Samples C and Chico-San (D) showed no traces of the chemical. The two samples with traces of levulinic acid must be considered to contain at least some dubious synthetic ingredients. Both of these brands also had marginal readings for glycerin, and one had an abnormally high ethyl alcohol level (2.52%), which supports the notion that both are processed using one or more unacceptable, synthetic practices.

“Tamari: Two of the three samples had traces of levulinic acid, while one (Chico-San, G) didn't. The two had levels at 0.021% and 0.002%. The two samples with levulinic acid traces must be tagged as using at least some artificial and unacceptable ingredients. The Chico-San

sample was clearly free of the chemical. The levulinic samples have problems with other tests: abnormally low amino nitrogen/total nitrogen ratio, abnormally high ethyl alcohol levels; and one sample shows a curiously high (0.80%) glycerin level.

“Benzoic Acid”

“None of the samples turned up with any trace of this common preservative. It is possible that a so-called ‘natural’ manufacturer using dubious ingredients, would be clever enough to use a preservative that would not be easily detectable, such as ethyl alcohol. As it turns out, several of the samples have abnormal levels of alcohol” (Continued). Address: Operations director, Chico-San Inc., Chico, California.

1383. Milbury, Peter. 1983. Soy sauces: Maybe not so natural (Continued—Document part II). *Soyfoods*. Summer. p. 65, 67, 68.

• **Summary:** (Continued). “Ethyl Alcohol:

“Soy Sauce: The average was 1.58%, with a range of 1.22% to 2.52%. The average was pulled up slightly by one sample (A) with its high reading of 2.52%. Excluding this, the samples average 1.27, with the three tightly grouped around it (1.33%, 1.22% and 1.26%). With its abnormally high level of 2.52%, Sample A is strongly suspect for the use of synthetic ethyl alcohol added as a preservative. Sample A also had the highest percentage of levulinic acid (0.017%). The other three samples appear to be fairly similar for the ethyl alcohol characteristic. And while Fukushima states that 2.2% is the normal level of alcohol for soy sauce, he is undoubtedly referring to semi-synthetic soy sauce. It would appear that the alcohol level for natural soy sauce would be closer to the 1.27% of the three samples.

“Tamari: The average for the three samples was 1.65%, with a range from 0.7% to 2.38%. The Chico-San sample had the lowest reading. All of the samples are quite a bit above Fukushima’s data for alcohol in tamari; it is also unclear what his data is based on. Chico-San’s brewer Mizoguchi gave 1.0% as the maximum upper limit, based on a conversation with a Japanese laboratory analyst who handles soy sauce analyses regularly. The Chico-San tamari was quite a bit below the level, with a reading of 0.71%. Sample E was extremely high (2.38%), while sample F was quite high (1.87%), almost double the level given by Mizoguchi. The low level for Chico-San’s tamari would appear acceptable, considering Fukushima’s statement that in tamari ‘alcoholic fermentation does not occur substantially, because of its sugar shortage and the inhibiting effects due to high nitrogen contents.’ This statement also helps support the low glycerin level (0.56%) in the Chico-San tamari, and casts doubt on the authenticity of the wheat-free claims of Samples E & F. Taking into consideration the presence of the levulinic acid in Samples E & F, and their low amino nitrogen/total nitrogen ratios, this would seem plausible.

“Summary: In the analyses Chico-San Soy Sauce showed the highest ratings in the qualitative tests (glycerin and nitrogen ratio), a complete absence of synthetics and additives, and an apparently normal range for ethyl alcohol. The Chico-San Tamari came out quite strong as well, with a high nitrogen ratio, no presence of synthetics, and a low ethyl alcohol level. The other brands did not generally fare well: all three soy sauces had mediocre glycerin levels, and markedly lower nitrogen ratios (though within an acceptable range). Two of the three showed a presence of levulinic acid, an artificial substance that is created during the acid hydrolysis of defatted soybeans or through the use of caramel coloring. One of these two also had an abnormally high alcohol ester level, suggesting the presence of grain alcohol as a preservative.

“Similarly, the two other brands of tamari had markedly lower nitrogen ratios, and both showed the presence of levulinic acid, indicating the probable use of acid-hydrolyzed defatted soybeans, caramel coloring, or monosodium glutamate. The two also had unusually high levels of ethyl alcohol suggesting the use of grain alcohol as a preservative. Additionally both other brands had higher levels of glycerin. When the higher levels of glycerin are considered with their much higher levels of ethyl alcohol esters, along with the presence of levulinic acid, it is reasonable to wonder if brewers might be using wheat to improve the otherwise mediocre aroma of tamari.

“It is clear that two of the three soy sauce samples and both of the other tamari samples are not only inferior qualitatively, but are not produced naturally, or without wheat, thereby contradicting their labels.

A photo shows a bottle of “Chico-San Lima Yamaki Brand Organic Soy Sauce formerly called tamari.” Product of Japan. 150 ml.

Note: This seems more like an advertisement or advertorial for Chico-San than an article. Address: Operations director, Chico-San Inc., Chico, California.

1384. *Soyfoods*. 1983. Soy marketing: Promotions [Hinode tofu, New England Soy Dairy, Ice Bean sandwich, Bread & Circus, Tree of Life]. Summer. p. 48-51.

• **Summary:** Soy Dairy discontinued selling its Herb Garden and Spice Garden Tofu in boxes, switched to redesigned, less expensive, standard tofu tubs.

“Ice Bean Sandwich: In May Farm Foods released a newly redesigned Ice Bean container, a new vanilla flavor (sweetened with fructose), and an exciting Ice Bean Sandwich (vanilla Ice Bean layered between carob-coated wafers). The new products were unveiled at the May ECHO show in Atlantic City and the NNFA show in Denver [Colorado] in July.

“Farm Foods also operates a monthly press release service, adds marketing co-director Beth Lloyd, in which product information releases are mailed to 125 trade journals

and distributors, and, every couple of months, publishable short articles, with recipes (Southern Soy Breakfasts, Low Calorie Coolers for Hot Summer Days) are sent to 100 newspaper food editors. In terms of the article publications and favorable notices, this twofold program has been 'very effective,' states Beth Lloyd.

Farm Foods predicts that sales of Ice Bean will jump 50% in 1982, and will top \$1 million by the year's end. Farm Foods recently established a Los Angeles warehouse to handle its 14 West Coast distributors. Farm Foods also recently landed the Alpha Beta supermarket account; Ice Bean is now sold in 15 of the chain's leading Northern California outlets in their natural foods centers. In February 1983, Ice Bean moved into 40 Raley's Supermarkets in the Sacramento area. And Ice Bean is sold at 500 General Nutrition Centers (about half of all outlets) nationwide.

1385. *Soyfoods*. 1983. Our first designed-for-America soymilk [Edensoy]. Summer. p. 6.

• **Summary:** "Eden Foods, the 15 year old natural foods manufacturer and distributor in Clinton, Michigan, has introduced America's first soymilk designed for American tastes, thereby filling a major product gap in the soyfoods market. Edensoy is a Japanese-made, aseptically-packaged, long life, rich, creamy soymilk and represents a year of careful research, testing, and FDA consultation, according to President Mike Potter. Eden Foods imported their, first 300,000 units of 6 ounce packages in June and brought 15,000 to Denver to debut at the National Nutritional Foods convention.

"Edensoy comes in two flavors including plain (89.9% water, 3.4% protein, 3.0% fat, 5.1% carbohydrates, 40 calories/100 g) made from soybeans, kombu seaweed, and pearl barley, and carob (89.1% water, 1.9% protein, 1.5% fat, 7.0% carbohydrates, 48 calories/100 g) and is made from soybeans, pearl barley, barley malt, carob, kombu. Edensoy (subtitled 'Cup of Health' on the package) has a full fat, thick taste, is free of any grassy or beany quality, is not chalky, is not unpleasantly or noticeably sweet—in short it lacks all of the customary shortcomings of soymilk for Americans—and is well-positioned in taste and packaging for both the natural foods and mainstream markets.

"Eden Foods has approached the marketing of a national soymilk correctly by recognizing it cannot be done on a local cottage level but requires sophistication in machinery, a long shelf life, snappy packaging, and sustained promotions and advertising.

"Initially Eden Foods had planned to use the common Tetra-Pak style cartons now customary with fruit juices and some milks in the U.S., but the FDA balked at the allegedly inferior Japanese machinery and packaging materials employed in Japan. Eden therefore decided to use a 5-layer retortable pouch, similar to the now popular CapriSun(TM) imitation fruit drink package. Eden's free-

standing nearly conical container (5.5" tall, 2.8" wide) has an exterior layer of polyethylene terephthalate film, next to a nylon and aluminum foil layer; the aluminum layer is a functional barrier between the outside films and the internal food contact layer which is a nonleaching, polyolefin film. All layers comply with current FDA standards. To open the package, the consumer tears the top corner of the package.

"The 14 step process involved in producing Edensoy involves about two dozen machines in a completely self-contained, clean-in-place operation. The process flow, according to Mike Potter, proceeds as follows: (1) whole cleaned soybeans are passed through a cyclone chamber to remove loose skins; (2) they are mechanically crushed (slightly) to loosen hulls; (3) they are steamed at 266°F at 57 psi for 30 seconds using continuously-injected steam; (4) the beans are ground with hot water; (5) then pumped into a colloid mill where the particle size is further reduced; (6) followed by centrifugation to remove fiber leaving 11.5% solids; (7) the milk is decanted in a receiving tank; (8) then de-aerated in a vacuum; (9) the ingredients are added in a seasoning tank; (10) then the soymilk is homogenized at 112-140°F; (11) followed by pasteurization with steam at 266-275°F; (12) the milk is returned to a high pressure homogenizer for mixing at 194°F at 220 psi; (13) then to a plate cooler for chilling to 35°F and storage in aseptic tanks; (14) finally the packaged soymilk is retorted with steam at 248°F (internal product temperature) for 30 minutes. The finished soymilk is shelf stable without refrigeration for 6 months.

"The Eden Food's distribution network is ready and waiting to move Edensoy into all 50 states this year, while the package is intended to create a 'tidal wave of interest,' states Mike Potter. The company is commended for their thorough homework and careful preparation in launching their soymilk and in their efforts to pioneer a new generation of designed-for-American soymilks."

Photos show 3 packages (front and back) of each the two flavors.

1386. *Soyfoods*. 1983. The Miami soyfoods scene [Heartsong Tofu, Sunshine Soy, Swan Foods, Swan Gardens, Unicorn Village, Oak Feed Store]. Summer. p. 38-39, 43.

• **Summary:** In Miami, three major tofu companies make about 25,000 pounds a week of vacuum packed tofu, prepared tofu products, and tempeh.

Brightsong Tofu: Bob and Toni Heartsong began making tofu in "1976 in a south Miami cottage style tofu shop which lasted until 1978. Making 900 pounds of hand-made tofu every week, the Heartsongs pioneered the Miami market, fully one year before the legendary and short-lived Swan Foods was opened in 1977. In January 1978 the Heartsongs moved to Redwood Valley, California, to help launch Brightsong Tofu. Meanwhile in 1977 they had written and Banyan Books had published, *The Heartsong Tofu*

Cookbook, one of the first designed-for-tofu cooking guides. Bob Heartsong then worked in Hawaii for Mrs. Cheng's Soybean Products where he made 600 pounds of tofu daily."

Finally, the Heartsongs, peripatetic tofumakers, returned to Miami and in January 1982 opened Heartsong Tofu, a "1,200 square foot plant where today they produce 4,500 pounds of vacuum packed tofu each week (with an 18-day shelf life)." The company employs 6 full-time and 2 part-time workers. A list of their tofu products and equipment is given. The Grand Union supermarket chain sells \$2,200/week of their tofu products.

"Sunshine Soy, owned and managed by Danny Paolucci, occupies 2,500 square feet, in suburban Coral Gables, of what once was a Borden's walk-in cooler... Paolucci opened Sunshine in June 1980, a company which today produces 4,000 pounds of tofu and various secondary products every week.

"Previously Paolucci served as production manager for Swan Foods until its closing in December 1978. [Note: Swan Foods opened in 1977.] Paolucci often measures his Sunshine Soy's sensible survival against Swan Foods exciting but disastrous history. Swan Foods was, unfortunately, a textbook example of uncontrolled growth marked by nonmanagement: no competition, distribution by the formidable Tree of Life, a wildly innovative product line, a quadrupling of sales in the first 18 months, \$2,200 in weekly sales—ending in a disheartening crash. Their product line included baked, marinated, regular, and caraway tofus, soymilk (1,000 quarts weekly), tofu cashew pie, tofu dips and salads, soy yogurts, and soymilk shakes.

"Sunshine Soy, which employs four workers, has a privately labelled vacuum packed tofu (Golden Harvest brand) in most of Florida's 100 General Nutrition Centers; Tree of Life, out of St. Augustine, handles the distribution."

Swan Gardens: "Commanding the top tofu market position in Miami, Jocelyn and Richard McIntyre's Swan Gardens, which moved to south Florida in 1979 from Montana, produces 15,000 pounds each week of vacuum packed tofu. Their 10,000 square foot plant uses only 3 production workers, each working 10 hour days, 5 days weekly—a model of streamlining. In March 1982 Swan introduced their boxed tofu (see New Products, this issue) featuring their firm (16.6% protein) tofu which sells for \$1.19 a pound in produce at Winn Dixie. A major Florida distributor moves an estimated 5,000 pounds of their dealer brand every week as far north as Washington, DC. Recently Swan introduced an okara tempeh with a two week refrigerated shelf life, and this product joins their Spicy Soysage and Baked Tofu, also vacuum packed. Swan Gardens tofu is pre-dated 4 weeks for the supermarkets but McIntyre claims it remains microbially sound for 6 weeks. The company is comfortably profitable."

Photos show: (1-2) Bob Heartsong, with tofu pressing in stainless steel forming boxes, and a close-up of his line of

products. (3-4) Danny Paolucci and a close-up of his line of products. (5) A close-up of Swan Gardens' products.

"On the retail natural foods level, four major stores share the bulk of Miami soyfoods sales. The Unicorn Village in North Miami Beach is stocked with 25 soy products... The Unicorn itself prepares a Tofu Cottage Salad, Eggless Egg Tofu Salad, Baked Tofu, and Tofu Onion Dip in their restaurant for retail sale in their adjoining store." Also discusses: The Oak Feed Store, a macrobiotic retailer in Coconut Grove (carries 44 soy products). Sundance Natural Foods in downtown Miami (many tofu-based deli items prepared in their kitchen). Nature's Touch in Miami.

1387. *Soyfoods*. 1983. The soyfoods industry on display [at Natural Foods Merchandiser Expo in Anaheim, California and Whole Life Times Expo in San Francisco]. Summer. p. 7.

• **Summary:** Sixteen soyfoods companies exhibited at Anaheim to 7,600 paying visitors. "Six soyfoods companies shared an official Soyfoods Association booth, where they retailed their own products and provided liberal tasting samples as well. Participants included Legume Inc. (tofu pizza, tofu lasagna), Farm Foods (Ice Bean, in cones), Quong Hop (tofu burgers, tofu canolli, soymilk), Sonoma Specialty Foods (tofu salads, tofu cheesecakes), Laughing Moon (vegetable tofu turnovers), and San-Jirushi International (samples of San-J Real Tamari). The Association booth, one of 10 food catering booths at the Expo, was 'packed solid through the whole show,' reports Farm Foods' Robert Tepper."

"William Shurtleff gave a one hour speech and slide presentation on soyfoods to an enthusiastic audience."

Other interesting companies include: Pacific Tempeh, Light Foods, Essential Foods, Garden of Eatin', Living Lightly, Kibun, Westbrae Natural Foods, Edward & Sons, Cedarlane Foods, Morinaga, Worthington Foods.

Interesting products: Light Links tofu "hotdogs," Ravioli, Tofumale Tamale, Tempehroni Pizza, Chili Con Tempeh, Tempeh Enchilada.

Photos (without captions) show: (1) Danielle Lin of Laughing Moon. (2) Steve Snyder of Hinode. (3) The Morinaga booth, with Mr. Seishiro Ikegami.

1388. **Product Name:** Westbrae Natural Instant Miso Soup [Shiro (White), or Aka (Red) Flavor Broth].

Manufacturer's Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: 415-658-7518.

Date of Introduction: 1983 June.

Ingredients: Powdered miso (rice, soybeans, sea salt), wakame seaweed, fu (wheat gluten), dried green onion.

Wt/Vol., Packaging, Price: 1.4 oz foil pouches containing 4 individual packets. Each packet makes 8 oz of soup.

How Stored: Shelf stable.

Nutrition: Per 10 gm.: Calories 35, protein 3 gm, carbohydrate 4 gm, fat 1 gm.

New Product–Documentation: Spot in Soyfoods. 1983. Summer. p. 53. Labels. 1983. 5 by 7 inches. Plastic pouch. Green, white, purple, red, black. Picture of cup of soup surrounded by vegetables. Back of package: “Deliciously natural. 35 Calories per serving. Conveniently packaged. Easy to cook. Sauces, dips, dressings...” Inside foil packets are 3 by 4 inches. Shiro: Purple and black on white with instructions on back. Aka: Red and black on white with instructions on back. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center. A display caddy holds 12 pouches. Poster. 1984. March. Letter from Gordon Bennett. 1987. Oct. Gives date of introduction as 1983. Currently 5 varieties.

1389. Fargo, Charlyn. 1983. Soy-food firm takes aim at diverse markets. *Crain's Chicago Business*. July 17. p. 3, 43.
 • **Summary:** About: Spectrum Foods, Global Foods, Royal American Co., and Carl Hastings. “When floods hit Houston [Texas] and New Orleans [Louisiana] this spring, Global Foods [of Decatur] came to the rescue. Through the American Red Cross, the company supplied tasty, low-cost meals to the flood victims, including chili, beef stroganoff, Mexican dinners and a sweet-and-sour Oriental dish... Soybeans are the basic ingredient in all the company’s instant entrees.

“Global is one of three companies run by local entrepreneur Carl Hastings under the corporate umbrella Spectrum Foods. Each division aims at a different market: Global is targeting charitable organizations; Royal American Co. sells directly to consumers, and the brand-new Continental Food Assn. plans to cultivate the institutional (nursing homes and penal institutions) and export markets, particularly Saudi Arabia and Greece.

“The dynamic Mr. Hastings—who earned a doctorate in food science from the University of Illinois—has built Spectrum into a profitable, \$11-million retail sales empire since leaving A.E. Staley Manufacturing Co. in February 1982. He started Spectrum with \$1 million in capital provided by 25 investors. The company, which has 125 employees, uses a direct selling method similar to that of Amway Corp. Distributors—25,000 in the 50 states, Puerto Rico and Guam—invite prospects into their homes for tasting parties. A.E. Staley supplies the company with raw soy-protein concentrate, and Spectrum handles production of the meals...

“Though ADM isn’t involved in direct sales of soy-food products, it does sell soy-protein concentrate to an East Coast retailer, General Nutrition Corp. Mr. Hastings hopes to double revenues during the second year of operation... Sales to vegetarians and health-conscious consumers look promising. But real growth is expected from the institutional

market and the new international division.”

1390. Snyder, Steve. 1983. Mr. Yamauchi and Hinode’s interest in and involvement with soymilk (Interview). *SoyaScan Notes*. July 30. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Steve called me to ask various questions. Then Shurtleff asked him if Hinode was still planning to make and market soymilk. He said “no.” Shurtleff asked why?

1. The main reason was that it was getting too expensive to put together the whole project. Initially it was estimated to cost \$500,000. Now it looked like \$4.5 million.

2. The market: Steve did a lot of market research. It looked promising in that he could get a lot of distribution but not so promising for repeat purchases. He talked to a great many people and felt it would require spending a lot of money to convince people to buy the product again.

3. Placement of product in stores: This is the key point. Do you position soymilk as a children’s juice, in the dairy section, in self standing end cases, in the adult section, with nutrition section, in the produce section with tofu?

4. The name is also a big problem. He tried to trademark “Tonyu”—the Japanese name for soymilk—but failed.

So finally they gave up, even though Marusan was actively pursuing a joint venture and wanted to invest and provide technical assistance. I think he said that Shoan had even ordered two Tetra Brik machines.

Steve is now working on development of a Tofu Parfait. Tofu is a big plus in the product. He has orders for 70,000 cases the first 6 weeks.

Steve says Shurtleff must visit Ms. Gooch’s in Los Angeles. Super natural foods supermarket.

Steve thought the SANA [Soycrafters Association of North America] meeting was very positive. He was delighted that Jack Mizono [of Azumaya] was elected vice president. and that Tom Timmins [of New England Soy Dairy] is on the standards committee.

Steve is planning to do a program for 100 or more nutritionists and foodservice people on tofu; Thelma Dalman will speak. He will give away a packet of info, including a free copy of our books. Address: Marketing, Hinode, Los Angeles, California. Phone: 544-2781.

1391. Bialick, Barbara. 1983. A century of natural foods: From Battle Creek to Berkeley. *Whole Life Times* No. 28. July.

• **Summary:** This 5-page article gives a good overview of the natural foods movement, which began in the mid-1800s, at about the same time as the industrial revolution and the growth of cities (urbanization). In 1826 some 83% of U.S. citizens made their living from farming; by the 1850s, fewer than 50% did so. Farming and food production were becoming mechanized. Social reformers began to advocate the abolition of slavery and vivisection, expansion of the

rights of women, food and dress reform, etc. Rev. Sylvester Graham, a Presbyterian minister, was “one of a group of idealists who in 1850 founded the American Vegetarian Society in New York, rallying around Dr. William A. Alcott’s historic words ‘A vegetable diet lies at the basis of all reform.’” In 1866 Ellen G. White founded the Western Health Reform Institute in Battle Creek, Michigan. Also discusses the work of John Harvey Kellogg, W.K. Kellogg, Henry D. Perky (an Ohio farm boy who invented Shredded Wheat in 1893), C.W. Post (Grape Nuts, Postum grain coffee), etc. “In 1925 the Postum Company combined with the Jell-O Company in the first of a series of mergers that eventually created today’s huge General Foods Corporation, the first company originating from the health movement to shift to a strictly commercial purpose.”

1392. Chico-San, Inc. 1983. America’s first macrobiotic food company: What do we mean by first? (Ad). *East West Journal*. July. p. 13. Also in *Whole Foods*, July 1983.

• **Summary:** “Chico-San was the first food company in America founded on macrobiotic principles. We were the very first company to import pure, natural foods from Japan, made in the traditional manner without chemicals or fractionated ingredients. We were the first to make Rice Cakes in America, and the first to convince farmers in California to organically grow brown rice.

“We have always been first with quality, both with our domestic products, and imports from Japan. We are the first and only company to import macrobiotic foods from the Ohsawa Japan Company, Japan’s most respected supplier of natural foods. Their history goes back eighty years, to George Ohsawa’s first efforts to encourage Japanese farmers, food producers and people to stick to or return to the natural way. Our founders were the first students of George and Lima Ohsawa in America, and understood that one of the first precepts of macrobiotic is the quality of balance. That is why our first and continuing emphasis is on quality and balance. Although other companies have come and gone with similar products, none have had the consistent quality of Chico-San’s. We are healthy, independent, and are expanding our line of macrobiotic products from Japan that appeal not only to macrobiotic shoppers, but to all others interested in pure, natural foods.

“Along with the addition of new product offerings for both our domestic and imported products, we have designed completely new labeling. Our Organic Rice Cakes have a colorful, informative and attractive new printed bag, with additional data and labeling on sodium content. They are available in Low Sodium and Sodium Free varieties, with eight flavors, including our new Rice Only variety.

“Our macrobiotic import labels contain several important, informative features. In addition to tasty recipes and detailed information on the ingredients and processing methods, we tell how to use one’s senses to judge the quality

of that particular type of product. For example, how does one tell a truly fine soy sauce from a mediocre or inferior one? This information is also available on our attractive sales sheet, free upon request.

“Many of our products are made from organically grown ingredients, and bear the statement ‘Organically grown and processed in accordance with Section 26569.11 of the California Health and Safety Code.’ In addition to our eight flavors of Rice Cakes from Organically Grown Rice, we have organic Miso, Soy Sauce, Salt Plums, Soba and Udon Noodles, Kuzu, Vinegar, Pickles, and two varieties of Twig Tea. There has been much concern expressed by teachers of macrobiotics in Japan and America for the general poor quality of Japanese food exported to the American health food market. For this reason, we have added a statement on our Japan imports that goes like this: ‘This Chico-San product is the only one of its kind available in America which is used in the kitchen and cooking classes of Mrs. Lima Ohsawa, world’s foremost authority on Japanese natural foods cookery, and author of the definitive ‘Macrobiotic cookbook.’ Mrs. Ohsawa’s taste is impeccable. and her life has been dedicated to the teaching of the Macrobiotic philosophy.

“You will also notice the logo of the Ohsawa Japan company on our packages, and the statement: ‘Chico-San and Ohsawa Japan: Guided By A Philosophy For Life.’ Our two companies are now forming a joint venture along with the Yamaki Miso Shoyu company to more efficiently handle imports to our respective countries. We will also be co-operating on the production of miso and soy sauce in America, assisted by Mr. Kitani, of the highly respected Yamaki Company. In all of our efforts, we remain committed to the strict guidelines of the macrobiotic philosophy concerning quality. We believe that this is the best way for us to express our gratitude for our existence and success.”

“We invite you to share it with us.”

To the right of this text, Chico-San Inc. describes itself as “A company built on a philosophy.” Address: P.O. Box 810, Chico, California 95927.

1393. **Product Name:** Edensoy (Soymilk) [Plain, or Carob].

Manufacturer’s Name: Eden Foods, Inc. (Importer). Made in Japan by Marusan-Ai Co., Ltd.

Manufacturer’s Address: 701 Tecumseh, Clinton, MI 49236.

Date of Introduction: 1983 July.

Ingredients: Plain: Water, soybeans, kombu seaweed, pearl barley. Carob: Water, soybeans, pearl barley, barley malt, carob, kombu.

Wt/Vol., Packaging, Price: 6 fluid oz (180 ml) free-standing retort pouch.

How Stored: Shelf stable.

Nutrition: Plain: 89.9% water, 1.9% protein, 1.5% fat, 7% carbohydrates, 48 calories/100 gm.

New Product–Documentation: Labels. 1983. 3.25 by 6 inches. Plastic. Carob: Brown, and yellow on silver package. Plain: Navy and light blue on silver. “Natural soy beverage. No cholesterol. Easy to digest. Made from whole soybeans. Edensoy has been known in the East since the earliest times as more than a drink, but a food. It may be served hot or cold and is suitable for a variety of diets and recipes.” Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. “Cup of Health.”

The use of kombu as an ingredient offers at least three benefits: (1) Natural thickener. (2) Adds salt without having to list salt on the label. (3) Adds various minerals.

Article in *Soyfoods*. 1983. Summer. p. 6. “Eden Foods imported the first 300,000 units of 6-ounce packages in June 1983 from Japan.” The product was officially launched in July at a trade show.

Shurtleff & Aoyagi. 1984. *Soymilk Industry & Market*. p. 45-46.

East West Journal. 1984. June. p. 68. “Taking the moo out of milk.” Shows a black-and-white photo of Edensoy plain and carob flavors in stand-up retort pouches. The package is made of a 5-layer coated aluminum foil film. The inside layer is a cellulose-based biodegradable film. The outermost layer is a gas-resistant plastic which ensures a 1-year unrefrigerated shelf-life for the product.

Dairy Record. 1985. Sept. p. 86. Cranberry Edensoy added in May 1985. Shurtleff & Aoyagi. 1986. *Soymilk Industry and Market, Update*. By March 1986 Edensoy was selling very well, at the rate of about 600,000 units (28,125 gallons) per month. But sales have not increased much recently.

Talk with Ron Roller of American Soy Products (formerly of Eden Foods) in Saline, Michigan. 1991. Nov. 27. At the time this product was introduced, the exchange rate with Japan was good, and Eden’s imported Japanese foods, including soyfoods, entered a period of rapid growth. Erehon had just gone out of business, and macrobiotics was very popular. Macrobiotic foods peaked during the years 1984-1986 in part because there were not many other quality [certified organic] prepared natural foods, nor were there many major companies in the natural foods industry (Westbrae, Arrowhead Mills, Eden, etc.). Since then, many good-quality prepared natural foods have become available, and many are easier to relate to and more convenient.

1394. Shulman, Martha Rose. 1983. The health food industry. *Cosmopolitan*. July. p. 240-45.

• **Summary:** “These days, as interest in nutrition burgeons, health food is no longer the fringe fad it once was. Jane Fonda, Barbra Streisand, Sidney Poitier, Jerry Brown, Carol Channing, and Erica Jong are all avid fans of nutritious cuisine... and did you know Doris Day, Cheryl Tiegs, and Bill Walton have a distinct weakness for tofu? Sales of health food, now \$2.4 billion a year, have *tripled* in the last

decade. There are more than eight thousand natural-foods stores in the United States—over thirteen hundred in Los Angeles County alone—and over eighteen million people shop in them. Increasingly, too, the funky natural-foods shops of the late sixties and early seventies are becoming sophisticated supermarkets. Health-food chains are—excuse the expression—sprouting up nationwide. The largest, General Nutrition Centers, has about eleven hundred stores.”

1395. Belleme, John. 1983. Re: Problems at American Miso Co. Progress on white miso. Letter to William Shurtleff at Soyfoods Center, Aug. 30. 1 p. Typed, with signature on letterhead.

• **Summary:** After a year of confusion and misunderstanding, the problems at American Miso Co. may be nearing a final resolution. About three months ago, John hired a lawyer. A draft of the final contract between him and the majority shareholder has been passed back and forth recently. He hopes it will be signed in the near future.

John has learned a great deal about white miso through constant experimentation—and very little from Japanese correspondence. He now understands the basic process for making unrefrigerated white miso. At present, Great Eastern Sun, the miso company’s sole distributor, is selling about 50,000 pounds of white miso annually. It does very well unrefrigerated, but needs to be refrigerated for long-term storage. Address: Route 3, Box 541, Rutherfordton, North Carolina. Phone: (704) 287-2940.

1396. Mountain Ark Trading Company. 1983. Catalog—Summer 1983 [Mail order]. 120 South East St., Fayetteville, AR 72701. 30 p. 27 cm.

• **Summary:** This is a mail order catalog for macrobiotic whole foods, specialty cookware, cookbooks and books on natural healing, futons, furniture, etc. The owners of the company are Frank & Phyllis Head, Tom & Toby Monte, Bill & Carol Tims, and Joel & Wendy Wollner.

Concerning seitan and *fu*, we read: “Seitan (wheat gluten)—100% Wheat Protein (“gluten” is the name for wheat protein). (1) Mountain Ark’s seitan—savory wheat gluten cutlets, freshly cooked in small batches; made from Deaf Smith’s organic whole-wheat flour [Arrowhead Mills] and Ozark mountain water; seasoned with tamari, kombu, and ginger. Shipped frozen; customer assumes risk of spoilage April 1 through November 30. 8 oz or 16 oz tub. Price: \$4.75, not including postage. (2) Spicy seitan—as above with cayenne pepper and garlic added for zest, though not overly spicy. 8 oz or 16 oz tub. (3) Seitan condiment—juicy, chewy chunks of very concentrated wheat gluten cooked in Johsen Shoyu; not perishable. 6.35 oz. jar. Price: \$2.95, not including shipping.

Dried wheat gluten cakes (*Fu*)—use like pasta. Sifted wheat gluten jumbo rings (*Kuruma Fu*), Sifted wheat gluten sheets (*Shonai Fu*), Sifted wheat gluten rings (*Zeni Fu*),

Whole wheat gluten rings (*Zenryu Fu*).

Talk with Joel Wollner. 1992. July 13. The first two types of seitan were made in Fayetteville by Hans Decoz, from the Netherlands.

Soyfoods Center also owns a Mountain Ark catalog dated Autumn 1983. 36 p. The company now has a toll-free number: 1-800-643-8909. Address: Fayetteville, Arkansas. Phone: 501-442-7191.

1397. Leviton, Richard. 1983. Report on soyfoods research trip across America, September 1983. Colrain, Massachusetts. 8 p. Unpublished typescript.

• **Summary:** Visited or discusses: Grainaissance (makes amazake and mochi), Brightsong (Dik / Richard Rose), Sonoma Specialty Foods (California), Northern Soy (Rochester, New York), Southwest Soyfoods (Richard Jennings), White Wave (Steve Demos, Boulder, Colorado), Quong Hop & Co. (South San Francisco, California), Modern Fare (Loveland, Ohio), Soyfoods Unlimited (Valerie, Gary and John Robertson, San Leandro, California), Soyfoods Center (Lafayette, California), Soyfoods of America (Doug Fiske and Ken Lee, Los Angeles), Real Foods (Polk St., San Francisco), Tumaros (Los Angeles), Unicorn (Terry Dalton, Florida), Japantown and Rainbow Grocery (San Francisco), Berkeley Natural Grocer and Berkeley Co-op (Bob Gerner, California), Hinode Tofu Co., Edensoy, Farm Foods, New England Soy Dairy, and Nasoya (Leominster, Massachusetts). Legume (Gary & Chandri Barat, New York City), Lotos / Lotus Cafe (Greg Weaver, Rochester, New York).

NRRL (Hesseltine and Wang, Peoria, Illinois): Their work is in mixed starter culture fermentation, vitamin B-12 work. Japanese man from Tokyo to work one year on natto at NRRL, paid by Japanese government. B-12 can withstand some heat during cooking and the percentage of B-12 lost depends on the initial percentage present. Natto research: examine all Japanese publications for review article. Experiment using U.S. soybeans to make natto since the Japanese buy Chinese beans for their thinner seed coat. See what happens to the oil to protein ratio during fermentation. Natto as such has no possibilities in the U.S. as it is a slimy food with a rotten smell; hard to tolerate. There might be vitamin B-12 in natto produced by *Bacillus subtilis*. Koreans have done lots of B-12 research with kimchee and other pickled vegetables. Earl Swain died this summer of a heart attack at age 36. Natto research will help U.S. soybean exports. USDA bureaucrats are making it difficult for Dr. Hesseltine to do natto research. They have 65 objectives, but Dr. Wang's projects don't fit any of them clearly, so they won't mention "food" in their research outlines, just fermentation methods. Secretary of Agriculture John Block [served 1981-86 under President Ronald Regan] says the U.S. needs more ag exports and more basic information about crops uses, so he is in support of this natto research.

Out of business: Michiana Soyfoods, St. Ignatius shop, Sunshine Soy, Heartson, probably Joy of Soy and a Korean shop in Salt Lake City, Utah.

Concerning soymilk: 10. In Oak Park, Illinois, a natural foods retailer says Edensoy outsells San-J by two to one. (Note: San-J imports "To-Neu Natural Soy Beverage" made in Japan by Kibun). Teenagers buy the carob Edensoy along with popcorn in the store, and use it as a soft drink. But most retailers say the Eden package [stand-up foil retort pouch] is a disaster; it is impossible to open without scissors, then if you squeeze, it sometimes spills out. San-J [in a Tetra Brik carton] is convenient but the taste is poor and the front graphics are confusing—too many words and images. According to Shurtleff, both are inferior products compared to Japan's best.

22. Concerning Edensoy at the NNFA show in Denver, Colorado: Mike Potter says "it went over great." He sold two container loads right away. People liked the package and the taste. About 4,000 people sampled it and were "generally amazed." The results were as good as they could want; it generated interest and excitement. Now they are setting up the distribution system. Address: 100 Heath Rd., Colrain, Massachusetts 01340. Phone: 413-624-5591.

1398. Shurtleff, William. 1983. Notes from a phone talk with Richard Leviton concerning his trip across the USA in Sept. 1983 visiting soyfoods companies and giving talks (Interview). *SoyaScan Notes*. Sept. 3 p. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Discusses: Nasoya, New England Soy Dairy (doing radio ads and videos in supers; making 45,000 lb/week of tofu), Hinode tofu, Lotus Cafe, Penguin's (chocolate is their favorite soy ice cream favorite), Northern Soy and Wegman's, Vegetarian Times, Emperor of Japan to give Dr. Clifford Hesseltine a high medal at the end of November, Bob Davis plans to move to Nevada City (California), Kraft bought 15 Okita packaging machines. Richard Jennings, his marriage, Southwest Soyfoods, and chilled water as an alternative to pasteurization; his shop in Ecuador is now closed. Nasoya makes 22,000 lb/week of tofu with no outside money. David Mintz was on Good Morning America talking about Tofutti. The Farm (Summertown, Tennessee) now makes only liquid soymilk, no powder. Tom Leonard and Jim Hemminger are selling tofu to Community Mercantile. Leonard was in Arkansas in 1977, first batch of miso in Dec. 1978. Now makes 500 lb/week. Well Spring is a new miso maker in Colorado. White Wave (Boulder, Colorado) is making 12,000 lb/week of tofu and doing well financially, has new frozen entrees & nut butters, tofu lasagne. Edensoy is outselling SanJ soymilk by 2 to 1. Time magazine Sept. 19 insert. American Dietetic Assoc. will list tofu as a good protein source. Jim Cooley of Lawrence, Kansas. He started making tofu in 1977. Legume Inc.'s new product line out Oct. 5; lists names of each

product. Address: P.O. Box 234, Lafayette, California 94549. Phone: 415-283-2991.

1399. Shurtleff, William; Aoyagi, Akiko. 1983. Appendix A: A history of miso and soybean chiang [jiang] (Document part). In: W. Shurtleff and A. Aoyagi. 1976. *The Book of Miso*. Hayama-shi, Kanagawa-ken, Japan, Soquel, California, and Brookline, Massachusetts: Autumn Press. 278 p. See p. 214-41. Illust. by Akiko Aoyagi. [223 ref]
 • **Summary:** Contents: Introduction: Etymology. Soybean chiang in China: Early Chinese non-soybean chiang, 600-1899. Soybean chiang in Korea and Southeast Asia: Dissemination of chiang from China, Korea, Indonesia, Vietnam, other Southeast Asia.

History of miso in Japan: Introduction, early non-soybean hishios (before AD 700), the Nara period (AD 710-784), the Heian period (AD 794-1160), the Kamakura period (1185-1333). The Muromachi period (1336-1568), the Edo or Tokugawa period (1603-1867). A brief overview of origins. the Meiji and pre-war periods (1867-1939), World War II and the postwar period: Modern times (1940-1983).

History of miso in Europe: Early European references, 1900-1949, 1950-1982.

History of miso in the United States and Canada: Early developments (1896-1929), 1930-1959, growth of interest in miso (1960-1982; Shibasaki and Hesseltine at the NRRC, Peoria, Illinois, Ichiro Ouchi, the macrobiotic movement, Herman Aihara, George Ohsawa, Miso and Aveline Kushi in Boston, Massachusetts, Noboru Muramoto, George Gearhart, Thom Leonard, Allen Ginsburg and Gary Snyder, Mt. Tamalpias, Tassajara Zen Mountain Center, Miyako Oriental Foods, Kanemasa Miso Co., Ohio Miso Co., Shin-Mei-Do, American Miso Inc., South River Miso Co., Joel Dee and Miso-Cup), miso's future in the West.

Miso in other countries: Israel, India, Latin America (Brazil, Mexico), Africa.

Illustrations: Evolution of Chinese characters. Hideyoshi Toyotomi and a robber on the bridge (Hatcho miso history, p. 219). Making miso-damari (p. 220). Graph of the miso market in Japan (1880-1980) (p. 226). Ohio Miso letterhead and logo (p. 238). U.S. miso imports, production and consumption (1970-1983) (p. 240). Page 219: "The origins of modern shoyu can be traced more clearly to the mid 1200s when the Japanese priest Kakushin returned from China, having learned there the technique for preparing Kinzanji miso. Establishing himself at Kokoku-ji temple near the town of Yuasa..." Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 415-283-2991.

1400. Potter, Michael. 1983. Edensoy and Eden Foods (Interview). *SoyaScan Notes*. Oct. 3. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Eden Foods has already sold 3 containers of Edensoy, imported from Japan. Each container holds 61,800

foil packs. People taste the carob first and they like it. But in both Australia and the UK, they switched to plain, making it the most popular there.

The Eden Foods warehouse was burned by arsonists outside the company. The principals took a lie detector test and passed with flying colors, then the insurance company refused to pay; so they had to settle out of court. Address: CEO, Eden Foods, Clinton, Michigan. Phone: 544-2781.

1401. Brody, Jane E. 1983. Assessing what is good for you and what is not. *New York Times*. Oct. 12. p. C1, C8.

• **Summary:** Those who eat wisely "can expect an improvement in well-being and a decreased risk of developing such diet-related disorders as heart disease, cancer, high blood pressure, and obesity." But "Myths abound in the health food industry and, experts, say, many believers are being hoodwinked."

Discusses: Sweeteners, raw foods, salty seasonings (including miso and soy sauce), granolas, snacks and candies, nuts and seeds (including peanut butter), oils (cold-pressed oils contain more vitamin E but they become rancid more quickly), "health" foods high in fat, yogurt and frozen yogurt, herbal teas, and pastas (including those enriched with soy flour).

"A tablespoon of soy sauce contains about half a teaspoon of salt. Tamari sauce is hardly less salty than ordinary soy, but Kikkoman makes a reduced-salt soy that has 47 percent less salt than regular soy. Miso, another popular health-food flavoring, contains nearly as much salt as soy sauce. Domestic soy sauce is generally much saltier than imported brands."

1402. Coates, Margery K. 1983. Affidavit. Hain Pure Food Co. vs. Roger M. Coates, et al. Circuit Court for Harford County. 5 p. Oct. 26. Legal document.

• **Summary:** Hain is suing Rod and Margy Coates for not fulfilling a contract, which Margy believes Richard Curry should have fulfilled. "In July, 1981, I sold all of my shares of stock and resigned any position I held in Laurelbrook." At that time Laurelbrook did not have any indebtedness to Hain. Margy adds (March 1992): "In the one month period from Nov. 24, 1981 to Dec. 23, 1981, Richard placed five orders with Hain in the amount of \$35,577.34. Rod and I had never wanted Hain products although they were always asking us to take them on. When Richard first came in, he persuaded us to take on Hain, and we signed an agreement with them. And so when Richard went bankrupt in Jan. (or Feb.?) 1982, we found we were still liable for that debt even though the business was no longer ours. Of course we didn't win that battle either, and Rod and I had to pay off the Hain debt." Address: Maryland.

1403. Kingaard, Jan. 1983. Spotlight on Erewhon. *Whole Foods (Berkeley, California)*. Oct. p. 18.

• **Summary:** A black-and-white photo shows Charles T. Verde (Erewhon's president and CEO) and Cynthia C. Davis (vice president of marketing). "Today's Erewhon has evolved from a cupboard in Michio Kushi's kitchen in 1966, into a \$17 million modern corporate manufacturing concern in 1981, through Chapter 11 Federal Bankruptcy reorganization in late 1981, and on to new ownership in 1982." Erewhon has three retail stores and the company now manufactures and markets a line of more than 100 natural food products including cereals, nut butters, granolas, Japanese imports, oils, and snacks.

"Erewhon defines 'natural' to mean without chemical additives or preservatives; no artificial colorings or flavorings; no refined sugar (the only sweeteners used are honey, pure maple syrup, and barley malt); and products which contain no hydrogenated oils (only cold pressed rather than chemically extracted)."

1404. Leviton, Richard. 1983. The soy deli case. *Whole Foods (Berkeley, California)*. Oct. p. 27-28.

• **Summary:** "The Hinode Tofu Company of Los Angeles recently propelled the industry years by running a series of full page, full color ads for their branded tofu in regional editions of *Good Housekeeping*, *Weight Watchers*, *Runner's World*, *Bon Appetit*, and the *Los Angeles Times* (circulation: one million). Their ad included a 15¢ discount coupon (eight million were printed in total). Edward & Sons has been advertising its Miso-Cup instant soups and Miso+Plus Chive and Jalapeno dry miso dips in national trade and consumer publications. And Farm Foods, with their expanding line of Ice Bean soy ice creams (hard packed and soft-serve) recently launched a cooperative advertising and discount program in cooperation with retailers..."

The Real Food Store on Polk Street in San Francisco has introduced what is probably the first distinctly labeled soy case. It consists of a self-standing reach-in cooler filled with about 34 different soyfood products, from bulk and packaged tofu to soymilk and tempeh burgers.

"At press time, Bread & Circus, a leading natural foods retailer in Boston, was planning a week-long soy promotion in cooperation with a half dozen Bay State producers... Elsewhere, Tree of Life, Florida's \$35 million distributor and manufacturer, designated August as Soyfoods Month and ran promotions in their 60-page monthly newsletter sent to their 2,000 accounts. Soyfoods were presented as that month's 'Super Specials' with 'deep pocket discount' for retailers, reports Morris Shriftman, vice president." Address: Colrain, Massachusetts.

1405. **Product Name:** Amazake Rice Syrup [Natural].

Manufacturer's Name: Miyako Oriental Foods, Inc.

Manufacturer's Address: 4287 Puente Ave., Baldwin Park, CA 91706. Phone: 213-626-9458.

Date of Introduction: 1983 October.

Wt/Vol., Packaging, Price: 8 oz plastic bag.

How Stored: Refrigerated or frozen.

New Product–Documentation: Economic World. 1987. June. p. 46. Says that Miyako makes Amazake Drink in Almond, Chocolate, and Strawberry flavors. Talk with Noritoshi Kanai. 1988. Jan. 26. The only company he knows that made koji in the early days was Fujimoto. Most of the koji they sold was used to make amazake at home. Many Japanese bought it and made amazake at home but he knows of no Japanese-American company that ever made amazake commercially in the USA. Miyako's amazake is made at their miso plant. They sell koji to Cedarlane Natural Foods (a distributor in nearby Glendale, California) and amazake to two local stores. They have just started freezing it for wider distribution. Sales are slow now but should pick up now that it is frozen.

Talk with Noritoshi Kanai. 1988. Feb. 8. His Mutual Trading Company began to import amazake to California from Japan in 1983. JFC (Japan Foods Corp.) and Nishimoto began to do the same at about the same time. He is not aware of any imported amazake before that time. The information from Economic World (above) is wrong. Miyako only makes one flavor, natural.

1406. Erewhon Mail Order. 1983. Erewhon. Natural foods mail order catalog. Brookline, Massachusetts. 16 p. Nov. 1. Catalog and price list.

• **Summary:** This is a new mail order catalog, whose prices are effective from 1 Nov. 1983. On the front cover is a woodblock print of two wooden barrels, a wooden tub, two sacks of corn, a sheaf of wheat, several ears of corn, and a scythe. Erewhon is located at 26 Washington St. in Brookline Village—also the home of Erewhon Mail Order. There are retail stores at 342 Newbury St. in Boston and 1731 Massachusetts Ave. in Cambridge. Products grown organically, without chemicals, are marked with the code "OG."

Contents: Whole grains & cereals (incl. Erewhon granolas). Flours. Pastas. Beans (incl. azuki beans, black soybeans from Japan, yellow soybeans from Minnesota). Seeds, nuts & dried fruit (incl. alfalfa seeds, sesame seeds, and tamari roasted nuts and seeds). Sea vegetables. Misos and tamari soy sauces. Japanese macrobiotic specialty products. Condiments, vinegars & sauces. Sea salts. Erewhon vegetable oils. Baking & home products (incl. koji rice for making amazake and miso, nigari for making tofu, tempeh starter). Sweeteners (Yinni rice syrup, barley malt, maple syrup, clover honey, wildflower honey {unfiltered}). Erewhon nut butters (Almond, cashew, peanut, sesame, sunflower). Fruit spreads. Snack foods. Sweets. Perishables (incl. bread, mochi, produce, amazake, tempeh). Beverages. Supplements. Natural cosmetics & body care. Cookware & appliances. Books & publications. Ordering & shipping information. Zone & shipping charts. Address: 236

Washington Street, Brookline, Massachusetts 02146. Phone: 1-800-222-802 or (617) 738-45168.

1407. Shurtleff, William; Aoyagi, Akiko. 1983. George Ohsawa and the macrobiotic movement: History of work with soyfoods. Soyfoods Center, P.O. Box 234, Lafayette, CA 94549. 46 p. Nov. 10. 28 cm. Unpublished typescript. Available online at www.soyinfocenter.com. [92* ref]

• **Summary:** www.soyinfocenter.com/HSS/george_ohsawa_macrobiotics_soyfoods1.php

A comprehensive history of the subject. Contents: Introduction: Acknowledgement of Ron Kotzsch.

The roots of macrobiotics: *Yellow Emperor's Classic of Internal Medicine*, Shinto classics, Ekiken Kaibara (1630-1714), Nanboku Mizuno (late 1700's-early 1800's), Sagen Ishizuka (1850-1910), Manabu Nishibata.

The life of George Ohsawa (1893-1966): To Paris 1929-36, return to Japan and World War II, Internationalism 1946-53, ran school Centre Ignoramus, "world journey" 1953 to India, Africa, then Paris, started Muso Shokuhin (macrobiotic food company) in Osaka, Japan, in 1959, work in Europe 1956-66, earliest reference seen to soy (miso) in 1956, first visit to New York City Dec. 1959, post-visit institutions, second visit 1960, first American macrobiotic summer camp on Long Island, exodus to Chico, California, Aug. 1961 to escape feared nuclear war, establishment of Chico-San, move of Michio and Aveline Kushi to Boston in 1963, *Zen Cookery* 1963, *Zen Macrobiotics* second edition 1965, growth of the movement, Beth Ann Simon's death blamed on macrobiotics in 1965, response of U.S. Food and Drug Administration is to close N.Y. Ohsawa Foundation, Ohsawa's general macrobiotic teaching, view of Western civilization as one in crisis, with fundamental biological change required to improve it, death in 1966 in Tokyo at age 72 of cardiac failure, seen as sage by his followers, seen as inconsistent crackpot by his critics, work carried on by wife Lima and by his students.

Development of macrobiotics in Boston: Kushi's lectures and classes from 1965, early food sales from house, Erewhon's start in 1966 and subsequent growth, establishment of organic suppliers in the U.S., first imports from Japan 1968, 1970 natural foods boom, National Food Distributors Association, *East West Journal*, Autumn Press founded in Japan by macrobiotic student from Boston, Boston institutes, centers, and foundations from 1972 on, increasing popularity of soyfoods (tofu, tempeh, and miso) in Boston, Erewhon from 1973 to bankruptcy in 1981 and sale to Ronald Rossetti in 1982.

Development of macrobiotics in New York City: Void after departure of Aihara group and Kushis, establishment of Infinity Foods in mid-1960's, Michel Abehsera's restaurants, cookbooks, and tour.

Development of macrobiotics in California: Influence of Chico-San on natural foods movement to 1970, Lundberg

rice 1968-69, Yamazaki miso and shoyu 1970, 1972 fire in Chico-San warehouse, educational activities and institutions, growth of Chico-San, Noboru Muramoto.

Nutritional views of macrobiotic diets: General critical attitude from 1965 to 1977, not countered by macrobiotic leaders, scientific studies pro and con, specific critique of the diet, turnaround in attitude since 1977 (*Dietary Goals* published by U.S. Senate's McGovern Committee), Dr. Mendelsohn, Nathan Pritikin, cancer cures and Anthony Sattilaro (1980).

Macrobiotics in Europe and Latin America: First European company Lima N.V., other distributors, centers, publications, tours, active in South America since 1954.

A major contribution: Type of overall influence on soyfoods, number of followers in 1981. Address: Lafayette, California. Phone: 415-283-2991.

1408. Barat, Gary. 1983. Re: Soyfoods Association members invited to participate in Soyfoods Pavilion '84 at Natural Foods Expo in Anaheim, California. Letter to members of Soyfoods Association, Nov. 28. 1 p. Typed, with signature on letterhead.

• **Summary:** "I am happy to announce that the Soyfoods Pavilion '84 is rapidly taking form. We now have approximately 15 companies participating in our pavilion area at the Natural Foods Expo in Anaheim, California. In addition to the pavilion, we have commitment from approximately 20 manufacturers for ad space in the *Natural Foods Merchandiser* March issue." Address: President, Soyfoods Assoc., P.O. Box 36, New York, NY 10009. Phone: 212-254-6698.

1409. Aoyagi, Kazuko; Aoyagi, Akiko; Shurtleff, William; Bennett, Gordon. trans. and comp. 1983. Japanese standards for soy sauce ("shoyu"): English-language translation. Soyfoods Center, P.O. Box 234, Lafayette, CA 94549 USA. 14 p. Nov. [1 ref. Eng]

• **Summary:** Contents: Translators introduction: Brief history of shoyu standards in Japan and the USA. 1. Definition of fermentation methods: Basic fermented method (*honjozo hoshiki*), semifermented HVP method (*shinshiki jozo hoshiki*), semifermented HVP and acid HVP mixed method (*aminosaneki kongo hoshiki*), semifermented HVP and enzyme HVP mixed method (*koso shorieki kongo hoshiki*), semifermented HVP-acid & enzyme HVP mixed method (*aminosaneki koso shorieki kongo hoshiki*), semifermented HVP-enzyme & acid HVP mixed method (*koso shorieki aminosaneki kongo hoshiki*). 2. Definition of varieties of shoyu: Regular shoyu (*koikuchi shoyu*), light-colored shoyu (*usukuchi shoyu*), tamari (*tamari shoyu*), double-fermented shoyu (*saishikomi shoyu*), clear shoyu (*shiro shoyu*).

3. Standards for varieties of shoyu: Regular shoyu, light-colored shoyu, tamari, double-fermented shoyu, clear shoyu. 4. Analytical methods: Degree of color, total

nitrogen content, soluble solids, alcohol content, direct reducing sugar. 5. Labeling requirements: Items to be listed, particulars for each item listed, prohibited terms.

Brief history: "In 1963 the Japanese Ministry of Agriculture and Forestry (*Norinsho*), with the support of the Japanese Shoyu Association, set the first JAS (Japanese Agricultural Standards) for shoyu. The 1963 JAS shoyu standards were revised in July 1970 with *Norinsho* Notification #974. Companies choosing voluntarily to make their shoyu to these standards were allowed to print the prestigious JAS mark on their labels. These standards were revised again in 1980.

"In January 1976 in the United States the Federal Supply Service of the General Services Administration established America's first soy sauce standards for use by all federal agencies. The classified all soy sauce into two types: Type I—Soy Sauce (fermented), and Type II—Soy Sauce (non-fermented). These standards were revised on 5 May 1978 as Fed. Spec. EE-S-610G.

"In late 1983 the Japanese shoyu standards were first translated into English and work began to adapt them to American needs and conditions." Address: 1. Albany, California; 2-3. Soyfoods Center, P.O. Box 234, Lafayette, California 94549; 4. Westbrae Natural Foods, P.O. Box 8711, Emeryville, CA 94662.

1410. Chico-San, Inc. 1983. Why does Chico-San pay premium prices for products and ingredients (Ad). *Vegetarian Times*. Nov. p. 31.

• **Summary:** Chico-San describes itself as "A company built on a philosophy"—macrobiotics. "Over the past two decades many macrobiotic food companies have come and gone. We are grateful that we have been able to survive a disastrous fire that wiped out our facilities in 1972, plus a couple of severe recessions. Chico-San is now strong and independent."

"We continue to operate under the belief that it is not enough just to eat brown rice, vegetables and miso soup."

"Some of you may have already seen the first issue of our free newsletter, *The Crackerbarrel*, which featured articles on subjects ranging from organic miso and soy sauce,... Also included is a message from Lima Ohsawa, and information on processing low-sodium soy sauce (and why it may not be very desirable),..."

The signature of J. Robert Kennedy, President, Chico-San Inc., and the Chico-San logo (a sort of spiral) are shown. Address: P.O. Box 810, Chico, California 95927.

1411. *Country Reader (Arrowhead Mills, Inc., Hereford, Texas)*. 1983. Coming soon: Five new cereals. 3(4):1. Winter. • **Summary:** "Arrowhead Mills proudly announces the introduction four new 'Puffed Cereals.' Whole Grain Puffed Corn, Millet, Rice and Wheat will be available in 6 oz, bags in Approximately 30 days.

Note 1. A list of "Specials—15% off" on page 4 of this issue shows that Arrowhead Mills carries "Soybean Oil" in pints and quarts.

Note 2. This quarterly, 4-page newsletter contained mostly information about Arrowhead Mills products (which are all organically grown, whole foods, without any food additives), including new products, special discounts, etc. It began publication in 1980 and continued until at least Winter 1986. Soyinfo Center has all issues from the one cited above to Winter 1986, a gift from Lorenz Schaller of Ojai, California.

1412. *Health Foods Business*. 1983. Industry news: Pharmaceutical firm acquires K&L. Nov. p. 31.

• **Summary:** "Kahan & Lessin Co. of Compton, California, has been acquired by Jameson Pharmaceutical Corp. of San Mateo, California. K&L, a leading distributor of natural products, was founded in 1932; it has been owned by Fleming Companies of Oklahoma City since 1972.

"Jameson's main business is the manufacturing and distribution of vitamins and food supplements, mainly through drugstores and supermarkets. James H. Jones, 53-year-old chairman of the board at Jameson, is a founding director of" Wal-Mart.

A photo shows Arthur Miller, age 62, who will continue in his role as president and chief operating officer of K&L.

"K&L currently serves over 1,600 health food store accounts in the states of California, Hawaii, Arizona, Utah, Nevada, Colorado, Montana, Washington, New Mexico, Texas, Oregon, etc. It carried more than 8,500 items at a 100,000-square-foot distribution center."

1413. Leonard, Tom; Jacobs, Leonard. 1983. Choosing the best sea salt. Lab reports and production methods should be considered. *East West Journal*. Nov. p. 16, 18-20.

• **Summary:** An excellent, well-researched and well-written article. Sea salt contains more of the minerals found in sea water than does commercial salt (sodium chloride). These elements include magnesium, calcium and potassium. Most Americans consume too much salt, and over the past decade, the sodium which makes up about 40% of salt has been implicated in obesity, arthritis, kidney stones, high blood pressure, and increased risk of cardiovascular disease.

Among commercial table salts there are two main types: mined land salt and refined sea salt. Both types conform to the Food Chemicals Codex which requires salt to 99.5% pure sodium chloride or 97.5% NaCl if the salt is treated with an anti-caking substance (typically magnesium carbonate). These refined salts might be called the "white bread" of salt.

There are sixty different elements in ocean water. A table compares the "Major compounds (salts) in sea salt." In the table are five brands of sea salt: Westbrae, Muramoto, Lima, Erewhon, and Maldon. For each is given the content of moisture, sodium chloride, calcium chloride, magnesium

carbonate, and potassium sulfate—on both an “as is” basis and on a dry/moisture-free basis. Before about 1960 there was no sea salt in the United States. Muramoto’s sun-evaporated salt is made on the west coast of Mexico’s Baja peninsula. He “brings this unrefined salt into the U.S. and ‘cleans’ it by re-dissolving, filtering, and re-evaporating and crystallizing it in enameled pans over glass flames.”

Maldon salt comes from Essex in England; it is evaporated in large pans over fire.

Lima salt is made in Europe. Address: Boston, Massachusetts.

1414. Shurtleff, William; Bennett, Gordon. 1983. Proposal for a Soy Sauce Council of North America. Lafayette, California: Soyfoods Center. 2 p. Unpublished typescript. 28 cm.

• **Summary:** Contents: Definition. Purpose. Membership. Funding. Communication, proposals, and voting. Initial activities: Standards, soy sauce press release program. Your participation.

“Definition: The Soy Sauce Council of North America (commonly referred to as the “Soy Sauce Council”) is an organization within the Soyfoods Association of North America.” This idea was proposed by the authors, a cover letter, questionnaire (containing 10 questions, mostly related to terminology), and 4-page list of potential members were drafted, and a mailing was done to all potential members. Eleven companies responded to the questionnaire and their responses were tabulated. The respondents were: Chico-San, Erewhon, Granum, Kikkoman-Wisconsin, Kikkoman-International, Mandarin Soy Sauce, Mountain Ark, Pure Sales, San-Jirushi, Westbrae, and Mark Fruin.

But Michael Austin and at least one other leader of the Soyfoods Association did not like the idea, so it was never implemented. Address: 1. Director, Soyfoods Center, Lafayette, California; President, Westbrae Natural Foods.

1415. Goodman, John. 1983. Arrowhead Mills’ work with full-fat soy flour and microflaked soybeans (Interview). Conducted by William Shurtleff of Soyfoods Center, Dec. 20. 1 p. transcript.

• **Summary:** Technical descriptions of how the company makes these two products. Full-fat soy flour production started in about 1973-74. Current production is about 300,000 lb/year in 1.5- and 30-lb bags, and another 100,000 lb a year in mixes, such as pancake and waffle mix, and as a fortifier for unbleached white flour. They also make full-fat soy grits (pretoasted and run through a flaker) for use in their 7-grain cereal.

In about 1974 they started to make micronized soy flakes, sold in 1 lb and 25 lb bags. They use these in their Deaf Smith Crunch Granola, and other companies use them in granolas, cereals, as a filler in meat loaves, and casseroles. Present production is about 100,000 lb/year. Address:

Arrowhead Mills, Hereford, Texas.

1416. *SoyaScan Notes*. 1983. Soymilk and dairy milk prices in California, December 1983 (Overview). Dec. 28. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** In Lafayette, California, whole fluid cow’s milk retails for \$0.39/pint (1 pint = 16 ounces) and nonfat cow’s milk retails for about \$0.43/quart. Milk is the least expensive popular beverage, less expensive than Coca-Cola, beer, or orange juice. Prices of unflavored fluid soymilks are as follows: Vitasoy, 8.4 oz. Tetra Brik sold to the Asian-American market \$0.35 (which is the equivalent of \$0.67 per pint), Quong Hop Soy Fresh 10.16 oz. Pure Pak carton \$0.59 (\$0.89/pint), Wildwood Yosoy pint plastic bottle \$1.05, Brightsong Honey-Vanilla pint plastic bottle \$1.08, San-J To-Neu 6.76 oz. Tetra Brik \$0.74 (\$1.75/pint), Edensoy 6.0 oz. retort pouch \$0.74 (\$1.97/pint). Vitasoy, the least expensive soymilk, is 1.72 times as expensive as cow’s milk. The average price of the pint equivalents of all 6 U.S. soymilk products mentioned above is \$1.24 a pint (which would be \$2.48/quart). Thus the average soymilk in a typical pack is 3.53 times as expensive as dairy milk per unit volume.

1417. *SoyaScan Notes*. 1983. Chronology of soybeans, soyfoods and natural foods in the United States 1983 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. 16. Larry Needleman decides to sell Bean Machines; he is looking for a buyer. Jan. 24. “Legume, Company Finds Niche Selling Frozen Foods Made with Tofu, published by *The Wall Street Journal*.

Feb. *Soyfoods* magazine No. 8 published by Richard Leviton. Blue cover, 5,000 copies

Feb. 6-8. Sixteen soyfoods companies exhibit at the Natural Foods Expo. in Anaheim, California. A new trade association named Soyfoods Association of America (SAA) is formed; it is basically a restructured version of the original Soyfoods Association of North America, which was founded in July 1978 and which now ceases to be active. SAA elects a new board of directors; Michael Austin is chosen new Executive Director and Gary Barat of Legume becomes new President. Fourteen companies pledge \$12,000. Headquarters established in New York City.

Feb. 7. The First Great Tofu Burger, a dry mix, made in Oakland, introduced at Anaheim Natural Foods Expo.

Feb. 18. Wm. Shurtleff has idea for forming a Soy Sauce Council to help encourage soy sauce companies to join Soyfoods Association, develop soy sauce terminology and standards, and eliminate mislabeling.

Feb. Jack’s Beanstalk, innovative tofu company in Salt Lake City, Utah, goes out of business.

March 10. *Soyfoods Industry and Market: Directory and Databook 1983* published by Soyfoods Center, accompanied by glossy flyer and catalog of professional publications and

services.

March 10. *Tempeh Primer*, by Juel Andersen and Robin Clute, published.

March 14. Connecticut Agricultural Experiment Station, in Bulletin 810 "Quality of Tofu and Other Soy Products," reports high bacterial and coliform counts. A virtual expose, revealing the tofu industry's erratic quality control, it gets wide media coverage and hurts sales of New England and New York tofu companies.

March. Hinode Tofu Co. starts major tofu ad and coupon campaign, with full-page ads in four national magazines. Most extensive national publicity ever done for tofu. Triggers lawsuit from a rice company over the Hinode brand, with which Hinode Tofu Co. is subsequently forced to part.

April 27-30. Six soyfoods companies exhibit at Whole Life Expo in San Francisco, as part of Soyfoods Association's booth. Shurtleff presents a speech and color slide show.

April. Jacob Hartz Seed Co. is purchased by Monsanto.

May. *The Au Naturel Tofu Manual*, by Chloe & Abraham Fox self-published in Canada. Vol. 1 is *Tofu Recipes for Families*. Vol. 2 is *Modern Jewish Tofu Cooking*.

May 3. Michael Austin mails out Soyfoods Association Charter Member letter. By year's end \$18,000 in membership fees had been raised.

May 4. Richard Leviton decides to move to California.

May 8-11. Hinode Tofu Co. exhibits five flavors of Tofu Parfait at the prestigious and influential Food Marketing Institute convention in Chicago, a major national supermarket convention, attended by 20,000.

May 9. Dr. Hwa L. Wang of USDA NRRC speaks on "Tofu and Tempeh as Potential Protein Sources in the Western Diet" at the American Oil Chemists' Society symposium on "Potential New Protein Sources" in Chicago.

May 16. Quong Hop & Co. introduces the first Soy Deli cooler display case to Raley's supermarkets in Reno (Nevada) and Sacramento (California). In July they introduce the idea to Safeway supermarkets in California. By August there are Soy Delis in ten Safeway supermarkets in the San Francisco Bay Area.

May 18. The New York Times article on "Bacteria in Soy Products" is a follow-up on the Connecticut tofu contamination report.

May 24. Wm. Shurtleff leaves for China for three weeks to study soyfoods, sponsored by Danish Turnkey Dairies; the first trip for this purpose since Dr. A.K. Smith of the USDA went there in 1949. Shurtleff writes 75-page report on *Soybeans and Soyfoods in China: 1949-83*. After China, Wm. and Akiko Shurtleff spend 3 weeks studying the burgeoning soymilk industry and market in Japan.

May 31. Leviton and Wang speak on the soyfoods industry at Iowa State University conference on grains and legumes.

June. Worthington Foods introduces Tofu Garden

Patties, developed for the health food market as part of a larger new line of natural food products, all sold under the Natural Touch brand. This is a new trend for the company and they commit money to promoting it. In 1984 they launch Okara Patties (which contain okara as the 4th ingredient).

June. *Quantity Tofu Recipes for Institutions & Restaurants*, by Gary Landgrebe published by Soyfoods magazine and Fresh Press.

June. *The Magic of Tofu*, by Jane O'Brien of Ireland published by Thorsons in the UK.

June. *Tofu: Not Just for the Health of It*, by Jana H. Crutchfield self-published.

June. *Handbook of Indigenous Fermented Foods*, edited by Keith H. Steinkraus, published by Marcel Dekker. Extensive original material on traditional soyfoods. It soon becomes a classic.

June. *Soyfoods* magazine No. 9 published, 7,000 copies. *Soyfoods Newsletter* published in new typeset, 4-page format with new design.

June. Torigoe Seifun, Japan's fifth-largest flour miller, starts production of tempeh. This is the earliest known commercial tempeh ever made in Japan.

July 1. Quong Hop & Co. purchases Pacific Tempeh Co.

July. INTSOY publishes *Proceedings of the First China/USA Soybean Symposium*, held July 1982 at the University of Illinois.

July 3-Aug. 22. Richard Leviton in England, lectures on soyfoods in London and Leicester, and does some soyfoods research.

July 25. Soyfoods Association meeting in Denver, Colorado. Tom Timmins, president of Tomsun Foods Inc. (one of the companies seriously affected by negative publicity on tofu quality) is asked to be head of the Soyfoods Association's Standards Committee, and to appoint people to work with him on the development of standards, especially tofu standards. In October he sends a 4-page survey letter concerning soyfoods standards to the 18-person Soyfoods Association Standards Committee that he has appointed.

July 28-Aug. 2. Second US/China Soybean Research Symposium, held in Jilin, China

July. NNFA show in Denver. Eden Foods surprises the natural foods industry by launching designed-for-America Edensoy in plain and carob flavors. Made in Japan by Marusan-Ai and exported by Muso, it is packed in a 6-ounce retort pouch. San-J's To-Neu brand soymilk is also debuted in Tetra Brik cartons.

Eden Foods is the first Caucasian-American company to import soymilk, and their gamble soon pays off; sales skyrocket, sparked by an extensive magazine advertising campaign. Between Sept. and Dec. 1983 over 1 million packs are sold. A host of competitors rush to follow Eden's lead... and many of them go to Muso. Eden objects.

July 31. Fifth Anniversary of the founding of the Soyfoods Association of North America.

Late July. Hot, dry summer weather heats up the price of soybeans from \$6/bu to over \$9.50/bu in August and September, falling back to \$8 in December.

Aug. 15. *Time* magazine article on stylish ice creams has a paragraph on Tofutti soy ice cream.

Aug. 15. Delegation of four soyfoods experts from People's Republic of China spends 5 hours at The Soyfoods Center. First stop of the first Chinese soyfoods team to visit the USA.

Aug. 15. Soyfoods Center makes the first photocopy of the entire Log of the Dorsett-Morse Expedition to East Asia, 1929-31. 6,170 pages. The only original is owned by the American Soybean Assoc. in St. Louis, Missouri.

Aug. Farm Foods serves Ice Bean soymilk ice cream at the American Soybean Association convention in Nashville, Tennessee.

Sept. Legume in New Jersey, in their second public stock offering in 15 months, raises an additional \$400,000 (\$300,000 net).

Sept. Continental Soyfoods, run by Pat Aylward in Minneapolis, Minnesota, goes out of business.

Sept. 9. Richard Leviton leaves Massachusetts, moves Soyfoods magazine to Encinitas, California. But he decides to leave there a week later.

Sept. 21. New Ten Speed Press edition of *The Book of Miso*, by Shurtleff and Aoyagi published. Extensively revised, it shows miso consumption in the U.S. has increased 300% since 1975.

Sept. 25. Open House at new headquarters of Soyfoods Center for 30 people, including Nancy Dailey, who is writing a major story on soybeans for *National Geographic* magazine, and for Richard Leviton, newly arrived in California. Shurtleff shows color slides of soyfoods in China.

Sept. 26–Oct. 1. Symposium on “Soybean in Tropical and Subtropical Cropping Systems” held at Tsukuba, Japan. About 200 people attended. Proceedings were published in 1985.

Sept. 28. Soyfoods Center buys its first computer and begins computerization, which soon leads to development of the world's three largest computerized databases focusing on soyfoods and the soybean industry—from which this chronology is compiled.

1418. *SoyaScan Notes*. 1983. Chronology of soybeans, soyfoods and natural foods in the United States 1983 (Continued) (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued. Oct. 9 to Nov. 14. Richard Leviton travels to Europe as a consultant for the American Soybean Association. Gives six speeches on soyfoods in Italy, Belgium, Denmark, France, Netherlands, and Hungary. The 50-minute speech in Italy is about the soyfoods industry in the USA, presented to 150 members of EUVEPRO, the European Vegetable Protein Association. Leviton studies

soyfoods throughout Europe, the first representative of the American soyfoods movement to do so. He reports that virtually all tofu in Europe is vacuum packaged. On Oct. 28, ASA Belgium Office expresses interest in sponsoring a European Soyfoods Conference and a European Soyfoods Newsletter. Leviton writes a 56-page report on the trip.

Oct. New England Soy Dairy starts to sell its tofu under the Tomsun brand.

Oct. The world's first spray-dried tofu is introduced by Clofine Dairy & Food Products of Linwood, New Jersey. St. Peter Creamery first began spray-drying soymilk powder in late 1984, and tofu in the summer of 1985, under the Oberg patent.

Oct. *Kikkoman: Company, Clan, and Community*, by W. Mark Fruin (358 p.) published by Harvard University Press as part of their series Studies in Business History.

Oct. Major reorganization of The Farm in Tennessee. It is no longer a cooperative. Every participant must pay his/her own way. All workers earn wages. The soy dairy sells its tofu and soymilk to Farm residents. Farm Foods becomes an independent, for-profit corporation.

Oct. Pauline Six-Chan, founder of Premier Foods in Leuven, Belgium, starts making Tofu Tart/Cheesecake and promoting tofu and other soyfoods in Belgium.

Nov. Hymowitz and Harlan's “The Introduction of the Soybean to North America by Samuel Bowen in 1765” is published in *Economic Botany*. This brilliant piece of historical research pushes the introduction date back 39 years, and shows that by the late 1760s Bowen, in Georgia, was making soy sauce and exporting it to England. It also credits Benjamin Franklin with the earliest known reference by an American to tofu, in 1770.

Nov. 11. Wm. Shurtleff and Gordon Bennett (Westbrae Natural Foods) mail out a packet including proposed U.S. soy sauce standards, English translation of Japanese Shoyu Standards, and proposal for formation of a Soy Sauce Council to 60 companies connected with soy sauce in the USA.

Nov. Soyfoods Assoc. officers meet with David Mintz of Tofu Time (maker of Tofutti) asking him to either use tofu as an ingredient in Tofutti or drop the term “tofu” from his product name and stop stating or insinuating that his product contains tofu.

Nov. 11. William Shurtleff writes a strongly worded letter to Mintz threatening to report the matter to the Securities and Exchange Commission and the FDA if Mintz fails to stop deceptive practices. Mintz quickly re-adds tofu to Tofutti.

Nov. 19. House Shokuhin Kogyo, a major Japanese food company, invests \$2.5 million in Hinode Tofu Co. in Los Angeles as part of a joint venture to expand tofu production.

Nov. 25. Dr. Clifford W. Hesseltine of the USDA NRRC receives the award of the Third Class of the Order of the Rising Sun from the Emperor of Japan in recognition of

the meritorious services he has rendered: proving the safety of Japan's traditional fermented foods, training Japanese scientists, and promoting technical cooperation in the field of food fermentation between the United States and Japan.

Dec. New England Soy Dairy, in a half-page article in *Inc.* magazine, is named as one of America's 500 fastest growing small private companies.

Dec. Inari Trading Co. in Michigan develops a delicious Christmas Soynut Sampler with seven flavors of Super Soys, including yogurt-coated, carob-coated, and butter-toffee. Runs a full page color ad in *Soybean Digest*.

Dec. *International Bibliography of Soybeans* (3 volumes, 2,500 pages) published in Brazil. 19,571 references total, under 75 subject headings, all published during 1970-1982. Volume III contains author and subject indexes. Mostly soybean agronomy, but 1,584 references on soyfoods.

Dec. 1. The title of *Soyfoods Monthly* is changed to *Soyfoods Newsletter*.

Dec. 5-7. Symposium on Soybean Utilization held at Ibadan, Nigeria, Sponsored by IITA. First event of this type in Africa.

Dec. 8. Tofu Time Inc. in New York raises \$3.2 million (\$2.4 million net) in their first public stock offering (IPO), to finance national marketing of Tofutti soy-based ice cream.

Dec. 10. Doug Fiske becomes majority owner (55%) of *Soyfoods* magazine, Leviton owns 45%. Fiske will take over most publishing responsibilities. Leviton moves to San Francisco Bay Area.

* *Eurosoya*, the annual publication of the European Cooperative Network on Soybean, begins.

* Soymilk production peaks in Japan at 116,724 kl. By 1986 it has fallen to 43,392 kl, which is only 37% of the peak.

1983 New Trends:

New Capital and Expertise are Flowing into the Soyfoods Industry, leading to many exciting new ideas and products and marketing programs. A dozen or so large companies with nationwide marketing are emerging.

New Emphasis on Soyfoods Marketing, now that production techniques have been fairly well mastered, is seen throughout the industry, and is reflected in new editorial and advertising policies of *Soyfoods* magazine.

Brand-Name Promotion by larger companies is surpassing generic or commodity promotion.

Stylish Second-Generation Products, prepared convenience soyfoods, are appearing with better product quality, better marketing and promotional programs, and better packaging and graphics. These are the fastest growing component of the soyfoods industry.

Extensive Professional Advertising of Soyfoods in natural and health food consumer magazines, as by Legume, Eden Foods, San-J, Hinode, Edward & Sons, and Pure & Simple. Each of these companies run very attractive, professional ads. Brightsong Light Foods has top graphics

for a small company.

Exhibits at National Trade Shows are now a matter of course: The Natural Food Merchandiser show, followed by the National Nutritional Foods Association (NNFA) show are most popular.

Tofu Market Control is Increasingly Concentrated in the hands of large manufacturers, who distribute nationally and have professional marketing. Most companies are getting much more professional, but many small tofu companies are going out of business. The total number of companies is stabilizing.

Soymilk Makes its First Big Splash in the American Caucasian Market, led by Eden Foods' Edensoy. Vitasoy has big plans for early 1984. Vitasoy had the largest total imports in 1983, but mostly sold to the Asian-American market. Large new soymilk plants are planned to open in 1985.

East Asian Soymilk Sales are Skyrocketing, leading to a general soyfoods Renaissance, and reevaluation of traditional soyfoods staples. Production of soymilk in Japan tops 100,000 metric tons (tones) for the first time, reaching 116,724 tonnes, up 71% over last year. The per capita consumption of soybeans in Japan is 5.8 kg/year, up 3.6% from last year.

Soy Ice Cream is becoming fashionable. Made with tofu, soymilk, and/or isolated soy protein, it is emerging as a major way that Americans are discovering soyfoods.

Tofu industry is vulnerable to sanitation and credibility problems as vividly demonstrated by the Connecticut quality / contamination report in March and subsequent adverse publicity, and by a Tofutti mislabeling incident in November. The industry urgently needs standards and better sanitation. Tofu souring and spoilage is the tofu industry's number one problem.

The Soy Deli Concept: Defunct or Ready for Takeoff? No new openings and some closings. But more and more natural food and vegetarian restaurants are starting to use soyfoods, and Chinese and Japanese restaurants are increasing their traditional use. In *Soyfoods* No. 9, Leviton calculated that as much as 16% of all tofu made in the U.S. is being served in restaurants, but this figure is probably far too high. Most promising, plans by Tofu Time/Tofutti to open a chain of natural, fast food restaurants featuring tofu, soymilk and other soyfoods could bring the Soy Deli concept new life and widespread publicity as a healthful alternative to McDonald's, Burger King, and the like.

European Soyfoods Industry is Flourishing, with lots of innovation. Large producers of tofu and tempeh are emerging in the Netherlands.

Tempeh is Starting to Take Off in Japan and interest is rising rapidly: 13 articles were published on tempeh in Japan this year, followed by 20 in both 1984 and 1986.

1419. **Product Name:** Erewhon Shoyu Tamari.

Manufacturer's Name: Erewhon, Inc. (Imported). Made in

Japan.

Manufacturer's Address: Boston, Massachusetts.

Date of Introduction: 1983 December.

New Product–Documentation: Ad in *Whole Foods*. 1983. Dec. p. 51. “The look is new but the flavor is still aged.” “Our look may be new. But all 150 Erewhon Natural Food products are still made the same quality way.”

Leaflet. 8½ by 11 inches, color. Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. Ad (full-page, color) in *Whole Foods*. 1989. Feb. p. 27. “Made in Japan 400 years ago.” Shows chopsticks on a small bowl or shoyu next to two types of sashimi against a black background.

1420. Erewhon Trading Co. 1983. Order food by mail? Naturally (Ad). *New Age Journal (Boston, Massachusetts)*. Dec. p. 4.

• **Summary:** A half page black-and-white ad. “Erewhon’s mail order natural food brings the highest quality natural and organically grown products right to your mailbox. Shopping for macrobiotic food, all natural cosmetics and body care products has never been so convenient.” An illustration shows a mailbox full of Erewhon brand products. Address: 236 Washington St., Brookline, Massachusetts 02146. Phone: 1-800-222-8028.

1421. Cook, L.K.; Cronk, Loren K.; Free, Lisa. 1983. Guide to natural food restaurants. Angwin, California: Daystar Publishing Co. *

1422. Eden Foods, Inc. 1983. Expand your horizons. Edensoy (Leaflet). Clinton, MI 49236. 1 p. Single sided. 28 x 22 cm. Also widely run as an ad.

• **Summary:** See next page. A color illustration shows a boy climbing out on a rock over a pond with a meadow and mountains in the background. Superimposed on this are two large foil retort packages of Edensoy (plain and carob). A table compares the nutritional value of Edensoy/whole cow’s milk. Key differences are (gm per 100 gm): Calories 40/65. Protein 3.4/3.0. Fat 3.0/3.3. Ash 0.6/0.8. Calcium 40 mg/100 mg. Iron 1.5 mg/0.05 mg. Also appeared as an ad in *Natural Foods Merchandiser*. 1984. Jan. p. 10 (unnumbered) of 12-page color advertising insert. Soyfoods Pavilion ‘84. Marketing soyfoods in America. Address: Clinton, Michigan. Phone: (517) 456-7424.

1423. Eden Foods, Inc. 1983. Process for making soy milk [in Japan, by Marusan] (Leaflet). Clinton, Michigan. 2 panels each side. Each panel: 28 x 21.6 cm. Undated.

• **Summary:** Printed with dark green ink on glossy white paper. The stylish logo of Eden Foods, Inc. is four green shoots or fiddlenecks in a circle.

The purpose of this very interesting leaflet is to give a detailed technical description of the process for making and packaging (in retort pouches) Edensoy soy milk, and to give

a floor plan showing the different pieces of equipment used and their location in the building. We applaud Eden Foods for their openness in disclosing exactly how their soy milk is made and packaged.

“Process for making soy milk (the numbers refer to the machines on the diagram): “Cleaned soybeans are fed through a cyclone chamber (105) removing loose skins and hulls. Then the beans are mechanically compressed (crushed slightly) to loosen the skins away from the rest of the bean (106). Next into the enzyme invalidator (106) where they are slowly augured through and cooked with steam, which enters the chamber at 266 °F, and pressure, which is maintained at 57 lb/sq. in. (201).

“Steam is continuously being added and removed. This releases and destroys enzymes that cause undesirable smells. Enzymes are carried away in the spent steam. The soybeans are in this enzyme invalidator (201) for 30 seconds. From here they go into a grinder (203) and are mixed with hot water (80-85%) and then pumped into the ultrimixer colloid mill (205) where the particle size is reduced to pass through a 200 mesh screen. This is then pumped into a centrifuge (207), which removes the fiber down to about 11.5% solids. This liquid is then decanted in the receiving tank (208) and then deaerated by vacuum in the deaerating tank (209). Soy liquid is now moved to agitating blending tanks (211), and then pumped to seasoning tanks (213), where other ingredients are added. The liquid is now between 122°F and 140°F. It is now moved to the first homogenizer (216) and then back to the seasoning tanks (211).

“From there it goes into pasteurizing and smell removing (218) where it is heated with steam and pasteurized at between 266°F and 275°F. It is now moved to the high pressure homogenizer (219) and homogenized at 194°F and 220 lb/sq. inch. The liquid is now passed through a plate cooler (220) where its temperature is reduced to 35 °F and stored in aseptic tanks (221).

“CIP unit (222) is used to flush and clean the system.

“Once moisture has been introduced to the beans, the only surface that the mash or liquid comes in contact with is SUS 316L stainless steel.

“The soy milk has a specific gravity of between 1.03 and 1.04. The percent of solids is controlled by testing the soy milk after production, then adding the other ingredients to bring it up to standard.

“The soy liquid is tested for solids, pH, Brix: first, after mixing with other ingredients, second, just before packaging, and third, after it comes out of the retort.”

“Process for packaging and retort sterilization of soy milk.” The same kind of detailed description is given. “The filling machine is a Bosch Form, Fill, and Seal Machine, model number BMR-200ST. It is in a separate packaging room.

“The film used is an RF-P high temperature laminate manufactured by the Toyo Seikan Kaisha Co., Ltd. of Japan.”

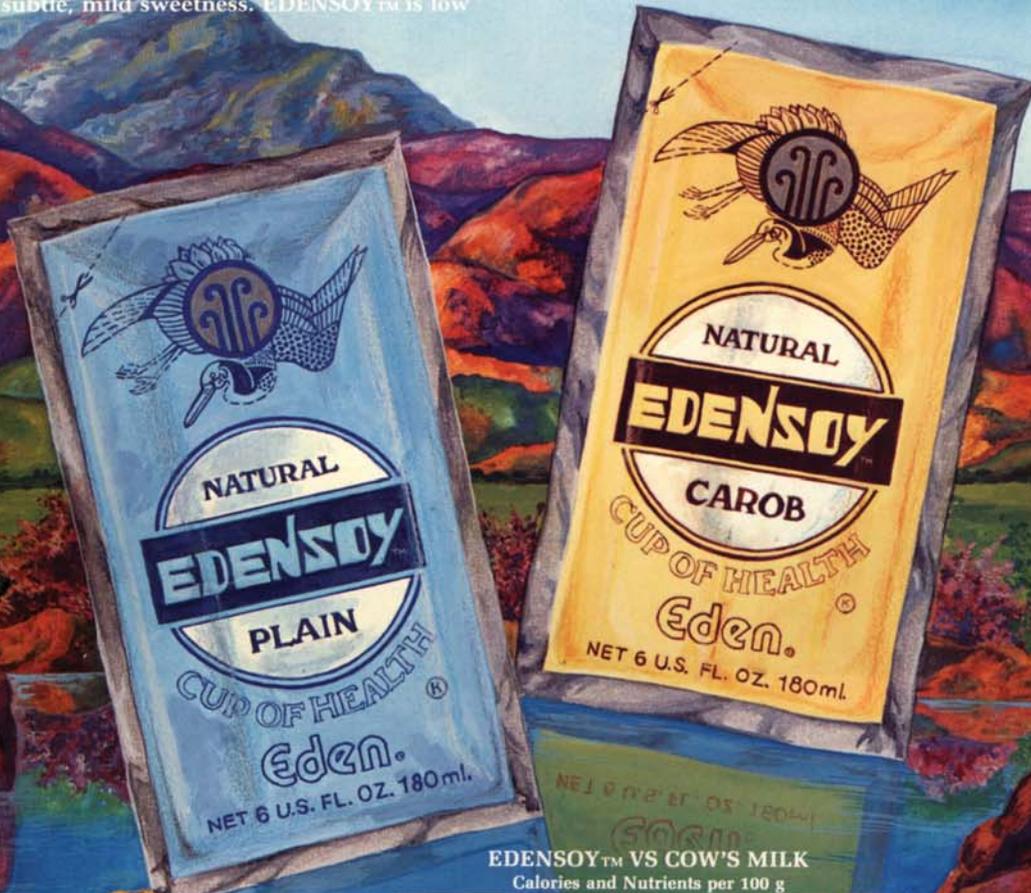
EXPAND YOUR HORIZONS

EDENSOY™ is a nutritionally balanced beverage made from choice, selected natural foodstuffs offering a large complement of minerals and vitamins. EDENSOY™ is fun to drink and leaves you with a satisfied feeling. It is one of the safest, most delicious beverages ever produced on a commercial basis. EDENSOY™ tastes great with a natural full-bodied flavor, a mellow aroma and a subtle, mild sweetness. EDENSOY™ is low

in starch and fats, and cholesterol free. It is an excellent complement to a meatless diet.

Soyfoods are receiving wide acceptance and are being highly acclaimed by nutrition, fitness, gourmet and health-conscious people from coast to coast.

EDENSOY™ is a first-class soyfood that makes the best use of the potential nutrients of the soybean, and rendering this nutrition into an easily digestible food.



EDENSOY™ VS COW'S MILK

Calories and Nutrients per 100 g

	Edensoy™	Cow's Milk
Calories	40/100g	65/100g
Water	87.9%	88.4%
Protein	3.4%	3.0%
Fat	3.0%	3.3%
Carbohydrates	5.0%	4.5%
Fiber	0.1%	0.0%
Ash	0.6%	0.8%
Calcium	40 mg	100 mg
Iron	1.5mg	0.05mg

- An Alkaline Food
- 9 Month Shelf Life
- Made With Whole Soybeans
- Does Not Require Refrigeration
- No Salt Added
- No Preservatives, Colorings or Chemicals used in any Stage of Processing

EDEN® Foods, Inc., Clinton, MI 49236 (517) 456-7424
 Telex: 5104505400 EDENWTDCINO

Circle No. 15 on Reader Service Card

Address: 701 Tecumseh Rd., Clinton, Michigan 49236.
Phone: (517) 456-7424.

1424. **Product Name:** Yahmee Rice Nectar [Original Amazaké Drink, and Toasted Almond].

Manufacturer's Name: Price-Rice Foods Co.

Manufacturer's Address: Price, Maryland 21623 or 21656. Then to Wilton Manners, Ft. Lauderdale, FL 33334. Then by 1986 to 650 N.W. 71 St., Miami, FL 33150. Phone: 391-556-6727.

Date of Introduction: 1983.

Ingredients: Cultured organic brown rice and sweet brown rice, deep well water, high mineral sea salt.

Wt/Vol., Packaging, Price: 8 oz or 16 oz plastic bottles.

How Stored: Refrigerated.

New Product–Documentation: Photocopy of Label. 1983, undated. 4 by 2 inches. “Very low sodium, low calorie, alkaline forming. Keep refrigerated. Rice nectar is rich in protein, minerals, B-vitamins, smooth blended fiber, and digestion aiding enzymes. Try it hot or cold or as a light sweetener in your favorite recipes. Good health comes from our kitchens.”

News release from Mary Lee Bergman of PriceRice Foods Co., Price, Maryland 21656. 1984. June. “Yahmee Rice Nectar (amazake).” “PriceRice Foods Co. is happy to announce the addition of Rice Nectar (amasake) to our line of fine nutritive snacks. Rice Nectar is the result of culturing cooked Lundberg organic brown rice and sweet brown rices with ‘friendly’ *Aspergillus oryzae* (Mitoku Organic Brown Rice Koji). The goodness of whole grain brown rice is transformed into a delicious and digestible sweet liquid. Every sip is a delightful refreshment.” An 8 oz plastic bottle with a tamper-proof snap-seal lid retails for a suggested \$1.19.

Two leaflets. ca. 1984. “Yahmee Rice Nectar. Toasted Almond Amazaké. So sweet and refreshing with all the nutrition of organic whole grain brown rice. No starchy aftertaste. No soy. Truly digestible [sic, Truly digestible]. For a nutritious breakfast try Almond Rice Nectar on your favorite hot or cold cereal. JBJ.” Illustration of large jar by a rice plant. Second leaflet adds banner: “Smooth blended fiber” and gives address: Price-Rice Foods Co., 2701 North Dixie Highway, Fort Lauderdale, FL 33304. \$3.25. The company also made a toasted almond Bongo Bar, with brown rice and barley malt (no amazake). Leaflet. 1986, Jan. “Festive Favorites with Yahmee Rice Nectar.” 8½ by 11 inches, both sides, green on white. Recipes for Strawberry Mousse, Amasake Nog, Chestnut Cream Pie, Moist and Tender Gingerbread, Pumpkin Pie. Two addresses: Miami and Price, MD.

Letter from Frank Marrero/Allen of Grainaissance. 1987. Dec. 21. Talk with Charles Kendall. 1988. Jan. 26. They started near Baltimore 4-5 years ago, but are now in Florida. Call Oak Feed Co. 305-446-9036. They are

distributed by Organic Farms.

Talk with Stuart Kerrigan (305-532-5427 Home or Macrobiotic Foundation 305-448-6625; 4349 Sheridan Ave. #2, Miami Beach, FL 33140). 1988. Jan. 29. Price Rice was started in about 1983 in Price, Maryland by Mary Lee Bergman. She made two amazake products in her home; they were distributed by Organic Farms. Then she moved to Wilton Manners, a city inside Ft. Lauderdale, Florida. There Stuart Kerrigan started to work with her in July 1984. He had previously made amazake in Los Angeles at a store named Grain Country, connected with the East West Center. In Nov. 1984 Mary started to share her kitchen with Yaron Yemini and in about March 1985 he bought the business. At that time Price Rice was making 70 (or up to 90) cases a week, or a total of about 79 gallons a week. Mary Lee is now in California, married.

Talk with Yaron Yemini. 1988. Feb. 23. He confirms the above dates. Before he bought the business he had an agreement that Mary would produce amazake with him, teaching him how and sharing profits, for 3 months. He makes his own koji now; probably the only amazake company to do so.

Talk with Stuart Kerrigan. 1988. March 10. He uses the term “modern amazake” to refer to that made with purified [commercial] enzymes. After the sale of Price Rice, which was a financial disaster, Mary Lee worked with a dessert company in Florida making pies with modern amazake out of her home. Then she moved to California. Stuart has just signed a contract to work with Daniel’s of Boston making seitan and amazake.

1425. Soyfoods company business cards. 1983. 1 p.

- **Summary:** 1. The Soy Shop (Atlanta, Georgia).
- 2. The Piñon Company (Costa Mesa, California).
- 3. The Simple Soyman (Milwaukee, Wisconsin)
- 4. Chico-San (Chico, California).
- 5. Brightsong Light Foods (Petaluma, California).
- 6. Soyvita Austria (Salzburg, Austria).
- 7. Aros Sojaprodukter (Orsundsbro, Sweden).
- 8. Ohio Miso (Monroeville, Ohio).

1426. **Product Name:** Westbrae Natural Mild Soy Sauce (Salt Reduced).

Manufacturer's Name: Westbrae Natural Foods (Importer). Made in Japan by Sendai Miso-Shoyu.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: 415-658-7518.

Date of Introduction: 1983.

Ingredients: Water, whole soybeans, whole wheat, sea salt.

Wt/Vol., Packaging, Price: 12.7 fluid oz (375 ml).

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Label. 1983, undated.

3.5 by 8 inches. Color. “Half the Sodium of Regular Shoyu. Most ‘salt reduced’ soy sauces use an ion exchange

method to lower their sodium content.” Westbrae removes it mechanically, starting by heating the shoyu at lowered atmospheric pressure until the salt precipitates out. It is then removed by a centrifuge. Label. 1986. 5 by 3.5 inches. Paper. Brown, green, blue, yellow and white. Mt. Fuji logo illustration. “Contains 175 mg sodium per 5.9 gm (1 tsp.) serving, vs. 350 mg for regular shoyu.” Letter from Gordon Bennett. 1987. Oct. Gives year of introduction as 1983.

1427. **Product Name:** Westbrae Natural Buckwheat Ramen. Instant Asian-Style Buckwheat Noodles & Miso Flavor Broth.

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: 415-658-7518.

Date of Introduction: 1983.

Ingredients: Asian-style noodles: Whole buckwheat flour, sifted wheat flour, water, sea-salt. Vegetable broth: Powdered soy sauce (soybeans, wheat, sea salt), powdered miso (soybeans, seasalt), dried Kombu seaweed, dried Japanese mushrooms, sea salt, dried onion, garlic, white pepper, dried ginger, green onion.

Wt/Vol., Packaging, Price: 3.1 oz (90 gm).

How Stored: Shelf stable.

Nutrition: Per 45 gm.: Calories 158, protein 5 gm, carbohydrate 32 gm, fat 1 gm.

New Product–Documentation: Label. 1986, undated. 10 by 7 inches. Plastic. Orange, brown, white, green, black on yellow. Color picture of bowl of Buckwheat Ramen. Miso Flavor Broth packet. 3 inch square. Foil. Burgundy on silver.

1428. **Product Name:** Westbrae Natural Seaweed Ramen. Instant Asian-Style Whole-Wheat Noodles & Seaweed Flavor Broth.

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: 415-658-7518.

Date of Introduction: 1983.

Ingredients: Asian-style noodles: Whole-wheat flour, sifted wheat flour, salt. Soup: Powdered miso (soybeans, white rice, salt). Powdered soy sauce (soybeans, wheat, seasalt), shiitake mushroom powder, onion powder, dried wakame seaweed, garlic salt, ginger powder, black pepper.

Wt/Vol., Packaging, Price: 3.1 oz (90 gm).

How Stored: Shelf stable.

New Product–Documentation: Label. 1986, undated. 10 by 7 inches. Plastic. Orange, white, black, brown, green on blue. Color picture of bowl of Seaweed Ramen.

1429. **Product Name:** Westbrae Natural Miso Ramen. Instant Asian-Style Whole-Wheat Noodles & Miso Flavor Broth.

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: 415-658-7518.

Date of Introduction: 1983.

Ingredients: Asian-style noodles: whole wheat flour, sea salt. Miso broth: Powdered soy sauce, soybeans, wheat, sea salt, powdered miso, dried kombu seaweed, dried Japanese mushroom, sea salt, dried onion, garlic, white pepper, dried ginger, green onion.

Wt/Vol., Packaging, Price: 3.1 oz.

How Stored: Shelf stable.

New Product–Documentation: Label. 1986, undated. 9.5 by 6.5 inches. Plastic packet. Orange, purple, white, green brown. Full color picture of bowl of Miso Ramen. Directions with pictures of how-to.

1430. Westbrae Natural Foods. 1983. Tamari vs shoyu (from a company that sells both) (Poster). Emeryville, California. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center.

Address: Emeryville, California.

1431. Albright, Nancy; Gerras, Charles. 1983. The natural foods epicure: the no salt, no sugar, no artificial ingredients, all natural foods cookbook. Emmaus, Pennsylvania: Rodale Press. 408 p. Illust. 24 cm. *

• **Summary:** Previously published as “Rodale’s naturally great foods cookbook:...” (c) 1977.

1432. Business Trend Analysts, Inc. 1983. The health and natural food market. Commack, New York: Business Trend Analysts. 199 leaves. 28 cm. [9 ref]

• **Summary:** One section of this study (including pages 108-111) concerns the soyfoods market. It consists largely of statistics compiled by the Soyfoods Center and Soyfoods Association of North America. No permission was obtained from Soyfoods Center to use this information. Address: 2171 Jericho Turnpike, Commack, New York 11725.

1433. Cauwenberghe, Marc Van. comp. 1983. The macrobiotic archives. Vol. I, Issues 1 through 6. Kushi Institute, 17 Station St., Brookline, Massachusetts. 354 p. 28 cm. In a 3-ring binder.

• **Summary:** This is a compilation of various early published and unpublished documents relating to George Ohsawa and macrobiotics.

1434. Chico San, Inc. 1983. Mrs. Lima Ohsawa–Pioneer in health. Chico-San’s specialist in macrobiotic foods (Leaflet). Chico, California 95927. 1 p. 28 cm.

• **Summary:** On the top half of this black-and-white leaflet is a portrait photo of Lima Ohsawa. Near the bottom is Chico-San’s logo, a spiral. Just above that: “Look for these special

Chico-San imports: Lima Soy Sauce and Lima Tamari; soybean puree (miso); salt plums; mineral-rich mercury-tested seaweeds—hijiki, kombu, wakame, nori, and kanten; 16 Herb Lima Mu tea; Ohsawa Twig tea; malt vinegar; azuki beans; black soybeans; barley koji; kuzu; nigari [a coagulant for making tofu]; tekka; light and dark sesame oils; and lotus root tea.” Address: Chico, California.

1435. Cumulative title index to the Library of Congress Shelflist: A combined listing of the MARC and REMARC database, through 1981. 158 vols. 1983. Arlington, Virginia: Carrollton Press, Inc. 79,289 p.

• **Summary:** A listing of the titles of each volume. This source is good to use as a supplement to the National Union Catalog.

Contains a good section on natural foods (p. 46227-46228).

1436. DE-VAU-GE Gesundheitswerk GmbH. 1983. GranoVita. Health-food & natural food from Germany. Natural nutrition for young and old for every day. P.O. Box 1660, D-2120 Lueneburg, West Germany. 6 p. Manufacturer’s catalog. [Eng]

• **Summary:** This full-color manufacturer’s catalog contains a color photo of each of the company’s products and a listing of ingredients. All are natural, vegetarian foods. The lines are Soya-Products, Sandwich-spreads, Baby food, Fruit-and Grain bars, Nut-Creams, Wholemeal Breakfast, Herbal drugs, Drinks (soymilks and coffee substitutes), and Boesen grain-mill. Contains a concise history of the company, which was founded in 1899 by a group of health reformers at Friedensau near Magdeburg. Today the Lueneburg plant employs about 120 workers. The company supplies 2,500 health food stores in West Germany and has business dealings worldwide. “By our motto ‘Once a week a meatless day with granoVita soya-food’ more and more customers are induced to try the wholesome and tasty soya-products.”

In 1977 DE-VAU-GE acquired the Boesen Bakery Ltd. which employs 130 workers. In 1982 total sales for granoVita and Boesen were 50 million DM (German marks).

Among the many color photos is an aerial view of the present factory at Lüneburg. Address: Lueneburg, West Germany.

1437. Eden Foods, Inc. 1983. Edensoy. Clinton, MI 49236. 12 p. 21 cm.

• **Summary:** This booklet was written by Mike Potter to explain the uses of Edensoy. Inset in the red cover, a color photo shows a glass of soymilk next to a blue package Edensoy plain (retort pouch). On the inside front cover a large illustration shows a soybean with the bold caption “Look and feel great.” Contents: What is Edensoy? Edensoy—Quality ingredients. Soyfoods popularity: Just another fad? Edensoy—An alkaline food. Good for young

and old. Edensoy compares very favorably with cow’s milk (2 tables). What about cholesterol. Rich in iron. Good for babies.* Versatile. About the maker. On the inside back cover, a color photo shows the modern stainless steel equipment used to make Edensoy in Japan. The outside back cover shows the Eden crane logo with a Muso banner in its beak.

* The paragraph titled “Good for babies later got Eden Foods into big trouble with the FDA. It reads as follows: “Nothing can surpass mother’s milk for young children and we strongly recommend breast feeding, but when this is not possible, Edensoy is a quality substitute. It may be used with confidence for bottle fed babies that cannot tolerate the substances found in liquid and powdered formulas or are unable to tolerate dairy milk. Infant formula was developed because babies under the age of one year cannot tolerate (digest) cow’s milk.

“Vegetable quality babies cry less.” Address: Clinton, Michigan. Phone: (517) 456-7424.

1438. Goldbeck, Nikki; Goldbeck, David. 1983. American wholefoods cuisine: Over 1300 meatless, wholesome recipes from short order to gourmet. New York, NY: New American Library. viii + 580 p. Illust. Index. 23 cm. [65* ref]

• **Summary:** This is the best of the Goldbeck’s many good books on food. Contains many recipes for tofu (regular and frozen, p. 166-73) and tempeh (p. 173-75), and some for soynuts, whole soybeans, and soy flour. Although its subtitles says it is a meatless cookbook, pages 15-16 discuss the value of adding small amount of meats, fish, and poultry to other dishes, and page 478 contains details on storing six different types of meats, plus poultry and fish. Address: Woodstock, New York.

1439. Hatton, Hap; Torbet, Laura. 1983. Helpful hints for living better: How to live it up while cutting down. New York, NY: Facts on File Publications. xv + 237 p. 24 cm. [100+* ref]

• **Summary:** In the chapter on “Shopping for food,” the section titled “Shopping for protein” states that the five foods that provide the most protein for the money are all legumes—soybeans, lentils, split peas, kidney beans, and chick peas. More important, soybeans are used to make tofu.

In the same chapter, under “Mail-order shopping” is an entry (p. 44) for: “Manna Foods, 112 Crockford Rd., Scarborough, Ontario, Canada M1R 3C3. Small, high-quality wholesaler. Catalog free.” Also listed: Shiloh Farms (Sulphur Springs, Arizona). Starflower (Eugene, Oregon). Stow Mills (Greenfield, Massachusetts). Walnut Acres (Penns Creek, Pennsylvania). Deer Valley Farms, Inc. (Guilford, New York).

1440. Jeavons, John; Griffin, J. Mogador; Lehler, Robin. 1983. The backyard homestead, mini-farm & garden log

book. Berkeley, California: Ten Speed Press. 224 p. Illust. No index. 28 cm. [153* ref]

• **Summary:** A companion work to Jeavons' *How to grow more vegetables* (1982). Both are based on the Biodynamic / French Intensive method of gardening to produce high yields. Information on soybeans is found on pages 11, 49-50, 52, 56ff, 59-60, 73-74, 77-78, 90-91, 100-03, 116. The book is based on careful collection of data on each crop.

"Soybeans are particularly sensitive to the length of the days and nights (especially the nights) and to the night temperatures. There is a built-in 'clock' that signals each plant" when it is the right time of year to begin flowering and producing the seeds. "As the nights get longer and warmer, the timer sets this process in motion." Address: J. Jeavons, 5798 Ridgewood Rd., Willits, California 95490. Phone: No phone.

1441. Rohé, Fred. 1983. The complete book of natural foods. Boulder, Colorado: Shambhala. xvi + 491 p. Illust. Index. 26 cm. [120 ref]

• **Summary:** This book is about "The New American Diet," which is an "omnivarian" [omnivorous] diet including some fish and meat.

Chapter 14, titled "New and future natural foods," contains a section titled "Soy foods" (p. 162-65) including tofu, tempeh, miso, soy sauce, soy milk, and other soy products (yuba and sufu). The work of William Shurtleff and Akiko Aoyagi, and their Soyfoods Center, is mentioned 2-3 times. Toward the back of the book are many soyfoods recipes.

Page 165: "Vegetable Gels and Thickeners: Two 'vegetarian gelatins' are fairly widely used in food manufacturing. Most Americans have had them without realizing they are sea vegetables.

"Irish moss, also known as carrageen, can be bought in bulk in natural foods stores and boiled down to form a clear gel for puddings, jelly, or 'jello' desserts."

The next section (p. 165), titled "Future Foods from the Sea," briefly discusses arame, hijiki, and wakame.

The Prologue tells Rohe's life story and pioneering work with natural foods. In 1964, at the ripe old age of 27, he didn't feel good, didn't look good, and didn't like it—the result of years of smoking, drinking, eating bad food and "burning the candle at both ends." "It was time to do something about it. Adelle Davis became my guru and Thom Hamilton—the health foods store owner who sold me [her book] *Let's Eat Right to Keep Fit* became my mentor." Within a few months he was feeling much better. "So in 1965 I bought a small health food store in the Sunset district of San Francisco." It was named Sunset Health Foods." He discarded most of the dietetic foods on the shelves and replaced them with "old-fashioned groceries—basic stuff, traditional, simple, whole food... What was evolving was a modern version of an old-fashioned grocery store." He would

provide information instead of hype, bulk retail foods sold out of barrels, crocks, jars, and drawers instead of packaged products, food instead of food supplements. He renamed the store "New Age Natural Foods."

"My career ended in 1973, after eight years. New Age Natural Foods had served as a model for what were called in those days 'hippie food stores.' It is credited as being the prototype natural foods store, as distinct from a health food store." Since 1973 Fred continued to work in the natural foods industry. In 1979, in his capacity as a consultant, he met the people of Sunburst Farms, who are his collaborators on this book. "Sunburst is the realization of a vision experienced in 1951 by its founder Norm Paulsen, while he was living as a student monk studying yoga at the Self-Realization Fellowship in Los Angeles. He moved to the Santa Barbara area, and while operating a construction business in 1968 established Sunburst Farms as a group of people living communally under spiritual principles on 160 acres of land in the mountains above Santa Barbara. The community-owned business, Sunburst Natural Foods, grew foods organically and flourished. In 1970 they opened a natural foods retail store in Santa Barbara. The community grew to include a second ranch and a total membership of over 200 people. "The business came to include manufacturing and wholesaling as well as retailing. There are now five Sunburst Farmer's Markets, two of them—in Goleta and Ventura—large, complete, natural foods supermarkets. Sunburst also owns and operates a natural foods restaurant, 'The Farmer and the Fisherman,' 35 miles north of Santa Barbara along the coastal highway." Then Norm envisioned a new direction and everything changed. They traded their 6,000 acre coastal ranch for land in northeastern Nevada totaling over 500,000 acres. "It could hardly have been a more radical change. But the soil is rich in minerals and there is abundant water from artesian wells. They are responding strongly to the challenge of, as they say, 'making the desert bloom as a rose.'"

"Appendix eight: Recommended reading list" (p. 470-78) includes a section titled "Soyfoods."

This book was Re-published in 1986 as *Nature's Kitchen* by Garden Way in Brattleboro, Vermont.

Interview with Fred Rohe. 1988. Nov. 3. Fred bought Sunset Health Foods in 1965 and transformed it into New Age Natural Foods at 1326 Ninth Ave. in San Francisco.

Note: This is the earliest document seen (March 2020) that contains the term "natural foods supermarkets"—plural, but regardless of hyphenation. Address: 4014 Lincoln Way, San Francisco, California 94122. Phone: 415-564-7024.

1442. Westbrae Natural Foods. 1983. Traditional sushi, the Westbrae way? (Leaflet). 4240 Hollis St., Emeryville, CA 94608. 1 p. Single sided. 28 cm.

• **Summary:** The top half of this glossy color leaflet shows a Japanese-style plate of nori-wrapped sushi (made with brown

rice), chopsticks, and a 5-oz jar of Westbrae Natural Wheat-Free Tamari. The text below begins: “Now you can make traditional sushi right at home. Westbrae makes it easy by providing three essential ingredients...” Westbrae Sushi Nori, Westbrae Brown Rice Vinegar, and Westbrae Traditional Tamari. Address: Emeryville, California.

1443. Whelan, Elizabeth M.; Stare, Frederick J. 1983. The 100% natural, purely organic, cholesterol-free, megavitamin, low-carbohydrate nutrition hoax. New York, NY: Antheneum. xiv + 303 p. 22 cm.

• **Summary:** An unbalanced and sleazy belittling of the natural foods movement, full of half truths and misrepresentations, funded by Big Food. Contents: Introduction. 1. The nutrition (mis) information explosion. 2. The basic premise of the nutrition hoax: Americans are undernourished. 3. Obesity in America: Our number-one nutrition problem. 4. Diet and heart disease: Is there a link? 5. The “poisons” in our food. 6. Diet and cancer: Taking advantage of fear. 7. Sugar: The killer on the breakfast table. 8. Vitamins: If a little is good, more must be better. 9. You are what you eat: Nutrition and behavior. 10. Nutrition information: Whom do you believe? 11. What is good nutrition? Address: 1. PhD, Exec. Director, American Council on Science and Health; 2. PhD, Prof. emeritus and founder of Harvard University’s Dep. of Nutrition.

1444. **Product Name:** Tempeh.

Manufacturer’s Name: Paul’s Tofu.

Manufacturer’s Address: The Old Brewery, Wheathampstead House, Wheathampstead, Hertfordshire, England. Phone: Wheathampstead (058283) 4241. 3. Phone: Wheathampstead (058283) 4241.

Date of Introduction: 1983?

New Product–Documentation: Soyfoods Center Computerized Mailing List. 1981. Jan. 22. No phone. The owner is later found to be Paul Jones. Shurtleff & Aoyagi. 1985. History of Tempeh. p. 31. This was the first of the new wave of “New Age” European tempeh companies.

L. Leneman. 1985. The Vegetarian. July/Aug. p. 23. “Tomorrow’s Food.” “Some enterprising wholefood shops are now making tempeh (and Paul’s Tofu includes fresh tempeh on their price list), but the first company to manufacture tempeh on a large scale is Tempeh Foods (Ipswich, Suffolk).”

Letter (e-mail) from Paul Jones in England in reply to questions. 2013. March 25. (1) What was the name of your company when it started making tofu? Ans: “I was called ‘Musubi foods’ (made by bringing yin & yang together), but people called me Paul Tofu as they had previously called me Paul the baker.” (2) Where did you first learn about tofu and tempeh? Ans: “I learned about tofu & tempeh from Macrobiotics–Chris Dawson (Mitoku / Clearspring) & others at East West / Community Health Foundation.”

“Peter Bradford might remember when he gave us the Chinese quern for making the ‘go’.

“I built an incubator & got tempeh spores growing on a culture medium in test tubes from the University of Illinois. I got *Aspergillus oryzae* from Mitoku & was making koji, amazake & mugi miso as well as tempeh. U of I got tired of sending slopes so I tracked down a lab called Micro Audit, part of Murphy & Son, whose main activity is support for micro breweries. They still offer extended spores of *Rhizopus*, and are near us in Nottingham.”

1445. Leonard, Thom. 1984. Re: Thoughts on miso in America. Letter to William Shurtleff at Soyfoods Center, Jan. 3. 3 p. Handwritten, with signature.

• **Summary:** Thom was surprised and pleased to see the “Ohio Miso” logo in the history chapter of the new second edition of *The Book of Miso*. “I, too, have found it strange that many influential people in the macrobiotic community have such resistance to the use of the English language in describing the varieties of miso.” Thom prefers the terms “brown rice” and “barley” to *genmai* and *mugi*. “Last spring I was asked to give a miso workshop to employees of Erewhon’s retail division. I stressed the importance of demystifying miso, including the use of English variety names. A beginning (belated) at least.

Next month, in Ireland, Thom will “begin making miso on a small scale, 800 pounds a week. My shop space is small, my finances smaller... I don’t have a company name yet, but favor The Irish Miso Company, trade name of Eire Miso.” “We are renting a beautifully re-done cottage on a south-facing hillside above the River Nore, and will be here at least a year.”

Update: Talk with Thom. 1984. Sept. 24. He was in Ireland for a year, but he couldn’t raise the money he needed. He planned to export miso to the USA. The Irish economy was slow and the UK market was small. He is planning another miso company. His wife is in Dublin, Ireland. He will go back to meet her there, and then perhaps on to Japan. He is now staying with Jim Hemminger, Remelle Road, Monroeville, Ohio 44847. Address: Kilkieran, Inistioge, Co. Kilkenny, Ireland.

1446. Westbrae Natural Foods. 1984. Distributor catalog No. 1: Jan. 1984. Emeryville, California: Westbrae. 19 p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in black on a tan background. Page 18: Glossary for new Japanese items, incl. Seaweed chips with miso, Tamari veggie chips, Vegetable chips with miso, Shrimp chips with miso, Sesame salt “gomashio,” Umeboshi vinegar, Umeboshi paste, Tororo kombu, Miso ramen, 5-spice ramen (with powdered soy sauce and miso), Curry ramen (with powdered soy sauce and miso), Agar bar, Miso drops (candy, sweetened with natural rice malt).

Page 19: Sunburst product glossary, incl. Peanut butter domes with honey (with soybean oil, soy lecithin), Herb & cheese dressing (with soybean oil and whole soybeans), Honey mustard dressing (with refined soybean oil), Cinnamon apple granola (with soy oil), etc.

Note: The Sunburst community, which began as an intentional spiritual community in the late 1960s, founded and led by Norman Paulsen, was in its prime [in the 1980s] one of the largest shippers of organic products in the United States. Founded near Santa Barbara, California, the Sunburst members believed in a holistic lifestyle based on meditation, living from the land, organic farming, and—to some degree—chastity (Source: Wikipedia, Dec. 2008). Address: Office: 4240 Hollis St., Emeryville, California 94608; Mailing: P.O. Box 8711, Emeryville, CA 94662. Phone: (415) 658-7518 (orders).

1447. Chico-San, Inc. 1984. Why does Chico-San bother to import soyfoods? (Ad). *Natural Foods Merchandiser*. Jan. p. 9 (unnumbered) of 12-page color advertising insert. Soyfoods Pavilion '84. Marketing soyfoods in America. • **Summary:** A 4½ by 7½ inch black-and-white ad. Because the quality of fermented soyfoods made in Japan is considered better. Chico-San's miso-shoyu master is Mr. Tomio Kitani. He uses Japanese soybeans and sea salt rich in minerals. His Nama Shoyu, which takes 4 years to make, is the only unpasteurized soy sauce available in America. It is also the only shoyu with a salt content lowered by techniques not involving extraction or additives. "Taste is the difference."

This ad also appeared in *Macromuse* (1984, Spring, p. 35). Address: Chico, California 95926.

1448. Erewhon, Inc. 1984. Made in Japan 400 years ago (Ad). *Natural Foods Merchandiser*. Jan. p. 3 (unnumbered) of 12-page color advertising insert. Soyfoods Pavilion '84. Marketing soyfoods in America. • **Summary:** This 8½ by 11 inch ad begins: "To the ancient Japanese shoyu masters, making the finest possible soy sauce was more than just a matter of pride. It was a matter of necessity. Because, in medieval Japan, no one served inferior shoyu to a shogun twice." "Our great taste comes naturally." The full-page color photo shows the tips of two chopsticks on the edge of a small bowl containing shoyu for dipping sauce. Above that are sliced fish and orange fish eggs. In the lower left a bottled labeled (confusingly) "Erewhon Shoyu Tamari." Note: Shoyu and tamari are different types of soy sauce.

1449. Hatch Natural Products. 1984. Catalog and price list. 746 Germanna Highway, Culpepper, VA 22701. 76 p. 28 cm. • **Summary:** This company distributes natural foods from 48 manufacturers including Arrowhead Mills, Chico-San Inc., Eden Foods Inc., Edward and Sons Trading Co., Fantastic

Foods, Great Eastern Sun, Kingdom Foods, Living Farms, Love Natural Foods, Mitoku (Great Eastern Sun), Virginia Soyworks, and Westbrae Natural. The company was founded by Mildred and Ira Hatch; Its history is given on page 1. The ingredients in each product are listed. They carry soybeans (p. 16-17), dinner mixes with TVP (p. 31-32), imported Japanese miso and soy sauce (p. 37-43), soybean oil (from Arrowhead Mills p. 60-61).

Concerning so-called "cold pressed" oils the catalog states: "The words 'cold pressed' on many oil labels is generally thought to mean that they contain natural oils processed by the low temperature and pressure method discussed above. But this is totally mistaken. The words 'cold pressed' are absolutely meaningless when used as an indication of quality. They have no bearing on how the oil was extracted or at what temperature it was removed. They appear only as a marketing aid which just confuses and misleads the consumer and may be found on oils that are chemically extracted, bleached, and deodorized. Reputable suppliers refuse to use the term on their labels.

"Oils are extracted by two methods: pressure and chemical solvents. Pressing is normally done by what is called an expeller press. Temperatures produced seldom fall below the 140° to 160°F range. Still, the oil produced at these temperatures loses little of its flavor and nutrition."

Concerning soybean oil: "Soy oil's flavor is the strongest of all the oils, and many people find the unrefined product unbearable. Its flavor is best described as fishy or painty and lacks stability." Address: Culpepper, Virginia. Phone: (703) 825-4302.

1450. Leviton, Richard. 1984. Lifestream in the mainstream. *East West Journal*. Jan. p. 30-35.

• **Summary:** An excellent history of the Lifestream Company. Leviton was introduced to Lifestream when he first tasted its Essene bread, Essene Seed bread, Essene Rye bread, and Essene Fruit Cake. The bread was made from only sprouted wheat berries and a little salt, with no flour, oil, or leavening.

Lifestream which is located in Richmond, British Columbia, Canada, just across the Fraser River from Vancouver, also makes natural fruit cakes, whole wheat shortbread pastries called Fruit 'N' Nut Delites (in almond, peach, peanut butter, raspberry, and strawberry flavors), and 8 varieties of sprouted milled breads. The president is now Glenn Gratton, who says that in Vancouver, Lifestream is best known for the yogurt it sells and for its two retail stores. It owns Canada's largest natural foods retail store, and it owns a wholesale operation in far-away Toronto.

More important, however, Lifestream is Canada's leading distributor of natural foods carrying 140 branded products (both packaged and bulk) including nut butters, fruit juices, spreads, and Canada's leading brand of natural yogurt (in 14 flavors!).

So, in all, Lifestream is a food manufacturer, a distributor of its own and of other natural food products, and the owner of two natural foods retail stores; the company employs 85 people and with has total sales of more than \$10 million a year.

In the USA, Lifestream is best known for its delicious Essene breads; at least 1 million loaves, all based on sprouts, are baked at the Richmond bakery each year.

History: Arran started as a successful oil painter in the USA.

1965 (about)—He traveled to India, where he lived for two years with Sant Kirpal Singh.

1967—Arran realizes that he wants to start a business in Canada as a form of “right livelihood” as part of a vegetarian lifestyle with space for meditation. Kirpal Singh encouraged him to sell wholesome food. The first venture was the Golden Lotus restaurant in Vancouver. It was later sold to friends who closed it.

1969—Lifestream is founded by Arran Stephens and partner Peter Harwood. It began as a natural foods store (80 square feet) at the corner of 4th Street and Burard in Vancouver; they named the store Lifestream, at the suggestion of Arran’s father.

1970—Arran rents space in the back of the Burard store to friends who start Mother Nature’s Inn—a natural foods, vegetarian restaurant.

1971—Lifestream begins to wholesale granola and yogurt; it eventually moves out of the natural foods store to a separate location, where it also mills flour. It soon becomes Canada’s leading natural foods distributor. Arran’s focus is on the quality and purity of his foods and ingredients. All are vegetarian. Arran is the meditating disciple of Sant Kirpal Singh. He has practiced meditation daily since 1965, lived in India with his guru, and still makes frequent trips to India with his wife, Ratana.

1972—Lifestream now has 20 employees and sales this year first topped \$1 million.

1973—Arran and his wife purchase Mother Nature’s Inn and rename it Woodlands; it is kept financially separate from Lifestream.

1973—Lifestream purchases a bakery, partly to ease itself out of a restrictive granola contract, but also a place to develop new types of bread.

1974—Lifestream launches Essene breads. The word “Essene” came from the vegetarian spiritual community that once thrived by the Dead Sea and was made famous by “The Essene Gospel of Peace,” a book (supposedly a translation by Edmond Bordeaux Székely) published in 1971. Initially Arran modelled his breads after Wayfarer’s Bread, made from sprouted wheat in California; it was dense, moist, unleavened, and contained no flour. At about this time, a third partner, Louis Kiraly, was brought in. A bid at unionization by retail store employees failed.

1976—Lifestream’s wholesale operations relocated to

Richmond, BC, where they remain today. The year 1976 also marked the beginning of a falling out among the partners which would eventually lead to the sale of the company.

1977—Lifestream’s sales first top \$7 million.

1981 July—Arran Stephens sells Lifestream at a good profit. Glenn Gratton, a former marketing director at General Mills in Toronto, becomes the new president.

Arran Stephens: Today he is age 38, “a calm, bearded man who often wears a turban. He is the model of the principled family man who has survived the rigors of business, the ideals of the 1960s, the recessionary pressures of the 1970s, to arrive in 1983 financially successful and spiritually intact.” He and his wife (who have four children) have launched two natural foods restaurants, named Woodlands, in Vancouver. He has built Lifestream into a flourishing company with total sales of \$12 million a year. In short, he has gracefully and successfully combined his spiritual path and his many natural business.

“Thus in mid-1983 Lifestream is a well-established natural foods leader and recognized brand name in breads, yogurt, juices, nut butters, and jams. While the 1970s’ flurry of innovation and inspired growth lies becalmed in the fiscally shrunken 1980s, Lifestream has kept its mandate for purity in ingredients, simplicity in processing, and profitability in operations. It’s an accomplishment that both Arran Stephens and Glenn Gratton, in many respects culturally a generation apart although nearly identical in age, can both agree on.” Address: Freelance writer and editor of *Soyfoods* magazine, 100 Heath Rd., Colrain, Massachusetts 01340. Phone: 413-624-5591.

1451. McPartland, Christine. 1984. The new American diet: Has the nation gone natural? *New Age Journal* (Boston, Massachusetts). Jan. p. 50-57.

• **Summary:** The natural foods industry in America is growing rapidly. One sidebar (p. 54) is titled “From tofu to Twinkies: What *New Age Journal* readers really eat. 23% describe themselves as lacto-ovo vegetarians, 5% as strict vegetarian (vegan), 3% as macrobiotic, and 41% as semivegetarian (occasional fish and fowl). Only 28% said they were outright omnivores.

Another sidebar (p. 57) titled the “Top Ten Cookbooks” begins: “Our readers, upon being polled, were virtually unanimous in picking Frances Moore Lappe’s 1971 classic *Diet for a Small Planet* (Bantam, \$3.50) as their all-time favorite book on food. For many, Lappe’s observations on protein complementarity and planetary consciousness are what got them started on the road to responsible eating. And when it came to their cookbooks of choice, our respondents’ tastes were remarkably contiguous once again. If the following tomes are missing from your kitchen cabinet, you may be missing out on a real treat.

The Moosewood Cookbook, by Molly Katzen.

The Enchanted Broccoli Forest, by Molly Katzen.

The Vegetarian Epicure, by Anna Thomas.

The Book of Whole Meals, by Anne Marie Colbin.

The Deaf Smith Country Cookbook, by Marjorie Winn Ford, Susan Hillyard, and Mary Faulk Kooock.

The Ten Talents, self-published by Seventh-day Adventists Dr. Frank J. Hurd and Rosalie Hurd.

Laurel's Kitchen, by Laurel Robertson, Carol Flinders, and Bronwen Godfrey.

The New York Times Natural Foods Cookbook, by Jean Hewitt.

The Joy of Cooking, edited by Erma Rombauer Becker and Marion Becker. Address: Freelance writer, Jamaica Plain, Massachusetts.

1452. Milbury, Peter. 1984. More about sweeteners (Letter to the editor). *Whole Foods (Berkeley, California)*. Jan. p. 6-7.

• **Summary:** “Dear Editor: Your recent article on natural sweeteners (October, 1983) omitted mention of our Yinnies Brand Rice Syrup, which has been sold in natural food stores for almost 15 years. Made from only milled rice, water, and a pinch of barley and enzyme starter, it contains no preservatives or artificial ingredients.

“Chico-San has developed a unique process for making rice syrup, which involves converting the natural starches of rice into complex sugars. Complex sugars are absorbed into the blood stream very slowly, as compared to simple sugars. Yinnies syrup is mainly composed of maltose, an oligosaccharide [sic, disaccharide] that requires more time for digestion than sucrose and other simple sugars, such as fructose or glucose.

“Chico-San’s unique method for producing Yinnies Syrup involves the cooking of rice at low temperatures for a long period of time. This allows the enzyme from the malted grains to create fermentation in a liquid mash The liquid is vacuum-cooked again, at a low temperature, until the rice syrup is at the correct consistency.” Address: Operations Director, Chico-San Inc., Chico, California.

1453. Nasoya Foods. 1984. Make the Nasoya Foods section a part of your store (Ad). *Natural Foods Merchandiser*. Jan. p. 11 (unnumbered) of 12-page color advertising insert. Soyfoods Pavilion ‘84. Marketing soyfoods in America.

• **Summary:** A 7.75 by 10.5 inch black-and-white ad. An illustration show the following Nasoya products: Firm Style Tofu, Soft Style Tofu, Marinated and Broiled Tofu, Tofu Burgers, Tempeh, Tempeh Burgers, Fresh Noodles, Wonton Skins, Egg Roll Wrappers, Tofu Vegi Dip (Creamy Dill, Soyannaise, Onion, Creamy Garlic) and Corn Cakes (Blueberry, Cranberry, With Bran). “Nasoya Foods. A commitment to quality.”

This ad also appeared in *Soyfoods* magazine (summer, p. 9). Address: P.O. Box 841, Leominster, Massachusetts 01453. Phone: 617-537-0713.

1454. Soyfoods Assoc. of America. 1984. Soyfoods Pavilion ‘84. Marketing soyfoods in America (Ad). *Natural Foods Merchandiser*. Jan. 12-page color advertising insert.

• **Summary:** Contains large color ads by Legume Inc. (6 frozen tofu entrees), Erewhon, Inc. (shoyu tamari), Vitasoy (USA), Inc. (natural and coconut soy drink, sweetened with maple syrup), San-J International, Inc. (tamari, teriyaki sauce, tamari crackers, teriyaki crackers), Tofu-Time, Inc. (Tofutti “nondairy tofu frozen dessert”), Eden Foods, Inc. (Edensoy soy beverage in plain and carob flavors, retort pouch), and Westbrae Natural Foods (natural ramen in 100% whole-wheat, buckwheat, brown rice, mushroom, seaweed, miso, 5-spice, and curry flavors).

Contains black-and-white ads by Westbrae Natural Foods (shoyu, tamari, and soy sauce), Chico-San, Inc. (imported miso and soysauce), Fantastic Foods, Inc. (tofu burger mix), Penguino’s, Inc. (dairy-free frozen dessert), Nasoya Foods (Firm Style Tofu, Soft Style Tofu, Marinated & Broiled Tofu, Tofu Burgers, Tempeh, Tempeh Burgers, Tofu Vegi-Dip [Creamy Dill, Soyannaise, Bleu Cheese, Onion, Creamy Garlic], Corn Cakes [Plain with Bran, Blueberry, Cranberry]; Non-soy products in the “Oriental Cuisine” line include Fresh Noodles, Wonton Skins, Egg Roll Wrappers), Hinode Tofu Co. and Azumaya, Inc. (“The #1 and #2 tofu producers in America”).

The only article, whose author is not given, is titled “Soyfoods Pavilion debuts at Natural Foods Expo ‘84.” On the front cover of the insert is a list of members of the Soyfoods Association of America (formed in Feb. 1983) that participated in Natural Foods Expo ‘84. In addition to the advertisers mentioned above, they include: Farm Foods, Laughing Moon Food Co., Paradise Distributors, Inc., Soyfoods Magazine, Tempeh Works, Inc., and White Wave, Inc. Address: 526 East 20th St., New York, NY 10009.

1455. **Product Name:** Miso Drops (Candy).

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1984 January.

Ingredients: Natural rice malt (whole grain rice, organic sprouted barley, spring water), miso (brown rice, soybeans, water, sea salt).

Wt/Vol., Packaging, Price: 1.76 oz. (50 gm).

How Stored: Shelf stable.

New Product–Documentation: Westbrae Natural Foods. Distributor catalog No. 1: Jan. 1984. Product label. 4 by 3.5 inches. Red and dark blue on gold.

1456. **Product Name:** Buckwheat Miso (“Soba miso”).

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 4240 Hollis St., Emeryville, CA

94608. Phone: (415) 658-7521.

Date of Introduction: 1984 January.

Ingredients: Whole soybeans, buckwheat, water, sea salt.

Wt/Vol., Packaging, Price: 17.6 oz (499 gm).

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Westbrae distributor catalog. 1984. Jan. 10. p. 10. Product label. 3 by 3.75 inches. Brown and dark blue on gold.

1457. Westbrae Natural. 1984. Soy sauce made complicated (Ad). *Natural Foods Merchandiser*. Jan. p. 5 (unnumbered) of 12-page color advertising insert. Soyfoods Pavilion '84. Marketing soyfoods in America.

• **Summary:** This 8½ by 11 inch black-and-white ad begins: “Many people call traditional soy sauce ‘tamari.’ This labeling is illegal in Japan, where this soy sauce can only be called by its correct name, ‘shoyu.’ Some natural food companies avoid the Japanese law by importing *shoyu* and relabeling it as *tamari* in the U.S., where no soy sauce standards exist as yet.” A photo shows 10 Westbrae soy sauce products in various sizes, including: Mild soy sauce. Traditional tamari. Tamari. Traditional shoyu. Organic shoyu. Visit booths 652-656 in the Soyfoods Pavilion.

1458. Westbrae Natural. 1984. The uncommon ramen (Ad). *Natural Foods Merchandiser*. Jan. p. 12 (unnumbered) of 12-page color advertising insert. Soyfoods Pavilion '84. Marketing soyfoods in America.

• **Summary:** This colorful full-page color ad begins: “We’d all like to enjoy wholesome, home-cooked food at every meal, but few of us have the time. That’s why Westbrae offers 8 great-tasting ramens—the widest variety of instant miso soups available.” “Our Whole-Wheat Ramen is made entirely of 100% whole-wheat flour, complemented by a classic miso broth. Special broths and noodles create 7 other uncommon flavors: Westbrae Buckwheat, Brown Rice, Mushroom, Seaweed, Miso, 5-Spice, and Curry ramens.” A large photo shows a bowl of noodles with broth, ready to eat. It is surrounded by whole mushrooms, leeks, and snow peas, sliced red peppers, mushrooms, cucumbers, and diced tofu.

Note: This ad also appeared in *East West Journal* (Jan. 1984, back cover).

1459. Daems, Chr. 1984. Re: Alpro’s commercial soy milk products. Letter to William Shurtleff at Soyfoods Center, Feb. 7. 1 p. Typed, with signature on letterhead. [1 ref]

• **Summary:** Alpro started commercial production of soy milk in 1979 at a plant in Izegem with a capacity of 6,000 liters/hour. Soy milk production in their new plant in Ghent is expected to start in May 1984. They have 3 brands of their own: Soyamel, Alpro, and Provamel. They also sell their soy milk to several companies who use their own brand. The best known are DE-VAU-GE in Germany and Granose Foods in England. They have recently started selling to

Health Valley in California under the latter’s brand.

They sold a turnkey soy milk plant to a company in Madagascar, which started making soy milk in Jan. 1984. They were attempting to sell compact soy milk plants with capacities of 2,000 to 4,000 liters/hour to other countries. Address: Alpro, Zuidkaai 33, B-8700 Izegem, Belgium.

1460. **Product Name:** Soy Moo (Soy milk) [Plain, or Carob].

Manufacturer’s Name: Health Valley Natural Foods (Importer). Made in Ghent, Belgium by NV Vandemoortele, Protein Div.

Manufacturer’s Address: 700 Union St., Montebello, CA 90640.

Date of Introduction: 1984 February.

Wt/Vol., Packaging, Price: 16.9 oz Tetra Brik Aseptic carton. Retail: \$1.75 for plain or \$1.99 for carob.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Food Report (Lehmann). 1984. March. A 16.9 oz aseptic carton. Shurtleff & Aoyagi. 1984. Soy milk Industry & Market. p. 33, 44. “In late 1983 Alpro/Vandemoortele picked their first master distributor in the U.S., Health Valley in Los Angeles, which will appoint the product’s actual distributors.”

Talk with George Mateljan, founder of Health Valley. 1985. Oct. 20. Soy Moo is made by Alpro/Vandemoortele in Belgium.

Shurtleff & Aoyagi. 1985. Soy milk Industry and Market, Update. “During early 1985 Alpro continued to make a private-label soy milk, brand-named Soy Moo, for Health Valley in Los Angeles. Then in mid-1985 Health Valley switched to having their product made in America, probably from powdered soy milk, packaged in 250 ml and 1 liter Tetra Brik cartons by a contract packer in the western USA.”

Golbitz. 1987. *Soya Newsletter*. March/April. p. 8. After severing ties with Vandemoortele in 1985, Health Valley worked for nearly a year on a new Soy Moo soy milk and re-launched the product in the fall of 1986.

Soyfoods Center taste test. 1988. Sept. 4. Watery. Brown color. Powdery taste but OK, not bad.

1461. Kotsch, Ronald E. 1984. Natural foods pioneer Erewhon: An industry leader’s tough fight to survive. *East West Journal*. Feb. p. 24-29.

• **Summary:** A very well written and accurate history of Erewhon from its founding in 1966, to its declaration of Chapter 11 bankruptcy in the fall of 1981. The company was able to clear its \$3 million indebtedness by paying 11 cents for each dollar owed. In early 1982 “the company was sold by the Kushis to Ron Rossetti, owner of the Nature Food Centres retail chain. Later that year [in July] Rossetti accepted as financial partners Charles T. Verde and Cynthia C. Davis, who became respectively president and vice president of marketing. Since then the operation has been

totally in their hands. Erewhon has a production facility at Natick, Massachusetts.” A photo shows Davis and Verde with 5 Erewhon products.

“The story of Erewhon is a dramatic one. Founded in Boston in 1966 on the thinnest of shoestrings it soon began to grow at a phenomenal rate. By the mid ‘70s it was the most powerful force in the burgeoning natural foods industry, respected as a leader and innovator, with annual sales of over ten million dollars. Several troubled years culminated, however, in 1981 with a petition for protection under the Chapter Eleven ‘bankruptcy’ statute. Only a change in ownership and management prevented the disappearance of the company altogether. Phoenix-like, it has continued but is substantially changed. Erewhon’s history is instructive as well as dramatic. It reveals something basic about the nature of ‘new age’ or idealistic, service-oriented business, and the perils of success, as well as failure, for those who practice it.

“In 1965 Michio and Aveline Kushi, a Japanese couple in their forties, moved to Boston. Their purpose was to teach macrobiotics, the philosophy, way of life, and diet formulated by their mentor, Georges Ohsawa. They rented a house on a side street in North Cambridge. Michio began to lecture in the evenings, and Aveline prepared meals for the lecture guests and gave cooking classes.

“The core of their message was simple. Food is a primary factor in physical health, and also in emotional, psychological, and even spiritual well-being. The key to health and happiness is a proper diet, based on whole cereal grains, beans, and indigenous vegetables and fruits. As Ohsawa had written: ‘Food is the basis of life. If food is good then all else will be good as well.’

“Those who came and were convinced wished, of course, to follow the recommended diet. Its elements however were difficult or impossible to obtain. One could no more buy organically grown brown rice in Boston in 1965, than one could purchase samples of the British crown jewels. So the Kushis ordered extra sacksful of rice, oats, wheat flour, and kegs of miso and tamari, stashed them in their hall closet, and began to sell to students.

“In April, 1966, with the help of young former actor Evan Root, the Kushis rented a small basement store on Newbury Street in Boston. With shelving and counters made from planking and cinder blocks, they began to sell a modest array of whole foods. These were macrobiotic staples, with an occasional jar of sesame or apple butter thrown in for excitement. Root and the Kushis decided to name the store ‘Erewhon’ after the utopia in Samuel Butler’s novel, an imaginary place where people had to take responsibility for their own health and where it was a crime to get sick.

“Erewhon was a company therefore founded not on the profit motive but out of a desire to serve the public. From the outset it had two primary aims: to make available the highest quality natural whole foods, and to educate the public in the importance and proper use of these foods. The store was a

natural and necessary extension of the educational activities of the Kushis, and their hope to effect positive healthful change in individual lives and in the society as a whole. At base, it was a kind of missionary enterprise.

“Root managed the tiny business for about a year, then left to start Boston’s first macrobiotic restaurant. Shortly thereafter, Paul Hawken and Bill Tara arrived from the never-never land of San Francisco’s Haight-Ashbury to study with the Kushis. Bright, energetic, gifted with business sense and intuition and committed to the Kushis and their ideas, the two took over and began to develop Erewhon. They moved the store to a larger, more attractive site, greatly expanded the product offering, and began a mail order department. The business began to take off rapidly—more rapidly perhaps than anyone anticipated or hoped.

“The next decade was a period of headlong and often dizzying growth for Erewhon; It began to manufacture and distribute its own product line. It opened retail outlets in Los Angeles, Hartford [Connecticut], Cambridge, and Brookline [Massachusetts]. In a short time it had grown into a large, influential and respected corporation. Throughout, it strove to remain true to its ideals of quality and education. Rather than merely responding to consumer demand the company sought to help the public understand the importance of quality food products. It succeeded to a remarkable degree. Erewhon’s most impressive accomplishments were that it:

+ originated and developed the term and concept of ‘natural foods’ (a direct translation of the Japanese *shizenshoku*) to distinguish its products from the pills and elixirs of the older ‘health food’ industry.

+ manufactured, or contracted manufacturing, according to strict specifications a product line that set industry standards for purity and quality.

+ developed new sources of quality commodities. For example, it encouraged a farm in Arkansas to grow organic rice, promising to then buy and market the crop.

+ established the ‘down-home country store’ ambiance as a model for natural foods stores. The plain wood floors and panelling, the bulk bins and indirect lighting, influenced scores of new businesses.

+ showed broad ecological and social concern: in its retail outlets it encouraged bulk sales to avoid wasteful packaging; it began to use biodegradable cellophane for its packaged foods; it supported coops and communes through direct wholesale transactions; and it began to distribute to supermarkets in order to reach the general public.

+ published educational flyers and pamphlets on food and nutrition, and used its packaging to provide information to the consumer.” Continued.

1462. Kotsch, Ronald E. 1984. Natural foods pioneer Erewhon (Continued—Part II). *East West Journal*. Feb. p. 24-29.

• **Summary:** Continued: “In these years the company was

unique not only in its activity in the marketplace but in its internal organization as well. Erewhon was basically an extended family, held together not by blood bonds but by common beliefs and aspirations. The Kushis, 'Mom and Pop,' exercised an ultimate but benevolent authority. Day to day management and much long term policy making was in the hands of a succession of young, idealistic 'adopted sons,' Hawken and Tara, followed by Roger Hillyard, Bruce MacDonald, Ty Smith, Bill Garrison, Jeff Flasher, and others. Most of the employees at all levels were macrobiotic and were committed to the Erewhon mission. Hence there was little or no gulf between managers and workers. All wore the same outfit of jeans and vests, and went to the same lectures and parties. All ate their macrobiotic lunch provided free in the company lunchroom. People worked hard for modest wages but were recompensed by a clean, harmonious environment, and by job security. One could leave for an extended period and return assured of a position. The company took care of its own.

"There were of course tensions, but they were minor and in retrospect seem almost humorous. There was the great debate, for example, over whether the retail store should carry tomatoes, potatoes, bananas, and other reasonably wholesome but not strictly macrobiotic foods. The decision in the end was 'yes,' the rationale being that if people wanted these foods, Erewhon should give them the best available. It couldn't expect every customer to be macrobiotic. In general it was a heady, idyllic period.

"Somewhere, somehow, though, things began to go wrong. A decision was made to move the factory and warehouse to a large facility in East Cambridge and to expand the product line and the distribution network. The transfer and expansion took much more time, energy, and money than anyone expected. Large bank loans were made just when interest rates were skyrocketing. Suddenly the company found itself deeply in debt, struggling to keep up repayment schedules. Meanwhile, because of rising production costs, smaller profit margins, and increased competition, revenue from sales decreased. Anxious to generate more cash, Erewhon expanded its product line even more, including yogurt and cheeses, vitamins and supplements. Amid an atmosphere of ideological compromise there were more loans, more interest, more pressure.

"Within the company serious problems of morale and loyalty were developing. At the new expanded facility the family model of organization ceased to pertain. Fewer and fewer of the employees were actually macrobiotic. It was growth and size that led to difficulties among the lower echelons, the people roasting granola and loading rice on trucks. Doing dull work for a large impersonal company, even when it has a grand, altruistic design, is still doing dull work for a large impersonal company.

"There were indications of theft, waste, malingering,

and abuse of privilege throughout the company. Between the managers and the workers a perceivable gap opened. Separation was followed by resentment and discontent. There was a unionization initiative, a strike, and then a movement to 'de-unionize' the company. In the end the union was voted out. The cost, in legal fees, was a quarter of a million dollars, and in time, energy, and harmony, almost incalculable.

"As a result of these various pressures the company became less and less able to pay its bills. Finally, in the fall of 1981, it filed for bankruptcy under Chapter Eleven—a front page story in the *Boston Globe*. The natural foods industry's Rock of Gibraltar had begun to slip beneath the waves.

"Every failure has much to teach us. In Erewhon's near fatal crisis one key lesson may be that 'small is beautiful.' For an organization fueled by idealism and held together by personal commitment, growth past a certain point is a dangerous gamble. Many, perhaps most, of Erewhon's difficulties stemmed from the decision (perhaps never explicitly made) to expand as much as possible. This led to a rate of growth which the company simply was not able to handle. An organization presided over by 'Mom and Pop' and managed by 'inspired amateurs,' few of whom had prior management training or experience, was not ready to cope with the pressures and decisions. Educated, shrewd professionals were needed. When high-priced consultants were finally brought in, it was too little too late.

"The disaster could perhaps have been avoided. Erewhon might have consciously rejected the intoxicant of growth and decided to remain small. It could have remained a local purveyor of macrobiotic products and used its resources to establish similar firms or franchises in other regions. The bananas, yogurt, and vitamins might have been left to others. Even had it not chosen to limit its size, Erewhon might have avoided serious problems with preemptive innovations. A few competent business people early on might have helped. The labor relations crisis might have been avoided by introducing job rotation, a profit-sharing plan, and employee stock options. Had the Kushis, who remained sole owners throughout, been more willing earlier to share that ownership and control, financial partners could have been taken in. The cash flow and interest payment problems would have been eased.

"Of course, with the cheap wisdom of hindsight, it is easy to array above the smoldering ruins the 'what if's' and the 'might have been's.' The fact remains that as it was organized and run the company could not survive in the slack economy of 1979-1981.

"Happily though, Erewhon did not disappear. In early 1982, after several months in the limbo of negotiation, the company was sold by the Kushis to Ron Rosetti, owner of the Nature Food Centres retail chain. Later that year Rosetti accepted as financial partners Chuck Verde and Cynthia Davis, who became respectively president and vice president

for marketing. Since then the operation has been totally in their hands.

“Recently I met with Verde and Davis, who were accompanied by Jeanne Bock, a pre-Chapter Eleven employee of Erewhon who now handles public relations for the company. Verde, an affable, energetic man in his forties, has a master’s degree in marketing, and worked for years in management and marketing at Mennon and Gillette. Davis is a tall, articulate, business-like woman with a Harvard MBA and also with experience at Gillette. We sat in a plush meeting room at Erewhon’s production facility in Natick, Massachusetts and discussed the company’s recent past, its present, and its future.”

The rest of the article is about plans for Erewhon’s future.

1463. Shurtleff, William; Aoyagi, Akiko. 1984. *Soy milk industry and market: Worldwide and country-by-country analysis*. 2 vols. Lafayette, California: Soyfoods Center. Vol. 1, 199 p. Vol. 2, 100 p. Feb. 28 cm. [165 ref]

• **Summary:** A comprehensive overview, worldwide, with extensive historical information. The first study of its type, with many statistics, graphs, and tables. Volume 1 is the market study, and Volume 2 is black-and-white copies of soy milk labels and other graphics.

Contents: 1. Introduction. 2. Directory of soy milk manufacturers and related companies worldwide. 3. Definitions and varieties of soy milk. 4. Overview of world soy milk industry and market, and future outlook. 5. United States soy milk industry and market. 6. Japan. 7. Korea. 8. China. 9. Taiwan. 10. Hong Kong. 11. Singapore and Malaysia. 12. Southeast and South Asia: (13. Vietnam. 14. Thailand. 15. Philippines. 16. Indonesia. 17. India. 18. Sri Lanka). 19. Europe (Incl. Plamil Foods in England, Tetra Pak Group in Sweden, Alfa-Laval and John Wilson in Sweden, Danish Turnkey Dairies–DTD and Soya Technology Systems (STS), Alpro / Vandemoortele in Belgium, Nestle, F. de Selliers in Belgium, Dansk Sojakefabrik in Denmark, Lima Andiran in France, Galactina in Belp, Switzerland, and Semper A.B. in Sweden).

20. Latin America. 21. Africa. 22. History of Vitasoy in Hong Kong. 23. Two modern soy milk manufacturing processes: Marusan and Alfa-Laval. 24. Etymology of the word “soy milk” worldwide. 25. Analysis of ingredients in 49 popular Japanese soy milk products. 26. Bibliography. 27. About the Soyfoods Center. A table on p. 12 gives an overview of world soy milk production in 1983 ranked in descending order of annual per capita consumption. These statistics do not include China (PRC) or soy-based infant formulas, usually made from soy protein isolate. 1. Taiwan, 210 million liters, 11.1 liters / capita, growing at 30% per year. 2. Hong Kong, 39.1 million liters, 7.5 liters / capita, growing at 10% per year. 3. Singapore, 11.2 million liters, 4.7 liters / capita, growing at 15% per year. 4. South Korea,

67.0 million liters, 1.60 liters / capita, growing at 60% per year. 5. Malaysia, 21.4 million liters, 1.53 liters / capita. 6. Japan, 131.8 million liters, 1,10 liters / capita, growing at 101% per year. 7. Thailand, 50.0 million liters, 1.00 liters / capita. 8. USA, 9.6 million liters, 0.04 liters / capita. Total world production: 548.3 million liters.

Page 36 gives an overview of the U.S. market for soy-based infant formulas and adult soymilk. Production of soy-based infant formulas (on a ready to serve basis) in 1983 was as follows: Ross Laboratories made 14,720,000 gallons of Isomil (i). Mead Johnson made 14,080,000 gallons of Prosobee. Loma Linda made 2,240,000 gallons of Soyolac. And Wyeth Labs made 960,000 gallons of Nursoy. Thus 32,000,000 gallons of soy-based infant formula were made in the USA in 1983.

Also in 1983, consumption of soymilk by adults in the USA was as follows: 1,743,000 gallons were made by specialized soymilk manufacturers in the USA (Loma Linda Soyagen 1,000,000 gallons; Worthington Soyamel 670,000 gallons, Miller’s Soy (private label) 73,000 gallons). 690,000 gallons were imported (328,000 gallons of Vitasoy by Vitasoy USA, 254,000 gallons of Yeo’s by YHS, 50,000 gallons of Edensoy by Eden Foods, 25,000 gallons of President by President, 25,000 gallons of Kibun by Kibun, 8,000 gallons of To-Neu by San-J International). 250,000 gallons were made fresh by tofu companies (45,000 gallons by Mighty Soy, 41,000 gallons by Victor Foods [Scarborough, Ontario, Canada], 39,000 gallons by Quong Hop & Co., 35,000 gallons by Wy Ky, and 90,000 gallons by others).

Yield. 1 ton of raw soybeans yields approximately 4,320 gallons of soymilk. Conversion: 3.785 liters = 1 gallon.

On page 56 is a table of “Large natural food distributors in the US” with the dollar figure being estimated annual sales in millions of dollars.”

1. Rainbow Distributing (Denver, Colorado) \$13.
2. Arrowhead Mills (Hereford, Texas) \$12.
3. Eden Foods (Clinton, Michigan) \$10.
4. Rock Island Foods (Ignacio, California) \$10.
5. Westbrae Natural Foods (Emeryville, California) \$9.
6. Pacific Rim (Seattle, Washington) \$7.
7. Cornucopia Natural Foods (Coventry, Rhode Island) \$7.

Total estimated sales for the top 7 distributors: \$68 million a year.

Note: This book was favorably reviewed by: (1) Andrew C. Peng, Professor, Food Processing and Technology, Dep. of Horticulture, The Ohio State University, Columbus, Ohio, in *Food Technology* Oct. 1984, p. 160. (2) Toyo Shinpo (Soyfoods News, in Japanese). 1984. Aug. 1. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1464. Shurtleff, William; Aoyagi, Akiko. 1984. Brief history of Alpro in Belgium (Document part). In: Shurtleff and

Aoyagi. 1984. *Soy milk Industry and Market: Worldwide and Country by Country Analysis*. Vol. 1. 177 p. See p. 122-23.

• **Summary:** “In 1975 Alpro, the Protein Division of the Vandemoortele group started making soy milk; they decided to introduce alternative, vegetable proteins to developing countries. This Group, established in 1879, by the 1980s ranked as one of Europe’s largest food processing companies in the fields of edible oils and fats, and protein foods. In 1978 the Group employed over 1,700 people and had annual sales of over \$600 million. In 1979 Alpro started commercial production of soy milk at a plant in Izezem with a capacity of 6,000 liters/hour. They also sold a turnkey soy milk plant to Madagascar (it started production in January 1984) and were attempting to sell compact soy milk plants with capacities from 4,000 to 8,000 liters/hour to other countries. In May 1984 Alpro opened a new soy milk plant at Ghent, reputed to be the largest in the world. The 100% natural soy milk is made from whole soybeans, not soy protein isolates, and is sold under three brands: Soyamel, Alpro, and Provamel. Alpro will look to the U.S. and Asia for additional markets for this product, since the European market is small. They plan to focus on areas with protein shortages or lactose intolerance. In October 1983 an Alpro representative visited the USA and lined up Health Valley in Los Angeles as a master distributor. In early 1984 Alpro got distribution on the East Coast of the USA. Alpro sells quite a bit of its soy milk to other European food companies, which sell it under their individual brands. DE-VAU-GE in West Germany and Granose in England, for example, sell plain and carob soy milks (made by Alpro) in 500 ml packs. The main figures behind Alpro are Philip Vandemoortele (Managing Director) and Christian Daems (Marketing Manager).” Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1465. Shurtleff, William; Aoyagi, Akiko. 1984. Large natural and health food distributors in the United States (Document part). In: Shurtleff and Aoyagi. 1984. *Soy milk Industry and Market: Worldwide and Country by Country Analysis*. Vol. 1. 177 p. See p. 56-57.

• **Summary:** These two tables were compiled from various reliable sources: (1) Natural food distributors. (2) Health food distributors. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1466. Colbin, Annemarie. 1984. Re: Development of macrobiotics in New York after 1961. Letter to William Shurtleff at Soyfoods Center, March 15. 1 p. Typed.

• **Summary:** “After Herman Aihara and the Chico group left New York in 1961, and the Kushis left in 1963, something of a void was left. Irma Paule remained to run the Ohsawa Foundation on Second Avenue. She offered food and books for sale, macrobiotic meals, and advice, until 1966, when the Foundation was closed as a result of the uproar caused by the death of Beth Ann Simon.

“In 1965 Howard Rohrer [sic, Rower] established Infinity Foods, a macrobiotic and natural foods warehouse, that was a prime wholesale source for many of the early groups and students. He imported from Tokyo CI [Centre Ignoramus], which ‘guaranteed’ the foods quasi-medicinal effects. The food was top quality.”

A key figure in New York during this period was Michel Abehsera, a young Jewish French Moroccan, who began the macrobiotic diet and studies with Ohsawa in 1961. In the summer of 1964 he arrived with his wife in New York from Paris. For the next year they ran a small but popular macrobiotic restaurant in their home in the West Village. He then ran a number of successful restaurants and published influential books on macrobiotics.

“In 1972 Annemarie Colbin started teaching a course called, ‘Macrobiotics: An Alternate Lifestyle,’ at the New School for Social Research; the course became quite popular and was offered for four semesters. Shizuko Yamamoto had been quietly teaching for several years, and now began to publicize more widely her classes in shiatsu and macrobiotic cooking. The New York East West Center for Macrobiotics was founded by her in 1975, with Serena Silva as president, Annemarie Colbin as vice-president, and herself as treasurer. The Center first functioned in a small apartment on West 21st Street, and later moved on to spacious quarters on West 44th Street.

“Nobi Ozaki took over the center in 1977, but it eventually closed the following year. Shizuko Yamamoto continued teaching shiatsu and counseling. In 1977, Annemarie Colbin opened The Natural Gourmet Cookery School, which is still in operation as of this writing (1984); the School offers cooking classes based on broad macrobiotic principles. Colbin’s cookbook, *The Book of Whole Meals*, was published in 1974.

“In the early 1980’s, a new organization, the Macrobiotic Institute of New York, was formed by Kezia Shulberg, with the support of Yamamoto and the East West Foundation of Boston. The Center began offering lectures by Michio Kushi and other macrobiotic teachers such as Bill Spear and Murray Snyder, as well as cooking classes. Other teachers appeared independently here and there, offering classes, lectures, consultations, and Sunday suppers. At the time of this writing, macrobiotics in New York is alive, diversified and eclectic.” Address: 365 West End Ave., New York City, NY 10024. Phone: 212-580-7121.

1467. Miner, Jo Ann. 1984. Aloe vera juice and ‘Funoodles’ were attention-getters at Natural Foods Expo at Anaheim. *Santa Ana Register (California)*. March 22.

• **Summary:** “There were many tofu products—everything from frozen entrees to burger mix to dairy-free frozen desserts. Tofutti, a soft-serve type [non-dairy] frozen dessert that debuted last year is really delicious.”

1468. Chico-San, Inc. 1984. Chico-San Rice Cakes never looked so good (Ad). P.O. Box 810, Chico, CA 95927.

• **Summary:** This full-page color ad shows two lines of eight Chico-San Rice Cakes in new eye-catching packages: Millet added, Sesame added, Rice only, and buckwheat added, each in low sodium or sodium free. “More than 400 television stations coast-to-coast will carry the Chico-San story this year... Also, look for our ads in national magazines: Prevention, American Health, New Age Journal, Bestways, East-West Journal, and Whole Life Times.”

Note 1. Ads for Arden Rice Cakes, a competing product, began to appear in 1984 (East West Journal, Feb. 1984, p. 15; Natural Foods Merchandiser. 1994. Feb. p. 93). Note 2. Talk with Michael Potter of Eden Foods. 1984. Feb. 3. Chico-San is mainly a rice cake company. Their total sales are about \$17 to \$19 million of which \$15 to \$17 million are from rice cakes. Address: Chico, California.

1469. Fieldman, Anita. 1984. Spotlight on Westbrae Natural Foods. *Whole Foods*. March. p. 22.

• **Summary:** The company was started in 1970 by Gordon Bennett, Kristin Brun, and a few friends making and distributing granola and fruit juice for San Francisco Bay Area stores. Today Westbrae is a \$7 million corporation with a line of 150 products in a 50,000 square foot facility in Emeryville, California. Most of the Westbrae labels are designed by San Francisco artist David Gauger. The company deals with about 50 distributors and 1-2 brokers. They do not sell directly to retailers. A photo shows Gordon Bennett.

1470. *Natural Foods Merchandiser*. 1984. 5th Annual Natural Foods Merchandiser Merchandising Awards: [Silver: Polar Bean by White Wave, Inc.]. March.

• **Summary:** “Silver awards: Penguins wearing earmuffs. On any other frozen dessert product, the approach might appear flippant. But White Wave pulls it off with a colorful package, humorous cartoon characters and a simple package shape...” The result is to create an alternative to the serious “gourmet” look conveyed by most ice cream packages these days. A color photo shows the front of a package of Polar Bean Dairyless Frozen Dessert.

1471. Miller, Jim. 1984. Soy Deli cases in Raley’s and Safeway. Fermented tofu must be refrigerated (Interview). *SoyaScan Notes*. April 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The first soy deli cases went into Raley’s supers in Reno, Nevada, and Sacramento, California, on 16-17 May 1983. Raley’s has now dropped the coolers, but integrated the soyfoods in with their other products in the natural foods section of the store. Safeway is keeping the coolers. A new area of interest is high-volume natural foods stores and co-ops. In March the Puget Consumers Co-op in Seattle,

Washington, and the Arcata Co-op in Arcata, California, each took a cooler.

Quong Hop’s fermented tofu now retails for \$1.75 per pint (16 oz.).

Starting about a year ago, the California state Board of Health required Quong Hop to ship and sell all of its fermented tofu refrigerated. This ruling applies to any fermented tofu made in the USA because the manufacturing process does not conform to cannery standards which are designed to prevent botulism; under extreme conditions botulism spores grew out on furu. Yet imported fermented tofu is not under this regulation because, it is believed, that its overall medium of salt and alcohol acts to prevent botulism.

Miller estimates that 500,000 lb/year is imported. The imported product retails on average for \$1.30/lb. Address: V.P. Marketing & Personnel, Quong Hop & Co., 161 Beacon St., South San Francisco, California 94080. Phone: 415-873-4444 or 761-2022.

1472. Warsh, David. 1984. A new trend for businesses. *Boston Globe*. April 22. Economy section.

• **Summary:** “Paul Hawken was just 21 when he started Erewhon, a health foods retailer in Cambridge, in 1967 with \$500 in cash. He built it into a big little business, sold it in 1973, moved to California from Boston and undertook a series of turn-arounds, ‘to see,’ he says, ‘if I really knew something about business.’

“He did. When he decided that the mesquite charcoal that one little company sold to restaurants was an ingredient instead of a fuel, he doubled the price, and also doubled the demand. Suddenly a charcoal stove was a status symbol. You can’t go into a California restaurant without being offered mesquite-flavored chicken, mesquite-flavored fish.

“Today Hawken runs Smith and Hawken, a beautiful little mail-order tool business with \$5 million in sales. ‘What I’m good at is seeing how markets change. I could probably start a conceptually sound business a week,’ he says, ‘but I lose interest after a certain point. I don’t have an instinct for the jugular.’

Hawken is in Boston promoting the paperback edition of his new book, “The Next Economy: What to do With Your Money and Your Life in the Coming Decade.” It is about the coming information-based economy. He is already at work on another book to be called “Corporate Courage.” Its about what corporations really are and how they function. “It will open with a history of their development from what he calls ‘the original sin’—the invention of limited liability in the last century.

“I learned my lesson at Erewhon, the hard way, very early on,” says Hawken. “One day a customer came into the Newbury street store and said, “How do you know these products are really as pure as you say they are?” So I began investigating my suppliers, going out to their farms, and what

I found was outrageous. Half of them were lying to me about not using chemicals. In the end I had to put the entire system together myself.” Address: Globe staff, Massachusetts.

1473. **Product Name:** Bean Supreme Tofu [Bulk, or Vacuum Pack].

Manufacturer’s Name: Bean Supreme Soyfoods.

Manufacturer’s Address: P.O. Box 78-084, 1 Wallingford St., Grey Lynn, Auckland, New Zealand. Phone: 09-764-988.

Date of Introduction: 1984 April.

Ingredients: Whole soybeans, water, natural coagulant.

Wt/Vol., Packaging, Price: Bulk, or 250 gm vacuum pack.

How Stored: Refrigerated.

Nutrition: Per 100 gm: Calories 121, moisture 76.9 gm, protein 12.0 gm, carbohydrate 3.4 gm, fat 6.7 gm, ash 1 gm, sodium 3.3 mg, calcium 170 mg.

New Product–Documentation: Poster. 1986. Letter from Alan Tam. 1986. Nov. 18. Bean Supreme makes about 1,000 to 1,500 lb/week of tofu. Form filled out by Trevor Johnston, Marketing Director. 1989. April. The company started producing soyfoods in April 1984, and fresh bulk tofu was their first product. In Aug. 1984 they started vacuum pack tofu. They presently make 3,000 lb/month of the former and 7,000 lb/month of the latter. “Tofu is still growing, albeit slowly.” The company is now Bean Supreme Ltd., Hugo Johnson Drive (P.O. Box 78-084), Penrose, Auckland, New Zealand. Phone: (09) 590 592. They are also involved with Bio Farm, Ro Quark, Spiral Foods, and Musashi. They also distribute other small manufacturers’ products and import from Muso-Osaka.

Label for Bean Supreme Tofu, Firm Style. 1989. 6 by 7 inches. Purple and white on clear plastic bag. “High protein. Cholesterol and lactose free.” Suggested uses: “Mash with seasoning to resemble cottage cheese. As a base for blended dressings or dips. Slice and marinate to fry or broil. Add to casseroles or savoury loaf, low calorie fruit whip, homemade ice cream or cheesecake. For recipe leaflet send stamped envelop to address below.”

In about Feb. 1990 the company changed its name from “Bean Supreme” to “Down to Earth Natural Products Ltd.” Bean Supreme will remain as a brand name for their existing and expanding range of traditional soy products.

1474. Kotzsch, Ronald E. 1984. Paul Hawken: Prophet of the next economy. *East West Journal* 14(4):32-37. April. [1 ref]

• **Summary:** From 1967 to 1973 Hawken was involved in the Boston macrobiotic community. Contains a brief history of Hawken’s pioneering work in establishing Erewhon as a major distributor of macrobiotic and natural foods. Four good photos show Hawken, including a full-page color cover photo. Address: Dartmouth, New Hampshire.

1475. Leviton, Richard. 1984. The organic Garden of Eden:

A Michigan-based natural foods company [Eden Foods] stresses quality and fidelity. *East West Journal*. April. p. 18, 20-23.

• **Summary:** A good history of Eden Foods (although the early dates are incorrect), which has blossomed from a student-run co-op in Michigan in 1967, to a nationally recognized name in 1984. Based on an interview with Mike Potter, who had become interested in macrobiotics in 1967 when, sick with hepatitis in California, he met Herman and Cornelia Aihara and found that macrobiotics “all articulated my own intuition.” Potter is now a seasoned businessman, with 13 trips to the People’s Republic of China and 7 to Japan.

“Eden’s beginnings are a little vague, Mike Potter explains... In July 1967 a group of students in Ann Arbor began distributing macrobiotic staples from Boston. This effort eventually led to a co-op called Eden Foods; in 1968 it became a full-fledged, though small, retail store. Around 1969 Potter visited Ann Arbor and the brand new Eden Foods. At the time, he was busy managing a natural foods store in nearby Birmingham [Michigan].

“In these days Judy and Bill Bolduc and Tim Redmond owned the 1,500 square foot Eden store. By 1971 the group was milling flour and baking granola and they asked Mike [Potter] to become a manager with an ownership position. In 1973 they moved the manufacturing end into a much larger building a half block away, and sales topped \$175,000 a year. By late 1973 Eden was sharing a building with competitor Midwest Natural Foods and co-distributing products. They also relocated their retail store, adding on a natural foods restaurant and a whole grain bakery, and employed 25 people. By 1972 Potter and the Bolducs had begun to distribute their products using first a Dodge van, then a couple of refrigerated twenty-foot trucks. But all this relocating and moving the retail store about, which had been underwriting the wholesale and manufacturing aspects, used up their cash flow. Financial troubles ensued. Mike bought out the Bolducs. ‘I can make this thing work, he told them.

“Potter traveled to Japan and made important contacts with Muso, a leading macrobiotic supplier. Eden imported Erewhon-branded products directly from Japan. They started searching Michigan farms for organic crops... A cornerstone of Eden policy since 1973 is support of local Michigan farmers. Eden supports sixteen farms in Saginaw Bay which grow organic grains and beans (and three organic rice growers elsewhere) for a total of 6,000 acres [in 1984]—up from 1,000 in 1977... In 1977 Eden opened Turtle Island restaurant, which stayed open until the fire. In 1978 Eden started to advertise in magazines. But the company had grown wobbly, bureaucratized, and unwieldy.”

“Late in the evening of November 26, 1979 the Eden warehouse was consumed and destroyed by flames... An estimated \$800,000 in inventory, machinery, and supplies were lost, much of it irreplaceable, since the eventual

insurance settlement covered barely one half the loss. Most old-timers at Eden agree that the fire was ultimately highly beneficial... 'The fire was constructive,' says Ron Roller. 'The energy here was stagnated, with too many departments each claiming a turf. The management was in disarray; a change was needed...' The Eden of 1979–2,400 products, 100 employees, a natural foods restaurant, a whole grain bakery, a retail store in Ann Arbor, several tractor trailer trucks, a \$50,000 computer with eight terminals, a 10,000 square foot building—burned to the ground. Eden, somehow, was out of operation for only two weeks after the fire. Immediately it began to function in an empty 5,000 square foot building next door (the truck garage). They got the cash flowing again on an inventory staggeringly depleted. The insurance company gave them a depressingly small advance against damages and refused to settle on the claim. Eden was advised to declare bankruptcy.” About a year after the fire, construction on the new building was completed. By 1980 Eden had moved into this 20,000 square foot building at 701 Tecumseh Road in the tiny town of Clinton, Michigan, (population 2,000) about 60 miles southwest of Detroit. It was 27 months [2¼ years] before the final settlement.

In 1982 Eden imported 25 container loads (each weighing 35,000 lb) of Japanese natural foods, including natto miso and buckwheat miso. Ron Roller is now purchasing manager, Bena Burda is sales manager, Bill Swaney is production manager, and Kathy Nohr is office manager. Cliff Adler and Mike Gorman are also key co-workers. The company has nine shareholders, of whom seven are daily employees. Address: 100 Heath Rd., Colrain, Massachusetts 01340. Phone: 413-624-5591.

1476. Rossoff, Peggy. 1984. Tamari and shoyu: Twin foods with a single heritage. *MacroMuse*. Spring. p. 8-9. [4 ref]
 • **Summary:** “Tamari and shoyu rightly earn their place as staple foods. These two soy sauces are the careful and patient transformation of whole soybeans, water, koji and salt into undeniable enhancer in flavor and nutrition of the foods they season. Miso is the forefather of both, yet over the years there has been confusion over their differences. The evolution of these two foodstuffs has been as fascinating and intricate as the process which produces them.

“Tamari’s history dates back as far as the eighth century in Japan. It came from the liquid which rose to the surface or settled to the bottom of miso kegs and was used as a seasoning much as we use it today. If miso is drained too much in this way it becomes weak and unstable. Thus, this early tamari enjoyed limited use. It’s taste, however, was so valued (poems were created in its praise) that Buddhist monks began to experiment with new techniques, using more water than in the usual process of miso making, to obtain more of the treasured liquid.

“Up to the 1400’s tamari was known as the liquid extracted from soybean or barley-soybean miso. Later,

the name ‘tamari-shoyu’ was given to the latter product to distinguish it from the sauce drawn from an entirely (or nearly so) soybean miso.

“In the mid-seventeenth century, tamari-shoyu makers began to experiment with the substitution of roasted, cracked wheat for the barley. The product, which contained a higher quantity of simple sugars and some alcohol from the breakdown and fermentation of the wheat, resulted in its new name—‘shoyu’. At this point, its separation from miso production became a clear one. Today, most tamari is produced in much the same way as shoyu except that it contains no wheat.

“Confusion arose over these two products from the following incident, related in a letter by Lima Ohsawa to Chico-San, Inc. in 1983, and shared with MacroMuse by Bill Shurtleff, promoter and historian of soy foods. Lima states in her letter:

“In 1958 George Ohsawa gave a lecture at a university in Hamburg, West Germany. The lecture hall was packed with some 400 to 500 people. Among them was a young man [who] was running an organic school in Germany. After the lecture he came to Mr. Ohsawa and earnestly inquired about various aspects of the Unique Principle.

“At that time there was also some talk about shoyu. As soon as he tasted this shoyu, he registered the word ‘shoyu’ as his own trademark and brand name, so that only he could sell it under this name. We came to know about this later and thought that it was a terrible thing for him to do. We were troubled by his action, for in Germany the law concerning registered trademarks was very strict. Therefore, in Germany, we were unable to call shoyu by its proper name. Out of sheer necessity, we decided to call shoyu by the name ‘tamari.’ After that, people in Europe started to call shoyu by the name ‘tamari’.

“In Japan we call the liquid from soybean miso by the name ‘tamari shoyu,’ and it has been used in fine restaurants and for high class recipes. It is a type of shoyu.’

“The distinctions of tamari and shoyu deserve focus. Tamari has a stronger flavor, darker color and thicker consistency than shoyu. Some say it imparts its own flavor to foods, while shoyu enhances food flavors. Yet Shurtleff points out that tamari contains 36% more glutamic acid (a naturally-occurring flavor enhancer) than shoyu.

“Tamari, while higher in protein (9.8%) than shoyu (5.2–5.6%), is not by itself as well balanced in amino acid content as part of a grain-based meal, however, this is certainly no detriment.

“Don’t let the lighter color of shoyu fool you. It is somewhat saltier than tamari. Therefore, you can use slightly less, and its lighter color does not drastically alter, as tamari does, the vibrant colors of vegetable side dishes.

“Those with food sensitivities would do better with tamari. This is because shoyu contains equal amounts of wheat and soybeans. Wheat is a common food irritant for

such people.

“Tamari, miso, shoyu—the most important fermented soy foods—vary much as wines do. The final products will taste different according to the quality of raw materials and the fermenting agent (koji), seasonal and climatic changes during the aging process and the processing itself. You must taste to know.

“While choosing your soy sauce (or sauces) can be a very personal thing, be sure first of the integrity of the producer. Most, but not all, of the soy sauces available in natural food stores are offered by companies using traditional methods and the strictest standards. High quality ingredients are used, including whole soybeans, and the final product has been fermented in wooden kegs for twelve to twenty-four months. Their taste will vary greatly from modern chemicalized soy sauces which can be produced in as little as two days.

“True tamari and shoyu, besides being delicious seasonings, are beneficial for maintaining health. They stimulate digestive activity, destroy unfavorable microorganisms and encourage the growth of beneficial organisms in our intestines. Their salt is truly ‘mellowed’ by aging; it is in excellent form to be assimilated by our body cells and to maintain an alkaline blood condition. Tamari and shoyu are sources of vitamin B12 and help preserve nutrients present in foods (such as vitamins A, C and E). Since they contain active enzymes (whose activity is occasionally discernable by white flakes which rise to the surface), consuming these traditional foods helps our bodies in breaking down and absorbing other high protein foods such as beans and seeds.

“Is it any wonder that tamari and shoyu have been used so long for home medicinal remedies? When combined with bancha tea (and sometimes umeboshi), they are powerful weapons against headaches, hangovers, indigestion, acid blood and fatigue. Tamari and shoyu are a twin team which benefits our lives.”

Four sources are cited. Address: Rockville, Maryland.

1477. Troy, John. 1984. Work with miso and American Natural Foods (Interview). *SoyaScan Notes*. May 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** John dropped out in the 1960s. He has always loved to eat. He does not remember when he first heard of miso, but he probably first tasted miso or used it in a recipe in about 1976. That was the year he met Joel Dee of Edward & Sons. John started using miso in about 1980, on spiritual retreats when he was the cook. He brought in all the visiting gurus. When John Belleme and Barry Evans set up their American Miso Company they called him and invited him to visit. He was very, very impressed and soon got involved. Hot Stuff, his first product that contained miso, was introduced in early 1981. Hot Stuff originated when one end of a little string of hot peppers fell into the blender. He thought, “I’m gonna make me a hot sauce,” so he tossed in

lots of macrobiotic ingredients that were on his lazy susan—including miso and umeboshi- and “hit it pretty close.” He decided to bottle it, so he located a bottling company. Not long after that he met John Fogg, introduced him to the fascinating subject of marketing and changed his life forever.

John is now working with Jimmy Silver and Jeffrey Hilgert of Pure and Simple (San Jose, California) in developing Hot Chips, which will be made by using powdered Hot Stuff for dusting corn chips. John is now also doing a private offering in North Carolina to raise money; a public offering is 3-5 years away.

Update: Talk with John Troy. 2000. June 26. John was working at a little natural foods store named Beautiful Day (in Durham, North Carolina) one day when Joel Dee drove up in a car peddling Miso Cup, a new product, sold in little packets. This was the first time that John can recall ever seeing miso or Miso Cup. Address: Suite 21, The Courtyard, Chapel Hill, North Carolina 27514.

1478. *Wall Street Journal*. 1984. “Health-food” stores aren’t just for wheat germ and tofu anymore. May 24. p. 1, col. 5.

• **Summary:** “Nowadays they’re also for pizza, potato chips, candy and many other items that suspiciously resemble those in ordinary supermarkets.”

1479. American Natural Foods, Inc. 1984. Confidential private placement: Offering circular, May 1, 1984. Suite 21, The Courtyard, Chapel Hill, NC 27514. 40 p. 28 cm.

• **Summary:** Contents: American Natural Foods, Inc. (ANF)—Offering circular. Risk factors and capitalization (One million shares are offered for \$150,000. Four million shares have been issued to the principals in this venture and 4 million shares have been issued to the former Shareholders of Elf Works, Ltd. If fully subscribed, the total proceeds from subscriptions and from investment by the principals will be as follows (in millions): John C. Troy \$2.4. Jeffrey Hilgert \$1.040. James Silver \$1.040. John Fogg \$0.80. Hague C. Bowman \$0.600. Ernest G. Golding \$0.600. Thomas D. Higgins, III \$0.600. etc.). Owners of shares in Elf Works Ltd. Capital leveraging. Application of proceeds. Terms of offering. Description of securities. Summary of the merger between American Natural Foods, and Elf Works, Ltd. Obligations of and to American Natural Foods, Inc. Legal options. Exhibit A: Corporate stock redemption agreement. Exhibit D: Employment agreement. Exhibit E: Contract between ANF and American Miso Company, Inc. Exhibit F: Contract between ANF and Mrs. Campbell’s Canning Co., which has a plant in Winston-Salem, North Carolina. Exhibit G: Exclusive distributorship agreement between ANF and U.S. Naturals (Novato, California). Product schedule. Addendum to exclusive distributorship agreement: Minimum purchase required. The natural foods industry. An overview of the market for health/natural foods (from *Business Trends Analysts = BTA*). Supermarket nutrition centers (from *BTA*).

Health-natural food chains. The market for health/natural groceries (from *BTA*).

Tables (from *BTA*): (1) Retail sales of health/natural foods by product (shows soyfoods have grown from \$26.1 million in 1977 to an estimated \$163.0 million in 1983). (2) Manufacturers' shipments of health/natural foods by product (shows soyfoods have grown from \$15.8 million in 1977 to an estimated \$101.8 million in 1983). (3) Manufacturers' shipments of health/natural foods, 1977-1993P—dollars per year. (4) Retail sales of health/natural foods, 1977-1993P—dollars per year (Annual growth is about 25% a year). (5) Retail sales of grocery items in health food stores, by specific product category, 1981-1982. (6) Manufacturers' shipments of natural groceries, 1977-1993P—dollars per year. etc.

ANF financial objectives, by product and by year.
ANF corporate strategy (create single brand identities).
Distribution and sales strategy. ANF overall product strategy.
ANF individual brand strategies for nine products: Hot Stuff, Hot Chips, Smoky Mountain Sizzlin', Naturally Preferred—Miso Mustard, Fiesta Salsa, Bee Nut Butter (for kids; peanut butter with a dab of miso and bee pollen), Bee Nut Butter Bar, Sea Sauce, The Works (for hamburgers and hot dogs).
Management profiles: President John Fogg, Treasurer Hague Bowman, Vice President and General Counsel Thomas D. Higgins III, Secretary Eugene C. Brooks III, Marketing Director John Fogg. "Miso soup—Safeguard against cancer," by Bill Shurtleff (from *East West Journal*). "Ah, so you want to try miso: A mountain couple is practicing the ancient art of making this Japanese food," by Beatrice Taylor Quirk (from *Carolina Lifestyle*, Sept. 1982). Color poster titled "It's Hot Stuff." Address: Chapel Hill, North Carolina. Phone: (919) 929-1240.

1480. *Country Reader (Arrowhead Mills, Inc., Hereford, Texas)*. 1984. Adzukis have arrived. 4(1):1. Spring.

• **Summary:** "Arrowhead Mills is proud to add another product to our long list of organically grown beans—Adzukis.

"Adzukis have a somewhat less 'beany' taste than most legumes, with a distinct and delicious flavor. In Japan they are outranked only by soybeans in legume consumption."

"Adzukis are excellent for sprouting plus they can be cooked like other beans."

1481. Price, Charlene C.; Brown, Judy. 1984. Growth in the health and natural foods industry. *USDA Economic Research Service, Staff Report No. AGES840501*. 32 p. May. [24 ref]

• **Summary:** The number of natural food retail stores has increased from about 1,000 stores in 1970 to some 8,000 in 1982. Total sales have jumped from \$140 million in 1970 to a little over \$2 billion in 1983. The three basic foods in the industry are natural foods, health foods, and organic foods. About 37 full-line wholesalers serve the industry.

Table 4 titled "Percentage of health and natural food industry sales held by foods and nonfoods categories"

(1975-1983, p. 15) shows that soy products rose from zero percent in 1975 and 1976, to a peak of 1.5% in 1977, the fell slowly to 0.6% in 1983. The source of these statistics is *Health Foods Business*, annual surveys, 1976-1984. Address: National Economics Div., ERS.

1482. Appropriate Foods, Inc. 1984. Eat Appropriately! Summer catalog '84. 137 New Hyde Park Rd, Franklin, NY 11010.

• **Summary:** The following lines are carried and distributed: Appropriate Foods (tempeh, soymilk), New York Soy Deli, Grainaissance (amazake and mochi), Garden of Eatin', McZand Products, N.Y. Miso, Nasoya, Nutri-Gest, The Soy Source, Sister Shorter, Swan Gardens, Sprout Delights, Willow Run Margarine, Great Eastern Sun (all of their products). Address: Franklin Park, New York.

1483. Eden Foods, Inc. 1984. From the bounty of Eden (Ad for Edensoy soymilk). *Vegetarian Times*. June. p. 21.

• **Summary:** Full page, color. The top half of the ad shows an illustration of a modern Garden of Eden. A family is enjoying a picnic in idyllic surroundings, with a border of flowers, fruits, nuts, butterflies, etc. The bottom half shows a mother with her 5-year-old daughter, who is drinking Edensoy from a glass. Across the bottom is Eden's colorful symbol of a crane with a banner in its bill bearing the word "Musso" in red.

This ad also appeared in *East West Journal*. 1984. June. Back cover. Aug. Inside front cover. And in *Natural Foods Merchandiser*. 1987. July, p. 67.

Note: This is the 2nd earliest ad seen for Edensoy. Address: Clinton, Michigan 49236. Phone: 800-248-0301.

1484. Harnett, Susan Guillory; Vigderman, Patsy. 1984. The great white wave: Protein-rich, low-calorie tofu is a gourmet food for everyone. *New Age Journal (Boston, Massachusetts)*. June. p. 28-30, 32.

• **Summary:** An introduction to tofu plus recipes: Tofu chili. Pineapple cake. Tofu-peanut butter balls. Deep-fried tofu. Tofu gelatin. Homemade tofu. Address: 1. Natural foods cooking teacher and vice-president of Bread and Circus natural food supermarkets; 2. A senior editor at New Age Journal.

1485. **Product Name:** Rice Dream (Amazake-Based Non-Dairy Frozen Dessert) [Hard Pack Pints: Vanilla, Carob, Carob Chip, Strawberry, Lemon, Orange, Carob Almond].
Manufacturer's Name: Imagine Foods, Inc.

Manufacturer's Address: Moniteau Farm, Jamestown, MO 65046. Or P.O. Box 1702, Fayetteville, AR 72702. Phone: 501-443-7216 AR.

Date of Introduction: 1984 June.

Ingredients: Water, cultured brown and white rice, maple syrup, vanilla, soy lecithin, extracts from Irish moss, carob

bean and guar seed, sea salt. Safflower oil was added in assorted flavors by Oct. 1984, and the maple syrup was replaced by a sweeter koji in 1985.

Wt/Vol., Packaging, Price: 1 pint carton.

How Stored: Frozen.

Nutrition: Per ½ cup: Calories 100, protein 1 gm, carbohydrates 24 gm, fat 155 mg, sodium 18 mg. After oil was added: Calories 132, fat 4 gm, protein 1 gm, carbohydrates 28 gm, sodium 18 mg.

New Product–Documentation: Label. 1984, undated.

White and blue on light blue. “Please serve soft for full flavor. No cholesterol. No refined sweeteners. Low calorie. Amasake is a sweet, rich, non-dairy milk made from brown rice.” Poster. 1984, Oct. “Finally! A Great Tasting Ice Cream That Makes No Compromises With Your Health.” Shows Label (dark blue and light blue carton), gives company address as P.O. Box 1702, Fayetteville, Arkansas 72702, and lists 7 hard pack and 4 soft serve flavors, with ingredients. Features: Dairy free, grain based, no refined sugar, fructose or honey, no cholesterol, low sodium.

Ad in East West Journal. 1984. June. p. 15. And in New Age. 1985. May. p. 5. Same title as Oct. 1984 poster. Shurtleff & Aoyagi. 1985. Tofutti & Other Soy Ice Creams. p. 88-89. Letter from Frank Marrero/Allen of Grainaissance. 1987. Dec. 21. Nissenbaum introduced Rice Dream at a natural foods trade show in July 1984 and it took off.

Talk with Robert Nissenbaum. 1988. Feb. 7 and 11. In 1983 he bought the rights to the name Rice Dream for \$2,000 from Gloria Gilbert, owner of Fresh Foods Boulder, Colorado. In the summer of 1984 he was talking with Chico-San, especially Peter Milbury, about his making amazake and their making Rice Syrup in the same plant in Fayetteville, Arkansas, a rice farming center, where the macrobiotic trading company Mountain Ark had just moved. The idea fell through when Bob Kennedy sold Chico-San to Heinz. Robert decided to move his company there anyway. He lived in Fayetteville for 1 year. His present partner, Ken Becker, an attorney, joined the company in the fall of 1984. Then one day Milbury called and said that a company named California Natural Products (in Manteca, CA), which was making a coffee substitute and inulin (for diabetics; a tasteless white polysaccharide found esp. dissolved in the sap of the roots and rhizomes of composite plants) from dahlia tubers, had the necessary equipment. Their process was similar to malting and extracting a syrup, but they used no rice or enzymes. California Natural Products started to make Nissenbaum’s amazake using rice and commercial enzymes in early 1985. They shipped it in a stainless steel tanker to the Peninsula Creamery in Palo Alto, where it was made into Rice Dream. Koji was no longer used. Talk with Robert Nissenbaum. 1988. March 24. The original Rice Dream, from homemade koji, had no added sweetener. Then they added maple syrup to make it a little sweeter. This was discontinued after a sweeter koji began to be made by CNP.

1486. Murray, Frank; Tarr, Jon. 1984. More than one slingshot: How the health food industry is changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. June. Illust. No index. 18 cm. [20 ref]

• **Summary:** A history of the National Nutritional Foods Association (NNFA) and their decades of legal battles with the U.S. Food and Drug Administration (FDA). This is one of the only supportive (non-critical) histories of the health foods movement in America.

Contents: Introduction. 1. How the health food industry began. 2. The vitamin and mineral hearings (prompted by onerous FDA regulations of 18 June 1966). 3. The battle rages on. 4. The struggle over vitamins A and D. 5. NNFA marches on Washington (May 1975). 6. The vitamin bill is finally passed (22 April 1976; Proxmire Bill, signed into law by President Gerald Ford. NNFA victory over FDA). 7. Hanky-Panky in Washington. 8. How the FDA attempted to curtail the sale of health books. 9. NNFA vs. Frederick Stare and Elizabeth Whelan (and the American Council on Science and Health, ACSH, whose current funders and institutional members are listed on pages 187-92). 10. The golden years of PELLL Committee (Public Relations, Education, Legal, Legislative and Lobbying; formed by NNFA in 1955). 11. NNFA supports the Delaney Clause. 12. NNFA’s radio and TV programs. 13. NNFA has many friends. 14. NNFA’s first woman president. 15. What lies ahead. Epilogue.

Frank Murray got involved with the health foods movement in 1963, working for Jack Schwartz at Syndicate Publications. The book was written for the NNFA and not released commercially. Several thousand copies were printed in paperback, selling for \$4.95. A copy was sent to each member of Congress.

The health food industry was born out of the discovery of vitamins and the devitalization of the American food supply (especially white flour since the late 1890s, and white sugar) by large corporations. A few early companies started in the 1920s but most began in the 1930s. It grew on the issues of chemicals and pesticides in foods.

“The National Nutritional Foods Association (NNFA), which has had several names since its inception, has been the spokesman for the health food industry since 1938” (p. 6).

Companies: Akin’s Special Foods (Tulsa, Oklahoma, p. 30-31), Eichenauer’s (Phoenix, Arizona, p. 34-36. Opened in 1938. Early lines included Paul Bragg products, Dr. Walker’s Vegetable Juice Hydraulic Press and books, Gayelord Hauser products and books, Martin Pretorius products and Waring Blender), Vita Food Co. (Washington, DC, p. 34-36. Opened in 1928. A list of products sold in an early catalog includes Lust’s Peanut Butter, Carque’s Almond Butter, Black Mission Figs, Kadota Figs, Manukka raisins, Carque California Health Bars {5¢ each}, Live Food Juicer {\$5.95}), Vic Boff’s (Brooklyn, New York, p. 36. For 48 years he has been associated with the pioneers of

Physical Culture), House of Better Living (now owned by John Quinn and called Quinn's, p. 38), General Nutrition (Pittsburg, Pennsylvania; David Shakarian), Kahan & Lessin Co. (Compton, California), The Landstrom Co. (South San Francisco, CA), Balanced Foods, Inc. (North Bergen, New Jersey), Wm. T. Thompson Co. (Carson, CA), El Molino Mills (City of Industry, CA), Ener-G-Foods, Inc. (Seattle, Washington), Naturade Products (Paramount, CA), Seelect, Inc. (Chatsworth, CA; Max Lessin), Fearn Soya Foods (Melrose Park, Illinois), Hoffman Products / York Barbell Co. (York, Pennsylvania), Worthington Foods (Worthington, Ohio), RichLife, Inc. (Anaheim, CA), Hain Pure Foods (Los Angeles, CA).

Periodicals: *Health Foods Retailing* (New York City; started in April 1936 by Lelord Kordel), *Better Nutrition* (1940 by Jack T. Schwartz), *Health Foods Business* (formerly *Dietetic Foods Industry*, 1950), *Whole Foods* (Jan. 1978), *Natural Foods Merchandiser* (1979 in Hope, Pennsylvania), *Prevention* (1949 by J.I. Rodale), *Let's Live* (1933), *Bestways* (1973).

NNFA Presidents (1938-1981, p. 56-58).

People: Dr. Linus Pauling, Dr. Roger Williams, Dr. Albert Szent-Gyorgyi, Paul C. Bragg, Gayelord Hauser, Adelle Davis, Anthony Berhalter (founded the American Health Food Assoc. and the National Health Foods Assoc., predecessors of the NNFA in 1937), Ben Kanan, Otto Carque, Lelord Kordel, George Spitzer, Milton A. Bass (lead attorney), Max Huberman, Dave Ajay, Stanley N. Phillipps, Martin Pretorius, William T. Thompson, Jack Schwartz; Wayne Walker, Eugene Schiff, and Herb Bristol started the NNFA and kept it going during hard times; Milt Okin. Address: New York.

1487. Murray, Frank; Tarr, Jon. 1984. Balanced Foods, Inc., North Bergen, New Jersey (Document part). In: F. Murray and J. Tarr. 1984. *More Than One Slingshot: How the Health Food Industry Is Changing America*. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 43.

• **Summary:** "This wholesaler opened for business in 1939 in New York City, at 15th Street and Fifth Ave. In its New Jersey location [2501 71st Street, North Bergen, NJ 07047], it has a 100,000 square foot operation" [mostly warehouse]. Note: North Bergen is very close to New York City. Directly west of Central Park, it is just across the Hudson River from Manhattan, and about 3 miles north of the Lincoln Tunnel under the Hudson River.

"During its formative years, the company was run by Samuel H. Reiser, the current president, and Will Reiser, his brother, and Dr. Maurice Shefferman, both deceased. John H. Reiser and Rhona C. Reiser are vice presidents of the firm. Its subsidiaries include Akin's in Oklahoma and Jacksonville, Florida; Midwest Natural Foods Distributors, Ann Arbor, Michigan; and Northwest Dietetic Supply, Kent, Washington.

"In the early days the health food industry was primitive," Sam Reiser said. "The operators of health food stores were visionaries—idealistic and few of them were merchants. Leading products at that time were the Battle Creek meat substitutes, yeast tablets, vegetable salt, vegetable tablets, carrot tablets and health cereals.

"The health food industry at that time comprised less than 50 stores from Boston [Massachusetts] to Washington [DC], with only about 150 stores in the entire country, he continued. "There were probably no more than six jobbers [wholesalers] to serve the entire industry. Growth of the health food field was very slow, for it was primarily a business catering to diabetics."

Note: An Internet search (March 2006) shows that Sam Reiser died in 1989. His wife was named Helen. One of his sons, Paul Reiser (born 30 March 1957 in New York City) became quite famous as an actor. In 1973 he graduated from Stuyvesant High School in New York City, and in 1977 he earned his BFA (Bachelor of Fine Arts) at SUNY (State University of New York) Binghamton, with a major in piano and composition. In 1996 Paul Reiser established the Samuel Reiser Scholarship Endowment, in honor of his father, for students majoring in piano or composition. When he finished college, his family expected him to take over his father's health food business. But he turned to stand-up comedy and acting instead. He married Paula Ravets on 21 Aug. 1988 and they had a son, Ezra Samuel Reiser, born Sept. 1995. Address: New York.

1488. Murray, Frank; Tarr, Jon. 1984. The Landstrom Co., South San Francisco, California (Document part). In: F. Murray and J. Tarr. 1984. *More Than One Slingshot: How the Health Food Industry Is Changing America*. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 42.

• **Summary:** "In 1931, in the depths of Depression, Wesley Landstrom began selling fresh milk, cottage cheese, and other items door to door. In 1941, Wesley's brother, Lloyd Landstrom, took over the growing business, and, in 1942, George Merriam and his wife, June, the former June Landstrom, became partners in the business. Thelma Landstrom, June's mother, was also active in the business for many years. June's sons, Richard and Robert, were directors of the company over the years, but only Richard is presently an executive of the company.

"The parent company, with Gerald Fleming as president, is known as Nutritional Foods, Inc.; its subsidiaries include Landstrom Distributors, Keene Distributors (Keene, Texas), Mottel Distributors (Linden, New Jersey); and Collegedale Distributors (Chattanooga, Tennessee)." Address: New York.

1489. Murray, Frank; Tarr, Jon. 1984. Health Foods, Inc., Des Plaines, Illinois (Document part). In: F. Murray and J. Tarr. 1984. *More Than One Slingshot: How the Health*

Food Industry Is Changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 42.

• **Summary:** “In 1936, Samuel Middell began this company, then known as Health Food Jobbers. For many years the company was managed by Aaron Solomon and Al Levenberg, both in semi-retirement. They sold the company in Feb. 1984 to Tree of Life (St. Augustine, Florida), whose president is W. Ryland Dooley, III. Tom Keim is the VP of sales and marketing of HFI.

“The health food industry has made many Americans label conscious and has changed the eating habits of millions,” Al Levenberg said. “The industry has convinced many that, by eating better, they can perhaps remain a little healthier than they would if they ate all of the junk foods on the market today.” Address: New York.

1490. Murray, Frank; Tarr, Jon. 1984. Kahan & Lessin Co., Compton, California (Document part). In: F. Murray and J. Tarr. 1984. More Than One Slingshot: How the Health Food Industry Is Changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 40-41.

• **Summary:** The Ben Kahan Co. began in 1932, and the Joseph E. Lessin Co. in 1935. In 1945 the two companies merged to become Kahan & Lessin Co. [widely known as K&L]. “In 1972, this wholesale company was acquired by Fleming Companies, Inc. and in the fall of 1983 the company was sold to Jameson Pharmaceutical Corp., San Mateo, California. Art Miller, long-time president of K&L, has retired and Jan Stoll is now president of the wholesale concern.

“The industry has come out of the homes and back-street locations to take its place with the finest specialty food stores in the country,” said Ben Kahan, who is now retired. “Our customers were mainly elderly people who were medically disenchanting, diabetic, vegetarian or whole-food dedicated people. Today, we can add to these early customers a great host of people of all ages and stations in life; we now have a broad base of customers.

“Our industry had and is exerting a major impact on America’s eating habits,” he continued. “Here are a few examples: reintroduction of natural fiber to the daily diet; supplementation of our foods with natural type vitamins and minerals; encouragement of ingredient content of foods on labels; encouragement of nutrition content of foods on labels; more Americans are now eating health foods such as yogurt, whole-grain cereals, unfiltered juices, wheat germ, lecithin, etc., and we have championed Freedom of Choice and Freedom of Information,” he said.” Address: New York.

1491. Murray, Frank; Tarr, Jon. 1984. Sherman Foods, Bronx, New York (Document part). In: F. Murray and J. Tarr. 1984. More Than One Slingshot: How the Health

Food Industry Is Changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 41-42.

• **Summary:** “Founded by Solomon Sherman in 1924, this wholesaler was purchased in 1946 by Ernest Fried, deceased, and Jerome (Jerry) Sperling, who is still active with the company. Sherman’s arcadia brand of products is one of the oldest lines in the industry; they also distribute thousands of other items from the industry’s manufacturers.

“Consumers have become more nutrition conscious through favorable articles in newspapers, magazines, etc.,” Jerry Sperling said. “Also, radio and TV appearances by the authors of books on health and diet foods have increased interest. These sources have kept the public informed on the importance of nutrition. And, of course, the thousands of new health [natural] food stores in towns and cities across America have made it convenient for the consumer to satisfy his nutritional needs while doing his daily shopping.

“The health food industry has been the No. 1 factor in changing America’s eating habits,” he continued. “During World War II, we were physically the poorest nation of all countries involved. That can never happen again.” Address: New York.

1492. Murray, Frank; Tarr, Jon. 1984. Origin of the American Health Food Association, the National Health Foods Association, and the National Nutritional Foods Association (NNFA) (Document part). In: F. Murray and J. Tarr. 1984. More Than One Slingshot: How the Health Food Industry Is Changing America. Richmond, Virginia: Marlborough House Publishing Co. 240 p. + 16 p. of photos. See p. 20-25.

• **Summary:** “In 1937, Anthony Berhalter organized a consumer group known as the American Health Food Association.” A man of foresight, he operated a bakery in Chicago, and bought high-protein whole-wheat flour from Elam Mills, also of Chicago. Berhalter also had a health food store (one of the first in Chicago), and a mail order business, with 24- to 36-page catalogs. He bought “quantities of fine, sundried, unsulphured fruits from California” [probably from Otto Carque].

“In the spring of 1937, Berhalter set up a convention of some 10 to 15 booths” in the old Auditorium Hotel in Chicago. “Exhibitors included Live Food Products, Alberty Products, American Dietetics (then known as Tam Products, Inc.), Battle Creek Scientific Foods, Chippewa Spring Water Co., Dietetic Food of New York (Diamel), Elam Mills, Health Food Jobbers (now Health Foods, Inc.), H.W. Walker Co., Loeb Dietetic Foods, Modern Diet Products, Inc., Natural Health Products of New York, Nutty Brown Mills of Texas, Parkelp of California, and Vegetable Juices Inc. of Chicago.” About “150 health food people” attended the convention, coming from across the United States.

Berhalter hoped to bring together all factions of the health food industry in this one organization. “Dr. Walter

Hodson was one of the able speakers at those first meetings of the American Health Food Association... And those attending the first convention, among them Ed Neumann, George Spitzer, Henry Rosenberger, Sr. (of Cambridge, Massachusetts), Herb Bristol, H. Wayne Walker and others, felt that Tony Berhalter should be offered a fee to form an organization made up of retailers, manufacturers and jobbers, but excluding consumers.”

“Mr. Englehardt of Physical Culture Publishing Company, who was sent to the meeting by Bernarr Macfadden to help in starting a solid organization, secured a large room at the Big Hotel down the street on Michigan Avenue, where dissenters could thrash out a plan for the new organization.”

Eight men were elected to the organization committee. “After working all night with attorney Henry Junge, the committee presented a Constitution and By-Laws the next day to those who wanted the new association. It was approved [in 1937] and the new organization, National Health Foods Association [NHFA], which is now NNFA, was born. Herb Bristol and Wayne Walker immediately made plans for a second convention to be held in the summer of 1938 at the Sherman House in Chicago.”

The first president was Dr. John Maxwell. George Fleming was the paid secretary, who served until 1945. The next [2nd] convention at Sherman House [sic, La Salle Hotel, in late August 1939] was a resounding success with speakers such as Paul Bragg, Edward McCollum [not to be confused with Elmer V. McCollum, the famous biochemist from Johns Hopkins University], and others. Approximately 150 people attended the banquet, “however Bragg and McCollum had 800 to 900 people at their lectures.

“Chicago became the headquarters for the new association, with Herb Bristol, Wayne Walker and George Fleming doing most of the work. Fleming received about \$50.00 a week as secretary. The next two conventions were held in Chicago. “In 1941, the fledgling association held its fourth convention at the McAlpin Hotel in New York.” Since this convention was not a financial success, the next 5 conventions were held in Chicago. In 1947 the convention at French Lick Springs, Indiana, marked a low point in the association’s history. So the next convention was held in California (Ben Kahan helped to organize it), followed by another in Chicago.

After the 1966 convention at the International Hotel in Los Angeles, Stanley N. Phillips (of Cincinnati, Ohio) who, for years, had done much of the work organizing conventions, “resigned and helped to start a new retailer organization, American Dietary Retailers Association” (ADRA). But after two years, in 1968, Phillipps of the ADRA and Walter Camp of the NHFA began to communicate about merging the two organizations in order to better “fight a common enemy—the bureaucrats in Washington [DC, at the FDA] rather than squabbling among

ourselves.

“In 1969 the two associations held a joint convention and it was agreed that, if the remaining differences were resolved at the 1970 convention in New Orleans [Louisiana], the merged group would be united under the name of National Nutritional Foods Association” [NNFA].

The transition was made and Phillipps continued as convention manager through 1974, when he resigned and turned over the convention work to Arnold Pike, who managed the Las Vegas convention that Phillipps had set up for the MGM Grand Hotel. Address: New York.

1493. Bergen, Annegreet van. 1984. Natuurvoeding: geen gefluister en witte jassen [Natural foods: No whispering and white coats]. *Volkskrant (De) (Netherlands)*. July 23. p. 2. [Dut]

• **Summary:** About Yakso Farms, a Dutch organization that grows and sells organic foods (Biologische Boerderijprodukten) and makes soyfoods. Yakso wants to raise 1.6 million Dutch guilders through issuance of participation papers to the public, thus creating a fund to finance natural food store franchises by the Cooperative Vereniging Yakso. The article mentions soy-based meat replacers like spreads with herbs for use on bread, and seitan.

1494. **Product Name:** Ah Soy: Natural Non-Dairy Beverage (Soymilk) [Chocolate, Vanilla, or Original].

Manufacturer’s Name: Great Eastern Sun (Importer). Made in Japan by San-iku Foods.

Manufacturer’s Address: Asheville, NC 28806. Phone: 704-252-3090.

Date of Introduction: 1984 July.

Ingredients: Original: Water, organically grown soybeans*, barley malt, pearl barley malt, cold pressed safflower oil, sea salt. * = Organically grown and processed in accordance with Section 26569.11 of the California Health and Safety Code.

Vanilla: Vanilla extract. Chocolate: Natural cocoa, natural vanilla extract.

Wt/Vol., Packaging, Price: 6 fluid oz (180 ml) in stand-up foil retort pouch.

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Original: Per 6 oz.: Calories 100, protein 4.5 gm, carbohydrate 9.4 gm, fat 5 gm. Vanilla: Calories 142, protein 4.3 gm, carbohydrate 21.2 gm, fat 4.4 gm. Chocolate: Calories 149, protein 3.9 gm, carbohydrate 25.5 gm, fat 3.5 gm.

New Product–Documentation: Labels. 1984. 4 by 6.25 inches. Plastic packs. Original: Red and white on blue. Vanilla: Red and white on tan. Chocolate: Red and white on dark brown. The words “ah soy” are written in script and look rounded, as if they were made from brightly colored round tubing. Text on front panel: “Made with organically grown soybeans.” “The really soft drink.” On back panel:

“It drinks like a shake and you can use it to bake. Ah Soy is the most versatile, delicious and nutritious natural non-dairy soft drink you can buy. Can something so smooth, so rich, so refreshing, really be good for you? Ah Soy is. Ah Soy is full of protein, free of cholesterol, low in calories and has no cane, fruit or milk sugars. And of course, there are no chemical additives and no preservatives. Use Ah Soy on breakfast cereal, as the secret to spectacular sauces, to make extra fluffy pancakes, and as a healthy, all natural thirst quencher.”

Note: This is the earliest commercial soymilk product seen with an English-language label (June 1999) that has a flavor named “Original.” In March 1982 a Japanese company named Nagoya Seiraku introduced a soymilk in Japan named *Sujaata no Gen Tōnyū*, which means “Sujaata Original Soymilk.”

Shurtleff & Aoyagi. 1984. *Soymilk Industry and Market, Update* (Based on interview with Bob Ballard, 21 March 1985). This product has been a “fantastic success.” During the period from 1 Nov. 1984 to 25 Jan. 1985 (just under 1 fiscal quarter), 525,000 unit packs of 4 flavors were sold.

Shurtleff & Aoyagi. 1985. *Soymilk Industry and Market, Update*. By March 1985 sales of Ah Soy are growing rapidly, now accounting for 15-20% of Great Eastern Sun’s total sales. The favorite flavor is vanilla, followed by original [plain], carob, and chocolate, in that order. By 1987 Ah Soy was being made in the USA in quarts. Shurtleff & Aoyagi. 1986. *Soymilk Industry and Market, Update*. By March 1987 Ah Soy is selling about 270,000 units (10,906 gallons) per month. Sales by flavor are vanilla (35% of the total), original/plain (30%), carob (17.5%), chocolate (17.5%). Sales have been flat for the past year.

Letter from Bruce Sturgeon, Vice President, Great Eastern Sun, Enka, North Carolina, to East West Journal. 1989. Jan. p. 6. Convincingly refutes EWJ’s award to Ah Soy for the “Most Questionable Beverage Label Claim.”

1495. Imagine Foods, Inc. 1984. Rice Dream, made from amasake: Finally! A great tasting ice cream that makes no compromises with your health (Ad). *East West Journal*. July. p. 29.

• **Summary:** This ad (5 inches square) is the first ad ever run in a national magazine by Imagine Foods. Printed with blue and black ink on a white background, it contains a blue photo of a pint carton of “Ice Dream: A non-dairy frozen dessert.” Small letters below the word “Amasake” explain that it is “a non-dairy brown rice milk, made by a culturing process where the rice starches are converted into complex sugars.” The text explains the asterisk: “* Non-dairy—Rice Dream is 100% free of any products of animal origin.

“No refined sugar, no fructose, no honey—We use Rice Syrup from Chico-San, and a touch of Vermont Grade A maple syrup.

“No oil—The leading soy ice creams on the natural

foods market today *all* contain *refined* vegetable oil. We’ve developed a unique recipe using sesame tahini instead of oil.

“Low calorie—Though you’d never know it by the creamy, rich flavor, Rice Dream contains only 100 calories per 4 oz. serving. That’s as low as most diet ice creams.”

“Currently available in pints: Vanilla, carob, carob chip. If not available in your area, ask your favorite natural food distributor to contact us: Imagine Foods, Inc., Jamestown, Missouri 65046. Phone: (816) 849-2583. Available from: Earthly Organics, Philadelphia [Pennsylvania]. Rainbow Natural Foods, Denver [Colorado].” Address: Jamestown, Missouri 65046. Phone: (816) 849-2583.

1496. Chico-San. 1984. Educational / Professional price list. Chico, California. 6 p. 28 cm. Plus cover later dated 15 Aug. 1984 from Peter Milbury and Joel Wollner.

• **Summary:** “August 15, 1984. Dear Friends,

“Please accept our Chico-San Educational/Professional price list. With it you can purchase the finest quality American and Japanese macrobiotic foods for your center, and at special low prices.

“Since 1961, when Chico-San was founded as the first macrobiotic food company in America, high quality and education have proceeded hand-in-hand. Inspired by the macrobiotic teachings of George and Lima Ohsawa, we have sought out and developed the very best products available. We have educated the American consumer in their beneficial use. Chico-San product brochures, cookbooks and advertisements have exposed millions of Americans to macrobiotic foods, recipes and ideas.

“The continuing work of Lima Ohsawa at the Macrobiotic Education Center (Tokyo CI) and at the Ohsawa Japan Company, provides us with the finest quality traditional foods. These products have been developed by George and Lima Ohsawa in close association with the very finest, small-scale food processors. They are used exclusively by Mrs. Ohsawa in the cooking classes and consultations at the Tokyo center. It is her wish that we provide these products to you for your use in teaching and counseling. Chico-San domestic products offer the same high quality, macrobiotic tradition.

“Please take a moment to look through our price list. Call us anytime if you have questions or to place an order. We feel that good food is more than a business, but the very basis of a happy, healthy life.

“We thank you for allowing us to serve you.

“Your friends at Chico-San

“For information call: Peter Milbury at Chico-San or Joel Wollner at (501) 443-7216.

Contents: Rice cakes. Domestic specialties: Golden rice nuggets, Yinnies taffy, Yinnies caramel, Yinnies syrup, Sesame salt [gomashio] (15:1 seeds salt ratio), organic rice cream (breakfast cereal), Kokkoh (breakfast cereal).

Organic brown rice (California short grain, 25 lb bags,

\$13.25 each). Natural brown rice (short grain, not organic, 50 lb bags, \$12.00 each).

Everything Natural brand jams and jellies (Sweetened with Chico-San Yinnies rice syrup, 6 flavors in 10 oz jars).

Macrobiotic quality: Discussion of what it means.

“Informational Materials: Chico-San is involved in an effort to provide as much information on our products as possible. This listing of informational materials includes a variety of offerings, from detailed descriptions of each individual product, to colorful posters to attract attention and stimulate curiosity. All materials are available free, in appropriate quantities.

“Fact Sheets: An extensive series covering all Chico-San products, describes ingredients, processing methods, and explains use. Includes picture of the product in its package, along with sizes/case-packs available, etc. Space for your imprint at the bottom or additional information on the back. Appropriate for mailing or handouts to students.

“The Crackerbarrel: Our informative newsletter, featuring interesting articles on topics relating to Chico-San products. Includes recipes, in-depth background on natural, traditional processing methods for making various foods imported from Japan, offers of free informational materials, human interest articles on the company and related subjects. Also designed to familiarize teachers and students with macrobiotic foods and concepts from an informative perspective.

“The Chico-San Story: This is an interesting story reprinted from the April 1982 issue of the East West Journal. It traces the history and background of Chico-San, and touches on some of the company’s pioneering and innovative efforts over more than twenty years (3 p).

“From Yesterday Comes Today’s Tamari: Explains the difference between Soy Sauce and Tamari, as well as giving a detailed explanation of how both products are made using natural, traditional methods. Alerts reader to common shortcuts and synthetic processing tricks to beware of (10 p).

“The Yinnies Brand Syrup Cookbook” A nineteen page booklet of recipes and information on how-to-use Chico-San unique syrup sweetener.

“Secrets of the Ohsawa Ceramic Cooking Pot: Explains why food tastes so good when cooked in the Ohsawa Ceramic Cooking Pot. Reprinted from Macromuse.

“The Nine Day Wonder Trip, by Rabbi Michael Schick. The interesting story of how Chico-San’s imported macrobiotic foods are certified as Kosher (K-Pareve).”

Cracker snacks (Brown rice n’ peanut treats).

Soy sauces and tamari soy sauces.

Miso and miso products. Barley koji. Brown rice koji. White rice koji.

Other fine condiments: Kuzu powder (wild, organic), organic salt plums, Rice malt vinegar, organic red ume vinegar, roasted sesame oil, tempura sesame oil, organic radish pickles (Yamaki daikon moromi), powdered nigari

(for making tofu).

Noodles, Japanese pasta: organic soba, organic udon, 80% soba, mugwort soba.

Herbal teas: Twig tea, three year. Twig tea, one year. Mu tea, Lotus root powder.

Seaweeds: Sushi nori, nori, wakame, kombu, hijiki, arame.

Hygiene: Dentie toothpowder, Dentie toothpaste, albi powder. Cooking accessories: Pots, knives, chopsticks, sushi mats, rice paddles, suribachi with surikogi, tawashi, bamboo tongs, soy sauce server [dispenser], salad press. Address: P.O. Box 810, 1264 Humboldt Ave., Chico, California 95927. Phone: 916-891-6271.

1497. Word of Nutrition. 1984. The most complete, unique and attractive: More than a health food store in the country (Ad). *Hartford Courant (Connecticut)*. Aug. 16. p. H13.

• **Summary:** This half-page ad appears on the page titled “Spotlighting: Newton.” “Come in and let us ‘show off’ our wares from A-Z. Atmosphere (par excellence)... Herbs (bulk-enormous selection)... Kombu,... Macrobiotic selection (very extensive)... Peanut butter (made fresh by us)...Soy milk... Tofu (fresh)... Tofu entrees... Vegetarian foods...” Address: 194-200 Market Square, Newington, Hartford County, Connecticut.

1498. Brisson, David. 1984. Natural foods go gourmet. *East West Journal*. Aug. p. 22, 24-27.

• **Summary:** Brother Ron Pickarski, a 34-year-old Franciscan friar from Miami, Florida, is a world class vegetarian chef, who won a bronze medal in the 1980 Culinary Olympics, and who likes to use tofu in his creations. At this year’s Olympics in October in Frankfurt, Germany, he will prepare Tofu Sushi with Mikado Sauce and Seitan Moutard Bitard (a vegetarian steak). A consultant for Legume, Inc. he has created such sumptuous dishes as Tofu Bourguignon and Tofu Tetrizzini for them. Contains an illustration and biography of Pickarski. An illustration shows Brother Ron. Address: Brookline, Massachusetts.

1499. **Product Name:** Eden Miso [Rice, Brown Rice, or Barley].

Manufacturer’s Name: Eden Foods, Inc. (Importer). Made in Japan.

Manufacturer’s Address: Clinton, MI 49236.

Date of Introduction: 1984 August.

New Product–Documentation: Ad in Soyfoods. 1984. Summer. p. 37. “Just the Best.”

1500. Eden Foods, Inc. 1984. Just the best (Ad). *Soyfoods*. Summer. p. 37.

• **Summary:** This full-page black-and-white ad, with plenty of empty space used effectively, shows packages of Edensoy (two flavors of soymilk in retort pouches), Eden tamari (2

sizes of glass bottles), Eden Rice Miso, Eden Brown-rice miso, and Eden Barley Miso. Near the bottom is Eden's logo of four sprouts in a circle. Address: Clinton, Michigan 49236.

1501. Estella, Mary. 1984. Spotlight: Restaurant. *The Five Seasons*, Jamaica Plain, Massachusetts. *Soyfoods*. Summer. p. 8.

• **Summary:** "The Five Seasons Restaurant is enjoying the sweet success that foodservice people dream about. Owned and operated by the Pell brothers, Jon, Rob and Steve, business at the 40-seat natural foods restaurant has increased by 25 percent each year since they opened in 1981. The average lunch check is \$5-\$8; dinner \$8-\$12. Weekend nights are busy, turning the tables an average of three times each night.

"Our intention is to show the public that natural foods are more than carrot juice and sprouts," says Rob.

"The Five Seasons is situated in a row of busy stores on Centre Street. A clean, country feeling is given by fresh white walls above a wood wainscoting. Two rows of attractive oak tables greet customers. Seating is on comfortable benches along each wall and on wooden chairs. Hanging plants, ceiling fans and a photography display lend a relaxed air.

"When we opened three years ago we used four tubs of fresh tofu per week. Now we're up to eight 25-pound tubs. We buy our tofu from Yah Kee, a third-generation soy crafter in Boston," explained Rob. Tempeh is supplied by 21st Century Foods, also in the Boston suburb of Jamaica Plain. Savory tempeh specials have increased tempeh use from eight to 20 pounds per week. Miso from American Miso and Eden Foods is used to season soups, sauces and dressings. About 20 pounds of miso are used weekly. The soyfoods list is completed with tamari from the Lima Company. This rich tamari is preferred by the Pells for seasoning and for use in their famous teriyaki sauce.

"Soyfoods appear in all areas of the menu. Two of the eight appetizers feature tofu as the main ingredient. Tempura Nori Rolls are very popular. Slices of tofu, carrots, cabbage and watercress are wrapped in nori (a sea vegetable), dipped in a tempura batter and fried golden brown. Each roll is cut into one-inch pieces and artfully arranged around a ginger-tamari dip.

"Tofu Cream Cheese is a star of the menu. The smooth, rich pate of tofu, tahini, umeboshi (a Japanese salt plum) and scallions is served as an appetizer with crunchy homemade poppyseed crackers. A salad plate similar to a cottage cheese dieter's special uses this cream for its foundation. You can order a hearty sandwich filled with Tofu Cream Cheese and salad vegetables. For many, Sunday wouldn't be Sunday without bagels Five Seasons style—topped with Tofu Cream Cheese, lox and a colorful salad garnish.

"Lasagna is a Saturday night tradition. Thick layers of

garlicky tofu 'ricotta' are layered with sauteed vegetables, pasta and the Pells' own tomato sauce. The day I visited, tempeh was prepared in a delicate sweet and sour sauce with matchstick carrots, broccoli, peppers and served over rice.

"Szechuan Tofu and Vegetables combine deep-fried cubes of tofu and Oriental vegetables in an authentic sauce of hot pepper, barley malt, garlic, ginger and tamari. 'Veal' Parmesan is by far the most creative dish. Seitan, a wheat gluten cutlet, is seasoned, sauteed and topped with tomato sauce and a layer of 'Mexican Cheese.' The latter is a Pell creation of golden corn polenta, sauteed onions and tofu pureed in a blender. It's also used on other au gratin dishes and as a cheese-like sauce.

"The richest entree combines tofu and tempeh in a surprising European-style special: Tempeh Mushroom Stroganoff. Thin slices of tempeh are deep fried and served in a sauce of sauteed mushrooms and stock thickened with a roux. Tofu Sour Cream is added at the end to finish the dish and it's served over a plate of colorful spiral noodles.

"Sunday brunch shines with soy-foods delights, a tradition in the Jamaica Plain natural foods community. Brunch is a relaxed time to read the *Globe*, meet friends and indulge in pancakes, French toast and omelettes. French toast is made with eggs or an unusual mixture of amazake (a sweet, fermented rice drink), tofu, vanilla and cinnamon blended together. Thick slices of homemade bread are dipped in this sweet cream, fried and topped with strawberry or maple-walnut sauce. Scrambled tofu is gaining a large audience, selling about 25 portions each brunch.

"A changing selection of the Pells' famous desserts completes the menu. Jon explains, "Tofu is not traditionally used for desserts in Asia. We find it an excellent replacement for dairy products in baking moist cakes, cream pies and puddings. Our secret is very fresh tofu."

"The Pells have succeeded in designing a menu with something for everyone—from soyfoods fans to gourmet diners to those looking for an honest, home-cooked meal. The focus is on consistency. Dedication to high quality is the Pell family's sure recipe for success.

A photo shows the three brothers Pell: Jon, Steve and Rob in a relaxed moment.

"Mary Estella's *Natural Foods Cookbook—Vegetarian Dairy-Free Cuisine* will be published this fall by Japan Publications." Address: Author.

1502. Fiske, Doug. 1984. Soyfoods in the supers [supermarkets]. *Soyfoods*. Summer. p. 18-23. Cover story.

• **Summary:** Gives an in-depth look at the marketing strategies of Legume Inc., Tomsun Foods, Eden Foods, Vitasoy, Tempehworks, Nasoya, Eden Foods, Soyfoods of America (Furama and Nature's Spring brands), White Wave, Hinode Tofu Co., Tofu Time (Tofutti), and Nasoya.

"Without considering soy sauce and excepting a few areas with concentrated Asian populations, ten years

ago you would have been hard pressed to find soyfoods in supermarkets. Today, after a decade that has seen the industry grow from infancy to adolescence, soyfoods can be found in supermarkets from coast to coast. Indeed, 52% of the 27 tons of tofu produced in the United States in 1983 was sold through supermarkets. What *Soyfoods* set out to do in this article was to determine the strength of soyfood products' presence in supermarkets, to discover how and by whom that presence was achieved, and to project soyfoods future in the supers. We spoke with representatives from 17 companies chosen according to three criteria: what soyfoods the company markets through supers, where the company is located, and its size. We feel that the information given here by a 10-company cross section fairly represents the industry as a whole.

"Legume of Montville, New Jersey is unique among soyfoods companies. It is the only firm in the industry whose product line consists solely of frozen single-serving entrees. Founded in 1981 by the husband-and-wife team of Gary and Chandri Barat. Legume's progressive idea is to provide convenient, low-calorie, cholesterol-free, dairy-free, natural entrees made with tofu to health-and-weight-conscious consumers.

"In early 1984 Legume introduced six new, attractively packaged entrees: Vegetable Lasagna, Stuffed Shells Provencale, Cannelloni Florentine. Sesame Ginger Stir-Fry. Tofu Bour-guignon and Tofu Tetrazzini. The company's supermarket marketing program is focused on these products. For 1984, sales through supers are projected at \$400-500,000, about 50% of total sales. Great gains are expected in 1985, with supermarket sales rising to about \$2 million.

"Legume initially gained entry to supers through several natural foods distributors. At about the same time, Legume began making sales calls, mostly in the New York metropolitan area, on supermarket chain frozen food buyers. Among the regional brokers the company has come to retain in certain markets across the U.S., the New York area brokers are especially strong. Legume works closely with them, first in selecting the most appropriate chains, second in teaming up on the sales calls, and third in servicing established accounts and doing in-store demonstrations.

"Says Bob Shapiro, marketing director for Legume, 'We don't fool ourselves thinking that our product can be sold, or should be sold, in every store in a given market. We are selective about the chains and stores we move into. We're looking for a particular type of consumer who shops there. It's a working, educated, middle-income, 30-year-old head of household profile.'

"Because of the relative unfamiliarity with the product and with tofu on the public's part, Legume has had some difficulty finding brokers to take the line, and in gaining authorizations from buyers. Shapiro again: 'We find that as much as we have to develop programs that are financially

rewarding to the chain, and in the long run to the broker, ours is a total educational process. We spend a lot of time explaining to the buyers how our product is unique and why it should be sold in their stores. The product novelty is a big part of it. In addition, it's absolutely essential that you show the buyer how you will help promote the product, say with quarterly promotions and advertising—at least their newspaper ads and/or manufacturers' ads in regional or national magazines. They ask for television right off the bat. We work down from there. Although we are planning regional television ads for early 1985.'

"Among soyfoods companies, Legume is a leader in recognizing the value of attractive, informative packaging and in developing creative and effective promotional aids. The line of six 11-ounce frozen entrees is packaged in colorful, tastefully designed boxes featuring bold graphics, large color photographs of serving suggestions, and product information. Also on the box is an offer to write or to call a toll-free number for discount coupons and the Legume Light Eating Plan. The Plan appears in an attractive, thoroughly researched booklet designed as a guide for consumers concerned about their weight and health. The same coupon/booklet offer appears in Legume's magazine advertising. Consumer responses run about 100 per week.

"As of summer 1984, Legume's products can be found in about 12 chains representing roughly 125 stores. The company projects tripling their store numbers by October. The deepest penetration is in the New York metropolitan area where the product typically sells for about \$2.59. California, Colorado, the Midwest, New England, and Florida are other markets where Legume has established a presence. In stores with freezers in both the mainstream and natural foods sections, Legume enjoys far better sales when placed in the mainstream freezer and feels that this is largely due to increased exposure.

"Legume's Shapiro sees second generation products—specifically frozen entrees, desserts and beverages—as soyfoods' best shot in supermarkets. Although the chains are dominated by giants, soyfoods, largely due to their inherent nutritional advantages, can do well if product creation, production and marketing are well planned."

"Eden Foods of Clinton, Michigan has had a 15-year presence in the natural foods trade but it has been just within the past year that they have established a beachhead in supermarkets with their miso, soymilk and soy sauce products. They are presently selling through five chains representing about 50 individual stores. Supermarket sales account for approximately 10% of their \$7.5 million yearly sales.

"Eden gained entry to the supers without the aid of brokers but now retains a half dozen and emphasizes their importance in establishing and servicing accounts. 'It takes too much time and money for us to perform the broker's function,' says Eden's Michael Potter. 'Brokers have access

to quality time with buyers and in-store managers. They know the mainstream game, they know the right people. And that's often the key—it's not what you know but who you know.'

"Having gained entry to supers, Eden has tried to influence placement in the store but with little success. 'It's their game,' says Potter. 'Supermarkets don't even appreciate the proven methods of large natural foods stores. The grocery industry is very confused as to how to deal with natural foods. There are two ways to go. One is to create a natural foods section, or 'set' as they call it, and the second is to integrate natural foods with their mainstream counterparts. The former very much limits natural foods' appeal. The average person wants to be normal and shopping in a natural or health foods section is seen as abnormal. Another factor is time—people don't want to take the time to explore a natural foods section. I think integration is better. It increases exposure. Then it's up to the industry to communicate to the public what those products are and why they are more desirable than their more familiar commercial counterparts.'

"To promote sales in supers Eden uses co-op ads in newspapers and in flyers mailed directly to consumers' homes, promotional allowances, and especially in-store demos. The promotional budget is a percentage of sales and is presently higher than normal because of the relative newness of the products in supers. At this point, sales are humble, according to Potter, but the potential is there. He sees education of consumers and in-store personnel as being crucially important.

"Eden Foods has received thousands of letters and even one telex from a broad spectrum of consumers inquiring about and praising their products. This response is seen as an indicator of soyfoods' potential. Potter cites statistics on lactose intolerance (10% of Caucasian adults, 50% of Asian adults and 70% of black adults) as further indication of the potential of soy milk products. Plans are being made to expand that product category.

"Michael Potter, citing a statistic that 51% of grocery buyers are interested in soyfoods, sees a bright future, especially for second generation products. 'The Soyfoods Pavilion was the busiest aisle on opening day at the Natural Foods Expo in Anaheim. Soyfoods pulled them in.' At the same time, Eden is wary of depending too heavily on supers. It's a huge arena where the giants hold the power. Chip Bruchac, with 11 years mainstream grocery experience before joining Eden as national sales manager, feels that the company 'should nibble our way into that market.' Potter adds a final note. 'The soybean came to America and flourished but the technology to use the bean for human food was delayed. Now 75-90 years later the technology has followed, and that fact coupled with the rising concern for efficient use of agricultural resources and for the negative health effects of eating meat, makes the future look very good for soyfoods.'"

1503. Leviton, Richard. 1984. Soyfoods market: The top 15 prepared convenience soyfoods. *Soyfoods*. Summer. p. 42-43.

• **Summary:** "Since 1980 most of the innovation—and excitement—in the American soyfoods industry has centered around what are now called prepared convenience soyfoods." The top 15 are: (1) Legume Light & Natural Tofu Entrees. (2) Edward & Sons' Miso-Plus Jalapeno and Chive miso dips. (3) Farm Foods' Ice Bean and Ice Bean Sandwich. (4) Tofu Time's Tofutti. (5) Light Foods' Light Links (tofu hot dogs). (6) Brightsong Light Foods' Tofu Desserts and Dips. (7) Tomsun Foods' Spice and Herb Tofu. (8) Eden Foods' Edensoy. (9) Nasoya's Vegi Dips. (10) Sonoma Specialty Foods' Nutcracker Sweets. (11) Pacific Tempeh and Soyfoods Unlimited's Tempeh Burgers. (12) Soyfoods Unlimited's Leandro's Meatless Lasagna [with tempeh]. (13) Fantastic Foods' Tofu Burger Mix. (14) Quong Hop's Soy Fresh. (15) Garden of Eatin's Nuclear Freeze (soymilk ice cream pops). A photo shows each product.

1504. **Product Name:** WestSoy Natural (Soy milk).

Manufacturer's Name: Westbrae Natural Foods (Importer). Made in Japan by San-iku Foods.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1984 August.

Ingredients: Water, organic soybeans, malted barley, expeller pressed corn oil (less than 1%), sea salt.

Wt/Vol., Packaging, Price: 6 fluid oz (180 ml). Stand-up foil retort pouch.

How Stored: Shelf stable.

Nutrition: Per packet: Calories 140, protein 5 gm, carbohydrates 25 gm, fat 2 gm, sodium 124 mg.

New Product—Documentation: Label. 1984, dated. 4 by 6.25 inches, color. Retort pouch. Blue, brown, white and black on orange background. Milk bottle illustration. "Non dairy drink. Organic. Shake well. Serve chilled. Low sodium. Half the fat, all the protein of milk. No cholesterol. No refined sugar. No preservatives." Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. Shurtleff & Aoyagi. 1984. *Soy milk Industry and Market, Update*. This plain soy milk, similar to Ah Soy (launched 1 month earlier and also made by San-iku Foods in Japan), is Westbrae's first soy milk product.

Talk with Marty Roth of Westbrae Natural. 1985. Jan. 3. Their Westsoy natural was a sort of me-too effort, so that Westbrae could have its plain counterpart to Edensoy, Ah-Soy, and Vitasoy. Westbrae didn't put a lot of effort into the product. Westsoy, introduced a little before the Malted, was not eventually as successful as the Malted but it quickly became one of the company's better products. Its features: 1. Organic. 2. The lowest price plain soy milk. It was made in the same plant (Saniku Foods in Japan) as Ah-Soy and had a

similar flavor.

1505. Westbrae Natural Foods. 1984. Distributor catalog No. 2: Sept. 1, 1984. Emeryville, California: Westbrae. iv + 11 + [7] p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in black on a tan background. Pages i-iv are general information, 1-11 are a computer-printed price list, and the last 7 are a product glossary. The company now sells Malted (soymilk shakes in 3 flavors, packed in foil pouches), Organic soymilk (available in August) and two types of Instant miso soup (aka [red] and shiro [white]). Address: Office: 4240 Hollis St., Emeryville, California 94608; Mailing: P.O. Box 8711, Emeryville, CA 94662. Phone: (415) 658-7518 (orders).

1506. Tranfa, Anthony D. ed. 1984. Even on tour, Jackson sticks to a Sikh diet. *Daily Breeze (The) (Torrance, California)*. Sept. 2. p. 18.

• **Summary:** On his “Victory Tour,” singer Michael Jackson has a traveling chef, Mani Khalsa, who knows that his “diet must be strictly vegetarian.”

While on the road, Mani Khalsa prepares every meal the superstar eats. “He is an employee of The Golden Temple Conscious Cookery and Catering Co. of Hollywood, which supplies all of Jackson’s food—on tour and at home.”

Akasha Khalsa, head chef at The Golden Temple, which follows the dietary practices of the Sikh religion, says “Everything is fresh, natural and strictly vegetarian.” The two chefs are not related.

Jackson’s favorite foods are enchiladas, whole wheat pizza. and oriental salad.

Jackson, a Jehovah’s Witness, is not required by his religion to restrict his diet. But he prefers to follow the Sikh’s vegetarian diet.

Note: The Golden Temple of Conscious Cookery, a vegetarian restaurant chain, is run by the followers of Yogi Bhajan.

1507. Troy, John. 1984. American Natural Foods, Elf Works, and work with miso (Interview). *SoyaScan Notes*. Sept. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** American Natural Foods (ANF) was formed in Jan. 1984 as its own company with its own investors; in March 1984 it acquired Elf Works, Ltd. Miso Mustard, BeeNut Butter, and Smoky Mountain Sizzlin’ were all introduced formally for delivery in Sept. 1984. ANF had a private stock offering in May 1984 in North Carolina; the proceeds (\$150,000) from 25 shareholders will be used mainly to develop new products. Some of the shareholders (such as John Fogg, marketing and design) are working with the company. Barry Evans, owner of American Miso Co. in North Carolina, is the company’s miso supplier. The packer is also a shareholder. Hot Stuff is John’s only commercial miso product with a sales record to date. The Works will

be out in about 2 weeks. He expects big revenues from it because people use much more per serving—dink dink vs. glug glug. Smoky Mountain Sizzlin’ is getting rave reviews. It’s super with tempeh. They are sampling it on grilled skewered tempeh and pineapple.

John’s first commercial miso product, Hot Stuff, was first put on the market in early 1981 [about April]. John is trying to use miso to create natural foods for Americans. To date John has sold exclusively to U.S. Naturals, his distributor, run by Jeffrey Hilbert and Jimmy Silver. But he has had bad service and many problems from them, so he is considering a new distribution system. He may get regional warehouses and sell from there to distributors like K&L [Kahan & Lessin], cutting out any master distributors. Address: Suite 21, The Courtyard, Chapel Hill, North Carolina 27514.

1508. American Soybean Assoc. ed. 1984. First European Soyfoods Workshop, Proceedings. Brussels, Belgium: ASA. 129 p. Held Sept. 27-28 at Amsterdam, Netherlands (Krasnapolski Hotel). No index. 30 cm. [38 ref]

• **Summary:** Contains 9 papers, mainly on soyfoods in Europe. A directory includes company name, person’s name, and address for the conference’s 105 participants. Organizations represented include Caderas de Kerleau, Aarhus Oliefabrik (Aarhus C, Denmark), Aixagri, Alfa-Laval, Alfa-Laval Food (John Wilson), Alpro N.V. (Ph. Vandemoortele, Ch. Daems), Alpura Koreco Ltd., Aros Sojaprodukter (Ted Nordquist), BRT, Cargill (R. Sevink, Amsterdam, Netherlands), Cauldron Foods Ltd. (Mr. Marshall, Mr. Fagan), Centraalbureau Voor Schimmelstruct, Centro Studi Proteini Vegetali, CETIOM ONIDOL (Emmanuel Prudom, Toulouse, France), Chemex, Comite Eetbaar Plantaardig Eiwit (Hague, Netherlands), Consumers’ Association, Condimenta, Cooperative Occitane, Danish Turnkey Dairies Ltd., Delisana Natuurvoeding, Deutsche Gesellschaft für Ernährung [2 different addresses], DE-VAU-GE Gesundkostwerk (Dr. W. Lubosch), Dragon & Phoenix Ltd. (Donald Lysen), E & R Chemicals, Edelsoja GmbH (K.O. Tielker), E.M. Chajuss Ltd. [Daniel Chajuss], Fa L.L. Frank (Missendorp de Bie), Fed. Nat. Syndicats De Dietetique, F.I.M. Housterman, Food Industries, Food Manufacture, F.M. Lin, Galactina Ltd. (P. Speck), Gebruder Bauermeister, Gemint, Giulini Chemie, Goorden Import Cy, Henselwerk GmbH (Rolf Berger), Heuschen (Mr. Heuschen, Deurne, Netherlands), Itona Products Ltd. (Mr. and Mrs. Hampson), Ivel, Keuringsdienst Voor Waren, Libelle, Lucas Meyer (Axel Schulte), Masterfoods, Melkunie Holland, Niticel B.V., ONIDOL (Guy Coudert), Paksoy TIC, Paul’s Tofu (Paul Jones), PFW Nederland BV, Plumrose FDD, Premier Foods, Purina Protein Europe (A.G. van der Horn & Willy Naesens, Zaventem, Belgium), Royal Neth. Dairy Federation, Ruitenbergh N.V., Sanico N.V., S.G.A. Flavours, SIO [Societe Industrielle des Oléagineux, Marie Gérard,

Nanterre, France], Sopad Nestlé (Mr. Rolland, France), Sojadoc (A. Lacombe, P. Roger, Mr. Henras & Mr. Attié; St. Paul, 81140 Penne du Tarn, France), Sojaquelle (Wolfgang Furth-Kuby), Solnuts B.V. (J. Liebrechts), Soy (De Preneuf, Cerny, France), Staley Intern[ational], Stern Chemie (Volkmar Wyviol, Hamburg), UNCAA, Union Deutsche Lebensmittelwerke [Hamburg], Univ. of Strathclyde [Glasgow, Scotland], Vamo Mills (B. Cleenewerck, Ghent, Belgium), Versteegen Specerijen, V.D.SP.V.B.A., Wenger International (I. Ben Gera, Antwerp, Belgium).

Registered on Sept. 27. Naarden Intl., Protevit, Wessanen, Mr. Karas & Mr. Drosihn [Soyastern—From Germany, not Turkey].

A note in the Nov. 1984 issue of *Soya Foods* (ASA, Europe) (p. 2) stated that the workshop was attended by 105 people from 14 countries, and was considered to have been very successful.

Note 1. This is the earliest published document seen (May 2015) concerning Sojadoc of France.

Note 2. E.M. Chajuss is the name of Daniel Chajuss' father. He and his son founded Hayes Ashdod Ltd. "E.M. Chajuss Ltd." is a limited or incorporated company that was jointly owned by Daniel and his father. Daniel Chajuss attended this Soyfoods Workshop as a "delegate" of E.M. Chajuss Ltd. company.

Note 3. This is the earliest document seen (March 2020) that mentions Wessanen of the Netherlands. Address: Brussels, Belgium.

1509. Great Eastern Sun. 1984. Ah soy: Finally a really soft drink (Ad). *Natural Foods Merchandiser*. Sept. p. 39. [1 ref]
 • **Summary:** A full-page color ad. This natural, non-dairy beverage comes in vanilla, chocolate, and original flavors. Photos show: (1) Ah Soy being poured into a clear glass. (2) The front of each of 3 foil cartons.

This ad also appeared in *East West Journal*. Sept. p. 56-61. Address: P.O. Box 327, Enka, North Carolina 28728. Phone: (704) 252-3090.

1510. Westbrae Natural Foods. 1984. Westbrae Natural Malted's: Vanilla, Carob, Cocoa-Mint (Ad). *East West Journal*. Sept. Inside front cover.

• **Summary:** A full-page color ad. "Thick and rich non-dairy soy delights. 'Did you make this out of ice-cream?' Ryan Garvy, age 7. All the fun, half the fat of milk shakes. No refined sugar, no preservatives, no cholesterol."

This ad also appeared in *Natural Foods Merchandiser* (Oct. p. 19).

1511. **Product Name:** Lima Ohsawa's Miso [Genmai, Hatcho, or Mugi].

Manufacturer's Name: Chico-San, Inc. (Importer). Made in Japan.

Manufacturer's Address: Chico, California.

Date of Introduction: 1984 October.

New Product—Documentation: Chico-San Cracker Barrel. 1984. Oct. p. 1, 4. Labels read: "Pressure release valve. Keep unclogged. Organic, Unpasteurized." Aged over one year (Genmai and Mugi); Over 2 years for Hatcho. This pressure release bag is a major innovation, and a first.

1512. **Product Name:** Westbrae Natural Malted's [Carob Malted, Vanilla Malted, Cocoa-Mint Malted, Almond Malted, or Caffeine-free Java Malted].

Manufacturer's Name: Westbrae Natural Foods (Importer). Made in Japan by San-iku Foods.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1984 October.

Ingredients: Cocoa-Mint: Soybeans, malted barley, expeller-pressed corn oil (less than 5%), cocoa, sea salt, peppermint.

Wt/Vol., Packaging, Price: 6 fluid oz.

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Cocoa-Mint: Per 6 oz.: Calories 250, protein 6 gm, carbohydrate 50 gm, fat 3 gm. Carob: Calories 230, carbohydrate 44 gm. Vanilla: Calories 250, carbohydrate 46, fat 5 gm.

New Product—Documentation: This is soymilk with a thick and rich milk shake-like consistency. Ad in *East West Journal*. 1984. Sept. Inside front cover. "Westbrae Natural Malted's. [Note spelling, with apostrophe]. Vanilla, Carob, Cocoa-Mint. Thick and rich non-dairy soy delights. 'Did you make this out of ice-cream?' Ryan Garvy, age 7. All the fun, half the fat of milk shakes. No refined sugar, no preservatives, no cholesterol."

Labels. 1984. 4 by 6.25 inches. Plastic retort pouches. Brown, yellow, white. Cocoa-Mint on mint green background. Carob on cherry background. Vanilla on orange background. All have soda fountain picture with glass of malted with straw. "Shake well. Serve chilled. No refined sugar or cholesterol. No preservatives." Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. Shurtleff & Aoyagi. 1984. *Soymilk Industry and Market, Update*. Thick soymilk from whole soybeans (no soy protein isolates) plus malt and 2.65% oil are used to give this product its thickness. Sales of Westsoy and Malted's for 1984 were roughly \$700,000 or 1.67 million units at \$0.42 each FOB.

Ad (8½ by 11 inches) in *Natural Foods Merchandiser*. 1985. May. p. 26. "Afternoon Delight." "15% off. On special now." "For a great afternoon treat for the kids (or even the young at heart) try New Morning Honey Grahams and Westbrae Natural Malted's!"

Natural Foods Merchandiser. 1985. May. p. 48-49. Gold medal in 6th annual merchandising contest. Poster. 1986. June. "The Cadillac of Soydrinks." Talk with Martin Roth. 1989. Aug. 17. "Gordon Bennett gave me the assignment to

develop a soymilk product for Westbrae. He recognized that Westbrae had already missed the boat on soy drinks, with Edensoy, Vitasoy, Ah Soy, and Health Valley already on the market. I said ‘Great. How can you make a soy drink that isn’t a soy drink.’ Then the Malted idea flashed into my mind, and I said ‘Maybe we can do a thicker, richer, creamy one and make it a dessert.’ I designed the graphic idea and developed the name and formula.”

As of about Feb. 1995 this product was made by Cathay Industrial, owned by John Yamauchi, in Los Angeles. Prior to that, it was made by House Foods & Yamauchi in Los Angeles.

1513. Beazley, J. Ernest. 1984. Largest retailer of health foods indicted by U.S.: General Nutrition [GNC], 3 officials cited in FDA bid to halt therapy-based claims. *Wall Street Journal*. Nov. 15. p. 4.

• **Summary:** Concerns the marketing and sale of oil of evening primrose tablets. The FDA wants to send a clear message to the entire health-food industry that the promotion of health foods for therapeutic purposes must stop.

1514. *Pittsburgh Post-Gazette*. 1984. News briefs: Heinz buys rice cake maker. Nov. 20. p. 13.

• **Summary:** Heinz U.S.A. announced yesterday that it has acquired Chico-San Inc. (headquartered in Chico, California), a manufacturer and marketer of rice cakes and related products. Privately held Chico-San operates rice-cake production facilities in California, Mississippi, and New Jersey. Founded in 1962, the company has about 340 employees. Terms were not disclosed.

1515. *Food Engineering*. 1984. 30 million people can now enjoy lactose-reduced foods. 56(11):80-81. Nov.

• **Summary:** Subtitle: “Whether for health, dietary, or religious reasons, there’s a vast market in America for lactose-reduced foods as well as substitute products.”

Since the enzyme lactase became commercially available 7 years ago, “lactose hydrolysis has become the wave of the future in processing dairy products for the lactose-intolerant consumer.”

In all its forms, lactose intolerance affects an estimated 30 million Americans. Soymilks include Vitasoy (color photo shown) and Health Valley Soy Moo (which has been on the market for over 6 years). Ice creams include Tofutti (which was discovered in 1981 by David Mintz). Entrees include Legume Cannelloni Florentine (color photo shown).

1516. Johnson, Gil. 1984. Natural foods and American history: A ten year perspective. *Vegetarian Times*. Nov. p. 33-34, 66-67. [2 ref]

• **Summary:** This very insightful 10-year history of the natural foods movement in America begins: “A generation ago, they were called ‘dietetic’ foods—the domain of the

sick and the desperate, the vain and the visionary. Natural foods were limited to wheat germ, bran, brewer’s yeast, blackstrap molasses and vitamin supplements. And in an era of stereotypes, ‘health nuts’ were no exception: ninety-seven-pound weaklings desiring muscle-bound physiques; scientific men with horn-rimmed glasses; aging actresses trying to preserve their youthful beauty; and wild-eyed men in leather loincloths. The whole thing was reminiscent of the ads in the back of an *Amazing Tales* comic book.

“Then came the Baby Boomers—the Pepsi Generation, and while this generation grew up, the natural foods industry matured along with them. Together they eventually made tofu and alfalfa sprouts acceptable. In the late 1960’s natural foods became politically correct. In the mid-1970’s they became chic, and today they are commonplace.

“Ten years ago, total retail sales of natural foods were \$350 million. Last year, according to *Natural Foods Merchandiser*, a trade magazine, natural foods sales were \$3.3 billion—a thousandfold increase. For an industry once dominated by anti-growth sentiments, that’s a phenomenal performance, rivaling even the high-tech industries.

“Throughout this growth period, however, the natural foods industry has been perceived by its proponents as a movement as well as a business. The products sold in natural foods stores are not merely fuel for the human body, but the very keys to health and happiness. Success has not overridden this conviction. Yet, like all movements, the natural foods industry is vulnerable to charlatans posing as heroes of the revolution. Every year, it seems, a new miracle product which promises to cure cancer, boost energy or safely take off pounds is introduced. These products generate a short-lived burst of sales in some health foods stores, then fade away (or are forcibly withdrawn by the FDA), only to be followed by the next miracle product.

“Sub-Culture: Perhaps the first major expansion of the natural foods market emerged from that great political cauldron where the causes of peace, civil rights, sexual liberation and ecology bubbled together in the same broth. (Weren’t war protestors labeled ‘hippie-commie-vegetarian types’?) During this period, all corporations were mistrusted and food companies were no exception. Simultaneously, an awareness of environmental problems prompted a renewed interest in organic farming and unprocessed foods. The counter-culture theory that big, corporate and technological things are bad, and small, collective and natural things are good fostered the spirit which nurtured fledgling natural foods stores and co-ops.

“Prior to the emergence of co-ops, natural foods were available only in small health food shops, which specialized in vitamins and a limited amount of packaged foods for special diets. Later, when stores began stocking staples such as whole wheat flours and breads, certified raw milk, free-range eggs and organic produce, shoppers could purchase enough natural foods with which to prepare an entire meal.

“Most of these stores were characterized by rough wooden fixtures, rudimentary bins for holding bulk items and unusual signs. Walls in some stores were covered with revolutionary posters, in others by photos of favorite gurus. They were staffed by volunteers or barter-rate employees, and many stores served as focal points for extended families, to the point that it was impossible to tell the employees from the customers.

“These early stores developed to serve the needs of specific communities, or sub-communities, but the reason they succeeded can be traced to the one or two ambitious and intelligent individuals who realized they had to start making a living. To them, selling natural foods was a lot more agreeable than working for law firms or defense contractors, and it seemed to have more of a future than pottery or candlemaking.

“An array of natural foods philosophers influenced the nascent movement and got it rolling. Names such as Adelle Davis, Paavo Airola, Linus Pauling and Michio Kushi are familiar to anyone who has endeavored to learn more about their own health. Their books prompted people to question their lifestyles, their diets and their relationships with the medical establishment. Although only a few preached absolute vegetarianism, most of these authors advised their readers to eat less meat and more whole grains.

“The dissemination of Kushi’s macrobiotic teachings, based on balancing opposing characteristics in foods, paralleled the rise of the industry. Kushi began lecturing on macrobiotics shortly after arriving in the United States in 1949, but he didn’t establish a strong following until 1965, when he founded a summer camp on Martha’s Vineyard, and it wasn’t until 1972 that the EastWest Foundation was opened in Boston, representing a broadening of his attempt to awaken the public. It was in that year and the following few that the natural foods movement really began to spread.

“Macrobiotics had a direct impact on the industry, with Kushi controlling Erewhon until its bankruptcy in 1981. Other manufacturers and importers, such as Eden Foods in Michigan and Chico-San in California, evolved to supply the consumer demand for macrobiotic foods, and hundreds of natural foods stores opened around the country.

“Mainstreaming: In the mid-1970’s, the voices advocating natural foods diets changed somewhat. Instead of iconoclasts on the fringes of their disciplines, the messengers were now from the mainstream. In 1977, Sen. George McGovern’s Special Committee on Nutrition released its landmark *Dietary Goals*, a document which gained favor across a broad spectrum of health officials and nutritionists. Within two years, even officials from the notoriously stodgy National Institutes of Health adopted most of the recommendations from the McGovern report. But the public received this information piecemeal, in headlines such as “Cholesterol Linked to Heart Disease” and “Fat and the Risk of Cancer.” The McGovern report sent millions of

people into natural foods stores for the first time in varying attempts to escape preservatives; artificial colorings, food additives, refined sugars and flours, and meat. Yet even greater millions, equally concerned about their diets, stayed away from natural foods stores. In 1980, a Food Marketing Institute survey found that 68% of grocery shoppers felt natural foods were superior and that 34% actively purchased natural foods. But only 8% regularly shopped in natural foods stores. Still, for a fledgling industry, the shoppers who did enter natural foods stores created tremendous growth curves, with some operations experiencing sales jumps of 50% or better in one year. People were being scared into eating better, and they were becoming vegetarians in droves. Fortunately for these born-again vegetarians, there were more foods to eat.

“With the publication of William Shurtleff and Akiko Aoyagi’s *The Book of Tofu* in 1975, the natural foods industry discovered soyfoods. Although several Asian tofu companies had operated in the U.S. since the 1930’s, their products were sold mainly to Asian-Americans. But after the book appeared, small tofu plants started springing up throughout the country. The phenomenon was so startling that food industry writers proclaimed that tofu would become ‘the yogurt of the 80’s.’ Last year, Juan Metzger, the founder of Dannon Yogurt, was named chairman of the board of New England Soy Dairy, the largest Caucasian-run tofu company.

“To meet the consumer’s demand for convenience, American ingenuity has come up with quick brown rice and frozen tofu lasagne, and just in time. By the end of the 1970’s, even committed natural foods shoppers had grown tired of baking their own bread and soaking beans overnight. They had started careers and were beginning families. Time was of the essence.

“As a result, the natural foods stores themselves began to change. Where it was once properly ecological for stores to require customers to bring their own bags (and bag their own groceries), that now took too much time. And working a few hours a week at the co-op was too much for a lot of two-income couples. Predictably, the number of co-ops with working memberships began to decline.

“At the end of 1977, a new kind of natural foods store was launched in Los Angeles by a former school teacher who had nearly died from an allergic reaction to an antibiotic commonly found in chicken. After doing some research, Sandy Gooch discovered her problem was by no means unique and that she could avoid near-fatal reactions with a natural foods diet. But she was not willing to shop in small, limited natural foods stores which required her to make additional trips to the supermarket in order to purchase other household items. She wanted something better.” (Continued). Address: Executive editor of *Natural Foods Merchandiser* magazine, Oregon.

1517. Johnson, Gil. 1984. Natural foods and American

history: A ten year perspective (Continued—Document part II). *Vegetarian Times*. Nov. p. 33-34, 66-67. [2 ref]

• **Summary:** (Continued): “That something better turned out to be Mrs. Gooch’s Natural Foods Market, and it was typical of the type of store which revolutionized the industry. Although only 6,000 square-feet (small by supermarket standards), Mrs. Gooch’s nevertheless advertised itself as a ‘natural foods supermarket’—Indeed, it had a bountiful produce department, a full-service meat counter and rows of grocery aisles devoted to everyday kinds of food products. Some of the produce was organically-grown, all of the meat was naturally-raised, and the grocery products had to meet the strictest of standards: ‘It is our goal not to offer any food, beverage, vitamin, cosmetic or household product made with refined flours or sugars, hydrogenated oils, artificial sweeteners, chocolate, caffeine, toxic preservatives, artificial flavors or harmful dyes or additives,’ reads the store policy. Yet despite these restrictions, Mrs. Gooch was able to find regular grocery products which fit her criteria and filled the gaps left by natural foods suppliers.

“Present Realities” Today there is at least one large and comprehensive natural foods supermarket in nearly every major metropolitan area, and in several smaller ones. The largest and most successful stores are concentrated on the West Coast, across the Sunbelt and in New England. Several are now over 20,000 square-feet in size, which is ample even for a traditional supermarket. Most of these stores have meat and seafood counters, but there are some, such as Follow Your Heart in Los Angeles, Lifestream in Vancouver, BC, and Rising Tide in Glen Cove, NY, that get along quite well without these food products. And there are stores which carry natural meat products even though their owners are vegetarians.

“Many of today’s natural foods supermarkets carry meats, beer, wine, chocolate, coffee, bagels made with white flour, and ice cream made with white sugar. They have added these products to serve a broader public, and to keep up with the changing eating habits of their core customers.

“For years we were an exclusive store. We only carried what we felt was absolutely healthy for people and excluded all other products,’ says Stan Amy, president of Nature’s Stores in Portland, Oregon. ‘We’ve now decided to change our marketing strategy. We’ve agonized over the introduction of products such as beer and wine and meat, but the fears we had about losing customers haven’t materialized. What we’re doing now is bringing a lot more people into our stores because we carry those products, and once they’re inside, we can give them samples of baked tofu and tell them how to cook brown rice and hijiki.’

“When we started,’ says Tony Harnett of Boston’s Bread & Circus, ‘we drew mainly hippies. Now we have a mix of everyone—young and old, all ethnic groups, all income levels. We are no longer an alternative store. We are a store that other grocery stores want to emulate.’

“That’s no idle boast. Bread & Circus is annually named the best grocery store in the Boston area by a local upscale magazine.

“Although the expansion of the natural foods industry was nurtured by external, societal influences, today’s growth occurs because of a conscious effort by progressive natural foods companies to expand their markets. These entrepreneurs are talking about marketing strategies, market shares and advertising budgets. They’re conducting consumer studies to determine what their present customers and potential customers want, and are learning, for example, that their customer base is aging, their average shopper is concerned with keeping a trim, healthy appearance and about feeding their children properly.

“Retailers are receiving more help from their suppliers these days. Selections have increased, gaps have been filled and packaging looks professional. A few companies have reached mega-size: when Celestial Seasonings sold to Kraft for a reported \$36 million, it indicates the industry has arrived.

“Despite this success, the natural foods industry still has a long way to go. The 3.3 billion in annual sales for 1983 is just 1% of all the money spent on food by American consumers—roughly the same volume as the McDonald’s hamburger chain.

“But retailers are going after the McDonald’s market too. ‘We’re thinking about putting a drive-in window next to our restaurant,’ says Terry Dalton, president of the Unicorn Village Natural Food Store and Restaurant in North Miami Beach, Florida. ‘We’ve developed our own healthy fast foods. I see a rejection of traditional fast foods. People today want both convenience and quality.’

A photo shows: Check-out lanes at Mrs. Gooch’s Natural Foods Store, Sherman Oaks, California. Address: Executive editor of *Natural Foods Merchandiser* magazine, Oregon.

1518. Macrobiotic Wholesale Co. (The). 1984. Catalog and price list [Mail order]. 92 McIntosh Road, Asheville, NC 28806. 63 p. 28 cm.

• **Summary:** The catalog, effective 15 Oct. 1984, contains 450 new products from 15 new vendors, plus 73 new books. The president of the company is Don DeBona. Soy-related products include miso, shoyu, tamari, nigari, kinako, natto and koji spores, black soy beans, tekka, Ah Soy soy drink (soymilk), and amasake.

One of the many suppliers is The Mitoku Co. Ltd., which “was founded in Tokyo [Japan] in 1968 by Mr. Kazama at the express behest of Michio and Aveline Kushi. In fact, the company was named after MI-chio and TO-moko (Aveline’s real name; Aveline was given her name by George Ohsawa) KU-shi.” Address: Asheville, North Carolina. Phone: 800/438-4730 or 704/655-1056.

1519. Kennedy, J. Robert; Milbury, Peter. 1984. The sale of Chico-San to H.J. Heinz Co. (Interview). Conducted by William Shurtleff of Soyfoods Center, Dec. 18. 1 p. transcript.

• **Summary:** Peter: Chico-San was sold on 16 Nov. 1984. The sale price is confidential, but it was large and all cash. Bob Kennedy, who will soon be age 65, has a full-time contract for 6 months, then 6 months on a half-time basis, then a retainer after that. Bob sold the business because he could no longer finance the runaway expansion of the rice cake business, and so he could retire to do his own work with food. One big question is what Heinz will do with the macrobiotic product line—mostly imports. The marketing, sales, and product development liaison for Chico-San in Pittsburg is Mary Ann McCullough, Heinz USA, Div. of the H.J. Heinz Co., P.O. Box 57, Pittsburg, Pennsylvania 15230. Phone: 412-237-3812.

Bob: The original intent was to sell only the rice cake portion of Chico-San. But the rice syrup business was also sold. If Heinz wants to get behind the macrobiotic foods with all their financial and with Chico-San macros in control of that division—that's one idea they are now studying. Heinz is interested in the macrobiotic program as a program for the future. But it may not be compatible. Herman Aihara may be hired as a food consultant; he and Peter Milbury might stay in that division. Bob thinks the key is to preserve the quality of the foods, and not to put pressure on small suppliers. Right now he doesn't think it will work, but it might. If it doesn't work out, Bob will set up another company. The contract allows him to keep the brand names and buy back inventories. Bob has joint ventures starting to be planned with Japanese friends. Bob has already established a new company to continue his work with macrobiotic foods. He wants to cut his work load and get away from nuts and bolts. "We're not selling just food products; we're selling a philosophy. There are two levels of macrobiotic foods: Medicinal quality foods, and regular products."

Bob's organization starts with Lima Ohsawa, then goes through Ohsawa Japan, then Herman and Bob Kennedy, Peter Milbury, and Joel Wollner. All of this organization could go into the macrobiotic division of Heinz. For example, Heinz could use miso in their barbecue sauces. Address: Chico, California.

1520. Tepper, Robert. 1984. New developments with soy ice creams, Ice Bean, and Farm Foods (Interview). Conducted by William Shurtleff of Soyfoods Center, Dec. 28. 2 p. transcript.

• **Summary:** Sales of Farm Foods' Ice Bean were about \$500,000 in 1982, almost \$700,000 in 1983, and just short of \$1,000,000 in 1984. More than 90% of the sales were in hard-pack pints.

Robert was in and out of San Rafael. He was the official president of the company. They definitely distributed Ice

Bean with a van from 820 "B" Street in San Rafael. They even started getting involved with Rock Island—a natural foods distributor. One big change at "B" Street was in the equipment used to make Ice Bean. They went from little batch ice cream machine with no overrun. At the King Street plant in San Francisco they bought a \$25,000 Mark III continuous ice cream freezer. So in both locations they made Ice Bean themselves! They sold the Mark III when Farm Foods left San Francisco to a frozen yogurt company.

At King Street by 1979 they were shipping to Midwest Natural Foods, Tree of Life in Florida, etc. The move from King Street [to The Farm in Summertown, Tennessee] marked a commitment to getting more involved with ice cream and less with tofu (which was growing fast but was more competitive). They had a monopoly on ice cream. They didn't think they could do both. Both were growing so fast. The peak was 500-600 per week. Most was sold in California.

At King Street rent was a huge problem; also difficulties of urban communal life. They moved from Richmond where all had lived together in a hotel in a high-crime black neighborhood. They tried to move to San Francisco, so rent and food went way up. Combined with realization that they had a hot product and monopoly with Ice Bean.

With tofu they were first with tofu salads, and tofu cheesecakes.

They held Al Jacobson [Garden of Eatin'] at Bay. Didn't want to private label.

From their point of view, Tofutti helped them by expanding the market. They have sold about one million pints and over one million pints equivalent. More than 90% is in hard pack pints.

They've done lots of experimenting with soy protein isolates. Farm Foods now has a natural foods line with fresh soymilk and honey and a line resembling Tofutti's taste and ingredients. The first of the latter products were introduced in Nov. 1984 and are now sold in Southern California in dipping stores. Their 3-gallon dipping tubs are on the market now. This Tofutti-like product uses both isolates and fresh soymilk, with honey and high fructose corn syrup (HFCS). They are test marketing the products in Southern Calif and Ohio. There will probably be parallel product lines in all forms. The Tofutti style product will contain tofu and the term tofu will precede the flavor term, e.g., Ice Bean Tofu Vanilla. They make the tofu on The Farm.

Malone and Hyde in Nashville is now distributing Farm Tofu. One of top 5 distributors in the USA is running test markets on both ice beans and tofu. They've upgraded the soy dairy; it's now sanitary and looks nice. It would surprise me. They can make several thousand gallons a day. List Farm Soy Dairy as source of milk, tofu, and tempeh.

Big changes on the farm during the almost past 1½ years. Some things are still collective. Land, medical, the gate, and electricity. But the actual cash flow thru

people's hands has changed drastically. It's now a blend of community and capitalism. Most are happy with the changes. But making the change was wrenching and difficult. Big changes in philosophy.

The main reasons for closing B Street: The rent skyrocketed, difficulties of large urban communities very expensive. A small business could not support them. Address: Farm Foods, 632 Radcliffe Ave., Pacific Palisades, California 90272. Phone: 213-459-9251.

1521. Kerr, Peter. 1984. Gayelord Hauser, 89 author; Proponent of natural foods [obituary]. *New York Times*. Dec. 29. p. 26.

• **Summary:** Helmut Eugene Bengamin Gellert Hauser was born in about 1895 [Wikipedia gives his birth date as 17 May 1895], in Tübingen, Germany, the son of a Lutheran schoolmaster and the 11th of 13 children. He went to the USA to be with his elder brother, Otto Robert, who was a Lutheran minister in Milwaukee, Wisconsin.

He was stricken with tuberculosis of the hip and underwent several operations. But his cure did not begin until a doctor recommended warm baths, clay packs, herb teas, and a diet of salads, fruit juices, and vegetable broth. He had discovered the healing power of food.

In 1923, after studying food from medical specialists in Vienna and Dresden, Mr. Hauser opened an office in Chicago, Illinois, where he gave advice on diet and nutrition. He soon became a partner in Modern Food Products (Milwaukee, Wisconsin), which specialized in an herbal laxative, Swiss Kriss, and Hauser broth.

In 1927 he moved to California and quickly won a following among film stars. His ideas also became popular with Queen Alexandra of Yugoslavia [reigned 1944-1945; lived 1921-1993] and the Duchess of Windsor. From 1930 to 1936, he wrote 8 books on diet and health. During the 1950s he remained nationally prominent via his radio and television programs and his periodical "Diet Digest." He and Greta Garbo (a close friend) invested in property on Rodeo Drive in Los Angeles before prices skyrocketed. He had buildings constructed and became landlord of about 6 prestigious shops there.

Mr. Hauser never married. He is survived by a nephew, O. Robert Hauser. A portrait photo shows Hauser in 1974.

Note: Concerning his later years and death, Wikipedia states:

"Hauser was friends with Greta Garbo until the end of his life and they may have been romantically involved. Garbo was also friends with Frey Brown, a promising young actor who had left his career in the early 1940s to be Hauser's male domestic partner. Garbo and her close friend Mercedes de Acosta would spend time at Hauser and Brown's houses in Los Angeles, Palm Springs, and Italy.

"After purchasing a villa in Taormina, Sicily in 1950, Hauser spent much of his time there with Frey Brown. After

Brown's death in 1979, Hauser sold the villa and returned full-time to Hollywood, where he remained in vigorous good health until shortly before his death on 26 December 1984 from complications of pneumonia."

1522. *SoyaScan Notes*. 1984. Chronology of soybeans, soyfoods and natural foods in the United States 1984 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. A highly influential 10-year, \$150 million study released by the National Heart, Lung, and Blood Institute in Washington, D.C. proves for the first time a direct relationship between high blood cholesterol and the risk of heart attack, the nation's number one killer.

Jan. Legume, Inc. launches an all-natural line of cholesterol-free low-calorie Italian and international gourmet tofu-based frozen entrees in stylish full-color packages: Tofu Tetrazzini, Cannelloni Florentine, Vegetable Lasagna, Tofu Bourguignon, Sesame Ginger Stir-fry, Stuffed Shells Provencale, Tofu Manicotti, and Tofu Lasagna. Jan. Eden Foods becomes the sole import agent for Muso Shokuhin in the United States.

Feb. 25. *Soymilk Industry and Market: Worldwide and Country-By-Country Analysis*, by Shurtleff and Aoyagi published by Soyfoods Center. 177 pages, 640 references. \$350.

Feb. Marusan-Ai, Japan's second largest soymilk maker and one of the five largest miso makers, starts to market tempeh. They publish a 27-page tempeh booklet and by May are producing 30 tonnes (66,000 lb.) of tempeh a month, making them the largest tempeh manufacturer in the world. During 1984 at least five Japanese food companies are making tempeh, leading to a mini-boom of this soyfood which was first sold commercially in Japan in 1983.

March 2. Based on responses to his Oct. 1983 survey, Tom Timmins drafts preliminary 3-page tofu standards (2 pages of which are microbiological standards) that he circulates to the Soyfoods Standards Committee, inviting comments. On March 6 Wm. Shurtleff of Soyfoods Center expands these, keys them into the Center's word processor, and returns them to Timmins.

March 2. Problems start between Eden Foods and the U.S. Food and Drug Administration (FDA). FDA sends Eden a strongly worded letter citing eleven claims in Eden's brochures that the agency considers erroneous, including the company's apparent endorsement of Edensoy as an infant formula. FDA asks Eden to recall the brochure in which Edensoy is promoted as "Good for Babies." An infant became ill due to copper deficiency on an Edensoy diet.

March 8. Soyfoods Association of America members have 12 pages of impressive color advertisements and information about soyfoods and the Association in Natural Foods Merchandiser, in preparation for the NFM Anaheim Natural Foods Expo in March. Full-page color ads by

Legume, Erewhon shoyu, Vitasoy, San-J, Tofutti, Edensoy, and Pure & Simple soy sauce.

March 11-13. At the Natural Foods Expo at Anaheim, the Soyfoods Association organizes the first Soyfoods Pavilion, a 16-booth cluster of soyfoods companies and products, which is the hit of the Expo and a show of strength for the industry. Lots of delicious free food draws throngs from the 9,000 Expo attendees.

March 11. At Anaheim, Vitasoy launches its first designed-for-America soymilk, in natural, coconut, and chocolate flavors, each sweetened with maple syrup, and imported from Hong Kong. Many subsequent eye-catching, health-oriented full-page color ads are run in national health magazines.

March 29. First draft of the Tofu Standards, 15 pages double spaced, is compiled by Shurtleff. Timmins allocates \$2,000 to retain two Washington, DC, attorneys who are specialists in foods and regulations to assist the committee in developing professional standards. The draft is circulated to 38 people who are asked to respond to a poll on 14 key issues.

March 29. The term “second generation” products is first applied to soyfoods by Wm. Shurtleff in the new tofu standards. A computer-related term indicating one step more advanced, it quickly replaces the term “secondary,” which has a slightly negative connotation.

March. American Soybean Association’s Belgium Office publishes the first issue of *Soya Foods*, a 6-page newsletter edited by Michael Martin, Protein Market Development Manager. It will be issued three times a year in English, French, Dutch, and Italian. This is a completely new direction for ASA in the Western world... but it doesn’t last long.

April 7. *Soyfoods Industry and Market: Directory and Databook 1984* (4th ed.) by Shurtleff and Aoyagi published by Soyfoods Center. 215 pages, \$95.

April 13. Richard Leviton resigns as co-director of *Soyfoods* magazine and decides to discontinue his active involvement in the U.S. soyfoods movement. He plans to go to England to write a novel about King Arthur; he leaves in late April.

April 20. *Tofu, Tempeh, & Other Soy Delights*, by Camille Cusumano published by Rodale Press. It is widely and positively reviewed by national media.

April 27. The term “soymilk” is legalized for use in Canada, after a lengthy and expensive court battle by Victor Food Products. The court ruled that this is the “common and ordinary term” for the product, used since about 1918 in scientific articles and commerce. Thus it cannot be squelched by dairy interests.

April. New England Soy Dairy, America’s largest Caucasian-run tofu manufacturer, changes its name to Tomsun Foods, Inc.

May. *Nutritional Cooking with Tofu*, by Christine Liu

published by Graphique Publishing in Michigan.

May. American Natural Foods (formed in Jan. 1984 by John Troy, creator of miso-containing Hot Stuff) has a private stock offering that raises \$150,000. In October ANF debuts a line mainstream American sauces and seasonings, each featuring miso, that are delicious and beautifully marketed.

May. *Die Tofu Kueche* (The Tofu Kitchen), by Verena Krieger, Swiss soyfoods pioneer, published by Tanner + Staehelin Verlag in Zurich. 171 pages with many photos.

June 7. “Tofu” by Barbara Hansen and “Tofu: Americanization of a Soy Food” by Karen Gillingham published in the *Los Angeles Times*.

June. Landstrom Distributing Co. of San Francisco, files for Chapter XI bankruptcy. Keene Distributors of Texas, and Collegedale of Tennessee, both profitable, well-run companies, are also pulled under, innocent victims of the Landstrom collapse. All three units were owned by Nutritional Foods, Inc. and all were major natural / health foods distributors. These bankruptcies seriously hurt the natural foods industry as well as many individual companies; sales and confidence plummeted nationwide. In late 1984 Fillmore Foods purchased Landstrom, and Balanced Foods purchased Collegedale and Keene.

June. Migros, Switzerland’s largest supermarket chain, launches Tofu Nature, its own brand of tofu, made at Conserves Estavayer S.A., with widespread publicity and excellent product information on both tofu and soybeans. It is sold in the same section as dairy products and eggs. The launch is considered a great success; supply is not able to catch up with demand until late December.

June. *The Book of Soybeans*, by Tokuji Watanabe and Asako Kishi published by Japan Publications. 191 p.

June. *Using Tofu, Tempeh & Other Soyfoods in Restaurants, Delis & Cafeterias*, compiled by Shurtleff & Aoyagi, published (comb bound; 181 p.) by Soyfoods Center.

July. Kikkoman completes its second major shoyu (Japanese-style soy sauce) plant outside Japan, in Singapore. The 18,000 square meter factory, with a capacity of 3,000 kl (792,500 gallons) a year and 40 employees, costs \$14 million. It will make shoyu and teriyaki sauce. Official opening ceremony was Nov. 21.

July. The requirement in effect since 1965 that isolated soy protein used as an ingredient in meat and poultry products must contain titanium dioxide as a tracer, is removed from federal meat and poultry products inspection regulations, following a petition by ADM, Grain Processing Corp., and Ralston Purina.

July 9. “Its Trendy, Tasty and Tofutti” (2/3 page) by J.D. Reed published in *Time* magazine (U.S. circulation 4.3 million). Probably the biggest media coverage for tofu in U.S. history. Tofutti hits the big time!

July 17. *History of Tempeh*, by Shurtleff and Aoyagi

published by Soyfoods Center. 102 pages, including 375 references. Continued.

1523. *SoyaScan Notes*. 1984. Chronology of soybeans, soyfoods and natural foods in the United States 1984 (Continued–Part II) (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: July 26. At the NNFA (National Nutritional Foods Association) show in Atlanta, Georgia, Great Eastern Sun rolls out Ah Soy, its new line of soymilk imported from Saniku Foods in Japan, in vanilla, chocolate, and plain flavors, in foil retort pouches. After the show, the Soyfoods Association board meets. Steve Snyder replaces Michael Austin as director of SAA. The next day, SAA directors Snyder, Burke, and Barat travel to St. Louis, Missouri, to meet with the staff of the American Soybean Association to discuss possible areas of mutual interest. ASA appears friendly and open minded, and offers to discuss specific future joint projects. A potential line of communication is opened.

July 30. *People* magazine (circulation 2.8 million) article on Tofutti titled (ineptly) “A Happy Zealot Turns Curd (Yuck!) into a Creamy Treat.”

July. “The Soyfoods Industry: Growing Like a Beanstalk” by B. Bialick published in *Whole Life Times*.

Aug. 9. The last issue of Soyfoods magazine (No. 10) arrives, with its first color photo on the cover. 7,000 copies printed at a cost of \$11,200. Doug Fiske of Encinitas, Calif., a professional editor and publisher, did a fine job. Magazine’s focus has been changed from production to marketing of soyfoods.

Aug. 12-17. World Soybean Research Conference III held at Iowa State University. Heavy emphasis on soybean production and agronomy; relatively little new material on soyfoods. Soyfoods movement is not represented.

Aug. 20. Ralston Purina introduces Checkerboard Farms TenderLean, America’s first branded ground beef product consisting of 75% ground lean beef and 25% textured soy protein isolate. Some meat journals are harshly critical and many meat departments refuse to carry it. Ralston withdraws the product.

Aug. 24. Westbrae Natural launches WestSoy Natural, a plain soymilk similar to Ah Soy but lower in price and made with organic ingredients. Imported in a foil pouch from Saniku Foods in Japan, it is the company’s first soymilk.

Aug. 31. San-J International Inc. announces that it will construct a soy sauce plant (44,000 square foot, \$5 million) in Virginia on a 27-acre site just north of Colonial Heights.

Sept. Chico-San, Inc. introduces unpasteurized miso in a revolutionary “Pressure Release Package,” a plastic bag with a one-way valve that allows the escape of the carbon dioxide produced naturally during fermentation.

Sept. 9-14. Gloria Vanderbilt announces that she, in conjunction with Dolly Madison and Frusen Gladje, will

launch a tofu ice cream.

Sept. 27-28. First European Soyfoods Workshop held in Amsterdam, The Netherlands, at the Grand Hotel Krasnapolski, organized by the American Soybean Association’s Belgium office. ASA reports attendance as 105 people from 14 countries, but participants report a maximum of 50 participants. Talks on tofu, soymilk, tempeh, distribution, and microbiological standards, all later published in the Proceedings. There is a large Expo with soymilk equipment from Alfa-Laval and Soya Technology Systems prominently featured. A very successful event, and another ASA first!

Oct. *The Tofu Gourmet* by Linda Barber and Junko Lampert published by Kodansha in Menlo Park, CA. 129 p. Many color photos.

Oct. 15. “Here Tofutti, There Tofutti,” a full-page, very positive article with 2 color photos published in *Newsweek* magazine (circulation 3 million).

Oct. 23. The joint managing directors of the International Food Information Service, owners of Food Science and Technology Abstracts (FSTA, the world’s largest, oldest, and most widely used food-related computerized database) visit William Shurtleff at The Soyfoods Center to discuss putting the 6,500 bibliographic records in The Soyfoods Center Library into FSTA, thus making this information available worldwide. Both parties are very interested in the project but technical problems remain to be solved.

Oct. Westbrae Natural Foods launches Malted’s, billed as “thick and rich non-dairy soy delights.” Marketed like a milkshake and imported from Japan in a foil pouch, they come in three flavors: vanilla, carob, and cocoa-mint.

Oct. Three member team from Plenty Canada spends one month in Sri Lanka, funded by the Canadian International Development Agency, studying the country’s soyfoods program. They learn, teach, and introduce tofu ice cream.

Nov. 13. A.E. Staley Manufacturing Company, America’s oldest existing soybean crusher, announces that its soybean crushing operations are for sale.

Nov. 20. Tofu Time’s first Tofutti Shop opens in uptown Manhattan, New York. A fast-food retail outlet with a slick, red-and-white plastic, almost gaudy, decor.

Nov. 16. Chico-San Inc. is purchased by H.J. Heinz Co., largely for its rice cake business.

Nov. 21. After years of searching, William Shurtleff, with help from Nancy Florida in Java, discovers an 1815 reference to tempeh in the *Serat Centini*, from the Court in Solo, Java. This pushes the earliest reference to tempeh back 60 years and has it originating in Indonesian rather than in Dutch culture.

Nov. 30. America’s first Tofu Standards are issued by the Soyfoods Association’s Tofu Standards Committee, in part to help stem the rising tide of products bearing the name “tofu”

that contain little or no tofu.

Nov. Galactina, a Swiss manufacturer of soymilks since 1969 (they make Vita Drink / Enteroform, a soymilk sold to in vanilla, chocolate, and strawberry flavors to the dietetic and pharmaceutical markets for tube feeding), starts test marketing tofu in Swiss supermarkets. An attractive recipe booklet is attached to each packet, which is pasteurized for a 6-week shelf life.

Dec. Excellent, 19-page cover story on “Soy milk and Soyfoods,” published in the prestigious *Journal of the American Oil Chemists’ Society*. 1984 is the Society’s 75th anniversary.

Dec. Ralston Purina, in its 1984 annual report, notes: “The Company has entered into preliminary agreement with Cargill, Inc., to sell six of the Company’s seven soybean [crushing] plants.” It also reported strong, steady growth in sales of soy protein products, from about \$98 million in 1980 to \$152 million in 1984, for an 11.5% compound annual growth rate (but only 4.5% after adjusting for inflation).

Dec. Gloria Vanderbilt’s Glace, a soy-based nondairy ice cream, starts being test marketed in Los Angeles, in nine flavors.

Dec. A poll of readers by *Vegetarian Times* magazine finds that 53.1% of readers used tofu one or more times during the past 7 days; 29.4% used it 3 or more times.

Dec. 31. Brightsong Light Foods in Petaluma, California, receives the first funds of a \$500,000 equity investment from a Hong Kong investor, who had seen an article praising Brightsong in *Venture* magazine. Brightsong greatly expands its product development and promotion.

* American Soybean Assoc. phases out its Human Nutrition Dept., headed for years by Judy Trujillo.

* Chicago Board of Trade [Illinois] starts trading options contracts on soybean futures. Continued.

1524. *SoyaScan Notes*. 1984. Chronology of soybeans, soyfoods and natural foods in the United States 1984 (Continued–Part III) (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued. 1984 New Trends: Growing Awareness of Dangers of Excess Cholesterol and Fat Consumption. Since cholesterol became a public health issue in the mid-1950s, the medical profession has been uncertain about the degree of its dangers, largely due to lack of medical evidence from long-term human studies. Yet for years the American Heart Association, United States Dept. of Agriculture, and the Soyfoods Association have been urging Americans to lower their blood cholesterol levels by eating less of the foods rich in cholesterol and saturated fats. In Jan. 1984 the long-awaited medical evidence was finally released, dramatically and extremely visibly. There were repercussions throughout the entire food and health care industries. The public started to pay serious attention.

Then on March 26 *Time* magazine ran a landmark

cover story on the dangers of cholesterol. On 13 December *The New York Times* ran a major front-page report titled “Panel Suggests Many in U.S. Need to Reduce Cholesterol” containing the “the most far-reaching health recommendations yet made on cholesterol and heart disease” by an expert panel, convened by the National Institutes of Health. Numerous prestigious groups lowered their recommended safe cholesterol intake levels. These developments made soyfoods (which, like all non-animal products are free of cholesterol) look better than ever nutritionally, and increased their consumption significantly.

It has been known for several decades that consumption of polyunsaturated fatty acids (such as those found abundantly in soybeans) reduces serum cholesterol. During the 1970s Americans were encouraged to reduce consumption of saturated fats and cholesterol and increase consumption of polyunsaturates. Now this advice is changing. The new message is to “Reduce the intake of dietary fat.” All fat, including polyunsaturated. In fact, these very words now appear as the first of four dietary guidelines on the letterhead of the prestigious American Institute for Cancer Research.

Continued Drop in U.S. Beef and Red Meat Consumption. From a high of 94.4 lb per capita in 1976, beef consumption has steadily declined, falling to 77.3 lb in 1982, a drop of 18.1% in only 6 years. During the same period, total red meat consumption (including pork, lamb, mutton and veal) fell from 163.6 lb to 148.0 lb, a drop of 9.5%. Many consumers switched to lower priced, lower cholesterol chicken, which rose from 42.7 to 52.9 lb per capita. Still, total annual U.S. meat and poultry consumption increased by over 4 pounds during his period (Stucker and Parham 1984).

Rise and Decline of the Soyfoods Association. The Soyfoods Association of America (SAA) got off to a promising start in 1984 with a successful fund raising drive. Then in March, soyfoods companies took 16 adjoining booths to form the Soyfoods Pavilion, capturing the spotlight at the Natural Foods Expo in Anaheim. It looked like the “soyfoods movement” was maturing into the “soyfoods industry.” But for the rest of the year the Association was largely inactive. This was disappointment to many, since interest in soyfoods in America had never been higher.

Prior to the founding of SAA in 1983, its active forerunner SANA (Soyfoods Association of North America) had six major ongoing activities: (1) Publication of *Soyfoods* magazine, a quarterly that actually came out about twice a year; (2) Publication of the monthly *Soyfoods Newsletter*, a key source of communication within the industry between issues of the magazine; (3) An annual summer Soyfoods Conference and Expo, drawing participants from around the world; (4) Periodic press releases; (5) Writing a steady stream of excellent articles on soyfoods for publication in national magazines; (6) An association phone and mail service to respond to outside enquiries for information.

The person primarily responsible for initiating and carrying out all these activities was Richard Leviton. Though funding was hard to obtain, he worked hard, wasted nothing, and made many personal and financial sacrifices for a cause he believed in. Leviton's many and diverse talents, and especially his talents as a careful researcher and outstanding popular writer, were of tremendous aid to the incipient soyfoods movement. In late April, after 5 years of devoted effort and feeling a bit "burned out," he left the soyfoods movement and moved to England to pursue his long-cherished career as a novelist. Leviton, more than any other person, was responsible for the rapid rise and visibility of the soyfoods movement in America. His departure was a major loss to both the association and the magazine. He and his creative efforts will be sorely missed.

Only the last of the six major activities initiated by Leviton has been continued by the "new" Soyfoods Association of America. However it did initiate the excellent Soyfoods Pavilion at the annual Natural Foods Expo and it started subscribing to the valuable Luce Clipping Service. There were board meetings in June 1984 and Jan. 1985. By summer of 1984 the Association was looking for a replacement for Executive Director Michael Austin, who was also "burned out." In August he was temporarily replaced by Steve Snyder, former marketing director for Hinode Tofu, but shortly thereafter Snyder was hired as national sales manager by Vitasoy USA. After that there was no executive director. Despite relatively large initial pledges, the Association's balance was always low which meant that, lacking Leviton, activity largely came to a stop. The only significant new activity was the development of tofu standards by the Association's Standards Committee.

Unlike the original Soyfoods Association, the "new" one took little interest in small soyfoods companies, arguing that they had no money. The "new" association was therefore composed mainly of larger companies with regional or national distribution and not truly representative of the industry.

Rapid Rise in Soymilk Imports. The boom in soymilk imports, started during the past two years by Vitasoy and Edensoy, accelerated during 1984. New products included Vitasoy's new American flavors, Westbrae Natural's Malted, and Great Eastern Sun's Ah Soy. All three were very widely advertised in eye-catching color ads. Most of the adult soymilk beverages sold in America are still imported from Japan. Strangely this dramatic development has gone largely unnoticed by the media, which has been focusing its attention on Tofutti.

Two new companies and products were mentioned only briefly by Shurtleff and Aoyagi in their two-volume book *Soymilk Industry and Market: Worldwide and Country-by-Country Analysis*, published in Feb. 1984. The first of these was Westbrae's Malted and Westsoy. Although Westsoy was launched in August and Malted in October, sales of both

for 1984 were roughly \$700,000 or 1.67 million units. They quickly became the best-selling products in the company's history.

From late July when Great Eastern Sun launched Ah Soy, the product was a "fantastic success." During the period from 1 Nov. 1984 to 25 Jan. 1985 (just under one fiscal quarter) 525,000 unit packs of four flavors were sold. By March 1985 Ah Soy accounted for 15-20% of GES's total sales.

Big Food Companies Increasingly Interested in Tofu. Those studying tofu for use in foods include Quaker Oats, CPC International, International Multifoods in Minneapolis (Minnesota), Pillsbury, and Campbell's Soup.

1525. **Product Name:** Pureharvest Organic Soy Drink [Natural, Vanilla, Barley Malt plus Other Flavors].

Manufacturer's Name: Ceres Natural Foods Pty. Ltd. (Importer & Distributor). Made in Japan.

Manufacturer's Address: East Bentleigh, Victoria, Australia.

Date of Introduction: 1984 December.

Wt/Vol., Packaging, Price: 500 ml Doypack stand-up retort pouch.

How Stored: Refrigerate after opening.

New Product–Documentation: Australian Dairy Foods.

1985. Feb. p. 51. "Soy report." Over the past year sales have increased greatly. Also distributing Morinaga Tofu. Don Lazzaro is director of this company.

STS. 1985. Containers for Soymilk. Shows color photo of package. Brown, yellow, and orange.

Australian Dairy Foods. 1986. Feb. p. 84. Shows two sizes of Tetra Brik cartons, each vanilla flavor.

Letter (fax) from Don Lazzaro of Ceres Natural Foods. 1995. June 15. In Dec. 1984 they introduced Pureharvest soymilk in vanilla and natural flavors, in 500 ml Tetra Brik cartons, made by and imported from Kibun in Japan.

Letter (fax) from Daniel Hannaford of Ceres Natural Foods Pty. Ltd. The company's brand is Pureharvest. They apparently import soymilk from Mitoku. The address is now 18 Ardena Court, P.O. Box 187, East Bentleigh, Victoria 3165, Australia. Phone: (03) 579 3422.

1526. Kotsch, Ronald E. 1984. Made in Japan—naturally: Natural foods from the Muso Company are popular worldwide. *East West Journal*. Dec. p. 14-21.

• **Summary:** "Muso was founded in 1966 as a macrobiotic food company, aiming to provide the highest quality traditional Japanese foods. It is now the oldest and largest macrobiotic food concern in Japan. Within the natural foods movement in the country it is one of the top three firms. Also, since 1969, it has been a major exporter of macrobiotic foods. With its Tokyo-based competitors the Mitoku Company and Ohsawa Japan, it dominates the large and growing international trade in Japanese foods."

Shuzo Okada, one of George Ohsawa's earliest and most devoted disciples, was the son of a family of Osaka textile merchants. After Ohsawa's death in 1966, Okada invested \$3,000 to establish Muso Shokuhin in Osaka, with his eldest son Teizo as director. Yuko Okada, the second eldest Okada son, was head of the export division; he had spent 6 years living in Boston, mostly working for Erewhon. Initially the company was located in Fukusenji, a dilapidated Buddhist temple.

Today "the company has gross annual sales of over \$25 million and employs over 120 people. In addition to the Osaka headquarters, built at a cost of over \$1 million, it has an 18,000-square-foot production and warehouse facility in Osaka, as well as branch offices in six other cities. It wholesales over 1,800 products in the domestic market... Muso has accounts with nearly half of Japan's 3,400 natural food outlets. In addition, it has developed a rapidly growing franchise chain of fifty-two stores, mostly in the Kansai area...

"About \$5 million a year comes from international sales... Growth in the international sector has been steady despite the blow of the 1981 Erewhon bankruptcy. (Muso had credits of about \$200,000 when its chief customer failed, and lost over \$150,000 of that.) Muso, which is now owned by more than fifty investors, was able to survive the shock. Muso exports about 270 different products...

"At present a runaway best seller is a soybean drink made of soybeans, pearl barley, kombu sea vegetable, and malt sweetener. Marketed in North America as Edensoy it has proven an excellent dairy substitute."

There follows a description of the Nanki Umeboshi Co., Muso's principal supplier, and then of the Kanemitsu Miso Co. (in Fuchu City, Hiroshima prefecture) which has been in business for 300 years. "While it once made sake and soy sauce as well, it now produces only miso—1,300 tons a year." There are now some 2,000 miso makers in Japan and Kanemitsu is one of only 200 which produce more than 1,000 tons annually. It is one of a very few which produce miso according to traditional methods... It is aged in natural temperatures for two years, run through a masher, then packed in either 40-pound wooden kegs or 1-pound plastic pouches. "All the miso going into the pouches is pasteurized by 84°C heat. If it were not, gases produced by the continuing fermentation would burst the bags. Kegs may or may not be pasteurized."

Photos show Yuko Okada.

1527. *SoyaScan Notes*. 1984. How the National Nutritional Foods Association (NNFA) missed a great opportunity to become the trade association of the budding natural foods industry in the 1960s and 1970s (Overview). Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Founded in 1938, the NNFA was the thriving trade association of the health foods industry during the

1960s and 1970s. By this time, the health foods industry had largely become an industry that focused on dietary supplements (pills). Young Americans at this time realized that both the health foods industry and the mainstream supermarket industry were no longer supplying traditional natural foods, such as unrefined grains, whole-wheat bread, organically grown foods, foods sweetened with natural sweeteners, foods for vegetarian diets, etc.

Therefore these young people decided to start their own stores, and manufacturing and distributing companies to supply such foods. They tried several times to form a trade association to represent them, but never succeeded. By the late 1970s there were thousands of natural food stores in the USA but they had almost no interest in the health food industry or the NNFA.

If NNFA's leadership had been awake to this major huge new trend, they would have started a dialogue and tried to interest members of the natural foods industry into becoming members of NNFA. But instead, NNFA largely ignored this new industry. To this day, most members of the older industry still use the term "health foods" instead of "natural foods." One reason for this (according to Frank Murray, NNFA historian) may have been that the NNFA constitution and by-laws require that the president of NNFA must be a health food retailer.

It was not until July 2006 that NNFA, its industry having been left in the dust by the natural foods industry decided to change its name to the "Natural Products Association" in the hope of attracting members from the natural foods industry.

The natural foods industry still has no trade association; the bi-annual Natural Products Expos, on the West Coast in Anaheim, and on the East Coast in Washington, DC, or Baltimore, Maryland, have filled some of the functions of a trade association.

1528. **Product Name:** Clearspring Sakae Organic Shoyu, and Wheat-Free Mansan Tamari.

Manufacturer's Name: Clearspring Natural Grocer (Importer). Made in Japan.

Manufacturer's Address: 196 Old St., London EC1V 9BP, England. Phone: 01-250 1708.

Date of Introduction: 1984.

New Product-Documentation: Simon Bailey. 1988. *Natural Choice*. Aug. 15. "Soya-Based Products." A photo shows the Labels. "Traditional Soya Sauce. The perfect seasoning for savoury dishes." CSP form filled out by Simon Bailey. 1988. Sept. 28. Gives date of introduction as 1984. Formerly sold under the Sunwheel label (1974). Sold to Clearspring in 1984. Peter Bradford is proprietor. The company is an importer, wholesaler and retailer of high-quality Japanese shoyu, tamari, miso, koya-dofu and macrobiotic specialties. Japanese agent is Mitoku. Various Japanese manufacturers. Letter from Simon Bailey. 1988. Oct. 10. In 1984 the old Sunwheel company on Orpheus

Street closed. The brand name Sunwheel was sold, along with some higher turnover products, to Granary, which sold it in turn to Northumbrian in 1987. This brand includes shoyu, tamari, and miso that are sold to the mainstream health food trade. Clearspring, Peter Bradford's present business, agreed not to compete with the Sunwheel range, but continued to import high quality tamari, shoyu and miso for their own label, some of which he had formerly imported as the original Sunwheel company. These are available mostly in independent natural food and macrobiotic stores. Note: Mansan tamari is also imported by Great Eastern Sun in the USA.

1529. Product Name: Eden Dried Tofu.
Manufacturer's Name: Eden Foods, Inc. (Importer). Made in Japan.
Manufacturer's Address: Clinton, MI 49236.
Date of Introduction: 1984.
Wt/Vol., Packaging, Price: 5.8 oz retails for \$5.49 (8/88).
New Product–Documentation: On sale in Berkeley. 1988. Aug. 30. This is actually dried-frozen tofu.

Talk with Ron Roller of American Soy Products (formerly of Eden Foods) in Saline, Michigan. 1991. Nov. 27. When he went to Japan in 1984, he picked up 30 new items, including this product.

1530. Product Name: Eden Double Brewed Shoyu: Soy Sauce (Low Salt).
Manufacturer's Name: Eden Foods, Inc. (Marketer-Distributor). Made in Japan.
Manufacturer's Address: 701 Tecumseh Rd., Clinton, MI 49236. Phone: 800-248-0301 or 313-973-9400.
Date of Introduction: 1984.
Wt/Vol., Packaging, Price: 10 fluid oz bottle.
How Stored: Shelf stable.
New Product–Documentation: Bottle seen at Open Sesame in Lafayette, California. 1991. Feb. 16.

Talk with Michael Potter, Chairman of Eden Foods. 1993. Oct. 31. This product was made in Japan by Mr. Okada, who was a different person from that family that runs the Muso Co.

1531. Product Name: Amazake Shake [Vanilla, or Carob].
Manufacturer's Name: Grain Country.
Manufacturer's Address: 787 Melrose Ave. (at Orange Ave.), Los Angeles, California.
Date of Introduction: 1984.
Ingredients: Frosty Amazake, Westbrae Malted.
Wt/Vol., Packaging, Price: Sold fresh from soft serve machine.
How Stored: Frozen.
New Product–Documentation: Talk with Marijke Steevensz. 1988. Jan. 30. Phone: 213-851-2023. Pronounced Ma-REE-kuh. "A more recent product is our Amazake

Shake, which we make by blending one package of Westbrae Malted with some of our plain Frosty Amazake in the blender on the side of the Taylor soft serve machine. We started in 1984. It was great, a real seller. We loved the Westbrae flavors, the vanilla and the carob."

1532. Product Name: Amazake.
Manufacturer's Name: Great Eastern Sun (Importer). From Mitoku. Made in Japan.
Manufacturer's Address: 92 McIntosh Rd., Asheville, NC 28806.
Date of Introduction: 1984.
Ingredients: Organic brown rice, organic rice koji (rice culture), spring water.
Wt/Vol., Packaging, Price: 8.8 oz (250 gm) stand-up retort pouch.
How Stored: Shelf stable; refrigerate after opening.
New Product–Documentation: Label. 1987. 3.5 by 1.5 inches. White on red. Printed front and back atop a plastic retort pouch. Front panel: "Naturally sweet, deliciously creamy. The traditional Japanese sugar-free organic brown rice drink." Back panel: Mitoku amazake is rich, creamy, and unbelievably sweet; yet it contains no sugar or artificial sweeteners, just the natural goodness of premium brown rice. Made in the traditional way, it has been enjoyed for centuries in Japan as a sugar substitute in desserts and baked foods; and it is always popular, especially with children, as a deliciously warming winter drink. To prepare, just dilute with 2 parts of water in a pan, and heat gently (do not boil). Serve piping hot, flavored with freshly grated ginger, a sprinkle of cinnamon, or a dash of carob powder. As a refreshing summertime alternative, refrigerate and serve chilled. Product of Japan, distributed by Mitoku Co. Ltd., Tokyo, Japan 100.

Talk with Bob Schiering. 1988. Jan. 21. He will send info on this product which is imported in a retort pouch. Talk with Bruce Sturgeon of GES. 1988. Jan. 27. Imports from Mitoku started in about 1984. He does not know the actual manufacturer.

Talk with Bob Schroeder, former partner of Gary Granas. 1988. Feb. 12. Great Eastern Sun was going to make Amazake in America. We were going to have a joint venture with them to make Amashake. Soyfoods Center product evaluation. 1989. Feb. 6. The poorest flavor and consistency we have ever seen. Thin, with large chunks of abrasive rice bran.

1533. Product Name: Eggless Tofu Salad (in a Sandwich).
Manufacturer's Name: Martha's Sandwiches.
Manufacturer's Address: Putney Rd., Brattleboro, VT 05301. Phone: 802-254-4778.
Date of Introduction: 1984.
Wt/Vol., Packaging, Price: 8 oz.
How Stored: Unrefrigerated and perishable.

New Product–Documentation: Talk with Bari Madwin. June 29 and Aug. 28. Susan Quinn sells tofu and tempeh sandwiches in Brattleboro, Vermont. She bought an existing company in 1988. She uses about 12 lb/week of tofu. Talk with Susan Quinn. 1988. Aug. 30. She bought this company from Martha Brown in Aug. 1987. It was named Martha's Sandwiches, and at the time, Martha had a line of sandwiches, including Eggless Tofu Salad (in a sandwich, 8 oz) and BLT with Fakin' Bacon (made from tempeh).

Talk with Martha Brown. 1988. Aug. 31. She was asked in 1982 by Llama, Toucan & Crow, where she was employed, to make sandwiches for their store. That was the only place she ever sold them. She bought her tofu from the store, which bought it from Tomsun. She learned the recipe out of a little book.

Note: This is the earliest known commercial soy product made in Vermont.

1534. **Product Name:** [Tofu, Miso, Seitan].

Manufacturer's Name: Sunfood.

Manufacturer's Address: Mlynska 659, 51081 Dobruska, Czechoslovakia. Phone: 42 443 94325 or 443 21578.

Date of Introduction: 1984.

New Product–Documentation: Talk with Bernd Drosihn of Viana Naturkost GmbH, Cologne, Germany. 1991. Aug. 25. At a recent trade show, Bernd met a "very curious visitor," a macrobiotic man from Czechoslovakia who has been making tofu, miso, and seitan for 8 years. He has a large line of products, which he sells mostly in Czechoslovakia. He speaks a little English, and is about 40-45 years old. He now wants to start making tempeh. He buys his soybeans from China. He has great difficulty in obtaining nigari for use as a coagulant. His address is: Sunfood, Mlymska 659, 51081 Dobruska, Czechoslovakia. Phone: 011 + 42 443 94325 or 443 21578.

Letter from Dr. Kamil Bersky, M.D., from The Macrobiotic Centre of Czechoslovakia, Mlynska 659, 51 801 Dobruska, Czechoslovakia. Phone or fax: 011 + 42 443 21578. 1993. July 30. "We are now producing 5 varieties of seitan, 5 varieties of tempeh, amasake, tofu, and we can offer barley malt. Our plan is to start koji and miso production, open a macrobiotic center with a year-round program, a kindergarten, and a small restaurant with a shop."

Talk with Sladjan Randjelovic of Serbia, Yugoslavia. 1993. Dec. 29. His friend named Vacek runs Sunfood in Dobruska, Czechoslovakia (about 75 miles east northeast of Prague near the border with Poland), and his friend is also an agent for Mitoku Macrobiotic Foods.

Note: This is the earliest known commercial soy product made in the Czech Republic.

1535. **Product Name:** Westbrae Natural Buckwheat Miso. "Soba Miso."

Manufacturer's Name: Westbrae Natural Foods (Importer).

Made in Japan.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: 415-658-7518.

Date of Introduction: 1984.

Ingredients: Whole soybeans, buckwheat, water, sea salt.

Wt/Vol., Packaging, Price: 17.6 oz (499 gm).

New Product–Documentation: Label. 1984, undated. 3.5 by 5.5 inches. Plastic. Brown and black on gold with green and orange. Information on package given in Japanese.

1536. Westbrae Natural Foods. 1984. Westbrae Natural–Traditional foods of Japan (Poster). P.O. Box 8711., Emeryville, CA 94662. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center.

• **Summary:** This is a color photo of a large beige metal display rack with six shelves holding products including the following: (1) Samurai snacks, soup plum drops. (2) Tamari brown-rice wafers, Tamari brown-rice crackers. (3) Miso ramen, Instant miso soup. (4) Organic shoyu, tamari, mild soy sauce, Johsen tamari shoyu, Tofu sauce. (5) Kukicha (tea), Umeboshi (salt plums), Shiitake mushrooms, Agar flakes, Kuzu, Miso (in plastic bags; brown rice, red, barley, Hatcho). (6) Seaweeds (Wakame, kombu, hijiki, nori, sushi nori), Jinenjo soba, Somen, Brown rice noodles. At the top is the banner featuring the head of a samurai. One accompanying leaflet (printed black on white) is titled "Westbrae Natural product inventory. 4-foot Japanese foods section." A second leaflet titled "'Ichi-Ban' Westbrae Natural–No. 1 supplier of macrobiotic food in the U.S." lists the products by category. In the upper left corner are the Japanese characters for "Ichi-Ban" above a line drawing of Mt. Fuji. Address: Emeryville, California.

1537. Gerras, Charles. ed. 1984. Rodale's basic natural foods cookbook. Emmaus, Pennsylvania: Rodale Press. xi + 899 p. Illust. Index. 24 x 20 cm.

• **Summary:** This book, containing over 1,500 recipes, does not use salt or white sugar, but does use meats, poultry, and fish. It was also published by Simon & Schuster as "A Fireside Book." It contains extensive information on and many recipes for soyfoods, including whole dry soybeans, tofu, soy ice cream, soy flour and grits, miso, soymilk, soy oil, okara (soy pulp), soy sauce, tamari, and soy sprouts. Address: Pennsylvania.

1538. Hatton, Hap; Torbet, Laura. 1984. Helpful hints for better living: How to live better for less. New York, NY: Facts on File Publications. 231 p. Index. 24 cm. [10* ref]

• **Summary:** A survival guide for the 1980s. In the section on "Shopping for protein" is a full-page table (p. 15) that lists many common protein foods (from both animal and vegetable sources), the first of which is soybeans, and contains four columns: (1) Grams of protein per dollar (224.2 for soybeans, the top ranking). (2) Grams of protein per

pound (154.7 for soybeans, the top ranking). (3) Price per pound (\$0.69). Calories per pound (1,828, #2 ranking after bacon).

The text states (p. 14-16): “The five foods that give you the most protein for your money—soybeans, lentils, split peas, kidney beans, and chick peas—are all from the legume family. Legumes are rich in protein, vitamins and minerals, and can be used in hearty casserole dishes, served cold with a salad, roasted for a tasty and nutritious snack, and so on. Dried beans are absolutely the best supermarket bargain. Buy them in bulk; they’ll last a year if stored in airtight containers such as large mayonnaise jars and set in a cool dry place. By buying them dry and cooking them yourself you can save 50 percent on their cost and avoid the antitoxins that are generally added to preserve color. You’ll find a much greater variety of legumes in uncooked form anyway.”

Soybeans are a good source of natural lecithin, which is a valiant cholesterol fighter. “Also, soy oil can be used for frying and soy flour for baking. But perhaps most important, soy beans are used to make tofu, also known as bean curd, a white, cheesy-looking food which is low in cost and calories and high in protein. Tofu is very bland. Its texture is smooth, like a very firm pudding. By itself, it’s dull, but it takes on the flavor of whatever it’s cooked with... tofu is a good way to extend meat dishes you can afford and to replace the protein that’s gotten to expensive. You can slice it into broth, scramble it into eggs, blend it into salad dressing, stir-fry it with vegetables, add it to oatmeal, crumble it and use it like hamburger, or add it to tuna fish salad.

“One caution: Legumes are not a complete protein in themselves.” Therefore you must supplement them.

Note: See *Diet for a Small Planet*, by Francis Moore Lappe, revised edition, 1975, for more accurate and precise information on this subject and on protein complementarity.

A listing in the directory (p. 24) reads: “Manna Foods, 112 Crockford Rd., Scarborough, Ontario, Canada M1R 3C3. Small, high-quality wholesaler. Catalog free.” Address: New York City.

1539. Photographs of the Arcata Tofu Shop in Arcata, California (1980-1984). 1984. Arcata, California.

• **Summary:** Twenty-two color photos (most 4 by 5 inches), numbered with captions, were sent to Soyfoods Center on 24 Sept. 2002 by Matthew Schmit, founder and owner of the Arcata Tofu Shop. They were taken in Arcata between 1980 and 1984. Nos. 3-12 were taken in Dec. 1980. They show: (1) Oct. 1980—Inside of building in Arcata during complete remodeling of previous insurance offices (1,000 square feet). (2) Oct. 1980—Outside of same building at 768 18th St. Lease just signed. Newspapers in windows in preparation for remodeling. (3) Open for business. Large wooden sign above door reads “The Tofu Shop: Soy Deli and Whole Grain Bakery.” (4) Putting up sign over door. All people standing on sidewalk or ladder have their backs to the

camera. Bottom left (standing on sidewalk): Paul Kusterman, who loaned money to help shop open; a truck driver for United Naturals, he had been selling tempeh burgers at local fairs since 1978. On ladder: Matthew Schmit. Bottom right (standing on sidewalk): Jackson Hollomon and wife Valerie. Jackson gave Matthew Schmit his first taste of tofu in the winter of 1973-74. In 2001 Jackson finished 3-year Buddhist retreat. On roof holding sign—On left: Man who created the sign. On right: Daniel Schmit (Matthew’s brother). (5) Grocery section inside The Tofu Shop, with bottles of sauces, packages of Miso Cup, and an issue of *Soyfoods* magazine on wooden shelves, with a “What is Tofu?” pamphlet on the wall. (6) Suzanne Kosciolk Schmit stocking specialty grocery shelves. A Learning Tree Tofu Kit is now visible. (7) Suzanne Kosciolk Schmit holding The Tofu Shop’s tiled logo (a writhing blue dragon on four white tiles in a wooden frame) next to the first shipment from United Naturals: Soybeans (from Arrowhead Mills), nigari, barley malt, natto miso, sea vegetables, etc. (8) Looking in the front door of The Tofu Shop; six shelves of special groceries, tempeh kits, etc. (9) Matthew Schmit dressed in white apron with “first batch grin.” Deli store front counter area is in the background. (10) Back wall of shop with supplies and custom forming box table with adapted “load bar” presses (idea from *Soyfoods* magazine). (11) Cutting first batch of tofu in stainless steel sink. (12) Close-up of The Tofu Shop’s first printed tofu labels in Arcata atop a deli take-out carton. Color and design are similar to those from Telluride—Blue on white, with a dragon in a circle. (13) 1981—Steve Rhine setting presses on metal forming boxes. (14) 1981—Matthew Schmit ladling *gō* from cooking pots to hand-screw apple-cider press used as a soymilk press. (15) 1982—Workers sitting on brick bench in front of shop. Left to right: Matthew Schmit. Stephen Lyons, tofu maker. Amy Pujanawski, deli worker. Tom Nawrocki, maker of tofu and tempeh. Rob Earhardt, tofu maker. John Hendricks, tofu maker. (16) 1982—Matthew Schmit packing tofu in take-out boxes on shelf of shop’s back wall. (17) 1983—Linda Redfield behind Tofu Shop table, promoting soyfoods at Arcata Co-op event. (18) 1983—Deli worker Jeannie Penn behind Tofu Shop table World Food Day at Arcata Co-op. Jeannie was one of the few female tofu makers ever employed by the shop. (19) 1982—Tofu Shop booth at Gemini Distributors Food Show, Fortuna, California (in the middle of cow country), attended by Matthew Schmit and Linda Redfield. Prepared dishes with signs on red checkerboard tablecloth: Creamy herb & onion tofu dressing. Marinated and baked tofu cutlets. Most early labels were rubber stamped on pre-printed generic Tofu Shop adhesive labels. (20) Soyfoods books and magazines on tablecloth at Gemini Food Show. Two signs: Introducing tofu, and The Tofu Shop. (21) Different view of table, with sign: “The Tofu Shop Specialty Foods, Arcata, CA. We specialize in freshmade soyfoods.” (22) 1984—Shawn White at food demo in a store. Address: Arcata, California.

1540. **Product Name:** Lima Brown Rice Koji.
Manufacturer's Name: Chico-San, Inc. (Importer). Made in Japan.

Manufacturer's Address: P.O. Box 1004, Chico, CA 95927.

Date of Introduction: 1984?

Ingredients: Dried fermented brown rice with koji (*Aspergillus oryzae*).

Wt/Vol., Packaging, Price: 17.6 oz (500 gm) plastic bag.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Label for Barley Rice Koji for Making Miso and Amasake. 1984. Collected by Lorenz Schaller of California. 4 by 5 inches. Orange and brown on beige. “Imported from Ohsawa Japan by Chico-San.”

1541. **Product Name:** Westbrae Natural Miso (Light Yellow, Mellow White, or Red).

Manufacturer's Name: Westbrae Natural Foods (Distributor). Made in Canada by Shin-Mei-Do.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1984?

New Product–Documentation: Catalog. 1984. Talk with Bob Gerner. 1988. Jan. 30. Westbrae has dropped Miyako Oriental Foods's miso. Switched to that made by Shin-mei-do on Denman Island, Canada.

1542. **Product Name:** Tamari Brown Rice Crackers, Tamari Brown Rice Wafers, Tamari-Veg Chips.

Manufacturer's Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1984?

New Product–Documentation: Catalog. 1984.

1543. Nissenbaum, Robert. 1985. Rice Dream (Interview). *SoyaScan Notes*. Jan. 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In June 1984 Robert launched Rice Dream, a non-dairy ice cream based on amazake made from koji in the traditional way. Rice Dream was his idea and he developed the product. He was working at the time with partner David Carlson, who liked the hands-on craftsmanship. Carlson is presently an inactive partner in the business, but he still owns stock. They were working with Chico-San, from whom they were buying rice and Yinnies rice syrup. They agreed to do a joint venture to make amazake and rice syrup at the same new plant in California. So Chico-San moved the rice syrup out of their plant and into the new plant.

Robert is now having the Rice Dream made at Peninsula Creamery in Palo Alto, but he still lives in Fayetteville. Working with a photographer and typesetter, he recently

developed a new color leaflet. Rice Dream will be in Berkeley, distributed by Rock Island, in 2 weeks. The price is higher than Ice Bean and a little lower than Tofutti [both soy ice creams]. The only soy in the product is the lecithin. Imagine Foods no longer makes any soyfoods. Rice Dream has 16 distributors nationwide. They presently sell only hard pack Rice Dream but will soon develop a liquid mix. They buy koji from Miyako Oriental Foods in Los Angeles. They used to make it themselves and plan to do so again later. The product originally contained no added oil. Now they add a little safflower oil to the thick amazake to avoid iciness and get it to pack well in cartons. Address: Executive Vice President, Director of Product Development, Imagine Foods Inc., P.O. Box 1702, Fayetteville, Arkansas 72702. Phone: 501-443-7216.

1544. **Product Name:** Rice Dream (Rice-Based Non-Dairy Frozen Dessert) [Hard Pack, Pints: Vanilla, Carob, Strawberry, Lemon, Carob Chip, Orange, Carob Almond].

Manufacturer's Name: Imagine Foods, Inc.

Manufacturer's Address: Amazake made by California Natural Products, Manteca, Calif. Rice Dream made by Peninsula Creamery, 900 High St., Palo Alto, CA 94302. Offices at 299 California Ave. #305, Palo Alto, CA 94306.

Date of Introduction: 1985 January.

Ingredients: Vanilla: Water, brown rice (partially milled), safflower oil, vanilla, lecithin, carob bean and guar gum, carrageenan, sea salt.

Wt/Vol., Packaging, Price: 1 pint carton. Retail for \$2.22 to \$2.25 (2/88).

How Stored: Frozen.

Nutrition: Per ½ cup. Calories 130, protein 1 gm, carbohydrates 20 gm, fat 5 gm, sodium 80 mg.

New Product–Documentation: Interview with Thom Leonard. 1985. Aug. Robert Nissenbaum of Imagine Foods no longer makes or uses koji. Instead he uses a commercial enzyme blend from Miles Laboratories and other enzyme suppliers. His company is now in Palo Alto.

Ad in *Natural Foods Merchandiser*. 1986. May. p. 53. “Presenting Rice Dream Soft Serve.”

Bob Schiering. 1988. Jan. 18. U.S. Amazake Manufacturers Update. Based on interviews with 8 companies. Imagine Foods now makes about 2,000 to 4,000 gallons/week in spring, summer, and fall, 2,000 gallons/week in winter. It retails for \$2.09 to \$2.16/pint. It is made with “pure culture enzymes.” Talk with Steve Reed of Brown Cow. 1988. Feb. 1. California Natural Products in Manteca, California makes the base for Rice Dream.

Talk with Robert Nissenbaum. 1988. Feb. 7. In the summer of 1984 he was talking with Chico-San, especially Peter Milbury, about his making amazake and their making Rice Syrup in the same plant in Fayetteville, Arkansas, a rice farming center, where the macrobiotic trading company Mountain Ark had just moved. The idea fell through when

Bob Kennedy sold Chico-San to Heinz. Robert decided to move his plant there anyway. Then one day Milbury called and said that a company named California Natural Products (CNP, in Manteca, CA), which was making inulin (for diabetics) from dahlia tubers, and a natural coffee substitute from the same tubers, had the necessary equipment. Their process was similar to malting and extracting a syrup, but they used no rice or enzymes. CNP started to make Nissenbaum's amazake using rice and enzymes in early 1985. They shipped it in a stainless steel tanker to the Peninsula Creamery in Palo Alto, where it was made into Rice Dream. Koji was no longer used. The use of enzymes increased the glucose content of the product, obviating the use of maple syrup. Robert moved to Palo Alto in 1986. California Natural Products is now doing a booming business making rice syrup, which is rapidly becoming the preferred sweetener in the natural foods industry. Today Rice Dream retails for about \$2.00 to \$2.25 in California. It is less expensive than most soy ice creams. Robert is exporting it to Canada and will soon export containers to the UK. He has a patent pending on the process and formulation. One gallon of amazake base from CNP yields about 1.5 gallons of hard pack Ice Dream. The amazake base comprises more than 90% of the ingredients. If white rice has 100% of the bran removed, his rice has only 30% removed. Thus it is lightly polished brown rice. Labels. 1988. Feb. Many flavors. Full color showing ice cream cones floating in the sky. "Rice Dream Non-Dairy Dessert. Parevine. Pareve. No cholesterol. No refined sweeteners. Rice Dream has fewer calories than most frozen tofu desserts and none of their refined sugar. The sweet creaminess you love in Rice Dream comes from our unique recipe that enables the starches in brown rice to convert to natural sugars."

1545. Shurtleff, William; Aoyagi, Akiko. 1985. Brief history of Imagine Foods (Arkansas) and Rice Dream non-dairy frozen dessert (Document part). In: Shurtleff and Aoyagi. 1985. *Tofutti & Other Soy Ice Creams: The Non-Dairy Frozen Dessert Industry and Market*. Vol. 1. 145 p. See p. 88-89.

• **Summary:** "In June 1984 Robert Nissenbaum and David Carlson of Imagine Foods, a small rural Missouri company that also made tempeh and miso, introduced Rice Dream, one of the most creative non-dairy frozen desserts to appear in America in decades. It was based on *amazake* (literally "sweet sake") a creamy-thick, subtly-sweet, low-alcohol precursor of Japanese sake, made by fermentation of rice koji in water. Koji, used to make rice miso, is made by fermenting rice with the koji mold (*Aspergillus oryzae*) (Shurtleff and Aoyagi 1983). The company made its own koji and amazake. Unlike most other non-dairy ice creams, Rice Dream was extremely low in calories, since it originally contained no added oil or fat. Most of the product's sweetness came from the natural sweetness of amazake, but small amounts of

Grade A maple syrup were also used. A nutritionist's dream, containing only 132 calories and 18 mg of sodium per ½ cup serving, Rice Dream was advertised with a lovely full-page color ad in various natural foods magazines. As demand grew, production of the amazake was moved to California and the hard-pack frozen dessert was made at Peninsula Creamery in Palo Alto, California. Thereafter a small amount of safflower oil had to be added for functional reasons, and Chico-San's rice syrup replaced the prohibitively expensive maple syrup. The only soy in the product was soy lecithin. By January 1985 there were 16 distributors for the product nationwide. Originally made in hard pack, it was also sold as a soft-serve mix starting in early 1985."

Note: At the time of this writing, the author was not aware that Rice Dream was no longer being made from koji, and that commercial enzymes were being used instead of the enzymes from koji. Address: Lafayette, California.

1546. Shurtleff, William; Aoyagi, Akiko. 1985. Brief history of Farm Foods' work with soy ice cream—Ice Bean (Document part). In: Shurtleff and Aoyagi. 1985. *Tofutti & Other Soy Ice Creams: The Non-Dairy Frozen Dessert Industry and Market*. Vol. 1. 145 p. See p. 39-41.

• **Summary:** "In 1974 The Farm's publications *Hey Beatnik* and *Yay Soybeans!* both mentioned soymilk ice cream; the latter gave a home-scale recipe for making "Soy Ice Cream—'Ice Bean' using 'soy milk' sugar, oil, salt, and either vanilla or chocolate flavorings. In 1975 the *Farm Vegetarian Cookbook* gave three recipes for Homemade Ice Bean, made from soymilk; flavors were double Dutch chocolate, vanilla, and pineapple sherbet. In the second edition of this book (Hagler 1978), recipes for two more flavors were added; carob and honey banana. All but the latter were sweetened with sugar. In the Vanilla Ice Bean recipe, soymilk comprised over 90% of the ingredients by weight; a little oil, vanilla, and a pinch of salt were also added. There were also two recipes for Frogurt (frozen soymilk yogurt) in strawberry and vanilla flavors. This was the world's earliest known reference to such a frozen soymilk yogurt product.

"In August of 1976 members of The Farm opened The Farm Food Company (a natural food store, soyfoods restaurant, and soy dairy) at 820 'B' Street in San Rafael, California. There, using a batch Emery Thompson ice cream freezer and a soft serve machine, they started to make the first commercial Ice Bean. What a name! Was it a joke? No. It was the absolutely honest, unpretentious, tongue-in-check vegetarian all-American counterpart to such highfalutin pseudo-European names as Haagen-Dazs. Initially, most Ice Bean was sold in cones over the counter at the Farm Food Co. soda fountain and in pints in their freezer, but a little was distributed locally by Farm Foods' van. Soon five flavors were available; strawberry was the favorite.

'Also in 1976, and completely independently of The Farm, Snow Flower Frozen Desserts (run by Susan Gershuny

and Kirk, and located first in Tivoli, then in Woodstock, New York) launched its own soymilk ice cream in banana-honey and maple-walnut flavors. It was widely distributed by Shiloh Farms. These two brands, Ice Bean and Snow Flower, introduced tens of thousands to soymilk ice creams.

“In early 1978 The Farm Food Co. in San Rafael was closed. Production of ice cream and other soyfoods was moved into a big warehouse at 144 King St. in San Francisco. Farm Foods had purchased a \$25,000 Mark III continuous ice cream freezer, and in July of that year production resumed. Output of Ice Bean rose rapidly that summer.

“In March 1979 Farm members sold Ice Bean and Tofu Cheesecake at the huge New Earth Exposition in San Francisco; both were very popular. In the following years Farm Foods sold and sampled Ice Bean at a hundreds of fairs, expos, conventions, and anti-nuclear rallies across America. It gradually became a counter-culture favorite.

“By early 1979 Farm Foods Ice Bean (renamed ‘Soy Ice Bean’ from mid-1979 until early 1982) was available in six flavors (vanilla, honey-carob, strawberry, orange, banana, and chocolate), each packaged in pints with a handsome four-color label. It was being advertised (with large color posters) and distributed (by Farm Foods and Rock Island) throughout the San Francisco Bay area, especially to natural food stores, with a little going to other parts of California. Farm Foods also began a little national distribution, shipping some Ice Bean to Midwest Natural Foods in Michigan and to Tree of Life in Florida. By this time, Ice Bean had become the most popular soy ice cream in US history, with production reaching 500 to 600 gallons a week during the summer (Dolgin 1982, 1985; Tepper 1985, personal communications).”

Note

On 31 May 1985 Barricini Foods acquired Farm Foods. Address: Lafayette, California.

1547. *Vibrant Life*. 1985. Serial/periodical. Hagerstown, Maryland. Review and Herald Publishing Association. Published by the Seventh-day Adventist Church. Vol. 1, No. 1 Jan/Feb. 1985. Frequency: Bimonthly (every 2 months).
 • **Summary:** Preceded by *Life and Health*, and before that by *Pacific Health and Temperance Advocate*. A magazine about health and Christian life. Address: USA.

1548. *Whole Foods*. 1985. Heinz deal for Chico-San fuels expansion. Feb. p. 22.

• **Summary:** “The recent purchase of Chico-San by food giant Heinz U.S.A., says Chico-San president Robert Kennedy, stemmed from ‘Chico-San’s inability to finance the rapid growth needed to meet the rising demands for products... We need three more plants, but we don’t have the capital to finance that kind of expansion ourselves.’” Heinz is headquartered in Pittsburgh, Pennsylvania.

1549. Ballard, Bob. 1985. Ah-Soy! and Great Eastern Sun (Interview). *SoyaScan Notes*. March 21. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ah-Soy was launched at the NNFA show in Atlanta, Georgia, in the summer of 1984. Initial flavors were vanilla, chocolate, and original (plain). It was made by Saniku Foods in Japan and imported via Mitoku. Carob flavor was introduced in the fall of 1984. Vanilla is now the best seller because it is the most unique. The product is a “fantastic success.” The four flavors account for 15-20% of Great Eastern Sun’s total sales from 1,100 products. GES only sells to distributors [i.e. it is a master distributor].

Sales reports for the period 1 Nov. 1984 to 25 Feb. 1985 show the following number of units sold (there are 30 units/per case): Vanilla 210,000 units. Original/plain 110,000. Carob 105,000. Chocolate 100,000.

Other GES soyfoods that sell well: Mellow white miso (made by American Miso Co.), 35 lb tub, #9 best seller by dollar volume. Onozaki rice miso, 11 lb tub, #20 best. Mellow white miso, 15 lb tub, #20 best. Instant miso soup from Japan (ranking unknown). This month’s sales are annualized. The company is now doing \$4 million/year in sales. They used to import freeze-dried tofu; the FDA forced them to change the name to “dried tofu.” Shurtleff notes that he prefers the term “dried-frozen tofu.”

Another best seller (about #3-5) is their White Cloud Rice Syrup It is made from rice with sprouted barley for malt. Address: Great Eastern Sun, 92 Macintosh Rd., Asheville, North Carolina 28806. Phone: 808-438-4730 or 704 252-3090.

1550. **Product Name:** Vital Wheat Gluten.

Manufacturer’s Name: Arrowhead Mills (Importer-Marketer-Distributor). Made in Australia.

Manufacturer’s Address: P.O. Box 2059, 110 S. Lawton, Hereford, TX 79045. Phone: 806-364-0730.

Date of Introduction: 1985 March.

How Stored: Shelf stable.

Nutrition: 75% protein.

New Product–Documentation: Talk with Bob Holzapfel. 1989. Oct. 12. He thinks Arrowhead Mills makes this product. Talk with Boyd Foster, President, Arrowhead Mills. 1989. Oct. 13. This product is imported by Arrowhead from Australia. The source is proprietary. It is a dark beige powder which, according to his specifications sheet, contains a minimum of 75% protein. Government policies and subsidies in Australia make it financially attractive to produce the product there. He knows of no manufacturers presently in North America; there was one 2-3 years ago. The product is good for making seitan or to add to other flours to achieve better rising in bread baking. The product is made by a water washing process followed by dehydration or drying, not by dry separation. This product should not be confused

with gluten flour, which is just wheat flour with a somewhat higher gluten content.

1551. Public Sector Consultants, Inc. 1985. The potential for expanding the Michigan soyfoods industry. In: 1985. The Potential of Food Processing for Economic Development in Michigan. PCS, Knapp's Centre, 300 S. Washington Square #401, Lansing, MI 48933. See p. III-45 to III-67. 28 cm. [47 ref]

• **Summary:** Michigan soyfoods manufacturers include Michigan Soy Products (Royal Oak; Tofu, soymilk; 1,650 lb/week of tofu), Oryana Soy Shop (Traverse City; Cooperative. Tofu, tempeh, soysage; 275 lb/week of tofu), The Soyplant (Ann Arbor; Cooperative. Tofu, tempeh, tempeh burgers, soymilk, dofugan, soysage; 7,500 to 10,000 lb/week of tofu), INARI Ltd. (Mason; Soynuts), Michigan Farm (Bitely; Miso), Hercules, Inc. (Harbor Beach; HVP), Eden Foods (soymilk importer, which hopes to build a soymilk plant in Michigan), and Midwest Natural Foods (Ann Arbor).

“Hercules produces nonfermented soy sauce [HVP] and sells its product to large final producers, such as La Choy and Beatrice Foods, located outside Michigan for sale under their labels.” This report was prepared for the Michigan Dept. of Agriculture. March 15. Address: Lansing, Michigan.

1552. Belleme, John. 1985. New developments at American Miso Co. (Interview). *SoyaScan Notes*. April 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In Feb. 1984 (actually 1 Oct. 1983) John sold his ownership in the American Miso Co. to Barry Evans. Originally, John, Sandy Pukel, and Barry each owned one-third of the business. Before that, it had 6-7 owners. First Sandy (under pressure from Barry) sold his one-third to Barry, which made Barry the majority shareholder. After that, Barry let John run the company, which is doing very well in terms of productivity and profitability. They are selling all the miso they can possibly make.

At the time John sold his stock, he set up a new corporation named Just In Foods, Inc. (named after his son, Justin) to make second-generation miso products. John recently sold Just In Foods (which makes Miso Master brand products) to Barry Evans, because John doesn't own a miso plant. John is now a paid consultant for American Miso Co.

Miso Master is a marketing company for miso and miso products, and also a brand name. Chick Peaso is a mellow miso made with chick-peas instead of soybeans; it contains no soy. Introduced in May 1984, it was first sold in bulk from Great Eastern Sun but is now sold in 1-pound plastic bags.

Two tofu-miso dips were introduced in Nov. 1984; they are made by Nasoya using John's miso. They are both selling well, under the Miso Master label. Another new product is a delicious spaghetti sauce produced by Ventrillos in New York; it is made with a very mellow miso, low in salt. John sells John Troy about 35,000 lb/year of mellow miso; that's

all Troy uses but Belleme does not make much money on this. Troy's miso mustard has 3-month amakuchi miso in it. John first saw this product in Fukuoka, Japan, made by Toshi Shiroozu, a man who makes mellow white miso for Eden Foods; it was in 1-pound packages, exported by Muso Shokuhin. John had a product named Mellow Ebony Miso, made with black soybeans. It was delicious but the color was grotesque, so he phased it out.

Another new non-profit organization is the Institute for Fermented Foods. Its logo is a pickle barrel with a rock on it borrowed from the book *Miso Daigaku*.

Pretty soon John is going to stop making miso. He is now training Don DeBona, who Barry sent to be trained. After that, John plans to run Barry's Just In Foods full time. John's wife, Jan, is writing a book on Japanese foods. John plans to go back to Japan for a while. Address: North Carolina.

1553. Chico-San, Inc. 1985. Why does Chico-San pay premium prices for products and ingredients (Ad). *East West Journal*. April. 4 p. Inserted after p. 50.

• **Summary:** A 4-page glossy color advertising supplement, inserted after page 50. Chico-San describes itself as “A company built on a philosophy.” Color photos show: (1) Chico-San's new label designs for their Organic Shoyu, Nama Shoyu (organic, unpasteurized), and Natural Shoyu. (2) Chico-San Rice Cakes. A black and white portrait photo shows J. Robert Kennedy, President, Chico-San, Inc. Address: P.O. Box 810, Chico, California 95927.

1554. Eden Foods, Inc. 1985. Seafood! Just the best (Ad). *East West Journal*. April. Back cover.

• **Summary:** This full-page color ad shows the Eden crane, wearing a snorkel and a pair of swim fins, with the Eden logo on its back, swimming under water in the sea where it sees colorful packages of the following Eden sea vegetable products: Sushi Nori. Hijiki. Agar Agar. Arame. Kombu. Wakame. The ad notes that sea vegetables contain “vitamins A, B, C, D, E, and K, including B-12 which is hard to find in a vegetarian diet.” Address: Clinton, Michigan 49236.

1555. Estella, Mary. 1985. Natural foods cookbook: Vegetarian dairy-free cuisine. Briarcliff Manor, NY, and Tokyo: Japan Publications. 250 p. April. Illust (color). Recipe index. Index. 26 cm. [22 ref]

• **Summary:** This macrobiotic cookbook, though free of dairy products, uses fish in many recipes. In the chapter titled “Getting Started” there is a section titled “Beans” (p. 25-26) which describes adzuki beans, black soybeans, chickpeas, lentils, mung beans, etc. Concerning black soybeans: “Distinct from our American black bean in shape, texture and taste, this is a type of soybean They are available in Oriental markets or at natural food stores. Black soybeans cooked with sweet brown rice is a special treat” (see p. 157 for the

recipe).

On the same page, in the section on “Whole grains” is a description of seitan (“Wheat gluten, also known as ‘wheat meat’ in America... Making seitan at home is an easy but time-consuming process.”).

There is also a section on “Soy Foods” (p. 26-27) which begins by stating that “Soybeans, the king of beans, are ironically not often eaten as whole beans, but instead are processed into miso, shoyu, tofu, tamari, and tempeh.” Each of these foods are discussed briefly. Three types of soy sauce are defined: Shoyu, tamari, and commercial soy sauce (which is said to be artificially colored and processed). Chapter 7, titled “Whole grains, beans, tofu and tempeh” contains 7 tofu and 7 tempeh recipes. There are a large number of soy-related recipes throughout the book, including others tofu, tempeh, using miso and tamari.

1556. *Health Science*. 1985-- . Serial/periodical. Tampa, Florida: American Natural Hygiene Society. *

• **Summary:** Continues *Vegetarian Health Science*. *Ulrich's International Periodicals Directory* 1990-91 notes that as of 1990, *Health Science* was still published by the American Natural Hygiene Society, Inc., Box 30630, Tampa, Florida 33630. Phone: 813-855-6607. Editor: James Michael Lennon. Does book reviews and has a cumulative index 1978-1983. Circulation: 6,000. Back issues available.

Talk with James Lennon. 1992. May 4. This magazine has always advocated a vegetarian diet as part of its broader philosophy of naturopathy (pronounced nach-ur-OP-uh-thee). Address: Tampa, Florida.

1557. Kass, Monica. 1985. High-tech soymilk pouch creates market success: Stand-up retortable pouches for soymilk boom in natural-food stores, break into supermarkets. *Packaging*. April. p. 36-37.

• **Summary:** On the cover of the magazine and the first page of the article is a large color photo of Westbrae Natural Cocoa-Mint Malted. On the second page is a color photo of ten brands of soymilk in stand-up gusseted retort pouches, the type of soymilk packaging now most popular in America. “Marusan Ai and San-iku Foods are two Japanese companies currently processing and retort packaging soymilk for export to the USA. Marusan forms the retort pouch from multilaminar rollstock supplied by Toyo Seikan Kaisha Co. (Toyo Seikan is licensed by Doy-n-pak [Doypack] to produce the material.) And San-iku Foods retorts soymilk in preformed pouches, also made from the Doy-n-pak patented lamination.

“Sources say the fact that Doy-n-pak’s design patent on the stand-up, gusseted pouch runs out this fall has prompted some scrambling among American materials suppliers who see the potential of the stand-up pouch and want to establish market position with the pouch.

“American companies importing soymilk in the

preformed retort pouch include Westbrae Natural Foods and Great Eastern Sun. Eden Foods Inc. was the first company out with soymilk in the rollstock formed pouch. Structural differences between the two pouch varieties are minimal. The rollstock-formed square-cornered pouch must be opened with a scissors and is somewhat narrower in shape than the round-cornered preformed pouch which has an easy-open feature.

“Lamination for both pouch types consists of an outer layer of PET laminated to nylon, aluminum and an inner layer of polyolefin film that meets FDA food contact material requirements.

“Processing methods Marusan and San-iku use to adapt soymilk to American tastes differ, but both companies retort pouches up to 250°F giving them an unlimited shelf life.

“Graphics reflect positioning: The real difference between the various retorted soymilks is in positioning. Eden Foods is strictly interested in promoting the product for its nutritional benefits. Great Eastern Sun’s soymilk appeals to health-conscious consumers with an eye on trends. And Westbrae has two soymilk varieties. One is a plain soymilk, targeted for the health-conscious crowd. The other is a line of dessert-type malted drinks—’fun’ products the company is targeting at younger consumers.”

Note: This is the earliest document seen (Sept. 2011) with the term “high-tech” (or “high tech”) in the title in connection with soyfoods—in this case soymilk, historically a low-tech product.

1558. Chico-San. 1985. To grow the purest, tastiest organic brown rice, we start from the ground up (Ad). *East West Journal*. May.

• **Summary:** A full-page black and white ad. “The bedrock of Chico-San’s superior quality is our commitment to the macrobiotic tradition.

“So in growing superior, natural and organic rice we needed to find not only the best varieties of rice, but the purest, most fertile land to grow them in. And we found it in California’s Upper Sacramento Valley.

“Here the fields are fed by the crystal waters of the Shasta-Trinity Alps river system. And because our fields are the very first to receive the mountain’s waters, they’re in no danger of pesticide drifts and agri-chemical runoff. What’s more, the area’s favorable ecology minimizes the afflictions of weeds and pests. So the rice reaches maturity naturally. Once it does it’s immediately harvested and stored in special aerated silos, then hulled as needed by soft protective rollers. This keeps the grain and its precious nutrients intact.

“So the rice you receive is of the highest quality. In fact, it’s the same rice used in making Chico-San Organic Rice Cakes. But whether you choose our organic or original rice cakes, our natural brown rice, or any of our organic brown rices, including golden rose, sweet brown and short grain, you can be sure it’s the best. Because anything less would go

against our grain.”

“Chico-San: The rice cake people.”

Three illustrations show the environment and two show packaged products. Address: P.O. Box 810, Chico, CA 95927. Phone: (916) 891-6271.

1559. **Product Name:** Edensoy (Soymilk) [Cranberry].
Manufacturer’s Name: Eden Foods, Inc. (Importer). Made in Japan by Marusan-Ai Co., Ltd.
Manufacturer’s Address: 701 Tecumseh, Clinton, MI 49236.

Date of Introduction: 1985 May.

Ingredients: Plain: Water, soybeans, kombu seaweed, pearl barley. Carob: Water, soybeans, pearl barley, barley malt, carob, kombu.

Wt/Vol., Packaging, Price: 6 fluid oz (180 ml) free-standing retort pouch.

How Stored: Shelf stable.

Nutrition: Plain: 89.9% water, 1.9% protein, 1.5% fat, 7% carbohydrates, 48 calories/100 gm.

New Product–Documentation: Spot in Whole Foods.

1985. March. p. 65. “Berry added: Eden Foods has expanded its soy beverage line with Cranberry Edensoy... It is available in a 6 oz. retort pouch... Suggested retail price is 79¢ per package.” A small photo shows the new packages.

Dairy Record. 1985. Sept. p. 86. Cranberry Edensoy was added in May 1985.

1560. *Natural Foods Merchandiser*. 1985. 6th Annual Natural Foods Merchandiser Merchandising Awards. May. p. 1, 48, 49.

• **Summary:** Three soy products won awards. A color photo shows each. Gold: Naturally Preferred Miso Mustard by American Natural Foods, Malted by Westbrae; Silver: Ah Soy by Great Eastern Sun. Color photos show all three products.

1561. Crump, Constance. 1985. FDA probing use of local soy beverage. *Ann Arbor News (Michigan)*. June 19.

• **Summary:** “The inquiry concerns Edensoy, a soy drink made by Eden Foods of Tecumseh and manufactured in Japan by the Marusan Co. A recall of the product’s explanatory pamphlet is expected, probably today. In Toronto, Ontario [Canada], a woman fed her infant Edensoy as the child’s only food for five months after she developed difficulty in nursing, said Mike Potter, president of Eden Foods. At six months of age, the baby was hospitalized for malnutrition.” The FDA investigation was confirmed by Alan Hoeting, FDA district director in Detroit.

The pamphlet was written by Potter in 1983 to explain the uses of Edensoy. About 9,000 copies were distributed in 1983 and 1984. It contains one sentence [actually one page] which could easily be misinterpreted to mean that Edensoy could be used as an infant formula.

“Eden’s Store and Deli, 330 Maynard, was once part of Eden Foods, but there has been no connection in ownership or management for several years.” Address: News Staff reporter.

1562. Food and Drug Administration. 1985. [Warning on use of Edensoy and similar soy drinks as an infant formula] (News release). Washington, DC. 1 p. June 19. Address: Washington, DC.

1563. *Import Alert (U.S. Food and Drug Administration)*. 1985. Edensoy and other soy drinks that may serve as infant formulas. No. 40-01. June 26. 3 p. PAC Code 17R043. ADFS-DFRG (HFO-415). Field Compliance Branch.

• **Summary:** “Background: Edensoy, a soy-base beverage, is imported and distributed by Eden Foods, Inc., Clinton, Michigan. The product may be received from either ‘Musco Co., Ltd.’ Osaka, Japan (a marketing and exporting company) or from the manufacturer ‘Marusan’, Osakaki-shi, Japan. Edensoy has been promoted as an infant formula, and as a substitute for mother’s milk, by means of pamphlets and advertisements. The product’s immediate label does not make infant formula use or mother’s milk substitute claims. Edensoy does not comply with the requirements of 412(g) of the FDIC Act, and should not be used or promoted for use as an infant formula. A Class I recall of the promotional literature is underway. Also, Edensoy does not comply with the nutrition labeling requirements of 21 CFR 101.9. Eden Foods has agreed to promptly prepare new labels, with nutritional labeling and a warning against use of the product as an infant formula or as the sole source of nutrition. In addition, the firm has agreed to place a warning placard into each carton of product with the old label.

“Since Edensoy is also sold to at least six Canadian firms, it may enter the United States from Canada as well as Japan.

“A Canadian physician recently reported a six-month old infant has rickets due to Vitamin D deficiency, vision problems due to Vitamin A deficiency, and general malnutrition. It is reported the infant had been consuming Edensoy as the sole source of nourishment for five months after its mother experienced difficulty in breast feeding. FDA’s Health Hazard Review Board has concluded: ‘the use of this product (Edensoy), as a sole nutritional source (e.g., as an infant formula) will result in severe protein-calorie malnutrition and multiple vitamin and mineral deficiencies which would result in diminished resistance to disease and ultimately to death if not treated. This product when so used would represent a chronic/severe life threatening hazard to health.’ This has led to our concern over similar products.”

A partial list of similar products includes: Soy Moo (Belgium, Health Valley); Sun Soy (Belgium); Ah Soy (Japan, San-iku Foods, Great Eastern Sun); Westsoy (Japan, San-iku, Westbrae), Vitasoy (Hong Kong), Malted

(Westbrae), Marusan. Address: Washington, DC.

1564. Medoff, Marc. 1985. The best natural-foods restaurants in North America. *Whole Life Times*. June. p. 18.
 • **Summary:** The Tofu Shop in Arcata, California, is listed under California. It bills itself as “an alternative fast food deli that uses ingredients people can trust.” Address: Editor and Publisher of Whole Life magazine, New York.

1565. Mitoku Co. Ltd. 1985. Made in Japan (Ad). *East West Journal*. June. Inside front cover.
 • **Summary:** A color photo shows a simple Edo plate from 16th century Japan. In Japan, what is simple and from nature has always been highly regarded. For 18 years Mitoku Co. Ltd. has brought simple, natural foods from Japan to America. Address: Tokyo, Japan.

1566. *Natural Foods Merchandiser*. 1985. NNFA lobbying blunts dietitian’s bills: natural food retailers have blocked attempts by the American Dietetic Association to restrict the flow of nutrition information to the public, but the state by state challenge continues. June. p. 10.
 • **Summary:** “‘The effect of many of these bills, however, would be to put the health food retailer out of business.’ Bass says. He notes that the dietitians bills are often worded in such a way that anyone giving out nutritional information, or even selling high-potency supplements, would be violating the law.”

Note: Scott Bass is legal counsel for the NNFA.

1567. **Product Name:** Westbrae Natural Tofu Ramen. Instant Asian-Style Whole-Wheat Noodles & Miso Flavor Broth.
Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.
Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.
Date of Introduction: 1985 June.
Ingredients: Asian style noodles: whole wheat flour, sifted wheat flour, and sea salt. Vegetable broth: powdered shoyu (soybeans, wheat and sea salt), dried tofu (soybeans, nigari bittern), shiitake mushroom powder, kombu seaweed powder, sea salt, dried onion, garlic, white pepper, dried ginger, green onion.
Wt/Vol., Packaging, Price: 3.1 oz (90 gm).
How Stored: Shelf stable.
New Product–Documentation: Label. 1986, undated. 10 by 7 inches. Plastic. Red, green, white, brown on yellow. Color picture of bowl of Tofu Ramen.

1568. **Product Name:** Naturally Delicious Fried Rice Sandwich (With Tofu).
Manufacturer’s Name: Naturally Delicious.
Manufacturer’s Address: Asheville, North Carolina.

Phone: 704-253-7656.

Date of Introduction: 1985 July.

Ingredients: Organic brown rice fried with scallions and soy sauce, wrapped in a whole wheat tortilla with steamed organic carrots, alfalfa sprouts, miso tahini sauce, tofu, green leaf lettuce.

Wt/Vol., Packaging, Price: 12 oz.

How Stored: Unrefrigerated and perishable.

New Product–Documentation: Label sent by Paul Duchesne. 1989. Aug. 11. Handwritten “Naturally delicious. Made fresh today. To eat; peel back wrapper from one end.” Talk with Paul Duchesne. 1989. Aug. Barbara Svenning originally learned how to make this sandwich from Paul. She made it at the Natural Cafe in Santa Fe, New Mexico, with her husband Marty Roth. When she separated from Marty, she moved to Asheville, North Carolina, where Jack Garvey (a former husband) and her children were living. She made a line of at least 28 Fried Rice Sandwiches (many of which contain tofu) and whole meals, which she sold at various places.

Talk with Dinner for the Earth. 1989. Aug. 15. This is a natural food store and deli that has been in business for 13 years and has sold Barbara’s line of sandwiches for 3-4 years. In April 1989 Barbara Svenning became manager of the Deli at Dinner for the Earth (160 Broadway St. Phone: 704-253-7656). She lives in Black Mountain, North Carolina.

Talk with Barbara Svenning. 1989. Aug. 21 and 23. It was a coincidence that Great Eastern Sun was established in Asheville. Barry Evans was partners with Sandy Pukel and Michio Kushi. They had a miso factory [American Miso Co.] in North Carolina and they wanted to establish GES near it. Marty suggested Asheville, since it was a good location and he could live their near his wife’s children (Jack Garvey lived in Asheville). Barbara did not make her brown rice and tofu sandwiches while Marty was working at Great Eastern Sun. After Marty Roth had set up Great Eastern Sun in Asheville, North Carolina, he continued to live in nearby Black Mountain but worked for Chico-San for a while and set up the Ohsawa America mail order program for Bob Kennedy. Then he began working for Westbrae in California, where he and Barbara and her son relocated. After 2 years, in July 1985, when her son was age 3, she left Marty Roth (they had never been married), and returned by herself to Asheville, North Carolina to be with her two other children. In Asheville, she established a new company named Naturally Delicious. She ran it out of some else’s kitchen and sold 12-15 sandwiches a day at only one store, Nothing But Natural, which promised to tell any health inspectors that the sandwich was made in their kitchen. During that time another woman, Barbara Hoffman, who now lives in Israel, sort of took over the sandwich business. When Nothing But Natural went out of business, she moved to Black Mountain (where she still lives), got her own kitchen,

and sold the sandwich exclusively to Dinner for the Earth, where she now runs the deli. Yet she still owns the brown rice sandwich business. She makes them at home and sells them to Dinner for the Earth. “Its still my little baby, still an underground business. I make about 15 fresh each day and they are different every day. Only the chapati, fried rice, and lettuce are the same. I make a Mexican, and Indonesian, a Chinese, etc. Not all contain tofu. Sometimes its a tofu sauce, or barbecued or baked tofu. I guarantee the sale and take back any not sold that day. There is a profit of about \$1 each. I also make another nice wheat-free tofu sandwich called Barbecued Tofu on Millet. It’s on square slices of millet bread. It started it about 6 months ago.”

1569. Westbrae Natural Foods. 1985. Distributor catalog, FOB pricing: Aug. 1, 1985. Emeryville, California: Westbrae. iv + 11 + [7] p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in black on a tan background. Pages i-iv are general information, 1-11 are a computer-printed price list, and the last 7 are a product glossary. Address: Office: 4240 Hollis St., Emeryville, California 94608; Mailing: P.O. Box 8711, Emeryville, CA 94662. Phone: (415) 658-7518 (orders).

1570. Westbrae Natural Foods. 1985. Product listing [glossary]: Aug., 1985. Emeryville, California: Westbrae. [7] p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in black on an orange background. Address: Office: 4240 Hollis St., Emeryville, California 94608; Mailing: P.O. Box 8711, Emeryville, CA 94662. Phone: (800) 621-0851.

1571. Datz, B. 1985. Augusta [Maine] woman’s complaint gets [Edensoy] formula folders recalled. *Kennebec Journal (Augusta, Maine)*. Aug. 3.

• **Summary:** Eden Foods has sold 8 million single serving packages of Edensoy in the last 2 years, according to company president Michael Potter in a phone interview. A six-month old Canadian infant was fed nothing but Edensoy for 5 months. Severely malnourished, the child developed rickets from a lack of vitamin D and vision problems from a lack of vitamin B. Edensoy was launched on the U.S. market in August 1983. Mary Owen, a dietitian from Augusta, Maine, has been vocal about raising questions the suitability of Edensoy for infants. She obtained a brochure describing Edensoy then in late 1983 wrote Eden Foods several questions about Edensoy’s level of calories, protein, fat, minerals, and vitamins compared with breast milk. Michael Potter said that, until about 9 months ago, he didn’t know about the requirements of the Infant Formula Act of 1980.

In April 1985 the FDA recalled Eden’s brochure describing Edensoy “in response to false advertising and nutritional deficiencies of two soy drinks produced by another firm. Their brand names are Nutra-Milk and Kama-

Mil.”

1572. *Country Folks (Palantine Bridge, New York)*. 1985. Consumer alert issued on “soy drinks” fed to infants. Aug. 12.

• **Summary:** “The Maine Department of Agriculture, Food and Rural Resources has issued a consumer alert warning parents that so-called ‘soy drinks,’ or soy ‘milks,’ should not be used as a sole source of nutrition for infants.”

“The federal Food and Drug Administration recently issued several such warnings about specific brands of soy drinks often sold in health food stores. Earlier this year, a 6-month-old child in Canada developed rickets, vision problems and malnutrition after being fed a soy drink product called Edensoy as a sole source of nutrition for 5 months.” Brands with serious nutritional deficiencies and false advertising included Nutra-Milk and Kama-Mil. Also published in *The Journal (Lewiston-Auburn, Maine)*. Aug. 5.

Note: This is the earliest document seen in which the U.S. Food and Drug Administration uses the term “milk” to refer to soymilk. Address: Maine.

1573. *Food Chemical News*. 1985. FDA knew of Edensoy situation for 20 months prior to recall: Metzenbaum. 27(23):3-4. Aug. 12. [3 ref]

1574. *Washington Post*. 1985. Cosmic energy from Irish monks. Aug. 25. p. SM16.

• **Summary:** Each one looks like a cross between a tepee and a bootlegger’s corn mash still, but a sign at the base of each says its an “Ortho-molecular Multi-wave Oscillator.” A.P. Thomson claims that they bring “cosmic energy” to crops. Thomson, who has two in his orchard, admits they look silly. “We put some on our demonstration farm (operated by Natural Food Associates, a group Thomson heads) in Texas, and [Joseph Francis] the man who manages the farm said, ‘This has gotta be the biggest con game there ever was.’”

But today Francis is a convert, after he just harvested four times as much hay out of that field than he ever got before.” He was quite surprised, and says that of he were starting his own farm the first thing he would do would be to get some of these oscillators.

A photo shows the device.

1575. Ohsawa-America. 1985. Chico-San sells products line (Ad). *East West Journal* 15(9):33. Aug.

• **Summary:** A full-page ad. “Ohsawa-America, a newly formed macrobiotic food company, has recently purchased the Ohsawa-Japan products line from Chico-San, a division of H.J. Heinz, Inc.” The ad/letter is signed “... in the spirit of Ohsawa, Herman Aihara, Bob Kennedy, Marty Roth, Joel Wollner.”

The mail order catalog and price list, printed in tiny letters on this same page, includes 4 types of soy sauce, 5

types of miso, 3 miso condiments, 3 types of koji, and 6 seaweeds.

This ad also appeared in the Sept. 1985 issue (p. 4) of this magazine. Address: P.O. Box 12717, Northgate Station, San Rafael, California 94913-2717. Phone: 415-492-8110.

1576. *Rodale's Organic Gardening*. 1985-- . Serial/periodical. Emmaus, Pennsylvania: Rodale Press. Robert Rodale, editor. Vol. 32, No. 8. Aug. 1985.

• **Summary:** Previous title *Organic Gardening*. Subsequent title *Organic Gardening*. Continued until Vol. 35, No. 4, March 1988. Address: Emmaus, Pennsylvania.

1577. *Whole Foods*. 1985. Source book 1985-86. 8(8):1-136. Aug. Illust. Index. 28 cm.

• **Summary:** This is the 5th edition of this directory. Contents: Publisher's page. NewsLinks Wholesalers / distributors: Alphabetical address directory. Wholesalers / distributors: Geographical directory. Product directories: A list of product manufacturers: Foods (p. 33-48—soy-related categories include: Bean products, beans, coffee substitutes, cultures, ice cream, macrobiotic, milk, miso, sauces, soy products, soy sauce, tamari, tempeh, tofu), vitamins and supplements, cosmetics & personal care, herbs. Trade name index: An alphabetical listing of products by their brand or trade names. Brokers. Publishers. Associations. Alphabetical listing of manufacturers / importers. Advertisers' index.

Note: The listings related to soy products are full of errors. This Source Book contains many interesting ads. Whole Foods claims prominently and repeatedly to have the largest circulation in the natural foods industry. Address: South Plainfield, New Jersey.

1578. Puzo, Daniel P. 1985. Food briefs: Alta-Dena to honor founders with new label on some dairy products. *Los Angeles Times*. Sept. 26. p. H26.

• **Summary:** Alta-Dena (located in City of Industry near Los Angeles) is celebrating its 40th anniversary with a name change. From now on the well-known brand name will appear on only the companies pasteurized dairy products, which comprise most of the company's production of 100,000 gallons/day. Equally important, "Alta-Dena Certified Raw Milk, which has been discussed in countless news stories for the past 20 years [i.e., since about 1965] because of various health disputes, has been retired."

Steuve's Natural will become the brand for the five products that will make up the new line: raw milk, raw butter, raw cream, raw kefir, and raw cottage cheese.—daily production of which will total about 15,000 gallons. Address: Times staff writer.

1579. *FDA Consumer*. 1985. Warning on soy drinks. 19(7):34. Sept.

• **Summary:** "Edensoy and similar drinks should not be used

as an infant formula or substitute for mother's milk or sole source of nutrition, FDA has warned. The warning came in June after the agency learned from a Canadian hospital physician of a 6-month-old infant who had rickets due to vitamin D deficiency, vision problems due to vitamin A deficiency, and general malnutrition. It was reported that the infant had been consuming Edensoy as the sole source of nourishment for five months after its mother experienced difficulty in breast feeding...

"A pamphlet and various advertisements and other promotional materials distributed by Eden Foods since 1983 have erroneously suggested that Edensoy may be used as a substitute for mother's milk or as a substitute for infant formula. The pamphlet also states that 'Edensoy compares very favorably with cow's milk.' This statement is false. Soy drink products such as Edensoy are nutritionally inferior to milk..."

"FDA advised Eden Foods about the Canadian incident on June 14, and the firm has cooperated fully with the agency."

1580. Kotzsch, Ronald E. 1985. *Macrobiotics: Yesterday and today*. Tokyo and New York: Japan Publications Inc. 292 p. Sept. Illust. Index. 26 cm. [144* ref]

• **Summary:** The best and most objective book available to date (April 2020) on the origins and history of macrobiotics, worldwide. Includes detailed information on central ideas and practices of macrobiotics, its leaders, organizations, applications, and aspirations. Carefully researched and well written.

Contents: 1. Ekken Kaibara: The grandfather of macrobiotics. 2. Sagen Ishizuka: The founder of modern macrobiotics. 3. George Ohsawa: The early years (1893-1929; Yukikazu Sakurazawa, later known as George Ohsawa was born on 18 Oct. 1893 in a western suburb of Kyoto, Japan, the family's eldest child). 4. George Ohsawa: The first sojourn in the west (1929-1936). 5. George Ohsawa: Return to Japan in crisis (1936-1939).

Photographic interlude for *Macrobiotics Yesterday*. Illustration (line drawing) of Ekken Kaibara. Photos of Ishizuka, Nishibata, Ohsawa's parents, George Ohsawa (many from 1901-1966). 6. George Ohsawa: The war years (1940-1945). 7. George Ohsawa: Hope for a new Japan and a new world (1945-1953). 8. George Ohsawa: The world journey of the penniless samurai (1953-1966; George and Lima visited India [Nov. 1953-July 1955]; Africa [Aug. 1955-Feb. 1956, incl. Kenya, and 3½ months with Albert Schweitzer at Lambarene, Gabon]; Paris, France and Brussels, Belgium; New York City, USA [late 1959-Oct. 1961]; France [around 1961 he met Louis Kervran]; Tokyo [most of 1963-64]; Vietnam 1965; Tokyo, where he died on 23 April 1966 [24 April Japan time], probably of filarial parasites contracted in Lambarene, and smoking). 9. George Ohsawa: The man and the legacy. 10. After the master: Part

one: America.

Photographic interlude for *Macrobotics Today*. Photos are given (p. 193-208) of Toshi Kawaguchi, Michi Ogawa, Hiroshi Maruyama, Kaoru Yoshimi, Francoise Riviere, Cecile Levin, Dr. Kikuo Chishima, Dr. Moriyasu Ushio, Michio and Aveline Kushi, Herman and Cornelia Aihara, the Kushis, Aiharas, and Shizuko Yamamoto, William Dufty, Bill Tara, Aveline Kushi and Wendy Esko, Alex Jack, Dr. Marc van Cauwenberghe, Edward Esko, Murray Snyder, Noboru Muramoto, Jacques and Yvette de Langre [DeLangre], Jerome Carty, Duncan Sim, Lima Ohsawa, Shuzo Okada, Hideo Ohmori, First European Congress of Macrobiotics in London, Nov. 1978, Lenk summer camp, Switzerland, July 1984, Jan Lansloot, Peter Doggen, Rik Vermuyten, Georges Van Wesenbeeck, Roland Keijser, Mayli Lao Shun, Tomio Kikuchi (in Brazil).

11. After the master: Part two: Japan. 12. After the master: Part three: Europe and elsewhere. 13. The gospel according to Kushi. 14. Macrobiotics in western culture. 15. Prospects for the future. Bibliography.

The author, an excellent historian and writer, with a delightful sense of humor and light touch, began his study and practice of macrobiotics under Michio Kushi in Boston in Jan. 1967. A photo of Ronald E. Kotsch appears on the back cover. This book is based on his doctoral dissertation titled "Georges Ohsawa and the Japanese Religious Tradition," submitted on 1 April 1981 for a PhD degree in History of Religions from Harvard University. Pages 185-86 discuss briefly the role of the macrobiotic movement in introducing soyfoods (especially miso, shoyu, and tofu) and natural foods to America. Address: PhD, Hanover, New Hampshire; The New North Church, Hingham, Massachusetts (18 Mar 1985).

1581. Kotsch, Ronald E. 1985. The early years of macrobiotics in Great Britain (Document part). In: R.E. Kotsch. 1985. *Macrobiotics: Yesterday and Today*. Tokyo and New York: Japan Publications Inc. 292 p. See p. 219-21.
 • **Summary:** "Great Britain is one of the few European countries which had little or no macrobiotic activity during the Ohsawa years. The first signs of life were in the late 1960s when Greg and Craig Sams began to promote macrobiotics in London. Of Anglo-American parentage, they had learned of the movement while in the States. The brothers started a food company, Harmony Foods, and opened a small restaurant in the Portobello Road section of London. While there was little formal [macrobiotic] teaching done, macrobiotic food and literature were made available. The warmest reception was in the emerging counterculture..."

"In 1970 Bill Tara, then a manager of Erewhon [he had studied with the Kushis in Boston and Los Angeles], passed through on a longer trip eastward and gave several talks. Two years later he returned to look into the possibility of opening an Erewhon operation somewhere in Europe. When the plan

fell through, Tara decided to stay on and began to manage Ceres, the Sams brothers' food shop. Well-spoken and with experience in teaching macrobiotics in Boston, Chicago, and Los Angeles, Tara started to hold public meetings and talks in his home. In 1974, working with Peter Bradford, a Brit just returned from a period of study in Boston, Tara set up Sunwheel Foods. This was a macrobiotic food company modeled after Erewhon. It dealt in macrobiotic staples including imported specialty items from Japan. It also produced and distributed more generally popular items like peanut butter and granola. That same year Tara, Bradford and others organized the Self Health Center to promote macrobiotics and other holistic and spiritually-oriented teachings."

In 1975 Tara helped arrange a seminar for Michio Kushi in London, followed by Kushi's first European tour. "With this visit began a new era of macrobiotics in Europe..."

"By 1976 the group which had grown up around the Self Health Center in London felt ready for a major expansion. They organized the Community Health Foundation and rented a large, five-story Victorian school in East London. A restaurant and bookshop were opened on the ground floor. The first Kushi Institute, earlier than even the Boston school, was established on the upper level. The core curriculum, which Tara had worked out with the Kushis during one of their visits, included macrobiotic philosophy, cooking and medicine, plus Oriental diagnosis and massage. Extra space was rented out to groups with similar views and aims. The CHF was among the first self-supporting centers of macrobiotic activity. It served as a model for macrobiotic groups in other countries including Holland, Belgium, and Switzerland.

"As interest [in macrobiotics] developed on the continent, Tara traveled widely and lectured in Belgium, Holland, Germany, and Scandinavia. Also, many aspiring teachers and leaders went from other countries to the Kushi Institute in London. Thus Tara and the London center played a major role in the development of macrobiotics throughout Europe.

"Meanwhile, smaller centers began to open up around Britain. In 1978, for example, Michael Burns, an Irishman who had studied in Boston, went to Edinburgh to start activities. London, however, remained the basis of the movement. Perhaps the first macrobiotic nursery school in the West was opened in the yard behind the CHF building on Old Street.

"In 1981 Tara returned to the United States to become director of the Kushi Institute of Boston. Denny Waxman, head of the Philadelphia East West Center, went to London to run the CHF and the Kushi Institute. He stayed two years. Since then the operations have been run by Kenyan born Jon Sandifer and others." Address: The New North Church, Hingham, Massachusetts (18 Mar 1985).

1582. Kotsch, Ronald E. 1985. George Ohsawa and Maison Ignoramus in Yokohama (Document part). In: R.E. Kotsch. 1985. *Macrobiotics: Yesterday and Today*. Tokyo and New York: Japan Publications Inc. 292 p. Sept. [144* ref]

• **Summary:** Pages 106-08: “Early in 1947 Ohsawa moved yet again, this time to the Myorenji district of Yokohama [south of Tokyo] where he rented a tiny house. He called this the Maison Ignoramus, “House of the Ignorant.” These frequent transfers reflect the housing and economic difficulties of the time. Perhaps too, they reflect Ohsawa’s restlessness, his search for a context in which he could express himself fully and organize his activities most effectively.

“Later that year Ohsawa read in the *Reader’s Digest* a condensed version of a book called *The Anatomy of Peace* by the American Emory Reeves. He was much impressed by its vision of a world political structure to prevent war. Shortly thereafter, Ohsawa came into contact with Japanese representatives of the World Federalist movement. This group had begun in the United States after the war, mainly through the work of intellectuals and public figures associated with the University of Chicago [Illinois]. It aimed to establish a world government, with all the elements of a national government: a parliament, president, even a ‘world army’ to enforce the authority of the central government. It was hoped that an international rule of law would achieve world peace. Centers were set up in various countries, and efforts were made to draw up a satisfactory world constitution.

“Ohsawa saw World Federalism as the perfect complement to his own *Shin Seikatsu Ho*. His vision of a peaceful world community began with individual biological regeneration. That of World Federalism began with a global organization based on law. Ohsawa joined the movement and quickly became one of the leaders of the nascent Japanese branch.

“With this broad new perspective, Ohsawa tried to give his activities an international ambience. He adopted the term ‘macrobiotics’ derived from Greek and meaning ‘great, all-embracing life.’ It is not clear where Ohsawa got the term. It may have come from the title of a book by an 18th century German physician named von Hufeland (see Chapter 15, p. 264). Whatever its source, the term was more international than *Shoku-Yo* or *Shin Seikatsu Ho*. Ohsawa also changed his own name. He substituted an alternate reading of the ‘sakura’ or ‘cherry tree’ ideograms, and came up with ‘Ohsawa.’ George came as a fanciful pronunciation of Jyoichi, a possible reading of his first name characters. Hence he became George Ohsawa. Also he gave many of his students Western style P.U. (*Principe Unique*) names such as Augustine and Gertrude. A few managed to escape this scourge, though with some difficulty. Ohsawa felt he was training citizens of the world, international missionaries who would bring the gospel of biological revolution and world

government to all nations.

“In 1948 Ohsawa moved the Maison Ignoramus to the Hiyoshi district of Yokohama, where it was to remain for four years. He gave it a second name, ‘The World Government Center,’ and put a large sign with those words on the roof of the small house. He continued to teach about the importance of food in health, and published a magazine called *Sana* (‘Health’) to spread these views. He also began to publish a newspaper (every ten days) called *Sekai Seifu* (‘World Government’). In it he addressed broader social, economic and political issues from his combined macrobiotic and world federalist perspective. Beginning in 1948 Ohsawa drafted a monthly letter to the leaders of the world, presenting his suggestions for solving current problems. The letter was rendered into fractured English, mimeographed, and then sent to 100 prominent political and cultural figures including Stalin, Truman and Einstein. The single reply was from Dr. Albert Schweitzer in Africa, and included an invitation to visit. Schweitzer probably never suspected that the unknown Japanese would someday actually arrive in Lambarene with his wife.

“At the same time Ohsawa tried to inject his macrobiotic views about the role of food in human life into World Federalism. He wrote to the leaders of the movement, complimenting them on their draft of a world constitution but chiding them for ignoring the role of food in establishing world peace. A world of peace can be realized only by a world of healthy and happy individuals. And this can be accomplished only by sound diet in accordance with the law of nature. If the leaders and citizens of the world eat foods such as meat and sugar, which generate fear and hostility, there will never be peace, regardless of a world political structure. Ohsawa coined the phrase ‘biological theory of revolution,’ and argued that until now all attempts to improve the human condition have focused on changing social, political and economic forms. They have ignored the biological basis of human life-food. Hence they have failed. Only a revolution which keeps this idea in mind will be effective and lasting. The movement for world peace must understand diet and apply this understanding in its work. In the summer of 1949 Norman Cousins, one of the American leaders of the World Federalist movement and founder of *The Saturday Review of Literature*, visited Hiyoshi. He stayed for a week, sharing the simple diet of miso soup and brown rice.”

“Ironically, as Ohsawa was adopting his ‘citizen of the world’ stance, he was censured by the government as an ultranationalist. After the war the authorities surveyed all war-time writings to ferret out ‘dangerous persons.’ The 1937 version of *Hakushoku Jinshu o Teki to Shite* had been banned as seditious by the Imperial Government in 1941. Now that same book was judged dangerously patriotic, and Ohsawa was officially blacklisted. He was barred from holding public office, which he did not mind, and from traveling abroad,

which he did indeed mind.

“For the next four years Ohsawa, not knowing when he himself would be able to go abroad, devoted much time and energy to the training of the students at the Maison Ignoramus. They would be his proxies in spreading macrobiotics in Japan, and particularly in the world beyond. Very consciously and carefully he sought to train people to be missionaries to the world. A small dormitory was built in the garden, containing a men’s and a women’s section. With bunk beds arranged three or four high it could accommodate about thirty people. It was usually full. Many of those who came were young idealists, sincerely attracted to Ohsawa and his mission. Others were interested more in the opportunity to go abroad. All were free to come and go as they pleased. The school was organized on the principle of ‘He who comes let him come, he who goes let him go.’ Of those who came and stayed, many were to remain active in the macrobiotic movement for years.

“Ohsawa ran the school as a *dôjô*, a place where a Tao or spiritual discipline is practiced. It was not a clinic or hospital. No sick people were allowed. Conditions were spartan, with no heaters, no radios, and no newspapers. Ohsawa, as *sensei*, or ‘Master’ was the absolute authority. The students or *deshi* were there to train themselves physically, mentally and spiritually. They looked to him for guidance and obeyed him absolutely.

“Each day followed a strict schedule. The students rose at 5: 00 A.M. and went immediately to a nearby aikidô dôjô for an hour and a half of martial arts training. Returning to the school, they performed *o-soji*, or the ‘honorable cleaning’ of the dojo buildings and grounds. The place was completely swept and then the straw mat floor, wooden pillars, and verandas were scrubbed down with cold water. Ohsawa, who usually had been up since two or three A.M. writing, would join the students in this task. Brandishing a duster in each hand, he would clean the walls with the speed of an ambidextrous swordsman. He would scrub the floor squatting on tiptoes, moving the rag vigorously with both hands. In all things he gave the students an example of efficiency, speed and concentration. Ohsawa would also sweep the street and clean the sewerage ditch that ran from the house to the station. One day the passing milkman had compassion on the poor fellow shoveling out the ditch and offered him a job. Ohsawa politely refused.

“After a brief period of free time the three-hour morning lecture began. Ohsawa stood before a blackboard in the narrow main room. The students sat in stiff *seiza*, the formal seat-on-heels position, on the floor about him. He lectured on a wide variety of topics-current events, history, art, literature-surveying all from the perspective of the Unique Principle” (Continued). Address: PhD, Hanover, New Hampshire; The New North Church, Hingham, Massachusetts (18 Mar 1985).

1583. Kotzsch, Ronald E. 1985. Chapter 10. After the master.

Part one: America [young Michio and Aveline Kushi, and Herman and Cornelia Aihara] (Continued–Document part II). In: R.E. Kotzsch. 1985. *Macrobiotics: Yesterday and Today*. Tokyo and New York: Japan Publications Inc. 292 p. Sept. [144* ref]

• **Summary:** (Continued): p. 166-168. “Next Kushi and Aihara established a Japanese gift shop called ‘Azuma,’ along with another student of Ohsawa, Noboru Sato (Roman). This venture was successful. Kushi then cooperated with another partner in a similar shop called ‘Ginza.’ He also represented a Japanese textile firm and later became vice-president of Takashimaya, New York. Takashimaya is one of the oldest and largest department store chains in Japan, with origins in the Tokugawa Period (18th century). Kushi was put in charge of setting up a branch on Fifth Avenue near the New York Public Library. In the summer of 1953, Aihara went to California. A supporter of world government and macrobiotics, George Hicks, had offered to reactivate a defunct tungsten mine to raise money for the movement. Aihara, with his background in metallurgy, went to help run the mine. However, union opposition made the project impractical. Aihara moved to Los Angeles and there received the first of the many deportation notices that were to haunt him for the next years.

“By late 1959 Aihara was back in New York City, when Ohsawa made his initial visit. He arranged the three ten-day lecture series which Ohsawa gave in the first months of 1960 and made a first mimeographed edition of *Zen Macrobiotics* to distribute at the meetings. Then, because of continuing pressure from the Immigration Service, he went to Europe with Cornelia and his two small children. Aihara returned to New York early in 1961 to discover that he had been elected president of the newly formed ‘Ohsawa Foundation.’ Accepting it with characteristic humility, Aihara worked to organize the small but growing macrobiotic community in New York City.

“In the spring of 1961 the confrontation between the U.S. and the U.S.S.R. over the Berlin wall occurred. When a group formed and, following Ohsawa’s advice to find a fall-out free haven, went to California, Aihara was one of its leaders. With his family, he was in the automobile caravan as it drove across the country. The group averaged three hundred miles a day and stopped each night to camp and to dine on rice and miso soup cooked over kerosene stoves. And Aihara was one of the leaders when the group, once settled in their new home, decided to form a food company, Chico-San.

“With the Aiharas’ departure from New York and resettlement with their fellow ‘pioneers’ in Chico, a second focus of macrobiotic activity in America was created. Until then New York, where both the Kushis and Aiharas lived, and where Ohsawa and Lima came to visit, was the sole center. For the next several years Chico and New York were the twin poles of the movement. When Ohsawa came

to America he visited both, and gave lectures and summer camps on the West Coast as well as in the New York area.”

“After Ohsawa’s departure for India in 1953, [Alcan] Yamaguchi remained active in the movement in Japan until Ohsawa summoned him to New York in 1960. Soon after arriving, Yamaguchi established, with the help of Kushi and Aihara, a tiny restaurant (there were only about ten seats) in Greenwich Village called ‘Musubi.’ It was America’s first public macrobiotic eating place. Another restaurant, on West 46th Street, was attempted before Yamaguchi returned to his wife and family in Japan in 1963.”

“Activities were also stimulated by the involvement of New York journalist and writer, William Dufty. A veteran writer for the *New York Post*, and the author of the celebrated biography of jazz singer Billie Holliday, *Lady Sings the Blues*, he had met Ohsawa in Paris in August 1964. After having experienced a tremendous change, physically and mentally, through the diet (he lost 60 pounds and ‘about ten years of age’ in two months), Dufty agreed to do an English version of *Zen Macrobiotics* that could be presented to the general public. The result was *You Are All Sanpaku*, published in 1965. As early as 1963 Ohsawa had become fairly well known in New York through feature articles by Tom Wolfe in the *New York Herald Tribune*. His prediction of problems for President Kennedy (because of the upward turning ‘sanpaku’ or ‘three-whites’ condition of his eyes), followed of course by the Dallas assassination, received considerable notice. But Wolfe’s articles and an all-night interview on WOR Radio’s Long John Silver show focused on Ohsawa as some kind of Oriental ‘medicine man.’ Only with Dufty’s book were Ohsawa and his teachings presented to the public in a clear, non-sensational manner.

“Late in 1965 though, the FDA raid closed down the Ohsawa Foundation. A year later Ohsawa died. These two shocks ended most macrobiotic activity in the city. For several years, until [Michel] Abehsera moved to Binghamton, N.Y., he continued teaching on a modest scale. And from the late ‘60s Shizuko Yamamoto, a shiatsu massage therapist, gave cooking classes in her apartment on a sporadic basis. But otherwise the New York macrobiotic community was moribund. Only in November, 1984 did a new, permanent macrobiotic center finally reestablish itself.

“Meanwhile, Kushi was increasingly dissatisfied with New York, both as a place to raise a family and as a place to teach macrobiotics. In 1964 Aveline and the children went to live in Gay Head on Martha’s Vineyard. Kushi remained in New York. The following year he chose Boston, the intellectual capital of America, as a place to settle and teach. Kushi, Aveline, and their then four children moved into a rented house on a side street north of Harvard Square in Cambridge. From that time Boston became the new focus of activities on the East Coast. Ohsawa visited in 1965, classes were held and a small group began to form. Kushi, no longer with Takashimaya, or otherwise employed, began teaching,

and giving lectures and massages. To meet the growing need for macrobiotic foods, Aveline Kushi started ordering rice, miso, and other staples in bulk and selling them to friends and lecture guests out of her front hall closet.

“In 1965 the Kushis rented a large house in Wellesley, an affluent suburb west of Boston. They planned to set up an ‘East West Foundation’ where macrobiotics and various Japanese traditional arts would be taught. Very quickly, though, opposition from conservative neighbors forced them to move again, this time to Brookline. Despite the setback, the macrobiotic group continued to grow. A tiny basement storefront on Newbury Street in Boston was rented as a retail food outlet. Aveline, the prime mover of the project, thought of using the name of Samuel Butler’s utopia. With twenty-three-year-old former actor Evan Root as manager, the Erewhon Trading Company was founded.

“Although it had escaped the fate of the Ohsawa Foundation the Kushi operation struggled during those first years in Boston. The bad publicity which resulted from the [Beth Ann] Simon case [see p. 137] continued to hang over the name of ‘macrobiotics.’ National media attention had labeled it as the ‘killer diet’ which caused extreme malnutrition and various deficiency diseases. One of its leading opponents was right in the Kushis’ backyard. At the Harvard Medical School, Dr. Frederick Stare, head of the Department of Nutrition, spoke and wrote widely about the macrobiotic diet as a serious public health hazard. Nevertheless, because of the determination of the Kushis and the support of their small group of friends, Boston became a stable center of macrobiotic activity. From 1966 it, rather than New York, was the focus of the movement on the East Coast. And from this time, the history of macrobiotics in America is really two stories. One concerns macrobiotics on the West Coast as it developed under the influence of the Aiharas and their associates. One concerns the Boston-based movement which grew and spread under the leadership of Michio and Aveline Kushi. While sharing the same philosophy, practice and general aims, these two streams, influenced by geography, culture and personality, followed somewhat different courses.

“While the East Coast branch of the family was having its ups and downs, the Chico community was having its own struggles. The first task was to survive economically in a strange city. Chico-San soon had stocks of native brown rice, wheat, beans, and of miso, soy sauce, sea vegetables and other foods from Japan. A bakery was opened, turning out the famous and now happily extinct unleavened macrobiotic ‘doorstop’ bread. This was sold on consignment at local stores. But there was little demand for it or for the other exotica. The good burghers of the Sacramento Valley scarcely knew what the foods were, let alone had any inclination to buy or eat them. The ‘pioneers’ found their best customers to be themselves. Many had to take outside jobs in order to support themselves. Herman, for example, worked

as a fruit picker in the local orchards” (Continued). Address: PhD, Hanover, New Hampshire; The New North Church, Hingham, Massachusetts (18 Mar 1985).

1584. Kotzsch, Ronald E. 1985. Chapter 10. After the master. Part one: America [young Michio and Aveline Kushi, and Herman and Cornelia Aihara] (Continued—Document part III). In: R.E. Kotzsch. 1985. *Macrobiotics: Yesterday and Today*. Tokyo and New York: Japan Publications Inc. 292 p. Sept. [144* ref]

• **Summary:** (Continued): p. 168-171. “Nevertheless, an Ohsawa Foundation was formed and became particularly active in publishing. A monthly magazine called *Yin Yang* was founded. A new edition of *Zen Macrobiotics* was prepared. An English version of *La Philosophie de la Medicine d’Extrême Orient* was published as *The Book of Judgment*. The ‘Shoku-Yô Human Life Reader’ published in Japanese in 1938 appeared as *The Macrobiotic Guidebook for Living*. Aihara was instrumental in these projects but got help from many others, including Shane and Lou Oles and Belgium-born Jacques de Langre. In 1964 *Zen Cookery* was compiled by Cornelia and other women in Chico and became the first macrobiotic cookbook published in English. It presented the very salty cuisine favored by Ohsawa, and by the second edition in 1966 an insert warned that the salt recommended in its recipes should be cut in half. The first West Coast summer camp was held in 1962 and became an annual tradition.

“In 1964 Aihara suggested to his partners at the Chico factory that they import a rice cake machine from Japan. The senbei (rice cake), a flat, round wafer of puffed rice about three inches across, is a favorite Japanese snack food. In New York, at the second ‘Musubi’ restaurant, rice cakes were being made and were well-liked. Aihara felt that these, containing only rice and salt, might be popular in the macrobiotic and in the broader ‘health food’ market in America. A machine was shipped to America by George Ohsawa. Soon the rice cakes (which to their detractors have the texture and romance of styrofoam) were being produced by a hand-operated press. Chico-San partner and eventual president Bob Kennedy automated and refined the machine. Soon several descendants of the original were turning out rice cakes for a growing market. Also in 1964 Junsei Yamazaki, a Japanese macrobiotic farmer, settled in Chico. He had come to the U.S. in 1963 and had first gone to New York. He had experimented with miso production there, setting up kegs in the basement of the Diamond Jim building on 46th Street under Yamaguchi and Kushi’s ‘Genpei’ restaurant. Moving to Chico, Yamazaki started making miso on a large scale to be marketed by the company. By 1967, with native miso and rice cakes, the company at last had a stable financial basis.

“Acceptance of the diet by the general public was slow, however. For most Californians the food and the ambience

were perhaps too exotic, spartan and Japanese. In one group though, macrobiotic thinking and practice, in some form at least, was widely adopted. In 1965-66, and then especially in the following year, the ‘hippie’ subculture developed, centered in the Haight-Ashbury district of San Francisco. Composed of the young and disaffected it rejected the values and lifestyle of bourgeois America. It embraced various vague anarchies and forms of mysticism, including that provided by hallucinogenic drugs. Marijuana, long available in the American subculture, and the newer, more powerful agents like LSD-25 and mescaline, were staples of daily life. By word of mouth and by the widespread distribution of the yellow paperback version of *Zen Macrobiotics*, the diet and something of its philosophy were introduced into the Hippie movement. By the summer of 1967 when the public media and the midwestern runaways arrived in force, brown rice, miso soup and sea vegetables had become the basis of the typical Hippie larder. These foods could be bought readily, for example at Fred Rohe’s ‘New Age Foods,’ one of the first of a new breed of natural foods stores. Several macrobiotic restaurants opened, and when ‘street kitchens’ were set up to feed the homeless young people, it was usually with a macrobiotic style meal.

“There were several reasons for this attraction to macrobiotics. For one thing it was exotic, distinctly non-American. On the culinary level it was a clear rejection of Middle America and the diet of meat, potatoes and ice cream which nourished it. And if the Hippies were doing anything, they were rejecting Middle America. Besides, it was Oriental, and thanks to Ohsawa’s well-intended ploy, associated with Zen Buddhism. Ever since the alcoholic mysticism of the 1950s Beatniks, Zen had a special appeal for America’s alternate culture. Then, as presented in *Zen Macrobiotics*, the diet promised a quick fix—perfect physical and mental health, plus some species of enlightenment—in the ten days of the Diet Seven rice cure. To a generation raised on TV dinners and fast food this was quite appealing. And it was cheap. Brown rice, beans and twig tea were and remain relatively inexpensive food staples. And in a subculture where much of the ready cash came from handouts or welfare, and much of it went for drugs, economy was an advantage.

“Despite the appeal of the diet there was little deep understanding of it or the philosophy behind it. Many, probably most, combined a brown rice-based diet with the free use of drugs. They did not realize that from a macrobiotic perspective, hallucinogens and other chemical agents at the extreme Yin end of the spectrum are very unbalanced and dangerous. They weaken the internal organs and the entire nervous system. Vitality, especially sexual vitality, as well as motor coordination, memory and mental acuity are all impaired by their use.

“Meanwhile, the Aiharas had moved to Carmichael, near Sacramento. In 1966, Lou Oles, who with his wife

Shane had managed the revived Ohsawa Foundation, died, and Shane asked Herman to assist her. Herman began to travel to Los Angeles once a month to give lectures at the Foundation headquarters. He was also instrumental in the publishing of Ohsawa's books, which were selling well on the East Coast as well as the West. By 1969, however, dissension had developed over the role of Shane's new husband in the organization. Herman resigned. In 1970 the Ohsawa Foundation dissolved. Aihara, who had moved to San Francisco, established the George Ohsawa Macrobiotic Foundation as a new educational and publishing organization.

"In Boston activities were on a modest level. After Ohsawa's death in April of 1966 the Kushis were in a state of deep reflection for several months. Kushi began giving lectures each Monday and Wednesday evening in a back room of the Arlington Street Church in Boston. These talks were supplemented by cooking classes with Aveline in Brookline. Between five and fifteen people usually gathered for Kushi's talks. Most of them were under thirty and many were regular attenders. Erewhon limped along on about \$300 per week in retail sales. Root's main compensation was room and board at the Kushis'. Another student and boarder, Jim Ledbetter, recorded and transcribed some of Kushi's talks and published them in mimeographed form as the first issue of *The Order of the Universe* magazine. The whole macrobiotic community in Boston at the time did not exceed 100 people.

"Then in the summer of 1967, almost as an East Coast counterpoint to San Francisco's 'Summer of Love,' the tempo of activity increased markedly. Scores of young people began to arrive from around the country, many of them directly from Haight-Ashbury. They were anxious to study and practice macrobiotics seriously, and had heard that Boston was its center and Kushi its main teacher. Attendance at the church lectures doubled, then tripled and continued to grow. They were moved out of the back room with its central wooden table surrounded by wooden chairs to a large lecture room with rows of folding metal chairs. The Kushi house began to overflow with family plus live-in students, and a large ex-boarding house on nearby University Road was rented. It was the first Boston 'study house.' Kushi began to give special lectures there for its residents, including talks 'only for women.' Business at Erewhon grew rapidly. Root turned its management over to others and with the Kushis looked for a restaurant site. One was found nearby on Newbury Street and early in 1968 Sanae ('young rice plant') was opened as the first macrobiotic restaurant in Boston."

Note: In 1968 Michio Kushi made his first trip to the West Coast as a teacher of macrobiotics. From May 10-14 he gave a seminar at Stanford University as part of the Esalen at Stanford program. He was invited and hosted by William Shurtleff (a director of the Esalen program), at whose commune home he also stayed.

"The next years were a kind of heyday for macrobiotics in Boston. A large, tightly knit community developed, creating and supporting a wide variety of activities. The network of study houses grew so that there were usually 100-150 people living in 'study' situations directly or indirectly controlled by the Kushis. Erewhon moved to new quarters on the other side of Newbury Street. Under the astute and far-sighted direction of Californians Paul Hawken and Bill Tara it became a pioneer and trend setter in the whole natural foods industry. Food production and distribution were started in a large warehouse on Farnsworth Street in South Boston, and new retail outlets were opened. At some point, most all those who came to Boston to study macrobiotics earned their living at the company. In 1969 Tao Books moved into the former Erewhon storefront and began to sell and distribute macrobiotic literature. The Order of the Universe Publications continued to publish monthly reports on Kushi's teachings. In 1970 former New York journalist Ron Dobrin started the *East West Journal* as a monthly magazine for the general public. The following year a second restaurant, large and relatively elegant ('Sanae 2,' eventually 'The Seventh Inn') was opened just off the Boston Public Gardens. Also in 1972, the East West Foundation was organized as a non-profit educational organization to promote macrobiotic teachings. A permanent center was established in spacious and bright quarters in downtown Boston. Kushi continued to lecture regularly there to a large and stable audience. Meanwhile Aveline was teaching cooking, training young women who in turn became cooking teachers. Deeply interested in Noh drama, the traditional dance theater of Japan, Aveline set up Noh study center at the East West headquarters. The master of the Kita Noh school in Tokyo visited periodically, and Aveline and a number of students in the macrobiotic community studied with him" (Continued). Address: PhD, Hanover, New Hampshire; The New North Church, Hingham, Massachusetts (18 Mar 1985).

1585. Kotzsch, Ronald E. 1985. Chapter 10. After the master. Part one: America [young Michio and Aveline Kushi, and Herman and Cornelia Aihara] (Continued—Document part IV). In: R.E. Kotzsch. 1985. *Macrobiotics: Yesterday and Today*. Tokyo and New York: Japan Publications Inc. 292 p. Sept. [144* ref]

• **Summary:** (Continued): "There were, to be sure, difficulties as well. Tao Books went bankrupt in the mid-1970s and the Seventh Inn, while busy, was hobbled with a \$2,000 a month basic rental expense and never really thrived. Erewhon Farms, a macrobiotic rural community near Keene, New Hampshire, struggled for several years and then dispersed. Some of these problems were due to the fact that those running the various businesses and organizations were young and inexperienced, if dedicated, amateurs. There was a somewhat naive faith that if one ate properly, lack of formal training and expertise would be outweighed by good

sense and good intuition. This often did work out. Sometimes it did not. There were also some tensions as Erewhon became a large company operating in the broader marketplace. When the retail stores in Boston began to sell potatoes, tomatoes, dairy foods, honey and other items not strictly 'macrobiotic' there was a heated controversy within the community. Some argued that Erewhon was compromising its values for business reasons. Others said that the company should meet the needs of a broad spectrum of customers but with the highest quality products. The latter group won the day. Despite these difficulties and tensions, it was a time of growth and accomplishment, and of optimism about the future.

"Thus by the mid-1970s there was a stable and substantial macrobiotic community in Boston, with flourishing businesses and with thriving educational activities. Several factors were crucial in this development. Chief among them, perhaps, was the work of the Kushis. Throughout these years both Michio and Aveline worked with energy and dedication to promote macrobiotics. Each, functioning in a distinct sphere, was crucial in the birth and growth of the community.

"Kushi emerged as a forceful and original interpreter of macrobiotics. Despite a lack of real fluency in English he presented the basic themes of Yin and Yang, the spiral of materialization, and the 'Way of Eating' in a clear and convincing manner. Yet he made some important changes and additions. For one thing, he greatly liberalized the diet. Under Ohsawa the emphasis had been on Diet Number Seven observed for ten days, followed by a less strict regime, but one still based on rice, much salt and a minimum of liquid. It became clear to Kushi, particularly after his many contacts with alumni of the American drug scene, that a less spartan form of the diet was better suited to most Americans. Many young people who had taken drugs proved too weak physically to thrive on such a simple diet. At the same time they were drawn for psychological reasons to very strict and rigid patterns. It became clear too that even healthy people had a hard time thriving on such a regimen. Thus Kushi began to recommend a transitional period during which meat, dairy products and raw fruits were reduced in a gradual way that would allow the body to adjust slowly. And for the long term he began to advise what he called the 'Standard Diet.' In terms of percentages of different types of foods, this regime is an average of the various 'levels' of the diet which Ohsawa taught. It consists roughly of fifty percent grains, ten percent soup, five to ten percent beans, twenty to thirty percent cooked vegetables, plus occasional fish and seafood, seeds and nuts, salad and fruits. He advised a drastic reduction in the amount of salt taken. In general, Kushi urged a flexible and free approach, counseling people to eat and drink more in accordance with their natural intuition than according to rigid rules. Under this influence the diet became more attractive and practical for a wide range of people. It

even acquired a hedonistic aspect as the grand tradition of 'the Boston dessert' was born and developed. Interest in creating natural 'sweets and goodies' added such delights as apricot-tofu custard and carob-carrot cake to macrobiotic cuisine. On the West Coast at the same time, Herman and Cornelia and others were also broadening the diet and adapting it to the needs of Americans.

"Also, Kushi greatly increased the body of macrobiotic thought. With insight and imagination he systematized and explained in detail topics over which Ohsawa had passed lightly. These subjects included macrobiotic medicine, diagnosis and physiognomy, the 'five-energy transformations' theory of Chinese traditional thought, agriculture and the particulars of world government. Also, he dealt with many areas which had previously not been an explicit concern of macrobiotics: history of the cosmos, human prehistory, astronomy, UFOs, human auras, the structure of the spiritual world, meditation, and spiritual practice. This expansion of macrobiotic thought by Kushi is so extensive and has had such a marked impact on the movement as a whole that it will be treated at length in Chapter 13.

"Kushi functioned not only as teacher and philosopher for the burgeoning macrobiotic community in Boston. He was also counselor, friend and father figure to the scores of young people who arrived from around the country and from other parts of the world. With a high and broad brow above dark owl-eye glasses, a perennial black three-piece suit, and a cigarette poised toward the heavens, Kushi was an impressive and mysterious figure. Yet he was also an approachable one, friendly, patient and even-tempered. Always willing to listen to any problem or question, general or personal, he was usually ready with some good, plausible advice. Unlike Ohsawa, Kushi seldom criticized his students, let alone berate or embarrass them in public or in private. His most frequent rejoinder to a suggestion, idea or answer was 'Ah yes, very good!' or 'Ah so, that's great.' Kushi was quite aware of this characteristic and its importance. In a lecture once he observed, 'Mr. Ohsawa's approach to teaching was very Yang, mine is very Yin. If I were like Mr. Ohsawa I would be sitting here tonight all by myself. Americans need a little gentler method.' Yet this was a natural rather than a consciously chosen inclination. Even as a young man Kushi apparently was almost uncannily patient and unflappable. During the first part of his stay in America Kushi received a particularly abusive letter from Ohsawa. He lost his temper, tore up the letter and wrote Ohsawa an angry reply. Ohsawa returned: 'I am so happy to learn that even you too can become angry.' The letter had been a test! Those who worked and studied with Kushi in Boston had to learn to deal with various, often disconcerting traits. He preferred to work late into the night and to rise late in the morning. He tended to be late for appointments or to forget them entirely. His business decisions were often inscrutable as well as ill-fated.

But his patience and kindness were unfailing.

“Kushi pursued these roles of teacher, guide and confidante with utter dedication. Like Ohsawa, he committed his time and energy totally to his mission. He pursued and seemed to thrive on a demanding schedule of lectures, meetings and consultations. Almost a classic case study of the ‘workaholic,’ he took no days off and, while lavishing time and energy on his students and their projects, had little time for his own children. He took no vacations. Once several students impelled Kushi to drive with them to the coast of Maine. When they pulled up to a rocky beach, Kushi remained in the car smoking a cigarette while the others gambolled by the water. ‘So this is a vacation?’ he observed quizzically when they returned. Kushi’s chief recreation seemed to be regular forays to the local coffee shop.”

Page 174: “In 1975 the first residential summer program was held at Amherst College.”

“In 1977 the Kushi Institute was established in Brookline. The Kushis rented and renovated large quarters in a substantial brick building to house this ongoing school for macrobiotics. A three-level program was set up.

Page 175: In 1975 “Michio made his first lecture trip to Europe. His seminar ‘The Principles and Practice of Oriental Medicine’ held at the Tara Hotel in London was attended by about 500 people. In the following years he made several trips each year.”

“While macrobiotics was spreading geographically from Boston, it was also spreading socially. That is, it was gaining a wider respectability and was being adopted by many older people and by others not associated with the youthful ‘counterculture.’ Several factors helped this process. One was the increasing acceptance by the medical community of the macrobiotic diet as nutritionally safe, and even as effective against illness. From early in his teaching career Kushi took every opportunity to present the case for macrobiotics to doctors and health professionals. He met often with individual physicians and appeared frequently before medical groups. These efforts began to bear fruit as early as 1972 when Dr. Frank Sacks and Dr. Edward Kass of Harvard Medical School did a study [published in 1974] of the effect of macrobiotic eating on blood cholesterol levels. They found that a sampling of macrobiotic people in Boston had optimally low cholesterol levels and thus hypothetically would be less prone to heart disease. Still, progress was slow. By the mid-1970s, though, there was a small but committed group of physicians who practiced and supported macrobiotics. This group included Drs. Mark Hegsted, Keith Block, Robert Mendelsohn and Christiane Northrup. Even Dr. Stare, the movement’s one-time nemesis, was enough convinced by Kushi’s broad presentation of the diet to allow that macrobiotics could be a sound nutritional regime. The image of macrobiotics as the ‘killer diet’ gradually disappeared from the medical community and thus largely from the popular press.” Address: PhD, Hanover,

New Hampshire; The New North Church, Hingham, Massachusetts (18 Mar 1985).

1586. Mitz, Bea. 1985. The joy of soy. *Total Health (California)*. Sept. p. 55-56.

• **Summary:** An overview that contains photos of products made by Legume (Tofu Stuffed Shells Provencale), Loma Linda (Ocean Fillets, Griddle Steaks), Worthington Foods (Tofu Topper), Eden Foods (Edensoy), plus Tofutti and Tofulite (made by Barricini).

1587. *Natural Foods Merchandiser*. 1985. Erewhon remodels, sales grow 53% to \$4 million. Sept. p. 1, 61, 64, 67.

• **Summary:** In 1776 Boston helped start the American Revolution. In April 1966 it helped start the natural foods revolution, when Erewhon opened for business. Three and a half years ago Erewhon filed for Chapter 11 bankruptcy. But today a revitalized Erewhon Trading Company, which operates three retail stores in the Boston area, has seen sales jump 53% to \$4 million.

A small color photo shows Erewhon’s Cambridge store which produces \$1.3 million annual sales in just 1,500 square feet of selling space.

1588. *Vegetarian Journal*. 1985-. Serial/periodical. Baltimore, Maryland: Vegetarian Resource Group. Editors: Debra Wasserman and Charles Stahler.

• **Summary:** Continues: *Baltimore Vegetarians Newsletter* and its numbering. Starts with Vol. IV, No. 9 (Sept. 1985). Focuses, as its subtitle states, on health, ecology, and ethics, plus recipes, world hunger, and animal rights.

Ulrich’s International Periodicals Directory 1990-91 states that the circulation is 4,000. Does book reviews. VRG is located at P.O. Box 1463, Baltimore, Maryland 21203. Phone: 301-752-8348. Editors: Debra Wasserman and Charles Stahler. Form filled out by Debra Wasserman. 1992. June. The circulation is now 25,000. It is published bimonthly (once every 2 months). “In Sept. 1985 (Vol. 4, No. 9), *Baltimore Vegetarians Newsletter* became *Vegetarian Journal*. In June 1989 (Vol. 8, No. 6), the publisher’s name changed from Baltimore Vegetarians to The Vegetarian Resource Group in 1990—because the group had so many members outside Baltimore. The Newsletter began as a typewritten 2-sided 11 x 17-inch piece (4 pages). It then gradually became a 16-page newsletter, until Jan/Feb. 1990 when it became a 36-page journal. We focus on health, ecology, and ethics related to vegetarianism. Nutrition articles are written and/or reviewed by dietitians and doctors. We try to focus on practical information and original research.”

Charles Stahler adds: The new name of The Vegetarian Resource Group was accepted in 1989 by Arnie Alper, MD, Ernest Kopstein, MD, Reed Mangels, PhD, RD, Charles

Stahler, Debra Wasserman, Anadi Naik, Carole Hamlin, Cindy Blum, Michael Blum, Audrey Fluke, Norris Fluke, and Barbara Lovitts. Karen Lazarus, MD, participated in discussion and creation of the name. She vetoed Vegetarian Resource Center since she thought that implied a medical center.

Contents of Vol. IV, No. 9—the first issue titled “Vegetarian Journal.” 10,000 copies were printed. Letters to the editor (incl. Michael Klaper, M.D., Florida). Information on Oct. 6 conference. Cooking classes. Meatless recipes. Animal products and their alternatives. What are the sources of casein, gelatin, musk, palmitic acid? Beluga whales (release them!). Alternatives to the 4 food groups. Note: This issue contains 12 ads for places to eat or shop. Address: P.O. Box 1463, Baltimore, Maryland 21203. Phone: (410) 366-VEGE.

1589. Brody, Jane E. 1985. Organic farming moves into the mainstream. *New York Times*. Oct. 8. p. C2.

• **Summary:** Discusses the work of the Rodale Research Center in Kutztown, Pennsylvania, and its “regenerative” agriculture techniques. The main focus of this research is finding economically viable ways that farmers can switch from conventional to organic farming. Weed control is another focus. Legumes are widely used for erosion control.

Rodale researchers deplore the attention being given to so-called “conservation tillage,” in which land is not plowed to reduce erosion, but lots of herbicides are used to keep the weeds down. This technique is being promoted by the herbicide manufacturers.

The conventional approach of modern agriculture is to dominate nature; But the Rodale approach is to try to work with nature. Address: Staff.

1590. Engel, Margaret. 1985. Relaxation and rice: Its mind over body at Natural Foods Expo. *Washington Post*. Oct. 27. p. G4.

• **Summary:** This Expo is a four-day gathering in Washington, DC, of 5,000 food manufacturers who are selling “everything from soy-burgers to no-sugar candy bars” and even “tofu hot dogs.”

1591. *Natural Foods Merchandiser*. 1985. Over 3,000 supermarkets now have natural foods sections. Oct. p. 18-19.

• **Summary:** Safeway, America’s largest supermarket chain, accounts for 950 of the 3,000 sections. In 1982, only 1,500 American supermarkets had natural foods sections.

1592. *Vegetarian Times*. 1985. USDA report gives portrait of natural food industry. Oct. p. 8.

• **Summary:** “In 1970, approximately 1,000 ‘health food’ stores were in operation. By 1983, this figure had grown to 10,975 (about 7 percent of all U.S. grocery stores), according to a U.S. Department of Agriculture report on the natural

foods industry. Sales have increased from approximately \$140 million in 1970, to an estimated \$3.3 billion in 1983 (about 1.2 percent of total grocery sales). This figure is expected to hit \$5.3 billion this year and \$12 billion by 1990... Nonfood items now account for about half of store sales—down from two-thirds in the early ‘70s.”

1593. Sugarman, Carole. 1985. Selling what comes naturally: From whole grains to tofu mayonnaise, health foods have hit the mainstream. *Washington Post*. Nov. 3. p. K1-K2.

• **Summary:** Mentions: Westbrae, Fantastic Foods, Second Generation Tofu Products. Address: Washington, DC.

1594. Sands, David R. 1985. A generous taste of natural foods: Industry holds first [Washington] D.C. expo. Tofabulous. *Business Review (Vienna, Virginia)*. Nov. 8. p. 7, 28.

• **Summary:** Soyfoods were the hit of the show. Address: Staff writer.

1595. Bennett, Gordon; Snyder, Steve. 1985. Soymilk standards: First draft. Emeryville, California. 11 p. Nov. Unpublished manuscript. 28 cm.

• **Summary:** Contents: Purpose of standards. General definition of soymilk: History, terminology, types of soymilk. Plain soymilk (traditional and new type): Ingredients, manufacturing process, varieties and nomenclature according to consistency, varieties and nomenclature according to method of growing soybeans (organic soymilk), varieties and nomenclature according to protein ingredients (soybeans, isolated soy proteins, etc.), varieties and nomenclature according to fat content, soymilk with (dietary) fiber, pasteurized soymilk.

Dairy-like soymilk (traditional and new type): Note: Each of the following have all or many of the same subcategory headings as for Plain Soymilk. Dairy-equivalent soymilk (traditional and new type). Infant formula soymilk. Blended soy beverages. Flavored soy beverage.

Labeling and advertising of soymilk: General, statement of identity, ingredient labeling, use date labeling, refrigeration information labeling, bulk products, substantiation of advertising claims. Microbiological guidelines for soymilk. Endorsement: “Seal of Soymilk Integrity.” Soymilk Standards Committee: Adoption and amendment of standards.

Gordon Bennett took the lead in creating an Ad Hoc Soymilk Group and in compiling these standards, which were based on and modeled after the tofu standards developed during the previous year. Bill Shurtleff of Soyfoods Center, who compiled the tofu standards and served as a consultant for these standards, is listed on the front page as a “Source.” Address: 1. Westbrae Natural Foods, Emeryville, California; 2. Vitasoy (USA) Inc., San Francisco, California: Both: Ad Hoc Soymilk Group.

1596. Bush, Larry C. 1985. Fermented foods: Tasty toner uppers. *Total Health (California)*. Nev. p. 40-41.

• **Summary:** An overview with a large color photo showing packages of: Miso-Cup, Westbrae Natural Shoyu, Westbrae Natural Johsen Double-Brewed Shoyu, Westbrae Natural Traditional Tamari Soy Sauce, Westbrae Natural Instant Miso Soup, Westbrae Natural Mild Soy Sauce, Erewhon Shoyu Tamari, Erewhon Hatcho Miso, Premier Japan Rice Miso, Premier Japan Mugi Miso, Premier Japan Takuan, Premier Japan Umeboshi, and Premier Japan Pickled Ginger.

1597. Ozora, Colleen. 1985. Of Granum and macrobiotics: A visit with Blake Rankin. *Macrobiotics Today (Oroville, California)*. Nov. p. 3-7.

• **Summary:** In 1969, while a student at UCLA, Blake Rankin came in contact with Erewhon—Los Angeles. After graduation from UCLA he and several friends set up a small health food store in Victoria, BC, Canada. Then he spent 3 months in Boston living in a Kushi study house and working in an Erewhon warehouse. Back in Seattle, he worked at Spiral Foods, an offshoot of Chico-San. Shortly after that he and George Gearhart, the proprietor, closed the store and in 1972 opened a wholesale company, Janus Foods. It was successful. [Note: Miso and shoyu, imported from Japan, were among the company's best-selling products.] After 2 years Rankin left and went to Japan for 6 months, where he traveled with Mitoku and Muso. Mr. Kazama, a friend of Aveline Kushi's brother, had not been in the food business before starting Mitoku. Then he went to Nepal and India on a spiritual search. In late 1973 he returned to Seattle and worked for Janus. Then he returned to Japan where he worked for Mitoku and studied calligraphy. In Japan he met his future wife, Yoko. Returning to Seattle, Rankin started Granum in 1981 as a distributor and importer for Mitoku products from Japan. Now the import company has a small retail store and a 10,000 square foot warehouse. Expected 1985 gross is more than \$500,000.

This article contains numerous photos of Blake and Yoko Rankin, and their two children. Address: GOMF, Box 426, Oroville, California 95965.

1598. *SoyaScan Notes*. 1985. Chronology of soybeans, soyfoods and natural foods in the United States 1985 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. 2. The soybean crushing industry begins a year of major restructuring as the big get bigger and two pioneers drop out. Ralston Purina announces that it has sold six of its soybean crushing plants to Cargill, Inc. A seventh at Memphis, Tennessee, was closed. This removed the company from the soybean commodity business. With this transaction Cargill passes ADM to become America's largest soybean crusher.

Jan. 3. "Myth or Miracle: Debunking the Tofutti Fad," by Mark Medoff published in *Whole Life Times*. The first exposé of Tofutti, which contains very little tofu. Jan. 13 Medoff appears on the Gary Null Show, Natural Living, to discuss his findings for 1 hour on prime time radio.

1985 Jan. 12. A.E. Staley Manufacturing Co. announces that it is basically getting out of the soybean crushing business. It has sold five of its six soybean plants (having a combined crushing capacity of some 275,000 bushels daily) to Independent Soy Processors Co., which is closely affiliated with Archer Daniels Midland. Staley was unable to sell its Decatur facility, which ceased operations indefinitely in Jan. 1984. With this transaction ADM has probably regained a slight lead as America's largest soybean crusher.

Jan. 14-26. Soybean Utilization Workshop held at Soyfoods Research Center in Gannoruwa, Peradeniya, Sri Lanka, sponsored by the Sri Lanka Soybean Project and INTSOY. 24 representatives from 12 developing countries participate. The world's first event of its kind (*Soyanews*, Dec. 1985).

Jan. 25-27. Natural Foods Expo at Anaheim. Soy ice creams steal the show. Tofu standards are debated heatedly at Soyfoods Association board of directors meeting on Jan. 28, especially by Ralston Purina attorney. Board decides funds are too limited to try to hire an executive director for SAA. Jan. 31. Paul Obis, founder and editor of *Vegetarian Times*, is seriously considering buying *Soyfoods* magazine from Doug Fiske. He makes a firm offer in late March.

Feb. "Designer Beans," an excellent overview of the U.S. soyfoods movement and its gourmet connections by Sandy MacDonald, published in *New Age* magazine.

Jan. American Soybean Association introduces SIS (Soybean Information Service), a computerized database focusing on soybean production and marketing, and oil and meal. The earliest record is 1958.

Feb. 21. *Tofutti and Other Soy Ice Creams: Non-Dairy Frozen Dessert Industry and Market*, by Shurtleff and Aoyagi published by The Soyfoods Center. Two volumes, 352 pages. This is the first study of the rapidly emerging soy ice cream market, and of Tofutti.

Feb. 27. "Tofu Products May Be In, but Its Fans Wonder if There's Tofu in the Products" by Trish Hall published in *The Wall Street Journal*. Second major exposé on so-called "tofu ice creams" (such as Tofutti and Gloria Vanderbilt Glace), which contain only a token amount of tofu, as a marketing gimmick.

March 13-14. The theme of the Feb. 27 *Wall Street Journal* article picked up by the NBC evening news and the Today Show. Very positive coverage for tofu. Gary Barat of Legume, David Mintz of Tofu Time, and Gloria Vanderbilt each speak about tofu.

March 22. *The Book of Tempeh*, extensively revised second edition by Shurtleff and Aoyagi, published by Harper & Row. New bibliography (374 entries), history chapter, and

list of tempeh producers.

March 26. Soyfoods Association's Tofu Standards (7th draft) presented to eight senior officials at the U.S. Food and Drug Administration's Center for Food Safety and Applied Nutrition, in Washington, DC, by Tom Timmins (Head of SAA Standards Committee), Gary Barat (President of SAA), Steve McNamara and Tom Donegan (SAA Food & Drug attorneys). The FDA group hears an hour long presentation on tofu, the standards, and the Soyfoods Association of America.

March. Soyarella (later renamed Soy Mozzarella), a tofu-based cheese, is introduced. It becomes an instant hit. Distributed by Neshaminy Valley Natural Foods of Huntingdon Valley, Pennsylvania, it is labeled as "non-dairy," yet it melts, and it tastes like cheese. Shrouded in secrecy, its manufacturer is unknown and the ingredients are questionable. It is sold in large blocks and labeled at individual stores.

March. American Soybean Assoc. launches a campaign among its members to write USAID and encourage them to cancel support for U.S. programs (such as INTSOY) aiding soybean production in Third World nations. The campaign is successful.

April 1. INTSOY signs a new cooperative agreement with USAID. Their work will henceforth focus on soybean utilization. The shift toward utilization began in 1983 and all work on soybean production and varietal development stopped in Aug. 1986.

April. *Tempe: An Annotated Bibliography*, compiled by Siagian and Sofia in Indonesia. Containing 273 references, it is the first bibliography to introduce the extensive Indonesian-language research on tempeh, the majority of which has been published since 1980.

April 15-16. International Symposium on Tempeh held in Jakarta, sponsored by the Indonesian Ministry of Health. 113 people attend.

April. Central Soya buys Griffith Laboratories' line of protein products.

May 31. Barricini Foods acquires Farm Foods, which then becomes a trade name for Barricini's natural / health foods line of non-dairy frozen desserts, including the pioneering product, Ice Bean, and Barricini Tofulite.

May. Morinaga, one of Japan's largest dairy companies, establishes Morinaga Nutritional Foods, Inc., a subsidiary with offices in Los Angeles, to focus on promoting their long-life silken tofu in America.

May. At the 6th Annual *Natural Foods Merchandiser* Merchandising Awards, soyfoods do well. Miso Mustard by American Natural Foods and Malted by Westbrae win gold medals. Ah Soy by Great Eastern Sun wins a silver.

May. Soft Tofu Cheese, a non-dairy cream cheese cultured in miso, launched by Simply Natural, Inc.

June. Tofu Topper launched by Worthington Foods.

June. Ralston Purina publishes its 1985 Consumer

Attitudes Monitor. Soy Protein in Foods, based on a nationwide survey of 628 adults. Indicates positive attitudes toward soy protein and soyfoods.

July 19. Shamrock Capital, a private company headed by Roy Disney, buys Central Soya, a publicly owned corporation. Agreement to buy was announced April 2.

July. Soy Supreme, spray-dried tofu powder, launched by Oberg Foods Div. of St. Peter Creamery.

July. Asian Symposium on Non-Salted Soybean Fermentation held at Tsukuba, Japan.

July 31. Tofu Time's sales of Tofutti increased more than sevenfold last year to \$17,114,886 as compared with \$2,361,391 for the previous year. Net income increased nearly 100-fold to \$2,006,451.

July. New Gallup survey on vegetarianism of 1,033 Americans shows that millions are eating less meat and tens of millions agree with the move away from meat. 72% disagree with what used to be the standard notion: "The vegetarian diet is just a fad that will pass." A majority (52%) believe that "no one really needs to eat meat more than once or twice a week."

Aug. The DE-VAU-GE soymilk plant in West Germany starts production. Built by STS, with 4,000 liters/hour of soymilk capacity, they make Granose and GranoVita brands of soymilk.

Aug. Lightlife Meatless Tofu Pups (hot dogs) introduced by Tempehworks / Lightlife Foods of Greenfield, Massachusetts. The product sold nearly \$250,000 in the next 10 months.

Sept. Soyfoods Center introduces SOYA, a computerized bibliographic database on soybean utilization, history, nutrition, processing, marketing, and production. Contains 18,500 references from 1100 B.C. to the present.

Sept. 30. Fearn Natural Foods in Illinois is sold by Louis Richard to Modern Products, Inc. in Milwaukee, Wisconsin.

Sept. 30 to Oct. 4. Tropical Soybean Workshop held at the International Institute of Tropical Agriculture (IITA), Ibadan, Nigeria. Proceedings are published in 1987 as *Soybeans for the Tropics*. Also this year IITA established a soybean utilization unit.

Sept. Tofulicious, a tofu-based non-dairy ice cream launched by Eastern Food products of Minneapolis. It was developed in conjunction with the University of Minnesota and funded by the Minnesota Soybean Research and Promotion Council. By 1986 it has become the first soyfood product in recent times to be actively promoted by state soybean associations, who sell it at many state and county fairs... where it is a big hit. Through Tofulicious many soybean growers begin to warm up to soyfoods.

Oct. 8th Draft of the Tofu Standards finished, incorporating extensive suggestions from FDA. Compiled by William Shurtleff.

Oct. Mori-Nu brand aseptically packaged tofu introduced by Morinaga Nutritional Foods.

Oct. Cream of the Bean Soygurt, a cultured soymilk yogurt, launched by Cream of the Bean, Inc.

Nov. Kikkoman introduces a long-life tofu in a foil retort pouch, imported from Japan. Poor quality causes the product to be withdrawn. It was re-introduced later.

Dec. Tofu Time starts exporting Tofutti to Japan. The first order by Daiei (a large retailer) of tubs for their parlors, is \$350,000. This may be the first major export of a soyfood product (not including ingredients such as soy protein isolates) to Japan.

* The International Institute of Tropical Agriculture (IITA) in Ibadan, Nigeria, starts a program to promote processing and utilization of soybeans in Nigeria and throughout Africa. Continued.

1599. *SoyaScan Notes*. 1985. Chronology of soybeans, soyfoods and natural foods in the United States 1985 (Continued) (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued. 1985 New Trends:

Dramatic Rise of Tofutti and Other Soy Ice Creams. 1985 will go down in the soyfoods history books as the “Year of Tofutti.” Never before in history of the United States has any soyfood product achieved such widespread and sudden popularity or notoriety.

During 1985 at least 50 brands of soy ice cream (many with “Tofu” on the label) were on the market worldwide, most in the USA. And many were made by America’s biggest dairy companies. An estimated 2.5% of all frozen desserts except novelties (popsicles, bars, etc.) sold in supermarkets were soy-based nondairy. The result of all this was to introduce tofu and isolated soy proteins to millions of people in a very positive context.

But many of the companies that sold so-called “tofu ice creams,” while emphasizing tofu in their product names and marketing programs, actually had surprisingly little (if any) tofu in their products. In fact they contain so little that this marketing gimmick might be misbranding and a deliberate deception of the consuming public.

Rise of Soyfoods in Europe. Thanks to the Belgian Office of the American Soybean Association (ASA), and specifically to the efforts of Michael Martin, Europe’s growing soyfoods movement is starting to become organized and active. In March 1984 Martin launched Europe’s earliest known soyfoods newsletter, *Soya Foods*, and in September organized the First European Soyfoods Workshop, for which bound proceedings were published. This is the first time in recent decades that ASA has promoted soyfoods (other than soy oil) in the Western World. The strong U.S. dollar has led to a recent dramatic decline in imports of soybeans and soybean meal to Europe for feed and oil use (European rapeseed and sunflowerseed are being substituted), so the ASA is exploring new outlets where soy is unique.

The launching of tofu production and marketing by

Switzerland’s biggest supermarket chain, Migros, and by Galactina, a large and respected maker of dietetic and pharmaceutical products (including soymilk) is a landmark for tofu in Europe. In early January, *Tages Anzeiger*, one of Switzerland’s biggest newspapers, had a special report on tofu, followed on Jan. 9 by a 30-minute TV feature on tofu.

The total number of soyfoods companies in Europe continues to show a steady increase. Many of these are being founded by people interested in macrobiotics. By Jan. 1985 there were 1,113 names in The Soyfoods Center’s computerized mailing list of people actively involved with soyfoods in Europe.

At the 1984 ASA soyfoods workshop, Martin reported the following estimates of annual European soyfoods consumption: A table with three columns shows: Soyfood name, consumption, percentage of U.S. consumption.

Soy oil—1.7 million metric tons—38%

Modern soy protein products—40 million kg—28%

Soymilk—9 to 10 million liters—7%*

Tofu—5 to 6 million kg—22%

Tempeh—400,000 to 500,000 kg—50%

Miso—250,000 to 300,000 kg—11%

* U.S. figure includes soy based infant formulas.

European figure is not clear on this point.

Note that the population of the USA is about 234 million compared with 489 million for all of Europe (not including the USSR), but 237 million for Northern and Western Europe, where most of these products are consumed.

Rapid Growth of Second Generation Soyfoods. In the 1984 edition of this book, we stated that the three fastest growing soyfoods in the USA (in terms of production increases) were tempeh (33% a year compound annual growth rate), tofu (15%), and soy sauce (14%). But now the picture has changed. In 1984 the fastest growing category was second generation products, ready-to-eat, all-American preparations, especially those based on tofu. The leader in this group is clearly soy ice creams (led by Tofutti), with a production growth rate of roughly 600% a year for the past 1-2 years. Then comes convenience tofu-based entrees such as Legume’s products, tofu burgers and tofu burger mixes, and the like. This is the number one way that soyfoods are now entering the mainstream American diet. And the biggest gains are being made by marketing companies, rather than manufacturers. The second fastest growing category may now be imported soymilks, growing at about 40-60% a year. Major New Capital Influx. The following is a brief summary of new capital influx to the soyfoods industry: A table with four columns shows: Company name, date of offering, \$ amount, equity or debt; use.

Legume—Oct. 1982—\$100,000 net—Equity. For tofu frozen entrees

Legume—Oct. 1982—\$100,000—Debt. For tofu frozen entrees

Legume—Nov. 1983—\$400,000 net—*Equity. For tofu

frozen entrees

Legume–Nov. 1983–\$200,000–Debt. For tofu Frozen entrees

Hinode Tofu–Nov. 1983–\$2,500,000–Equity For general expansion

Tofu Time–Dec. 1983 \$2,760,000 net–Equity. For soy ice cream

Tempehworks–July 1984–\$265,000–Debt. For tempeh expansion

Legume–Feb. 1984–\$200,000–Debt. For tofu frozen entrees

Legume–Aug. 1984–\$1,248,000 net–Equity. For tofu frozen entrees

Brightsong–Dec. 1984–\$500,000–Equity. For tofu products

Legume–April 1985–Expecting lots more. For tofu frozen entrees

White Wave–Expecting.

Note: Equity = Sale of equity ownership in the company via stock in a public offering or in a private placement. Debt = Debt financing by taking out a private loan.

How have these companies fared? Tofu Time has done spectacularly well. The value of the company has increased more than five-fold since Dec. 1983, and profits are excellent. Legume, a marketer of low-calorie, cholesterol-free frozen entrees featuring tofu, has had the hardest sledding. A preliminary prospectus by Huberman Margaretten & Straus dated 5 June 1984 stated that from its inception through 31 March 1984, the company incurred aggregate losses of \$709,773, including a loss of \$18,465 in 1982, then \$225,302 in 1983, increasing again to roughly \$486,500 in 1984. Legume's common stock had a negative book value; 1984 sales were "a little less than \$1 million." Yet the company has excellent products and in early 1985 landed some big food chains, which could help its bottom line considerably.

Growing International Interest in Tempeh. During 1983-84 Japan became a major tempeh producer. By May 1984 the world's largest tempeh producing company was Marusan-Ai (of Japan), which made 15,150 lb. a week. New marketing and production techniques were pioneered. The full story was described by Shurtleff and Aoyagi in *Tempeh Production* (1984).

Three Major International Symposia Featuring Tempeh were held: 15-16 April 1984 in Jakarta, Indonesia; 15-17 July 1984 in Tsukuba, Japan; and May 1986 in Honolulu, Hawaii. A special 13-day group study tour on Japanese Food Fermentations, led by Dr. Keith H. Steinkraus, has been organized by the Japanese-run, New York-based Technology Transfer Institute. Tempeh continues to be one of the fastest-growing soyfoods in the USA.

Growing Interest in Spray-Dried Tofu. Eleven articles were published this year on a product that promises to revolutionize the tofu industry. The first and largest

manufacturers (St. Peter's Creamery and Clofine) are both dairy companies. Spray dried tofu should appeal to the food industry, since it is easy to ship, store, and process.

Dairy Magazines Publishing Many Positive Articles About Soy-Based Dairylike Products. Traditionally the dairy industry has seen dairy analogs as a threat and fought to oppose them. The decades-long struggle against margarine is a good example of this. But now, many small dairies, struggling to survive, are looking for new products. A number (such as St. Peter's Creamery and Clofine) have gained a new lease on life by starting production of soyfoods.

Major Changes in the U.S. Soybean Crushing Industry. Narrow crushing margins, a depressed export market for U.S. soybean meal, and poor profitability have led two of America's biggest soybean crushers, the A.E. Staley Manufacturing Company and Ralston Purina, to decide to get out of the soybean crushing business in Jan. 1985. Clearly they view poor profitability as a long term problem, and plan to diversify away from unpredictable agricultural commodities toward the "value added," retail end of the nation's food supply. Staley, in effect, sold its plants to ADM and Ralston Purina sold its plants to Cargill. In Nov. 1984 Staley acquired CFS Continental, Inc., the nation's second largest supplier to the foodservice industry. Staley, previously the oldest existing soybean crusher in America (since 1922), now relinquishes that honor to ADM. ADM is now the largest soybean crusher in America, but Cargill (which has many overseas plants) is the biggest in the world. These changes have led to a concentration of control in the U.S. soybean crushing industry. Both Staley and Ralston Purina plan to keep their edible soy protein (isolates, concentrates, etc.) operations.

Biotechnology is Emerging as a Major, Promising Factor in future soybean breeding development. Some agricultural experts are predicting that it could usher in the latest agricultural revolution, following the agricultural revolution of the 1940s and the Green Revolution of the 1960s and 1970s.

The "Calcium Craze" Starts in America, aiding sales of tofu (curded with calcium sulfate), which is one of the best non-dairy sources of calcium.

1600. Johnson, Kirk. 1985. The Edensoy-FDA saga: A misleading claim about Eden's top product led to a pamphlet recall. *East West Journal*. Dec. p. 30, 32-35.

• **Summary:** Chronology of events: 1984 March 2–The FDA (U.S. Food and Drug Administration) informs Eden Foods, in a strongly worded letter, that it considers eleven claims in a promotional pamphlet for Edensoy to be erroneous. The FDA advised that the "Good for Babies" section of the pamphlet be deleted. Indeed the agency was so worried about the possible impact of the pamphlet that it asked Eden to stop distributing it, a request to which Potter agreed.

Exactly what happened next is unclear. The FDA says

it has invoices proving that Eden continued to distribute the pamphlet. Potter admits that “eight or nine” of the pamphlets did leak out.

1985 June 14—The FDA informs Michael Potter that a six-month-old child in Canada had become seriously ill after being fed the company’s soymilk as an infant formula. The mother said her decision to forgo regular infant formula was inspired by Eden’s own literature—the promotional pamphlet cited above which said that Edensoy was “Good for Babies.” For Eden, a company with 40 employees, the news came at a bad time since the company was geared up to begin a national promotion of its soymilk starting June 15—the very next day. By this time the come had sold some 18 million foil pouches of Edensoy. Eden took the position: “There’s a problem and were responsible for it.”

1985 June 23—Eden Foods voluntarily mails 10,686 requests for a recall of the pamphlet to its distributors and to individual retail stores. The company also agrees to insert a statement on the Edensoy label warning that the product is not to be used as an infant formula or as a sole source of nutrition. Until new labels could be printed, Eden Foods would mail red on white warning placards to be placed on store shelves where Edensoy is sold.

1985 Sept. 1—Sales and Edensoy for the last 2 months (July and August) were 50% higher than normal, thanks to a summer discount promotion. A photo shows Eden’s Michael Potter.

1601. Product Name: Tree of Life Spaghetti Sauce with Tofu.

Manufacturer’s Name: Tree of Life, Inc. (Distributor).

Manufacturer’s Address: 315 Industrial Dr., P.O. Box 410, St. Augustine, FL 32084. Phone: 904-829-3483.

Date of Introduction: 1985 December.

New Product—Documentation: Talk with Donna Detoro at Tree of Life. 1988. Sept. 23. This product was introduced in Dec. 1985.

1602. Great Eastern Sun. 1985. All About AhSoy—The Really Soft Drink (Leaflet). Enka, North Carolina. 1 p. Front and rear. 28 cm.

• **Summary:** Questions and answers about this soymilk. It is made by San-iku Foods in Japan. “It drinks like a shake—and you can use it to bake.” Address: Enka, North Carolina.

1603. Herman Aihara in California in about 1985 (Photograph). 1985. Undated.

• **Summary:** Herman Aihara was born in southern Japan and raised in Tokyo from age nine. He received a bachelor’s degree in metallurgical engineering from the reputable Waseda University in 1942. He met George Ohsawa at that time and became interested in Ohsawa’s philosophy. Herman moved to the United States in 1952 and began teaching macrobiotics in New York City in 1960. He was the first

elected president of the Ohsawa Foundation of New York. Herman moved to Chico, California in the fall of 1961 and continued his work with the west coast Ohsawa Foundation along with working for Chico-San, the first macrobiotic producer and distributor of macrobiotic foods in the United States, in 1962. He resigned from both and founded the George Ohsawa Macrobiotic Foundation in 1971 in San Francisco and moved to Oroville, California in 1974 and founded the Vega Institute, a residential study center, later that year. Herman is author of *Acid and Alkaline* in 1971, *Learning from Salmon* in 1980, *Kaleidoscope* in 1986, and many other titles. He is pictured here at the Vega Study Center in Oroville, California around 1985.

1604. Product Name: Soy “M” Non-Dairy Soy Milk [Carob, or Plain].

Manufacturer’s Name: H.V. Natural Foods (Distributor).

Manufacturer’s Address: Los Angeles, CA 90021.

Date of Introduction: 1985.

Ingredients: Plain: Pure filtered water, organic soybeans, soya oil, honey. Carob: Same plus carob and vanilla as last 2 ingredients.

Wt/Vol., Packaging, Price: 15 fluid oz (444 ml). Pure-Pack carton. \$1.25 plain. \$1.39 carob.

How Stored: Refrigerated.

Nutrition: Plain: per cup (8 fl. oz.): Calories 130, protein 2 gm, carbohydrates 17 gm, fat 5 gm, sodium 55 mg, potassium 120 mg. Carob: Calories 160, carbohydrates 12 gm.

New Product—Documentation: Labels. 1985, dated. 2.75 by 4 inches by 2.75 wide. Paper carton. Carob: White and tan on dark brown. Plain: White and light blue on dark blue. Glass of soy milk illustration. “From organically grown soybeans. Refreshing lite beverage. Drink it like milk. Use on cereal (plain) or in shakes (carob). Cholesterol free. No refined sugar added.” H.V. stands for “Health Valley.”

Talk with George Mateljan, founder of Health Valley. 1985. Oct. 20. Soy “M” is made in Los Angeles. Health Valley was founded in 1970. Hain was much earlier. Soyfoods Center product evaluation. One of the best soymilks we have ever tasted.

1605. Product Name: Soy Beans, Green Soybeans (Organic).

Manufacturer’s Name: Laurelbrook Foods.

Manufacturer’s Address: Bel Air, Maryland.

Date of Introduction: 1985.

Ingredients: Whole dry soybeans.

Wt/Vol., Packaging, Price: 1 lb.

How Stored: Shelf stable.

New Product—Documentation: One Label for each product sent by Margy Coates. 1992. March. Each weighs 1 lb and is “Packed and distributed by Laurelbrook Foods.” Soy Beans (Green ink on tan paper). 4.37 x 2.75 inches. “Dried

Beans are a rich source of nutrients, especially valuable as an economical, vegetable-protein food. Use alongside whole grains or seeds in soups, salads, burgers, stews and spreads. For easy digestion of the harder Beans, remember to soak them at least 3 hours or overnight and discard the soaking water. Use fresh water for cooking.”

Green Soybeans (Black ink on light beige paper). 4.25 x 2.63 inches. “These are easy cooking good eating soybeans, organically grown by local farmers. To prepare: wash and soak overnight. Drain and cover with water, then simmer (without salt) ‘till soft (just 2 or 3 hours). Substitute these beans for regular field beans in your favorite soybean recipe. They’re grown especially for people food.”

Note: This is the earliest document seen (June 2013) that contains the phrase “discard the soak” or “discard the soaking water”—in order to reduce the intestinal gas caused by sugars in beans, without losing essential nutrients. Then cook the beans in plenty of fresh water.

1606. Product Name: Westbrae Natural Johsen Double-Brewed Shoyu.

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan by Sendai Miso-Shoyu.

Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1985.

Ingredients: Water, whole soybeans, whole wheat, sea salt.

Wt/Vol., Packaging, Price: 5 fluid oz (146 ml).

New Product–Documentation: Bush, Larry C. 1985.

“Fermented foods: Tasty toner uppers.” *Total Health*. Nov. p. 40. A color photo shows the small bottle.

Label. 1986, undated. 6.5 by 3.5 inches. Paper. Orange, brown, blue, green, yellow and white. “Unique ‘4 year’ flavor. Westbrae exclusive 1984 pressing. Brewed once... then brewed again. 30% less salt than regular shoyu.”

1607. Product Name: Westbrae Natural Teriyaki Sauce.

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1985.

Ingredients: Johsen Shoyu and double-brewed shoyu (water, soybeans, wheat, salt), Sendai red miso (soybeans, rice, water, salt), rice vinegar, apple juice, tomato puree, Mirin (water, rice), rice malt (rice, malted barley), onions, black pepper, garlic, ginger, allspice, red pepper, natural gum stabilizers (tragacanth, xanthan).

Wt/Vol., Packaging, Price: 12.7 fluid oz (375 ml).

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Label. 1986, undated. 5 by 3.5 inches. Paper. Orange, white, blue, green, black. Mt. Fuji logo. “Westbrae’s Teriyaki Sauce is thick, so it can be used American-style like barbecue sauce or catsup.”

1608. Diamond, Harvey; Diamond, Marilyn. 1985. *Fit for life*. New York, NY: Warner Books. xiv + 341 p. Index. 24 cm. Paperback edition published Feb. 1987. 316 p. [204* ref]

• **Summary:** Contents: Part I—The principles. Introduction. 1. Diets don’t work. 2. Natural hygiene. 3. The natural body cycles. 4. The theory of metabolic imbalance. 5. The principle of high-water-content food. 6. The principle of proper food combining. 7. The principle of correct fruit consumption. 8. The theory of detoxification. 9. Protein. 10. Dairy products. 11. Exercise. 12. You are what you think you are. 13. The most frequently asked questions. Part II—The program. Introduction. 1. Breakfast. 2. Fresh juices. 3. The energy ladder. 4. The *Fit for Life* shopping list. 5. The main-course salad. 6. Life-style guidelines. A four-week example of the fitness life-style. In conclusion. Bibliography.

The only references to soy or soyfoods in the index are: Miso (p. 175; Cold Mountain, Eden, Westbrae), Soy sauce and Tamari sauce (p. 176; low-sodium—Eden, Soken, Westbrae). The text mentions Tofu Sauce (Westbrae). The authors (who live in semi-tropical Los Angeles) advocate high consumption of fruit, and are apparently unaware of tofu and tempeh. The book is near vegetarian but includes the use of fish, seafood, chicken, and turkey (p. 173-74, 237). It advises against the use of dairy products.

The paperback edition announces: “America’s all-time #1 health and diet book! Over 3 million copies in print!” Address: Pasadena, California.

1609. Duhon, David; Gebhard, Cindy; Jeavons, John; Stoner, Gary. 1985. *One circle: How to grow a complete diet in less than 1000 square feet*. Ecology Action, 5798 Ridgewood Rd., Willits, CA 95490. 200 p. Illust. No index. 28 cm. [27 ref]

• **Summary:** Duhon is a student of John Jeavons and Alan Chadwick, using the Biodynamic / French Intensive method of gardening. For good information on growing soybeans in a home garden or mini-farm, see p. 105-08. The Contents of this section are: Introduction. Use. Plant physiology. Culture. Varieties. Potential problems. Harvest. Storage. “If green beans are desired, harvest some of the pods before they turn yellow.” Address: Willits, California.

1610. Findlater, Evelyn. 1985. *Making your own home proteins: Tofu, tempeh, soft cheeses, yoghurt and sprouted seeds*. London: Century Publishing. 151 p. Illust. Index. 20 cm.

• **Summary:** Contents: The soya dairy (The soya bean, products of the soya bean {soya flour, shoyu and tamari, miso, cooking with miso}, soya milk, how to make it at home, recipes, tofu, silken tofu, yuba, soya milk yoghurt, soya milk yoghurt cheese, tempeh). Gluten (wheat protein). Goat’s milk dairy produce. Sprouting beans, grains and seeds (beans: aduki, alphantoco, chick peas, flageolet, lentils, mung beans, soya beans).

A portrait photo of the author appears on the front cover; a brief biography is found on the first page and in the introduction. Address: England.

1611. Pennington, Jean A.T.; Church, Helen Nichols. eds. 1985. *Bowes and Church's food values of portions commonly used*. 14th ed. Philadelphia, Pennsylvania: J.B. Lippincott Co. 257 p. 1st ed. was 1937. 2nd ed. was 1939. 10th ed. was 1966. [62 ref]*

• **Summary:** Aluminum is not among the lists of trace minerals in foods in the back. The book *does* list the following as trace minerals: chromium, cobalt, fluoride, iodine, molybdenum, nickel, selenium, and tin. Address: I. Formerly Instructor of Nutrition, City College of San Francisco, San Francisco, California [Now with U.S. Food and Drug Administration, Washington, DC]. Phone: 202-245-1064.

1612. Sanzone, Susan J. ed. 1985. *Healthy harvest: A directory of sustainable agriculture and horticulture organizations*. Washington, DC: Potomac Valley Press. 64 p. Illust. by Janet Trowbridge Francoeur. 24 cm.

• **Summary:** Contents: Preface, by James S. Turner, Publisher. Introduction, by Susan J. Sanzone, Editor. How to use the directory. Organizational listing (alphabetical, with detailed descriptions of 120 of these). Subject index (soy is not mentioned). Geographical index. How to participate in this directory (form to fill out and send to Healthy Harvest). Order form for more copies of this book.

1613. *The first macrobiotic cookbook: Formerly Zen Cookery*. Revised edition. 1985. Oroville, California: George Ohsawa Macrobiotic Foundation. 134 p. Topical index. General index. 22 cm. Copyright 1984, 1985 [11 ref]

• **Summary:** Edited by Cornellia and Herman Aihara, this is a revised and expanded edition of *Zen Cookery*, which was first published in 1964 by the Ohsawa Foundation of Chico, California. "Includes 296 recipes updated for the 1980's." Each recipe is numbered and the numbers are almost the same as in the original edition though some of the names have been changed slightly, and ingredients have been adjusted. Much less salt has been used.

There is an interesting preface followed by 4 pages of photos titled "Recollections of the early 1960s"—related to Chico-San, Inc. and followers of macrobiotics.

Contents: Preface. Photo recollections. 1. Grains. 2. Noodles. 3. Vegetables. 4. Beans and sea vegetables. 5. Soups. 6. Sauces. 7. Salads and pickles. 8. Special dishes. 9. Miso and soy sauce dishes. 10. Breads and snacks. 11. Desserts. 12. Beverages. Seasonings. Cutting styles. Glossary.

"Soon after George Ohsawa came to the United States as a missionary of macrobiotics in 1959, he published *Zen Macrobiotics* in 1960. This book in its original form included

recipes for macrobiotic cooking. Although the number of macrobiotic students increased rapidly because of his interesting lectures and charisma, the much needed editing of the recipes for clearer instructions and measurements was not realized until later.

"In 1961, on Ohsawa's advice, thirteen macrobiotic families, numbering thirty-six [sic, 34] people, left New York City and moved to a small town in Northern California named Chico. The following year, all the adult members of the group started the first macrobiotic food distributing company, Chico-San, Inc.

"Since nobody on the West Coast had heard of macrobiotic foods, one of the first jobs for the Chico-San founders was educating people in the macrobiotic philosophy, diet and cooking. A committee for the teaching of macrobiotic cooking was formed by the women of the group who began by separating the cooking section from *Zen Macrobiotics* and gathering recipes among themselves. Thus, Chico-San, under the name of the Ohsawa Foundation of Chico, published the first macrobiotic cookbook, *Zen Cookery*, in 1964.

"The book sold very well for eleven years. It was out of print from 1975 until 1984, when the George Ohsawa Macrobiotic Foundation published the book under its new title, *The First Macrobiotic Cookbook*. The 1985 edition has been completely revised and corrected; however, the original outline and numbering system have been retained."

The photos have these captions: "(1) Bill Salant, Al Bauman [both standing by a car], and Herman Aihara (not in picture) stop for refreshment on their exploration of the Sacramento Valley area prior to the cross country move. (2) On the road, Cornellia Aihara preparing breakfast for 36 hungry people at a scenic spot near Lincoln, Nebraska, on the way to California. (3) CBS News is on hand to greet the travelers upon their arrival in Chico. Later a 'Welcome to Chico' dinner was sponsored by the town. (4) Joanne Hirsch (left) with Teal Nichols (center), editor of the first edition of *Zen Cookery* [both are seated at a formal dining table with several other people]. (5) Shayne Oles, editor of *The New Zen Cookery*, with husband Lou (left) and Junsei Yamazaki.

"(6) Jacques deLangre, Tommy Nakayama, Lou Oles, and Bob Kennedy relaxing in front of Herman and Cornellia Aihara's home [in Chico]. (7) Herman Aihara rings up a sale at the first 'Chico-San'—the tailgate of his car. (8) Irv Hirsh getting a workout on the first rice cake machine (modified) in the United States. (9) Construction underway on a koji room at the Chico-San facility in Chico. (10) Bob Kennedy (right), president of Chico-San at its sale in 1985, standing in front of a new shipment of organic rice. (11) Meal time at the premier Chico picnic; still held annually at Hooker Oak Park. (12) Herman and Cornellia Aihara, hosting the 1964 New Year's Day celebration." Address: George Ohsawa Macrobiotic Foundation, 1511 Robinson St., Oroville, California 95965.

1614. Kotsch, Ronald E. 1986. Japan's natural foods pioneer: Mitoku's success is due to its network of quality suppliers. *East West Journal*. Jan. p. 18, 20-25.

• **Summary:** Mitoku "has been and (at present) remains the larger of the two main exporters of natural foods from Japan. With its chief competitor, Muso Shokuhin (see Sept. 1984 EWJ), it shares the bulk of a \$14-million-a-year market for superior Japanese food products.

"The central office of Mitoku is located in the prestigious Marunouchi building, in front of Tokyo Central Station... There is a staff of six Japanese and two foreigners (Christopher Dawson, a new Zealander, and Robbie Swinnerton, an Englishman)...

"The founder, sole owner, and guiding spirit of Mitoku is Akiyoshi Kazama, now fifty-five years old... A graduate of Waseda University in Tokyo, Kazama was selected in 1956 to study business in the United States... He became the first Japanese national to serve in the American Army following World War II. After two years as an American G.I. in Korea and Japan, Kazama returned to Japan and settled in Tokyo. He became an import-export agent for a German company dealing in opticals and electronics. Then in 1967 he got involved in the emerging natural foods business...

"At the time the newly formed Erewhon Trading Company of Boston was trying to import foods directly from Japan. Its owner, macrobiotic teacher Michio Kushi, was introduced to Kazama by letter through a mutual friend. Kazama agreed to use his trade expertise to ship \$3,000 worth of high-quality Japanese foods, selected by Kushi, to Boston...

"In 1969 Kazama formed a separate company to handle steadily increasing shipments, and called it Mitoku. Through the 1970s Mitoku continued to grow. It remained the principal supplier of Erewhon, which had become a leader of America's natural foods industry. Also, it played an important role in the development of other companies such as Janus, Laurelbrook, and Oak Feed... The company moved into the European market as well, becoming a major supplier of Lima of Belgium, Sunwheel of England, and other major distributors...

"When in the fall of 1981 Erewhon finally collapsed, Mitoku was its largest creditor and took a \$300,000 loss. Erewhon's demise nearly destroyed Mitoku... Mitoku has become a major supplier to Westbrae, Great Eastern Sun, Tree of Life, and the reborn Erewhon, all vigorous American firms...

"Over the last five years, Mitoku's annual sales have grown at about 20 percent a year. During the 1984-85 fiscal year gross sales were about \$7.5 million. During that period Mitoku bought some 300 food products from eighty-three producers... It sold to fifty-six customers around the world, including ten in North America and about thirty in Europe...

"Just this past month, Mitoku has introduced a line of

especially high quality products under its own label."

The author and Mr. Kazama visited a number of Mitoku's suppliers. Descriptions are given of Mansan Company Ltd. (making tamari and soybean miso since 1895), Sendai Miso Shoyu Co. Ltd. (the Sasaki family which runs the company started making miso in 1853), Fukaya Honten Shoyu (a small maker of organic shoyu).

1615. Associate Director, Import Operations Unit, (HFC-131). 1986. Revision to Import Alert #40-01—"Soy drinks, milk substitute drinks and other drinks that may serve as infant formulas." *Import Alert*. Feb. 21. 3 p. U.S. Food and Drug Administration, internal document.

• **Summary:** Concerns: Eden Foods' Edensoy, Soy Moo, Sun Soy, Ah Soy, Westsoy, Vitasoy, Westbrae Malted. "All soy-type beverages, whose labeling do not recommend or imply use as infant formula and do not make claims as a substitute for milk, should be released with the comment: 'This product is not to be used as an infant formula or as the sole source of nutrition. If this product is subsequently found to be offered for those purposes, FDA will take legal or administrative action against this and/or future shipments.' The labeling of these products should also be reviewed for compliance with nutrition labeling requirements (21 CFR 101.9). If the product does not comply with nutrition labeling requirements, comment to that effect should be included in the release." Address: Washington, DC.

1616. Eden Foods, Inc. 1986. The bean comes true. Enjoy America's favorite. Edensoy (Ad). *Natural Foods Merchandiser*. Feb.

• **Summary:** "Since July, 1983, the New Food, Edensoy, has been America's #1 soymilk. Overnight it became and remains the best selling soy drink in the U.S.A." A photo shows packages of Edensoy plain and carob standing on a table. A second package of Edensoy plain is being poured into a tall glass. Address: Clinton, Michigan.

1617. Great Eastern Sun. 1986. Information packet on Miso Master miso (Leaflets). Enka, North Carolina. 5 p. 28 cm.

• **Summary:** Contains the following leaflets: (1) Miso Master miso main selling points. (2) Miso Master misos: Traditional red miso, Mellow white miso, Country barley miso, Mellow barley miso, Sweet white miso, Chick pea miso. (3) Miso Master nutritional information. Address: P.O. Box 327, Enka, North Carolina. Phone: (704) 252-3090 or (800) 334-5809.

1618. Mitoku. 1986. Mitoku macrobiotic: The fine art of traditional food (Ad). *Natural Foods Merchandiser*. Feb. p. 28.

• **Summary:** A full-page color ad. "Like the finest painting or craft, each Mitoku Macrobiotic(TM) product is a masterpiece.

"They are made from extraordinary ingredients. Almost

all are organic, the purest and most natural we can find, the very best in all Japan. They are carefully made by hand with all the attention to detail that their time-honored recipes and traditional preparation demands. These foods are made in small quantities and cannot be hurried. Miso and Tamari require over a year to make; our Tsuyu Shoyu dipping sauce takes almost four full years.

“Mitoku Macrobiotic products are simple and elegant. Each package tells the story, where it comes from and how it was made. The foods themselves are superb: premium Sun-Dried Seaweeds, Authentic Mirin, Brown Rice and Umeboshi Plum Vinegars, Donko Shiitake Mushrooms, Sakurai Pastas, Mochi, Tekka and much more. Each one is unique with a distinctly different gourmet quality you will taste immediately. They are the most delicious products of their kind in the world.

“For Mitoku Macrobiotic the finest art of all is to create for you products of superior taste and health. Truly, The Fine Art of Traditional Food.”

1619. Product Name: Westbrae Natural Instant Miso Soup & Recipe Mix [Onion, Vegetable, Tomato, Mushroom, or Chili].

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1986 February.

Ingredients: Incl. dehydrated miso, vegetables.

Wt/Vol., Packaging, Price: 1 oz packets. Retail for \$0.70-\$1.00 each.

How Stored: Shelf stable.

New Product–Documentation: Ad (full page) in East West Journal. 1986. Feb. Black, green, brown, and white on yellow background. “Years of culture–yours in an instant. What is Miso? Macrobiotics? What did the Ancient Samurai Drink in the Morning? Why Westbrae’s Miso Soups? Who Are We? Since 1970, Westbrae continues to bring to the marketplace ‘foods that sell out from the company that didn’t.’”

1620. Roller, Ron. 1986. New developments with Edensoy, and sales figures (Interview). *SoyaScan Notes*. March 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Eden Foods has a joint venture with Marusan (Japan), building a soymilk plant in Saline, Michigan. Some Marusan technicians are now working with them in Saline, building the plant. Its about half done and should be on stream by June or July 1986. They plan a big plant opening. The new Edensoy will be packed in Tetra Pak, which has a lower packaging cost.

In the last 2 months sales of Edensoy have been 40,000 cases of 30 packs per case. This is 600,000 packs/month. Each pack is 6.0 U.S. fluid ounces or 0.1875 quarts. So this

is 28,125 gallons/month, or 337,500 gallons/year. Note: This is the first news of this exciting new venture. Edensoy soon became America’s leading brand of soymilk and a very famous and profitable soy product. Address: Vice president, Eden Foods Inc., 701 Tecumseh Rd., Clinton, Michigan 49236. Phone: 800-248-0301 or 517-456-7424.

1621. American Miso Co. 1986. Hand-crafted organic miso: Made in the USA (Ad). *East West*. March. p. 10.

• **Summary:** This one-third page vertical black-and-white ad begins: “Near the Smoky Mountains in the green, rolling country of western North Carolina, the Miso Master continues a centuries-old tradition of hand-crafted miso.”

“Containing living cultures, they are truly a living food. Look for Miso Master in the refrigerated section of finer natural foods stores everywhere.

“With its velvety, creamy texture and its superb flavor, Miso Master miso is perfect for soups, dressings, dips, spreads and sauces. For free recipes using Miso Master miso, send a self-addressed, stamped envelope to: Great Eastern Sun, P.O. Box 327, Dept. H, Enka, NC 28728. From our kitchen to yours—traditional Japanese miso, made for you, in the USA.”

At the top of the ad is an illustration (line drawing) of a traditional Japanese miso shop, with thatched straw roof and several wooden kegs and barrels outside. Near the bottom of the ad is the Miso Master logo, an illustration showing the head and shoulders of a Japanese miso master, with a knotted headband, in front of a large wooden vat of miso. Below it: “Distributed by Great Eastern Sun, 92 McIntosh Rd., Asheville, North Carolina 28806.”

1622. *East West*. 1986. The best & worst natural foods. East West’s first annual awards. March. p. 83-86.

• **Summary:** “Frozen non-dairy desserts. Best hard-serve product: Rice Dream by Imagine Foods of Palo Alto, California. Leaves all the soy products with their squabbles about tofu content and soy isolate use in the dust.” Address: Massachusetts.

1623. **Product Name:** Miso Master Miso [Country Barley, Traditional Red, Mellow White, Mellow Barley, Sweet White, or Chickpea with Barley].

Manufacturer’s Name: Great Eastern Sun (Marketer). Made in North Carolina by American Miso Co.

Manufacturer’s Address: 92 McIntosh Rd., Asheville, NC 28806. Phone: 1-800-334-5809.

Date of Introduction: 1986 March.

Ingredients: 1996: Organic soybeans, organic partially polished brown rice, sun dried sea salt, well water. Organically grown/processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 1996: 1 lb plastic tub. Retail for \$6.59 (Lafayette, California).

How Stored: Refrigerated.

New Product–Documentation: Ad in *East West*. 1986. March. p. 10. Nov. p. 81; *Soy Power*. 1987. Catalog. All 16 oz. Product with Label purchased at Open Sesame in Lafayette, California. 1996. Dec. Price: \$6.59. 4.25 inch diameter lid. Black, brown, and light green printed on clear plastic. An illustration shows the Miso Master logo. Text on the side of the tub reads: “The American Miso Company is proud to present domestic organic miso.” Soyfoods Center taste test. 1996. Dec. Excellent flavor, color, and aroma.

1624. Kotzsch, Ronald E. 1986. The way we were: An *East West Journal* retrospective. *East West*. March. p. 55-75. [20 ref]

• **Summary:** *East West Journal* started in January 1971. Ron Dobrin, a former New York reporter, says that the new periodical will start small, just 12 pages and about 1,500 copies printed. Richard Nixon was president and the Vietnam War dominated the news.

“While *East West Journal* was founded in 1971, its roots go back to the mid and late 1960s. The first wave of the post-war baby boom generation was entering adulthood. Many of these young people were restless and dissatisfied with the ideology and lifestyle to which they were heir. The dominant ‘cultural religion’ of the day had several key elements:

“* materialism: the belief that only what can be measured and apprehended through the senses is real (and important);

“* scientism: the belief that the scientific method is the only avenue to truth and that it applies to all areas of inquiry;

“* technologism: the belief that technology (the application of scientific knowledge) can solve all the problems of human life, i.e., sickness, poverty, hunger; * consumerism: the belief that the highest good in life lies in the consumption of goods and services. The more one has, the more one has realized human potentiality;

“* anthropocentrism: the belief that humans are the lords of the earth, and are free to use, exploit, and destroy nature as it suits their ends;

“* ethnocentrism: the belief that Western culture in particular in its modern form represents the apex of human civilization, and that the cultures of the past and of other parts of the world are inherently inferior.

“Many young people rejected some or all of these ideas and the way of living which they engendered.

“Mobile, bright, open-minded, and gullible, they set out in search of new ideas, new ways to live. They roamed the country and the world. Most passed through a period of experimentation with drugs. A few stayed there. Others went on, coming to abide (for a time, at least) on rural homesteads, in communes, in ashrams, or on the long road to India and Nepal. Some landed in Boston in the macrobiotic community which developed there after 1967.

“There was a strong Zen influence in Kushi’s teachings

and in the lifestyle of the macrobiotic community. This was seen as a tendency toward material simplicity in everyday life, an impulse toward communal living, a sensitivity and respect for nature, a valuing of intuition over science, and a concern for spiritual development.”

“There is indeed a unifying principle, obscure as it may sometimes be. *East West Journal*’s ‘thread of continuity’ is comprised of the ideas and values upon which the magazine was founded. And each is a creative response, a viable alternative to the mainstream ideology which we had found wanting. In lieu of materialism there is a belief in ‘spirit’ or ‘energy’ as the fundamental reality. Various terms, ki, chi, prana, it is the key even to matter, which is only a compressed form of it. In lieu of scientism there is a realization that while valid in its sphere, science cannot observe or judge the unobservable. In lieu of technologism there is a faith in simple and natural ways to solve problems, to cure sickness, and to raise food. In lieu of consumerism, there is a taste for simplicity and self-sufficiency. In lieu of anthropocentrism there is a humility before nature and a sense of responsibility for it. In lieu of western ethnocentrism there is a deep respect for the East, for the ‘developing’ world, and for the wisdom of generations. In lieu of historical pessimism is a belief that the world can be set right, that order and harmony can prevail on the societal as well as on the individual and family level.

“These ideas may turn out to be naive and idealistic. But for fifteen years they have been the heart of the *East West Journal*. In each issue, on each page, the magazine has tried to express and promote them.”

The name of this periodical was changed name from “*East West Journal*” to “*East West: The Journal of Natural Health & Living*” in March 1986 with this, the 15th anniversary issue. Address: Massachusetts.

1625. Sturgeon, Bruce. 1986. Great Eastern Sun, soymilk, and St. Peter Creamery (Interview). *SoyaScan Notes*. April 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** GES presently imports 3 containers a month of Ah-Soy. There are 3,000 cases/container and 30 packages/case. Each package is 180 ml. So this is 270,000 packages/month or 48,600 liters/month or 12,840 gallons/month or 154,081 gallons/year. Percentage of sales by flavor are vanilla 35%, original 30%, chocolate 18%, carob 17%. Sales have been flat for the last year due to increasing costs due to the poor exchange rate. They will soon make the product in the USA in Tetra Pak, but also continue to import some from Japan.

St. Peter Creamery in Minnesota has bought/licensed the Oberg patent. Their biggest customer is Ice Bean (soy ice cream, from The Farm in Summertown, Tennessee). They are a dairy company that also makes cheese for Kraft. They have three plants and will soon move to or start a new one in South Dakota. Address: Director of Marketing, Great Eastern

Sun, 92 Macintosh Rd., Asheville, North Carolina 28806.
Phone: 808-438-4730.

1626. Thomson, Bill. 1986. In search of the natural chicken. Is the truly organic, free-ranging, no-antibiotic chicken a mythical beast? *East West*. April. p. 38-42, 45. [2 ref]
Address: USA.

1627. *Washington Post*. 1986. Obituaries: Augustus Pembroke Thomson. May 19. p. D4.

• **Summary:** He died on May 12, at age 76, at the Medical College of Virginia. He lived in Front Royal, Warren County, Virginia. "Commander Thomson was president of Natural Food Associates and the founding president of Virginia Biological Farmers. He was also a widely known orchardist who used natural methods of growing apples and processing juice and vinegar."

1628. Bushnell, Davis. 1986. Erewhon: Back from Nowhere. *Boston Globe*. May 26. p. 11. Business section.

• **Summary:** Wilmington, Massachusetts—An anagram of Erewhon is "nowhere." And that appeared to be where natural foods manufacturer Erewhon Inc. was going in November 1981 when it filed for reorganization under Chapter 11.

Today Erewhon is going somewhere. To Charles T. Verde, president and chief executive officer, that means the company is on the way to a successful restructuring. "All our creditors have now been paid," said Verde, 44, explaining that previous claims against Erewhon of \$4.8 million have been settled for \$1.5 million. Last month Erewhon acquired a small cereal manufacturer, US Mills Inc. of Omaha [Nebraska], for about \$5 million, Verde said. In addition to its own mass-market cereals, the Omaha facility will also produce the nine new cereal products that Erewhon plans to introduce in the next year.

"We will be profitable because we're going to focus on cereals, the largest category—\$75 million to \$90 million annually—in the natural foods industry," said Verde. For the fiscal year ended last June 30, though, Erewhon lost "just under \$500,000" on revenues of \$3 million, he said. This year Erewhon will report sales of \$3.3 million, while its three retail stores, which are accounted for as subsidiaries, will have total sales of \$4.2 million, up 200,000 from a year ago...

"In April 1966 Michio Kushi opened an Erewhon Trading Co. store on Newbury Street in Boston to serve those espousing macrobiotics (the promotion of longevity through diet). 'Kushi was one of the forces behind the macrobiotics movement in this country,' said Verde, adding that Kushi's popularity prompted the opening of a Cambridge store in 1976 and a Brookline outlet in 1978. And then the troubles began... "In November 1981 the manufacturing and distribution operations went into Chapter

11. Yearly sales were about \$15 million, but there were also losses of \$2 million," he said. Kushi gave up control of the company (he is on retainer now as a quality adviser), which was then acquired by Ronald Rossetti, owner of Nature Food Centres Inc., whose Wilmington offices Erewhon now shares.

Verde was named president of Erewhon in the fall of 1982 and he, in turn, hired a former Gillette marketing colleague, Cynthia C. Davis, as vice president of marketing the following spring. First, the distribution operation was disbanded... "When Cynthia Davis, now executive vice president came in, she gave the packaging a contemporary look and weeded out the unprofitable products. Some 200 items were reduced by half."

Rossetti sold his stock last year for an undisclosed amount to a person Verde describes as "an East Coast investor." Verde said that he and Davis, 35, also have equity positions in Erewhon. Sixty-five percent of Erewhon's sales now come from the Northeast, 20 percent from California and the remainder from the Southwest and Southeast. Three years ago, said Verde, distributors wouldn't return phone calls because they had the attitude, "Who needs Erewhon?" Today, 40 distributors serve the company.

The *Boston Globe* (19 April 1987) notes that "Erewhon is the title of a satirical romance published in 1873 by English author Samuel Butler. In the mid-19th century, Butler went to New Zealand, where he became a successful sheep farmer. The narrator of his book finds a remote mountain colony in New Zealand where many institutions and attitudes are the opposite of conventional ones."
Address: Globe staff, Massachusetts.

1629. Business Trend Analysts, Inc. 1986. The health and natural food market. 2171 Jericho Turnpike, Commack, NY 11725.

• **Summary:** Section VII is titled "The Market for Soyfoods." It is a combination of material taken without permission from Shurtleff & Aoyagi's *Soy Milk Industry and Market* (especially the overview on page 96) and little bits and pieces for various sources that fail to give an accurate picture of this market. The report repeatedly speaks of the "soyfoods market" without defining which product types it is including. Part of the information is said to be based on "A special survey of 5,000 households, providing up-to-date information on changing consumer attitudes and buying patterns with respect to soyfood products." The results of this survey include consumption levels by household income, type of retail outlet, geographic region, race, age and presence of children. They project manufacturers' sales of soyfoods to be \$499.5 million in 1995, assuming a compound annual growth rate of 15.3% from 1985 to 1995. Generally a disappointing study, especially for the price.
Address: Commack, New York.

1630. **Product Name:** [Dried-Frozen Tofu].
Foreign Name: Gedroogde Tofu / Koya Dofu.
Manufacturer's Name: Manna Natuurvoeding B.V. (Importer-Distributor). Made in Japan.
Manufacturer's Address: Weerenweg 28, 1161AJ Zwanenburg, Netherlands.
Date of Introduction: 1986 May.
Wt/Vol., Packaging, Price: 200 gm bag. 7 pieces.
How Stored: Shelf stable.
Nutrition: Per 100 gm.: Calories 436, water 10.4 gm, protein 53.4 gm, vegetable fat 26.4 gm, carbohydrate 7.2 gm, calcium 590 mg, iron 9.4 mg, sodium 18 mg.
New Product–Documentation: Manna Bulletin. 1986. May. No. 12. p. 3. A photo shows the package with the Muso brand on it. Note: This is the earliest Dutch-language document seen (April 2013) that uses the term “Gedroogde Tofu” or the term “Koya Dofu” to refer to dried-frozen tofu.

1631. Westbrae Natural Foods. 1986. Q&A. Answers to most-asked questions about WestSoy (Poster). P.O. Box 8711., Emeryville, CA 94662. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center.
• Summary: Questions and answers about this soymilk. The shelf life is 1-2 years. It is sweetened with barley malt made from sprouted barley. It contains less than 1% added oil. Other soydrinks seasoned with seaweed averaged 144 mg of sodium per serving vs. 125 mg for WestSoy. Address: Emeryville, California.

1632. Belleme, Jan; Belleme, John. 1986. *Cooking with Japanese foods: A guide to the traditional natural foods of Japan*. East West Health Books, 17 Station St., Brookline, MA 02146. xi + 220 p. Illust. Index. 25 cm. [45 ref]
• Summary: A good study from a macrobiotic viewpoint, with more than 200 macrobiotic recipes. The authors studied in Japan and speak Japanese. Contents: Foreword. Acknowledgements. Introduction. Fermented Foods: miso, shoyu, tamari, brown rice vinegar, sake, mirin, koji, amazake, pickles, umeboshi, ume su, medicinal teas, ume extract, bonito flakes, natto. Noodles: cooking noodles, udon, soba, somen, clear noodles. Grains, incl. rice, mochi, seitan, fu gluten cakes, hato mugi [*hatomugi*] (Job's tears), rice syrup, rice bran. Vegetables: shiitake, daikon, Hokkaido pumpkin, Chinese cabbage, burdock, jinenjo, lotus root. Sea vegetables: kombu, nori, wakame, hijiki and arame, kanten (agar). Beans: azuki beans, black soybeans, tofu. Condiments: kuzu, dark (toasted) sesame oil, goma (sesame seeds), tekka, shiso momiji (shiso leaf condiment), wasabi. Teas. Cooking utensils. Appendix: Composing meals, pronunciation guide, suppliers. Bibliography.

Amazake (p. 39-45). Contains a ½ page description plus good instructions for making basic amazake (thick “pudding” and thinner beverage), both from glutinous (“sweet”) rice. Also recipes for Vanilla Amazake Pudding, Amazake Cream

Puffs, Neapolitan Parfait, Carob Amazake Brownies, Bob's Coconut Amazake Macaroons, Amazake Bread (yeasted), and Unyeasted Amazake Bread. Perhaps the most lengthy information on amazake available in English up to this time.

Hato mugi (“Job's tears,” p. 93) “resembles barley, but it is actually a member of the rice family. An easily digestible whole grain with only the tough outer husk removed, hato mugi contains less vitamin B-1 than brown rice but approximately twice as much protein, iron, vitamin B-2, fat, and slightly more calcium.” It has long been used in China and Japan as a medicinal food, “for strengthening the stomach, purifying the blood, and restoring health. Since it is so effective in helping the body to discharge toxins, people who are sick and weak, and women who are pregnant, nursing a baby, or menstruating should eat it sparingly.” Address: Rutherfordton, North Carolina.

1633. Kingaard, Jan. 1986. Looking back at the NNFA. *Whole Foods*. June. p. 1, 23-26.

• Summary: A 50-year anniversary history of the National Nutritional Foods Assoc. Today it represents a \$3 billion industry. Pioneers who helped to organize health food advocates into an industry include Ed Neumann, Stanley Phillips, Herbert Bristol, Bernarr Macfadden, George Spitzer, Henry Rosenberger Sr., and H. Wayne Walker. A photo shows some of NNFA's past presidents: Dave Ajay, Rosemarie West, Stanley Phillips, Max Huberman.

“The original organization, the American Health Food Association (AHFA), was founded in 1936 by Tony Berhalter.”

1634. Westbrae Natural Foods. 1986. *Westbrae Natural Malted*s. “The Cadillac of Soydrinks” (Poster). P.O. Box 8711., Emeryville, CA 94662. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center.

• Summary: Questions and answers about these rich and thick soymilk drinks. “What makes Malted so thick? What makes Malted so sweet? Why do Malted contain oil? Aren't Malted high in Calories?” Address: Emeryville, California.

1635. Westbrae Natural Foods. 1986. If all you want to do is save a few pennies on your soy sauce, don't bother reading this [about Johsen Shoyu] (Poster). P.O. Box 8711., Emeryville, CA 94662. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center.

• Summary: Johsen is made with whole soybeans and aged for two full brewing years. Address: Emeryville, California.

1636. Troy, John. 1986. Update on work with American Natural Foods and miso (Interview). *SoyaScan Notes*. July 28. Conducted by William Shurtleff of Soyfoods Center.

• Summary: John is now \$150,000 in debt. The natural foods market was much smaller than he had thought and than market studies indicated. There are only 200 good and

fairly big natural foods stores in the USA. The biggest ones are: Bread and Circus, Alfalfa's, Mrs. Gooch's, Whole Foods Markets in Texas, and Blue Bonnets in Texas.

John's products are now in 1,700 Kroger's stores. His three best-sellers are: (1) Miso Mustard, (2) Hot Stuff, and (3) Miso Sauce (a new product for chicken, with tahini and tamari).

Note: This is the earliest document seen (March 2020) that mentions Whole Foods Markets. Address: North Carolina.

1637. Hulm, Trevor. 1986. County gets big soy milk plant [American Soy Products, a \$10 million joint venture of Eden Foods, Kawasho International (USA), Marusan Co. Ltd., Muso Co. Ltd., and Seikensha Co. Ltd.]. *Ann Arbor News (Michigan)*. July 30. p. A1, A4.

• **Summary:** "A Clinton [Michigan]-based company has clinched a \$10 million deal with four Japanese joint venturers to produce soy milk in Michigan for the North American market. The company, Eden Foods Inc., and its partners have almost completed construction of a manufacturing plant at Saline. Production is expected to start in September, with an initial staff of 35."

Eden Foods' president Michael Potter estimates that Eden presently has 38-40% of the \$20 million a year soymilk retail consumer market in the USA.

"Potter, 36, will be chairman and chief executive officer of the new company, American Soy Products Inc. The four Japanese companies involved in the joint venture are Kawasho International (USA), Marusan Co. LTD., Muso Co. Ltd. and Seikensha Co. Ltd.

"Under terms of the agreement, Eden Foods will handle product marketing, sales and distribution; Kawasho will oversee administration and financing; Marusan will be responsible for product production; and Muso will coordinate international sales. Seikensha has patents on key pieces of the manufacturing equipment and is supplying the processing equipment for the plant.

"The joint venturers have already spent \$2.3 million on the factory and land at Saline. Another \$4.3 million has been invested in the latest equipment available in the industry, with a \$700,000 outlay for start-up costs. The company has committed \$1.8 million in marketing funds and \$700,000 in working capital."

"The new plant is expected to consume 85,000 bushels of soybeans and 8,000 bushels of barley annually, almost all of which will be obtained in Michigan."

Note 1. This is the earliest document seen (July 2013) concerning American Soy Products or this new American soymilk plant. A photo shows the soymilk equipment.

1638. *Natural Foods Merchandiser*. 1986. 7th Annual Natural Foods Merchandiser merchandising awards. July. p. 42-43, 45.

• **Summary:** Soyfoods won the following awards: Gold: San-J Tamari (wheat-free soy sauce) and Shoyu; Silver: Fantastic Foods' Tofu Scrambler & Tofu Burger, Westbrae Natural miso soups; Honorable mention: Walker & Wilks Tofoods frozen entrees, White Wave boxed tofu. Color photos show each.

1639. *Toyo Shinpo (Soyfoods News)*. 1986. Hatsu no Beikoku genchi seisan: Marusan-ai no tōnyū. Gōben-gaisha Michigan seiritsu [The first American production of Marusan-Ai's soymilk. Joint stock company established in Michigan]. Aug. 1. p. 1. [Jap; eng+]

• **Summary:** Japan's second largest soymilk maker, after Kibun, is Marusan-ai K.K. (Head office: Araki 1 banchi, Nikimachi Aza, Okazaki-shi, Aichi-ken, Japan. President: Koji Sato). They have recently established a joint stock company to produce soymilk in Saline, Michigan. Production is scheduled to start at the end of August, 1986.

The new company's name is American Soy Products. The start-up capital is \$200,000. There are 4 Japanese companies and one U.S. company involved. Their respective percentage ownerships are: Marusan-Ai (25%, soymilk and miso maker from Okazaki), Kawatetsu Shoji (25%, the New York based company that was previously in charge of exporting soymilk to Eden Foods from Japan), Eden Foods Inc. (25%, natural foods distributor and importer from Clinton, Michigan), Muso Shokuhin (15%, macrobiotic and natural foods exporter from Japan), and Seikensha (10%, soymilk equipment maker from Tokyo).

The chairman of the board is Mr. Michael Potter of Eden Foods Co. and the president is Mr. Hiroyasu Iwatsuki. As before, Eden Foods will continue to distribute the soymilk. The head plant is located in Saline, Michigan (50 km west from Detroit) on a site of 15,000 square meters. The main facilities are 1 Soymilk Line and 2 Tetra packaging lines. The initial run is scheduled to produce 100,000 packages of 250 ml equivalent. They are actually going to make both 250 ml and 1-liter packages. The company's first year sales goal is \$5,000,000. Address: Kyoto, Japan.

1640. Bennett, Gordon. 1986. Re: Sunday hike. *Food First newsletters*. Letter to William Shurtleff at Soyfoods Center, Aug. 8. 1 p. Typed, with signature on letterhead. [1 ref]

• **Summary:** Bill and Gordon recently took a hike together on Mt. Diablo. Gordon is enclosing an article about the absence of "good news" in *Food First* newsletters. He requests information about hydrogenating oils without producing trans-fatty acids / esters. Address: 4240 Hollis St., Emeryville, California 94608. Phone: (415) 658-7521.

1641. Eden Foods, Inc. 1986. Sweet summer soy milk treats: While Life recipe corner. *Whole Life*. Aug. p. 71.

• **Summary:** Contains 5 soy milk recipes provided by Eden Foods: Coconut creme pie. Banana bread. Mocha mousse

(set with agar flakes; serve chilled). Carob creme pie. Edensoy fruit shake. Address: Clinton, Michigan.

1642. Harizuka, Fujie. 1986. Kôji no kôyô to katei de no tsukurikata, tsukaikata [The benefits of koji, and how to make and use koji at home]. *Tsuchi to Kenko (Earth and Health, Tokyo)* No. 168. p. 15-22. Aug. [Jap]

• **Summary:** This magazine is published by the Japanese Organic Agriculture Assoc. (Nihon Yûki Nôgyô Kenkyû-kai, Kikan-shi). Address: Japan.

1643. USDA National Agricultural Library. 1986. Alternative Farming Systems Information Center (Brochure). NAL, Room 111, Beltsville, MD 20705. 4 p. Slightly revised May 1989 (8 panels).

• **Summary:** The “AFS Information Center” is a comprehensive source of information on organic farming, integrated pest management, and related subjects. It can aid with research and provide copies of documents. Address: Beltsville, Maryland. Phone: 301-344-3704.

1644. Westbrae Natural Foods. 1986. Distributor catalog, Northeast delivered pricing: Sept. 1, 1986. Emeryville, California: Westbrae. iv + 17 + [13] p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in black on a light blue background. Pages i-iv are general information, 1-9 are a computer-printed price list, and 11-17 are a product glossary. There are also 1-page, single-sided inserts (sell sheets, many in full color) including the following Westbrae products: (1) Malted’s (2 new flavors—Java and Almond. No caffeine (c) 1984). (2) Malted’s: “The Cadillac of soydrinks” (Q&A). June 1986. (3) The uncommon ramen—whole wheat, 12 flavors in all. (4) Instant vegetable miso soup. Address: Office: 4240 Hollis St., Emeryville, California 94608; Mailing: P.O. Box 8711, Emeryville, CA 94662. Phone: (415) 658-7518 (orders).

1645. Olson, Lise. 1986. Soy milk plant opens: State farmers to reap benefits of new facility [American Soy Products plant at Clinton, Michigan]. *Detroit News*. Sept. 10.

• **Summary:** The American Soy Products soy milk plant was dedicated on 9 September 1986. A small package (8.45 oz) of Edensoy sells for \$0.59; the larger (33.8 oz) sells for \$1.99. Edensoy comes in three flavors: plain (which has a wheat germ flavor), carob, and vanilla. In 1985 privately held Eden Foods had sales of about \$12 million.

A large photo shows Yasuo Watanabe and Teizo Okada, two Japanese partners in American Soy Products, at the dedication of the new soy milk facility. Address: Michigan.

1646. Bennett, Gordon. 1986. Re: Soy milk standards and the Soy milk Standards Committee. Letter to Judy Walker, Soyfoods Association, 1101 Connecticut Ave., N.W. #700, Washington, DC 20036, Sept. 12. 1 p. Typed, with signature

on letterhead.

• **Summary:** “Regarding the Soy milk Standards Committee: the self-appointed ad hoc committee consists of myself, and Steve Snyder and Yvonne Lo of Vitasoy. Since the standards are on my word processor, I guess that makes me the ad hoc chairperson.

“The soy milk standards draft #1 was composed about two years ago entirely by myself, based on the format of the then-current draft of the tofu standards and incorporating information primarily from Bill Shurtleff’s Tofu and Soy milk Publications. After comment from various people in the tofu standards group (especially Tom Timmins), I put together draft #2 in time for the Washington [DC] meeting last October.

“Draft #2 was offered at the general meeting to any members who had interest, and I suggested that comments be forwarded to my attention. To this date, I have received written comments from the technical people at Vitasoy (Hong Kong) and a copy of the Chinese National Standards for Soy milk from Mr. Chen of the Food Industry R&D Institute of the Republic of China (which unfortunately is in Chinese). Steve and Yvonne and I also met and discussed Draft #2. Most of their comments and some later ideas that I had have been incorporated into Draft #3 (“Third Draft Soy milk Standards”), which is enclosed and which I plan to hand out at the general meeting, again soliciting comment.

“At this general meeting, it might be wise to formalize this committee, and I would like to get a few other soy milk producers on the committee—Harry Tanikawa from House Foods would be good, for example, if he is willing. Peter Golbitz of Island Tofu Works may also be interested. I do hope, however, that we can avoid clogging the committee with people who may have good intentions but who are not knowledgeable in the field and who are not among the more important factors involved. One last point: all expenses to date have been borne by Westbrae, including some conferences with the same law firm that is advising on the Tofu Standards. I am happy to continue to do this, so long as these expenses stay “reasonable.”

“Please advise if you want copies of Drafts #1 and #2 for your records.”

Copies mailed to: Gary Barat, Tom Timmins, Bill Shurtleff, Steve Snyder, Yvonne Lo, and Harry Tanikawa.

Note: The Third Draft of the Soy milk Standards is 21 pages, typewritten, double spaced, with 12 sections. Address: Westbrae Natural Foods, 4240 Hollis St. (P.O. Box 8711), Emeryville, California 94608 (or 94662). Phone: (415) 658-7518.

1647. Rosenbaum, Jack. 1986. Out in the cold—Larry Brucia. *San Francisco Progress*. Sept. 19. p. B1.

• **Summary:** “Larry Brucia hosted a dinner for 16 at the Trattoria Contadina to celebrate his forthcoming marriage. Who he? Several years ago broken boxes of nuts, raisins,

coconut, dried peas and such were returned to the plant with the contents all mixed together. He idly picked up a handful and popped it into his mouth. Trail Mix, a popular supermarket item, was born and Brucia was making a mint. To get the proper proportions the company now uses a genuine cement mixer. Minus the cement.”

1648. **Product Name:** Sweet Cloud Sesame-Miso Munchies.

Manufacturer's Name: Great Eastern Sun (Marketer-Distributor). Made in North Miami, Florida, by Sprout Delights Bakery.

Manufacturer's Address: 92 McIntosh Rd., Asheville, NC 28806. Phone: 704-252-3090.

Date of Introduction: 1986 September.

Ingredients: Sweet Cloud Rice Syrup, crisp brown rice [like brown Rice Krispies], tahini, mellow white miso, pure vanilla, natural flavor.

Wt/Vol., Packaging, Price: 1.33 oz (38 gm) plastic bag. Retail for \$0.69 (11/91).

How Stored: Shelf stable.

New Product–Documentation: Soya Newsletter. 1987. Nov/Dec. p. 7. Talk with Bruce Sturgeon of GES. 1988. Jan. 27. Gave manufacturer and introduction date.

Product with Label purchased from Smoky Mountain Natural Foods, Asheville, North Carolina. 1991. Nov. 15. 2.75 by 4.5 inches. Plastic bag. Tan, black, dark red, and white on pink. Illustration of white clouds against a pink sky. “All natural.” Soyfoods Center product evaluation. 1991. Nov. 28. Chewy and delicious.

Talk with Steve Bern of Sprout Delights. 1992. July 11. He introduced other flavors of these Munchies in about 1985 or 1986, then later Great Eastern Sun got interested in them shortly after GES introduced Sweet Cloud Rice Syrup in a jar. Only the sesame-miso flavor contains miso.

1649. McSweeney, Daniel. 1986. Organics in action! OFPANA seeks uniformity, commonality, verification of organic foods. *Whole Foods*. Sept.

• **Summary:** The Organic Foods Production Association of North America (OFPANA) was formed in 1984. Thomas B. Harding, Jr., is OFPANA's first president. He is president of AgriSystems International of Wind Gap, Pennsylvania. This is an interview with him and the progress of OFPANA.

Note: This is the earliest document see (March 2020) with the word “organics” in the title.

1650. *Toyo Shinpo (Soyfoods News)*. 1986. Kenko imeeji-do besuto 20. 6 i ni nattô, 11 i ni tôfu [The 20 Japanese foods with the healthiest image. Natto is 6th and tofu is 11th]. Oct. 21. p. 1-2. [Jap; eng+]

• **Summary:** The healthy image ranking, based on a survey of 1,000 households in October 1985. Conducted by Shokuhin Sangyo Center in Tokyo (Toranomom. Tel. 03-591-

7451) and titled “Health and Food.” 1. Sardines (340 points out of a possible 1,000), 2. Shirasu (the young of sardines, 298), 3. Process cheese (259), 4. Real fruit juice (241), 5. Umeboshi salt plums (227), 6. Natto (227), 7. Natural cheese (225), 8. Brown rice (218), 9. Honey (210), 10. Tofu (204), 11. Wakame (sea vegetable, 197), 12. Soymilk (196), 13. Yogurt (193), 14. Sesame oil (181), 15. Konnyaku (180), 16. Cow's milk (180), etc.

1651. Eden Foods, Inc. 1986. Lima. Muso. Eden Foods (Ad). *East West*. Oct. p. 107.

• **Summary:** The Lima Company, founded in 1957 in Belgium and France, was the first macrobiotic food company, a pioneer and champion of biological [organic] agriculture. The Muso Company, founded in 1959 in Osaka, Japan, was the second macrobiotic food company, and mother of the most developed, prolific, and effective macrobiotic educational effort in the world. Eden Foods, founded in 1967 [sic, 1969] in Michigan, USA, is an American macrobiotic food company and trusted conduit for biological and organically grown staples.

“After an eleven year relationship, the Muso Company appointed Eden Foods its General Agent for North America in January of 1984. In May of 1986, after two years of negotiations, the Lima Company honored Eden by placing it in the same position.” Address: Clinton, Michigan 49236. Phone: (313) 973-9400.

1652. **Product Name:** Health Valley Soy Moo: Non-Dairy Soy Drink.

Manufacturer's Name: Health Valley Natural Foods (Marketer-Distributor). Contract packaged in the Western USA.

Manufacturer's Address: 700 Union St., Montebello, CA 90640.

Date of Introduction: 1986 October.

Ingredients: Pure water, organically grown soybeans*, concentrated grape juice, malted barley, vanilla, dulse (sea vegetable) (2/91). * = Organically grown and processed in accordance with Section 26569.11 of the California Health and Safety Code.

Wt/Vol., Packaging, Price: 250 ml and 1 liter Tetra Brik Aseptic cartons.

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 6 fl oz.: Calories 90, protein 6 gm, carbohydrate 9 gm, fat 3.5 gm, cholesterol 0 mg, sodium 85 mg, potassium 25 mg. RDA of calcium = 2%.

New Product–Documentation: Shurtleff & Aoyagi.

1985. Soymilk Industry and Market, Update. “During early 1985 Alpro continued to make a private-label soymilk, brand-named Soy Moo, for Health Valley in Los Angeles. Then in mid-1985 Health Valley switched to having their product made in America, probably from powdered soymilk, packaged in 250 ml and 1 liter Tetra Brik cartons by a

contract packer in the western USA.”

Golbitz. 1987. Soya Newsletter. March/April. p. 8. After severing ties with Vandemoortele in 1985, Health Valley worked for nearly a year on a new Soy Moo soymilk and re-launched the produced in the fall of 1986. Talk with Gordon Bennett of Westbrae. 1988. April 2. Health Valley uses a soymilk powder from some source (perhaps Clofine) and trucks it to a Tetra Brik company, that reconstitutes and packages it.

Product with Label purchased at Open Sesame in Lafayette. 1991. Feb. 16. 3.75 by 6.5 by 2.5 inches. Tetra Brik Aseptic carton. Front: Color photo of milk being poured into a glass that is surrounded by muffins, strawberries, and a blue bowl of cereal against a sky-blue background. The Health Valley Logo is in the center of the glass. “Cholesterol free. Lactose free. Made with organic soybeans. Ready to use.” The company address now given as 16100 Foothill Blvd., Irwindale, California 91706-7811. “Product of U.S.A.” Soyfoods Center product evaluation. Flavor: So-so, with a somewhat unpleasant and unnatural aftertaste. Package design: Excellent.

1653. Kotsch, Ronald E. 1986. The pioneering spirit of Ohsawa-Japan: Japan’s first macrobiotic company puts principles before profits. *East West*. Oct. p. 72, 74-75.

• **Summary:** In 1953 George Ohsawa “left Japan to teach the principles of macrobiotics in other lands. Several years later, after sojourns in India, Africa, Europe, and America, he returned to his homeland for a visit. When he saw that it had become almost impossible to procure traditional-quality foods in his own country, he urged some of his followers to become involved in farming and in food processing. He encouraged others to set up a company that would seek out existing producers of high-quality items and market their products in Japan and abroad. Thus was born Ohsawa-Japan, staffed by loyal disciples of Ohsawa and headed by his sister-in-law Flora Tanaka.

“From its inception Ohsawa-Japan was a company rich in ideals and slim in capital. As Yoshi Nanabayashi, its export manager, told me, ‘We have always been, above all, a macrobiotic company. So our first concern has been to distribute only the highest-quality food, made according to strict standards. Considerations of cost and profit have always been secondary. Mr. Ohsawa taught that proper food is the key to the health and happiness of humanity. Our main aim has been to promote the health of individuals and of society, not to make a lot of money. And,’ he added with a laugh, ‘we have been fairly successful.’”

What the Tokyo-based company lacks in professionalism it makes up for in dedication to its ideals. From several score of traditional Japanese food producers (mostly small and family-run) around Japan, it gathers more than 100 products (including miso from Yamaki Miso Co., shoyu, and tamari), packages them, and distributes them to the small but strong

network of macrobiotic stores and centers throughout Japan.

For years Ohsawa-Japan’s “exclusive North American distributor was Chico-San, the natural foods company located in Chico, California. In 1984 Chico-San, which had thrived on its rice cake business, was sold to the H.J. Heinz Corporation. Six months later the import rights to the Ohsawa-Japan products were sold back to Chico-San’s original owners, Herman Aihara and Bob Kennedy. At that point a new company, Ohsawa America, was set up to import and distribute the products of Ohsawa-Japan. Today that company, based in Chico, handles about seventy basic Japanese macrobiotic items...

“The main difficulty facing Ohsawa America is the high prices it must ask for its products. The cost of living in Japan is one of the steepest in the world... In addition, the value of the yen has increased dramatically.” Lane Seiger is operations manager of Ohsawa America. As Joel Wollner notes, “Like Ohsawa-Japan, Ohsawa America is a philosophy-driven company.”

Note: This article does not say what year Ohsawa-Japan was established, but it was probably in about 1961 or 1962 since Ohsawa first went to the USA in 1959. Address: PhD, Staff.

1654. Lehnert, Dick. 1986. Eden Foods’ new product: Milk from soybeans. *Michigan Farmer (Duluth, Minnesota)*. Oct.

• **Summary:** The new \$10 million soymilk plant at Saline in Washtenaw County will use 85,000 bushels/year of Michigan-grown soybeans. These beans will be grown under contract with Michigan farmers to be processed in the 22,000 square foot stainless steel plant. One such farmer, Fred Schettenhelm, from Milan, has worked with Eden Foods for 10 years. He and a few other farmers will provide Beeson soybeans to the new plant. Fred works with Ron Roller who is in charge of procurement for Eden Foods. The soybeans will not be organic initially, but they must be of premium quality and guaranteed Beeson variety.

“Eden began in 1967 as a student-run cooperative in Ann Arbor. Now it is privately held by six stockholders. Headquarters are near Clinton in northern Lenawee County.” The U.S. market for soymilk is now about \$50 million a year. Edensoy, which has captured 38% of it in the last 3 years, is now Eden Foods’ most successful product. “The taste is nutty, not beany, reminiscent of sunflower seeds.”

While the plant is not big by world standards, it is the first low-acid food producing and aseptic processing plant in the USA. As the author left the plant on Sept. 9, six weeks of FDA inspection was to begin before the plant would begin operation. Photos show: Michigan Department of Agriculture Director Paul Kindinger, Michael Potter, and a Japanese investor. A view of the outside of the plant with a silo. Address: Minnesota.

1655. *McDougall Newsletter (The)*. 1986-- . Serial/periodical.

Santa Rosa, CA: Dr. John McDougall. Vol. 1, No. 1. Sept/Oct. 1986. Editor and publisher: John McDougall, M.D. Frequency: Bimonthly. *

• **Summary:** Form filled out by Dr. John McDougall. 1992. June. The circulation is not given. Address: 3550 Round Barn Blvd., Suite 303, Santa Rosa, California 95403. Phone: 707-576-1654.

1656. **Product Name:** Supersoy [Original, Vanilla, Carob, Cocoa, Lemon, or Coffee].

Manufacturer's Name: Mitoku USA (Importer). Made in Japan by Kibun Health Foods Co., Ltd.

Manufacturer's Address: 292 Washington Ave. Ext., Albany, NY 12203. Phone: 518-456-8006.

Date of Introduction: 1986 October.

Ingredients: Original: Water, whole soybeans, brown rice malt, brown rice, kombu (seaweed).

Wt/Vol., Packaging, Price: 6 oz retort pouch or 6.7 oz Tetra Brik Aseptic carton with straw.

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 6 fl oz.: Original: Calories 110, protein 7 gm, carbohydrate 10 gm, fat 4 gm. Vanilla: Calories 180, protein 6 g, carbohydrate 32 g, fat 3 gm. Carob: Calories 180, protein 6 gm, carbohydrate 33 gm, fat 3 gm.

New Product–Documentation: Labels. 1986. 3.75 by 6 inches. Plastic pouch. Yellow, black and white. Original: on blue background. Carob: On cherry background. Vanilla: on tan background. All have glass of soy drink with straw illustration. “Rich, refreshing flavor! No added oil. Low sodium.” Ad, full-page color, in East West. 1986. Oct. p. 105. “All Natural Supersoy. Original Soy Drink. Made from whole soybeans with brown rice. No added oil, salt, refined sugar, or preservatives.” Three packages: 6 fl oz pack; 6.7 fl oz box with straw; 16.8 oz family size.

Ad in East West. 1987. March. Inside front cover. “New! 6.7 fl oz box w/ straw.” Golbitz. 1987. Soya Newsletter. March/April. p. 8. In Oct. 1986 Mitoku USA began to import Supersoy from Japan, where it was made by Kibun. This late entry product was originally available in 6 oz retort pouches but is now packaged in 6.7 oz Tetra Paks in original, vanilla, carob, and cocoa flavors according to Mitoku’s Joel Wollner. Lemon and coffee flavors were just unveiled. Retail prices are \$0.49 to \$0.69 per unit. Talk with Martin Roth. 1989. Aug. 17. He played a key role in developing the concept and graphics for this product.

Letter from Joel Wollner, Executive Dir., Mitoku USA, Albany, New York to East West Journal. 1989. Jan. p. 6. Like Edensoy, Supersoy contains no added oil in any of its 4 flavors and never has since its introduction in 1986.

Talk with John Belleme. 1991. March 7. The company that imported this product and a cola drink, Mitoku (USA), went bankrupt about 18 months ago. Talk with Sherry Kelly of a marketing company. 2001 Sept. 14. Walmart sold Supersoy until several weeks ago, a 3-pack totaling 18.2 oz.

in vanilla flavor.

1657. Photographs of J. Robert (“Bob”) Kennedy in Chico, California. 1986.

• **Summary:** See also next page. Both photos, taken in Oct. 1986, were sent to Soyinfo Center by Carl Ferré who adds: (1) At the Ohsawa America office. “If memory serves, he was rarely in the office at this point in his life. He is sitting at Lane Seiger’s desk—Lane was the manager of the operation. (2) At his home office.” The photo on the wall directly behind his chair is of the youthful couple, Lima and George Ohsawa. Carl adds: “Interesting to see his trumpet in the photo—I only heard him play a few times—he was a real pro.”

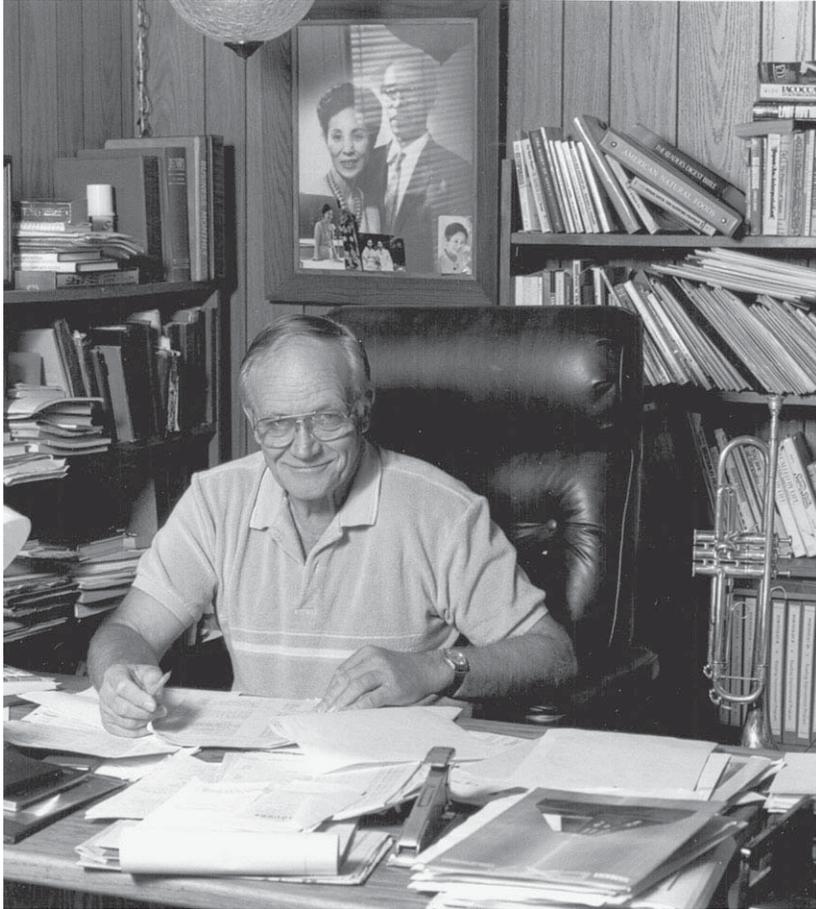
Photos courtesy of George Ohsawa Macrobiotic Foundation, www.ohsawamacrobiotics.com. (P.O. Box 3998, Chico, California 95927-3998. Phone: 530-566-9765).

1658. Shurtleff, William. 1986. Eden Foods, Edensoy, and American Soy Products: Bold and innovative venture—marketing soymilk in America. Soyfoods Center, P.O. Box 234, Lafayette, CA 94549. 5 p. [1 ref]

• **Summary:** A brief history of Eden Foods and an analysis of the development of American Soy Products, based on interviews and other publications. Address: Lafayette, California.

1659. *SoyaScan Notes*. 1986. What are barley, pearl barley, and Job’s tears? (Overview). Nov. 1. Compiled by William





Shurtleff of Soyfoods Center.

• **Summary:** Note: Barley was one of the first grains cultivated to provide food for both humans and animals. Because it has two hard, inedible husks, most barley is milled to some degree to make it more edible. The word “pearling” is used to describe the refining of barley down to the grain’s endosperm (starch) layer. After the husks, bran and germ are removed, the remaining grain resembles a pearl. For the highest protein, fiber, vitamins, and mineral content, look for barley kernels that have been pearled enough only to remove the tough outer layers.

Barley comes in many forms and degrees of refinement. Hulled (also called whole) barley, has only the tough outer husks removed; it still contains the nutrient-rich germ and bran. Scotch or pot barley is husked and coarsely ground. Barley grits are husked and ground into medium-coarse pieces. Pearled barley has the husk and bran removed and has been steamed and polished; it comes in coarse, medium (the most commonly packaged), and fine sizes.

A new barley hybrid, high beta-glucan hullless, does not require pearling, contains more soluble fiber, and contains starch that is more stable during freezing and thawing.

Job’s tears (*Coix lachryma-jobi*), used as an ingredient in some varieties of soymilk (such as Edensoy) and known as *Hato Mugi* in Japan, are the seed kernels of an annual grass

long prized in the Orient for its health giving and nutritional properties. The term *Hato Mugi* is translated in some Japanese dictionaries as “pearl barley,” but this is not correct; *hato* means “dove or pigeon” and *mugi* means “barley.”

1660. Bennett, Gordon. 1986. Update on work with soymilk at Westbrae Natural Foods (Interview). *SoyaScan Notes*. Nov. 14. 2 p. Conducted by William Shurtleff of Soyinfo Center. [1 ref]
Address: 4240 Hollis St., Emeryville, California 94608. Phone: (415) 658-7521.

1661. Potter, Michael. 1986. History of Eden Foods and development of American Soy Products joint venture and Edensoy–1971 to 1986 (Interview). *SoyaScan Notes*. Nov. 14. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Michael Potter joined Eden Foods in Oct. 1971, and by Aug. 1973 he and Tim Redmond each owned 50% of the shares. Under their leadership the company grew steadily until 26 Nov. 1979, when a fire destroyed the Eden warehouse and \$800,000 inventory. The firm with 100 employees and 2,400 products struggled for its life. After the fire, Redmond sold his stock back to the corporation and resigned. Thereafter the company moved to rural Clinton, Michigan, decreased its size and number of products, while switching its emphasis to manufacturing and marketing carefully selected imports.

A major reason for Eden’s recovery after the fire can be traced to support from Muso, Eden’s export partner in Japan. In the mid-1970s Muso had about 12 importers in America but by 1979 many of these had gone out of business. Each bankruptcy dealt Muso a painful blow, as had the fact that many of the natural food products that Muso had pioneered in Japan were now being imitated and launched by other, bigger companies in mainstream Japanese markets. Muso was hurting.

In July 1983 Eden Foods surprised the American natural foods industry by launching two designed-for-America long-life soymilks named Edensoy in plain and carob flavors. Made in Okazaki, Japan by Marusan Ai, packaged in stand-up retort pouches, and exported by Muso, the product was the result of a 15-month process involving trips to Japan to visit Marusan and consultations with the U.S. Food and Drug Administration in Washington, DC. [Note: Individual 6-ounce pouches retail for \$0.69-79, making Edensoy the most expensive soymilk on the U.S. market, selling for 12.3 cents per ounce, or more than 5 times the price of cow’s

milk.]

Eden was the first Caucasian-American company to import soymilk, and their gamble paid off; sales skyrocketed sparked by extensive magazine advertising. Between September and December over 1 million 6-ounce packs had been sold. Now a host of competitors rushed to follow Eden's lead, and many of them went to Muso to ask for a similar product made by Marusan. Eden strongly objected. The result was that in January 1984 Eden became Muso's exclusive import agent in the United States, not only for soymilk but for all products. Both companies considered the agreement beneficial.

Just as Edensoy was getting into high gear, the product had its first serious encounter with the U.S. Food and Drug Administration, which on 2 March 1984 sent Eden Foods a strongly worded letter citing eleven claims in Eden's pamphlets that the agency considered erroneous. FDA expressed concern about the company's apparent endorsement of Edensoy as an infant formula; FDA asked Eden Foods to stop distributing the pamphlet in which Edensoy was promoted as "Good for Babies." Despite the hassle that followed, Edensoy performed much better that year than Eden had dared to hope: 1984 sales were 11 million units (individual pouches), 70% above target, and Potter began to dream about a Marusan soymilk plant in America.

By 1985 privately owned Eden Foods had about 50 employees and annual national sales of about \$12 million. Sales that year were 10.25 million units, down 7% compared with 1984. By 1986 Potter estimated that Eden Foods had 38-40% of the \$50 million a year of the soymilk retail consumer market in the US. Edensoy accounted for 20% of Eden Foods' sales, and Edensoy plain was selling better than any other brand in a small-sized carton. But the market was getting crowded. Yuppies were buying Edensoy. The macrobiotic market was only a small segment for Edensoy.

See also interview with Potter (Nov. 1986) on "History of Eden Foods: Building a soymilk plant in America." Address: President, Eden Foods Inc., 701 Tecumseh Rd., Clinton, Michigan 49236. Phone: 800-248-0301 or 517-456-7424.

1662. Snyder, Steve. 1986. New developments at Vitasoy and with soymilk worldwide (Interview). Conducted by William Shurtleff of Soyfoods Center, Nov. 14. 2 p. transcript.

• **Summary:** A good overview. "Sunsoy is a force, but when Edensoy and Ah Soy come out in liter sizes they will tear hell out of Sunsoy's sales. The US products are better tasting and with better packaging. Sunsoy does not taste that good." Address: San Francisco, California 94107.

1663. Hoefnagels, Herman. 1986. History of Vamo Foods, Vandemoortele, and work with soymilk (Interview).

Conducted by William Shurtleff of Soyfoods Center, Nov. 17. 2 p. transcript.

• **Summary:** This import company is owned by Vandemoortele and Alpro makes their product, Sunsoy. They began U.S. operations on 1 Jan. 1984. Their first product was a frozen dough, which they distributed to the foodservice market. They started importing Sunsoy on 1 Jan. 1985, in both the small and liter sizes.

Initially Balanced Foods was their sole distributor, but that exclusive relationship was ended this year because Vamo wanted to pick up additional distributors. Balanced was always free to distribute other soymilks if they wished.

Both the liter and the small package are selling well.

Future: New dessert product, is a soymilk pudding brand-named "Sunsoy Chocolate Dessert." Packaged in both 1 liter and 250 ml Tetra Briks. Already on market in USA. When introduced? Nothing else new.

He will not disclose sales figures.

Vamo Foods imports two lines, the Banquet d'Or line, which is a frozen dough unbaked puff pastry, produced by Vamic. Vamo Foods distribute them via Incotra, which is their mother company. "All products are sold via our export company, of which I am president in Belgium. We export many other products besides this one.

"We (Vandemoortele) are Europe's biggest soybean crusher. All exports of soybeans and products etc. go via Incotra. It is owned by Safinco, which is the largest company (holding company?).

"Vandemoortele, Alpro, Vamic, and Incotra are all daughter companies of Safinco. Safinco is the largest entity, not Vandemoortele." Address: President, Vamo Foods USA Inc., 20 Shawnee Dr., Watchung, New Jersey 07060. Phone: 201-769-0290.

1664. **Product Name:** Edensoy: Natural Soy Beverage [Original, Vanilla, or Carob].

Manufacturer's Name: American Soy Products, Inc.

Manufacturer's Address: 1474 N. Woodland Dr., Saline, MI 48176. Phone: 800-248-0301.

Date of Introduction: 1986 November.

Ingredients: Original: Water, soybeans, job's tears, barley malt, kombu (seaweed), unrefined corn oil. Carob: Same but carob listed after barley malt. Vanilla: Water, soybeans, barley malt, vanilla flavor, kombu, unrefined corn oil.

Wt/Vol., Packaging, Price: Tetra Brik Aseptic cartons. 250 ml (8.45 fluid oz) retails for \$0.59, or 1 liter (33.8 oz, 1.06 quart) retails for \$1.99.

How Stored: Shelf stable.

Nutrition: Per 250 ml Original: Calories 170, protein 10 gm, carbohydrate 14 gm, fat 9 gm, sodium 120 mg.

New Product-Documentation: Labels (the packages). 1986, dated. 2.5 by 4 inches by 1.5 wide. Paper package.

Original: Light blue and pastels on beige. Vanilla: Blue and pastels on light blue. Carob: Blue and pastels on pink.

Country scene illustration. On back: "Edensoy Refreshes. Edensoy Cooks. Edensoy Starts Your Day."

Ad (full page, color) in *Natural Foods Merchandiser*. 1986. Nov. p. 37. "Our research shows you expect big things from Edensoy." Product distributed by Eden Foods, Inc. of Clinton, Michigan 49236. Production started November 1986. Note: Job's tears (*Coix lachryma-jobi*) is a tan grain about the size of a mung bean. *Soya Bluebook*. 1987. p. 88. Leaflet. 1987, dated. Updated 1988. 4 p. "Enrich Your Life with Quality Foods: Edensoy." Gives detailed nutritional analysis of all 3 flavors, calculated diabetic exchanges, description of ingredients, and 6 recipes. Ad in *Whole Foods*. 1988. April. p. 95. "Looking for a new food? A solution is amazingly delicious Edensoy." Shows a huge liter carton in a pastoral landscape surrounded by angels with a hand reaching down from heaven. Ad in *Whole Foods*. 1988. Oct. p. 38. Nov. p. 48. "Edensoy pours... Pours... Pours it on." Ad (full-page, black and white) in *Vegetarian Times*. 1988. Sept. p. 29. Nov. p. 13. "Edensoy... A lot of pluses. Nutritious. Delicious. Dairy free. Quality. Satisfying. Convenient. Fresh. Versatile." Shows 8 black-and-white photos of Edensoy ads. "Only one bean in 20,000 makes it into Edensoy." "Next time you draw straws, choose Edensoy." "What most soymilks forget as a main ingredient... Flavor." "One more thing you can do for your family." "Draw on our experience." "The closer you look... the better we look." "Edensoy pours it on." "The competition has arrived!" (Shows a cow with football helmet standing behind cartons of Edensoy). This ad also appeared in *Whole Foods* (Jan. 1989, p. 18).

Ad in *Natural Foods Merchandiser*. 1989. Feb. 14. "Edensoy Original and Vanilla flavors have been reformulated to contain no oil." New 1989 label for liter carton. The top of the front panel states: "Organically grown. Double certified (Eden/OCIA). Organic soybeans and barley." The OCIA (Organic Crop Improvement Association) "Certified Organic" logo is shown. Product with Label (liter carton) purchased from Berkeley Natural Grocery Co., California. 1990. Dec. 28. Price: \$1.69/liter.

Talk with Ron Roller of Eden Foods. 1991. Nov. 26. The first year that Edensoy was made in America there were not enough organic soybeans available to call any of the products "organic," so the company just mixed the organically grown soybeans with the non-organic. In about Aug. 1990 Edensoy Original flavor started to be made with only organically grown soybeans. In about April 1991 Eden Foods was finally able to get enough certified organically grown soybeans to supply the entire plant, so vanilla and carob started to be labeled as made with organically grown soybeans. Today the two best-selling flavors are vanilla and original.

1665. Eden Foods, Inc. 1986. Edensoy recipes (Ad). *East West*. Nov. p. 53-56. Also published in 1986 as a 12-page booklet (15 x 9 cm) titled "Original Edensoy Natural Soy

Recipes."

• **Summary:** One of these four pages of color ads bears the headline: "Edensoy—America's first soymilk!" Another states "Delicious, nutritious & versatile: Low sodium, high protein, cholesterol free, lactose free, non-dairy." The recipes include: Creamy Edensoy "cheese" topping for pizza. Lasagne. Edensoy salad dressings: Thousand island, poppy seed. Mocha mousse. Edensoy hollandaise sauce—No eggs! Corn chowder. Vegetable pot pie. Edensoy yogurt. Custard filled applesauce cake (with amasake). Creamy white sauce. Edensoy Italian style fettucini. Seafood Newburg. Banana bread or muffins. Eden easy pie crust. Edensoy coconut creme pie. Address: Clinton, Michigan 49236.

1666. *Food Processing (Chicago)*. 1986. New company builds \$10 million soymilk plant. 47(12):36. Nov.

• **Summary:** American Soy Products is building the plant in Saline, Michigan, to produce Edensoy. It is expected to use 85,000 bushels of soybeans and 8,000 bushels of barley, all grown in America. Address: Associate Editorial Director.

1667. *Food Technology*. 1986. U.S. & Japanese firms form American Soy Products. 40(11):54, 58. Nov.

• **Summary:** Concerns Eden Foods' soymilk plant in Michigan. "Eden Foods will handle product marketing, sales, and distribution, while the Japanese forms of Kawasho International, Marusan, Muso, and Seikensha will supply manufacturing equipment, oversee administration and financing, and be responsible for product production, as well as coordinate international sales of Edensoy." A small photo shows the plant.

1668. *Great Eastern Sun*. 1986. Ah Soy: The milk alternative. Coming soon. Quart size. Made in the USA. Popularly priced (Ad). *East West*. Nov. p. 2.

• **Summary:** A full-page black-and-white ad. Note: This is the earliest English-language document seen (Aug. 2013) that uses the term "milk alternative" to refer to soymilk.

Note 2. Ah Soy soymilk has been sold commercially since July 1984. It is the quart size that is coming soon. Address: Asheville, North Carolina.

1669. *Great Eastern Sun*; American Miso Co. 1986. Miso Master (Ad). *East West*. Nov. p. 81.

• **Summary:** A full-page black, white and blue glossy ad for Miso Master products. "The miso master is truly one of Japan's national treasures." Address: Asheville, North Carolina 28806. Phone: (704) 252-3090.

1670. *J. of the American Oil Chemists' Society*. 1986. Soymilk facility. 63(11):1406. Nov.

• **Summary:** About American Soy Products and the new Edensoy plant in Michigan.

1671. Mitoku USA. 1986. Supersoy: Original soy drink. All natural (Ad). *East West*. Nov. Inside back cover.

• **Summary:** This full-page glossy color ad shows two red straws in a class of soymilk. "Made from whole soybeans with brown rice. Non dairy. Lactose free. No cholesterol. No added oil. 40% less fat. No added salt. 80% less sodium. No refined sugar. No preservatives. 6 fl oz pouch pack. 6.7 fl oz box with straw. Convenient 16.8 oz family size." Address: 292 Washington Ave. Ext., Albany, New York 12203. Phone: 518-456-8006.

1672. *Natural Foods Merchandiser*. 1986. Erewhon Inc. Nov. p. 59.

• **Summary:** "Erewhon Inc., located in Wilmington, Massachusetts, will change its corporate name to U.S. Mills Inc. Erewhon acquired U.S. Mills in April of 1986.

"We are completely merging the operations of the two companies, and this created the need for a single corporate identity," said Charles T. Verde, president of the new U.S. Mills Inc. The company will continue to use Erewhon as a brand name."

1673. Swientek, Robert J. 1986. Merging of two technologies produces aseptic soy milk: East meets West. *Food Processing (Chicago)* 47(12):128-29. Nov.

• **Summary:** In July 1983, Eden Foods introduced Edensoy soymilk into the U.S. market. Made by Marusan Co., Ltd. in Japan, the product is packed in retortable pouches. Today the product is distributed nationwide and sold in about 20 supermarket chains, including Kroger in the Detroit area and Tops in Buffalo. "According to Michael Potter, President of Eden Foods and C.E.O. of American Soy Products, Edensoy holds a 38-40% market share of the \$20 million/year soy milk retail consumer market."

Construction of the Edensoy plant began in October 1985 and was completed in August 1986. It was officially dedicated on September 9. Address: Associate Editorial Director.

1674. Potter, Michael. 1986. Re: History of Eden Foods. Letter to William Shurtleff at Soyfoods Center, Dec. 2—in reply to inquiry. 1 p. Typed, with signature on letterhead.

• **Summary:** In July 1967 the name "Eden Organic Foods, Inc." started to be used as the name of this company. This was changed to "Eden Foods, Inc." in November of 1969.

In Feb. 1972 Eden Foods began to import foods from Japan, and in June 1972 Muso Shokuhin in Japan became their supplier.

"In Oct. 1971, after providing effective services to Eden Foods, Inc., 13.5% of the common stock of Eden Foods, Inc. was given to Michael Potter by the corporation. At this point the common stock ownership of Eden was: Between William and Judith Bolduc 43.25%, Timothy Redmond 43.25% and Michael Potter 13.5%.

In Feb. 1972 Eden began to import foods from Japan, and in June 1972 Eden began to import foods from Muso Shokuhin.

"In August of 1973 the Bolducs offered to sell their stock in Eden to Michael Potter. Michael Potter accepted this offer and purchased their stock. Because of Tim Redmond's dedication to Eden, Mr. Potter gave enough of this common stock to Mr. Redmond so that the common stock ownership of Eden Foods, Inc. became 50% M. Potter and 50% T. Redmond.

"This situation remained the same until January 1980 when, after a fire destroyed our offices and warehouse, Mr. Redmond sold his stock back to the corporation and resigned, the corporation awarded common stock to its management and Mr. Clifford Adler purchased a significant block of this common stock."

In Jan. 1984 Eden Foods became Muso Shokuhin's exclusive American import agent. In June 1985 American Soy Products was founded. Presently the suggested retail price of Edensoy is \$0.59 per 250 ml pack and \$1.99 per liter pack. They are selling for less in some places, i.e. \$0.49 and \$1.65, respectively.

11,000,000 individual units (6 fl. oz. = 180 ml retort pouches) of Edensoy were sold in 1984 (Jan.–Dec.) and 10,250,000 were sold in 1985 (Jan.–Dec.). This is equivalent to 515,633 gallons or 1,980,190 liters in 1984, and 480,476 gallons or 1,845,018 liters in 1985. Address: President, Eden Foods Inc., 701 Tecumseh Rd., Clinton, Michigan 49236. Phone: (517) 456-7424 or (313) 973-9400.

1675. Potter, Michael. 1986. History of Eden Foods: Building a soymilk plant in America (Interview). *SoyaScan Notes*. Dec. 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** On 1 August 1986 it was announced that a major new joint stock company, named American Soy Products, had been established to produce Edensoy soymilk in Saline, Michigan, 30 miles west of Detroit, at a new state-of-the-art manufacturing and packaging facility. Michael Potter played a major role in conceiving and pulling together this innovative, exciting, and promising new venture. In July 1983 Eden Foods launched their first Edensoy soymilk, made by Marusan Ai in Okazaki, Japan. It soon proved to be a great success. When Potter began to talk with Marusan Ai about building a soymilk plant in the USA, he found that they were wary. In 1982-83 Marusan had had extensive discussions with Hinode Tofu Co. in Los Angeles, California, about a soymilk joint venture, but the talks eventually broke down over small points; Marusan felt they had wasted a lot of time and money to no avail. So Potter focused on Muso. With competition eating into their domestic Japanese health food market, a venture in America looked promising. Yet neither Eden nor Muso had the capital to build a soymilk plant in America. Enter Kawatetsu Shoji, better known as

Kawasho International. A big New York based firm with money, influence, power, and experience in international business and joint ventures, they were looking to diversify out of coal, steel, and other commodities, into branded foods. They already knew Eden Foods (they had been financing their growing Edensoy imports and inventories from Japan) and they liked the fact that Eden knew Japan and seemed to have a solid, growing product. Kawasho's endorsement of the project was enough to overcome Marusan's reluctance. And with Marusan came Seikensha, the Tokyo based company that had built Marusan's state-of-the-art soymilk equipment. The historic joint venture package, called American Soy Products, was officially founded in June 1985.

Gross investment in the new company was \$10 million. Percentage ownership was Marusan Ai 25%, Kawatetsu Shoji (Kawasho Intl.) 25%, Muso 15%, Seikensha 10%, and Eden Foods Inc. 25%. The chairman of the board was Michael Potter of Eden Foods and the president was Mr. Hiroyasu Iwatsuki, Marusan's soymilk manager, who soon moved to Michigan to go to work.

Each partner had a unique and valuable set of skills to offer. As before, Eden Foods would continue to be responsible for marketing, selling, and distributing all soymilk made by the new company. Kawasho would oversee administration and financing. Marusan would take care of soymilk production. And Muso would coordinate international sales. Seikensha, which has patents on key pieces of soymilk manufacturing equipment, would supply the plant equipment.

Open houses in mid-September were attended by the media and a host of state dignitaries, including the Director of Michigan's Department of Agriculture, who called the new plant "a perfect marriage of high technology and the area's farming." These events, and additional promotion done by a newly-hired, local marketing and advertising firm named Group 243, gave the project extensive, very positive publicity. Widespread color print media advertising, focusing on Edensoy's new larger size package, was also started.

In late October 1986 the sparkling new 22,000 square foot stainless steel plant at Saline (12 miles northeast of Clinton and just south of Ann Arbor, in the southeast corner of Michigan) started test runs, which were carefully monitored by the FDA for 6 weeks. Both the Japanese soymilk equipment and the Swedish low-acid Tetra Brik packaging lines were said to be the most modern of their kind in the world. The company had spared no expense to "do it right." Japanese technicians now living in Saline were training American counterparts.

The factory and land had cost \$2.3 million and equipment cost \$4.3 million. The company committed \$700,000 for startup costs, \$1.8 million for marketing funds, and \$700,000 for working capital. By November 1986 most of this money had been spent.

The new Edensoy was packaged in both regular (250

ml or 8.45 fl. oz. for \$0.59) and large (1 liter for \$1.99) Tetra Brik cartons, in plain, carob, and vanilla flavors. The new prices were significantly lower than before. For example, in 1984 (when it was historically least expensive) Edensoy in a 6-ounce retort pouch had retailed for \$0.69 to \$0.79, or an average of 12.3 cents per ounce. The new 250 ml (8.45 fl. oz.) pack retailed for only 7.0 cents per ounce (down 43%), while the liter size (33.8 fl. oz.) retailed for only 5.9 cents per ounce (less than half the retort pouch, and 16% less than the 250 ml pack). Yet compared with cow's milk at 54 cents per quart (32 fl. oz.) or 1.7 cents per ounce, the Edensoy products are still 3.5 to 4.1 times as expensive per ounce; a much lower ratio than in 1984 but still quite high.

A cornerstone of Eden's food procurement policy since 1973 was the support of local farmers. And Saline was in the heart of Michigan's soybean country. The estimated 85,000 bushels a year of soybeans used to make Edensoy will all be grown on contract with individual Michigan farmers located within a 10-mile radius of the plant. Beeson variety soybeans will be used; though low yielding for farmers, they have a low-oil, high-solids composition and give excellent soymilk. Numerous standard grade parameters will also be specified. Growers will typically receive premiums of 15-30% over conventional markets. By mid-1987 American Soy Products (ASP) hopes to start using organically grown soybeans.

One nice by-product of the new ASP plant was the fact that it was the only plant and Tetra Brik line located in that part of the USA especially designed to package low-acid foods; there were only two others in the entire country, both on the West Coast, and used mostly to pack milk. Thus a host of other companies, wishing to have their own low-acid products packed on Tetra Brik machines, started to line up to use ASP's equipment. This sort of contract packing would serve as an important source of income and keep the packaging operation running 24 hours a day.

ASP's initial run is scheduled to produce 100,000 packages of 250 ml equivalent. The company's first year sales goal is \$5,000,000 produced on 2 shifts. But the first problem is to fill the 20 truckloads that were back ordered.

In November Eden Foods decided that on 1 Jan. 1987 they will stop serving as a wholesale distributor to retail stores in the Midwest (10% of their total business), drop 150 products, and serve as a master distributor, selling only through other distributors. This will allow additional attention to be paid to American Soy Products. Still big marketing and distribution questions remain: Will ASP use brokers? Go direct? Go through grocery distributors? Who does ASP see as their stiffest soymilk competition? Vitasoy and Sunsoy?

What about future plans? A French label for the Canadian market. Organic soybeans. The use of a grain (such as brown rice, barley, etc.) in the Edensoy formula. A cautious attempt to break into the mass market via super markets, but only after careful test marketing in specific

areas. Eventually other similar plants in other parts of the United States.

American Soy Products and the new Edensoy are the most exciting soymilk ventures of 1986, and ones that the industry will be watching closely. Address: President, Eden Foods Inc., Clinton, Michigan.

1676. *SoyaScan Notes*. 1986. Chronology of soybeans, soyfoods and natural foods in the United States 1986 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan.—The first major soy cheese to hit the market is Soya Kaas—a landmark product. It was developed and introduced by Richard McIntyre of Soya Kaas Inc., a subsidiary of Swan Gardens Inc. Marketed exclusively by American Natural Snacks of Florida, it long remain America’s most popular cheese alternative.

Jan. Ron Ishida, an attorney with no previous knowledge of tofu, working for Azumaya Inc. (South San Francisco, California), rewrites the Tofu Standards without authorization. They have already gone through 8 drafts. This creates a crisis.

Jan. *Soyfoods: The Journal of the European Soyfoods Association (ESFA)* begins publication from Paris. Philippe Vandemoortele of Alpro is president of the association and Guy Coudert is editor of the periodical. The association plans to organize a soyfoods conference every 2 years. But the journal is discontinued after 3 issues.

Jan. Tomsun Foods is reorganized, changing its name (for the fourth time) to Tomsun Foods International. The firm’s new chairman is Juan Metzger, founder of Dannon Yogurt. The company produces nearly 3 million lb. of tofu a year.

Jan. First Tofutti Shop opened in Japan by Daiei Co. Inc., Japan’s largest retailer. Shop sells non-dairy soy-based ice cream and related snacks.

Feb. 7. Fire destroys Island Spring tofu plant in Vashon, Washington, with an estimated \$1 million loss.

Feb. Soya Kaas, an imitation cheese containing soymilk and casein, launched by American Natural Snacks, a marketer. The manufacturer is Swan Gardens of Georgia.

Feb. Jofu, a tofu-based, non-dairy, nonfermented, yogurt-like product, sweetened with fruits, launched by Tomsun Foods International of Greenfield, Massachusetts. The product is a hit, grossing nearly \$400,000 in its first 32 weeks on the market.

Feb. Barricini Foods has its first public stock offering. Raises \$1.5 million, gross to use in marketing Tofulite and Ice Bean soy ice creams.

Feb. Central Soya purchases Staley’s protein line, including Mira-Tex, Procon [soy protein concentrate], and Textured Procon brands.

Feb. ASA hires Jim Guinn as technical director of soybean quality programs. Soybean quality is an area of

growing interest, with two parts: 1. The traditional area of soybean condition, concerning grades, damage, foreign material, etc. 2. The newly emerging area of soybean composition and its relation to grades. New measurement technologies make it likely that soybeans may soon be sold based on their composition of oil and protein. Both effect exports and price.

March 5. Pesticide control now tops the Environmental Protection Agency’s list of most pressing problems, announces *The New York Times* (and *Soybean Digest*, June/July). Stricter pesticide laws are enacted.

March 7. Richard E. Lyng of California becomes U.S. Secretary of Agriculture, replacing John R. Block. Policies remain unchanged.

April 18. Wm. Shurtleff, in charge of compiling the original tofu standards, submits a strong criticism of the illegitimate Ishida draft in the form of a detailed chronology of the development of the tofu standards.

April. Tofu cheesecake revolution in New York City profiled by *Whole Life*. Thirteen restaurants now offer them.

May. Tofutti Love Drops (chocolate covered graham cookie drops) launched by Tofutti Brands with much fanfare.

May. Nasoya’s new million-dollar automatic tofu-making system, imported from Sato Shoji in Japan, begins operation.

June. Increasing consumer deception by “soy cheese” manufacturers. *Whole Life* publishes “Whole Frauds in the News: Will the Real Soy Mozzarella Please Stand Up (That is, If There is One),” an exposé of mislabeling involving Soyarella, Tofu Mozzarella, and Soya Kaas (though the latter brand is not at fault). Argues that it is deceptive for health food stores to call a product “non-dairy” if it contains casein (milk protein), even though FDA rules allows such a designation. In Oct. *Whole Life* reports that “Independent lab tests prove Soyarella hoax; Large quantities of casein [19.6%] found in so-called soy cheese.” Soyarella had previously been marketed as casein free.

July. Ralston Purina Co. starts publication of *Nutrition Overview*, a newsletter focusing on soy protein and fiber.

July. Soyfoods win big in 7th Annual Natural Foods Merchandiser merchandising awards: Gold: San-J tamari and shoyu. Silver: Fantastic Foods’ Tofu Scrambler and Tofu Burger, Westbrae Natural miso soups. Honorable mention: Walker & Wilks frozen entrees, White Wave boxed tofu.

July. Vitasoy reintroduces its line of reformulated and repackaged soymilk products, originally launched in 1984. They contain more solids and nutrients, and are sweetened with barley malt instead of maple syrup.

July. A Roper poll in the U.S. finds that tofu is the “most hated” food. 35% of a sample of 2,000 adults checked it on a list of foods said to be disliked, ahead of liver (34%), yogurt (29%), Brussels sprouts (28%), and prunes (24%). Results do not vary significantly by age, but tofu dislike is somewhat less among those with higher incomes. The poll results

are very widely publicized, and are even the subject of a question on the TV program Jeopardy (in early 1988)—and its rerun! These findings suggest both a widespread awareness of tofu and a split image: Some like it and others don't.

Aug. Kikkoman's new shoyu plant starts operation in Chitose, Hokkaido, in northern Japan. The first product was shipped on 30 Jan. 1987.

Sept. 9. American Soy Products Inc. plant dedicated in Clinton, Michigan. A \$10 million joint venture between Eden Foods and four Japanese companies (Kawasho, Marusan, Muso, Seikensha), construction on the plant began in Oct. 1985. It will make Edensoy soymilk in Tetra Brik cartons. The first products are shipped in November.

Sept. 19. Tofu standards passed by Tofu Standards Committee in San Francisco, after all committee members except Shurtleff agree to start with a blank slate in drafting new standards—thus erasing years of work by hundreds of people. Shurtleff resigns in protest, arguing that this is a violation due process. Shortly thereafter Barricini and Ralston Purina also refuse to give final approval. Tofu standards are stalled indefinitely after many years of hard work.

Sept. 24. First International Tofu Products Expo, Seminar, and Soyfoods Buffet, held in Munich, West Germany. Sponsored by Bernd Lehmann International Consultants. 100 people attend.

Oct. Supersoy brand soymilk introduced to America by Mitoku USA. It is made by Kibun Health Foods Co. in Japan.

Oct. Ralston Purina sells its domestic agricultural products business, Purina Mills. Total sales for 1986 were \$5.5 billion.

Nov. Island Spring announces \$6.5 million investment from Edward Lynch Co. to finance an expansion plan. Construction of a new 30,000 square foot factory is now underway on Vashon Island.

Dec. 1. White Wave of Boulder, Colorado, acquires Soyfoods Unlimited, a tempeh manufacturer of San Leandro, California. This makes White Wave America's largest tempeh manufacturer.

Dec. 8. Central Soya purchases 7 of 9 Bunge's soybean crushing plants. ADM is now estimated to control 30% of U.S. crushing capacity followed by Cargill (25%), Central Soya (20%), and other (25%).

Dec. Tomsun Foods International nets about \$3.45 million in its first public stock offering (IPO). Most of the funds will be used for sales and marketing of Jofu, and to repay \$800,000 in debts. Total Tomsun sales in 1986 were about \$3.1 million.

Dec. Haagen-Dazs will drop Tofutti and start distributing Barricini Tofulite, a non-dairy frozen dessert.

Dec. Brightsong Foods is named as one of the top ten food innovators for 1986 by Food & Beverage Marketing magazine. In fact, Brightsong is listed first!

Dec. Tofruzen Inc., a soy ice cream marketer from Englewood, Colorado, raises \$1.6 million in a public stock offering. Sales of Tofruzen in fiscal 1986 were \$91,000, rising to \$158,000 in 1987, and \$213,000 in the first quarter of 1988.

Dec. Edible Soy Products in Hudson Iowa is sold to Solnuts of Tilburg, The Netherlands, and renamed Solnuts, Inc. The Hudson and Tilburg plants are the only ones in the world that dry roast soybeans to make soynuts.

Dec. More than 60,000 Italian farmers harvested nearly 25,000 hectares (61,700 acres) of soybeans this year. Italy is now Europe's largest soybean producing country, followed by France. Five years ago, Italy produced virtually no soybeans. The Ferruzzi Group is the leading promoter, helped by hefty subsidies from the EEC.

1986 New Trends:

So Called Tofu Cheeses. Eight new soy cheeses were launched during 1986, many with the term "Tofu" in the product name. Many have been shrouded in mystery, with the names of the manufacturer and ingredients often not disclosed. There has been much consumer deception, mislabeling, and several attempts to conceal the fact that they usually contain casein, the protein in cow's milk.

Soy Yogurts and Yogurt-Style Products. The leader in this exciting new category is Jofu from Tomsun Foods. The two basic types are fermented soymilk products (e.g. Cream of the Bean, Soy-O), and non-fermented tofu-fruit blends (e.g. Jofu).

Move to Manufacturing Soymilk in America. The rising cost of soymilk imports is making them unprofitable. Domestic production, which obviates shipping U.S. soybeans to Japan, then shipping the beans and water back, will have major, beneficial long-term effects on Edensoy, Ah Soy, and Westbrae Malted. Still imported are Vitasoy (from Hong Kong, whose exchange rate is tied to the dollar) and Sunsoy (from Belgium).

The declining value of the dollar against the yen starting in late 1985 led to a steady rise in soymilk prices. But the combination of domestic production and larger size packages (see below) has led to a drop in soymilk prices during 1986. For example, Edensoy, selling for 6 times the price of dairy milk per unit volume in early 1984, was selling for only 3.5 to 4.1 times as much in late 1986, a drop of about 37%.

Soymilk Switches to Tetra Brik Cartons and Liters or Quarts. Edensoy, Westsoy, and Ah Soy have all switched to Tetra Brik cartons this year. Lower total manufacturing and shipping cost is the main reason. The liter/quart size was pioneered in the U.S. by Alpro/Vamo Foods/Sunsoy, and followed by Edensoy, Ah Soy, and Vitasoy. These counterparts of dairy milk in quarts suit the needs of regular soymilk users by offering a more economical price per unit volume plus greater convenience. Soymilk may be the first liter-size Tetra Brik product to succeed in America.

INTSOY is doing outstanding, pioneering work with

soyfoods and soybean utilization in the Third World and America. Research is focusing on extrusion cooking, extruder-exPELLER processing for small-scale oil expression, and fresh green soybeans. Since April 1987 the INTSOY Newsletter has become one of the best soy-related publications available.

Morinaga Long-life Silken Tofu becomes a major force in the U.S. tofu market. Traditional manufacturers consider the product a major threat to their markets. Azumaya has hired an attorney who spends considerable time causing troubles for Morinaga.

1677. Frost & Sullivan, Inc. 1986. The health foods market in the EEC [European Economic Community]. 106 Fulton St., New York, NY 10038. Or Sullivan House, 4 Grosvenor Gardens, London SW1W 0DH. 303 p. Dec. Price: \$2,300. *
• Summary: While food consumption is growing generally in Europe at about 2% to 3% a year, the health food sectors are growing at 6% to 7%. The total market value for health foods is forecast to rise from \$36.1 billion in 1984 to \$43.5 billion in 1991 (in constant 1985 U.S. dollars). The report covers in depth trends in France, West Germany, the United Kingdom, the Netherlands, Belgium-Luxembourg and Denmark, with summaries for Italy, Spain, Greece, Ireland and Portugal. West Germany has the largest and most structured market for health foods. The last five years have seen the following major changes throughout the EEC: Increased public awareness of nutrition and health; greater health food sales through normal retail outlets; a wide variety of health food products available to consumers.

Soyfoods are apparently not specifically discussed. European countries have the following number of specialist health food stores and general food stores, ranked in descending by descending number of health food stores: Netherlands (53/1,860), West Germany (43/1,400), Belgium/Luxembourg (39/2,000), Denmark (38/1,190), France (32/1,550), United Kingdom (25/760), Italy (3.5/3,020), Spain (3.5/3,090), Portugal (na/4,310). Address: New York, New York. Phone: 212-233-1080 (USA); 01-730-3438 (UK).

1678. *Natural Foods Merchandiser*. 1986. A soymilk first: Made in the U.S.A. Dec. p. 4.

• Summary: A new soymilk plant in Saline, Michigan is a joint venture of 4 companies in Japan plus Eden Foods. It will make Edensoy soymilk.

1679. *Tetra Pak Age*. 1986. Soya beverage is natural addition to health food stores, especially with aseptic packaging. 4(4/4):10-11. Fall/Winter.

• Summary: Discusses Vitasoy and Soy Moo (Health Valley).

1680. *Tetra Pak Age*. 1986. Edensoy: Born of American and Japanese ideas. 4(4/4):12-13. Fall/Winter.

• Summary: Six color photos show Edensoy packages. Describes how the new plant in Michigan was built.

1681. **Product Name:** Westbrae Natural Shoyu. Traditional Soy Sauce.

Manufacturer's Name: Westbrae Natural Foods (Importer). Made in Japan by Sendai Miso-Shoyu.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1986.

Ingredients: Water, whole soybeans, whole wheat, salt.

Wt/Vol., Packaging, Price: 16 fluid oz (437 ml), 32 fluid oz (.95 L).

How Stored: Store in a cool, dark place.

New Product–Documentation: Label. 1986, undated. 8 by 3.5 inches. 10 by 4.5 inches (32 fl oz). Paper. Orange, blue, brown, yellow, green, white. "Formerly Known as 'Tamari.' The words 'tamari,' 'shoyu' (sho-yu), and 'soy sauce' are often used to describe the same product." Gives a brief history of tamari, shoyu, and modern soy sauce.

1682. **Product Name:** Westbrae Natural Organic Shoyu. Naturally Brewed Soy Sauce.

Manufacturer's Name: Westbrae Natural Foods (Importer). Made in Japan by Sendai Miso-Shoyu.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1986.

Ingredients: Well water, organically grown whole soybeans, organically grown whole-wheat, sea salt.

Wt/Vol., Packaging, Price: 16 fluid oz (1 pint), 473 ml.

How Stored: Shelf stable.

New Product–Documentation: Label. 1986, undated. 8 by 3.5 inches. Paper. Black, gold, orange, green, yellow, white. Japanese village, Mt. Fuji in background. "Westbrae Natural Organic Shoyu is produced exclusively by a religious community in Japan, who apply the strictest standards of quality to every aspect of its manufacture. Aged for 2 summers in cedar wood barrels, it literally is hand-made in very limited quantities, according to the most traditional methods, using pure well water and sun-evaporated sea salt..."

1683. **Product Name:** Westbrae Natural Tofu Sauce.

Manufacturer's Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1986.

Ingredients: Johsen Shoyu (water, soybeans, wheat, salt), malt syrup (corn, sprouted barley, water), cider vinegar, honey, sesame oil, natural gum stabilizers (tragacanth, xanthan), ginger, cayenne.

Wt/Vol., Packaging, Price: 12.7 fluid oz (375 ml).

How Stored: Shelf stable.

New Product–Documentation: Label. 1986, undated. 5 by 3.5 inches. Paper. Brown, tan, blue, green, black and white. Mt. Fuji logo illustration. Meant to be used as a seasoning for tofu.

1684. **Product Name:** Westbrae Natural Traditional Tamari Soy Sauce.

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1986.

Ingredients: Whole soybeans (57%), water (28%), sea salt (12%), mirin (2%), koji (cultured barley flour) less than one percent.

Wt/Vol., Packaging, Price: 5 fluid oz (147 ml), 16 fluid oz (1 pint, 437 ml), or 32 fluid oz (1 quart, 946 ml). Glass bottles.

How Stored: Shelf stable.

Nutrition: Per 1 tbs.: Calories 18, protein 2 gm, carbohydrate 2 gm, fat 0 gm.

New Product–Documentation: Label. 1986, undated. 6.75 by 3.75 inches (5 fl oz). 8 by 3.5 inches (16 fl oz). 10 by 4.5 inches (32 fl oz). Paper. Blue, green, red, tan, white. Mt. Fuji logo illustration. “Wheat Free. Deep, Rich Flavor.” Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center.

1685. **Product Name:** Westbrae Natural Organic Tamari (Wheat Free Soy Sauce with Mirin).

Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in Japan.

Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1986.

Ingredients: Organic tamari (organically grown whole soybeans, water, sea salt), mirin (cultured rice, water).

Wt/Vol., Packaging, Price: 5 fluid oz (147 ml).

How Stored: Shelf stable.

New Product–Documentation: Label. 1986, undated. 6.5 by 3.5 inches. Paper. Gold, yellow, blue, green, orange, white. Mt. Fuji logo illustration. “For Sushi. Deeper... darker... richer taste than regular soy sauce. Perfect for dipping sushi... bring it to your favorite sushi bar. Wheat free... aged in cedar kegs for over 1 year.”

1686. Lima. 1986. Natural gourmet recipes from Europe (Leaflet). Edgar Gevaertdreef 10, B-9830 Sint-Martens-Latem, Belgium. 4 panels each side. Each panel: 22 x 9 cm. [Eng]

• **Summary:** On the front panel is Lima’s logo: “Lima: Trade in the service of life.” A color photo (panels 3-4) shows all of Lima’s products, and below the photo is a brief description of each. “General Agents for Lima in North America, Eden

Foods, Clinton, Michigan 49236. (800-248-0361).” This leaflet is dated: 1986.

On the back 4 panels are recipes. Address: Sint-Martens-Latem, Belgium.

1687. Black Hills Health and Educational Center. 1986?

Cooking with natural foods as you search for abundant health. Hermosa, South Dakota: BHHEC. *

Address: Box 1, Hermosa, South Dakota 57744.

1688. **Product Name:** Westbrae Natural Brown Rice Syrup [Organic, or Traditional “Yin” Sweetener].

Manufacturer’s Name: Westbrae Natural Foods (Marketer/Distributor).

Manufacturer’s Address: 4240 Hollis St. (P.O. Box 8711), Emeryville, CA 94608. Phone: 415-658-7521.

Date of Introduction: 1986?

Ingredients: Incl. brown rice.

Wt/Vol., Packaging, Price: Traditional: 21 oz. glass jar. Organic: 16 oz glass jar.

How Stored: Shelf stable.

New Product–Documentation: Ad in unknown magazine. About 1986. “Rice syrup made complicated.” “Westbrae’s Brown Rice Syrups are sweeteners totally different from corn syrup, sugar, fructose, or honey. Why? Because they contain complex sugars, rather than simple sugars... Westbrae’s Brown Rice Syrups are made in the traditional way without the hydrochloric acid and sulphur dioxide used in commercial corn syrup production. Brown rice is cracked and steamed to allow natural barley enzymes to penetrate the hull. The mixture is kept warm for several hours until the barley enzymes break down the starches of the rice. The syrup is then filtered and cooked down to reach a thick consistency.” A list of 16 Westbrae grain-sweetened products is given. Illustrations (line drawings) show both jars and labels.

1689. Westbrae Natural Foods. 1987. Distributor catalog, FOB pricing: Jan. 1, 1987. Emeryville, California: Westbrae. iv + 19 + [12] p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in black on a tan background. Pages i-iv are general information, 1-10 are a computer-printed price list, and 11-19 are a product glossary. There are also 1-page, single-sided inserts (sell sheets, many in full color) of various Westbrae products. Address: Office: 4240 Hollis St., Emeryville, California 94608; Mailing: P.O. Box 8711, Emeryville, CA 94662. Phone: (415) 658-7518 (orders).

1690. Burros, Marion. 1987. Not-so-natural foods: The tofu alternative. *New York Times*. Jan. 24. p. 10.

• **Summary:** “Natural foods have gone big time.”

“Tofu was supposed to be a nutritious alternative to ice cream, but some tofu-based desserts, like yogurt before them, have more calories than ice cream. What is more,

despite tofu in the name, there are frozen tofu desserts with very little tofu.”

1691. *Guide To Healthy Eating*. 1987. Serial/periodical. Washington, DC: Physicians Committee for Responsible Medicine. Virginia Messina, editor. Neal Barnard, M.D., founder and publisher. Vol. 1, No. 1. Jan. 1987. Frequency: Bimonthly.

• **Summary:** Advocates a low-fat vegan diet and discusses the health and nutritional problems inherent in the standard American diet. Though written for the non-professional lay reader, it has a strong nutritional, dietetic, and medical foundation.

In Sept. 1992 this periodical was discontinued, but became part of a new periodical published by PCRM titled *Good Medicine*, which will contain a nutrition section similar to that in *Guide to Healthy Eating* but which will also include articles on general health and on research issues. Address: P.O. Box 6322, Washington, DC 20015. Phone: 202-686-2210.

1692. *Natural Foods Merchandiser*. 1987. Let's all give a warm round of applause for: Legume, Westbrae, Vitasoy (Ad). Jan. p. 35.

• **Summary:** “For sponsoring a great evening of entertainment and a delicious ‘soyabration’ at the Halloween Rock ‘n Roll Masquerade Party.”

1693. **Product Name:** Vegetarian Nature's Patties Burger with Tofu [Original, or BBQ].

Manufacturer's Name: Nature's Path.

Manufacturer's Address: 9451 Van Horne Way, Richmond, BC, V6X 1W2 Canada. Phone: 604-278-4584.

Date of Introduction: 1987 January.

Ingredients: Tofu (organic soybeans, nigari, water), soya protein, sunflower seeds, brown rice, potato, rolled oats, sesame seeds, walnuts, gluten, tomato, onion, pimento, carrots, peppers, celery, sunflower oil, Engevita nutritional yeast, herbs and spices, tamari soy sauce, psyllium seed, molasses, dijon mustard.

Wt/Vol., Packaging, Price: Family size 10 x 3.3 oz patties, or 4 x 3 oz patties. Each is a plastic bag.

How Stored: Frozen.

Nutrition: Per 100 gm: Calories 236, protein 17.4 gm, carbohydrate 22.9 gm, fat 12.0 gm, sodium 185 mg, potassium 185 mg, fiber 1.5 gm.

New Product–Documentation: Leaflet. 1987, undated. 8½ by 11 inches, color. “Nature's Path Vegetarian Nature's Patties with Tofu. Contains no animal fats, eggs, dairy products, nitrates, or cholesterol. Succulent non-meat patties. 17% protein.”

Spot in *Soya Newsletter*. 1987. 1(4):6. “Made with tofu (17%) and a wide selection of grains and vegetables. Contains no egg or dairy products.”

Label. 1988. 10 by 5.5 inches. Plastic bag. Red, black, and blue on white with color photo of burger and vegetables.

Letter from Rick Furdal, manager. 1988. April 4. They have moved to #170-2540 Simpson Rd., Richmond, BC V6X 2P9. Their restaurant, Woodlands Natural Foods, 2582 West Broadway, Vancouver, BC V6K 2G1 (Phone: 604-733-5411) makes over 100 fresh soyfoods recipes on a rotational basis.

1694. **Product Name:** Westbrae Natural Malted [Carob Malted, Vanilla Malted, Cocoa-Mint Malted, Almond Malted, or Caffeine-free Java Malted].

Manufacturer's Name: Westbrae Natural Foods (Marketer). Made in Los Angeles by House Foods & Yamauchi, Inc.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1987 January.

New Product–Documentation: Ad in *Vegetarian Times*. 1987. April. p. 1. “Malted... thicker and richer than ever—half the fat of a shake! A non-dairy delight. Five delicious flavors. Organic soybeans. Grain sweetened [rice syrup].” No gums or carrageenan are used to enhance thickness. Spot in *Soya Newsletter*. 1987. 1(3):6. Note: Introduced in 1984 and imported from Japan. In Jan. 1987 the product started being made, packaged, and retorted for Westbrae by House Foods & Yamauchi Inc. in Los Angeles.

1695. Appropriate Foods, Inc. 1987. Eat Appropriately! [Catalog and price list]. 292 Liberty Ave., Brooklyn, NY 11207.

• **Summary:** The following lines are carried and distributed: Appropriate Foods, New York Soy Deli, The Soy Source, Emperor's Best, Cedar's Mediterranean Foods, Grainaissance (amazake and mochi), Infinity Foods (amazake puddings), Integrity Baking Co., Jofu, Maine Coast Sea Vegetables, Malka's Foods (Blueberry Tofu Pie), Miso Master, Nasoya Foods, New England Country Dairy, Ray's Seitan Wheat Meat, Soya Kaas, Stonyfield Farms (Yogurt), Sunshine Burgers. Address: Brooklyn, New York.

1696. *Natural Foods Merchandiser*. 1987. Tree of Life acquisition. Feb. p. 4.

• **Summary:** “Tree of Life Inc. recently acquired all the capital stock of Balanced Foods Inc. that relates to all seven natural foods distribution companies for an undisclosed amount.” Tree of Life is a wholly owned subsidiary of Royal Wessanen, NV, The Netherlands.

1697. *Whole Foods*. 1987. Tree of Life buys Balanced Foods: Gains nationwide territory & becomes largest wholesaler. Feb. p. 14.

• **Summary:** Tree of Life, Inc. in St. Augustine, Florida, is now a subsidiary of the Netherlands-based Royal Wessanen NV Co. [Koninklijke Wessanen nv, founded in 1765]; Tree

was purchased by Wessanen in December 1985 for \$15 million. Balanced Foods, formerly America's largest natural foods distributor, was founded in 1939 by Sam Reiser, who is known by many as the father of the natural foods industry.

Note: Tree bought Balanced Foods in late 1986 for an undisclosed amount.

1698. Eden Foods, Inc. 1987. Traditional Japanese foods. 701 Tecumseh Rd., Clinton, MI 49236. Manufacturer's catalog.

• **Summary:** Contains information on the production and use of tamari, shoyu, and miso. The company still uses the terms Hacho [sic, Hatcho] miso, kome miso and mugi miso, and still confuse consumers by calling their shoyu "Tamari-Natural Shoyu." Address: Clinton, Michigan.

1699. **Product Name:** The Great Tofu Cookie.

Manufacturer's Name: Health Valley Natural Foods.

Manufacturer's Address: 700 Union St., Montebello, CA 90640.

Date of Introduction: 1987 March.

Ingredients: Barley flour, natural fruit & fruit juices of peaches, pineapple, apples and pears, tofu, oats, soybean oil, soy lecithin, pure vanilla, baking soda.

Wt/Vol., Packaging, Price: 6¼ oz (117 gm), paperboard box.

How Stored: Shelf stable.

New Product–Documentation: Leaflet. 1987. 8½ by 11 inches, color. "These moist, chewy cookies are the first ones made with protein-rich tofu..." Label reads: "High energy cookies with mixed fruit. Fruit juice sweetened. No added sugar or salt. Wheat free."

1700. Imuda, Ikuyo. 1987. Jidai o sakidori suru tenpe ryōri. Machi no chiisana resutoran kara [Tempeh recipes that are ahead of their time, from Healthy Kan, a small natural foods restaurant in Tokyo]. *Daizu Geppo (Soybean Monthly News)*. March. p. 39-41. [Jap]

• **Summary:** The restaurant is two blocks (3 minutes) from the Ichigaya Station on the Sobu Line in Tokyo. Phone: 263-4023. Tempeh recipes include "Tempeh jiru teishoku" (¥800). Tempeh is a tasty, nutritious soybean food from Indonesia. The menu includes "Brown rice, soup with fried tempeh, side dishes." The restaurant also serves a tofu cheesecake for ¥300. Address: Restaurant owner and nutritionist.

1701. Jacobs, Leonard. 1987. All-American soymilk. This popular Oriental import is now being made in the U.S. *East West*. March. p. 22-23.

• **Summary:** Discusses U.S. ventures of American Soy Products (Edensoy), Great Eastern Sun (Ah Soy), Health Valley, and Westbrae. Great Eastern Sun found a manufacturer of soymilk in Minnesota that uses a patented

process to eliminate the beany flavor. They aseptically package in quart containers. Health Valley purports to make their soymilk in California.

1702. Le Seuil. 1987. Catalogue [Catalog]. Zone Industrielle, 34190 Ganges, France. 34 p. 21 x 10 cm. [Fre]

• **Summary:** In French "Seuil" means "Threshold, sill, or shelf (of the ocean bed)." Contents: Oriental specialties (tamari, shoyu, and miso imported from Japan, p. 6-8). Soya pasta (spaghetti & macaroni, p. 15). Yellow soybean (p. 17). Virgin soy oil (p. 20).

Letter from Maurice Marchand. 1989. June 1. The company, which was founded in 1979, moved to this new address on 1 Jan. 1986. They are very interested in soyfoods, both imported (they import from Mitoku and Yamato), and made in France (they work with Athanor and Sojadoc). Address: Ganges, France. Phone: 67.73.99.80.

1703. **Product Name:** Westbrae Natural Tofu Imitation Mayonnaise.

Manufacturer's Name: Westbrae Natural Foods.

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1987 March.

Ingredients: Pressed safflower oil, tofu, brown rice syrup, lemon juice, cider vinegar, sea salt, natural spices.

Wt/Vol., Packaging, Price: 1 pint glass jar.

How Stored: Shelf stable.

Nutrition: Has 1/3 fewer calories and fat than mayo made with eggs, less sodium, and none of the cholesterol.

New Product–Documentation: Spot in *Natural Foods Merchandiser*. 1987. Dec. p. 49. Spot with label photo in *Vegetarian Times*. 1988. Feb. Label reads: "25% less fat & calories, No egg. No cholesterol. Low sodium." Spot says: "Its smooth, nongrainy texture makes it great on sandwiches, and just right for deli items like potato salad." Spot with photo in *Health Foods Business*. Feb. Interview with Westbrae. 1988. March 4. The product was initially launched in March 1987, then pulled because of production problems. It was re-launched in November 1987.

1704. Golbitz, Peter. 1987. Aseptic and retort soymilk enters new era. Sales flat in '86. Forecast up for '87. *Soya Newsletter (Bar Harbor, Maine)*. March/April. p. 1, 8-9.

• **Summary:** An important update on the U.S. soymilk industry and market. Estimated U.S. aseptic and retort soymilk sales for 1983-87 (in gallons) are 1983 250,000; 1984 600,000; 1985 750,000; 1986 650,000; 1987 1,800,000 (projected). Average retail prices per gallon rose steadily from \$12.50 in 1983 to \$18.00 in 1986, but are projected to have dropped to \$8.00 in 1987. The jump in production combined with the drop in prices may lead to little or no increase in income. Companies and brands discussed are Eden Foods' Edensoy, Vitasoy, Great Eastern Sun's

Ah-Soy, Westbrae Natural Foods' Malted and West Soy, Health Valley's Soy Moo, Mitoku's Supersoy. No sales or production figures are given for individual companies. Address: Soyatech, Bar Harbor, Maine.

1705. *Soya Newsletter (Bar Harbor, Maine)*. 1987. 10,000 attend Natural Foods Expo '87 West. March/April. p. 3.

• **Summary:** The Soyfoods Pavilion, sponsored by the Soyfoods Assoc. of America, occupied 10 booths and was one of the busier areas of the show. At least 50 new soyfoods products were introduced. SAA has tentative reservations for at least 22 booths at the NFE '87 East show in Philadelphia in October.

1706. *Soyfoods (ESFA)*. 1987. News from the world: Spain. *Dietetique et Sante in Spain*. 1(2):26. April. [Eng]

• **Summary:** "Diététique et Santé SA (Gerblé, Milical, Nergisport, Bisson) leader of the Health foods for adults in France has taken a majority share in the Spanish Dietisa SA, leader of the Health food market in Spain. At Dietisa Headquarters in Barcelona, the company has a modern plant and laboratory. Dietisa has subsidiaries in the UK, Switzerland and Venezuela."

1707. *Daily Item (The) (Sunbury, Pennsylvania)*. 1987. Obituaries: Mrs. Enid Betty Keene, 74, co-founder of Walnut Acres. May 30. p. 8.

• **Summary:** Mrs. Betty Keene, wife of Paul Keene and co-founder of Walnut Acres, died on May 28, early Thursday evening, in Evangelical Community Hospital, Lewisburg, Pennsylvania. She was age 74. She will be buried in Penns Creek Union Cemetery. There will be no viewing or visitation.

A combined funeral and memorial service will be held on Sunday, May 31, at 2:30 p.m. at the Emmanuel Church of Christ, Penns Creek, with the Rev. Steven Hoffman and Rev. J. Odell Zechman officiating.

Betty was born on 23 Aug. 1912 in New Delhi, India, the daughter of the late Rev. and Mrs. David Thomas Morgan, who were British missionaries in India for 45 years.

"She was educated in several boarding schools in India and received her college degree from Women's Christian College in Madras, South India. She spent a number of years teaching at the Woodstock School in Landour, Mussoorie, India. Woodstock was a boarding school started many years ago to educate children of all races whose parents were missionaries, business people and government officials. It was begun and run primarily by American and British citizens, and it prepared pupils for entrance to colleges in the United States, Great Britain and Canada."

In 1938 Mrs. Keene met Paul Keene, her husband-to-be, when he was sent by the Methodist Board of Foreign Missions to spend two years teaching at Woodstock. They were married in 1940 in Bangalore, South India, in the

Ebenezer Baptist Church, where her father was pastor.

She is survived by her husband; by three daughters, Marjorie Ann Hartley of Pittsburgh (Pennsylvania), Ruth Anderson of Middleburg RD2 (Pennsylvania), and Dr. Jocelyn Keene Phillips of Pasadena, Calif; and by five grandchildren. A member of Emmanuel United Church of Christ in Penns Creek Betty was active in church, school, and community affairs.

Founded in 1946, Walnut Acres is an organic, natural foods farm, processing plant and distribution center that sends its products all over the world.

A portrait photo shows E. Betty Keene.

1708. F.L. 1987. How nice, brown rice. *Vegetarian Times*. May. p. 12.

• **Summary:** American per-capita rice consumption has grown from 9.8 lb in 1975-76 to 17.4 lb in 1984-85, in part because of the influx of Asian and Hispanic immigrants. Brown rice accounts for only 1% of this total; white rice is 77%, followed by parboiled rice at 17% and precooked or "minute" rice at 4%. Heinz recently bought out Chico-San's rice cake business, and Quaker Oats bought out Arden's.

1709. **Product Name:** Soy Moo (Soymilk) [Fat Free].

Manufacturer's Name: Health Valley Natural Foods.

Manufacturer's Address: 700 Union St., Montebello, CA 90640.

Date of Introduction: 1987 May.

How Stored: Shelf stable; refrigerate after opening.

New Product-Documentation: Talk with Pat Carey, marketing manager for Pacific Foods of Oregon. 1997. May 5. To the best of Pat's knowledge, the first fat-free or nonfat soymilk in America was Health Valley's Soy Moo. It was introduced about 5 years ago, at about the time that Health Valley was converting their entire line to non-fat.

1710. Kushi Institute. 1987. Take a summer adventure in macrobiotics: 1987 summer intensive (Leaflet). Boston, Massachusetts. 4 panels. Front and back. Each panel 8.5 x 22 cm. [8 ref]

• **Summary:** To be held from July 13 to Aug. 28.

The Institute is located in both Brookline and Becket.

"The Kushi Institute: Founded in 1978 to provide education in the principles and techniques of macrobiotics—a dynamic, transformational approach to life—the Institute has educated thousands of people from around the world. It continues to provide programs that enrich the experience of life. Its goal—a healthy and peaceful world.

The Institute Faculty: Senior teachers and counselors, leading authors, popular lecturers—the international faculty includes founding members Michio and Aveline Kushi, Shizuko Yamamoto; along with Ed Esko, Richard France, Marc Van Cauwenberghe, M.D., Ron Kotsch, Ph.D., Evelyne Harboun, Diane Avoli, Charles Millman, Annirene

Yanni, David Serge, John Kozinski, Joe Avoli, and Mary Kett. Invited teachers also include—Steve Gagne, Bill Tara, Murray Snyder, Denny Waxman, and others.

“The complete program is an integrated curriculum offered in three progressive levels:

Level I: Personal Transformation. Level II

Level II: Social Transformation.

Level III: Planetary Transformation. Address: P.O. Box 1100, Brookline Village, Massachusetts 02147. Phone: (617) 739-0045.

1711. **Product Name:** Tree of Life Soy Oil.

Manufacturer’s Name: Tree of Life, Inc. (Distributor).

Manufacturer’s Address: 315 Industrial Dr., P.O. Box 410, St. Augustine, FL 32084. Phone: 904-829-3483.

Date of Introduction: 1987 May.

New Product–Documentation: Talk with Donna Detoro at Tree of Life. 1988. Sept. 23. This product was introduced in May 1985.

1712. *Whole Foods*. 1987. Manufacturers, importers, growers [of natural/health foods: Directory]. May. p. 178-190.

• **Summary:** A rich source of inaccurate information about soyfoods manufacturers in the USA.

1713. Westbrae Natural Foods. 1987. Distributor catalog, FOB pricing: June 1, 1987. Spring / summer. Emeryville, California: Westbrae. iv + 19 + [12] p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in black on a tan background. Pages i-iv are general information, 1-10 are a computer-printed price list, and 11-19 are a product glossary. There are also 1-page, single-sided inserts (sell sheets, many in full color) of various Westbrae products. Address: Office: 4240 Hollis St., Emeryville, California 94608; Mailing: P.O. Box 8711, Emeryville, CA 94662. Phone: (415) 658-7518 (orders).

1714. Moore, Sally. 1987. A small farm grows to a big business: Paul Keene, owner of 41-year-old Walnut Acres farm in the Pennsylvania Dutch country, thinks of himself as a simple farmer, not the health guru he has become. *New York Times*. June 10. Living desk.

• **Summary:** In 1940, when Paul and his bride returned to the United States, he was a different person. Although mathematics no longer interested him, he taught math at Drew Univ. for a year. Then the couple went to live at economist Ralph Borsodi’s School of Living near Suffern, New York; there he ran a cooperative store and taught homesteading—which prepared him for their next move, to Kimberton Farms School, near Philadelphia.

Paul and Betty stayed at the Kimberton organic [sic, biodynamic] farm school for two years. “Then after a stint as tenant farmers, they decided to buy their own place. In 1945

[sic, 1946] they paid \$5,000 for 108 rocky acres and some dilapidated buildings near Penn’s Creek. ‘The barn roof was rusty and the buildings were falling down,’ Mr. Keene said, ‘but oh, it was so beautiful!’”

At Penns Creek, the Keens had no plan to become entrepreneurs. They planned to work as subsistence farmers, growing crops organically, and using the milk from their single cow to make cheese. Money from that cheese could be used to buy necessities they could not cultivate or barter. But as time passed, this plan proved impractical, so they began selling surplus farm products like apple butter made from organic apples cooked in kettles over an open fire.

They called this product Apple Essence. Fortunately a jar found its way to Clementine Paddleford, food editor at the *New York Herald-Tribune*. She sang its praises in her column and, before long, cards and letters began to pour in. The subsistence farm was on its way to becoming a business.

In their catalog, symbols are used to designate three types of organic products: (1) Those made from ingredients grown organically at Walnut Acres or at farms visited by Mr. Keene; (2) Those certified as organic by the grower but not inspected by Mr. Keene. (3) Those guaranteed by Mr. Keene to be free of poisonous chemical sprays during the process of cultivation, but not necessarily grown on soil fertilized organically.

In addition to their direct mail order business, Walnut Acres also sells some of their foods via health-food stores or through a drop-off service to customers who live within 250 miles of the farm. Such deliveries are made once a month, and drop-off points are usually at the homes of businesses of customers who have volunteered to accept deliveries for other customers in their area.

The most frugal customers visit the farm and stock up at the retail store, where a lunch bar also offers a selection of soup and sandwich, herb teas and natural sodas. Nearby is a small library of materials on natural foods and organic farming. If they tour the kitchens, they might see (and smell) freshly baked granola, cookies and bread, plus soups and stews simmering in the cannery.

The farm is open daily from 8-5 except Sundays and holidays. Tours are conducted from 8:30 to 3. For more information, write Walnut Acres, Penns Creek, Pa. [Pennsylvania] 17862, or call 717-837-0601.

A photo (by Fred S. Prouser) shows Paul Keene.

1715. Muir, A.; Kalnins, D. 1987. False advertising resulting in infant malnutrition. *Canadian Medical Association Journal* 136:1274. June 15. [5 ref]

• **Summary:** Documents the case of an infant who, at 6 weeks of age, was put on a soybean-based product called Eden-soy. “The health food retailer had supplied the parents with a ‘professional looking’, colorful monograph that advertised the drink as ‘good for babies’ and a ‘quality substitute’ for breast milk. Their family physician had

endorsed the product after a cursory inspection of the brochure, and the infant was exclusively fed Eden-Soy, without vitamin supplementation.” Four months later he had become wasted because the formula did not contain enough calories. He also had developed night blindness and rickets because the supplement did not contain sufficient quantities of vitamins A and D. Address: Div. of General Pediatrics, Dep. of Pediatrics, and Dep. of Food Services, Hospital for Sick Children, Toronto, ONT, Canada.

1716. Associate Director, Import Operations Unit, (HFC-131). 1987. Revision to Import Alert #40-01–”Soy drinks, milk substitute drinks and other drinks that may serve as infant formulas.” *Import Alert*. June 30.

• **Summary:** Discusses: Eden Foods’ Edensoy, Soy Moo, Sun Soy, Ah Soy, Westsoy, Vitasoy, Westbrae Malted. Summarized in Soya Newsletter. 1987. 1(4):7. Recommends continued surveillance. Address: Washington, DC.

1717. Bennett, Gordon. 1987. What people drink [Westbrae Malted]. *East West*. June. p. 8-9.

• **Summary:** Starting in January 1987, Malted were made from the first time in America, in California. Malted’s prices dropped about 20%, calories dropped 15%, and they now contain organic soybeans and brown rice syrup. “We have an exclusive manufacturing agreement with a U.S. soymilk producer that has access to the most sophisticated equipment and know-how available in Japan today.” Address: President, Westbrae Natural Foods, Emeryville, California.

1718. Hoffman, Steven M. 1987. The vine ripens: Organic agriculture comes of age. *Natural Foods Merchandiser*. June. p. 10-11, 13, 16, 19-20, 22.

• **Summary:** “As farmers seek low cost alternatives and consumers demand high-quality, healthful foods, the organic industry is seeing renewed interest. Eight states have already enacted statutes governing foods: California, Oregon, Maine, Massachusetts, Washington, Minnesota, Nebraska, and Montana. The California Act, enacted in 1979 and upgraded in 1982, defines the term ‘organic’ and sets legal standards of production for growers.” Also discusses OCIA, and CCOF (California Certified Organic Farmers).

1719. Johnson, Kirk. 1987. Hidden fats in whole foods diets. *East West*. June. p. 62-68.

• **Summary:** A full-page table (p. 65) titled “How the substitutes stack up” shows total fat and serving size for the following categories: Dairy products. Substitute dairy products. Meat. Substitute meat products. Frozen dinners. Miscellaneous. The substitute dairy products include: Tofu Cream Chie (21st Century). Soya Kaas (soy cheese from American Natural Snacks). Tofutti (Tofu Time). Le Tofu (Brightsong Foods). Ice Bean (Farm Foods). Tofu, silken (Nasoya). Tofu, soft (Nasoya). Tofu, firm (Nasoya). Soybean

margarine (Willow Run). Soymilk (Edensoy). Soymilk (Health Valley). Soymilk (Vitasoy).

Substitute meat products include: Fakin’ Bacon (Tempehworks). Tofu Wieners (Yves). Tofu Pups (Tempehworks). Vegie Burger (Bud, Inc.). Tofu Burger (Bud, Inc.). Gardenburger (Wholesome & Hearty). Tofu Sausage (Vegetable Protein Co.). Tempeh, 3-grain (Tempehworks). Seitan (“wheat meat”).

Meatless frozen dinners include: Tofu Lasagna (Legume). Meatless Pepper Steak with Kofu & Noodles (Legume). Sweet and Sour Tofu (Legume).

Miscellaneous products include: Nasoyannaise (Nasoya Foods). Salad dressing, Creamy Tofu (Nasoya). Miso.

1720. Torii, Yasuko. 1987. New developments with tempeh in Japan (Interview). Conducted by William Shurtleff of Soyfoods Center, July 1. 2 p. transcript.

• **Summary:** Torigoe-Seifun stopped making tempeh in mid-1987. They had a hard time popularizing it. Marusan’s tempeh is not selling well. They, too, are thinking of stopping. Mr. Kanasugi and the Natto Assoc. are trying to cooperate with Marusan. They suggest selling “tempeh miso,” made as follows: Mix 10 kg tempeh, 10 kg barley koji or rice koji, and 1 kg salt. Grind in a meat grinder and let stand at room temperature in the summer for 1 month. The result is a sort of Finger Lickin’ Miso. Barley koji works best, and the resulting tamari is delicious. Mr. Kanasugi hopes some miso maker will make this. Only Mr. Kanasugi is doing tempeh research. He makes this miso in his restaurant daily. He also makes a spread like peanut butter. Mr. Ose is still making tempeh but his business, Udai, is not doing well. No one is left at the Ministry of Agriculture with an interest in tempeh: Mr. Katoh went to work with FAO in Rome and Ohta went to Showa Seiyu.

Why did tempeh fail to catch on in Japan? 1. It was poorly marketed. 2. The ads and Torigoe aimed at the older generation who still know how to deep fry foods. 3. It is not clear whether the attempted tie-in with natto was helpful or harmful. Natto is a convenient fast food. Now tempeh is not even sold at Natural House, the natural foods supermarket. Organic soybeans from Living Farms are now widely used in Japanese miso and natto.

Note: This is the earliest document seen (March 2020) that mentions a “natural foods supermarket” in Japan. Address: Kamitsuchidana 324, Ayase-shi, Kanagawa-ken 252, Japan. Phone: 0467-76-0811.

1721. *Natural Foods Merchandiser*. 1987. 8th Annual Natural Foods Merchandiser merchandising awards [Gold: Eden Foods’ Edensoy, and Fantastic Foods’ Fantastic Noodles (Miso Vegetable)]. July. p. 28-29.

• **Summary:** The Edensoy package design was developed by Group 243 in Ann Arbor. “The look is inviting yet sophisticated, with both sizes of Tetra-pak boxes bearing

loosely impressionistic illustrations of landscapes in tranquil colors. Design criteria included warm, energetic food that was natural, refreshing, and healthful.”

1722. Robeznieks, Andis. 1987. One-liners [Statistics on vegetarians and natural foods in America]. *Vegetarian Times*. July. p. 73.

• **Summary:** Percentage of U.S. population who considered themselves vegetarian in 1978: 0.55%. In 1986: 3.7%. Percentage of American women aged 19-50 who are vegetarian: 4%. American men aged 19-50: 1%. American children: 2%.

1723. Rottenberg, David. 1987. Innocence lost: How Tom Timmins, a son of the sixties, is turning tofu into the keystone of an empire. *Boston Magazine*. July. p. 51-57.

• **Summary:** One of the best articles written on developments during the 1980s for Tomsun Foods, Timmins (with two large photos), Juan Metzger, and David Kirsch. Last year Timmins sold \$3.1 million of tofu. Jofu grossed nearly \$400,000 in its first 32 weeks on the market. Jofu is now sold in 11 flavors, 5 honey sweetened. With the help of Evans & Company, a New York City underwriting firm, Timmins took Tomsun Foods public with a \$4.25 million stock offering. And he is pouring \$1 million of new capital into a new product, Jofu, a tofu-based “spoonable snack” resembling yogurt. Timmins’ goal is a 7% share of the \$1,000 million a year U.S. yogurt market.

The company headquarters is now located at 247 Wells St. in Greenfield, Massachusetts. Seven employees (including Timmins, who has 4 kids) work here, and another 68 work down the road at the factory—which uses more than a million pounds of soybeans a year. Timmins notes: Our product philosophy is completely vegetarian. Not because we’re vegetarians—I’m not anymore—but that’s our niche, that’s who we are.”

“One day in 1979 Juan Metzger, founder of Dannon Yogurt, called Tom Timmins. Metzger, it seems, had been intrigued by a *Wall Street Journal* article on tofu that mentioned Timmins. Might be something in tofu for Dannon, Metzger thought. Metzger had just achieved his goal of national distribution of Dannon Yogurt. Now he was thinking about expanding his product line. Would Timmins be interested in selling soy dairy to Dannon? Metzger wondered. Meetings were held and preliminary studies made. The plan was to have Timmins package tofu under both his label and that of Dannon. Dannon would provide Timmins with national distribution and, according to Metzger, ‘in 6 to 12 months, if we were still on friendly speaking terms and the product showed promise, I would get Beatrice Foods [Dannon’s parent company] to buy that company for Dannon and make it a Dannon subsidiary and keep [Timmins] as head man.’ In the end, however, Beatrice Foods nixed the deal. It didn’t want its most profitable subsidiary sinking

money into a new and potentially risky venture. But during the negotiations Metzger and Timmins discovered that, although they were nearly 30 years apart in age, their goals and thinking were similar.

“Two years later Beatrice sold Dannon for \$84 million to a French company, BSN-Gervais-Danone. Metzger quit and joined forces with another food executive, his friend David Kirsch, whose family had just sold its No-Cal soft-drink business to Canada Dry for over \$75 million. They formed a food consulting company they called Metzger, Kirsch Associates.

“So when Timmins started thinking about taking his company national, he called in Metzger, Kirsch, which had just the kind of big-time expertise he needed. And in 1983 they struck a deal: Juan Metzger and David Kirsch became Timmins’s partners. Instead of salaries, Metzger and Kirsch each received approximately 13 percent of the company’s stock, with Timmins retaining 22 percent. The rest of the stock was distributed among other employees and investors. Metzger became chairman of the board; Timmins president and chief executive officer; and Kirsch, senior vice president.”

“One of the first big changes was in the name: New England Soy Dairy, established by Timmins in 1978, became Tomsun Foods in 1983.” They then set out to develop a “spoonable snack” which, like yogurt, “permitted value-added pricing... And so the Dannon success story became the paradigm for Tomsun.” They named the product Jofu, in part since both Timmins and Metzger have young sons named Joe. Now Tomsun Foods is making 11 flavors of Jofu, 5 of them sweetened with honey.

“The partners allocated a third of the \$4.5 million raised in their public stock offering last December to advertising. Half a dozen radio commercials created by the New York City advertising firm Calet, Hirsch and Spector are already touting Jofu as a snack ‘beyond yogurt.’ Tomsun is targeting college students, who are thought to be more open to new foods, and spoonable snacks suit the collegiate lifestyle.

“Jofu is now sold in about 80 supermarket chains in the Northeast...” It is sold right next to the dairy yogurt. Now Jofu is spawning imitators. Six other soyfoods companies, including Brown Cow West, Bud, and Cream of the Bean, already have yogurt-like tofu products in supermarkets, and more are planning their own entries. “To date, Jofu is the only yogurtlike food that is not cultured.”

The Massachusetts Community Development Finance Corporation, a state agency that assists small businesses, was one of the first investors in Tomsun Foods; they sunk in \$200,000, which has since been paid back. Charles Grigsby, the president of this finance corporation, says: “Tomsun Foods has been a remarkable little example of how to grow a company. He adds that Timmins “is one of those people who remarkably has gone from a promoter/entrepreneur to a sound manager. Often people can’t make that transition.”

Timmins' story is the story of those who came of age in the 1960s. While he was at Notre Dame (class of 1967), the movement against the Vietnam war was in full swing. When his local draft board rejected his pleas for conscientious objector status, he fled to Montreal [Quebec], Canada. But he returned, his girlfriend became pregnant, so he worked for the post office for a year, then back to the farm in Iowa for a year and briefly to jail. "By then Timmins was a vegetarian, but that didn't stop him from going to work for a chicken-canning factory; he had two children to support." The first real job he liked was a \$100-a-week position as manager of the Yellow Sun natural foods co-op in Amherst. In 1975 his marriage broke up. He left the co-op and got married again. He and his second wife soon moved to Brattleboro, Vermont, where he was one of America's largest independent distributors of natural foods, now called Stow Mills [but in 1975 named Llama Toucan & Crow]. Within a year Timmins was longing to go into business for himself. In the fall of 1976 he returned to the Amherst, Massachusetts, area where he started the Laughing Grasshopper Tofu shop with two friends, Richard Leviton and Kathy Whelan. "The first year we were working seven days a week, 10 hours a day—around the clock eventually."

"But after two years Leviton and Whelan got fed up with the grind and sold their shares to Timmins for \$10,000. Once again Timmins picked up stakes. He moved himself and his family to Greenfield, incorporating his business there under the name of New England Soy Dairy. Though Timmins was a genuine marijuana-smoking, draft-dodging, long-haired member of the Woodstock generation, his beard went in 1977. His long hair went in 1979. His communal management style backfired in 1983, when his employees started unionizing. But today Tomsun is third largest tofu manufacturer, after House Foods and Yamauchi, Inc., and Azumaya, Inc., two California-based companies whose primary market is Asian American. But Timmins, now age 41, has no intention of staying in third place. His number one goal is national distribution—which he thinks will take 4 to 5 years to accomplish—even though it took Juan Metzger 17 years to achieve that at Dannon. His second goal is \$100 million in annual sales.

1724. Wood, Rebecca Theurer. 1987. Rice syrup's sweet taste of success: This versatile product may be the best natural sweetener. *East West*. June. p. 14, 16-19.

• **Summary:** Japan's traditional sweetener is rice *malt* syrup; it is made by adding malt (dried sprouted barley) to cooked rice. The malt's enzymes convert the starches in rice into maltose and easily digestible (soluble) complex carbohydrates. This mash is then strained and cooked to the desired consistency.

Robert Kennedy, former president of Chico-San, is responsible for introducing rice syrup to the USA. In the early 1970s, Chico-San began making a traditional rice syrup

using malt (dried sprouted barley) and sweet rice. But the company experienced many production problems. In 1984 Kennedy sought help from California Natural Products (CNP), a research and development company in Manteca, California, headed by Pat and Cheryl Mitchell—a husband and wife team. The Mitchells realized that the product had great potential; they took it over, turned it around, and developed it into a viable product—in fact a big success.

That same year, Robert Nissenbaum of Imagine Foods began marketing Rice Dream, his frozen amasake dessert. Like Kennedy, he experienced problems and ended up taking the product to CNP, which designed a new product to his specifications. Today more than 30 companies are either marketing or using in their products a rice sweetener that has been specifically formulated for their needs by CNP. Note: The new product in each case was made from commercial enzymes rather than from koji.

Contains recipes.

1725. Yamazaki, Junsei. 1987. The Junsei Yamazaki miso and umeboshi story (Brochure). Route 1, Box 1333, Orland, CA 95963. 6 p.

• **Summary:** Junsei arrived at Chico-San in May 1963. His wife, Kazuko, came in 1968. Later that year he went to New York to help Michio Kushi with his restaurant. He returned to Chico-San the following spring (1963?) where he started to make traditional miso and soy sauce. He had learned how while growing up on his family's farm in Chiba prefecture. He had attended Tokyo Agricultural University and majored in organic chemistry. Also at Chico-San he made rice syrup, called Yinnies. Now he and Kazuko live on their 5-acre farm in Orland, California. He makes organic miso (brown rice, rice, and barley) and she umeboshi salt plums with shiso. Both farm. Address: Orland, California. Phone: 916-865-5979.

1726. **Product Name:** Ah Soy (Soy milk) [Original, Chocolate, or Vanilla].

Manufacturer's Name: Great Eastern Sun (Marketer-Distributor). Made in Minnesota by St. Peter Creamery.

Manufacturer's Address: 92 McIntosh Rd., Asheville, NC 28806. Phone: 704-252-3090.

Date of Introduction: 1987 August.

Ingredients: Incl. Soybeans, water, cold-pressed safflower oil, carrageenan, pure Bourbon vanilla, dried cane juice.

Wt/Vol., Packaging, Price: Quart Tetra Brik Aseptic carton. Packed 12 to a case. Wholesales for \$12/case.

How Stored: Shelf stable; refrigerate after opening.

New Product—Documentation: Ad (full page, color) in *East West Journal*. 1985. Sept. p. 28. "Ah soy: Finally a really soft drink." Note: The flavors were later elaborated to American Original, Dutch Chocolate, and French Vanilla.

Leaflet. 1987, undated. "Ah Soy. New Improved Flavor. Quart Size. Made in America. Popularly Priced. Sweetened

with Organic Unrefined Cane Juice. The Ah Soy Story—Totally New Formula!!!” Tetra Pak Age. 1987. Summer. p. 12-13. Color photo of three quart Tetra Brik cartons. Red, blue, and yellow on white background.

1727. Hawken, Paul. 1987. Truth or consequences: The best way to differentiate your company from competitors, says the author, is to tell customers the simple truth about your products or services. *Inc.* Aug. p. 48-50, 52.

• **Summary:** Twenty years ago Hawken, suffering from asthma, was trying to restore his health. He began to experiment with diet and discovered that when he stopped eating the normal American diet of sugar, fats, alcohol, chemicals, and additives, he felt better and could breathe freely. So he “started the first natural food store in Boston, one of the first in the country. In the beginning it was a modest operation, grossing \$300 a day. When I finally sold the business after about seven years, Erewhon Trading Co. was grossing more than \$25,000 a day. That was in 1973. I went abroad to write a book about a community in Scotland [Findhorn].” With Erewhon, Hawken had helped to launch a new industry.

“A couple years later, I returned [to America] and discovered another reason to go into business for myself: I was unemployable. I had not held a salaried job in my adult life. I had no college degree... I spent the next 3 years consulting for various companies, doing three turn-arounds for companies in deep trouble, and writing another book. Then, in 1979 my friend Dave Smith and I founded Smith & Hawken, an importer and direct marketer of high-quality garden tools.” Today Smith & Hawken has gross sales of \$20 million.

“With a truly original product, you must, in effect, create a new market, as opposed to establishing a new niche in an existing market. You’re competing not against other products, but against the inertia of the marketplace.

“At Erewhon, we started out as absolute food geeks: our foods were so far outside the mainstream that people couldn’t pronounce half the names. We were treated with suspicion or derision. A trucker unloading some millet asked us if we ate this bird food. By about 1970, however, we knew we had located the center of the stream. Natural food stores were opening as quickly as they could line up vendors. We had already added a wholesale operation to our retail business, and we were landing a hundred new accounts a month, on top of expanded resales to existing customers. We were gliding.” Address: Mill Valley, California.

1728. *Natural Foods Merchandiser*. 1987. The Guide. Facts and contacts for the natural foods industry. The supply side: An ABC directory. Manufacturers. Aug. p. 34-72.

• **Summary:** Lists about 50 soyfoods manufacturers, and some that say they are but actually are not. Address: New Hope, Pennsylvania.

1729. **Product Name:** [Soyastern Shoyu].

Foreign Name: Soyastern Shoyu.

Manufacturer’s Name: Soyastern Naturkost GmbH (Importer/Distributor). Made in Japan.

Manufacturer’s Address: Osteratherstr. 26, 5000 Koeln 60, West Germany.

Date of Introduction: 1987 August.

Ingredients: Pure spring water (Reines Brunnenwasser), soybeans (Soyabohnen), wheat, sea salt (Meersalz).

Wt/Vol., Packaging, Price: 700 ml glass bottle.

How Stored: Shelf stable.

New Product–Documentation: Label. 1987, undated.

Black, grey, and yellow on beige. “Traditional Soyasauce, aged 2 years in oak vats. The universal seasoning. In daily cooking and at the table; it rounds off the aroma of your foods and enhances their indwelling flavors—making salt superfluous.” Letter from Thomas Karas. 1989. April 21. “Soyastern Shoyu is a Japanese product. We import it from Muso in bulk and fill it in bottles at our company. We started with it in August 1987.”

1730. *Tetra Pak Age*. 1987. Edensoy in a class by itself. 5(2):14. Summer.

• **Summary:** “From an international line for the 1986 Tetra Pak Design Competition, Edensoy Natural Soy Beverage by the U.S.-based Eden Foods, Inc. took the top prize in its class. According to the judge—Mr. Carlos Rolando, a Spanish designer—Edensoy’s design makes good use of typography and color. It creates a mood. ‘To be healthy is to be happy. Jogging or lying under a tree along a stream of pure water creates a feeling of happiness. This design conveys all this and more. The illustration conveys a feeling of tranquility. A highly suggestive, blurred landscape. Nobody knows where it is but everybody would like to be there.’ Indeed the package speaks for the product,” which contains no added fat.

1731. *Vitasoy Vitabrations*. 1987. How does Vitasoy compare to other soymilks? Vitasoy ranks Number 1 in calcium and vitamins B-1 and B-2. Vitasoy scores as one of the highest in protein content. 1(2):7. Summer.

• **Summary:** Nutritional comparison with Edensoy, Ah Soy, and Supersoy, per 6 ounce serving: 7 gm protein, 5 gm fat, 115 mg sodium. Address: 99 Park Lane, Brisbane, California 94005.

1732. Roller, Ron. 1987. Job’s tears, San-J plant, Edensoy (Interview). *SoyaScan Notes*. Sept. 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Edensoy contains Job’s tears, the hard, pearly-white to tan seeds of an Asian grass (*Coix lacryma-jobi*), also known as “pearl barley” (easily confused with pearled barley), and called *hatomugi* in Japanese. Note: The large

Kenkyusha dictionary (1954) translates *hatomugi* as “pearl barley.” A Muso Shokuhin soy milk label gives the scientific name of *hatomugi* as *Semen coicis*. The grains are about the size of a mung bean but slightly oblong, and with a very prominent sunken tan line running from end to end, as with barley. Eden Foods has tested the growing of Job’s tears in the southern USA, and now sells the grain in a 1-lb bag. San-J will be the first company to make natural shoyu in the USA. Eden has been negotiating with them for 4-5 years. Startup costs were \$10-15 million. They will make both tamari and shoyu from both defatted soybean meal and whole soybeans. It is an institutional factory, no wooden vats, all stainless steel. Offices will move to the plant site. Edensoy sales are on target. Estimates are that 25-30% of people who go into health food stores have never tasted soy milk. Address: Eden Foods, Clinton, Michigan.

1733. Belleme, Jan. 1987. Whole fu cuisine: This versatile wheat product adds a high-protein punch to meals. *East West*. Sept. p. 26, 28-31.

• **Summary:** Dried *fu* (wheat gluten) contains 29% protein and less than 1% fat. Describes how *fu* is made in Japan, the different types and shapes, and how to use it in cooking (as is, or deep-fried). The most common shapes are *kuruma* (“wheel”) *fu*, which is shaped like a large flat doughnut; *zeni* (“coin”) *fu*, shaped like a small flat doughnut, *zenryu fu* (an intermediate, doughnut shaped variety made from whole wheat flour and created for the natural foods market); and *shonai fu* (also called *ita* [“board”] *fu*), which is a thin, flat variety.

Contains 6 recipes. Acknowledges the help of Robbie Swinnerton (who has spent 8 years working for Mitoku Co., Japan) for his help in researching this article.

1734. Keene, Paul. 1987. A long farewell to Betty Keene: Co-founder of Walnut Acres. *Walnut Acres Catalog*. Sept. Page 2 (inside front cover). p. 45.

• **Summary:** A long and eloquent obituary by Paul Keene for his wife, who died on 28 May 1987.

“Almost fifty years ago, more than a mile high in the foothills of the Himalayas, a young teacher, fresh from a journey of halfway around the earth, opened the door of the dining room. Around the tables were gathered thirty or more persons of various nationalities. A hum of typical lunchroom teacher-talk carried on, interrupted only by brief welcoming smiles. The new chap from America found himself truly in another world. Suddenly the name Woodstock School, in northern India, had come alive for him. ‘The Lord works in a mysterious way, his wonders to perform,’ thought he to himself

“I had been shown to a seat quite close to the entrance door, which I faced while lunching. There was considerable coming and going. Just as the dessert was brought, the door swept open. In sprinted three spirited, jolly young women,

speaking with a delightful British accent. Their arrival is as clear to me today, eighteen thousand days later, as if it took place yesterday. The last of the three was the one on whom my eyes lingered a split-second longer during the brief introductions. Betty Morgan was her name. Petite and pretty, her smile rivaled that of Helen of Troy. My heart was won with incredible ease.

“Betty was born in New Delhi. Her father was Welsh, her mother English. They had spent over forty years in mission work in India, which had become their real home. India’s tongues were Betty’s own. She was at home in the villages and in the bazaars. When a huge hyena tried to snatch her from her crib as she slept outside, only her mother’s screams frightened it away. As a youth she walked in the hills inhabited by the man eating tigers of Kumaon. It was second nature to her to be wary of the karait and the cobra, some of the deadliest of snakes.

“For long periods she was away from her family while attending boarding schools in the cool hills. Mount Herman School in Darjeeling and Woodstock School in Mussoorie were two of these. Upon completion of her high school work she received her college degree from the University of Madras in South India. With her teacher’s certificate she then returned to Woodstock as a staff member. This was known as one of the best preparatory schools in the Orient.

“In school Betty was quite athletic. She was one of the better players of women’s basketball, volleyball and tennis. Nothing seemed too strenuous. At six to eight thousand feet she could hike and run up and down the steep mountainsides with the best of them. She was accomplished and fearless. Each year she traveled all alone by train the fifteen hundred miles or so to her parents’ home in South India.

“We were married in Bangalore, South India, in January. Every pew of the Baptist church of which Betty’s father was pastor had tied to it a lovely bouquet of local, richly scented lilies. The service, conducted by her father with her mother in attendance, was a simple, lovely happening. The church was filled with people and the scent of lilies. The deep-rooted affection between pastor and parishioners was so beautiful to see.”

“Within a few days everything was packed and we were ready to sail for America via the Pacific ocean.”

“After one more year of teaching back in my home area we decided to change professions completely, and put our whole trust in God and the universe for our care and well-being. We felt we had to return to earth’s roots. For two years we studied and practiced homesteading at the School of Living [run by economist Ralph Borsodi] in Suffern, New York. There we learned organic gardening, flour grinding, bread baking, butter and cheese making, food preserving, weaving, homestead arts and crafts. With a marvelous library we had hundreds of thinkers and doers by our sides as we both theorized and practiced. Here we were paid five dollars a week, plus room and board. Here our first daughter was

born.

“For two more years, to learn full-time farming, we attended Kimberton Farms organic farm school near Philadelphia. Here we learned the use of both horses and tractors as power sources for field-scale growing of crops. Studying under Dr. Pfeiffer from Europe, these were days of revelation in which love of the soil grew into a deep, rewarding, abiding part of our lives. We learned by doing the work on this farm of over one thousand acres, where milk cows, beef cattle and grain and vegetable production were paramount. Of course no chemicals or poisons were ever used. We were paid fifty dollars a month for our labor, and lived rent free in the top story of an ancient, freezing farmhouse. Nothing seemed really to matter, in our exuberance and sturdiness, as long as we continued to learn who we were!

“Finally, penniless except for two hundred dollars, a team of horses, an old rusting horse plow and harrow, second-hand furniture, an ancient car, and two small daughters, we were able to get a long term loan [\$5,000] from government sources to purchase our very, very own farm of one hundred acres. Here our feet trod a portion of the earth leased for our lifetimes from the universe, to have and to hold precious and beloved until death do us part.

“There was no furnace for central heating, no water heater except the kitchen range, no bathroom, no clothes-or-dish washers, no telephone, no refrigerator no freezer, no air conditioner, no T.V. For years we used a cast-iron kitchen range for heating both house and water. We used our own wood, supplemented with coal, for heating purposes. Later came a new wood stove for heating the living room, with its penchant for chimney fires. We learned how to scamper up to the attic roof in a hurry to drop potato peels down the chimney to cool down the raging fire! The bedrooms managed to get a slight bit of heat through the downstairs ceilings. Even with shutters closed these rooms were like ice in winter. Those bedrooms through which passed a stovepipe would get above freezing, generally, by ten o'clock of a frosty morning.”

“But then out of our struggle, totally unanticipated by us, a marvelous growth began to take place, both in our soil and in the hearts and minds of many people who could be reached by mail. What joy it was for Betty to see cards and letters come from afar, inquiring about our organic, synthetic-free farm produce. We were vindicated! Not only had we learned to produce wholesome poison-free foods, not only had natural farming methods begun to confirm themselves by both improving the soil and lessening disease and insect problems, but we had discovered a market as wide as the world itself. By much stinting and saving we could now hope to be able to help our three delightful growing girls to go on for college work.

“Things had eased up a bit. Tractors replaced horses. We had a furnace and hot water, a bathroom and a telephone,

along with some modern labor-saving devices. Mechanical harvesters replaced hand corn huskers, and the hand picking of peas, beans, carrots, beets. Our old used combine replaced the toil-intensive reaper-and-binder grain harvesting. Gone for Betty were the threshing dinners when droves of workers had to be fed. For her the work in the fields and the tending of babies gave way to working with those people who had joined with us in producing and shipping our foods. It was less strenuous, as was proper, and yet challenging and rewarding. She and all of us came to have friends not only where we lived. Our horizons expanded as we became a part of a great fellowship of seekers for the roots of life who lived everywhere. The marvelous venture, the dream in the heart, seemed never-ending.

“Betty’s influence was great. She was greatly loved and highly respected by all who knew her. She in turn was loving and concerned in the extreme. The problems and difficulties of anyone she knew automatically became hers as well. She was deeply religious. Her prayers never ceased to ascend to heaven’s gates. Her warmth and generosity knew no ends. As a cofounder of Walnut Acres she had its concerns deeply at heart. We all looked to her for her opinions, her thoughts her directions. She set the tone that is the backbone of Walnut Acres. You might say that she was its soul. Everything had to be done right, in the best way. There was no such thing as corner-cutting. Honorableness was as important as life itself.” Address: Walnut Acres, Penns Creek, Pennsylvania.

1735. Product Name: San-J Tamari-Lite (Low Sodium).
Manufacturer’s Name: San-J International, Inc. (Importer). Made in Japan by San-Jirushi Corp.
Manufacturer’s Address: 2880 Sprouse Dr., Richmond, VA 23231. Phone: 800-446-5500.
Date of Introduction: 1987 September.
Ingredients: Soybean meal, water, salt, alcohol.
Wt/Vol., Packaging, Price: 5 oz dispenser, 10 oz bottle, and 20 oz bottle.
How Stored: Shelf stable.
New Product–Documentation: Interview with John Perelman. 1987. Sept. 15. He notes that Erewhon (made by Kagisa), Arrowhead Mills, and Eden Foods still misuse the term “tamari.” Now Westbrae does too. Ad in East West. 1988. June. p. 23. “Pretty amazing stuff. 25% less sodium. Rich taste. Wheat free.” Also run as a full-page color ad in Vegetarian Times. 1988. Sept. Inside front cover. And Oct. p. 30. Interview with John Perelman. 1990. Jan. 25. This product is still imported from Japan in drums and bottled in Richmond; the company has not yet installed its desalination equipment in America, and probably won’t until at least 1991.

Two labels sent by Misako Binford of San-J International. 2012. May 14. The white label now reads: “Tamari: Gluten Free Soy Sauce. Reduced sodium. 10 fl. oz. Made with 100% soy.” Two logos on the front panel: (1) Non

GMO Project verified. (2) Certified Gluten Free. “Contains 28% less sodium than regular tamari.” She notes: Product introduced 1987 or before. Imported.

1736. Lindner, Anders. 1987. The world soymilk market and Soya Technology Systems (STS) (Interview). Conducted by William Shurtleff of Soyfoods Center, Oct. 21. 7 p. transcript.

• **Summary:** “On 21 Oct. 1987 Anders Lindner, on a trip of the USA, visited the Soyfoods Center (SC). The following interview was conducted by William Shurtleff.

“SC: STS started five years ago, and in that time you have traveled the world, visiting every potential customer, and sold four soymilk plants. What major changes or trends have you seen in the world soymilk market during that time?”

“STS: You must look at one region at a time. In the United States there is definitely an increased interest in and awareness of soymilk. Soyfoods are relatively well known. In Europe there has been a big increase in the number of enquiries about soymilk from all countries. The number of larger companies that have contacted us has also increased.

“Africa is still a dark continent as far as soymilk goes, with the possible exception of Nigeria, where we have a number of quotations pending, awaiting approval for foreign currency. This could take time.

“Looking at Asia, in India there was almost a frenzy of interest several years ago and we still get enquiries every week. The government gave permission to build many new soybean crushing plants. Soybean production is now over a million tons, and it is still not enough. So the price of soybeans is rising, which raises soymilk prices. But I’m not as optimistic about the future of soymilk in India today as I was 6 months ago. India’s first major soymilk plant, established by the Noble Soya House group in Bhopal, has not been as successful as everyone had hoped it would be. Two of India’s best known companies, the Great Eastern Shipping Company (also called the Bhiwandiwalla Group) and Godrej, backed the new company, which greatly bolstered public confidence in the project. Each owned 24% of the private limited company and the rest was publicly owned. Great Eastern provided financing and put a number of their very best people in the top management positions. Godrej, which is *the* marketing company in India par excellence, provided distribution and marketing. They specialize in soaps. Alfa-Laval supplied the plant and Kibun sold their technology know how. Production began in January 1987 and it had all the signs of being a very, very good project. Their soymilk, named Noble House Great Shake, comes in four flavors (chocolate, strawberry, mango, and American ice cream flavor, basically a vanilla) in 200 ml Tetra Brik cartons. I have heard it said that the products were not well formulated, the timing was poor, the prices were too high, and the products were marketed as a clearly Western-style or foreign product. The project got lots of big media

publicity, but much of it was not favorable, we are sorry to say. Today the plant runs only about 2 hours a day.

“We have sold a plant to Amrit Soya and Protein Foods Ltd., owned by the Amrit Company, an old company. They are in Ghaziabad, Uttar Pradesh, on the outskirts of New Delhi and are expected to start production in mid-1988. This will be India’s largest soymilk plant with a capacity of 6,000 liters/hour.

“Back to Asia, when we established STS we located ourselves in Southeast Asia, thinking that with the large consumption of soybean drinks there it would be quite simple to sell plants to make soybean milk as well. But that has not been the case. I find the food processing companies there extremely conservative. Our strategy now is to show the companies in East Asia that our concept works in the USA and Europe.

“China has been a disappointment. They seemed to be more interested in soymilk plants a few years ago.

“So generally speaking, the climate has gotten better, especially in Europe and the United States.

“SC: Has your strategy or basic approach for selling STS soymilk plants changed during this period?”

“STS: Yes, it is changing now. We are expanding our product range by offering processes for other soymilk-based foods. Formerly we thought of ourselves as selling primarily liquid soymilk. Now we are offering process lines for tofu, ice cream, dressings, dips, spreads and other dairy analogs, plus what we call ‘semi-products.’ These are non-consumer, industrial food type products such as concentrated soymilk or curds for use as ingredients by food processors. We are investing in R&D on these. I think we will find new uses for our soymilk base, including new ways of making traditional products, dairy analogs, powdered products, and truly new products.

“SC: Have you made any major technological developments?”

“STS: Yes. we are now offering an ultrafiltration system as part of our soymilk system. This is an important technological innovation. It allows you to concentrate soymilk by removing water without adding heat (thus preserving the good flavor of the product) or to remove certain components from the soymilk, such as oligosaccharides or perhaps trypsin inhibitors or lipoxigenase enzymes, using membranes. More important, it can help in automating tofu production. The soymilk base goes into the ultrafiltration plant, where it is concentrated. Coagulant is injected into the line and mixed. Rectangular cakes of tofu are chopped off as they come out the exit end. Luke Lukoskie at Island Spring has been a pioneer in developing these processes using a pilot plant, with an ultrafiltration unit, that we loaned him. This technology seems to have a very promising future for processing soymilk in the West, and for making soya panir (fresh curds) in India. There is not enough cow’s milk in India to go

around, and most of it is sold in the cities. I think soya panir will undersell dairy panir in India.

“SC: Which company do you feel is your strongest competitor?”

“STS: Our main competitor everywhere is Alfa-Laval. After that, but much less, some of the Japanese companies such as Marusan-Seikensha and Mitsubishi. Given that we had just installed the largest soymilk plant in the Western world for De-Vau-Ge in Germany, I was surprised to note that Eden Foods in America chose Marusan-Seikensha without ever contacting us at all. Marusan seems to have only one English speaking person in the entire company, Mr. Tominaga. Mitsubishi competed with us selling systems in India and Nepal. Takai never seems to be in competition with us. Vandemoortele is no longer supplying systems, though the huge plant they built in Ambatolampy, Madagascar (35 million liters/year capacity) is still in operation. The company, Lalasoa SA (Societe Anonym) is run by a woman named Regina.

“SC: Could you tell us a little about the four plants that you have sold?”

“STS: Our biggest and most successful plant was sold to De-Vau-Ge, a Seventh-day Adventist food company in Lueneburg (near Hamburg), Germany. They started production in August 1985 and make Granose and Granovita brands soymilk, sold mainly in the UK and West Germany, but also in Scandinavia and France. The plant is running at full capacity, which is 3,000 liters per hour of soymilk base (4.7% protein). This is 4,000 liters per hour of finished soymilk (3.5% protein), or 50,000 liters a day. They currently only make two products. Labels for the UK market read Granose Soya Milk (4 flavors) and Granose Soya Dessert (3 flavors of custard puddings gelled with natural carrageenan, a seaweed extract). Both products are packed in half liter or liter aseptic Tetra Brik cartons. The plant is doing very well, selling all it can make. This is the only one of the four that has started operation. we have also sold a plant to Island Spring (Vashon, Washington), which may be the next to start production. The capacity is also 3,000 liters/hour of soymilk base. Amrit in India should be in production by mid-1988. Their plant has the same basic capacity as the plant in Germany, but since their soymilk will contain only 2.25% protein, the actual output will be 6,000 liters per hour which is larger than Germany. They will make both beverages and foods, mainly a panir type cheese. The beverages will contain Indian flavorings.” (Continued). Address: STS, Singapore.

1737. *SoyaScan Notes*. 1987. Soymilk and dairy milk prices in California, October 1987 (Overview). Oct. 23. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** In Lafayette, California, whole milk sells for \$0.55/quart. Soymilk sells for \$1.99/liter, which is the equivalent of \$1.88/quart. Thus soymilk in a liter pack is

3.42 times as expensive as dairy milk per unit volume. In Dec. 1983 a comparison with pint quantities was made. Cow’s milk cost \$0.39. The least expensive fluid soymilk was Vitasoy, sold to the Asian market in 8.4 oz pack for \$0.35; it was 1.72 times as expensive as cow’s milk per pint. The average price of all 6 brands surveyed was 3.53 times as expensive as cow’s milk per unit volume. Thus, soymilk prices have dropped only 3.2% in relation to cow’s milk prices since Dec. 1983. The main reason that the drop has not been larger lies in the decline in the value of the U.S. dollar from late 1985 on; this led to a steady rise in the price of imported soymilks.

During 1986 two major changes took place in soymilk packaging in the USA. Both helped to reduce costs. (1) Edensoy, Westsoy, and Ah Soy switched to Tetra Brik cartons; Vitasoy had always been in Tetra Brik. (2) Liter and quart Tetra Brik cartons were introduced. This larger size was pioneered by the Alpro/Vamo Foods Sunsoy brand, followed by Edensoy, Ah Soy, Westsoy, and Vitasoy. Soymilk became the first liter-sized Tetra Brik product to succeed in the USA.

1738. *East West Journal*. comp. 1987. *Shopper’s guide to natural foods*. Garden City Park, New York: Avery Publishing Group. x + 204 p. Illust. Index. 28 cm. [66* ref]

• **Summary:** The book from the editors of the *East West Journal* is mainly a series of articles published in *East West Journal* or special articles by individual authors. Contents: 1. Introduction to natural foods. 2. Grains. 3. Breads, pastas & seitan. 4. Vegetables. 5. Sea vegetables. 6. Labeling and standards. 7. Fruits. 8. Seeds & nuts. 9. Beans (incl. tofu, tempeh, miso, azuki). 10. Beverages. 11. Condiments (incl. tamari, shoyu, vinegar, salt, umeboshi). 12. Cooking ingredients. 13. Pressure cookers. Address: New York; Massachusetts.

1739. *East West*. 1987. Natural Foods: The best and worst. 2nd annual awards. Oct. p. 32-36.

• **Summary:** Only packaged natural foods with nationwide distribution are judged. Best soymilk: Edensoy, but the Tetra Brik package doesn’t biodegrade, burn, or recycle. Best sandwich spread: Nasoyanaise by Nasoya Foods. Worst shoyu: Natural shoyu from Erewhon. So heavy it is best dispensed with an eye dropper. Best Tamari: San-J. Worst line of fake meat products: Worthington Foods. Worst beans: Honey Baked Style Vegetarian Beans with Miso from Health Valley. Best Miso: Miso Master Mellow White Miso by American Miso Co. for Great Eastern Sun.

1740. Eden Foods, Inc. 1987. Looking for a new food? The solution is amazingly delicious Edensoy (Ad). *East West*. Oct. Back cover.

• **Summary:** This ad emphasizes the product as a food rather than a beverage and stresses ingredient quality. A hand descends from heaven and angels fill the sky around a huge

carton of Edensoy. “Job’s tears, known as *Hato Mugi* in Japan, are the seed kernels of an annual grass long prized in the Orient for its health giving and nutritional properties.” Note: The scientific name of Job’s tears is (*Coix lachrym-jobi*). Address: Clinton, Michigan.

1741. Golbitz, Peter. 1987. Soya interview: Gordon Bennett, Westbrae Natural Foods: Soyfoods past, present and future. *Soya Newsletter (Bar Harbor, Maine)*. Sept/Oct. p. 3, 10-11.
• Summary: Founded in 1970, Westbrae was built on the premise that healthy food makes a healthy planet. Bennett has been president since 1975. The company now has over 200 products. Soyfoods account for about 35% of sales, down from 50% 1-2 years ago. The company is reducing imports, focusing on American-made foods, and importing Westsoy soymilk from Southeast Asia [actually Vitasoy in Hong Kong] rather than Japan, including a new liter size. Address: Bar Harbor, Maine.

1742. *Soya Newsletter (Bar Harbor, Maine)*. 1987. Minnesota passes organic rules. Sept/Oct. p. 4.
• Summary: “Minnesota is one of only a few states in the country with organic rules, and ours are the most comprehensive to date. The process of establishing organic standards was initiated by the Minnesota Organic Growers and Buyers Assoc. and took 2 years to complete.”

1743. *Vegetarian Times*. 1987. Natural and gourmet foods merging in the marketplace. Oct. p. 8.
• Summary: Some experts predict the natural foods market will evolve into a segment of the ever-diversifying specialty foods market.

1744. **Product Name:** WestSoy Natural (Soymilk).
Manufacturer’s Name: Westbrae Natural Foods (Importer). Made in East or Southeast Asia.
Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.
Date of Introduction: 1987 October.
Ingredients: Incl. soybeans, rice, and barley malt (made from sprouted barley), oil, salt.
Wt/Vol., Packaging, Price: Tetra Brik Aseptic cartons. 250 ml retails for \$0.69; 1 liter retails for \$1.99.
How Stored: Shelf stable.
New Product–Documentation: Ad in *Natural Foods Merchandiser*. 1987. Oct. p. 62. “A Great Tasting Source of Nourishment. Made from Organic Soybeans and Rice.” This product has a new package (yellow, white, blue, and brown), new ingredient (rice), new size (liter), and new maker (somewhere in Southeast Asia; Bob Gerner 1/88 says Hong Kong).

Talk with Gordon Bennett of Westbrae. 1986. Nov. 15. Even after the end of the year, he will not disclose where and by which company his soymilk is made.

Bennett. 1987. *Soya Newsletter*. Sept/Oct. p. 10. Ad in *Vegetarian Times*. 1987. Nov. Back cover. Leaflet. 1987. WestSoy. What is the shelf life of WestSoy? How can WestSoy be used? Why don’t local soydrinks taste as good as WestSoy? Ad in *Vegetarian Times*. 1988. April. p. 14. “A Great Tasting Source of Nourishment.” Price change. Effective Nov. 14. Case of 27 x 8.45 oz is \$8.60 FOB West Coast.

1745. **Product Name:** Westbrae Natural Organic Unpasteurized Miso [Mellow White, Mellow Red, and Mellow Brown Rice].
Manufacturer’s Name: Westbrae Natural Foods (Importer/Distributor). Made in Canada by Amano Miso Co.
Manufacturer’s Address: 4240 Hollis St., Emeryville, CA 94608. Phone: 415-658-7521.

Date of Introduction: 1987 October.

Ingredients: Mellow White: Cultured white rice, organically grown* whole soybeans, water, sea salt. * Organically grown and processed in accordance with Section 26569.11 of the California Health and Safety Code.

Wt/Vol., Packaging, Price: 13 oz (396 gm) plastic tub.

How Stored: Refrigerated.

Nutrition: Per tbsp (18 gm)/per 100 gm: Calories 40/239, protein 2/9 gm, carbohydrate 8/45 gm, fat 0/1 gm, cholesterol 0 mg, sodium 740/4080 mg, potassium 50/290 mg.

New Product–Documentation: Talk with Gordon Bennett. 1988. April 2. About 6 months ago they switched from Cold Mountain Miso (made by Miyako Oriental Foods in Los Angeles) to that made by Amano in Canada. Gordon felt that Amano had a better, rounder flavor. Amano uses organic soybeans (which Miyako did not), and gave Westbrae exclusive distribution rights for the USA. Labels. 1988. Plastic tubs. Blue, red, or brown (respectively) and black on white. “Mellow Miso is not pasteurized so slight swelling of the tub may occur. Unpasteurized miso is a source of beneficial enzymes and organisms. No preservatives or coloring added. Fermented in cedar kegs by the Amano family, master miso makers for 3 generations. Keep refrigerated.” The lid contains a recipe for one-pot miso soup, and the tub one for sweet ‘n tangy miso spread (miso, tahini, and brown rice syrup).

Talk with Graham Amano of Amano Foods Ltd. 1997. June 16. They still make miso for Westbrae. They also make shoyu. The market in British Columbia is too small, so they would like to expand.

Product with Label purchased at Open Sesame in Lafayette, California. 1998. Jan. \$4.39 for 13 oz plastic tub of Mellow Brown Rice Miso (made with organic soybeans, unpasteurized).

1746. LeBailly, Cecile. 1987. *Lait: Attention, voila l’ersatz. L’invasion des matières grasses végétales menace les*

produits laitiers européens [Milk: Watch out for substitutes. The invasion of vegetable oils threatens European dairy products]. *Nouvel Economiste (Le)* No. 616. p. 100. Nov. 6. [Fre]

• **Summary:** There are 3 major soymilk producers in Europe: (1) In Belgium, Alpro, an affiliate of the Vandemoortele Group, has a plant that produces 10,000 tonnes/year of “soy juice” (*jus de soja*). Alpro’s head, Philippe Vandemoortele, is head of the European Soyfoods Association. (2) In France, Cacoja, affiliate of the agricultural cooperative of Colmar, has recently had an ultramodern plant constructed at Issenheim in Bas-Rhin. A good photo shows the soymilk production system. (3) In West Germany, DE-VAU-GE is expected to soon produce as much soymilk as Alpro.

Also discusses the Edensoy venture in the USA. Most of these companies are run by young men, average age 35. Address: France.

1747. Westbrae Natural Foods. 1987. Distributor catalog, FOB pricing: Nov. 15, 1987. Fall. Emeryville, California: Westbrae. iv + 19 + [12] p. 22 by 28 cm.

• **Summary:** On the cover, the lettering is in black on a tan background. Pages i-iv are general information, 1-10 are a computer-printed price list, and 11-19 are a product glossary. There are also 1-page, single-sided inserts (sell sheets, many in full color) of various Westbrae products. Address: Office: 4240 Hollis St., Emeryville, California 94608; Mailing: P.O. Box 8711, Emeryville, CA 94662. Phone: (415) 658-7518 (orders).

1748. Farm Foods. 1987. Dear natural foods friend (News release). 49 Old Bloomfield Ave., Mountain Lakes, NJ 07046. 1 p. Nov. 16.

• **Summary:** “Happy Holidays! As the seasons change again, so do things for Farm Foods and for me. As you know, Dan Pratt has been promoted to Brand Manager / National Sales Manager for the Ice Bean line. By now, most all responsibilities and interactions between our companies are handled by Dan.

“On November 30th, I will be leaving Farm Foods. I will be assuming the responsibilities of Vice President / Sales, Eastern Division for the Natural Nectar Corporation, Culver City, California, a company I know you are familiar with.

“I would like to personally thank you for the help and co-operation you have given me through the years of building the Ice Bean line. I know you will find Dan most capable of continuing the success of this line and the sales growth we all anticipate between our companies.

“If you have any questions or unresolved activities, or if there is anything you feel we need to discuss before the change, please call me at 1/800/431-5030 before November 30.

“Thank you again. Respectfully, Robert Tepper.”

Address: Mountain Lakes, New Jersey. Phone: (800) 431-5030.

1749. Eden Foods, Inc. 1987. Product description: Eden Foods quality natural foods. 701 Tecumseh Rd., Clinton, MI 49236. 21 p. Plus 6 pages of inserts. Catalog.

• **Summary:** The catalog lists the following soyfoods: Edensoy (Original, Vanilla, Carob; shown on page 1. “Edensoy is the best tasting, best selling, best made natural soymilk on the market”), black soybeans (they “have a hearty yet sweet taste. In Japan, black soybeans are always prepared for the New Year’s celebration as they are a symbol of health.”), organically grown soybeans (usually Corsoy or Amsoy), Eden tekka (“a hearty, nutritious condiment made from hacho miso, carrots, burdock, ginger root, and unrefined sesame oil; 2.8 oz), dried tofu (actually dried-frozen; 5.8 oz), barley (mugi) miso, brown rice (genmai) miso, buckwheat (soba) miso, light (shiro) miso, rice (kome) miso, hacho (100% soybean) miso, natto miso “Kinzanji,” shoyu, organic shoyu, low-sodium shoyu, wheat-free tamari, tamari-roasted nuts and seeds wheat free (pumpkin seeds, sunnies [sunflower seeds], almonds, cashews, mixed nuts), and Lima Tempeh.

Some interesting non-soy foods listed in the catalog include quinoa (16.2% protein), kudzu-kiri, kudzu root starch, adzuki beans, mochi (100% brown rice, with mugwort, or with millet), sea vegetables, organic amazake, barley malt syrup, and Lima seitan.

In the spring of 1986, Eden Foods became General Agent for North America for the Lima Company of Belgium. Lima soyfood products include Lima Tempeh. Note: This catalog was still in use in Jan. 1989. Address: Clinton, Michigan. Phone: 517/456-7424 or 800/248-0301.

1750. *Whole Foods*. 1987. Great Eastern Sun, Westbrae trade lines. Nov. p. 18.

• **Summary:** Effective immediately Great Eastern Sun of Enka, North Carolina, is the exclusive distributor of Westbrae label seaweeds (sea vegetables) and Asian condiments, while Westbrae is exclusive distributor of Soba Shop ramen and noodles. Bruce Sturgeon is sales and marketing director for GES.

1751. *Toyo Shinpo (Soyfoods News)*. 1987. Ooshû demo tôfu buumu. Pari no kenkô shokuhin ten o mite [After a health foods exposition in Paris, will there be a tofu boom in Europe?]. Dec. 1. p. 5. [Jap; eng+]

• **Summary:** The expo was held in Paris from Nov. 7-9. Tofu and second generation tofu products were creating a lot of interest among people who came to the expo. Two French companies producing soymilk are Cacoja and Lima Foods. Their products are labelled Soja and Soya, respectively. Both companies plan to start marketing soymilk ice creams before summer, 1988. Lima Foods is making an effort to

produce other soyfoods besides their soymilk such as soy hamburgers, desserts, salads, paté, and terine.

1752. *Toyo Shinpo (Soyfoods News)*. 1987. Seidai ni Pari de kenkô shokuhin ten. Oshu de nobiru tōnyū [Successful health food exposition in Paris helps to introduce Europe to soymilk]. Dec. 1. p. 1. [Jap; eng+]

• **Summary:** Soymilk, tempeh, and tofu are becoming more popular in Europe thanks to a recent soyfoods exposition in Paris. There were soymilk desserts, vanilla and chocolate, and Cacoja's soymilk, Soja, received a lot of attention at the event.

1753. *SoyaScan Notes*. 1987. Chronology of soybeans, soyfoods and natural foods in the United States 1987 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. Westbrae moves the production of Malted to California from Japan.

Jan. The Soy Plant, a tofu cooperative in Ann Arbor, Michigan, files for Chapter 7 bankruptcy. It is soon purchased by Bruce Rose of Rosewood Products, Inc.

Jan. Soymage, the first casein-free soy cheese, is introduced by Soyco Foods, a Division of Galaxy Cheese Co.

Feb. *Soya Newsletter*, a 12-page, bimonthly publication costing \$96/year, is launched by Soyatech of Bar Harbor, Maine. Publishers are Peter Golbitz and Sharyn Kingma, former owners of Island Tofu Works. The publication quickly proves itself to be the world's best English-language publication on soyfoods. By October, paid circulation tops 900 in 20 countries.

Feb. American Soybean Association petitions the U.S. Food and Drug Administration to require food manufacturers to be more specific in labeling food products that contain highly saturated imported tropical fats (palm, palm kernel, and coconut oils). The petition includes results of a supermarket survey of 1,555 foods containing vegetable oils. 43% of the labels list multiple choice or generic vegetable oil ingredients which hides from the consumer the fact that the products contain highly saturated tropical fats. Imported tropical fats displace the equivalent of oil derived from 171 million bushels of soybeans. Herewith begin the great "Fat Wars" of 1987-88.

Feb. Lite Lite Tofutti introduced by Tofutti Brands, Inc. This non-dairy frozen dessert contains only 90 calories per 4-ounce serving. It soon becomes a big hit.

Feb. Ah Soy in Tetra Brik cartons launched by Great Eastern Sun.

Feb. Options trading on futures for soybean oil and meal opened on Chicago Board of Trade.

March 4. The USDA's Federal Grain Inspection Service rules that soybean oil may be used to control grain dust in elevators. This voids the Barnham patent and opens up a

large potential new market for soy oil, which is in surplus.

March. Great Shake soymilk launched by Noble Soya in India. Sold in Tetra Brik cartons in mango, strawberry, and chocolate flavors, it is the country's most heavily promoted soymilk to date, but gets off to a slow start.

March 16-18. First International Congress on Vegetarian Nutrition held in Washington, D.C., sponsored by eight Seventh-day Adventist universities and health care organizations, and three SDA food companies, plus S.E. Rykoff/Sexton.

March. *Vitasoy Vitabrations*, a newsletter, starts being published by Vitasoy USA.

March 31. Hong Kong Soya Bean Products Co. Ltd., makers of Vitasoy, move into a large new plant (370,000 square feet costing \$20 million) in the New Territories. Sales of Vitasoy in 1987 is projected to be 126 million packs.

April 1. Tempehworks, Inc., America's first major tempeh producer from Greenfield, Massachusetts, changes its name to Lightlife Foods, Inc. In recent years, Tofu Pups have become the company's bestselling product.

April. Stir Fruity, a non-dairy, nonfermented, soy-based yogurt, is introduced by Azumaya Inc. of San Francisco. Shelf life problems cause the product to be withdrawn, causing Azumaya to set aside plans for an \$800,000 radio ad campaign in northern California. The product is soon back on the market, but in limited distribution and with little promotion. Yet during this year, Azumaya probably passed House Foods & Yamauchi to become America's largest tofu producer.

April. *Healthy Times*, a bimonthly newsletter, starts being published by Morinaga Nutritional Foods of Los Angeles, makers of Mori-Nu long-life silken tofu, for members of the Mori-Nu Health for Life Club. By Aug. 1988 circulation is up to 10,000; A subscription costs \$3 a year.

May 26. Tofutti Brands Inc. and Coca-Cola launch Cheater's Delite, a major joint promotion featuring a 90-calorie scoop of Lite Lite Tofutti and a 1-calorie glass of Diet Coke, special labeling and couponing on 3 million bottles of Diet Coke, 5 weeks of heavy advertising in New York, New Jersey and Connecticut, and a Caribbean cruise sweepstakes.

June. Dr. Jane Gleason of the University of Illinois goes to Sri Lanka to spend a year studying its soybean and soyfoods industries.

July 1. Ralston Purina Co. of St. Louis, Missouri, establishes Protein Technologies International as a wholly-owned subsidiary to focus on sales of soy protein for food uses. The company's sales of soy protein products were \$139.8 million in 1986.

July. Victor Food Products in Toronto, Canada's largest tofu manufacturer, declares bankruptcy. The main cause: Overexpansion, trying to grow too fast.

Aug. The Barat Bar, an upscale chocolate bar containing spray-dried tofu instead of dairy products, is launched by

Legume Inc. and extensively promoted. It soon becomes a big hit.

Aug. Brightsong Foods of Petaluma, California, ceases operations. Richard and Sharon Rose resign to found a new company, Rose International, which will be a tofu development, marketing, and consulting company, rather than a manufacturer.

Sept. 24. San-J International of Richmond, Virginia, dedicates the first tamari brewery ever built outside of Japan. The 40,000 square foot facility with a capacity of 1 million gallons a year is located in Varina, Virginia. San-J tamari was first imported to America in 1979.

Sept. 28. Plenty Soya Centre, run by Plenty Canada, opens in Kandy, Sri Lanka. They will sell as many soyfood products as possible at a reasonable cost.

Oct. 6. Anti-cholesterol campaign starts. The U.S. Federal Government and more than 20 health organizations issue the nation's first detailed guidelines for identifying and treating people whose blood cholesterol levels are more than 200 mg per deciliter. The guidelines signal the beginning of a nationwide health promotion campaign designed to reduce blood cholesterol to safer levels. This signals exciting new opportunities to market cholesterol-free soy-based alternatives to meat.

Nov. *Kikkoman Taste*, a stylish full-color "quarterly intercultural forum for the exchange of ideas on food," published by Kikkoman Corp. in Tokyo. Its focus is on shoyu in international cuisine.

* During this year of the great vegetable oil wars, the ASA launched an all-out no-holds-barred campaign to educate Americans of the health dangers of tropical fats (palm and coconut oil; which succeeded) and to require such products to be clearly labeled (which failed).

* This year the world's population passed 5 billion. It is increasing by a record 80 million people a year, so that every 3 years the equivalent of one United States' full of people is added to the population of planet Earth. Continued.

1754. *SoyaScan Notes*. 1987. Chronology of soybeans, soyfoods and natural foods in the United States 1987 (Continued) (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued. 1987 New Trends:

Rapid Rise in the Number of New Products in America. During 1987 more than 735 new soyfood products were launched worldwide, including at least 380 in the USA. Many of the most successful products are all-American and fun to eat: Ice creams, meatless burgers, vegetarian hot dogs, salad dressings, chocolate bars. This is part of the larger trend of the Americanization of soyfoods. Most of the growth has been in the traditional low-tech sector, including tofu, tempeh, soymilk, miso, soy sauce, soynuts, plus modern dairylike products such as soy ice creams, soy yogurts, and soy cheeses, all developed by the soyfoods movement. A

growing percentage of these products are second generation products, which could also be called convenience prepared products or value added products.

Growth of Consumer Awareness of Soyfoods in America. Ten years ago, perhaps 1% of Americans had heard of tofu, soymilk, tempeh, or miso. Today, probably 50% of Americans are aware of these foods. In 1987, for example, the Soyfoods Assoc. clipping service received a total of 1,587 clips on soyfoods. That is 132 articles a month, way up from 5 years ago.

Increasingly Positive Image of Soyfoods in the Western World. Generally speaking, from about 1945 through the 1960s, soy had a negative image in foods. The image became neutral during the early 1970s. During the late 1970s and early 1980s, with the rise of the soyfoods movement and the growing sophistication of modern soy protein products (isolates, concentrates) soyfoods gradually developed a positive image. The Gallup Poll of 1977 was an early indicator of this. By the mid-1980s tofu had become a "hot ingredient." Companies deliberately added it to a product (or at least to the label) to help sell the product. Yet the Roper poll of late 1986, which found tofu to be America's most hated food, may indicate a tarnishing of this image.

Growing Interest of Larger Food Companies in Soyfoods. One indication of this trend is that *Soya Newsletter*, targeted at these companies and selling for \$96/year, has over 900 paid subscribers.

Continued Decline of Red Meat. This year consumption of poultry in America passed that of beef for the first time in history. Beef had been king for 3 decades. Before that, pork was king. A pound of chicken has one-fourth as much saturated fat as beef and takes much less grain, water, and energy to produce.

INTSOY Becomes a Major Force Worldwide Developing and Promoting Soyfoods. Working with other international (IITA, AVRDC) and national soybean programs, and doing pioneering research on fresh green soybeans, extrusion cooking, and use of expellers for small-scale oil expression etc., INTSOY has become as effective in its new role (since 1985) of focusing on soybean utilization as it was before that when its major emphasis was on variety development and production.

The Competitive Position of the U.S. Soybean Industry is Slipping. Farmers in Brazil and Argentina can now produce soybeans at much lower cost than their American counterparts. This plus extensive subsidies have led to a dramatic drop in U.S. exports of soybeans and products since their peak in 1981. A major part of the problem is linked to the Latin American debt crisis, which surfaced in the early 1980s and forced debtor nations to export at all costs. This debt crisis (especially by Brazil, Argentina, Mexico, and Venezuela) is now being called the most serious problem facing U.S. agriculture.

Soybean Research Increasingly Shifts from Production

to Utilization. Traditionally research focused on increasing production and yields. New efforts are designed to develop new markets instead of larger surpluses.

Big Increase in Breeding Soybeans for Food Uses. This is part of a larger trend toward value added products and toward finding new market niches for American soybeans, especially for foods in Japan.

Revival of Interest in Industrial Uses of Soybeans. The main interest is in new ways to use soy oil, of which there is a large surplus that depresses soybean prices. Promising applications include soy oil for printing inks, dust suppressants, and diesel fuels. The largest interest in industrial uses occurred during 1932-42, when the Chemurgic movement and Henry Ford sought to find industrial uses for all farm crops. Hence, there is a rebirth of interest in Henry Ford's work with soy.

Major Growth of Interest in Soybeans and Soyfoods in Africa. Excellent work by IITA in Nigeria and various national soybean programs (as in Egypt, Zimbabwe, and Zambia) have allowed this relatively new crop to reach the takeoff stage. Decreasing per capita food supplies and growing understanding of the nutritional benefits of soyfoods are sparking new interest.

Continued Rise of Soybean Production in Europe. The largest producer, Italy, which produced almost no soybeans as recently as 1983, harvested a record 1.3 million tons in 1987. France is the second largest soybean producer. All production is heavily subsidized.

Omega-3 Fatty Acids Hit the Headlines. Soy oil is a rich vegetable source of these fatty acids which are thought to have a beneficial effect on the cardiovascular system.

Nutritional Spotlight Increasingly Shifted onto Fats, Away from Proteins. During the past few years fats (and especially cholesterol and saturated fats) have come to be seen as the leading problem nutrient, the bad guy, in the American diet. There is a new respect for complex carbohydrates (especially whole grains), which used to be called "starches" and were considered fattening.

New, More Complex View of Oils and Fats Becomes Popular. High cholesterol levels are considered more dangerous than ever, but equally important are the various cholesterol-carrying proteins in the blood. Two kinds (low and very low density lipoproteins) promote cholesterol deposits in the blood, while high density lipoproteins (HDLs) cleanse the blood vessels of fatty deposits. Moreover, saturated fats are considered at least as much of a problem as cholesterol.

So-Called Antinutritional Factors in Soybeans are Increasingly Seen as Having Benefits as Well. Trypsin has been shown to help prevent cancer. Saponins help reduce serum cholesterol. Isoflavones have antioxidant activity that may suppress breast cancer. This indicates that we may need a new term to categorize these substances that offer both benefits and disadvantages.

The Link Between Diet and Health Continues to Grow Stronger, among both scientists and the general public.

Interest in Exercise and Health Still Strong. Several years ago some experts saw this trend waning, but it now seems to be rebounding. For example, there were 21,244 finishers in the New York Marathon (including 3,689 women). Compare this with 12,512 finishers (1,621 women) in 1980 and 55 finishers (no women) in 1970.

Books on Tofu. Since 1974, at least 60 books on tofu (having the term "tofu" in the title) have been published in North America and Europe. Peak publication years were 1981 and 1982. By language, 46 of the books were in English, 7 in French, 4 in German, and 1 each in Italian, Portuguese, and Swedish.

Inactivity of the Soyfoods Association of America now becoming a major constraint on growth of soyfoods in the USA, at a time when interest is at an all-time high. Leadership is needed.

Rise of Canola (Rapeseed) Oil. It looks as if soy oil may have another serious competitor (in addition to palm oil) in future years. Canola contains less saturated fat than any other popular vegetable oil. Only 6%, versus 9% for safflower oil and 15% for soy oil. Lard has 41%, palm oil 51%, and butterfat 66%.

1755. American Miso Co. 1987. A miso primer: The American Miso story (Ad). *Vegetarian Times*. Dec. p. 18.

• **Summary:** This one-third page vertical black-and-white ad explains: "Generally, there are three types of miso: Sweet, Mellow, and the darker, Traditional misos. They differ in color, salt content, fermentation time, and the soybean/grain (koji) ratio." The company describes each of the misos it makes as one of these three types. Near the bottom of the ad is the Miso Master logo, an illustration showing the head and shoulders of a Japanese miso master, with a knotted headband, in front of a large wooden vat of miso. Below "Miso Master is produced by the American Miso Co. for Great Eastern Sun."

This ad also appeared in the April 1989 issue (p. 6) of this magazine. Address: Rutherfordton, North Carolina.

1756. *Soya Newsletter (Bar Harbor, Maine)*. 1987. Joint promotional programs planned for April '88 Soyfoods Month. Nov/Dec. p. 10.

• **Summary:** The Soyfoods Association of America has declared April 1988 as Soyfoods Month, and is coordinating an 8-page "advertorial" on soyfoods to be run in the April issue of *East West*, *The Journal of Natural Health and Living*, and *Vegetarian Times*. There will also be a press release announcing Soyfoods Month to major newspapers and trade publications. All will be coordinated with the Natural Foods Expo '88 West in Anaheim, California, in April.

Note: In 1983, Tree of Life, Florida's \$35 million

distributor and manufacturer of natural foods, designated August 1983 as the first Soyfoods Month and ran promotions in their 60-page monthly newsletter sent to their 2,000 accounts. Soyfoods were presented as that month's 'Super Specials' with 'deep pocket discount' for retailers. Morris Shriftman, vice president of Tree of Life, took the lead in organizing the promotional event.

1757. *Soya Newsletter (Bar Harbor, Maine)*. 1987. Tofulite now available to health and natural foods stores. Nov/Dec. p. 11.

• **Summary:** Tofulite non-dairy frozen desserts, made with tofu by Barricini Foods Inc., have been marketed to the grocery industry exclusively for three years. They are now available to the natural and health foods industry. Tofulite pints and bars are distributed by The Haagen-Dazs Ice Cream Company in Southern California, Florida, Georgia, New York, New Jersey, and throughout New England.

1758. Aveline Kushi in about 1987 (Photograph). 1987. Undated.

• **Summary:** Aveline Kushi (Tomoko Yokoyama; 1923-2001) was born in Yokota, Japan on February 27, 1923. She worked as a school teacher until becoming disillusioned at the end of World War II and joining George Ohsawa's group in 1950, selling magazine on street corners. Aveline moved to the United States in 1951. She met Michio Kushi and they married in 1954. Together, they moved to Boston in 1965 and opened Erewhon, one of the first health food stores in the U.S., in 1966. Aveline and Michio founded several organizations dedicated to the promotion of macrobiotics culminating in the Kushi Institute in 1978. She is the author of Aveline Kushi's Complete Guide to Macrobiotic Cooking for Health, Harmony and Peace in 1985 and many other titles with Michio or Wendy Esko.

For a good autobiography read *Aveline: The Life and Dream of the Woman behind Macrobiotics Today* (1988).

Note: Photo and text from Carl Ferré, editor and publisher of *Macrobiotics Today*, Chico, California.

1759. **Product Name:** Western Isles Soy Milk.
Manufacturer's Name: Community Foods Ltd. (Importer). Made in Japan.
Manufacturer's Address: Micross, Brent Terrace, London NW2 1LT, England. Phone: 01-450-9411.
Date of Introduction: 1987.
Wt/Vol., Packaging, Price: 500 ml aseptic carton.
How Stored: Shelf stable; refrigerate after opening.
New Product–Documentation: Simon Bailey. 1988. Natural Choice. Aug. 15. "Soya-Based Products." A photo shows the Label. Front panel contains a stylized illustration of a soybean plant. CSP form filled out by Simon Bailey. 1988. Sept. 28. Present label 20.11.87. Formerly sold under the Edensoy label.

1760. **Product Name:** [Soy Drink].

Foreign Name: Soja-Getraenk.

Manufacturer's Name: Schwartzbrot (Importer). Made in Japan. Exported by Muso.

Manufacturer's Address: Klaus Griesbach, 2000 Hamburg 50, West Germany. Phone: 040-39 31 34.

Date of Introduction: 1987.

Ingredients: Water, soybeans*, dehulled job's tears or pearl barley (hatomugi, Semen coicis), kombu (*Laminaria* sp., a sea vegetable), barley malt extract. Organically grown.

Wt/Vol., Packaging, Price: 1 liter.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Label. Send by Anthony Marrese. 1989. Jan. Black, green, and red on white. "Natural foods from Japan (Naturkost aus Japan). Pasteurized. Can be stored without refrigeration. A refreshing, nutritious drink of mild sweetness. Purely of plant origin. Easily digestible. Also well suited for use in soups, sauces, and desserts of all types. Write the importer or Muso for a free booklet containing recipes and a description of all our products." Marrese adds: This is Bonsoy imported to Germany.

Talk with Yuko Okada of Muso. 1992. July 16. Muso started exporting Bonsoy soymilk to this company in about 1987.

1761. Diamond, Harvey; Diamond, Marilyn. 1987. *Fit for life II: Living health*. New York, NY: Warner Books. 490 p. [423* ref]

• **Summary:** The authors of the best-selling *Fit for Life* "America's #1 Diet Book," write more about their program based on the traditional Natural Hygiene philosophy. They encourage people to eat more raw foods and to cut down on animal products, especially on meat and dairy products. Chapter 18 is titled "Questions frequently asked." One of these (p. 323) is "What about tofu? This ancient food which originated in China over one thousand years ago has recently attracted our attention. It is an easily digestible protein which can play an important role in your diet as you begin to decrease your intake of animal protein. Tofu is made from soy milk, the liquid resulting when soaked and ground soy beans have been gently boiled for a short time. In high quality tofu preparation, the milk is then solidified with nigari (concentrate remaining when sea salt is extracted from sea water) or calcium sulfate (from gypsum). Tofu is rich in amino acids and calcium, containing more calcium by weight than dairy milk. It is also rich in iron, magnesium, phosphorous, potassium and sodium, essential B vitamins, choline and vitamin E. Unlike other proteins, it is alkaline, rather than acid. Because of this alkalinity and because it contains no crude soybean fiber, tofu combines well with starches, especially brown rice and other grains and whole grain breads. Watch for lots of new tofu recipes in the upcoming cookbook, *The Fit for Life Kitchen*.

The last major section of the book, titled “The Living Health Cookbook,” contains recipes. Under “Soups, Sandwiches, and Rolled-Up Yummies,” is a recipe for “Miso and Vegetables” (p. 405-06), a thick soup. The introduction to the recipe reads: “Miso is a soybean paste that is used in Japanese and macrobiotic cooking as a base for soups. It is also made from brown rice or barley, but these are not as common. I used to buy miso only in health food stores, but now I find it in the Asian food section of my supermarkets. In soup it has a mellow flavor and does not require the addition of any other flavorings, especially since it already has a slightly salty quality.”

These are the only two references to soyfoods in the book.

1762. Hawken, Paul. 1987. *Growing a business*. New York, NY: Simon & Schuster. 251 p.

• **Summary:** This is the companion volume to the 17-part PBS series. In this book the author claims that he started and sold Erewhon. In fact he did neither. The book begins: “When I started my first company in Boston twenty years ago, I had little interest in business. I was just trying to restore my health... Tired of spending so much time shopping, I started the first natural foods store in Boston [Massachusetts] and one of the first in the country. In the first year of operation on Newbury Street, it grossed about \$300 a day and I had fun doing it... When I sold the business after seven years, Erewhon Trading Co. was grossing \$25,000 a day. That was in 1973.”

Erewhon Trading Co. was started by Aveline Kushi. Paul Hawken was the second person to manage the small retail store, but he did not own the company. He never sold it because he never owned it.

1763. Kushi, Michio; Jack, Alex. 1987. *One peaceful world*. New York, NY: St. Martin’s Press. xv + 369 p. Illust. Index. 23 cm.

• **Summary:** Contents: Preface. Part I: Journey to Health and Peace. 1. Memories of Hiroshima and Nagasaki. 2. The Secret Melody of Peace. 3. Medicine for Humanity. 4. Erewhon Revisited. 5. We Are Eternally One. Note: Part I is an autobiography of Michio Kushi.

Part II: Understanding Our Origin and Destiny. 6. The Order of the Universe. 7. Lost Paradise. 8. The Origin and Causes of War. 9. Seeds and Civilization. 10. The Modern Age.

Part III: Transforming Ourselves and Society. 11. Preventing Violence and Mechanical Thinking. 12. Politics: “Medicine Writ Large” 13. The Spiral of Lasting Peace. 14. World Peace through World Health. 15. The Government of the Future.

Part IV: Practical Steps. 16. Qualifications of a Peace Promoter. 17. Swords into Plowshares. 18. Nourishing a World View. 19. Menu and Recipes for World Peace Day.

20. Visions of a New Era. Epilogue: Realizing Our Endless Dream.

Appendix 1. Principles and Laws of the Infinite Universe. Appendix 2. Impact on Society of U.S. Dietary Goats. Appendix 3. A New World Constitution. Appendix 4. Guidelines for a Nuclear Emergency. Appendix 5. Biological Transmutation—A Natural Solution to the Energy Crisis. Notes. Recommended Reading. One World Resources.

Between pages 172 and 175 are the following photos on unnumbered pages: (1) Michio Kushi’s parents, Keizo (father) and Teru (mother) with their sons Toshio and Michio (3 years younger than Toshio), on a skiing trip. (2) Michio and Aveline Kushi with daughter Lily in New York in the early 1950s. (3) Michio lecturing and writing on a blackboard at Boston’s Arlington Street Church in the mid-1960s. (3) Lima and George Ohsawa, both seated on the ground, as they relax on a visit to New York’s Central Park. (4) Singer John Denver shaking hands with Michio Kushi in Boston. During his visit he performed a benefit concert for macrobiotic education and global harmony. (5) Alex Jack, in 1957 at age 12, visiting Hiroshima Hospital and playing with children still suffering from the effects of the atomic bombing. (6) Alex Jack with his father and friends on a recent visit to Hiroshima Peace Park. (7) Peace Promoters, Susan Sarue, Lebanon and Colombia (left) and Hildegard Lilienthal, Germany (right). (8a) Masanobu Fukuoka, farmer from Japan and author of the *One Straw Revolution*. (8b) Antonio “To Zé” Aréal [Areal]. Portugal. (9) Michio and Aveline, standing together, looking out a window.

On the rear dust jacket is a large photo of Michio Kushi, seated, dressed formally and wearing glasses.

Miso soup is mentioned on pages 33, 35, 280, 294, 295. Tamari-ginger dressing, p. 301. Tempeh, p. 302-03. Address: Massachusetts.

1764. *Organic wholesalers directory & yearbook*. 1987. Davis, California: California Agrarian Action Project. *

• **Summary:** Includes a listing for “Cornucopia Natural Foods.” In 1991 this annual publication was renamed “National Directory of Organic Wholesalers” but continued to be published by the same organization in Davis, California.

1765. Selawry, Alla; Pfeiffer, Ehrenfried. 1987. *Ehrenfried Pfeiffer: Pionier spiritueller Forschung und Praxis. Begegnung und Briefwechsel: ein Beitrag zu seiner Biographie [Ehrenfried Pfeiffer: Pioneer in spiritual investigation and practice. Meeting and exchange of letters: a contribution to his biography]*. Dornach, Switzerland: Philosophisch-Anthroposophischer Verlag am Goetheanum. 158 p. Illust. 21 cm. [Ger]*

• **Summary:** For a good English-language summary see Koepf 1991.

1766. Shurtleff, William; Aoyagi, Akiko. 1987. *Soy milk industry and market: Updates from 1984 to 1987*. Lafayette, California: Soyfoods Center. 17 + 59 p. Index. 28 cm. [165 ref]

• **Summary:** This 1987 update to the Soyfoods Center's two-volume 1984 *Soy Milk Industry and Market* has two parts: (1) Year in Review, describing key events and trends each year from 1984 to 1986. (2) A bibliography of soy milk from January 1987 to late 1987, based on records in the SoyaScan database; at the end is a 10-page index. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1767. Rose, Richard. 1988. *The U.S. soyfoods industry and market today and tomorrow (Interview)*. Conducted by William Shurtleff of Soyfoods Center, Jan. 6. 4 p.

• **Summary:** "President of Rose International in Petaluma, California (and formerly of Brightsong Light Foods), Richard Rose began making tofu and soy milk products in 1978. His forte is product development and marketing, which is the focus of his present company. He has been responsible for the development of over 75 commercial soy food products.

"Shurtleff: What do you see as the most important events and trends in the soyfoods market during 1987?"

"Rose: First, the growth and marketing of Jofu, then the subsequent apparent leveling off or decline of sales or profits, although I am not sure of that. One source says that they have more demand for the product than they can handle. My understanding is that they were going to do a natural food Jofu and introduce it at the Natural Foods Expo at Philadelphia in October. Apparently it never happened; Tomsun didn't even have a booth at the Expo.

"That ties into the inability that I see of soy yogurts to take hold in both the mass market and the natural foods market. I think there are good reasons for that. The difference between ice creams and non-dairy frozen desserts is substantial. There's a large benefit for the consumer of non-dairy products. But that same range of difference does not exist between dairy and non-dairy yogurts. In fact, dairy yogurt is seen as a healthful food, low in cholesterol, fat, and often calories. So there is not as much benefit from eating the non-dairy product.

"Second, the continued domestication of production of aseptic soymilks by Westbrae, Great Eastern Sun, and Vitasoy.

"Third, the decline of sales and fortunes of Tofutti, linked to the decline in sales of non-dairy soy frozen desserts in general. I think Bob Tepper leaving Farm Foods was important. He'd been with them for a long time and has had a lot to do with the great progress they have made over the past eight years. That is quite a story. Farm Foods did things right and they had good luck as well. I'm really happy for them.

"Fourth, the increase and proliferation of soy cheeses.

Last year Cemac and Galaxy got into the market in a big way. Soy-mage was the first truly non-dairy soy-based cheese containing no casein. I think what is more significant is large companies that have no other interest in soyfoods or natural foods are entering the industry. Galaxy went public in about August of 1987. I think their stock started at 5 and last I saw it was 10.25. They are very good at hype. They are to cheeses what Tofutti is to ice cream. I was watching some late night show on TV and their spokesperson Don King came out and began hyping Galaxy products (he had samples with him) against the insistence of the host! These larger companies see a new market and they go after it. But they really have no interest in or history with natural food or soyfoods. It's a problem for the industry and a potentially dangerous trend. If people are going to make money in this industry we need to make sure they do it fairly, without consumer deception, etc.

"Fifth, the increased legitimization of soyfoods in the mass market and in general. There is definitely growing interest. A few years ago tofu was snickered upon whereas now it's more likely to stimulate enquiry and interest. That probably has a lot to do with Tofutti and tofu being recognized for special diets. Likewise, a similar growth of interest in soyfoods internationally, especially in Europe and Australia.

"Shurtleff: What do you think when you read that in a poll of the most hated foods in the USA, tofu was at the top of the list.

"Rose: I suspect they are right. I think that 95% of the Caucasian population does not buy tofu even occasionally.

"Shurtleff: Which products launched during 1987 did you feel were the best quality?"

"Rose: The Barat Bar is very good. In fact, I buy those, even though they are so darned expensive. You don't get a sugar rush, there is no dairy, and they taste good.

"The ToChip, those corn chips, were good but I don't think much has happened with it.

"There are more salad dressings out and they are getting better, and have better shelf life and packaging. Golden Soy and Nasoya come to mind first.

"Of the soy cheeses, I think they are all about the same in quality. I frankly consider them all a wash. I think the Soyco and the Cemac product are slightly better than the Soya Kaas. They all have casein. Our product FREE has no casein.

"Shurtleff: What major changes have taken place in our industry and market during the past ten years?"

"Rose: I think we have begun to develop our own individual identity, separate from the earlier Asian influence. That includes American equipment, American products, supplies, and suppliers. Instead of silken tofu, doufu-gan, and age, we have developed non-dairy frozen desserts, puddings, and salads. There is a great breadth of uniquely American products. In fact, an Americanization of all aspects of the

industry.

“Development of domestic processing equipment, such as Bean Machines has done, is an important trend.

“Shurtleff: What predictions would you make for the future.

“Rose: Growth in the use of aseptic tofu by consumers. Morinaga has a U.S. patent on the process of making tofu aseptically.

“More and better U.S. equipment, and the development of better processing methods.

“The use and recommendation of soyfoods in special diets by traditional groups like the AMA, dietitians, and perhaps even the government. I think eventually soyfoods (other than TVP) will be able to be used in government programs, such as school lunch programs. But that may take a while.

“I still see a breadth and depth of new products. In breadth, I think we’ll see it in baked goods (brownies, cookies, muffins, breads) and confections (candies). Also refinement of current products. Many of the products that have been out for a while aren’t that great; they still need more improvement. But because they have been around for a while, people are less likely to improve them. But I think we will see, because of competition, improvement in current products. New products will tend to be more fully developed.

“Big Food will be getting into soyfoods more, probably to use tofu’s functionality. For example, replacing ricotta with tofu for nutrition and cost reasons. But up until now, I think its been too weird for them, and they are not sure how it relates to them and their mission. They are conservative and slow by nature. The market for tofu (not including second generation products) in 1987 is probably only \$70-90 million, which is still pretty small. They would probably want to see it 4-6 times that size before they make a big move. They are reluctant to do ‘missionary marketing.’ Then there is the perishability aspect of the product. I think Big Food will enter the industry with a product where perishability is less of a problem.

“At some point I think it will make a lot of sense to give tofu a national marketing identity, with regional manufacturers getting together and marketing the same brand and jointly funding national marketing efforts. The dairy companies do that with co-ops and with regional licensing, such as for making Popsicles or bottling soft drinks.

“I also think we’ll see an influx of new types of people into the industry, bringing with them sharp new ideas. Technical people and marketing people. Perhaps some great new processes or patents. Marketing ideas and product development.

“I think we’ll see a lot more use of soyfoods, such as tofu, in foodservice applications. That is really a great, untapped, fertile ground for soyfoods. The problem is, most of the people just don’t know what to do with it.

“Shurtleff: Imagine that you have just been hired by

a major American food company and given a \$50 million budget and a research staff. They ask you to develop and market a line of at least three products. What would you do?

“Rose; I would probably do a line of salad dressings, a line of creamy soups, and a line of frozen entrees (such as lasagna), each using tofu and having no cholesterol. The tofu curds would replace ricotta or cheese. I might also do a line of baked goods (such as brownies and muffins), using tofu to replace eggs and milk. I’d also look seriously at a line of cholesterol-free foodservice items, something they could pop into a steam table or microwave and serve without any other preparations. Perhaps some nouvelle cuisine, or an Italian or Mexican dish, or a tofu-based imitation cheese or tofu sour cream or cream cheese. Anything that could replace a product that is currently high in fats and cholesterol so that the tofu product provided a clear alternative.” Address: President, Rose International, P.O. Box 2687, Petaluma, California 94953-2687. Phone: 707-778-7721.

1768. Henry Ford Estate: Fair Lane. 1988. Invitation to Henry Ford Soy Buffet (News release). 4901 Evergreen Rod., Dearborn, MI 48128. 2 p. Jan.

• **Summary:** “In celebration of the 125th anniversary of Henry Ford’s birth, you are invited to a very special soybean buffet. Soybean research captured Mr. Ford’s imagination. He felt that development of the soybean would help the farmer to become more independent. In fact, Mr. Ford considered his activities in soybean development to be one of his most significant contributions to the world.

“The buffet will recreate the meal that was served to the press at the Century of Progress Exhibition in Chicago in 1934. Mr. Jan Willemse, creator of the original menu, will cater this event and be available for press interviews. Also present will be Mr. Clem Glotzhober, Mr. Bob Smith, and Mr. Austin Curtis, soybean scientists and researchers for Mr. Ford at the Nutritional Laboratory in Dearborn, and Mrs. Peggy Campbell, grandniece of the Fords and chairman of the Henry Ford Estate Development Committee.

The buffet will be served at the Henry Ford Estate in Dearborn on February 29, 1988 at 10 a.m. to 12 p.m. Shuttle busses will be on hand to take you to the Waterworks Restaurant—formerly Ford’s Nutritional Laboratory dedicated to Ford’s friend George Washington Carver. This event will kick off the many activities planned for the anniversary year. Note: From Eden Foods, Tim Redmond will go and help with the food and questions; Ron Roller may go.

Talk with Alice Cerniglia (Research and Publicity) of Ford Fair Lane Estate (313-593-5590). Dr. Ruddiman was Ford’s friend from school days. Jan Willemse was brought from Massachusetts, where he was a chef, to be a baker at the Ford Motor Co. cafeterias. Mr. Ford was very impressed by him. When they closed down the cafeterias, in the 1920s or 1930s, Jan became Mr. Ford’s personal baker. He didn’t know anything about soybeans before he met Mr. Ford, but

he experimented, developed a lot of recipes, then gave them to Robert Boyer to test in the lab and analyze their nutritional composition. Jan is still very interested in soybeans and their food uses. The purpose of this event is to introduce the estate and Henry Ford to the public. He was very pivotal in many of his enterprises. They are located in Dearborn; the Henry Ford museum and Greenfield Village are located right across the street. There will be an exhibit on Ford's work with soy.

Talk with Alice Cerniglia. 1988. April 11. "About 50 media people attended the event. The food was wonderful. It was received very well and a number of articles resulted. It was a delight for Jan. He was just thrilled. He's such a delightful man. Bob Smith talked to some reporters about his non-dairy whipped cream [Delsoy] and dispenser, and his work on America's first soy ice cream."

Talk with Robert Boyer. 1988. April 11. He does not know Jan Willemse and did know about the event. He has written 40-50 pages on his autobiography but has not yet gotten to the part about his work with soy. He recently fell and broke his hip. Address: Dearborn, Michigan.

1769. Johnson, Kirk. 1988. The hidden food lobby [USDA]. *East West*. Jan. p. 62-68.

• **Summary:** "At the request of Congress, the U.S. Department of Agriculture (USDA) is helping the dairy industry sell its products through industry-financed promotional campaigns. The USDA is also overseeing the promotional work of the beef industry, the egg industry, and the pork industry."

"There are two key issues here: USDA-sanctioned promotion of food that's not particularly good for us, and its failure to promote food that is. These problems raise troubling questions about whether the government should be involved in the food promotion business at all."

"It was the Agriculture Marketing Agreement Act of 1937, a law designed to ensure the orderly movement of farm products from soil to kitchen table. This and a number of subsequent laws gave the USDA the authority to write *marketing orders*, regulations that detail how and when products are to be sold. A marketing order might specify, for example, that no more than 50,000 crates of Nebraska corn may enter the market during any single week."

"Whereas the 1930s and 1940s versions were designed primarily to regulate supply, the marketing orders of the 1970s and 1980s seek to stimulate demand."

"The beef industry began 1987 with a \$29 million advertising blitz designed to coax cholesterol-wary consumers back to steak. The ads used the theme 'Real Beef for Real People...' Beef is the largest source of saturated fat in the average American's diet... Pork is the second largest contributor of fat and saturated fat in the American diet. Two-thirds of the pork in the U.S. is sold as high-fat hot dogs, luncheon meats, and sausages."

"The closest the USDA has come to institutionalizing

its interest in organic farming generally was in 1980, when the Carter Administration established a USDA office to coordinate the Department's research on organic farming methods. The office was staffed by exactly one scientist and one secretary—from a payroll of 8,000 employees—and it lasted only until a personnel cutback under the Reagan Administration eliminated it."

1770. Belleme, John. 1988. San-J's natural tamari-shoyu (Interview). *SoyaScan Notes*. Feb. 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** San-J uses the same ingredients to make tamari and tamari-shoyu (15% wheat) here and in Japan, but here they use temperature controlled fermentation. They do not make a regular shoyu with equal parts wheat and soybeans. The closest thing to it is their "tamari-shoyu" containing 15% wheat. This product is made like tamari, using koji-dama (koji balls). Their tamari sells for \$6/gallon versus \$3/gallon for Kikkoman shoyu. Yet many big food processors prefer tamari. [Probably because the higher amino acid content gives a higher flavor profile. Less flavor is lost from evaporation of alcohol during heating. And the salt content is lower]. Eden will be selling all of San-J's U.S.-made tamari-shoyu under their label. Off the subject: The first crop of U.S.-grown nori is now ready in Washington state. Joel Dee of Edward & Sons Trading just moved to California. Address: P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

1771. Sturgeon, Bruce. 1988. Great Eastern Sun and the U.S. soymilk industry (Interview). *SoyaScan Notes*. Feb. 4. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** "Both Great Eastern Sun and Mitoku still import soymilk from Japan. Barry Evans (president) okayed my releasing our sales in terms of gallons of soymilk. Each of the following is our fiscal year from September 1 to August 31 the next year."

Year Gallons sold Percent Increase

1985-86 100,000 -

1986-87 106,000 6% New quart introduced

1987-88 148,000 40% Based on 5 months, annualized

The big increase in the current year is due almost entirely to the American soymilk. In the first 5 months of this year we've sold as much American-made soymilk as we sold in all of last year. We only make quarts in America. In New England, the low-price area, it retails for \$1.59/quart average. A lot is sold in truckload quantities. During some sales, it goes for as little as \$1.29/qt. On the West Coast it is typically \$1.99 to \$2.19. By comparison, the imported 6 oz product retails for \$1.09 to \$1.19, which is 3.8 times as much per fluid ounce, and this is not even a full margin. The product is made in Minnesota at St. Peter Creamery (which also makes spray-dried soymilk) then shipped in a stainless steel dairy tanker to Borden's in Pennsylvania. If that freight

could be eliminated, it would allow significant reduction of the retail price. They are actively talking with St. Peter about getting a Tetra Pak machine there and sharing it. Edensoy's price is also high because of depreciation, and Sunsoy's because of exchange rate. There is considerable pressure on Vitasoy to float their currency. It will be interesting to see what happens to Vitasoy prices if that happens. Vitasoy has low overhead and plenty of excess capacity. Tetra Pak's sales of all products are way below their expectations; the main activity is in juices. Soymilk is doing well for them. Milk has not gotten off the ground, but it could with *Lysteria* scares and deaths. GES holds 1% of their product run for quality control. There are three routes of possible bacterial contamination in Tetra Pak cartons. 1. The spores that are not killed by the temperature/time combination. 2. Bacteria entering through a poorly sealed seam. 3. Bacteria entering through a failed steam seal in the 40-foot pipe from the UHT unit and the packaging machine. The packages explode. Address: Director of Marketing, Great Eastern Sun, 92 Macintosh Rd., Asheville, North Carolina 28806. Phone: 808-438-4730.

1772. Bernardini, Lorenzo (Bern). 1988. Tasty treats at Wildwood Natural Foods Deli. *News (San Rafael, California)*. Feb. 17-23.

• **Summary:** This article is in the section titled "Dining Out in Marin." A dietary genius named Bill Bramblett along with partners Paul Orbuch and Frank Rosenmayr have created a huge success story at Wildwood (A fourth partner, Jeremiah Ridenour, operates a tofu factory in Santa Cruz). Wildwood makes or distributes 90 different products. In addition to Wildwood Natural Foods Deli in Fairfax, the company conducts a thriving wholesale business in nine Bay Area counties, with additional outlets from Eureka to Los Angeles. For the past eight years Wildwood has experienced a 30 to 50% annual growth. The company distributes fifty thousand products weekly. Wildwood has nine delivery vehicles on the road.

A photo shows Chef Narayana, owner Bill Bramblett and maitre d' Daniel Spear; they not only serve vegetarian fare on the premises but also operate a brisk take-out business. The following products are mentioned: Tempeh Fiesta, Tabouli, Japanese Noodles, Tofu Dill Salad, Spinach Seitan Salad (Wildwood makes the seitan), Cream of Potato-Dill Soup (dairyless), Enchilada con Salsa. Address: Restaurant features.

1773. Schiering, Bob. 1988. New amazake products in Tetra Pak cartons (Interview). *SoyaScan Notes*. Feb. 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bob has just talked with California Natural Products in Manteca, the makers of Imagine Foods' amazake. They say that two multi-million dollar companies will shortly have amazake drinks in Tetra Pak cartons on the

market. Other parties suggest that Great Eastern Sun might possibly be involved.

Note: In Dec. 1989 Grainaissance of Emeryville, California, launched Grainaissance Amazake Naturally Sweet Rice Drink (in a Tetra Brik Aseptic Carton) [Original Flavor, Almond Shake]. In June 1990 Imagine Foods of Palo Alto, California, launched Rice Dream Low Fat Non-Dairy Beverage (in a Tetra Brik Aseptic Carton).

1774. Belleme, John. 1988. Update on miso in America. How about amazake as a soymilk sweetener? (Interview). *SoyaScan Notes*. Feb. 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Mitoku (Mr. Kazama and Chris Dawson) is considering a joint venture with Sendai Miso Shoyu of a miso plant on the West Coast of the USA. This is still very tentative. They are also considering making amazake. But about 2 years ago Miyako Oriental Foods increased their miso production capacity. They can probably make over 1 million pounds a year now. It was about 600,000 lb/year. Fujiwara Brewing Co. in Okayama, which makes equipment for miso and soy sauce companies, supplied the equipment to Miyako. The company San-J finally used to build their tamari plant and supply the equipment was Fujiwara's competitor, Nagata. Steve Earle said this was the same company that had just helped expand the Miyako plant. According to the people at Ohsawa-America, Mr. Kitani, the Japanese man who makes Yamaki Shoyu, and Bob Kennedy, formerly of Chico-San are planning a miso plant in the USA, probably with automatic koji equipment.

John feels that sales of miso in America have slowed down and that if new companies enter the market, it will be oversupplied. At American Miso Co. his maximum capacity was about 400,000 lb/year. The volume hasn't changed much in the past few years. Christian Elwell at South River Miso Co. has a capacity for about 60,000 lb/year, which he hasn't reached. Both these are more expensive than Miyako (\$4.49 for American Miso white miso, Christian's is more, and Miyako's is about \$2.85/lb, or only 63% as much). He suggests: How about amazake as a sweetener for soymilk? It would replace barley malt and give the soymilk more body, kind of like a shake. Then you can put rice on the label. Great idea! Address: Route 5, Box 258, Rutherfordton, North Carolina 28139. Phone: 704-749-9537.

1775. Milbury, Peter. 1988. Chico-San, amazake, and rice syrup (Interview). *SoyaScan Notes*. Feb. 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Peter believes that the earliest recipe for amazake in a U.S. cookbook was in Cornelia Aihara's *The Chico-San Cookbook*. This was later reprinted as *The Macrobiotic Kitchen* by Japan Publications. The original book was a labor of love by Cornelia for Chico-San, edited by Peter Milbury and Dave Schleiger. Cornelia has always

taught using amazake as a sweetener, and she prefers it to rice syrup. She has a wonderful cake, sweetened with amazake and with an amazake frosting. She was a pioneer in introducing amazake to America.

Junsei Yamazaki is now selling his own miso. He is at Route 1, Box 1333, Orland, CA 95963. Phone: 916-865-5979. The product name is Junsei Amazake Miso.

Concerning the future of amazake: "I think it's hot. It's just got nowhere to go but explode. It's such a wonderful product, with so many variations. All the beverages are now dessert drinks. Someone should make an amazake counterpart to soymilk, sold in larger quantities, with a smoother consistency, less solids, and less sweetness. Chico-San is now working on an amazake powder with California Natural Products (CNP); mix with warm water and serve as a drink. Rice syrup also has great potential as a sweetener. Chico San's Yinnies, a malted sweetener, were the first product of their type in America. Sjon Welters of Nasoya is at least thinking about using amazake as a sweetener for soymilk. Sjon spent a week in the Chico-San rice syrup operation before it was shut down and moved to CNP. The amazake used for Rice Dream is much sweeter than a typical amazake. "I think Rice Dream is one of the most fantastic products I've ever tasted. Originally Chico-San was going to make the product for him. Then we shifted down to CNP. One company that might have interest in amazake is JGR Resources, Inc. Dr. Adam Lambert is Technical Director. P.O. Box 97, Haskell, New Jersey 07420. Phone: 201-835-7644. Their product is Koji-Converted Rice-O-Sweet Brown Rice Syrup. They are a wholly owned minority corporation, that took over a brewery.

The first attempt Peter ever heard of to package amazake in Tetra Pak was in Jan. 1985, just after Heinz took over Chico-San. Bob Kennedy and he set up a run with Real Fresh in Visalia. Real Fresh botched the homogenization. By this time Chico-San had a lock-tight exclusive contract with CNP to make rice syrup and amazake just for them, using their rice. Chico-San set up CNP in the rice syrup and amazake business and spent enormous amounts of time showing them how to do it. Before that, starting in 1972, Chico-San made its own rice syrup in Chico using not koji but a combination of malted brewer's barley and commercial enzymes from Miles Laboratories. At that time CNP would make the amazake for Robert Nissenbaum, but Chico-San would do the billing. This changed after Heinz took over and couldn't meet their commitment to the contract with CNP. So CNP got out of the contract and dealt directly with Nissenbaum.

Milbury and Belleme say Macromuse (Peggy Rossoff; 301-656-4313, Bethesda, Maryland Circ. 12,000) is much better for long in-depth articles than East West. Address: Lundberg Farm, Box 369, Richvale, California 95974. Phone: 916-882-4551.

1776. Roller, Ron. 1988. Edensoy and the U.S. soymilk

market (Interview). *SoyaScan Notes*. Feb. 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron estimates the size of the U.S. soymilk market to be about 2.1 million gallons a year (not including infant formulas, or small fresh local manufacturers). The largest companies, in descending order of size, are: American Soy Products (Eden Foods; 55-65% market share), Vitasoy, Sunsoy, Westbrae, and Great Eastern Sun. The trend is definitely up. Vitasoy's aggressiveness in the marketplace from early 1987 slowed down Edensoy's progress. Then Vitasoy had big programs and in the last 4 months they seem to have cooled out quite a bit. A Dun & Bradstreet report shows that they lost \$700,000 last year selling soymilk.

All is going very well in the joint venture with the various Japanese companies. The relationships are generally harmonious, and they are on target in terms of their volume goals and expectations. They hope to increase volume to cut down overhead expenses. The plant can make 65-70,000 cases/month. During the last 2 months there have been 15 enquiries for export, some of which will soon be signed agreements with France, New Zealand, Australia, etc. They have approval for 190 Kroger stores and are cautiously optimistic on this. Mr. Iwazuki from Marusan runs the ASP plant. They now have 6 soymilk products which are Eden Foods' top six best-sellers: three flavors (carob, vanilla, original) in two sizes (liter and 250 ml). By volume, the liter outsells the 250 ml by more than 3 to 1. Next: an organic soymilk (They now use non-organic Beeson soybeans. The organic market now seems to be growing rapidly), some new flavors, and some totally new soy products, such as tofu. Eden no longer imports soymilk. Soymilk is pretty price sensitive; whenever they put it on sale, it moves. They just started a case-stack program that Sunsoy has had for years. When they started the plant they stopped wholesaling, and dropped over \$1 million of wholesale business. But they made that up this past year, plus some.

Concerning oil in soymilk: The label on their Japanese imported product was not correct. Oil was added in Japan but Eden was not told. It was not listed on the label. When their U.S. product was launched, it contained less than 1% added oil. Eden got so many complaints about this small amount that they now no longer add oil, except to the carob, and that will be discontinued as soon as their present labels are reprinted.

Concerning other grains, they are importing Job's tears, which is now recommended by macro teachers for cancer patients. They brought the price from \$8.50 down to \$2.00/lb and sell lots. Also involved with quinoa, they used to be the master distributor for Quinoa Corp. but are now importing lots from Andean countries; expect to reduce the retail price by 40%. They are thinking of using quinoa in soymilk. Their present sweetener is "malted cereal sweetener" which is made by mixing sprouted barley with corn grits, the adjunct. Rice is too expensive. You can get a higher sugar

content with corn than with barley. Rice is still higher in sugar. Corn converts the fastest; rice is slow. It is specially made by a malting house, and they use almost a tanker load every 10 days. They helped develop the product and intend to come out with a line of malted grain sweeteners using malted barley plus different grains. "There is a lot of funny business in the malting arena." They did not like the use of commercial enzymes by California Natural Products. He thinks most people do not realize how their rice syrup is made. Address: Director of Purchasing, Eden Foods, Clinton, Michigan.

1777. Roller, Ron. 1988. Eden Foods, San-J, and tamari shoyu (Interview). *SoyaScan Notes*. Feb. 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Eden has negotiated with San-J for San-J to make a private label soy sauce with less wheat than regular shoyu. This is an exclusive agreement, but the details have not been completely finalized. They make their koji from balls rather than loose koji. Now they are making soybean meal tamari for their industrial customers. Eden's product will be made from whole soybeans, not meal. Everything they bottle is made from whole soybeans. They want to get their tamari production going before they think about making shoyu. Tamari will be the primary product. But to cover their overhead, they will have to cut into the shoyu market. They have managed to capture a large percentage of the bulk soy sauce market with their tamari. Japan Foods (which is owned by Kikkoman) is going to distribute their tamari. Apparently the more wheat a soy sauce has, the longer it takes to ferment. They use temperature control with all their soy sauce. They say it's the most modern fermented soy sauce factory in the world. He has visited the plant. Eden still imports a real shoyu from Marushima, and plans to continue it. But down the road they may ask San-J to make it for them. Now is much too early. A big question is what to call the new product that contains about 20% wheat. San-J plans to call it "shoyu," not "tamari shoyu." It's kind of an in-between product. They get their wheat and soybeans from Virginia. Address: Director of Purchasing, Eden Foods, Clinton, Michigan.

1778. Golbitz, Peter. 1988. Soy cheese market: From nonexistence to boom in three years. Popular new products offer health benefits over traditional counterparts. *Soya Newsletter (Bar Harbor, Maine)*. Jan/Feb. p. 1, 6-7, 10, 12. [1 ref]

• **Summary:** Born under a bad sign: The category was created in early 1985 when the first supposedly "non-dairy" cheese appeared. Marketed as Soyarella, and distributed by Neshaminy Valley Natural Foods of Huntingdon Valley, Pennsylvania, the product label read; soy milk, water, soy oil, vegetable gum, vegetable renin, and salt. The label also stated that the product was "non-dairy". However, there was

immediate suspicion from different parts of the industry as to what Soyarella really contained. Even with all the controversy surrounding the product, Soyarella was a big hit, but it disappeared from the market early in 1986.

The hard cheeses: The first product to hit the stores after Soyarella was Soya Kaas–Mozzarella Style, marketed by American Natural Snacks, St. Augustine, Florida, a subsidiary of Tree of Life. It was first released during the spring of 1986 in seven pound blocks. Casey Van Rysdam, president of American Natural Snacks admits that his company is certainly the market leader now. Galaxy Cheese had already been marketing a line of reduced cholesterol, substitute cheese products under the Formagg name since 1977. A Galaxy subsidiary, Soyco Foods, came out with Soyco, a soy/casein blend cheese and Soymage, a casein-free product. NuTofu, made by Cemac Foods, came out in late 1986. American Chef released their soy/casein blend cheese under the Soy Joy label in 1987.

The soft ones: Soyalite is a soft tofu cheese made by Simply Natural of Norma, New Jersey. Better Than Cream Cheese is produced by Tofutti Brands, Rahway, NJ. Tofutti Brands will have this cheese available by mid-March, in plain, salmon, onion, and vegetable flavors. Better Than Cream Cheese is now being used as an ingredient in Tofutti Brands' Better Than Cheesecake and rugalach pastries. The product will also be used as a stuffing in a line of pasta products scheduled for release later this year. As an ingredient, Pizsoy and Old Chicago are soy-based mozzarella products which fit nicely as ingredients for frozen pizzas. Light Foods of St. Louis, Missouri, released New Tofu Links Special—with "natural imitation" cheddar soy cheese stuffed inside.

Health benefits of soy-based cheese products include the lack of cholesterol and lactose. Soy-based cheeses are just one part of a larger category of products—substitute and imitation cheese products—and between 1982 and 1985, shipments of these products grew by one third in dollar value to \$325 million, according to the U.S. Commerce Department. Frost & Sullivan, in a recent study, stated that both substitute and imitation cheeses held a 5% market share in 1982, and projected that the category would grow to 15% of the cheese market by 1987. According to New York-based Selling Areas Marketing, Inc. (SAMI) and Frost & Sullivan, retail sales of natural and process cheese totalled over \$4,500 million during 1985 and is one of the stars of the dairy industry with sales increases of over 5% a year projected for the future. Address: P.O. Box 84, Bar Harbor, Maine 04609. Phone: 207-288-4969.

1779. *Natural Foods Merchandiser*. 1988. Soyfoods import costs rise as dollar declines. Feb. p. 32.

• **Summary:** Discusses techniques used by Westbrae, Edward and Sons Trading Co., Eden Foods, and San-J International to try to deal with the falling value of the dollar against the

yen. The dollar began its fall in September 1985. In the past 18 months, the dollar has been devalued almost 40% against the yen, making Japanese imports about 40% more expensive. To try to keep consumer prices as low as possible, some companies try to absorb the cost increases themselves, some ask Japanese manufacturers to help, and some (such as Eden Foods, Westbrae, and San-J) start to make products in the USA.

1780. *Natural Foods Merchandiser*. 1988. Grainaissance Inc. Feb. p. 58.

• **Summary:** Grainaissance of Emeryville, California, recently moved into a new manufacturing plant to accommodate the growing demand for its products. The company is expanding its amazake into the Northeast, the Northwest, and the South with distributors including Tree of Life, Stow Mills, Balanced Foods, Collegedale, Midwest, Texas Health, Ozark Cooperative, Akin, NutraSource, and Applegate.

1781. Westbrae Natural Foods. 1988. Westbrae Soy-O, Vestro Foods (new owner), and Eastern Gates Native Soy Products in Hong Kong (Interview). *SoyaScan Notes*. March 4. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Soy-O was a soymilk with “no oils added” that was sort of debuted in Nov. 1986 in 20 white unprinted Tetra Brik cartons in 3 flavors, with a flyer, but was never really launched. That was just when they decided to switch their manufacturing out of Japan and wanted to focus on WestSoy and malted. Also things did not go well with the manufacturer. Lehmann wrote in Nov. 1986: “Westbrae O-Soy. The Honorable Soy Drink. Pliable foil packs. 6 oz. Organic soybeans, no oil added. Plain, carob, and vanilla flavors.”

In February 1988 Westbrae merged with Vestro Foods, a company in southern California which is not in the natural foods industry. A publicly held company traded over the counter (NASDAQ symbol: VEST), Vestro is bigger than Westbrae; though they do not have a lot of employees they do have a lot of money and marketing experience. The company that never sold out just sold out. Gordon is still president. They have specialized in finding niche food companies and helping them develop in their marketing. Westbrae will be looking for more growth by acquiring other natural foods companies or products that meet their quality standards, and by launching some new products of their own. Everyone is very pleased.

Their WestSoy soymilk in Tetra Brik cartons is made in Hong Kong [by Hong Kong Soya Bean Products Co. Ltd., makers of Vitasoy] and selling very well. Sales of liters especially are up. Westbrae gets their soymilk through Eastern Gates Native Soy Products; Westbrae is not sure if they are the manufacturer or distributor. The Maltededs are made domestically. The source is a secret. Sales are picking

up after a recent price drop. Address: Emeryville, California.

1782. Ballard, Bob. 1988. History of Great Eastern Sun (Interview). *SoyaScan Notes*. March 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The company was founded in March 1982 by Barry Evans (who is now the sole owner and lives in Los Angeles). He may have been joined by Martin Roth and John Belleme. The original purpose was to be a distributor for the miso made by American Miso Company. But it soon decided to import Japanese macrobiotic products from Mitoku (the first order was placed in Jan. 1982) and later became a manufacturer. Address: 92 Macintosh Rd., Asheville, North Carolina 28806. Phone: 808-438-4730 or 704 252-3090.

1783. DeBona, Don. 1988. Re: History of The American Miso Co. Letter to Bob Carr at Cleveland East West Center, March 13. 6 p. Handwritten.

• **Summary:** “The American Miso Co. was begun in 1979 by Barry Evans, Sandy Pukel, Joe Carpenter, John Belleme, Michio Kushi, James Kenney, and several other partners. It was arranged for John Belleme and his wife to travel to Japan and study for 7-8 months with the Onozaki family of traditional miso makers. John Belleme returned and began making traditional miso for the then named Oak Feed Miso, Inc., previously called the Erewhon Miso Co., and presently the American Miso Co.

“Meanwhile, Barry Evans began a new company in order to distribute our miso. This company was, and still is, called The Great Eastern Sun Trading Co., located in nearby Asheville, North Carolina. Barry Evans eventually became the sole owner of the American Miso Co. I came to work for Great Eastern Sun in 1983. Prior to this I had worked for several years for Laurelbrook Foods, a large natural foods distributor in Maryland, and then on a Permaculture farm along the Maryland/Virginia border for two years growing organic winter wheat, barley, soybeans and summer produce according to the principles set forth in Masanobu Fukuoka’s classic, *The One Straw Revolution...* We still do some farming and quite a bit of gardening on our 100 acres here at American Miso Co., in the foothills of the Blue Ridge Escarpment. I met my wife at a macrobiotic study house in 1980.

“We arrived at American Miso Co. in February 1985 and I took over the position of miso maker after John Belleme’s departure in December 1985 [Note: Belleme was fired by Barry Evans.] I was trained to make miso by Akinori Takei, my Japanese teacher and friend, who had also studied with the Onozaki family in Japan. Takei-san remained with me for approximately another year; since then I have been on my own. We are a small enterprise and make approx. 250,000 lb of miso a year with only 3 employees and myself. We make all of our own koji (both barley and rice) by hand in a centuries-old fashion.” Address: Route 3, Box 541,

Rutherfordton, North Carolina 28139.

1784. Tsui, Hilton. 1988. Soymilk in Hong Kong. New developments with Vitasoy (Interview). *SoyaScan Notes*. March 14. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Soymilk manufacturers in Hong Kong include: 1. Hong Kong Soya Bean Products Co. Ltd., makers of Vitasoy; they had 92% of the soymilk market in 1987, down from 94% in 1986. 2. Coca Cola Co., makers of Hi-C; 8% of the market, up from 5.5% in 1986. When Hi-C was first launched in 1981 it was a total flop. But the new Hi-C is much improved, with very good taste. The five flavors include Honey-Dew Melon and Peanut. This is now Vitasoy's biggest competitor. 3. President Enterprises Corp. of Taiwan has a branch in Hong Kong. 4. Winner, which was purchased by Beatrice in about 1985. They used to make Doll brand soymilk, which was also sold in 1987 New York and San Francisco Chinatowns. But Doll is no longer found in the U.S. or Hong Kong. 5. Dairy Lane, Hong Kong's biggest producer of cow's milk, launched Delite soy ice cream in 1987, in 3 flavors (wildberry, rocky road, mocha chip). The packaging and flavor are almost identical to Tofutti; it could be licensed. They could be making soymilk. Hilton has never heard of Eastern Gates Native Soy Products in Hong Kong.

Vitasoy USA did NOT (as a competitor alleged) lose \$700,000 on soymilk in 1987. They do cooperate with Dun & Bradstreet but do not break out financial information by product line. Last year Vitasoy USA was profitable as a company.

The company's goal for 1987 is to pass Westbrae to become number 2 in the U.S. soymilk market, by penetrating the areas where distribution is now nonexistent or weak: Texas, the Pacific Northwest, the Sun Belt, and the Midwest. But they may be number 1 in northern California, and number 2 in California as a whole, the northeast and perhaps the southeast. Nationwide he thinks they are now number three. Address: Vitasoy USA, Brisbane, California.

1785. *Oakland Press (Pontiac, Michigan)*. 1988. Soybeans bring variety and good health to the table: Bean pops up in everything from soup to nuts. March 16. p. D-3.

• **Summary:** Contains 5 recipes from INARI and 2 from Eden Foods (using Edensoy soymilk): Pea and soynut salad. Dandy soynut salad. Super Soy energy bar. Soynut butter. Soynut butter soup. Banana bread. Basic creamy white sauce.

1786. DeBona, Don. 1988. Developments at American Miso Co. since 1985 (Interview). *SoyaScan Notes*. March 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Don left his job as general manager at Great Eastern Sun and began to work at American Miso Co. (AMC) in February 1985. He took over management of the

company in December 1985 after John Belleme left. It was a difficult transition, as Belleme and Barry Evans (an absentee owner) did not get along well. Since then, production of miso has roughly doubled, from 9 to 20 large miso vats. His miso teacher, Akinori Takei, stayed until October 1986. Since then Don has run the company. Not much of their miso is used any more in second generation products; they used to sell some mellow white and red miso to Nasoya and Simply Natural. Now 95-98% is sold for kitchen use in plastic tubs. The tubs replaced plastic bags 2 years ago. He also sells in bulk: 35 or 50 lb. He has always used all natural, organic ingredients, which makes his miso about twice as expensive as Cold Mountain. So they lost all their sales to food processors. But total volume has increased due to good sales work. His best-sellers are mellow white miso and traditional country (long-term) barley miso, followed by mellow barley, traditional red rice miso, and sweet white miso. He has ordered his koji starter through Mitoku for the last few years. Now he hopes to buy direct from Kojiya Sansanaemon in Aichi-ken. Don has studied macrobiotics for 12 years. AMC originally had 6 owners; Barry Evans now owns about 95%. Barry originally paid for John Belleme to study miso in Japan. Address: Route 3, Box 541, Rutherfordton, North Carolina 28139. Phone: 704-287-2940.

1787. Mio, Art. 1988. Update on Morinaga (Interview). *SoyaScan Notes*. March 30. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Morinaga not only has a patent on their aseptic tofu process, they also have proprietary rights to the film. This special film was developed jointly by Morinaga (Japan) and Tetra Pak, and the latter cannot sell it to any other company. This may not be mentioned in the patent.

Concerning promotion in the USA, for the first few years Morinaga targeted their sales to Asian-American consumers. They got little results. Then Art Mio heard that supermarkets were having problems with spoilage, so he changed his focus to supers. Stage 3 has been the recent targeting of the natural and health foods industries. The new package design and absence of monoglycerides on the label have helped sales in this market. Sales could increase 50-100% this year. Headquarters may have decided to build a plant in America. The Japan plant may only be running one shift. Susan Bucher's company (Bucher & Russell, 3801 Wilshire Blvd., Suite 1403, Los Angeles, California 90010. Phone: 213-738-5300; Susan is Japanese-American) has done the recent set of ads.

Tree of life private label tofu sold 5,000 units a week in 1986. Art does not know who makes it. Address: Morinaga Nutritional Foods, Inc., 5800 South Eastern Ave., Suite 270, Los Angeles, California 90040. Phone: 213-728-4325.

1788. *Organic Gardening*. 1988-- . Serial/periodical. Emmaus, Pennsylvania: Rodale Press. Robert Rodale, editor.

Vol. 35, No. 5. April 1988.

• **Summary:** Previous title *Rodale's Organic Gardening*. Subsequent title *OG*. Continued until Vol. 48, No. 5, July/Aug. 2001. Robert Rodale died on 20 Sept. 1990. Address: Emmaus, Pennsylvania.

1789. **Product Name:** Mt. Fuji Mustard with Tamari & Wasabi.

Manufacturer's Name: Westbrae Natural Foods (Product Developer/Distributor).

Manufacturer's Address: 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521.

Date of Introduction: 1988 March.

Ingredients: Mustard seeds, vinegar, tamari (soybeans, water, salt), wasabi (horseradish), cinnamon, allspice.

Wt/Vol., Packaging, Price: 8 oz jar.

How Stored: Shelf stable.

New Product–Documentation: Westbrae Newsletter. 1988. Talk with Megan Eoyang. Released in March. A hot mustard. Label. 1988. Front and back panels. 2.5 by 2.5 inches. with bottom slightly wider than top and rounded corners. Glossy paper. Blue, green, and yellow on white with illustration of Mt. Fuji above a landscape. "A traditional 'hot' mustard with a hint of the Orient. Appropriate for every dish!" Talk with Gordon Bennett. 1988. Aug. 26. This product is made (mixed) in America, but the real Japanese wasabi powder (expensive!) and soy sauce used in it are imported from Japan. It also contains horseradish.

1790. Rose, Richard. 1988. Re: Personal observations on soyfoods at Natural Foods Expo West in Anaheim. Letter to William Shurtleff at Soyfoods Center, April 12. 1 p. Typed, with signature on letterhead.

• **Summary:** "Enclosed is all the information on soyfoods and amazake I could find at the 1988 Expo West natural foods show.

"Notable trends:

"(1) Only 1 soy frozen dessert present, Ice Bean.

"(2) Rice Dream has expanded into frozen, coated bananas.

"(3) The Soyfoods Pavilion was not delineated in any way. The banner was not present, nor were signs. No sufficient answer as to why this was so was available.

"(4) Only 2 tempehs present, Tempehworks and White Wave.

"(5) Only 1 tofu present, White Wave.

"(6) Kawanishi and Airtight had a double-wide booth to show tofu making equipment and supplies.

"(7) Only 2 soymilks present, Vitasoy and Westbrae.

"(8) Soya Kaas was not displayed in the Tree of Life booth.

"(9) As many soyfoods companies were out of the Pavilion as in it. It looks like they did not sell out all the space in the Pavilion.

"(11) Gary Barat has gone off the deep end. Ask me how on the phone.

"(12) Mori-Nu had a disorganized booth that was obviously conceived by someone who thought this would be what natural fooders would want to see. It was dumb... a walking Mori-Nu Tofu box?

"Depending on who you talk to, the S.A. [Soyfoods Association] meetings were either incredibly wonderful or absolutely disgusting. I was not present at them.

"Notable events: Gary Barat is only a board member, Gordon Bennett is Pres., Yvonne is Treasurer, and Peter Golbitz is VP. Danielle [of Morinaga] and Jack Mizono [of Azumaya] were elected to the board. The single big program for the S.A. is Soyfoods Month in April 1989. Budget is \$200/month to keep the lights on. Gary was talking about stiffing Smith Bucklin and Steve McNamara. There was no discussion with me or at the meetings about my proposal. Danielle threw a snit to get on the board, as did Yvonne.–Richard."

The Rose International letterhead states: EasyLink Mailbox 62978515. Telex 990027 (Rose Intl UQ). Address: President, Rose International, P.O. Box 2687, Petaluma, California 94953-2687. Phone: 707-778-7721.

1791. Kushi, Aveline; Jack, Alex. 1988. Aveline: The life and dream of the woman behind macrobiotics today. New York, NY: Japan Publications. 331 p. Foreword by Michio Kushi. April. No index. 22 cm.

• **Summary:** In this autobiography, Aveline Kushi tells her life story as the first lady of macrobiotics in America. She also adds much interesting detail to the history of macrobiotics and the natural foods movement in America, including the history of Erewhon Trading Co. (p. 192-204).

Aveline was born Tomoko Yokoyama in about 1923 to devout Christian parents in the remote Japanese village of Yokota. After surviving a life-threatening illness, she quit teaching schoolchildren and went to Tokyo to enroll in the Maison Ignoramus, "The School of Ignorance," founded by macrobiotic educator George Ohsawa. There she became inspired by his teachings and dream of realizing One Peaceful World by elevating the physical, mental, and spiritual health of human beings. Recognizing her leadership ability, Ohsawa sent her to America, without a penny in her pocket, to spread his teachings. At the Greyhound bus station in New York she met Michio Kushi, and they were married in 1953. Over the next 4 decades they played the leading role in introducing macrobiotics to the western world—while Aveline also raised a family of 5 children!

The book could be improved by the inclusion of more dates (for example, we are not told when Aveline was born, when Erewhon was founded in Boston or Los Angeles, etc.) and by an Index.

On the front dust jacket cover is a large color photo of Aveline, holding a fan, in a Japanese kimono. On the

back cover is a smaller photo (black and white) of Aveline standing with Michio. Other photos show (p. 65-74; none on glossy paper): (1) Banjiro and Katsuo Yokoyama, Aveline's parents, in traditional Japanese clothing. (2) The Yokoyama family in Yokota, Japan, mid-1940s. (3) The Salvation Army Church in Yokota. (4) Aveline, at age 15, with roommates at Teachers' College, 1938, Japan. (5) Aveline with members of the Tennis Club. (6) Participating in a ladies' sword demonstration at college. (7) Aveline and two graduate students, 1941. (8) Mr. Tanaka, class adviser, with students, including Aveline. (9) During World War II, Aveline with her students at an elementary school where she taught in the village of Maki. (10) Aveline's mother and brother, Makoto, who served in the Japanese Navy. (11) Aveline in Yokota after her illness and before going to George Ohsawa's school. (12) George Ohsawa, seated on the grass out of doors, smoking his pipe, with his students. (13) Aveline's farewell party at the Maison Ignoramus before going to America. George Ohsawa, with pipe, is at top right; Lima Ohsawa is to the left and Aveline is next to her. (14) Michio, Aveline, and Mr. Shinohara (a former Maison Ignoramus student) on the Chicago, Illinois, waterfront, 1951. (15) Aveline and a friend from Nagasaki relax on the Columbia University campus.

Pages 153-60: (16) Aveline and daughter Lilly in New York, 1953. (17) Michio Kushi presides over wedding of Herman and Cornelia Aihara. (18) Aveline and her children in Queens, New York (Haruo, Norio, Lilly, and Phiya [a boy]), 1962. (19) George Ohsawa on a visit to New York, early 1960s. (20) Michio teaching at Musubi, the first macrobiotic restaurant in America. (21) Erewhon employees during a snowstorm, early 1970s. Aveline Kushi is in second row. (22) Lima Ohsawa and Aveline at a macrobiotic party in Boston, early 1970s. (23) International travels and teachings: Learning to wear an Indian sari. (24) Aveline seated at a seminar in Brazil applauding, with Michio and son Hisao. (25) At a palm healing class in France. (26) Relaxing in Switzerland after giving a cooking class. (27) Michio, Aveline and Shizuko Yamamoto in front of Notre Dame Cathedral in Paris. (28) Teaching cooking at the Kushi Institute at Brookline. Mirror on top gives students overhead view of food being prepared.

Pages 273-81: (29) Side view of Noh mask held by Master Sadoya Kita. (30) Aveline performing Noh dance in Los Angeles. (31) Aveline with Bill Dufty, Gloria Swanson, and Master Kita. (32) Like thousands of macrobiotic cooking classes all over the world, this one ends in smiles. (33) Front of the Kushi's home in Brookline, Massachusetts. (34) The five Kushi children eating noodles: Lilly, Norio, Haruo, Phiya, and Hisao; one girl and four boys. (35) In front of Mt. Fuji in Japan, with Michio, Lima Ohsawa and two macrobiotic friends. (36) Aveline at Kushi Institute in Becket, Massachusetts, with natural farmer Masanobu Fukuoka and Esoteric Buddhist priest Rev. Tanaka. (37) In front of the main house at the Kushi Institute in Becket with

Kazuhiro Irie, a Japanese friend. (38) Demonstrating daikon at a cooking class. (39) With Anthony Muto, Dr. Martha C. Cottrell, and other macrobiotic teachers in New York after the AIDS seminar. (40) On a visit to Africa in 1987, the Kushis started a macrobiotic educational campaign to prevent AIDS. This photo shows them discussing organic farming with Sister Theresa in the Congo. (41) The Kushis and their son Phiya at the grave of Aveline's parents on a mountainside overlooking Yokota. (42) Full-page photo of Aveline and Michio Kushi.

Note: On page 198, it is suggested (but not clearly stated) that Aveline might have coined the term "natural foods" in this sense or context. A search of Google Books shows that the term was used in 5,450 books from 1954 to 1964, and many of them are in this sense and context. The term "natural foods store" was also used in 1955 by J.I. Rodale in *Organic Gardening and Farming* (a periodical; see Vol. 2, p. 106) and in books by D.C. Jarvis (1960) and William Peacey Shepard (1961).

From the publisher (dust jacket inside covers): "Descended from rural samurai, Aveline Kushi grew up in the deep mountains of central Japan. From time immemorial, her village was renowned as the home of Princess Kushi Inada-Hime, the Wondrous Princess of the Rice Fields, and her husband, the Wind God, who introduced rice, soybeans, and other foods and bequeathed to humankind the Sacred Sword, one of the Three Treasures of Japan.

"From her devout Christian parents, Aveline inherited qualities of faith, patience, and perseverance that would see her through the years of war and hardship ahead. After a life-and-death illness that she survived by writing poems about the natural world around her, she quit teaching schoolchildren and went to Tokyo to enroll in the Maison Ignoramus, "The School of Ignorance" founded by macrobiotic educator George Ohsawa. There she became inspired by the dream of realizing One Peaceful World by elevating humankind's physical, mental, and spiritual health. Recognizing her leadership ability, Ohsawa sent her to America without a penny in her pocket to spread his teachings. In the Greyhound bus station in New York, she met Michio Kushi for the first time. Over the next four decades they together introduced macrobiotics to modern society.

"In the 1950s the young couple laid the foundation of their future educational activities with a succession of small businesses, restaurants, and seminars in New York. In the 1960s Erewhon Trading Company was founded in Aveline's kitchen, and the modern organic/natural foods movement was born. In the 1970s public education linking diet and disease began with the East West Journal, the East West Foundation, the Kushi Institute, and international seminars and cooking classes. In the 1980s, the Kushis' basic dietary approach to cancer and other degenerative diseases was adopted by the major medical and scientific associations, and

they were invited to lecture at the United Nations, the World Health Organization, and other global bodies.

“In the first half of her remarkable autobiography, Mrs. Kushi introduces us to her background in Japan: to Mr. Tanaka, her college mentor, and Sontoku Ninomiya, the legendary peasant sage, whose teachings influenced her early development; to Miss Mitsuko Yodono, the high-spirited tennis star who introduced her to macrobiotics; to Lima, George Ohsawa’s gracious wife who delivered “the thunderbolts” from her husband’s quarters in “the Seventh Heaven”; and to Mr. Shimizu, the kindly silk merchant who lost everything in Allied bombings but who borrowed money from poor rice farmers to pay for her ticket to America.

“In the second half of her memoirs, the author describes the early years in New York, struggling with her husband to make ends meet and raise a family of five children. She recounts the move to New England, chronicles the rise and fall of Erewhon, and offers her insights into the many cultures she has visited. She also presents her views on family matters and the central role of women in creating a peaceful society and reflects on Noh drama, the Tea Ceremony, futon-making, haiku composition, chanting and meditation, and other traditional arts and spiritual practices which she has perfected and taught over the years. A charming selection of photographs, letters, and poems complements the text.” Address: 62 Buckminster Rd., Brookline, Massachusetts 02146. Phone: 617-232-6876.

1792. *Soya Newsletter (Bar Harbor, Maine)*. 1988. Soyfoods Association of America holds annual meeting. March/April. p. 14.

• **Summary:** SAA holds annual meeting. Elected to serve one year terms as officers were Gordon Bennett, president; Peter Golbitz, vice president; and Yvonne Lo, treasurer. Also appointed to serve on the board to fill three vacancies were Steve Myers, Farm Foods; Jack Mizono, Azumaya; and Danielle Lin, Morinaga Nutritional Foods. At the recent SAA meeting it was decided to expand this activity [getting more soyfoods companies involved in the SAA]. In fact, it was decided that besides the Soyfoods Pavilions at the Natural Foods Expos, this would be all the SAA would do for this year—plan and coordinate next year’s joint promotional activities.

1793. *Soya Newsletter (Bar Harbor, Maine)*. 1988. Soyfoods Pavilion major attraction at NFE ‘88 West. March/April. p. 10.

• **Summary:** At the recent Natural Foods Expo ‘88 West, sponsored by Natural Foods Merchandiser, and held at the Anaheim Convention Center, Anaheim, California, April 8-10, the major food attractions were all in one place—the Soyfoods Pavilion.

This year’s participants were Galaxy Cheese/Soyco, Golden Soy Foods, Book Publishing, Farm Foods, Legume,

Morinaga Nutritional Foods, Tempehworks, Vitasoy USA, and Westbrae Natural Foods. Steve Meyers of Farm Foods remarked, “this is the major eating area of the show.” Steve Meyers, Farm Foods/Barricini at 800/431-5030.

1794. *Soya Newsletter (Bar Harbor, Maine)*. 1988. Westbrae Natural becomes wholly-owned subsidiary of Vestro Foods. March/April. p. 10. Also in *Whole Foods*. May. p. 19.

• **Summary:** Vestro is a publicly held company traded over-the-counter (NASDAQ symbol: VEST). Westbrae will be looking for more growth through acquisition of other lines that meet their quality standards.

Note: As of Nov. 1990, Vestro Foods is located at 5701 S. Eastern Ave., Suite 330 (P.O. Box 91-1181), Commerce, California 90091. Phone: 213-772-1692.

1795. Soyfoods Association of America. 1988. May is Soyfoods Month (Ad). *Vegetarian Times*. April. p. 60.

• **Summary:** “Discover the convenience and value of soyfoods. Watch for the special soyfoods insert in the May issue of *Vegetarian Times* and *East West Journal*.” Sponsored by Farm Foods, Legume, Mori-Nu, Nasoya, Simply Natural, Vitasoy, and Westbrae Natural, and the Soyfoods Association.

1796. Wollner, Joel. 1988. Soy-based cheeses—Concerns for the consumer. Can a traditional product be patented. *Soya Newsletter (Bar Harbor, Maine)*. March/April. p. 2.

• **Summary:** In this letter to the editor, the writer is concerned about two issues raised in the article titled “Soy Cheese Market” (*Soya Newsletter*, Jan/Feb. 1988). He wonders to what extent the present success of soy cheese in the natural foods marketplace is based on consumers’ lack of awareness that casein is a dairy product. His own informal survey, conducted shortly after *Soya Kaas* was first introduced and already finding widespread acceptance, found very few consumers who knew that casein is derived from milk. “In fact, over 90% thought *Soya Kaas* was strictly vegetarian, containing no milk-derived ingredients.”

He is also shocked that Simply Natural has patented a product (named *Soyalite*) made by fermenting fresh tofu in miso and discovered by accident. This process “is well known and practiced by thousands of people all over the United States, and has been since the late 1970’s. I first learned of ‘miso-pickled tofu’ (as we called it) in 1978, while manager at Erewhon Natural Foods retail store in Boston [Massachusetts]. One of our employees had learned the process while studying with Noburo Muramoto, a teacher of Oriental food-crafting in Escondido, California. Her miso-pickled tofu was a big hit among the Erewhon staff, and we began selling it ready-to-eat in the store and published the recipe in our weekly consumer newsletter. Soon after, miso-pickled tofu became a favorite dish among Boston’s diverse natural foods community, and found a place in the menus of

local natural foods restaurants.” Address: Director, Mitoku USA Inc., New York.

1797. Eden Foods, Inc. 1988. Eden Foods reformulates two flavors of Edensoy (News release). 701 Tecumseh Rd., Clinton, MI 49236. 2 p. May 5.

• **Summary:** Edensoy Original and Vanilla flavors now contain no added oil. Thus an 8.45 fluid ounce serving of Edensoy Original now contains 5 gm of fat compared with 2 gm in the vanilla. Carob still has 4.5 gm of fat. The new formulation makes the products compatible with the Diabetic Food Exchanges suggested by the American Diabetic Association. An 8.45 fl. oz serving of Original Edensoy equals 1 milk exchange plus 1.5 fat exchanges.

In May the Edensoy package design won first place in the offset printing category in an international package design competition sponsored by Tetra Pak, Inc. American Soy Products is located only 30 miles from Dearborn, Michigan, where Henry Ford started his soybean research in 1932. Address: Clinton, Michigan.

1798. Paino, John. 1988. Recent developments at Nasoya: Simply Natural and Tomsun (Interview). *SoyaScan Notes*. May 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The Soyfoods Month advertorial was published by *East West* and *Vegetarian Times*. Lenny Jacobs helped a great deal in coordinating it. It was also sent by VT to about 100 major media in hopes that they would do a story. Tree of Life private label tofu is made by Swan Gardens in Georgia.

The Simply Natural company is going to be merged with Nasoya. Nasoya will take charge of the management, will go 50-50 on marketing, and will make all of their tofu and do the billing. Previously Simply Natural has purchased their tofu from a small manufacturer in New Jersey.

Tomsun Foods has actually filed for a Chapter 11 under the bankruptcy laws. They want to sell off their tofu manufacturing business and keep the Jofu. They once offered Nasoya the right to co-pack the tofu. John said no, because he would then be producing a tofu line that competed with his own. Above all, Tomsun wants Nasoya to buy their brand and accounts. But this is difficult for Nasoya because he has no guarantee that the accounts will not switch to, for example, Azumaya. He is torn every day between making an offer and doing nothing except continuing to compete with them.

Nasoya will reintroduce their Veggie Dips in about 3 weeks. They will have a foil seal top and a 3 month shelf life. Note: By September 1988 Nasoya is said to be producing 100,000 lb/week of tofu with a 6-8 week shelf life. They are expanding into the Midwest and have taken over many Tomsun accounts. Business is booming.

Nasoya was first incorporated in Dec. 1984, then in Dec. 1987 the company changed from a corporation to a limited

partnership, i.e. from Nasoya Foods, Inc. to Nasoya Foods, Ltd. Address: Nasoya Foods, Leominster, Massachusetts.

1799. Palermo, Anthony A. 1988. Modern Products purchases Fearn Natural Foods, moves to Milwaukee (Interview). *SoyaScan Notes*. May 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Modern Products bought out Fearn in Oct. 1986, closed the plant in Melrose Park, Illinois, and moved to Milwaukee. The CEO is presently Anthony A. Palermo and the president and chief operating officer is his son, Gayelord G. Palermo. Lou Richard is somewhere in Illinois. Modern Products was founded by Gayelord Hauser in 1925. His products include Vege-Sal, Spike, Vegit, Naturally Salt Free, Santay, Onion Magic, Lemon Pepper, Naturally Cajun, and Spice Garden Herbs and Spices. His most famous book was *Look Younger, Live Longer* (1950). Address: P.O. Box 9398 (3015 W. Vera Ave.), Milwaukee, Wisconsin 53209-0398. Phone: 414-352-3209.

1800. Belleme, John. 1988. The great Japanese foods face-off: Are natural brands a better buy? *East West*. May. p. 26, 28-35.

• **Summary:** Contents: Introduction. Shiitake mushrooms. Wakame (sea vegetable). Udon. Toasted sesame oil. Complex fermented foods: Rice miso, rice vinegar. Sea salt. The Oriental foods industry in the USA dwarfs the Japanese natural foods industry. Annual sales of JFC International Inc. [affiliate of Kikkoman] alone, about \$180 million, is about ten times that of the entire Japanese natural foods industry in the United States. Oriental foods sell for about half the price of natural foods. Mitoku’s special quality miso is made by Takamichi Onozaki of Yaita, Japan. Eden Foods’ miso is made by Toshi Shiroozu of Fukuoka, Japan. Also discusses rice vinegar quality.

Note: This article is a thinly disguised advertorial for Mitoku products.

1801. Kotsch, Ronald E. 1988. Soyfoods; A growing industry is revolutionizing the way Americans eat (Special Advertising Supplement). *East West*. May. p. 1A-11A. Also in *Vegetarian Times*. May. p. 49-59.

• **Summary:** A well-done “advertorial” as part of America’s first Soyfoods Month. Sponsored by Nasoya, Morinaga, Legume, Simply Natural, Vitasoy USA, Westbrae Natural, and Farm Foods. Each company also ran an ad in this section. Henry Ford played a key role in introducing Americans to soyfoods as with his 16-course meal at the 1934 World’s Fair. Interest remained strong through World War II, then dissipated quickly. By the time Ford died in 1947, soyfoods were all but forgotten. Interest was revived and advanced from the mid-1970s on by Shurtleff and Aoyagi of the Soyfoods Center in California. Today through the efforts of many growing companies, the industry is

booming.

1802. *Natural Foods Merchandiser*. 1988. 7th annual market overview & independent operator profile: 1987. May. p. 1, 41, 43-44, 46, 49, 51, 53-54, 56-57.

• **Summary:** Total retail sales for the natural foods industry are estimated at \$3,290 million for the year 1987. Of this total, \$2,170 million was generated by independent natural foods stores (5,700 stores). Natural foods chains (having 40 or more stores; 1,400 stores total) added \$508 million and mass marketers (supers; 2,900 stores) \$618 million. Thus a total of 10,000 stores in America sell natural foods. General Nutrition Centers (Pittsburgh, Pennsylvania, a leading chain with 1,200 stores at year end) has retail sales of \$313 million, up 7.9% for the year. The number of natural foods sections in supermarkets decreased from 3,200 in 1986 to 2,900 in 1987. “The biggest thing that has increased traffic for the average store was the government’s lowering of cholesterol limits.” And organic has become legitimate in the eyes of many more consumers. There are now about 6 natural foods stores in the country with 20,000 square feet or more. Bill Frazier was the first man to open such a store, Frazier Farms, in 1978, in southern California (16,000 sq. feet).

Update on Frazier Farms: Talk with Doug Fiske. 1992. Dec. 2. Frazier Farms went out of business about 5 years ago. They had a gigantic natural foods store in Escondido, and maybe some others in a chain elsewhere in southern California. Doug often shopped there. The location has now been taken over by Bonie’s, a semi-natural food store.

1803. **Product Name:** Westbrae Soy Sauce. Tamari Shoyu. **Manufacturer’s Name:** Westbrae Natural Foods (Importer). Made in Japan by Sendai Miso-Shoyu. **Manufacturer’s Address:** 4240 Hollis St., Emeryville, CA 94608. Phone: (415) 658-7521. **Date of Introduction:** 1988 May. **Ingredients:** Water, whole soybeans, whole wheat, sea salt (including natural nigari). **Wt/Vol., Packaging, Price:** 32 fluid oz (1 quart) 950 ml bottle retails for \$4.99. **How Stored:** Shelf stable. **Nutrition:** Contains 170 mg sodium per 3 gm (½ teaspoon) serving.

New Product–Documentation: Label. 1988. May. 10 by 4.5 inches. White, blue, and yellow on red, with oval full color illustration of a Japanese landscape featuring Mt. Fuji. Westbrae Shoyu is manufactured by the Sasaki family, “Gold-Medal” winners of Japan’s Soy Sauce Contest. The Sasaki family attains this quality by carefully sorting their soybeans so that only beans of higher than #1 quality are used. Broken beans are removed because they contribute to off-flavors. No other shoyu brewer takes this care in sorting their soybeans.

The Sasaki family ages their shoyu for 2 years in

Japanese cedar kegs. Cedar kegs contribute historic culture strains into each batch—culture developed by generations of use in brewing “whole-bean shoyu.” As it does with fine wine, aging in wood enriches, mellows, and provides a distinctive character to the shoyu.

Other soy sauces are quick-brewed for one to four “seasons” (less than half the time of Westbrae Shoyu). This shortened aging time saves extra expense but loses all the complex flavor heritage that is brewed into the Sasaki’s shoyu. The Sasaki family has been brewing soy sauce for 9 generations in an unbroken tradition of fine craftsmanship. We invite you to compare the darker color and richer taste of our shoyu with any other!

Note: We are surprised to see term “tamari shoyu” on this product which is actually shoyu, especially since Westbrae has been a leader for many years in the effort to stop misuse of the term “tamari.” Talk with Gordon Bennett. 1988. Aug. 26. All of their former shoyu bottles have had the term “tamari” somewhere on the label, as in the statement “Formerly known as tamari,” or “Tamari style.” They wanted to move to a new label that would portray more of a high-class, gourmet image. After much discussion with all sales people, they decided that the word tamari must be kept on the label, but not in the “Formerly known as...” format, lest many consumers not be aware of what kind of soy sauce they were really selling. So they decided to focus on the American name soy sauce in big letters and put tamari in small letters at the bottom. “It was a reluctant capitulation to the realities of the marketplace. But that term tamari has a certain amount of magic to it. You can minimize it, but you can’t get away from it. The word has to appear some place on the bottle, otherwise people don’t know what’s really in it.”

1804. Fiering, Steve. 1988. Early history of The Soy Plant and The Soy Deli in Ann Arbor, Michigan (Interview). *SoyaScan Notes*. June 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** “I was a coordinator at the 4th Avenue Food Co-op in Ann Arbor. Three of us from the Co-op began making tofu next door in the Wildflour Community Bakery (which is still there), starting in about April or May of 1977, but perhaps as early as January. Sue Kalen, Christopher Coon, and myself (plus a few others from time to time) would get up very early on Sunday mornings and make our tofu. Soon we also started making soymilk. Whatever we could make was sold immediately in the 4th Avenue Co-op next door. We had no real business name at that time. They called us “The Tofu Co-op.” There was a guy named Al Dynak who worked as a baker at a deli and restaurant called Eden’s in Ann Arbor. Eden’s was owned by or associated with Eden Foods, the natural foods/macrobiotic distributing company. He was also interested in developing a tofu company. We had a meeting. He was much more experienced than we were, especially in baking, food processing, and the restaurant business. He

pretty well pushed us for the first 6 months.

“He got us a little room in the basement of Eden’s at 330 Maynard St.; in August 1977 we turned it into a tofu shop. At that point we registered our business as The Soy Plant. We were there for about 4 months. When he saw that we were interested in running the business as a co-op rather than to make money, he bailed out. He was interested in making money. Yet without Al, we might never have made the jump out of the original co-op location. No new products were introduced while we were at Eden’s.

“Then, in about January 1978, we moved to 211 East Ann St., Ann Arbor. At that time, Tim Huang of Yellow Bean began to distribute our products. Our deli opened on 1 May 1978.

“In July of 1978 we hosted the first national Soycrafters Conference, at which the Soycrafters Association of North America was founded. Seventy people from across America attended. Sue Kalen, Christopher Coon and myself generated the idea for the conference together. We were co-ops and, as such, we were interested in conferences, networking as they say. We knew there were other people out there doing what we were doing and we felt that everyone would benefit if we could all get together and share experience. We knew about New England Soy Dairy (in Greenfield, Massachusetts), The Farm (Summertown, Tennessee), and maybe Northern Soy (Rochester, New York) and Pat Aylward’s Joy of Soy (Minneapolis, Minnesota). We compiled a list [Shurtleff sent in many names from Japan] and sent out letters to see how much interest there was. People were interested, so we decided to host it and set a date.

“In 1980, the production part of the business moved to 771 Airport Blvd., Suite 1 in Ann Arbor. They had lots of problems with waste water disposal and may not have started production until 1981. That was when I left, feeling completely frustrated with the co-op structure.

“Most of the workers still liked the co-op. My own personal analysis of the situation is that co-ops work well when there are about 6 people or less and everyone can make decisions, or when there are more than 25-30 people so that you set up a management structure to make decisions. We got caught in the middle with 12-15 people and everyone trying to make decisions. It didn’t work. For years I was working to put a manager in the Soy Plant.” Address: 30 Newell Rd., Apt. 19, Palo Alto, California 94303. Phone: 415-326-7123.

1805. Madwin, Bari F. 1988. Re: Tomsun Foods’ future plans. Letter to and talks with William Shurtleff at Soyfoods Center, June 29, July 5, and Aug. 2. 1 p. Typed, with signature.

• **Summary:** Tomsun will auction off all its office and plant equipment except the actual tofu-making equipment on June 30. Tom Timmins is planning to have Panda Foods (Henry

Creces) in New York manufacture about 20,000 lb/week of tofu for Tomsun. He still owns the recipes for Jofu and Tofu Pups and will continue to promote and organize their production. He is also involved with another company (Stow Mills) that produces Chesoya. His interests clearly remain in this industry and he seems optimistic about promoting other second generation products.

He has sold the old tofu plant building to a car renovation company, and plans to run the company out of an office nearby. Note: The letter is dated July 5. Address: RD3, Box 212, Putney, Vermont 05346. Phone: 802-387-5788.

1806. Belleme, John. 1988. Tamari: Reborn in the U.S.A. [San-J International begins production in America]. *East West*. June. p. 14, 16-18.

• **Summary:** In 1804, almost half a century before Commodore Perry’s ships forced open Japan’s ports to American trade, the Sato family’s fleet of small boats began ferrying their homemade tamari and other goods up the Kiso, Ibi, and Nagara Rivers. From the port city of Kuwana in the Bay of Ise on the Pacific Coast, the Satos received goods from larger ships and delivered them to communities upriver. Takayoshi Sato is currently the president of San-J International, the remnant company, almost eighty years since the Satos closed their maritime business. Faced with the loss of livelihood, the Satos turned to making tamari and soybean miso on a large scale in 1909.

With the dollar at an all-time low against the Japanese yen, and 100% of all natural shoyu and tamari sold in the U.S. being imported from Japan, the opening of the San-J International tamari plant could not be more timely. American importers of Japanese foods have seen a 50% increase in the price of shoyu and tamari in the past eighteen months. There are just a few companies in Japan still making genuine tamari. San-Jirushi at Kuwana is the largest, producing roughly half of the country’s annual production of 6,000 kiloliters (1,500,000 gallons).

William Shurtleff first proposed exporting San-J tamari to the U.S. in 1977. Shurtleff gave a sample of San-J tamari to the president of Mitoku, which supplied Erewhon with Japanese foods. Shortly thereafter, Erewhon began importing San-J tamari in five gallon tins. Next John McLaughlin, a Richmond businessman, tasted San-J tamari and was impressed enough to go to Japan and talk to the Sato brothers. The meeting led to the founding of San-J International in December 1978, a Japanese-American joint venture to market San-J tamari and eventually build the Richmond plant.

Today, industrial giants such as Stouffer’s and Campbell’s use San-J tamari exclusively in all their frozen food lines. San-J makes the point in their ads: “One teaspoon of tamari—which contains just a pinch of salt—is the seasoning equivalent of a full tablespoon of salt. Tamari seasons with protein, not sodium.” In the manufacture of tamari, the

mixture of koji and brine, called moromi, is left to ferment for about six months. Tamari is pasteurized (2% ethyl alcohol is added to prevent the growth of yeasts and molds). The Richmond plant can make about 1 million gallons of tamari and tamari shoyu (tamari with 20% wheat added) a year, about two times the current annual sales of the imported product.

The Richmond process will differ from that used to make tamari in Kuwana. First, in Japan, San-J tamari is aged for at least 12 months at room temperature. In Richmond, fermentation is accelerated to approximately 6 months by heating the fermentation vats with electric coils. Second, the San-J tamari from Japan is aged in old cedar vats while the Richmond plant is using fiberglass vats lined with epoxy resin. Every major importer of natural Japanese foods has expressed interest in bottling San-J tamari in their private label. However, only Eden Foods Clinton, Michigan, has negotiated a contract with San-J.

1807. *Natural Foods Merchandiser*. 1988. Natural foods world wide. June. p. 4-5.

• **Summary:** Helfex '88, the United Kingdom's biennial International Health Food Trade Show sponsored by the British Health Food Manufacturers Association and the British Health Food Trade Association was held in Birmingham, England, March 6 and 7. The Foreign Agricultural Service (FAS) of the USDA had a pavilion featuring 23 booths representing about 35 U.S. manufacturers. Each U.S. exhibitor paid \$2,000 to be a part of the show. At least 8,000 visitors came from 25 countries. About 600 exhibitors were there and the U.S. Pavilion was the biggest booth at the entire show.

The U.K. saw \$100 million in retail sales in 1979. In 1983 that figure was up to \$500 million, and in 1987 sales had climbed to \$1,000 million. In 1990 the expectation is for over \$1,500 million—more than half of the entire U.S. industry. In 1983 there were 1,300 retail stores averaging \$3,000/week retail (in the U.K.); in 1990 there will be at least 2,000 stores averaging \$10,000/week. About 88% of the natural foods products at Helfex '88 came from the U.K.

1808. *Natural Foods Merchandiser*. 1988. In memoriam: Eden Foods VP killed in auto accident. June. p. 4.

• **Summary:** Clifford Adler, vice president of Eden Foods in Clinton, Michigan, died from injuries suffered in an automobile accident on April 13. He is survived by his wife Fran and two children, ages 3 and 5. Adler, age 33, became a shareholder of Eden Foods in the late 1970s. He developed and managed the sales department and later became vice president and a member of the board of directors. The Adler family has established a memorial in his name at the community library in Manchester, Michigan, that his children frequent.

Note: The cause of the fatal accident is not discussed.

1809. **Product Name:** CheSoya (Soy Cheese with Sodium Caseinate) [Cheddar, Mozzarella, or Jalapeño].

Manufacturer's Name: Stow Mills (Distributor).

Manufacturer's Address: P.O. Box 816, Brattleboro, VT 05301.

Date of Introduction: 1988 June.

Ingredients: Incl. organic tofu, soy oil, calcium caseinate, natural flavor, sea salt, citric acid, lecithin, guar gum, natural coloring.

Wt/Vol., Packaging, Price: 10 oz.

New Product—Documentation: Soya Newsletter. 1988.

May/June. p. 8. These cheese alternatives are free of cholesterol and lactose, and are 100% natural.

1810. Stepanek, Marcia. 1988. Agency charges soy baby formula maker. *Detroit Free Press*. July 15. p. 4B. Business section.

• **Summary:** "The U.S. Department of Justice Thursday charged a Clinton company and its president with 32 counts of falsely claiming that its soy-milk infant formula was of comparable nutritional value to mother's milk." The FDA charged Eden Foods with misbranding at least 53,682 cartons of Edensoy between July 1953 and 1985. Address: Free Press Washington DC staff.

1811. Wiernik, Julie. 1988. Firm faces criminal charges [Eden Foods]. *Ann Arbor News (Michigan)*. July 15. p. A3, A7.

• **Summary:** "The federal government has brought criminal charges against Clinton-based Eden Foods Inc., alleging that the company misrepresented its soy milk [Edensoy] when it described the product as a substitute for mother's milk.

"Eden and its president face possible fines of \$1,000 for each incident occurring prior to 1985. Due to a change in the federal statute, the maximum fine would increase to \$100,000 for incidents occurring during 1985."

"Between 1983 and 1985, the Justice Department said, Eden's literature described the product as a preferred milk substitute for children 'who cannot tolerate dairy milk or liquid or powdered formulas.' The pamphlet also said it was a 'quality substitute' for mothers' milk... Company president Michael Potter said the charges amount to a technical violation in labeling, and said the company never tried to market its soy milk as an infant formula." Jeffrey Gibbs, a Washington, DC, attorney, represented Eden Foods in the Case. "Gibbs said the advertising pamphlet in question was pulled from distribution in late 1983, and that only 'extremely small quantities' of the pamphlet were distributed after that." A large photo shows Tetra Brik packages of Edensoy.

1812. Bubny, Paul. 1988. Venerable soybean sprouts new uses. *Health Foods Business* 34(7):72, 74, 76, 108. July.

• **Summary:** Lonnie Stromnes, national sales manager of White Wave Soyfoods in Boulder, Colorado, reports that White Wave recently “upscaled” the packaging on its tempeh products; the new graphics depict tempeh in use, so that customers do not have to bring a thorough knowledge of the food into the store with them. Mitoku-USA, based in Albany, New York, imports some 20 varieties of miso. At least one manufacturer, the Asheville, North Carolina-based Great Eastern Sun, saw its miso sales increase by 20% last year. Bruce Sturgeon, the company’s vice president, said Great Eastern Sun’s volume on miso alone was \$400,000 in 1987. Shoyu and tamari are frequently aimed at the gourmet market as well as the natural foods / specialty foods market. Owner Dale Kamibayshi of Alfalfa’s Market in Boulder, Colorado said, “I think many people are still intimidated by (soyfood’s) preparation.” To help overcome the intimidation factor, Alfalfa’s has scheduled a soyfood tasting fair for July 16; the first such fair which the store has devoted to soy.

Gary Barat, chairman of Legume, Inc. said, “I see the natural foods and gourmet markets coming together,” said Barat. “And the smart marketers are realizing that.” People who shop specialty stores have both eyes turned toward quality. Soy companies are increasingly making use of organically grown soybeans. There is also a trend toward using specific soybeans for specific products, a sign of a maturing industry. The trend is more prevalent in the U.S. than in Far East Asia. Westbrae, for example, uses Vinton beans for its Westsoy soy beverage. As the currency in Japan remains strong against the dollar, you’re going to see more and more (soy) products produced in America. Also there will be greater growth in so-called “second-generation” soy products—dairy analogs with soymilk, soy cheese, soy ice cream and soy yogurt. Address: Associate Editor.

1813. **Product Name:** Emperor’s Kitchen brand Johsen Shoyu, and Sakae Organic Shoyu.

Manufacturer’s Name: Great Eastern Sun (Importer). Made in Japan.

Manufacturer’s Address: 92 Macintosh Rd., Asheville, NC 28806. Phone: 704-252-3090.

Date of Introduction: 1988 July.

Ingredients: Sakae: Well water, organic* whole soybeans, organic* whole wheat, seasalt, koji (natural culture). * Organically grown and processed in accordance with Section 26569.11 of the California Health and Safety Code.

Wt/Vol., Packaging, Price: Both in 5 and 10 oz bottles. Johsen Shoyu also in 32 oz bottles.

How Stored: Shelf stable.

New Product–Documentation: Ad in Macromuse. 1988. June/July. p. 3. “The finest Japanese liquid seasonings. Identical to Mitoku & Mitoku Macrobiotic.” No address or specific products are given. Talk with Barbara Holiday of Great Eastern Sun. 1989. Feb. 28. These products are imported in drums from Japan via Mitoku. GES started

bottling the drums in North Carolina in Oct. 1987 and the products were in the stores by late 1987 or Jan. 1988. The Johsen Shoyu and Wheat Free Mansan Tamari are not organic. There are also non-soy products in the line. Sakae Shoyu is made by Mr. Kiyoji Fukaya, Ogasawara-Gun, Shizuoka-ken, Japan. Mansan Shoten is run by Enichiro Oguri (President), Handa-shi, Aichi-ken, Japan.

Labels. 1989. 5.5 by 3 inches, and 6.25 by 3.5 inches. Pink and black on silver. Illustration of a symbolic tree with leaves. “In the Emperor’s Kitchen you find only the finest seasonings. Johsen Shoyu is one of the world’s best soy sauces. Traditionally brewed in cedar kegs for early 2 years, Johsen Shoyu is made using only whole soybeans and whole grain wheat. Split or defatted beans or wheat flour are never used... Use it for all your wok cooking or as a dipping sauce for sushi or sashimi.”

1814. **Product Name:** Emperor’s Kitchen brand Mansan Tamari [Organic, or Wheat Free].

Manufacturer’s Name: Great Eastern Sun (Importer). Made in Japan.

Manufacturer’s Address: 92 Macintosh Rd., Asheville, NC 28806. Phone: 704-252-3090.

Date of Introduction: 1988 July.

Ingredients: Wheat free: Water, whole soybeans, Mikawa mirin (water, sweet rice, koji), seasalt, koji (natural culture).

Wt/Vol., Packaging, Price: 5 and 10 oz bottles. Mansan Wheat Free Tamari also in 32 oz bottles.

How Stored: Shelf stable.

New Product–Documentation: Ad in Macromuse. 1988.

June/July. p. 3. “The finest Japanese liquid seasonings. Identical to Mitoku & Mitoku Macrobiotic.” No address or specific products are given. Talk with Barbara Holiday of Great Eastern Sun. 1989. Feb. 28. These products are imported in drums from Japan via Mitoku. GES started bottling the drums in North Carolina in Oct. 1987 and the products were in the stores by late 1987 or Jan. 1988. The Johsen Shoyu and Wheat Free Mansan Tamari are not organic. There are also non-soy products in the line. Sakae Shoyu is made by Mr. Kiyoji Fukaya, Ogasawara-Gun, Shizuoka-ken, Japan. Mansan Shoten is run by Enichiro Oguri (President), Handa-shi, Aichi-ken, Japan. Labels. 1989. 5.5 by 3 inches, and 6.25 by 3.5 inches. Pink and black on silver. “Mansan Tamari is an authentic tamari soy sauce that is traditionally brewed in cedar kegs for over a year. Real tamari was originally the liquid drawn from soybean miso... Mansan tamari is blended with 40% Mikawa Mirin which gives it a unique and subtly sweet savoriness. Use it as a glaze for baked foods, a basting sauce for broiled fish, or a dipping sauce for sushi.”

1815. *Health Foods Business*. 1988. Soymilk makes inroads into the cow pasture. 34(7):79, 109-10. July.

• **Summary:** “Westbrae President Gordon Bennett

guesstimated the current soymilk market at \$25 million.”

1816. Macrobiotic Wholesale Co. (The). 1988. Wholesale natural foods price list [Mail order catalog]. 799 Old Leicestershire Hwy., Asheville, NC 28806. 23 p. 28 cm. Spiral bound.

• **Summary:** The catalog, effective July 1, 1988. The first two sections are: (1) Miso (Miso Master Miso, Onozaki Miso, Mitoku Miso, Mansan Miso, Miso Soup). (2) Soy sauce (Tamari soy sauce, other soy sauce). Address: Asheville, North Carolina. Phone: 800/438-4730 or 704/655-1056.

1817. Mitoku. 1988. Spotlight on Johsen Shoyu: The world's leading natural soy sauce (Ad). *East West*. July. p. 1-3.

• **Summary:** Johsen Shoyu is certified to meet the uncompromising standards of Macrobiotic Quality by Michio and Aveline Kushi. It is bottled under the labels of more than a dozen leading natural food companies on four continents. In February of this year, premium quality Johsen Shoyu was awarded the Japan Ministry of Agriculture's prestigious first place award, "The highest quality soy sauce in Japan." It was selected from over 200 entries by a panel of the world's foremost soy sauce experts. Johsen Shoyu is kept in large cedar aging casks. Johsen Shoyu is aged slowly for more than one and one-half years, protected only from the outside weather by the wood frame building. Over five seasons, including two full summers, the fermentation continues. Johsen is aged over 5 seasons, including 2 summers, for a total of 18-24 months at natural seasonal temperatures. It is aged in well-seasoned cedar casks, and it is packed without additives or preservatives. Address: Tokyo, Japan.

1818. *Natural Foods Merchandiser*. 1988. 9th Annual Natural Foods Merchandiser new products awards [Silver: Farm Foods' Ice Bean pints, sandwiches, and bars]. July. p. 26-27.

• **Summary:** "The introduction of Ice Bean's designer look signaled the beginning of a new and aggressive marketing campaign for Farm Foods," says national sales manager Dan Pratt. "A black background with gold trim creates a gourmet appeal for the package."

1819. Bencivenga, Dan. 1988. Mail order food au naturel. *Target Marketing (Philadelphia, Pennsylvania)* 11(8):20+. Aug. *

• **Summary:** Walnut Acres Natural Foods, a direct marketer of organically grown food products, has combined a traditional farming philosophy with modern day marketing techniques to create an unbeatable recipe for direct mail success. Bob Anderson, CEO, says that in the 1950s, when the company first started selling direct, they discovered that direct marketing enabled them to have more control over how their food was sold. Walnut Acres' basic philosophy is

that agriculture should be based on purity. In 1987 Walnut Acres had sales of almost \$5 million.

1820. Golbitz, Peter. 1988. U.S. soymilk sales reach new heights: Larger package sizes and domestic production spur on demand. Market update. *Soya Newsletter (Bar Harbor, Maine)*. July/Aug. p. 1, 14-15. [1 ref]

• **Summary:** Estimates that in 1988 some 4.6 million gallons of soymilk will be sold in the USA, with a retail value of \$36.1 million. This is up 40% over 1987 (3.3 million gallons worth \$25.6 million). The U.S. market is composed of several distinct segments: the health food segment (whose products are formulated to resemble cow's milk) and the Asian-American market (whose products contain slightly more water and sugar). In 1988 for the first time in recent years, the health food segment (2.7 million gallons) passed the Asian-American segment (1.7 million gallons), and now appears to be growing at a much more rapid rate.

Another way of classifying market segments is by fresh soymilk (less than 8% by volume in 1988) and aseptically packaged soymilks. "The move to larger liter and quart packages has helped sales tremendously by bringing the per ounce cost of soymilk down. These larger sized packages will account for 76% of the volume in the health food market this year, as compared with 73% in 1987. Smaller sized packages make up the majority of sales in the Asian-American market." Address: Soyatech, Bar Harbor, Maine.

1821. Sturgeon, Bruce. 1988. Early history of Great Eastern Sun, Oak Feed Miso, Inc., and American Miso Co. (Interview). *SoyaScan Notes*. Sept. 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bruce is looking at documents from the company archives. Great Eastern Sun was founded in March 1982 by Barry Evans. He was the only principal/owner at the time. American Miso Co. was founded in March 1979 as the Oak Feed Miso, Inc. The principals were Sandy Pukel, John Belleme, and Barry Evans, but it is not clear who owned how much stock. It started doing business in 1981 as the American Miso Co. and officially became The American Miso Co. by law in May 1982. The principals of the American Miso Co. were John Belleme and Barry Evans. Sandy Pukel was somehow bought out and left and joined Oak Feed Co.; It seems to have become his. Barry Evans may have been the original president of Oak Feed Co. It was a store, probably a restaurant, and an import and distribution company. Barry and John went on to do the miso company. Great Eastern Sun was founded as a way to market and distribute the miso. They also became an importer and distributor of Mitoku products at about that same time. Don DeBona was the first or second company president, after Marty Roth. Today Barry owns all the stock of both American Miso and GES. Barry treasures his privacy. Bob Ballard and Bruce run GES. Even they do not know Barry's

address or phone number. He checks in about once a quarter to see how things are going.

Ah Soy now has about 5% of the U.S. soymilk market, and is trying desperately to hang onto that. The competition is fierce, but they have many loyal consumers. Their 6 oz size is still their best seller, even after introduction of the quart, and even with a price increase last Feb. to above \$1.00. Sales are up compared with last year.

In 1984 Bruce was in Boulder, Colorado as a buyer for Pearl Street Market. They had been buying from GES at that time for about a year. Oak Feed came to Pearl Street Market with imports to sell. Address: 92 Macintosh Rd., Asheville, North Carolina 28806. Phone: 808-438-4730 or 704 252-3090.

1822. Fass, Bill. 1988. Brief history of Macrobiotic Wholesale Co. of Asheville, North Carolina (Interview). *SoyaScan Notes*. Sept. 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** This company was originally founded by Great Eastern Sun. In 1986 GES sold it to Kurt Schmitz [or Schmidt]; it was then located at 503 Haywood Rd. in Asheville. Schmitz in turn sold it to Bill Fass in August 1986. The company does not import. They distribute only macrobiotic products. Some 90% of the products they sell are imported from Japan, and 90% of these they buy from Great Eastern Sun, the importer. They also buy a few imported products from Eden Foods. Soyfood products they distribute include miso, shoyu, tamari, and koji. Address: 799 Old Leicester Hwy., Asheville, North Carolina 28806. Phone: 800-438-4730 or 704-252-1221.

1823. Cross, Kevin. 1988. Brief history of Soy Power Company, Inc. of Santa Monica (Interview). *SoyaScan Notes*. Sept. 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The company started business in Santa Monica, California, in April 1981, with Tom Binder and Kevin Cross as partners. They distributed tofu and soymilk made by Wy Ky in Los Angeles. They first started distributing other people's products in about July 1982, starting with Vegetable Jerky from Maple Meadows. When Edensoy was launched in 1983, it started to hurt their sales so they decided to get in on the action. They soon became America's leading seller of Edensoy. In April 1986 they moved the company to Marina del Rey, then in September 1988 back to Santa Monica. Today they market and distribute about 11 soyfoods products under their own brand (all made by other companies), and they distribute another 350 products from other companies. Address: 1602 Stanford St., Santa Monica, California 90404. Phone: 213-829-2331.

1824. *Jewish Press (Brooklyn, New York)*. 1988. New foods products for the health conscious [Edensoy from Eden

Foods, Inc.]. Sept. 22.

• **Summary:** Edensoy Original and Vanilla flavors now contain no added oil. The American Soy Products facility opened in October, 1986. It is the first U.S. facility to introduce an enzyme inactivation process in the commercial manufacture of soy-milk. In May, 1987, the Edensoy package design won first place in the offset printing category in an international package design competition sponsored by Tetra Pak, Inc. American Soy Products is only 30 miles from the Dearborn, Michigan site where Henry Ford set up research facilities in 1932 to develop products from soybeans. Note: this soy product has a tan color and does not attempt to be a dairy/milk.

1825. Boff, Vic. 1988. University of Texas Library's Todd & McLean collection on health and fitness. Health food pioneers (Interview). *VegeScan Notes*. Sept. 26. Conducted by William Shurtleff of Soyfoods Center. [5 ref]

• **Summary:** The University of Texas at Austin has one of the largest collections of periodicals, books, papers, and memorabilia on the health foods movement and industry in America. It is in the Todd & McLean Collection, occupying 8,000 square feet. Contact Dr. Terry Todd in Austin (Phone: 512-471-4890. Gregory Gym 33, Univ. of Texas, Austin, TX 78712). The library is on the third floor of the gym. Prof. McLean is no longer living. They have an especially good collection of Bernarr Macfadden's publications.

Vic is an old timer in the health food industry. He worked closely with Dr. Benedict Lust (he wrote for him starting in 1936) and knew Bernarr Macfadden. Lust was an M.D. (licensed in Florida), ND, and DC. Coming to America from Germany, he was the founder of Naturopathy in America, located on Lexington Ave. in New York. He died in 1942. Lust published *Nature's Path* (a popular periodical that started in the early 1900s and was continued by his nephew or son, John Lust, who passed away recently), and *Naturopath*, a professional publication for naturopathic physicians, starting in the 1930s until he died. Lust had two sanitariums in Florida and New Jersey, doing hydropathy and chiropractic. He was a major figure, a great man, but had constant opposition for the local medical associations and societies. Macfadden was tremendous in the advancement of natural foods and natural healing in this country. Boff has all Physical Culture magazines from 1898 to the 1940s. Macfadden and Lust were on good terms with each other. Macfadden was more involved with physical fitness; his slogan was "Weakness is a crime." He promoted sunshine and fresh air, physical therapy and hydrotherapy; he was put in jail for trying to do away with bathing suits that covered the whole body. He had a huge publishing operation. Otto Carque was a great natural foods pioneer in California, probably in Los Angeles. He was interested in soyfoods. Even in the early days, many of the health foods pioneers advocated the soybean because many of them were

vegetarians and the soybean is a great substitute for meat. Loma Linda and Kellogg were also a major forces. Address: Brooklyn, New York. Phone: 718-648-5254.

1826. Murray, Frank. 1988. History of the health foods movement in America (Interview). *SoyaScan Notes*. Sept. 26. Conducted by William Shurtleff of Soyfoods Center. [5 ref]
 • **Summary:** Frank entered the health foods industry in 1963, when he went to work for Jack Schwartz at Syndicate Publications, publisher of *Health Foods Retailing* magazine. His book, "More than One Slingshot" (1984) was a history of the NNFA, written for them and not released commercially. But it was also a history of the health foods movement in America. Important health foods publications included *Health Foods Retailing* (founded in April 1936 by Lelord Kordel and sold several years later to Jack T. Schwartz, who remained publisher until Feb. 1982), *Better Nutrition* (now in its 50th year), *Let's Live*, and *Prevention*.

The University of Texas has a large collection of periodicals, books, and memorabilia on health and physical fitness, including figures such as Bernarr Macfadden. For details contact Vic Boff in Brooklyn, an old timer in the industry. Back issues of *Health Foods Retailing* (in a small, digest format) can be found at Communication Channels Co. in Atlanta, Georgia (Phone: 800-241-9834).

Joe Weider has always been in California, and is still alive. He publishes many weight lifting magazines.

In the 1960s the main soyfoods products he remembers were from Loma Linda Foods, Worthington, and Fearn Soya Foods. Address: New York. Phone: 212-613-9700.

1827. Eden Foods, Inc. 1988. Edensoy... A lot of pluses (Ad). *Vegetarian Times*. Sept. p. 29.

• **Summary:** This full-page, black-and-white ad contains 8 black-and-white photos showing Edensoy ads. "Only one bean in 20,000 makes it into Edensoy." "Next time you draw straws, choose Edensoy." "What most soymilks forget as a main ingredient... Flavor." "One more thing you can do for your family." "Draw on our experience." "The closer you look... the better we look." "Edensoy pours it on." "The competition has arrived!" (Shows a cow with football helmet standing behind cartons of Edensoy). The other text reads: "Nutritious. Delicious. Dairy free. Quality. Satisfying. Convenient. Fresh. Versatile."

This ad also appeared in *Vegetarian Times* (Nov. 1988, p. 13; May 1989, p. 45), *Whole Foods* (Jan. 1989, p. 18), *Natural Foods Merchandiser* (Feb. 1989, p. 14), and *Solstice* (March/April 1989, p. 3). Address: 701 Tecumseh Rd. Clinton, Michigan 49236.

1828. Krizmanic, Judy. 1988. Creaming the crop [comparison of U.S. soymilk varieties]. *Vegetarian Times*. Sept. p. 68.

• **Summary:** Compares the following brands: Ah Soy (Great

Eastern Sun), Edensoy (Eden Foods), Sno-E Tofu (Abersold Foods), Solait (Miller Farms), Sunsoy (Vamo Foods), Supersoy (Mitoku), Vitasoy (Vitasoy U.S.A.), Westsoy and Maltededs (Westbrae). Lists the available flavors for each, what type of oil is added (if any; Edensoy, Sunsoy, and Supersoy have none added), percentage of calories from fat (15-60%), and comments. Sno-E Tofu is the only product fortified with vitamins and calcium. Sunsoy strawberry gets its pink color from cochineal, the red dye made from a dried insect.

1829. *Natural Foods Merchandiser*. 1988. Frank Ford receives 1988 Rachel Carson Award from NNFA. Sept. p. 4.

• **Summary:** Frank Ford, chairman of the board of Arrowhead Mills, is a longtime organic farmer. A photo shows Ford on his John Deere tractor.

1830. Bolduc, Bill. 1988. The founding of Eden Food Co. (Interview). *SoyaScan Notes*. Oct. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bill founded Eden Foods Inc. as a macrobiotic/natural foods retail store in Ann Arbor, Michigan, in Nov. 1969. He was the original incorporator. About 8 months later, a proposal was made to Bolduc by a woman to expand Eden in a new location at 211 South State Street. After that, Bolduc invited Tim Redmond to join him, which he did. Redmond became a 50% owner in 1970, about 9 months after the company was founded. Tim was in Boston at the time, studying with Michio Kushi and working at Sanae. He was interested in the restaurant business. Bill and Tim had been in college together at the Univ. of Michigan. Both later became interested in macrobiotics. Bill wishes now he had not sold his stock.

About 18 months ago, Tim and his wife, Patty, and Bill sat down and talked through the history for the first 2-3 years month by month. They should have tape recorded it. They will try to do it again. His older cousin is David Bolduc.

Tim Redmond is thinking of doing a consumer study on soymilk. He uses Dialog a lot, doing mostly food research now. Address: ELI Research Corp., 660 Northland Blvd., Suite 28, Cincinnati, Ohio 45240. Phone: 513-851-0330 or 751-9090.

1831. Bolduc, Bill. 1988. The Eden Food Co. fire and illicit trading (Interview). *SoyaScan Notes*. Oct. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bill wishes now he had not sold his stock. There was some dirt prior to the fire, and that, the dealings of some people, other than selling food, caused the fire. That prompted him to want to leave. Bill is "convinced" that the fire was arson. He knows what the fire inspectors found and where it started. He does not know why the insurance company paid off Eden. Address: ELI Research Corp., 660 Northland Blvd., Suite 28, Cincinnati, Ohio 45240. Phone: 513-851-0330 or 751-9090.

1832. Carasso, Irwin. 1988. Brief history of Tree of Life, Inc. natural food distribution company from St. Augustine, Florida (Interview). *SoyaScan Notes*. Oct. 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Irwin Carasso (born on 2 June 1951) got interested in natural foods and vitamins through his brother. He went to school in Boston, and though he never got involved with the macrobiotic movement, he used to shop at Erewhon. At one point he decided to move back to Florida and start a natural food retail store. He opened Tree of Life in St. Augustine in May 1971. He drove a truck up to Boston, met Paul Hawken, and started carrying some of the Erewhon products, as well as those from Arrowhead Mills, and some New York importers. In Feb. 1972 Carasso founded a natural foods distribution company, which he also called Tree of Life, in the same building as his natural food store. He was age 20 at the time. In about November 1973 the company moved to Industrial Drive in St. Augustine.

The key policies that allowed this company to grow into the largest natural foods distributor in America (and one of the few pioneers to survive) were a strong focus on service, clear communication at every level (to suppliers, customer, etc.), and a high level of integrity and honesty about the products that were carried. Tree carried a much broader line of products than the “purist” natural foods distributors, and they were sometimes criticized harshly by competitors for carrying turbinado sugar, all vitamins, unbleached white flour, etc. Yet if people wanted an item and it was reasonably good, Carasso would carry it and explain clearly what it was. The vitamins were a key to profitability and growth. “The real health food fanatic was always a closet junkie.” Carasso didn’t mind if the company carried raw sugar as long as they called it raw sugar. The top quality service was accompanied by higher prices than most competitors charged. Tree offered a whole range of products that were not available at the time, dairy products (from California) and bulk foods, more packaged foods than most early competitors. But they started without the major health food and vitamin lines, since none of the “old line” distributors or major vitamin companies would sell to them.

Tree’s first and only acquisition was in 1978, when Irwin bought the Marty Bellman Co., a small (less than \$2 million a year sales) health food distributor in Sun Valley, California, in order to get their vitamin lines. The old line distributors put pressure on the vitamin manufacturers (such as Schiff and Plus) not to sell to small, new competitors.

Irwin sold Tree of Life in April 1982 to a group of financial people called Wilson Financial, but he kept Marty Bellman Co., renaming it Hi-Profit Distributors. Sales at the time were about \$31.5 million a year. Irwin felt that he had done what he wanted to do and he wanted to do something different with his life. In Dec. 1985, Wilson Financial sold Tree of Life for \$15 million to a Dutch firm named Wessanen

of North America, which was owned by a \$1,000 million company from the Netherlands named Royal Wessanen NV Co. Then last year, Wasannen bought the Balanced Foods chain (Balanced, Midwest, Collegedale, Midwest Dietetics) and SunRay. Then in Sept. 1987 Irwin sold High-Profit Distributors back to Tree of Life. At that time he got out of the industry. He has never seen a history of Tree published previously. “The funny thing about this whole industry is that, except for some of the old line distributors, Tree was probably the only ‘new-age’ natural foods company that made any money. Most of them did not survive. I think it was for two reasons. First, their product ranges were too narrow. And second they had a philosophy (too purist) that inhibited their business, and prevented them from doing what they wanted to do. None of them ever had a goal to make more than 1 or 2% profit. Tree looked to make 10% profit. Tree carried 10,000 items. Erewhon at its peak had several hundred, maybe 500. Tree financed its growth entirely internally, starting with \$125,000 total in the early years. The business was run very tight, with C.O.D. terms.”

Note: This is the earliest (and only) English-language document seen (April 2003) that uses the term “health food fanatic.” Address: St. Augustine, Florida and Malibu, California. Phone: 904-471-0470.

1833. Westbrae Natural Foods. 1988. Westbrae and Vestro Foods (Interview). *SoyaScan Notes*. Oct. 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Westbrae will move to City of Commerce at the end of October. None of Westbrae’s employees are going, not even Gordon Bennett, the president, for two reasons: They don’t want to live in Los Angeles, and many are not interested in the new direction that Vestro plans to take Westbrae. Paul Repetto (formerly with Sunfield, which had the Lite-Chef tofu dry mixes) is the president of Vestro, and many of the vice presidents are from Hain. Vestro plans to “grow the company.” Address: Emeryville, California.

1834. *East West*. 1988. East West presents: Best & worst awards. 3rd annual. 100% natural. Oct. p. 65-72.

• **Summary:** Best Natural Soy Sauce: Lima Nama Shoyu from Ohsawa-Japan, imported by Ohsawa America of Chico, California. Twice brewed, lower in salt, and aged four years. “It is unique among shoyus, with exceptional smoothness and flavor.”

Better Than It Sounds Award:” Tofu chocolate? Yes, Barat Bars by Legume Inc. of Montville, New Jersey, use tofu instead of dairy and no hydrogenated or fractionated palm kernel oil. Carob candies move over!”

Best Tasting Flavored Soy Drinks: “The Westbrae Malted won this contest going away. Creamy, thick, and delicious, they are more of a dessert than a drink. Some devotees eat them frozen.”

Least Healthful Line of Soy Drinks: “The Westbrae

Malted. The flip side of their great taste is their almost 400 calories and 15 grams of fat per 8 ounces.”

Most Healthful Line of Soy Drinks: Edensoy. They are the only producers making a totally oil-free drink.

Worst Tasting Flavored Soy Drinks: “Vitasoys from San Francisco, Calif., seem to have few fans and finished last in our blind taste test.”

Most Questionable Beverage Label Claim: “3 grams of fat per 6 ounces of Carob and Chocolate Ah Soy, by Great Eastern Sun of Enka, North Carolina. These soymilks are rich and creamy, yet 3 grams is a lower fat content than even Edensoys, made without oil. How is that possible guys?”

That’s Progress? Award: “Mori-Nu Tofu by Morinaga Nutritional Foods of Los Angeles. Aseptic Tetrapacked tofu that has indefinite shelf life and can be shipped anywhere. Good for backpackers maybe but can’t compare to fresh and local.”

Best Fake Hot Dog: SoyBoy Tofu Not Dogs by Northern Soy of Rochester, N.Y. “Nice smoky flavor and smooth texture, almost as good as the real thing.”

Worst Fake Hot Dog: Tofu Pups of Lightlife Foods of Greenfield, Massachusetts. “Dry and crumbly on the inside, with a lack of distinctive flavor. Won’t fool anybody at the neighborhood cookout.”

Best Tamari: San-J Traditionally Brewed Tamari from San-J International of Colonial Heights, Virginia. “No one else even came close. Question: Will they be able to retain their appeal when the first U.S.-brewed batch hits the shelves?”

1835. Smith, Patti. 1988. Whole earth farming: Biodynamic practices surpass even organic in their respect for the soil and the soul-nourishing food they produce. *East West*. Oct. p. 80-85.

• **Summary:** Rudolf Steiner (born in Austria in 1861) laid the conceptual foundations of biodynamic farming starting in 1924. Describes the methods used by the Moore Ranch in Carpinteria, California, and the Junipero Farm in Woodland, California, run by Howard Beeman and family. Ben Moore had studied with Alan Chadwick, director of the Garden Project at the University of California at Santa Cruz during the 1970s. A biodynamic certification program is run by the Demeter Association of Burbank, California. A sidebar showing other organizations is included.

1836. Bolduc, Bill. 1988. Re: Early history of Eden Foods, Inc. to 1973. Part I. Letter to William Shurtleff at Soyfoods Center, Nov. 5. 2 p. Typed, with signature on letterhead (photocopy).

• **Summary:** The following account is based on hours of discussion between Bill Bolduc, the Redmonds, and the Silvers between 1988 and 1991. Bill is not familiar with the details of the history of the food co-op in Ann Arbor prior to 1969. But Ronnie Teeguarden says that in about July 1967

he and Gloria Dunn started a loosely-organized food buying co-op—which had no name—in Ann Arbor, Michigan. Within a few weeks, a number of their friends and acquaintances (a group of eclectic pathfinders, students, graduates, macrobiotics, dropouts, musicians) informally joined the group. These included Tim Redmond, Mark and Nancy Retzliff, Linda Succop, Iona Teeguarden, and Bob Thorson. From time to time, they collectively ordered macrobiotic staples from Erewhon in Boston using the Erewhon catalog. When the foods arrived, the food co-op members got together and divided them up at the Teeguarden-Leabu General Store, located a half flight below street level at 209 South State Street, below the Herb David Guitar Studio in Ann Arbor. Run by Ronnie Teeguarden, with help from Gloria, this store’s main business was selling local art, second hand clothes and records, etc.

Bill Bolduc and Judy Succop [Linda Succop’s sister], were married in June 1969 in Ann Arbor. They were not yet members of the co-op at that time. A few days later, they went to Berkeley for the summer. When they returned to Ann Arbor at the end of that summer, they lived in Saline, Michigan, 12 miles outside of town with Mark & Nancy Retzliff, Linda Succop, and Tim Redmond. Bill, who wasn’t working or going to college, was trying to figure out what to do next. By September 1969, Bill and Judy Bolduc joined the food co-op. They also joined the Zen Macrobiotic Supper Club; all of its members were also members of the food co-op.

In the fall of 1969 the Teeguarden-Leabu second-hand store looked like it was about to close, which would leave the food co-op without a home. The group (especially Ronnie) convinced Bill Bolduc to take charge of the food co-op and find it a permanent home, which he did.

On 4 Nov. 1969 Bill Bolduc incorporated Eden Organic Foods, Inc. as a non-profit corporation in the state of Michigan. The name “Eden,” which stood for Environmental Defense Energy Network, was coined at this time by Bob Thorson during a discussion between, Bill Bolduc, and Gloria Dunn at a coffee shop. Thus, the term “Eden” was first used in connection with this co-op or business in Nov. 1969.

Eden was born under a good star. The date Nov. 4 was carefully chosen to be astrologically propitious. At the time, Bill was an intense student of astrology with Michael Erlewine—who is now world famous in the field, and the owner of Circle Books, an astrological publishing company. In 1970 Michael also designed the Eden logo of the 4 sprouts in a circle. Eventually Michael became one of Bill Bolduc’s students in macrobiotics.

Bill was president of Eden Organic Foods and his wife Judy (who was working as a secretary at the University of Michigan School of Music) was secretary. Bolduc used \$200 of his own money to rent a converted apartment above the bicycle store at 514 East William St. in Ann Arbor, near

campus. People from the community loaned \$1,500 to help stock the co-op store and buy an 8-inch Meadows stone mill to grind flour.

The question arises: When was Eden Foods established? Bill Bolduc and Tim Redmond believe that the founding should be dated from Nov. 1969, when the company was first named; before Nov. 1969 the food co-op was not even a business. It was dead and had disappeared for about a month until Bill resurrected it by placing an order to Erewhon using his own money.

Eden Organic Foods first began selling soyfoods commercially in November 1969, starting with their first order from Erewhon in Boston. They would buy “tamari” (actually shoyu) and miso (kome = rice, mugi = barley, and Hacho varieties) in bulk from Erewhon (which imported them from Japan). At their store, Linda Succop (Bill’s wife’s sister) would repackage the products, putting the shoyu into bottles and the miso into plastic bags. They were labeled using plain white pressure-sensitive gummed labels with a rubber stamp. One stamp contained the name and ingredients for each product, and another, that was stamped below it, gave the company name and address. They wrote in the weight or volume by hand. Also at William St. a tiny Meadows Mill was used to grind grains and seeds into flour. Continued. Address: ELI Research Corp., 660 Northland Blvd., Suite 28, Cincinnati, Ohio 45240. Phone: 513-851-0330 or 513-751-9090.

1837. Bolduc, Bill. 1988. Re: Early history of Eden Foods, Inc. to 1973. Part II. Letter to William Shurtleff at Soyfoods Center, Nov. 5. 2 p. Revised 4 Dec. 1991 by Bill Bolduc, Ron Teeguarden, and James Silver.

• **Summary:** In Sept. 1970 the fledgling company had an offer to move into a newly-redecorated mini-mall [at 211 South State St.] on the main street of campus. New personnel and financing would be needed. Bolduc called Tim Redmond, who had been studying and working at the Sanae macrobiotic restaurant in Boston, to ask for help. Tim returned to Ann Arbor and joined Bolduc in the expansion effort. To raise money for the move, the two approached Tim Redmond’s father, who said he would help finance the expansion only if the business was reorganized as a for-profit corporation with Tim having equal ownership. They agreed and in about Oct. 1970 Eden was reorganized as a for-profit corporation with Bolduc and Redmond each owning 50%. At that time the partners shortened the company name to Eden Foods Inc. Bolduc and Redmond then borrowed a 4-figure sum from Tim’s dad, had the new store remodeled, and entered the big time. After the new store was opened and running, Redmond returned to Boston and the Sanae restaurant, where he completed his studies. But with this move they fell from the graces of the political co-ops. In November 1970 they did a “Brown rice, seaweed, and dirty hot dog” Bob Dylan commercial on a local radio station; it

was a big hit. They bought a 15-inch Meadows Mill and a rotary-drum roaster, then milled flour and baked granola in the back of the store.

In 1970 Bill had located Tom Vreeland, an organic farmer in Ypsilanti, Michigan. An Eden Foods Wholesale Pricelist dated 26 July 1971 shows that the Eden store at 211 South State St. was wholesaling soybeans, soft wheat, corn, and rye, all grown organically in Michigan. Eden was also selling organic flours that they ground from these grains.

In the spring of 1971, after realizing they were the only “natural food” store in the area, and having some other “health food” store owners in Detroit express an interest in carrying more food, they decided to wholesale foods out of the back of their retail store at 211 South State Street. Bill flew to Boston to meet Tim Redmond. They visited Erewhon (they wanted to convince Erewhon to let Eden be their distributor at lower prices), then Bill flew to Arrowhead Mills in Deaf Smith County, Texas, to make arrangements buying in bulk at wholesale prices. In the summer of 1971 they ordered their first 20-foot trailer load of organic foods from Arrowhead Mills, and ran an ad in *East West Journal*. Soon they started to distribute their foods to 4-5 accounts in Detroit. They bought a 1964 16-foot green Dodge van and a dry weight weigher/dumper machine. Their two main brands were Arrowhead Mills and Erewhon, but soon they developed the Eden brand with printed labels, onto which they would rubber-stamp the product name (such as bottled tamari and packaged miso). Soon they added other brands: Celestial Seasonings, After the Fall, Timbercrest, etc.

The wholesale operation quickly outgrew the back of the retail store, so they borrowed more money and rented a 5,000 square foot Quonset hut (resembling an airplane hanger) down on Main Street by the Huron River. Tim Redmond, Mark Retzloff, and Bill Bolduc ran the wholesale operation. Retzloff later co-founded Alfalfa’s, a natural foods supermarket chain based in Boulder, Colorado.

In October 1971 Bolduc hired Michael Potter, who was living in Detroit, to run the store. Just before this, Potter had managed a natural foods store named Joyous Revival in nearby Birmingham, Michigan. Prior to this time, the company had been owned by Bill and Judy Bolduc (50%) and by Timothy Redmond (50%). Potter was given 13.5% of the stock and the other principals’ share reduced proportionally.

In the late summer or fall of 1973 the Bolducs sold their shares back to the corporation, which then gave a portion of these to Tim Redmond and Michael Potter so that these two men now owned 51% and 49% respectively.

The Bolducs then left Ann Arbor, moving to Cincinnati, then to Illinois, then back to Ann Arbor. Bill is certain that when he left Eden Foods, the company was not importing any products from Japan. He would guess that it was not until about 1975 that Eden started to import a line of foods from Japan. Their first supplier in Japan was Muso Shokuhin,

a leading macrobiotic and natural foods exporter in Osaka. Initially, all of their imported products were required to bear the Erewhon brand. Imported soyfoods included miso and shoyu. Sales hit \$175,000 in 1973.

Note: Eden was the first of the many macrobiotic distributors based on the Erewhon model to open in America. Others that soon followed included Food for Life in Chicago (1970), Janus in Seattle, Washington (1972 Jan.), Essene in Philadelphia (by 1971 Feb.), Laurelbrook in Maryland (1971 Aug. 23), Ceres in Colorado Springs (by 1973), and The Well in San Jose, California (1973). Address: ELI Research Corp., 660 Northland Blvd., Suite 28, Cincinnati, Ohio 45240. Phone: 513-851-0330 or 513-751-9090.

1838. Harris, Ron. 1988. A history of Grain Dance, one of America's earliest seitan manufacturers (Interview). *SoyaScan Notes*. Nov. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron arrived in San Francisco in about 1975, having studied macrobiotics previously in Ohio from 1974. As far as he knows, he was the first person to make seitan commercially as a real business in America. Before he started, a woman in Marin made seitan at home and sold it at 1-2 stores for a few months. She had no business name. She had learned how to make seitan from Roy Steevensz, a macrobiotic teacher in Los Angeles who also made and sold tempeh. Lima Foods in Belgium started to import a small bottled seitan product long after Ron started. He never had any competition from other seitan makers on the West Coast. When he began, no one had ever heard of seitan. The Kushis and the Aiharas both made and taught others how to make seitan on a home scale.

Ron first learned about and tasted seitan in Key West, Florida, in 1975. A woman named Martha, who was a macrobiotic (originally from Los Gatos, California) was giving a cooking class. His ex-wife Shiwa took the class, then Ron tasted the seitan from the bottom of the pot. He loved it. Shiwa then taught Ron the basic process for making seitan, then he ended up developing some variations on that process and recipe. Shiwa had a small business making pastries (such as date bars) out of her home in San Francisco and selling them at Rising Sun, a macrobiotic food store on Judah St. in San Francisco, owned by Mr. Noboru Muramoto. She suggested that Ron start making seitan to expand the family's line of foods. Ron first began to make seitan out of their home at 187 Downey St. (in the upper Haight-Ashbury district), San Francisco. He sold the first product in bulk at Rising Sun. It was in small dark brown chunks (about 6 pieces/chunks per pound), stored refrigerated in a 5-gallon plastic bucket or earthenware crock. On the bulk container was written the word "seitan" followed by the ingredients. After about a year he started to sell it in individual packages. To the label he added the pronunciation "SAY-tahn" and the phrase "A high-protein

food made from wheat." He always sold only one product in one flavor. The ingredients were organic hard red winter whole wheat (always freshly ground), spring water, tamari (actually shoyu), ginger, and onions. He was one of the few seitan makers to use whole wheat; most others used unbleached white flour, which gave a higher seitan yield. Initially he ground the wheat by hand using a French Samap mill that he bought from Jacques DeLangre's son, Tom. Later he bought his wheat from Joe Schwinn of Deaf Smith-Vital Vittles, who milled his own wheat fresh each day.

Originally Ron's seitan company had no name. He coined the company name "Grain Dance" at about the time he began packaging in individual containers—round plastic deli containers with a snap-on lid. First he sold it by the pound, then in 8 oz packs. Later the name was expanded to Grain Dance Natural Foods. The company was never incorporated. From his first address, Ron moved to another home-based kitchen, then in about 1980 he subletted his first legal commercial space mornings in the kitchen of the Real Good Karma Cafe on Dolores St. in the Mission district. Finally in about 1982 he moved into a commercial space at 422 Haight St. between Fillmore and Webster in the lower Haight Ashbury. By 1987 he was selling seitan to about 100 stores in the greater San Francisco Bay Area. They made seitan 3 or 4 days a week, making 80 pounds of finished seitan each day. Grain Dance introduced seitan to thousands of Californians who were looking for an alternative to meat. At fairs he served deep-fried seitan; it was dipped in a spiced wheat-flour batter and breaded with cornmeal. People loved its meaty texture and savory flavor. Ron's personal favorite was freshly cooked seitan, right out of the pot in his unique broth.

Initially Ron distributed the product himself, then Paul Duchesne distributed it after he was pushed out of Wildwood and started his own distribution company, then when he went out of business, Wildwood distributed it; Wildwood also used seitan in some of their sandwiches. Later David "Devo" Knepler came in as a partner (Devo now works with Wildwood Natural Foods). They had one employee.

For ten years Ron made seitan by hand. He really enjoyed the hand kneading, putting handmade energy into the food, and focusing on quality. By 1987 the business was growing, rents in San Francisco were skyrocketing, and he would have to mechanize the shop in order to expand. The business never made much money. "It was a labor of love, and it really enjoyed making seitan and turning people on to good food and helping them in any way I could." So in 1987 Ron began to phase out the business. He started doing attorney service work (which he is still doing) several days a week, then made seitan on several other days. Initially Wildwood wanted to continue it, so Ron went there and taught a few people how to make seitan. They did it for a while, but found it too labor intensive, and gave it up. There has never been another seitan maker on the West Coast.

Address: San Mateo, California. Phone: 415-347-1378.

1839. Roller, Ron. 1988. Justice Department lawsuit against Eden Foods (Interview). *SoyaScan Notes*. Nov. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The FDA filed the original charges then (since they do not prosecute cases), they turned the case over to the Justice Department, which in May 1988 filed 32 counts of criminal charges against Eden Foods. The problem relates to two things: (1) The original pamphlet which claimed that Edensoy is good for babies. The FDA case is that the product was promoted as an infant formula, in violation of the Infant Formula Act. An infant formula may be promoted only as a sole source of nutrition for infants. It is not a dual use product. Eden did a voluntary recall at a cost of about \$45,000. (2) After the FDA told Edensoy to stop distributing the pamphlet, Eden Foods subsequently, probably accidentally, sent out (sold) some 20-50 more. That apparent willful flaunting of authority was what made the FDA pursue the case vigorously. They only prosecute 5-7 cases a year. The original counts were worth over \$1 million in fines. The prosecutor is the same person who did the Gerber case. It is serious. Eden's attorneys advised that they plead to lesser charges and try for a plea bargain. Ten counts are worth \$100,000 and about 22 are worth \$1,000 each. Now it looks like the charge may be \$150,000. Also Mike Potter is being charged personally, and faces potential but unlikely jail time.

There is only one known case where an infant was adversely affected by Edensoy. This infant lived in Toronto, Canada, and its physician said the child has completely recovered. There was no permanent damage. Address: Eden Foods, Clinton, Michigan.

1840. Johnson, Gil. 1988. Natural foods in supermarkets (Interview). *SoyaScan Notes*. Nov. 28. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Gil is now doing market research for Natural Foods Merchandiser. During the early 1980s supermarkets such as Safeway, Raley's, and Fred Meyer tried to develop their equivalent of a GNC (General Nutrition Corp.) health food section in their stores. They began to phase that concept out by the mid-1980s and now they just cherry pick the best natural food products and try to introduce them to the mass market. Address: 1029 N.W. 23rd Ave., Portland, Oregon 97210. Phone: 503-226-0588.

1841. **Product Name:** Eden Naturally Brewed Shoyu, and Eden Wheat Free Tamari.

Manufacturer's Name: Eden Foods, Inc. (Marketer-Distributor). Made in Virginia by San-J International, Inc.

Manufacturer's Address: 701 Tecumseh Rd., Clinton, MI 49236. Phone: 800-248-0301 or 313-973-9400.

Date of Introduction: 1988 November.

Wt/Vol., Packaging, Price: 5, 10 and 20 oz bottles, 5 gallon

cubes, and 55 gallon drums.

How Stored: Shelf stable.

New Product–Documentation: Press Release. 1988. Nov. These two new products are “the first soy sauces made in America using traditional Japanese processing techniques and all-natural ingredients. Whole, Virginia-grown ingredients are fermented in temperature controlled vats which accelerate the brewing process while simulating the fluctuating temperatures of the seasons.”

1842. Krizmanic, Judy. 1988. Natural foods forecast. *Vegetarian Times*. Nov. p. 32-33, 36-39.

• **Summary:** Organics: Organic products will soon become the fastest growing category in natural foods. Even progressive mainstream supermarkets will add organic produce to their inventory or, if they can afford it, will test for pesticide levels on produce that may not be organic. The California and Nevada-based Raley's Superstore chain already has done both.

Legume's Gary Barat has plans to expand his selection of tofu chocolate with a chocolate-covered rice cake (made with Lundberg Farms rice cakes). “Plans are brewing for tofu chocolate chips, fudge sauce, and just about any chocolate product imaginable... Dairy-Free Replacements of Dairy Classics... Expect egg replacers, tofu cheesecake and tofu cream cheese,” and, hopefully, tofu sour cream.

“Soymilk. Within this next year, look for soymilk in your supermarket's dairy case... Imagine a soymilk creation: a creamy, malty drink—made from a mixture of soymilk and amasake.”

1843. *Natural Foods Merchandiser*. 1988. The time is ripe for organic foods. Nov. p. 57-58, 61, 63, 65-66.

• **Summary:** Organic may well become a new standard for the natural foods industry as demand for safe food grows. Oregon was the first state to enact an organic labeling law, in 1973. California's influential law was enacted in 1979. Today 17 states have laws on the books or pending.

1844. Organic Foods Production Assoc. of North America. 1988. Organic Foods (Ad). *Natural Foods Merchandiser*. Nov. 19-page insert.

• **Summary:** An assortment of short articles by various authors. OFPANA was founded in 1985 when a group of 18 people met at Michigan State Univ. to discuss the certification and marketing of organically grown products, and to set standards of excellence for the organic foods industry. Convened with encouragement from the International Federation of Organic Agriculture Movements (IFOAM), the group represented organic foods distributors, processors, growers, consultants and certifying agencies from throughout North America. OFPANA was incorporated as a trade association in 1985. Currently, there are at least 11 state laws covering organic foods.

1845. Golbitz, Peter. 1988. Soyfoods Association: New developments (Interview). *SoyaScan Notes*. Dec. 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The Natural Foods Expo in Anaheim, 14-17 April 1989, will have a panel on marketing soyfoods aimed at retailers; 75 minutes for 4 speakers.

Concerning the tofu standards, the standards committee approved them unanimously, but when the board of directors voted on them, Barricini and Ralston Purina refused to approve.

The Association is planning to petition the USDA to allow tofu to be used as a meat alternative in school lunches and have it qualify for reimbursement.

Gordon Bennett will be president of SAA until April 1989. The Board has paid all past debts to Steve McNamara and has budgeted \$5,000 for a part time administrator to work in the Soyatech office. The person will do 5-10 hours/week of SAA work such as news releases, soliciting dues, etc.

SAA voted to drop the Clip Service on 31 Dec. 1988. Golbitz gets about 50 magazines, which he clips and there was not enough in the clip service for him to make it worth \$400 a year. Plus there was a big filing problem.

Golbitz is very happy that he bought the *Soya Bluebook*. In Jan. 1989 Soyatech will hire its second employee. So with Peter and Sharyn that makes 4 workers. During the Bluebook crunch in summer they will hire an extra person. Address: Bar Harbor, Maine. Phone: 207-288-4969.

1846. *SoyaScan Notes*. 1988. Soymilk and dairy milk prices in California, December 1988 (Overview). Dec. 10. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** At Living Foods, a large natural food store at 1581 University Ave. in Berkeley, California, unflavored (plain or original) soymilk retails for the following prices: Vitasoy liter \$1.69 (which is the equivalent of \$1.60/qt), Westsoy quart \$1.79, Edensoy liter \$1.89 (\$1.79/qt), Soy Moo quart \$1.89. The average of these 4 quart equivalent prices is \$1.77 a quart. This is 6% lower than in October of 1987.

Whole cow's milk sells for \$0.58 a quart at Safeway supermarkets. Thus soymilk in a liter pack is 3.05 times as expensive as dairy milk per unit volume. In Dec. 1983 soymilk was 3.53 times as expensive as cow's milk, and Oct. 1987 soymilk was 3.42 times as expensive as cow's milk. Thus the price of soymilk relative to cow's milk has dropped 11% since Oct. 1987 and 13.6% since Dec. 1983.

Most small soymilk packs are now sold 3 together wrapped in plastic. Vitasoy 3 x 8.4 fl. oz. retails for \$1.55 or \$0.517 each. This is the equivalent of \$1.97 a quart (which contains 32 fl. oz). Three Edensoy 8.4 fl. oz. packs retail for \$1.65.

1847. American Miso Co. 1988. Our two new misos!: The American Miso story (Ad). *Vegetarian Times*. Dec. p. 40.
• **Summary:** This one-third page vertical black-and-white ad begins: "Miso Master is proud to announce two new misos: Brown Rice Miso and Sweet Barley." Near the top of the ad is a logo of bound sheaves of grain. Near the bottom of the ad is the Miso Master logo, an illustration showing the head and shoulders of a Japanese miso master, with a knotted headband, in front of a large wooden vat of miso. Below "Miso Master is produced by the American Miso Co. for Great Eastern Sun." Address: Rutherfordton, North Carolina.

1848. Brown, Judy. 1988. The joy of soy: Nutrition for the '80s. *Body, Mind & Spirit*. Nov/Dec. p. 30-32.

• **Summary:** Contents (Soyfoods, nutrition, and a healthy diet). Tofu. Tempeh. Miso. Natto. Okara. Soy cheese & soy yogurt. Soy flour & grits. Soymilk. Soy sauce. Resources: Eden Foods, Fantastic Foods, Inc., Lumen Foods Corp., San-J International. Vitasoy (U.S.A.) Inc., Westbrae Natural Foods (Downey, California). Address: President, In Good Taste, 5923 John Adams Dr., Camp Springs, Maryland 20748.

1849. **Product Name:** Adzuki Beans (Cooked, in a Glass Jar, then in a Can).

Manufacturer's Name: Eden Foods, Inc.

Manufacturer's Address: 701 Tecumseh Rd., Clinton, MI 49236. Phone: 1-800-248-0301.

Date of Introduction: 1988.

Wt/Vol., Packaging, Price: 24 oz glass jar, then 15 oz (425 gm) can.

How Stored: Shelf stable; refrigerate after opening.

New Product-Documentation: Ad in *Vegetarian Times*.

1992. Jan. p. 31. "Bean Cuisine" Shows a color photo of canned organic adzuki, black, garbanzo, pinto, navy, and kidney beans.

Talk with Tim Redmond and Ron Roller. 1992. Feb. 10. Adzuki beans were introduced in glass jars in 1988, then in cans in 1991.

1850. Jonathan P.V.B.A. 1988. [Catalog of natural food products]. Antwerpsesteenweg 336, B-2080 Kapellen, Belgium. 9 p. 30 cm. [Fre; Ger]

• **Summary:** "Jonathan was founded 10 years ago by J. Van de Ponsele." Each page is divided vertically into two. On the left is the text in French, on the right in German. There are many full-page color photos of the company's various product lines.

1. Prepared entrees (15 products). 2. Spreads and purees (30). 3. Concentrated soups, seitan products, soya products (14, all in jars). 4. Dressings (6, in bottles or jars). 5. Biscuits (14). Fresh products from seitan, soya, or rice (mochi), unpackaged (15). Address: Kapellen, Belgium. Phone: 03/664 58 48.

1851. Jonathan P.V.B.A. 1988. Jonathan, pioneer and trendsetter in the field of natural foods (Catalog). Antwerpsesteenweg 336, B-2080 Kapellen, Belgium. 6 p. [Eng]

• **Summary:** The company started ten years ago. Contents: Seitan and tofu. I. Fresh products (vacuum packed). II. Preserved products in cups: Lunches, Golden Cup spreads. III. Preserved products in jars. Recipes. Address: Kapellen, Belgium.

1852. Prevention magazine. 1988. The Prevention Index: A report card on the nation's health. Prevention in America 5: Steps people take—or fail to take—for better health, survey summary. Emmaus, Pennsylvania: Rodale Press. 11 p.

• **Summary:** The results are based on a consumers' survey of 1250 adults (age 18 and over) nationwide conducted for *Prevention* magazine by Louis Harris & Associates, Inc. Fieldwork: Nov. 1987. "Aside from a small increase in calcium consumption and a slight decline in vitamin and mineral consumption, almost no change has taken place in the last five years in the structure of the American diet as it relates to preventing illness."

The following results are for the 1983 and 1987 surveys in the form 1983/1987. NA = Data Not Available. "General diet: Try to avoid eating too much salt or sodium 53/54%. Try to avoid eating too much fat 55/54%. Try to avoid eating too many high cholesterol foods 42/42%. Try to avoid eating too much sugar and sweet food 51/49%. Try to get enough calcium 50/54%. Try to avoid caffeine in beverages such as coffee, tea, and certain soda pop NA/34%. Try to avoid foods that contain additives such as preservatives, colorings, and artificial flavorings NA/36%. Specific foods: Try to eat enough fiber 59/60%. Try to eat fish twice a week NA/33%. Try to eat vegetables in the cabbage family NA/65%. Food supplements: Percent who use food supplements NA/53%. Try to get enough vitamins and minerals 63/59%." Address: Rodale Press, Inc., Emmaus, Pennsylvania.

1853. **Product Name:** [Bonsoy (Soymilk)].

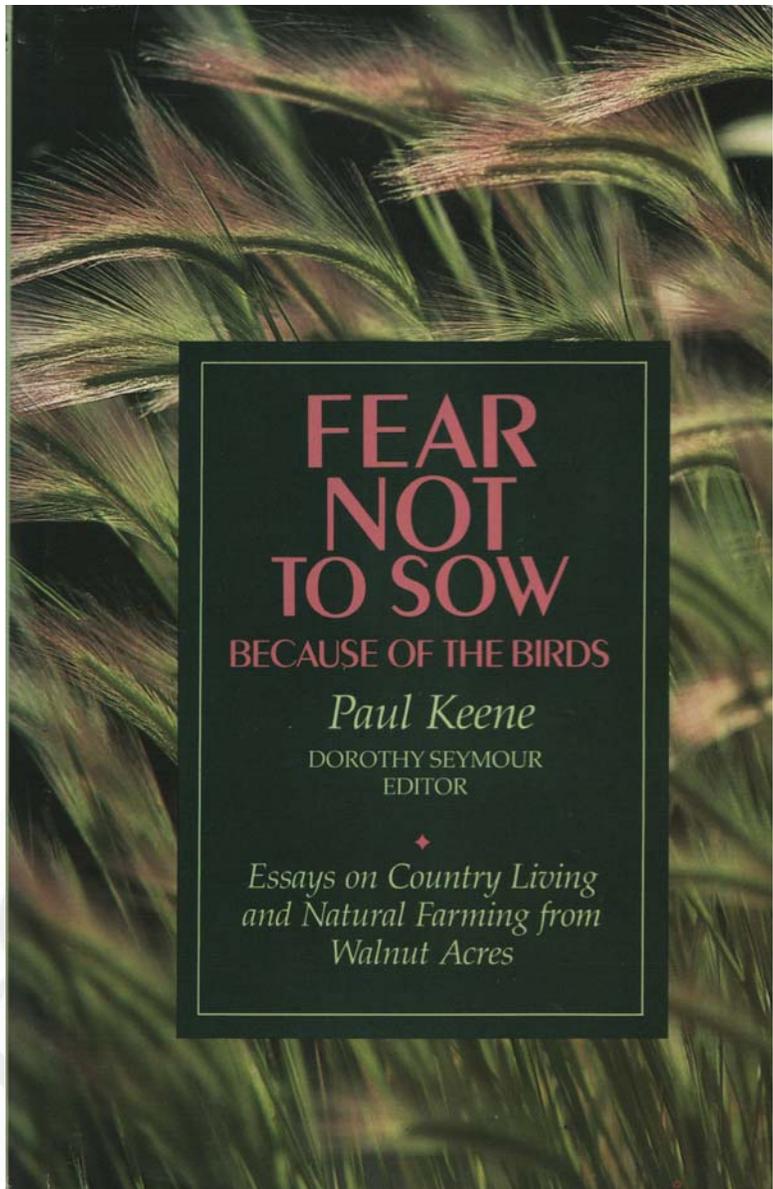
Manufacturer's Name: Urtekram (Importer). Made in Japan by Marusan. Imported via Muso Shokuhin.

Manufacturer's Address: Denmark.

Date of Introduction: 1988.

Ingredients: Water, soybeans, pearl barley, kombu (sea vegetable), barley malt.

New Product–Documentation: Talk with Yuko Okada. 1992. July 16. Muso first exported Bonsoy soymilk to



Urtekram in about 1988. This soymilk was packaged in a foil retort pouch.

1854. Keene, Paul; Seymour, Dorothy Z. 1988. Fear not to sow because of the birds: essays on country living and natural farming from Walnut Acres. Chester, Connecticut: Globe Pequot Press. viii + 151 p. + [16] p. of plates. Illust. 23 cm.

• **Summary:** A superb collection of essays written by Paul Keene from 1949 through 1986. They are organized by the four seasons, starting with winter and ending with fall. Within each season they are *not* in chronological order.

The title comes from an "inscription found on an old tombstone in a country churchyard. We have adopted it as our farm motto. We have tried to sow enough for birds and people, and then to move through our days trustingly."

Edited by Dorothy Z. Seymour. Signed by the author. Dedication: "In loving memory of Betty, who for so many years shared the radiant journey."

Contents: Foreword. by Dorothy Z. Seymour. Preface, by Paul Keene. Prelude, "Inspiration by Gandhi," by Paul Keene. The four seasons at Walnut Acres: Essays from winter, from spring, from summer, from fall.

The photo section, on unnumbered glossy pages, appears between pages 88 and 89. Prelude: (1) Paul standing at a blackboard. "Dissatisfied with a conventional life as a college math instructor, I traveled to India seeking inspiration and to discover my desire to live close to nature." (2) Paul and Betty standing together in Indian attire; "Not long after our marriage, Betty and I both teach at Woodstock School near Mussoorie, India, in the foothills of the Himalayas. It is the custom to wear Indian attire for special occasions." (3) Three generations of Keenes. "In 1946, eager to begin a new life, we buy the farm called Walnut Acres. Daddy Morgan, Betty's father, comes to us after forty-five years of mission work in India. (Left to right: Marjorie Ann, Paul, Daddy Morgan, Ruth Carol, Betty, and Lassie).

Winter: (4) A road running between trees in snow. On one tree is a sign: "Walnut Acres." "The black walnut trees that abound on our farm were thought by the early settlers to be signs of a good limestone soil." (5) A stack of cut wood, Paul and a tractor. "At first we heat and cook with wood only. I saw fallen tree branches by hand, then use the circular saw on the back of the tractor to cut the wood into usable pieces."

(6) A small arched bridge over a creek in deep snow. "In the winter we can look out of our house at the one-hundred-year-old farm lane, too narrow for modern traffic, and the snow-covered stream that meanders by its side." (7) A horse and carriage by a building. "Curbside service: Pull right up to the entrance of our very first store, next to this Amish buggy. Only natural foods are produced and sold here." (8) Two Keene daughters standing on thick chunks of ice. "After a hard winter ice piles up on the banks of Penns Creek. (Left to right: Jocelyn and Ruth Carol). (8) A white duck and dark dog by a tree. "Ralph the duck falls in love with Tinker the dog, but Tinker holds only disdain for this untoward development." (9) A white, two-story farmhouse surrounded by snow. "In winter the snow cover is deceiving. Multitudes of living things quietly prepare to rise again."

Spring: (10) "Sharing beats shearing: Some lambs are rejected by ewes and must be bottle-fed. The little shepherd here is Ruth Carol, our second daughter." (11) Paul shearing a lamb. "The shepherd shears his woolly friend in spring. We send the fleeces to a blanket mill, where they are woven into soft, beautiful blankets." (12) "With our first tractor I prepare to work the fields for our first spring crops." (13) "A horse appreciates a whole ear of dried corn, especially when offered by a tiny child (Ruth Carol)." (14) "For years we do all our farm work with two teams of horses. Here the big,

gentle Belgians, Mollie and Prince, are directed by our first daughter, Marjorie Ann, at age four or five." (15) In early spring a flowering fruit tree stands in a field of grain that was planted during the preceding fall. (16) Many buildings on the farm: "On a fine spring day during the early years, I gaze with a strong feeling of kinship over the rich, rolling fields. Penns Creek lies in the background."

Summer: (17) "Helpers George Richard and Richard Nellis haul early crops of peas to the viner by wagon. Pitchforking vines, pods, and all is an arduous job." (18) "Peas and vines are fed into the machine hopper and drawn into the viner. Revolving paddles inside a large drum beat the pods until they open. Peas fall into containers; spent vines fall off the far end and will become compost. We try to return to the soil everything usable that springs from the soil." (19) "Our helper Bill Newby prepares to cultivate rows of corn with Mollie and Prince and the old cultivator." (20) "Cultivating carrots and beets in stony soil is difficult. Here Ab Bojarsky leads a horse between the narrow rows while I manipulate the cultivator." (21) A little girl standing outdoors. "Our third daughter, Jocelyn, ponders life's glories." (22) "Our bees, whose attention I divert here with a bellows-type bee-smoker, are never fed sugar. Enough honey is left in the comb to sustain the hive through the winter. (23) A log cabin. "The old log springhouse, once home for an early settler's family, serves as the family refrigerator for many a year and finally becomes my hideaway." (24) "At times the road leading to Walnut Acres disappears beneath swollen waters. Because of too little advance warning, the foodstuffs stored on the lower floor of one of our barns are ruined this day under four feet of surging water." (25) "Horses return from the field and take in huge draughts from the old wooden water trough; sheep huddle in the hog-pen shade; chickens peck endlessly, living a natural life close to the soil—all happens under the observing eye of Lenore Keene, our niece.

Fall: (26) For many years we make our own apple butter outdoors in a great cauldron, boiling down the cider and apples in the midst of exquisite scents. (Left to right: Paul, Ruth Carol, Marjorie Ann, and our friend Kit Haines). (27) "In fall the field corn is ready for harvesting. At first we do it all by hand, one ear at a time. Then we get our first corn picker. Tractor drawn, the picker pulls each ear from the stalk and husks it. The elevator carries the husked ears above, then drops them into the truck bed." (28) "I maneuver our McCormick-Deering reaper-binder as it cuts and ties the sheaves of ripened grain." (29) "Fodder for the cattle is hauled from the field along with Marjorie Ann (left) and Ruth Carol, who like to hitch a ride." (30) "In our early days we harvest all vegetables either by hand or with the aid of a simple potato-digging device." (31) The family enjoys a Sunday afternoon wagon ride around the farm with the cousins. (Left to right: Daddy Morgan, niece Winnie Keene, sister-in-law Elsa Keene, Betty, Ruth Carol, Marjorie Ann,

Paul, nephew Jim Keene, and niece Lenore Keene).

Published first in the popular Walnut Acres catalog sent to mail-order customers throughout North America, Keene's homey columns trace the history, philosophy and evolution of Walnut Acres and the organic farming movement over the last half century.

Note: Everything about Walnut Acres—except its sad end—and Paul & Betty Keene is inspiring. Address: Penns Creek, Pennsylvania.

1855. Yogi Bhanjan [Yogiji, Harbhajan Singh Khalsa]; Pawha Kaur Khalsa, Shakti. 1988. *The Golden Temple vegetarian cookbook*. 2nd ed. New York, NY: Arcline Publications. 224 p. Index. 21 cm.

• **Summary:** The recipes are divided into chapters such as Salads, Salad dressings, Dips, spreads and sandwiches, Soups, Vegetable main dishes, Legume main dishes, etc.

On the rear cover—from the Publisher:

“About the book: During the eighteen years that Yogi Bhanjan has been in North America, he has acquired a following of more than 250,000 people, many of whom have opened a number of successful business enterprises, including a national chain of vegetarian restaurants known as the Golden Temple Natural Food Restaurants. In an attempt to prove to Americans that vegetarian cuisine was much more than a leaf of lettuce and a slice of tomato, the owners of the first Golden Temple restaurant in Washington, D.C., introduced an extensive menu of soups, salads, main dishes, desserts, baked goods, and beverages from a variety of cuisines—particularly Indian, Mexican, and Italian, but also Chinese, Middle Eastern, and American. With specialties as varied as Applesauce Cake, Eggplant Curry, and Strawberry Sunrise, the first Golden Temple restaurant soon acquired a word-of-mouth reputation for an excellent, tasty, nutritious cuisine and became an instant success.

“The Golden Temple Vegetarian Cookbook consists of recipes for the favorite dishes served at many of the Golden Temple restaurants and bakeries, a mouth-watering assortment of natural food specialties that will inspire creative, nutritious, and economical meals.

Yogi Bhanjan, the leader of Sikhdom in the Western Hemisphere, is also the author of *The Teachings of Yogi Bhanjan*.”

This lacto-vegetarian cookbook contains only two soy recipes, both calling for cooked whole soybeans: Soybean salad (p. 32) and Soy bean loaf (p. 106).

1856. *Health Food Business (England)*. 1988-- . Serial/periodical. Surrey, England.
Address: Premier House, Madeira Road, West Byfleet, Surrey, KT14 6NF, England.

1857. Tofu Shop Deli and Specialty Foods Co. (The). 1988? Its like having a natural foods deli right in your own store

(Leaflet). Arcata, California. 1 p. Front and back. 28 cm. Undated.

• **Summary:** This marketing flyer, printed with greenish-blue ink on off-white, was created primarily for customers of “Wholefood Express,” a natural foods distributor owned by North Coast Co-op (Arcata and Eureka; since 1973), servicing northern California and Oregon.

Side 1: An illustration of the Tofu Shop Specialty Grocery and Deli at top of sheet. Contents: Fresh, refrigerated deli salads, delicious desserts, cold cuts, and handcrafted tofu and soymilk. All cholesterol and lactose free and made with ingredients you can trust. Deli news. Ordering tips. Selling guide: Refrigerate, reduce (price of items whose sell-by date is about to expire), rotate, display (“Use our shelf talkers to create a colorful deli corner in your own cooler...”).

Side 2: “Product ingredients.” A list of all products with the ingredients in each. “Makers of freshly-prepared natural foods since 1977.” Address: 768 18th St., Arcata, California 95521. Phone: (707) 822 7409.

1858. Dunn, Marcia. 1989. Pioneer in natural foods: organic farm founder had a 50-year head start. *Los Angeles Times*. Jan. 15.

• **Summary:** “Penns Creek, Pa.—The seed of an idea was planted in 1939, when Paul Keene, a young missionary to India, met Mohandas Gandhi.

“Out of it grew Walnut Acres, one of the first organic farms in the United States...” Address: Associated Press.

1859. Belleme, John. 1989. The imperial sauce: Rich, dark, and subtle, Japan's traditionally made shoyu is an outstanding and versatile seasoning. *East West*. Jan. p. 72-77. [2 ref]

• **Summary:** Westerners indiscriminately sprinkle soy sauce on everything from beef to popcorn. Almost half of the 60 million dollars spent annually by Americans on soy sauce goes for a product that is not even fermented. Kame, La Choy, and Chun King brands for example, are the result of a 1-day chemical process. The ingredients are soy extract, alcohol, sugar, salt, food coloring, and preservatives. Nearly all other soy sauce sold in the U.S.—such as Kikkoman, Yamasa, Marukin, Higashi-Maru, and Maruten—is made from chemically processed soy meal by a high-tech, accelerated method and temperature-controlled fermentation, and it usually contains sodium benzoate as a preservative.

Traditional shoyu products reach U.S. consumers in a roundabout way. For example, Muso buys traditional shoyu from the Marushima Brewing Co. of Shoda Shima, Japan, and exports it to Eden Foods, which sells it to American consumers under the Eden label. Ohsawa Japan buys from the Yamaki Brewing Co. of Tokyo, and sells to Ohsawa America, which bottles and sells it under the Lima label. The largest producer of traditional shoyu is the Sendai

Shoyu and Miso Co. of Sendai, Japan. Sendai makes Johsen Shoyu, which is exported by Mitoku and is bottled in the U.S. under different brand names, including Westbrae, Tree of Life, Emperor's Kitchen, Mitoku-Johsen, and Mitoku Macrobiotic.

The author notes that, "My 8 years of miso-making in Japan and at American Miso Co. have taught me that miso aged in wood is superior to that aged in plastic... although Sendai shoyu and Miso Company started making high tech shoyu in 1950, Sasaki insisted that his company also continue to make traditional shoyu." Although at times Sasaki's pet project seemed a financial disaster, in 1970 he received a phone call from a Tokyo businessman, Akiyoshi Kazama. Kazama, a friend of macrobiotic teacher Michio Kushi, was looking for a supply of traditional shoyu for Kushi's students. When Sasaki showed Kazama his 12 2,000 gallon cedar casks of naturally aging whole soybean shoyu a few days later, Kazama knew his search was over. Kazama shipped Johsen Shoyu to the U.S. in 5 gallon wooden buckets at first.

Jubei Sasaki has passed away, but his 12 casks of traditional shoyu have grown to 100 and his son continues the whole soybean shoyu tradition.

4 recipes are given. Address: P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

1860. Dornblaser, Lynn. 1989. Out of the dairy case, onto the shelf: Aseptic processing may not appeal to the masses, but it can be marketed to the niches. *Dairy Foods* 90(1):47-48, 50, 52. Jan.

• **Summary:** Dairy foods and refrigeration go hand in hand in the minds of most Americans. Only 34% of Americans are familiar with shelf-stable milk and only 29% are interested in purchasing it. But shelf-stable soymilk is being well received. Health-food firms such as Great Eastern Sun, Vamo Foods, and Eden Foods are successfully marketing soymilk to a specific, health-conscious audience. "All are promoting the product not only as being healthful and nutritious (and offering an alternative to their dairy counterparts), but also as being convenient to use and store." Address: General Mgr., Gorman Publishing Company's New Product News, Chicago, Illinois.

1861. **Product Name:** Shoyu (Made from 70-80 parts whole soybeans and 20-30 parts wheat).

Manufacturer's Name: San-J International, Inc.

Manufacturer's Address: 2880 Sprouse Dr., Richmond, VA 23231. Phone: 800-595-9545 or 415-821-4040 (Perelman).

Date of Introduction: 1989 January.

New Product–Documentation: Interview with John Perelman, VP Sales and Marketing, San-J. 1990. Jan. 25. The shoyu made in America by San-J first became available in Jan. 1990. It is not organic. It is sold exclusively by Eden Foods.

1862. Collins, R. 1989. Re: Request for information on traditionally brewed low-salt varieties of shoyu. *East West*. Feb. p. 24. Letter.

• **Summary:** Most shoyu contains 16-18% salt. "Since salt is a natural preservative, however, any reduction must be compensated for by the addition of preservatives such as sodium benzoate or ethyl alcohol, as in high-tech varieties, or special handling, as in traditionally-made varieties.

"Traditionally-made lower salt shoyus, such as Ohsawa America Lima Nama Shoyu and Mitoku Macrobiotic Johsen Double Brew Dipping Sauce, are made by a complex process involving two fermentation periods, each lasting eighteen months to two years! First, the usual whole soybean moromi is prepared by mixing koji and a brine solution. After the traditional aging period, the moromi is pressed and the raw shoyu extracted. Next, additional koji and, in some cases, additional brine, is added to the mature raw shoyu and fermented again. The thick, double-brewed moromi is then pressed and the shoyu extracted. The addition of extra koji dilutes the final salt content to 13-14%.

"A few double-brewed shoyu varieties, such as Eden Low Sodium Shoyu and Westbrae Mild Shoyu, have been further diluted with water, reducing the salt content to 8-9% (80-90 mg sodium per half-teaspoon). These lowest salt varieties must be pasteurized, since they have no added preservatives. All low-salt shoyus should be refrigerated after opening."

1863. Eden Foods, Inc. 1989. A soy sauce for all seasoning... (Ad). *Natural Foods Merchandiser*. Feb. p. 14; April. p. 34.

• **Summary:** This 5 inch square ad with a color photo shows 5 bottled Eden soy sauces. Four bottles bear the Japanese character for "Hon" or genuine. These four are labeled shoyu soy sauce (including low sodium, and organic) and one is labeled tamari soy sauce (wheat free). "Our Low Sodium Shoyu is double-brewed, requiring three years to mature. Eden certified organically grown crops, aged to perfection, create our Organic Shoyu. Each soy sauce is a masterpiece."

An explanation on page 14 notes that two of these sauces are domestically made [by San-J in Virginia] (naturally brewed shoyu and wheat free tamari). Eden's popular soy sauce line has also been introduced: Traditional Japanese, low-sodium, and organic. "All five items are available in new, convenient sizes—5, 10- and 20 oz glass jars and bulk 4.75- and 55-gallon containers."

Also published in Let's Live. 1989. March. p. 45. And in East West. 1989. April. p. 9. Address: Clinton, Michigan.

1864. Erewhon. 1989. Erewhon... Macrobiotic foods you can recommend with confidence (Ad). *Natural Foods Merchandiser*. Feb. p. 25.

• **Summary:** This color ad (7.5 by 13 inches) shows colorful packages of five types of Erewhon products: Misos,

seaweeds, ramen, rice crackers, and sweets. In the center is a gold plaque that reads: "Recommended by Michio Kushi. Macrobiotic quality." This same endorsement is in the upper left corner of each package. Erewhon now has four 4 varieties of miso under its brand: Hacho (note new correct spelling), genmai, kome, and mugi. Note that all still use the esoteric Japanese names. Plastic bag packages are colorful and attractive. Slogan at the bottom of the ad: "Our great taste comes naturally." Address: [Massachusetts].

1865. **Product Name:** Miso Master Miso [Brown Rice, or Sweet Barley].

Manufacturer's Name: Great Eastern Sun (Marketer).

Made in North Carolina by American Miso Co.

Manufacturer's Address: 92 McIntosh Rd., Asheville, NC 28806.

Date of Introduction: 1989 February.

New Product–Documentation: Natural Foods Merchandiser. 1989. Feb. p. 14.

1866. Health Foods Retailing. 1989. Geographical breakdown of circulation (Leaflet). Atlanta, Georgia. 1 p. 28 cm.

• **Summary:** This magazine reaches over 13,500 health food retailers. The top 10 states, each with more than 300 retailers, are as follows: California 2,297, Florida 864, New York 732, Illinois 620, Pennsylvania 508, Ohio 502, Michigan 439, New Jersey 432, Washington 422, Colorado 311. Note that this closely parallels interest in soyfoods. Address: Communication Channels Inc., 6255 Barfield Rd., Atlanta, Georgia 30328. Phone: 404-256-9800.

1867. Johnson, Gil. 1989. What a decade! NFM celebrates 10th anniversary. *Natural Foods Merchandiser*. Feb. p. 1, 60, 63-64, 66, 68-69, 71-72.

• **Summary:** A nice overview and history of the growth of the natural foods industry in America from 1979 to 1989. The explosive growth began in the mid-1970s. Includes photos of and talks with industry leaders in the following categories: Retail (incl. Sandy Gooch, Danny Wells), Distribution (Nature's Best, Tree of Life), Manufacturing (Jim Rosen of Fantastic Foods, Ken Murdock of Nature's Way), Associations (Patricia Heydlauff of NNFA), Brokers, Co-ops, Consumers (Gauger & Silva, Tom Chappell, Jeffrey Bland, Bill Shurtleff of Soyfoods Center, Rebecca Wood).

Bland notes: "The last ten years has witnessed the general population's acceptance that diet and lifestyle play a role in the disease patterns we now have... the aging baby boomer generation has invested more time and energy into the development of self than any generation our society has ever known."

Of Shurtleff, the article notes: "... but as effective a promoter as he is, his real contribution has been in providing the soyfoods industry with market research."

1868. **Product Name:** Ah Soy (Soy milk) [American Original, Dutch Cocoa, and French Vanilla in 32 oz sizes; Original, Chocolate, Vanilla, and Carob in 6 oz sizes].

Manufacturer's Name: Westbrae Natural Foods.

Manufacturer's Address: P.O. Box 91-1181, Commerce, CA 90091. Phone: 213-722-1692.

Date of Introduction: 1989 February.

Wt/Vol., Packaging, Price: 6 oz or 32 oz sizes.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: News release from Westbrae. 1989. Feb. 2. "Westbrae acquires Ah Soy. Effective Jan. 31, 1989 Westbrae acquired the Ah Soy line of soy milks from Great Eastern Sun. All Ah Soy products will be available Feb. 1 for pickups and shipping from Westbrae warehouses in Commerce, California, and No. Brunswick, New Jersey."

Soya Newsletter. 1989. Jan/April. p. 12. "Ah Soy is available in quarts, in three flavors, and in six ounce retort packs in four flavors."

1869. Akwarius Almere. 1989. Akwarius prijs en bestelboek: Natuurvoedingsprodukten, Januari-Februari-Maart [Catalog and price list: Natural food products, January-March]. P.O. Box 50070, 1305 AL Almere, The Netherlands. 77 p. [Dut]

• **Summary:** For details, see entry for the April-June 1989 catalog. Products made by many companies (including Manna) are listed in this catalog. Address: Almere, Netherlands. Phone: 03240-20800.

1870. Colbin, Annemarie. 1989. The natural gourmet: Delicious recipes for healthy, balanced eating. New York, NY: Ballantine Books. x + 325 p. March. Illust. by Laura Hartman Maestro. Index. 24 cm. [16 ref]

• **Summary:** Pat McNees of *The Washington Post* has called Annemarie "The Julia Child of natural foods cooking." Her photo, in color, graces the cover. The book incorporates "The Five Phases of Food" theory from China, based on a book by John W. (Jack) Garvey (1983), as an aid to meal balancing. Below each recipe name is given the major phase and minor phase that it represents. Soybeans, tofu, tempeh (as well as brown or white rice and mochi) are metal (declining state), while black soybeans are water (maximum rest before growth).

Page 27 notes: "You will not find any recipes in this book with whole soybeans; I find their taste too unpleasant, and tend to believe some research that indicates they may contain oxalates and other elements that prevent nutrient absorption. Soybean products such as miso, shoyu (the natural soy sauce made with wheat), tamari (a wheat-free natural soy sauce), tofu, and tempeh, on the other hand, are delicious; tofu and tempeh are good protein sources when combined with the grains. You will also find the condiments miso and shoyu or tamari used in many of the recipes."

Soy-related recipes include: Black and white aioli dip (with tofu, p. 49; Note: "Aioli" is derived from the French words for "garlic" + "oil." Aioli sauce is made from crushed garlic, egg yolks, olive oil, and lemon juice). Tofu and spinach turnovers (Spanakopitas, p. 66-67). Bean-of-the-Orient miso soup (p. 74-75). Shoyu consommé with enoki mushrooms (p. 77). Collard miso soup (p. 78-79). Carrot-beet soup with tofu sour cream (p. 83-84). Tofu sour cream (p. 84-85). Baked [kidney] beans with miso and apple butter (p. 136). Vegetable-tofu sauté (p. 154-55). Tofu mushroom stroganoff with bulgur (p. 155). Tofu sour cream (p. 156). Broccoli-tofu quiche with wild mushrooms (p. 157-58). Open herbed tofu sandwiches (p. 158-59). Tempeh with shallots and white wine (p. 160-61). Tempeh in sweet and sour sauce (p. 161-62). Tempeh with creamy horseradish sauce (p. 163). Stir-fried bak choy with marinated tofu (p. 169-71). Green peppers with miso (p. 182-83). Spinach-nori rolls with tofu and wild mushrooms (p. 186-87). Green salad with miso-coriander dressing (p. 203). Red and white cabbage salad with miso-onion dressing (p. 208). Radish-watercress salad with soy-sesame dressing (p. 209; with ½ tablespoon black sesame seeds and ¼ cup toasted sesame oil). Salad of wilted collard greens with yellow peppers and white miso dressing (p. 210). Spiced glazed pears with tofu cream (p. 271-72). White miso and orange dressing (p. 285).

Note: This is not a vegetarian cookbook. There is a chapter of fish recipes, and other recipes for the use of alcoholic beverages/seasonings (wine, mirin). Address: Founder and director, Natural Gourmet Cookery School / Inst. for Food and Health, 365 West End Ave., New York City, NY 10024.

1871. *Whole Foods*. 1989. Europeans ban growth hormone in beef. U.S. retaliates, import prices expected to increase. March.

• **Summary:** The ban was announced on 1 Jan. 1989. Five growth hormones (steroids) are permitted for use by American cattle farmers: testosterone, estradiol, progesterone, and two synthetic compounds (zeranone and trenbolone acetate). Bread & Circus, a natural foods supermarket chain in Massachusetts ran an ad saying: "We are advising people to say no to drugs, starting with the meat they eat."

1872. *Whole Foods*. 1989. Bios: U.S. Mills. March. p. 110.

• **Summary:** U.S. Mills, established in 1908, specializes in 100% natural products. Our Erewhon cereals, granolas and nut butters are produced in our facility in Omaha, Nebraska. We also import a complete line of macrobiotic products from Japan, including shoyu tamari. In addition, we are the exclusive importer of Kentaur cereals from Switzerland. When the name Erewhon or U.S. Mills appears on the package, be assured your customers are getting the very best. U.S. Mills Inc., 395 Elliot St., Newton Upper Falls,

Massachusetts 02164; (617) 969-5400.

1873. Rose, Richard. 1989. Re: Personal observations on soyfoods at Natural Foods Expo in Anaheim, California. Letter to William Shurtleff at Soyfoods Center, April 19. 1 p. Typed, with signature on letterhead.

• **Summary:** "Nothing was especially noteworthy this year. Mandarin Soyfoods and Turtle Island had booths for the first time and were moderately well-received. Luke Lukoskie of Island Spring shared a booth with Kathryn Bennett and her Mexican food. White Wave had 2 booths and an expanded product line, including dressings, hot dogs, and cheese.

"Did you know that Yves tofu hot dogs are being served this year at Candlestick Park! Health Valley is the U.S. distributor of the hot dogs.

"Golden Soy Foods, Nasoya, Quong Hop and Sonoma Specialty Foods had no booth this year. Tomsun Foods shared a booth with their Los Angeles distributor. Jofu is back, but still needs improvement.

"Soyimage sour cream was shown. It has no casein but does have soy protein isolates along with tofu. It was mediocre. However, Soya Kaas cream cheese with casein was absolutely awful, with poor flavor and mouthfeel. Cholesterol and organic was very big at the show. The Soyfoods Pavilion was indistinguishable, with only a banner up high at one end. Within the 'pavilion' was The Book Publishing Co. and Kashi (no soy), and about 1 or 2 other non-soy exhibitors.

"Gordon Bennett said the SAA board hired a part-time secretary to handle its affairs. She has an office next door to Golbitz. SAA will have more money this year and more programs. Ask the new secretary for a copy of the minutes." Address: President, Rose International, P.O. Box 2687, Petaluma, California 94953-2687. Phone: 707-778-7721.

1874. DeSilver, Drew. 1989. Eden Foods pleads guilty to infant formula violations: Paradise lost. *Vegetarian Times*. April. p. 9-10. [1 ref]

• **Summary:** "Eden Foods was fined \$110,000 in January after pleading guilty to 11 counts of violating the federal Infant Formula Act, which sets nutritional standards for products sold as infant formula. Company president Michael J. Potter, who pleaded guilty to one charge of violating the act, was sentenced to 30 days in jail, two years' probation and a \$25,000 fine. Both Eden's and Potter's penalties were the maximum allowable.

"The 12 misdemeanor charges, filed last year in the U.S. District Court in Detroit, involved a promotional pamphlet that Potter wrote in 1983 for Edensoy brand soymilk. The Food and Drug Administration and the Justice Department charged that a pamphlet paragraph headed 'Good for Babies' said Edensoy was a 'quality substitute' for mother's milk, when in fact it lacks adequate amounts of several nutrients, including vitamins A, B-12, C, D and E, thiamin, pantothenic

acid, calcium and iodine...

“The pamphlet attracted the attention of the FDA, which in October 19893 notified Eden that it was in violation of the Infant Formula Act. Eden immediately agreed to stop distributing the pamphlets and told a few of its large distributors to stop using them.

“There the matter stood until 1985, when a child suffering from malnutrition and failure to thrive was admitted to a Toronto hospital. The mother said she had seen a copy of the pamphlet at a natural food store and had been feeding the infant nothing but Edensoy. When the FDA learned about the infant (who eventually recovered with no ill effects), it ordered Eden to recall all the pamphlets. The FDA also called in the Justice Department, which filed charges against Eden and Potter in July 1988... Potter doesn't deny that he and Eden broke the law, but he says it was unintentional...

“In 1978, the Syntex Corp. promoted a product called Neosoy as an infant formula. Neosoy was deficient in chloride and was blamed for causing neurological damage to at least 80 children. The FDA wanted to prosecute Syntex, Gibbs said, but in 1984 the Justice Department decided not to. In another case, which occurred in 1985, the department filed 12 misdemeanor counts against Wyeth Laboratories for marketing a formula that lacked vitamin B-6. Wyeth pleaded guilty and received what was then the maximum fine, \$1,000 per count. The total fine was only \$12,000...

“Last year Eden made a \$142,000 profit—slightly more than Eden's and Potter's combined fines.”

1875. Gibbs, Jeff. 1989. The Edensoy case: Lessons for the industry. *Soya Newsletter (Bar Harbor, Maine)*. Jan/April. p. 4-5, 19.

• **Summary:** On 20 Jan. 1989, nearly 6 years after Eden Foods had published its ill-fated Edensoy pamphlet, the company was fined \$110,000 and its president, Michael Potter, was fined \$25,000 and sentenced to 30 days imprisonment. Jeff Gibbs represented Eden Foods of Michigan in its case against the Justice Dept. and the FDA. He is a specialist in federal regulatory law, especially Food and Drug Administration issues, such as product liability, labeling, clinical research, and compliance matters. “Long time court observers were shocked by the severity of the penalties. The fines were about ten times greater than the average for the court; jail time is unusual for people who plead guilty to one non-violent misdemeanor, especially when the government does not recommend prison.” The judge was a woman. Neither the court nor the government articulated the lessons it wished to teach. But the following were implicit: 1. Companies must be careful what they say when promoting products. The FDA, which administers the Federal Food, Drug, and Cosmetic Act (FDCA) prohibits making false and misleading statements about food. 2. Ignorance is no defense. The burden is on companies

to understand a complex and ever changing law. The government charged CEO Michael Potter with 32 separate violations. 3. Do not expect to be treated similarly to other companies. “For example, in the late 1970s, Syntex of Palo Alto, California sold an infant formula that lacked sodium chloride. The product permanently injured some children. Yet, the government decided not to prosecute Syntex. Wyeth Laboratories of Philadelphia, Pennsylvania, another large pharmaceutical company, sold infant formula that was deficient in a critical nutrient. Wyeth was fined \$12,000; no individual was prosecuted.” 4. Cooperation has its limits. Eden Foods and Michael Potter were models of cooperation. It is not clear whether or not this helped them. Address: Attorney, Mackler, Cooper and Gibbs, P.C., Washington, DC.

1876. Golbitz, Peter. 1989. Eden Foods' CEO gets thirty days in jail: Edensoy pamphlet wording in violation of law. *Soya Newsletter (Bar Harbor, Maine)*. Jan/April. p. 1, 6-7. [1 ref]

• **Summary:** The story of Eden Foods' encounter with the FDA and the U.S. Justice Department. On 20 Jan. 1989 a federal judge in Detroit, Michigan, levied fines and a sentence on Eden Foods and Michael Potter. Potter, who pleaded guilty of one misdemeanor count of adulteration, was personally fined \$25,000 and sentenced to 30 days in the county jail in Bay City, Michigan. He began to serve out his jail sentence on Feb. 24. Eden Foods, which pleaded guilty of an additional 12 counts of misbranding and adulteration, was fined \$111,000. Address: Soyatech, Bar Harbor, Maine.

1877. Mitoku Co. Ltd. 1989. Food is medicine: Mitoku macrobiotic (Ad). *East West*. April. p. 33.

• **Summary:** The top half of this full-page ad contains a large square red seal with four Chinese characters, read “*Ishoku Dogen*, which literally means ‘medicine and food (have the) same source.’ It is an old traditional saying in Japan, and its not only Oriental philosophy. In the 4th and 5th centuries BC, a Greek physician spoke of letting food be our medicine. Hippocrates taught that the effects of occupation, climate and food, were where much of the cause of illness lay. Today, modern science and medicine have begun to agree with this ancient wisdom.”

“Mitoku Macrobiotic products are a selection of some of the highest quality foods in the world; Miso, Tamari and Shoyu, premium seaweeds,... mochi.”

USA wholesale distribution: Granum, Seattle, Washington 98105 (206) 525-0051. Spiral Foods Inc., Asheville, North Carolina 28814 (800) 633-2156.

Note:

Note: A similar ad appeared in the Sept. 1989 issue of *East West* (p. 18).

Note 2. A similar ad appeared in *Macromuse* as early as summer 1985, back cover. Address: CPO Box 780, Tokyo, Japan 100-91.

1878. **Product Name:** Westbrae Oriental Style Dressings [Lemon & Spice, Oriental Orange, Sesame, Sesame (No salt added)].

Manufacturer's Name: Westbrae Natural Foods.

Manufacturer's Address: P.O. Box 91-1181, Commerce, CA 90091. Phone: (213) 722-1692.

Date of Introduction: 1989 May.

Ingredients: Lemon & Spice: Water, honey, expeller pressed canola oil, grain vinegar, sea salt, egg yolk, miso (soy bean paste), xanthan gum (vegetable gum), garlic*, onion*, lemon peel*, lemon juice concentrate, lemon oil, spices, celery seeds, poppy seeds, natural flavors. * = Dried.

Wt/Vol., Packaging, Price: 8 fl. oz. in tall-neck glass bottles.

How Stored: Shelf stable.

New Product–Documentation: Westbrae sell sheet and new product announcement. 1989. May. “Available May 1.” The “Oriental Style Lemon & Spice” uses miso as the 7th ingredient. All oils are expeller canola oil.

1879. *FDA Consumer*. 1989. Not like mother made. 23(4):30-31. May.

• **Summary:** “A health food it may have been, but a ‘quality substitute’ for mother’s milk? FDA said no, and a Michigan company’s president has become the first person to be found guilty and sentenced to prison for violating the Infant Formula Act of 1980.

Michael J. Potter, president of Eden Foods, a Clinton, Michigan, health food producer, was sentenced in January 1989 to a year in jail and fined \$25,000 after pleading guilty to one count of violating the Infant Formula Act by misrepresenting the nutritional value of a soy milk health food product. All but 30 days of his jail term was suspended, but Potter will remain on probation for two years. Eden Foods, after pleading guilty on 12 counts, was fined the full \$111,000 permissible under the law. In 1983, Eden Foods introduced a soybean product it named ‘Edensoy.’ The soy drink was described in promotional literature as free of cholesterol, rich in iron, and—under the heading of ‘Good for Babies’—as a ‘quality,’ ‘easily digested,’ and ‘preferred’ substitute for mother’s milk, suitable for children who could not tolerate dairy milk or other liquid or powdered formulas. By 1985, the new soy drink accounted for one-third of Eden Foods’ \$5.5 million annual sales, and 35 percent of sales of all similar products in the nation’s health food market, according to industry reports.

“In the fall of 1983, an inquiry from the state of Maine first brought Edensoy’s use as a food for infants to the attention of FDA. The Maine Department of Human Services was being asked to authorize payment for Edensoy as an infant formula, based on the sales claims. Maine authorities asked FDA’s Detroit district office if Edensoy was approved as a food for infants.

“FDA investigators went to the plant in October 1983

and told Potter that his company’s promotional claims made Edensoy an infant formula under the Food, Drug, and Cosmetic Act. As such, the product was adulterated because laboratory analysis of samples showed the soy drink did not contain the minimum levels of vitamins, minerals and protein specified for infant formula under the Infant Formula Act of 1980. If used as the only food fed to infants, the soy drink posed a risk of severe malnutrition, even death. Potter said he would stop promoting Edensoy as an infant formula. It appeared the matter was resolved.

“But as late as 1985, the claim that Eden-soy could be substituted for milk for children was still receiving credence. Based on the information in the original promotional literature, a Canadian pediatrician approved the product as the sole milk substitute for a 6-month-old patient. The baby had to be hospitalized and treated for undernourishment, rickets (vitamin D deficiency), xerophthalmia (eye problems resulting from vitamin A deficiency), and mild iron deficiency. And FDA investigators continued to find the promotional literature in health food stores, where they discovered that clerks were advising customers that Edensoy and similar soy drinks were suitable as food for infants.

“Because of the illness in Canada—the sole report of injury from Edensoy—Eden Foods voluntarily issued a nationwide Class I recall (meaning the product was potentially life threatening) of the promotional pamphlet. The company also agreed to place a warning notice at retail sales outlets, destroy remaining pamphlets, and change the product labeling to emphasize that it was not suitable as an infant formula or as a sole source of nutrition.

“The company was charged with selling at least 53,482 cartons of the soy drink illegally as an infant formula between July 1983 and June 1985. The cases against both the firm and Potter were heard in the U.S. Court for the Eastern District of Michigan, in Detroit.”

Note: “*FDA Consumer* is the official magazine of the U.S. Food and Drug Administration” (FDA).

1880. Westbrae Natural Foods. 1989. Distributor catalog: FOB West pricing. Spring 1989. P.O. Box 91-1181, Commerce, CA 90091. [6] + 19 p. 22 x 28 cm.

• **Summary:** Has a black on yellow cover. Address: Commerce, California. Phone: (213) 722-1692.

1881. Akwarius Almere. 1989. Akwarius prijs en bestelboek: Natuurvoedingsprodukten [Catalog and price list. April-June]. P.O. Box 50070, 1305 AL Almere, The Netherlands. 77 p. [Dut]

• **Summary:** Akwarius is a larger importer and distributor of natural food products. They have worked in this field since 1971, and have a strong interest in macrobiotic and anthroposophical foods. Contents (p. 2). Philosophy and function (p. 3). Beverages (p. 7): Sojamelk naturel and Bonsoy, Provamel Sojadrink (4 flavors in 500 ml and 4

flavors in 1 liter sizes), Provamel Soja dessert (puddings; 5 flavors in 525 gm and 1 flavor in 1050 gm).

Manna sweeteners (p. 12): Amasake drink in 350 and 700 gm sizes, and rice koji. Note that Akwarius imports and distributes large line of Manna-brand macrobiotic products from Muso in Japan. Manna vegetable protein products (p. 21): Dried tofu (non-organic). Bonsoy soymilk, Seitan, and three types of dried wheat gluten (fu). Manna Soy Sauces (Sojasausen, p. 21): shoyu (B = biological or organically grown, and NB = not biological, i.e. non-organic), and tamari (non-organic).

Witte Wonder (p. 22): Seitan, Tofu Spread (in paprika, garlic, celery, dill, mushroom, and pepper flavors, 220 gm sizes, all organic), Tofu in Sauces (peanut, curry-pineapple, and tomato flavors, 340 gm, organic), Tofunaise (plain and lemon flavors), Tofu Dressing (Italian, garden herbs, Mexican, and plain flavors).

Yakso (p. 23): Seitan, Tempeh Spreads (in Indonesian poesta and doeloe flavors), Temmo (round tempeh burger, deep fried then marinated, ¼ inch thick, sold 5 in a glass jar), Soyaroma (tempeh spread like butter), Sweet Indonesian-style soy sauce (Ketjap manis), Tofu Spreads (cream cheese consistency, in salsa, dill, green, shallot, and pommodore [apple?] flavors), Tofu Mayonnaise (Sojanaise), Smoked tofu (paprika, mushroom, and celery flavors in 170 gm wide mouth glass jars).

Akwarius soybeans and soybean meal/flour (p. 27-28, 35, organic). Manna Pasta (p. 28): Soya macaroni. Manna black soybeans from Hokkaido (p. 35; 350 gm, non-organic). Manna Tekka Condiment (p. 44), Manna soynuts (*Sojanootjes*, p. 45, 3 flavors). Lima soydrink (p. 47).

Manna Miso (Sojapasta; p. 48): Brown rice miso (organic and non-organic), young rice miso (non-organic), barley miso (organic and non-organic), natto miso (non-organic), soybean miso (non-organic), instant miso soup (with and without fish, non-organic), instant miso soup with tofu. Manna sea vegetables (p. 49).

Note 1. This is the earliest Dutch-language document seen that mentions soynuts, which it calls *Sojanootjes*.

Note 2. This is the earliest Dutch-language document seen (Sept. 2013) that mentions soy cream cheese. Address: Almere, Netherlands. Phone: 03240-20800.

1882. Belleme, John. 1989. The soymilk face-off: Top brands differ widely in ingredients, nutrients, fat, and sugar. *East West*. June. p. 53-55, 58-59.

• **Summary:** Four brands of soymilk are now available in the USA: Edensoy (3 flavors), Vitasoy (4 flavors), Westsoy (6 flavors), and Sunsoy (2 flavors). Contains a nutritional analysis, ingredients, and other basic information about each product. Address: P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

1883. Welters, Sjon. 1989. Re: Brief history of Manna

Natural Foods. Letter to William Shurtleff at Soyfoods Center, July 24. 1 p. With follow-up talk on 2 Dec. 1989.

• **Summary:** This company was founded in about 1973 by Adelbert Nelissen and his wife Wieke Nelissen, plus Hugo van Seenus, among others. Adelbert is Sjon's brother in law (his wife's brother). Manna got started in the Rozenstraat in Amsterdam, in an abandoned house that was taken over by so-called "krakers" (counter-culture or hippie squatters). The store called "de Rozemaryn" (Rosemarin) was the first of a chain of stores which, at its peak, contained ten stores total. Hugo now owns and operates Hugo's Market in Washington, DC.

Manna was originally a foundation named Stichting Natuurvoeding Amsterdam. It kept this name until 1982. Manna started the first tofu shop in Europe that was owned and operated by non-Oriental. Opened in Amsterdam in 1977, Manna was a macrobiotic manufacturer, distributor, and retailer run by a non-profit foundation. Soon after opening, Manna was visited by entrepreneurs from Germany, England, Portugal, Denmark, France, Sweden, Austria, and Italy, hoping to learn about making tofu.

In 1975 Manna started importing miso and shoyu from Japan, initially via Muso Foods, and later also via Mitoku. But Muso was always their main supplier.

Manna filed for Chapter 11 bankruptcy or reorganization 2 or 3 times. The first time was a bankruptcy in March 1982. All their property was sold at an auction, but was bought back by a new foundation owned by basically the same people and the same foundation at one-third the value. It was probably at this time that Manna's name was changed from Stichting Natuurvoeding Amsterdam to Manna Natuurvoeding B.V. The company was back on its feet by 1983 but then things didn't work out again. At the last moment before declaring bankruptcy, they got financing. But this time the bank took the Foundation out of the picture, so that the foundation was not giving the collateral for loans. The person behind the foundation, Adelbert Nelissen, became the director/president of the holding company. He probably did not have majority ownership. But at this time (May 1983) Sjon and most of the management left.

In about late 1983 or early 1984 Manna moved all operations from Meeuwenlaan in Amsterdam to Zwanenburg. The former section of Amsterdam was torn down by the city. The third time was in 1987, when the company was disbanded. At that time Adelbert became inactive. The government-appointed curator tried to get as much as possible for the assets. The macrobiotic Manna brand name and the inventory of imported Japanese foods was purchased by Akwarius, which was located in Almere in a building constructed along anthroposophic guidelines (before about 1986 they had been located in the province of Utrecht). The production facility at Zwanenburg and its equipment was purchased (mainly for the bakery) by a conglomerate of 3 natural food companies, including

Akwarius and Loverendale (the largest baker of natural yeasted breads in the Netherlands). They made Manna tofu for a year or two, then facing stiff competition, sold off the tofu equipment piecemeal. They ran the Manna sourdough bakery there until 1988, then moved it to Loverendale headquarters, and closed down the Zwanenburg production facility.

Akwarius is a company based on the anthroposophical philosophy of Rudolf Steiner. They were founded in about 1974. In Holland there were 4 types or philosophies of natural foods distributors: (1) Anthroposophical (Akwarius); (2) Macrobiotic and natural foods (Manna); (3) Ecological (Kleine Aarde [Small Earth; inspired by E.F. Schumacher's book *Small is Beautiful*] and De Nieuwe Lelie [The New Lily]); and (4) Reform movement/vegetarian (VNR: Vereniging van Nederlandse Reformhuizen = Union of Dutch Reform Houses, and Scholten [which was also the exclusive importer of Lima products from Belgium]).

Talk with Sjon Welters. 1994. April 4. Manna and Lima sold only vegetarian foods; they did not sell any fish, poultry, or meat. All these early Dutch natural foods companies were this way because no natural food store would sell fish or other flesh products; they were just not acceptable. Some years after they started they used eggs in a few products but they were always vegetarian. The only people who ever got involved in flesh foods in the early stages were the Anthroposophic / Biodynamic people because its part of their philosophy, but even in the beginning they didn't sell meat to the stores because customers didn't want it. Address: Craft International Consultants, 21 Wetherbee St., Acton, Massachusetts 01720. Phone: 508-264-4011.

1884. Belleme, John. 1989. Soy milk's bum rap? The FDA comes down hard on Eden Foods. *East West*. July. p. 42, 44-45.

• **Summary:** The story from 1983 to the present of serious problems caused by a pamphlet stating that Edensoy is "Good for babies." Edensoy is expected to have 1989 retail sales of \$12,000,000. Address: P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

1885. Business Trend Analysts, Inc. 1989. The health and natural food market: A product-by-product marketing analysis and competitor profile. 2171 Jericho Turnpike #342, Commack, NY 11725. 280 p. Price \$950.00. *

• **Summary:** Section 6 of this report is titled "The Market for Soyfoods" (24 pages). It projects 6.2% growth for the soyfoods industry, and contains the following (much of it provided by Soyatech, Inc. and Soyfoods Center): Analysis and summary. Manufacturers' sales of soyfoods. Manufacturers' sales of soyfoods to major outlets. Manufacturers' sales of soyfoods, by type of outlet. The top six soy milk producers in the U.S. U.S. per capita consumption of soy milk. Retail sales of soyfoods. Retail

sales of soyfoods at major outlets. Retail sales of soyfoods, by type of outlet. Graph: Product mix of U.S. soyfood sales. Estimated mix of distribution channels used to market various soyfoods. U.S. soybean production. Characteristics of women's use of soy sauce. Quick Tamari tips. Selected 1988/89 new product introductions: Soyfoods.

Under "Report Highlights and Special Features" we read: "Soyfoods continue to gain popularity with mainstream consumers, as sales are expected to top the \$380 million mark, at the wholesale level, by year-end. At the retail level, sales of tofu alone are currently pegged at \$77 million, with supermarkets capturing close to 60% of dollar volume."

Overall report Contents: 1. Executive summary. 2. The overall market for health and natural foods (including Soyfoods 1979-1988, with forecast to 1998). 3. The market for health and natural dairy foods. 4. The market for health and natural grocery products. 5. The market for health and natural snack food products. 6. The market for soyfoods. 7. The market for health and natural grains and cereals. 8. The market for health and natural frozen foods. 9. The market for herbal products. 10. Distribution channels. 11. Factors affecting demand. 12. Trends in organic farming. 13. Competitor profiles: Alta-Dena Certified Dairy, Arrowhead Mills, Barbara's Bakery, Celestial Seasonings, Golden Temple, San-J International, Thompson Kitchens. Tivall U.S.A./Garden Gourmet, U.S. Mills (partial list). 14. Directory of more than 200 health and natural food producers. Address: Commack, New York. Phone: 516-462-2410.

1886. Timmins, Thomas P. 1989. Timmins Group. 105 Beacon St., Greenfield, MA 01301. 10 p.

• **Summary:** Timmins, founder and president of Tomsun Foods International, has started a new company, a consulting firm named Timmins Group. He has 17 years management experience in the food industry and 12 years with Tomsun. This packet of information consists of a cover letter, a description of five areas in which the Timmins Group will offer consultation, and a resume of Timmins past experience.

He graduated in 1967 from the University of Notre Dame in Indiana with a BA degree, magna cum laude. 1972-73 he worked for Wadco Foods, Inc. in Estherville, Iowa, as supervisor of shipping and receiving. 1973-75 he was manager of Yellow Sun Natural Foods Cooperative in Amherst, Massachusetts. This food co-op had 500 member families and was a pioneer in the organic farming movement in New England. 1975-77 he was sales manager at Llama, Toucan, and Crow, a natural foods distributor in Brattleboro, Vermont. In 1977 he was a co-founder of Tomsun Foods International, Inc., an early tofu manufacturer in Greenfield, Massachusetts. In 1982 Tomsun was named to the INC., Magazine 500, a group of the fastest growing small companies in the country. In Dec. 1986 the company conducted an initial public stock offering to support the

launch of Jofu, a refrigerated tofu and fruit snack.

Note: Timmins is no longer involved with Tomsun Foods or Jofu. By Oct. 1991 he had developed a vegetarian ham (using soy protein isolates made by Protein Technologies International) and shipped 60,000 lb to Taiwan. Address: Greenfield, Massachusetts. Phone: 413-772-0035.

1887. Welters, Sjon. 1989. Early involvement with soyfoods and Manna in the Netherlands (Interview). *SoyaScan Notes*. Aug. 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Sjon was born in 1955. He completed high school plus one year at the National Academy of Fine Arts. Then he dropped out to pursue his interest in the natural foods movement. He got involved with soyfoods when he became a vegetarian in 1973. In Sept. 1975 he started to work for Manna. During 1975-76 he did a lot of experimentation with soyfoods production while working at Manna, and he was involved in selling the shoyu and miso that Manna had been importing from Muso in Japan since 1975. In Sept. 1977 Sjon left Manna and started his non-profit natural foods foundation (Stichting Natuurvoeding Alkmaar) and his own natural foods store, both at Alkmaar (pronounced AL-ek-mayr), the Netherlands, based on the model established by Manna. During 1980-81 Sjon's foundation merged with Manna's foundation and Sjon started to work as director of operations at Manna, and he first became involved with the production of tofu and seitan. During the early 1980s Sjon was an editor of the *Manna Bulletin*. Address: Craft International Consultants, 21 Wetherbee St., Acton, Massachusetts 01720. Phone: 508-264-4011.

1888. Roth, Martin. 1989. Early history of Great Eastern Sun and subsequent work with soyfoods (Interview). *SoyaScan Notes*. Aug. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Other records describe in detail Martin's pioneering work with commercial production of Brown Rice & Tofu Sandwiches, Sweet White Miso, Amasake, Amasake Shakes, and America's first Amasake Ice Cream. In 1982 he and his very close friend Barbara Svenning Garvey (they were never officially married) moved from Boulder, Colorado, to Miami, Florida, then to North Carolina. Martin met Barry Evens in Florida and Barry commissioned Martin to go to North Carolina and set up a macrobiotic distribution and import company near the American Miso Co., of which Barry was then the principal owner. "The beginning of that company was a wonderful experience. Everybody was thrilled. We were the first ones to actually take a full line of Japanese foods and present it to the health food stores in a big way. At that time Erewhon still had a much more limited selection of Japanese imports, such as miso, tamari, soba, etc. We had only imports, 200 to 300 esoteric items

that many people never heard. We put together a nationwide sales force and went store to store, introducing the concept of a macrobiotic section. We put that on the map. We had great success, opening hundreds of accounts. I left in about 1984 because I got an opportunity to work for Westbrae as sales and marketing manager, and North Carolina was not my favorite place to live." Martin developed the concept, the name, and the graphics for the Westbrae Malted and for Mitoku's Supersoy. Address: Berkeley, California. Phone: 415-527-7066.

1889. Belleme, John. 1989. Natural soy sauce: A brewing controversy. *Solstice* No. 37. Summer. p. 10-12. [1 ref]

• **Summary:** "A San-J placard [shelf talker] sent to thousands of retail stores [about 6 months before this article] says: 'You will notice that all San-J soy sauce has alcohol as an ingredient. As a result of fermentation, there is a small amount of naturally occurring alcohol in all soy sauces. We add a little more alcohol in order to inhibit the growth of naturally occurring aerobic yeast. While the addition of alcohol as a natural preservative is common practice for traditional soy sauce, often it is not listed on the label.'" The author contacted the three major suppliers of traditional imported soy sauce, they were unanimous in denying San-J's accusations. Likewise, the brewmasters of these products denied that any alcohol was added. (Note: Johsen shoyu is bottled under the Tree of Life, Koyo, Mitoku Macrobiotic, Emperor's Kitchen, and Westbrae labels. Marushima Shoyu supplies Eden Traditional Shoyu and Organic Shoyu). However Mansan Brewing Co. of Handa, Japan, adds 4% Mikawa Mirin (rice brandy) to its Mansan Tamari, which is marketed under the Mitoku Macrobiotic label. When Belleme asked San-J vice president Steve Zoller which brands of soy sauce have unlisted alcohol, Zoller could not give any specifics. "The soy sauce San-J imported until their domestic product became available last fall was labeled 'no artificial additives or preservatives.' When we asked Steve Zoller if this shoyu and tamari contained added alcohol and tamari, he replied, 'No comment.'"

Belleme was also concerned that San-J tamari made with hexane-extracted soybean meal using a modern temperature-controlled process would be called "traditionally brewed." Note: Belleme later admitted that the statement in this article about benzene being used by ADM to make food grade ethanol was incorrect. Address: P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

1890. Schneider, Keith. 1989. Science Academy says chemicals do not necessarily increase crops: Policy shift on aid urged to discourage pesticides. *New York Times*. Sept. 8. p. 1, A12. [1 ref]

• **Summary:** "The National Academy of Sciences has found that farmers who apply little or no chemicals to crops are usually as productive as those who use pesticides

and synthetic fertilizers, and today recommend changing Federal subsidy programs that encourage use of agricultural chemicals. In a long study, the Academy's Board on Agriculture said it was seeking to reverse Federal policies that for more than 4 decades have been focused on increasing the productivity of crop and livestock farms principally through heavy use of pesticides, drugs and synthetic fertilizers. The report's authors said Congress and the [U.S.] Department of Agriculture should change farm policies that have discouraged farmers, particularly those who grow crops subsidized by the Government, from trying natural techniques.

"In the Federal corn program, for instance, farmers are paid a subsidy of roughly \$1 for every bushel they can produce. The incentive is to produce the most bushels. Since the end of World War II, farmers have been taught by agricultural universities and the Department of Agriculture that the best way to increase output is to use ample amounts of chemical fertilizer and then protect the harvest with generous applications of pesticides. If farm subsidies were reduced, researchers say, it is likely that farmers would no longer produce surpluses marketable only to the Government, and might encourage farmers to try natural farming techniques. That would bring supply in line with demand, raising prices and making up for the subsidies. The effect on consumer food prices is not expected to be dramatic because the cost of grain is a fraction of overall food costs. This year, farm subsidies cost the Government \$13,900 million.

"The study by the nation's pre-eminent body of scientists is perhaps the most important confirmation of the success of agricultural practices that use biological interactions instead of chemicals."

"Well-managed alternative farms use less synthetic chemical fertilizers, pesticides and antibiotics without necessarily decreasing, and, in some cases, increasing per-acre crop yields and the productivity of livestock systems," said the committee in the report, 'Alternative Agriculture.'"

"The Department of Agriculture, which was suspicious of natural farm practices during the 1980's, greeted the study enthusiastically, saying the 'time was right' to consider changes in the direction of American agriculture."

"In its study, which was begun in 1984, the Board on Agriculture closely examines 14 farms in Ohio, Iowa, Virginia, Pennsylvania, California, Florida and Colorado which have developed successful natural production methods. It is not known how many American farmers practice natural techniques, but it is thought that at least 5% of the nation's 2.1 million farmers have adopted such techniques; the numbers may be much greater."

"In addition to the problems of over-production, the environmental costs of using large amounts of chemicals have become more apparent in the 1980's, the study said. Weeds and insects develop genetic resistance to farm

chemicals, often forcing farmers to use ever greater amounts to achieve the same effect."

1891. Diringer, Elliot. 1989. Grocers sign no-pesticide agreements. *San Francisco Chronicle*. Sept. 12. p. 1, 4. Also in *Contra Costa Times*, same date.

• **Summary:** "Five supermarket chains hoping to inspire a nationwide trend set off a nationwide furor instead yesterday when they pledged to rid their produce of dangerous pesticides by 1995. Petrini's, Raley's and 3 other chains signed pacts with a private environmental group, the Boston-based National Toxics Campaign, promising to phase out sales of fruits and vegetables sprayed with pesticides linked to cancer and other toxic effects. The move was promptly denounced by food industry leaders, who accused the firms of stirring consumer fear to gain a market edge, and by federal regulators, who objected to supermarkets taking over their role as guardians of food safety."

In addition to Raley's, with 57 stores in Northern California and 3 in Nevada, and Petrini's with 23 stores in the [San Francisco] Bay Area, companies signing yesterday were Provigo Inc., Petrini's parent company and Canada's second-largest grocery outlet; ABCO Supermarkets, with 87 stores in Arizona; and Bread & Circus, a chain of 5 natural foods supermarkets in the Boston area. Address: Staff writer.

1892. Soyfoods Association of America. 1989. Complimentary buyers guide to Soyfoods Pavilion: Natural Foods Expo '89 East, Philadelphia, Pennsylvania, September 22-24, 1989 (Portfolio). Bar Harbor, Maine. 10 p. 28 cm.

• **Summary:** The Soyfoods Pavilion was organized by Gary Barat. The 1st page of this stapled portfolio is a leaflet (8½ by 11 inches, single sided, printed blue and red on white) announces the Pavilion. It states: Expo '89 East Pavilion Members: Book Publishing Co., Farm Foods, Great Eastern Sun, Lee Seed Company, Inc. [soynuts], Legume / Richter Bros., Lightlife Foods, Inc., Morinaga Nutritional Foods, Nasoya Foods, Ltd., Vitasoy (U.S.A.) Inc. Leaflets from most of these companies are stapled to the top Pavilion leaflet. Address: 318 Maine St., Bar Harbor, Maine 04609. Phone: 207-288-9419.

1893. Treml, William B. 1989. Eden Foods president gets prison term for fatal crash. *Ann Arbor News (Michigan)*. Oct. 13.

• **Summary:** "A Manchester [Michigan] man convicted of manslaughter in the 1988 traffic death of his business partner was sentenced to prison Thursday despite pleas that he be given probation.

"Michael Potter, 39, president of Eden Foods, a national health food firm with a plant in Clinton, was sentenced by Washtenaw County Circuit Judge Edward D. Deake to an 8- to 15-year term.

"When I woke up in the hospital, I found out my friend

and business partner had died,' Potter told Deake. 'At that time I discovered I had the disease of alcoholism. My friend had died and alcoholism was the cause of his death. I don't know how many generations alcoholism goes back in my family. I don't know how much heredity is involved but I'm concerned that it will affect my four sons. I'm now in a vigorous program of treatment. I ask for consideration in my efforts and my family's efforts to intercede in this disease.' Defense attorney Michael Moran urged Deake to take into consideration that Potter's father was an alcoholic...

"But Deputy Chief Assistant Prosecutor Lynwood Noah, arguing for a heavy prison term, told the court Potter has a history of 20 years of 'totally disregarding' sanctions by various courts on his driving after drinking.

"He said Potter was responsible for the death of a man in an alcohol-related accident 21 years ago but continued to drink and drive after that. In that accident, Potter drove through a stop sign in Troy and collided with another vehicle. Gerald Mitton, a passenger in Potter's car, was killed... Potter's four sons and his wife embraced him and wept as he was led away to the courtroom lockup...

"State police from the Adrian post said the defendant was driving his Lincoln at a high speed on the Clinton-Manchester Road south of Clinton on the night of April 13, 1988, when the vehicle went out of control and flipped over. Potter and Adler were thrown from the vehicle and Adler was pronounced dead on arrival at Herrick Memorial Hospital in Tecumseh. Potter was hospitalized for an extended period." Address: News Staff reporter.

1894. Friedman, Martin. 1989. In *City of Brotherly Love, marketers love that oat bran. Adweek (Western Edition)* 39(43):32. Oct. 23. *

• **Summary:** Food Expo 89 East, sponsored each year by *Natural Foods Merchandiser* magazine, was held last month in Philadelphia, Pennsylvania.

"Hain Pure Food, a unit of Whitman Corp.," is selling three Hain Bran Muffin Mixes: apple cinnamon, raspberry spice, and banana nut. Health Valley Foods also markets two Oat Bran Bakes.

1895. **Product Name:** Nature's Patties [Original, or B.B.Q.].

Manufacturer's Name: Nature's Path Foods Inc.

Manufacturer's Address: 170-2540 Simpson Rd., Richmond, BC, V6X 2P9, Canada. Phone: 604-278-2923.

Date of Introduction: 1989 October.

New Product-Documentation: Soya Bluebook. 1989. p. 103. Contact: Arran Stephens, President [formerly founder and president of Lifestream, a natural foods distributor in Canada].

1896. New Hope Communications. 1989. *The natural products market: A wellspring of consumer trends.* Boulder,

Colorado: New Hope Communications. 164 p. Price: \$975.00.

• **Summary:** Contents: Acknowledgements. 1. Introduction: The roots [history] of the natural products industry. 2. Coming to terms: Definitions of basic concepts. 3. The industry matures: From rebellion to leadership. 4. The impact of legislation and regulation by Peter J. Semper. 5. The role of science: Research, development, and credibility. 6. Product category sales trends (Soyfoods is not listed as a category). 7. Retailing: The interface with the consumer (Health food chains: General Nutrition Centers, Great Earth Vitamins, Nature Food Centres, Fred Meyer Nutrition, Nutrition World). 8. Manufacturing: A multitude of market shares. 9. Distribution: Consolidation, stability, and efficiency. 10. Regions. 11. Factors for the future. Appendix 1. Organic farming labeling legislation. Appendix 2. Examples of advertising.

Gross retail sales for this industry exceeded \$3.5 billion in 1988. This study gives a good look at the structure of the market, and contains a brief historical overview of the industry. It contains many tables, graphs, and maps. None of these relate to soyfoods. A graph of "Natural Products Industry Sales" shows total retail sales to have grown from about \$250 million in 1970 to \$3,550 million in 1988, a 14-fold increase in 18 years. Of the 1988 total, \$2,390 million (67%) is sold by independents (natural and health food stores), \$679 million (19%) by the mass market (supermarkets), and \$477 million (13%) by non-supermarket chains (such as General Nutrition Centers). The major natural products in the mass market (with sales in 1988) are yogurt \$1,200 million, bottled water \$800 million, granola bars \$200 million, and herbal teas \$70 million. "These 4 product categories add up to more than \$2,200 million, which is more than double the sales we tracked for all grocery products sold through the natural products industry."

History: The notion of natural or health food products has been around for almost as long as the United States. Two of the early pioneers were Sylvester Graham and John Harvey Kellogg. Graham, who admonished Americans to stop eating meat, "gained both fame and notoriety in the early 1800s in claiming that 'a single pound of rice absolutely contains more nutritious matter than 2½ pounds of the best butcher's meat.' Graham died in 1851, at the ripe old age of 57. A year later, John Harvey Kellogg was born. He lived to be 91, and attributed much of his longevity to his [vegetarian] diet based on fruits, nuts and whole grains. From his Battle Creek Sanitarium, Kellogg concocted whole wheat meals, which found their way into the mass market. And subsequently, became more refined and less healthy."

The natural foods industry is based on two basic beliefs, both expressed by Graham and Kellogg. "The first is that certain foods or nutrients can be used medicinally. That is, the right foods can be used to help cure disease or to enhance vitality or performance... The second maxim

dear to the natural foods industry is that food is better and intrinsically healthier when eaten most closely to its original state in nature. The ideal food is that which is unprocessed, unrefined, and even uncooked in some instances.”

“The industry matures: From rebellion to leadership. Since World War II, food production in America can be explained by the concept of the Hegelian dialectic. One concept or practice (a thesis) inevitably evokes its opposite (an antithesis), and the two interact to form a new concept (synthesis), which in turn becomes a new thesis. “Throughout the 1950s and 1960s, food became ever more mass produced, processed, homogenized and inexpensive... as the power of the food conglomerates reached their peak some 20 years ago, the antithesis was being articulated by such visionaries as Adelle Davis, Gayelord Hauser, and Linus Pauling. “It’s probably no accident that this antithesis caught on and became a movement in the late 1960s and early 1970s, when a significant segment of the Baby Boom generation was protesting everything else.

“Through the 1980s, a synthesis has been evolving. The food giants have become more aware of health issues and the natural foods industry has adopted and adapted technologies to allow greater production of food, while retaining its intrinsic values.”

During the 1960s and 1970s this industry was divided into two camps, often at odds with each other. One sold “health foods” and the other “natural foods.” The health food industry, which had started in the 1930s and focused on the first maximum that food can be used as medicine, focused most of its attention on vitamins, herbs, and some traditional health foods such as wheat germ and brewer’s yeast. “In the late 1960s the natural foods faction emerged. Its followers were primarily concerned about food [rather than vitamins or supplements] and its purity... Products were defined essentially by what they did not contain: chemical pesticides, preservatives, food colorings, refined sugars and flours and, frequently, any animal products. Vegetarianism was an important part of the natural foods movement.”

During the 1970s the industry was nurtured more by idealism than business acumen. When Natural Foods Merchandiser began surveying industry retailers in 1979, “nearly a quarter of them could not tell us their gross profit margin and a significant number did not even accurately know their gross sales. A high percentage didn’t care...

“A decade later, the only thing that remains constant is the idealism, but today it is frequently blended with sound management and creative marketing...

“How did the industry accomplish this transformation? It happened in several evolutionary stages. First and foremost, the impetus for growth came from consumers. Economists use the term *demand pull* when describing conditions in which consumption dictates sales growth and pricing. In this case, the entire natural products industry was virtually dragged kicking and screaming into the mainstream

by consumers. They demanded the natural products, and then they began demanding that these products be marketed properly.

“Then between 1975 and 1982 a new wave of retailers entered the scene. They ran better, cleaner businesses and broadened the market. “Health” and “natural” principles were integrated. Industry sales grew remarkably during the 1970s, from about \$250 million in 1970 to \$1,850 in 1980, averaging about 20% a year for the decade. The number of outlets quadrupled. “At the same time, the supermarkets started setting up health food sections. On the west coast, two regional chains—Raley’s in northern California and Fred Meyer in Oregon—had successfully introduced health foods as early as 1971. Their continued success, along with heightened media attention, prompted Safeway to begin a program in 1980 (another motivation was that Raley’s was generally leading Safeway in market share wherever the two chains competed). Since Safeway at that time was the nation’s largest grocery chain, its leadership encouraged other supermarkets to follow suit. Drug stores and discount stores, such as K-Mart, also entered the field.

“Meanwhile, there was strong expansion from the existing health food retail organizations, primarily the major chains such as General Nutrition Centers (GNC), Great Earth International and Nature Food Centres.”

By the end of 1982, this expansion had peaked. There was a 4-year shakeout which lasted from early 1983 until late 1986. The industry lost a net of 1,500 health and natural food stores, and the vast majority of these were small health food stores. “The number of segregated natural foods sections declined from a high of 2,700 in 1985 to approximately 1,400 today.”

Surviving retailers emerged stronger. A resurgence began in 1987. In the fall of that year Surgeon General C. Everett Koop issued a report stating that cholesterol levels exceeding 200 were associated with a high risk of heart disease. This was considerably lower than the previous acceptable cholesterol limits and immediately plunged a quarter of the American people into a risk group. Consumers began visiting natural foods stores to buy low-fat, low-cholesterol foods, some based on tofu and other soyfoods. Also, foods such as oat bran, canola oil, and niacin were shown to actually lower serum cholesterol levels.

“Probably the biggest boost the industry has ever received... came in March of this year, when CBS ‘60 Minutes’ ran a segment on the potential dangers of apples treated with Alar (daminozide) to young children. Retailers reported being overwhelmed by consumers clamoring for organically-grown foods of all types.

“In many ways, the industry is 20 years old. Many of the leading companies in the industry were formed within the past 20 years, including Tree of Life, Nature’s Way, Twin Lab, Celestial Seasonings, R.W. Knudsen & Sons, Mrs. Gooch’s, Bread & Circus and Whole Foods Markets.”

Address: Boulder, Colorado. Phone: 206-642-3586.

1897. Demos, Steve. 1989. White Wave's strategy for marketing soyfoods in America as cholesterol-free protein foods (Interview). *SoyaScan Notes*. Nov. 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** "White Wave welcomes the movement of tofu, a potentially hazardous food, out of the produce case. I think we are positioned and prepared as well as we possibly could be for this kind of change. This is what we've been waiting for! Years ago, White Wave designed its boxed, vacuum-packed tofu with a 60 day shelf life to sell in the dairy case. The disruption of an existing habit pattern opens up to opportunities for innovative companies." Demos does not see, even in the short term, any major loss of sales. At least 2/3 of White Wave's tofu is already out of the produce case and into either the dairy case or temperature controlled cases. He feels the best place to sell tofu is next to yogurt, ideally between yogurt and the deli meats in the dairy/deli case. White Wave conceives of itself as selling a new category of foods, "cholesterol free protein foods." This category should be well defined unto itself. Eventually Demos would like to see this heart/smart concept evolve into the "soyfoods section." Since signs identifying sections are generally not allowed in supermarket cases, the section/category might be partitioned off with plastic dividers at each end, like the Pillsbury Doughboy category. King Soopers has already pioneered this idea, starting in about 1983, putting tofu between the yogurt and the milk (with no plastic dividers), on the basis of the demographics, then building the concept by adding other soyfoods and soymilk. But tempeh, a slow mover, is now in the frozen foods case, and the meatlike products (such as hot dogs) are next to Armour in the deli meats.

Safeway seems to have made a top level decision to aggressively promote soyfoods. This year they called White Wave and said, "We don't know what you make, but give us everything. Then in August, in their two largest new classy "Safeway Marketplaces" in Boulder (and maybe in a few newer or college-oriented stores in Denver), entirely on their own initiative, they installed temperature controlled end-aisle cases at the end of the produce section facing the cash registers. The location is very prominent—an impulse location. Each case has the word "Tofu" in large letters on it. Many different types of soyfoods (and nothing but soyfoods) are sold in these cases—tofu, tofu dressings, tofu hot dogs, soy cheeses, Stir Fruity (soy-based yogurt), etc. All White Wave soyfood products in these 2 stores are sold in the Tofu case. Demos feels that "Tofu" this is the best title for the case. Also the "Approved by Healthmark" with the Healthmark logo on each display case identifies these as healthy foods. Only foods that are low in cholesterol, fat, and sodium get the Healthmark. Each case, constructed like an open dairy case, 5 feet wide by 6 feet high, has a temperature

range of about 35-40°. Demos would definitely prefer to have his products sold in these cases rather than any other location in the store. White Wave's main strategy is to "identify a category," and to group foods in that category together. Again, the current category definition is cholesterol-free protein foods, but the long term goal is to have the category defined as "soyfoods." It is too early to say how the new isolated cases are affecting sales, but preliminary signs all look very positive.

White Wave started pasteurizing its tofu in Dec. 1988. Since then they have not had a single complaint of spoilage or sourness. Pasteurization does effect the tofu texture, making it firmer, but it also makes tofu much more profitable. White Wave makes both a 16 ounce vacuum packed and a 10-ounce single serve water-pack tofu. He prefers the vacuum pack and has worked the bugs out of his Tiromat so that it is no longer a significant source of problems. Tree of Life on the East Coast sells un-boxed vacuum-packed White Wave tofu very successfully, but Demos strongly prefers to box it. He has a whole new tofu plant at his new facility with automatic cooking and curdling, conveyerized press tables and pasteurization.

Concerning the competition: Demos compliments Morinaga on a brilliant strategy. The net result is to help in the Americanization of tofu by identifying it clearly as a protein food and therefore forcing it out of the produce case. The irony is that when the dust settles, Mori-Nu Tofu may be the only brand left in what becomes an outdated, foreign location—with the oriental vegetables instead of with the protein foods. Azumaya and Hinode are rooted in the produce distribution network. Getting kicked out of the produce section will be very hard on them and their reaction will probably be to fight it rather than use it to their advantage. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3485.

1898. Ames, Lynne. 1989. Organic turkey and berries: A mainstream Thanksgiving? The view from: Way of Life Natural Foods Co-op. *New York Times*. Nov. 19. p. WC2.

• **Summary:** The Way of Life in Pleasantville, Westchester County, New York, was founded in 1971 when a woman named Lani Jackson stood up at a meeting of the Natural Food Associates of Westchester "and said she wanted to start a food co-op using only organically raised foods. The nucleus was formed and the group was on its way."

1899. **Product Name:** WestSoy Unsweetened (Soymilk). **Manufacturer's Name:** Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer's Address: 5701 South Eastern Ave. Suite 330, Commerce, CA 90040. Phone: 213-722-9817.

Date of Introduction: 1989 November.

Ingredients: Water, organic soybeans*. * = Organically grown and processed in accordance with Section 26569.11 of

the California Health and Safety Code.

Wt/Vol., Packaging, Price: 33.8 fluid oz (1.06 quart; 1 liter) Tetra Brik Aseptic carton. Retail for \$2.04 (12/90, California).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 8 fl. oz.: Calories 100, protein 7 gm, carbohydrate 5 gm, fat 5 gm (percent calories from fat 45, polyunsaturated fat 3 gm, saturated fat 1 gm), cholesterol 0 mg, sodium 40 mg, potassium 330 mg.

New Product–Documentation: Product with Label purchased from Berkeley Natural Grocery Co., California. 1990. Dec. 28. 4 by 2.5 by 6.5 inches. Red, blue, and white on tan. Pale white illustration of a glass of white soymilk with a straw in it. The front panel states: “All natural. New. 100% organic ingredients. Great tasting non dairy beverage. No oil added. No cholesterol.” Side panel: “Not for use as an infant formula.” Back panel: “Lactose free. Very low sodium. Serve chilled. Pour over cereal. Cooking and baking.”

Talk with Julie Heiman, purchasing agent, Vestro Foods. 1991. Jan. 23. This product was introduced in Nov. 1990. It is made in America, not imported but the source is confidential. It comes in one flavor and size only (unsweetened liter).

1900. *SoyaScan Notes*. 1989. Influence of Japanese and Japan on soyfoods in America (Overview). Dec. 7. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** The Soyfoods Center’s SoyaScan database presently contains 30,790 publications and commercial products related to soya. Of these, 876 (2.9%) concern the influence of Asian-Americans (Japanese, Chinese, Koreans, or Indonesians) or their home countries on soyfoods. Of these 876 records, 638 (73%) concern Japanese influence, compared with 178 (20%) that concern Chinese influence—including Chinese from Taiwan, Hong Kong, Singapore, etc. Thus Japanese influence on soyfoods in America is much greater than that of any other Asian cultural group. We can identify at least seven major areas of influence:

1. Soyfoods Terminology. It is interesting to note that many of the most popular soyfoods in America are most widely known by their Japanese names. We say tofu (not doufu or bean curd), miso (not jiang or soybean paste), natto, okara (not soy pulp), yuba (not doufu-p’i or soybean skin). Even “soy” (as in soy sauce) is derived from the Japanese word “shoyu.” Increasingly Americans interested in natural foods also use the terms shoyu and tamari to distinguish them from HVP soy sauce.

2. Kikkoman. By far the most influential Japanese soyfoods company in America today is Kikkoman, just as soy sauce is by far the most important soyfood product. Kikkoman was also the first Japanese company to introduce soyfoods to America. In 1868 the first Japanese immigrants to Hawaii took kegs of Kikkoman brand shoyu with them. In 1879 Kikkoman brand shoyu was registered in California,

where it was exported to Japanese immigrants. Exports rose steadily, until between 1949 and 1954 exports of Kikkoman shoyu to the U.S. ranged from 213,000 to 305,000 gallons a year. Kikkoman’s first real attempt to reach any foreign market dates from 1956 when, during the U.S. presidential elections, Kikkoman ran television ads to promote its product to mainstream American audiences as a seasoning for meat, fish, and poultry. In 1957 Kikkoman International Inc., a new sales company was established in San Francisco. Sales skyrocketed. In 1973 Kikkoman opened a huge modern shoyu plant at Walworth, Wisconsin. In 1976 Kikkoman passed La Choy to become America’s best-selling soy sauce.

3. Introducing Soyfoods to Hawaii. The first Japanese who arrived in Hawaii in 1868 brought shoyu and miso with them. The earliest known soyfoods company there was a shoyu brewery started in 1891 in Honolulu by Jihachi Shimada. This was also the earliest known soyfoods company started by a Japanese anywhere in the Western world. Hawaii became part of the USA in 1898 by annexation. Hawaii and California were the first two areas in the U.S. where soyfoods became widely available. During the 20th century, Japanese started roughly 183 companies in Hawaii making shoyu, miso, and tofu—far more than Chinese (6) or Koreans (2). They developed innovative new products—such as sweet Hawaiian-style shoyu and miso. These products profoundly influenced the food life of Hawaii.

4. Soyfood Manufacturers in the USA. The earliest known soyfoods manufacturer in the Continental USA was a company (the name is unknown) run by the wife of Chieko Hirata that started making tofu in Sacramento in about 1895. The second earliest was Yamamori Jozo-sho, which started making shoyu in San Jose, California, in 1897. Many of the earliest soyfoods companies in America were run by Japanese Americans. By 1942 at least 158 soyfoods manufacturing companies had been started in America by Asian Americans; of these, 143 (91%) were run by Japanese Americans. When *The Book of Tofu* was published in 1975, it listed 55 tofu companies in America, all run by Asian-Americans; 39 were Japanese- and 16 were Chinese-run. Today America’s two largest tofu companies are both run by Japanese Americans: Azumaya Co. in San Francisco, and House Foods & Yamauchi Inc. in Los Angeles. Hawaii’s three largest tofu companies are also run by Japanese Americans: Aloha Tofu Co., Kanai Tofu Factory, and Hawaii Tofu. Morinaga Nutritional Foods in Los Angeles and Kikkoman Foods in San Francisco both import large amounts of aseptically packaged long-life silken tofu from Japan.

Another major manufacturer is San-Jirushi Corp. of Kuwana, Mie-ken. In the late 1970s San Jirushi started exporting tamari and soybean miso to America. They set up an office in the early 1980s and began to promote their product as “real” tamari to industrial food processors and

the natural foods market. In Sept. 1987 the company opened a state-of-the art tamari plant in Richmond, Virginia, with a capacity of 1 million gallons a year. The company now has 75% of the industrial soy sauce market in America.

In Oct. 1986 a major new joint stock company named American Soy Products began producing Edensoy soymilk in Clinton, Michigan. It was a joint venture between Eden Foods and 4 Japanese companies: Marusan Ai, Kawatetsu Shoji, Muso Shokuhin, and Seikensha. Edensoy has since become America's best-selling soymilk. Prior to 1986 much of the soymilk sold in America was made in Japan.

Finally, three of America's 4 largest miso manufacturers are run by Japanese-Americans. The largest is Miyako Oriental Foods in Los Angeles. The other two are located in Hawaii.

5. Soyfoods Imports from Japan. The first importers of shoyu and miso were Japanese distributors such as Japan Foods Corp., Mutual Trading Co. and Nishimoto. But starting in 1962 American macrobiotic and natural foods companies started to import large amounts of shoyu and miso. Pioneers were Chico-San, Erewhon, Eden Foods, Westbrae, Edward & Sons, Tree of Life, and Great Eastern Sun. U.S. imports of soy sauce from Japan jumped from 1.7 million lb (174,400 gallons, worth \$317,000) in 1949, to 18.6 million lb (1,897,000 gallons, worth \$3,116,000) in 1972, an 11-fold increase in quantity during only 23 years.

6. Teachers and Information. Many Americans first learned about soyfoods from Japanese teachers, especially macrobiotic teachers, such as George and Lima Ohsawa, Michio and Aveline Kushi, Herman and Cornelia Aihara, and Noboru Muramoto. All have written many influential books and lectured and taught extensively since the 1960s. In addition, many young Americans learned how to *make* soyfoods from these macrobiotic teachers. Moreover, Japan is Asia's best source of information about soyfoods. For example, the Soyfoods Center's SoyaScan database contains 5,095 publications and products about soya and Japan, compared with 1,867 on soya and China or Taiwan.

7. Tofu Equipment Manufacturers. Hundreds of tofu companies have started in America since the mid-1970s. The majority of these are run by Caucasian Americans and most use specialized tofu equipment made in Japan by Takai Tofu & Soymilk Equipment Co., or by Sato Shoji.

1901. Ridenour, Jeremiah. 1989. Re: New tofu company in Santa Cruz, California: Wildwood Natural Foods. Letter to William Shurtleff at Soyfoods Center, Dec. 30. 1 p. Handwritten.

• **Summary:** "I have recently come into a relationship with the principals of Wildwood Natural Foods [of Fairfax, California]. Our new company is Wildwood Natural Foods of Santa Cruz, Inc. I am building a small scale cauldron type plant to produce fresh tofu for Wildwood's needs and for secondary product development work.

"Wildwood Santa Cruz is located at 405 Pennsylvania Ave., Santa Cruz, California 95062.

"I hope you both have a prosperous year and that we can visit face to face soon.

"Warm regards, Jeremiah, Virginia, Laura & Timothy."
Address: Santa Cruz, California.

1902. *SoyaScan Notes*. 1989. Major soy-related company acquisitions and mergers worldwide 1970-1989 (Overview). Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1970 March—Miles Laboratories of Elkhart, Indiana (most famous as the maker of Alka-Seltzer) acquires Worthington Foods of Worthington, Ohio (most famous for its Morningstar Farms line of meat alternatives), making it a wholly owned subsidiary.

1973 Jan. 15—ADM acquires 50% of British Arkady Holdings Ltd. and its subsidiary British Arkady Co. Ltd. of Old Trafford, Manchester, England.

1977 (late)—Bayer A.G. of Germany (makers of Aspirin) acquires Miles Laboratories of Elkhart, Indiana; as part of the deal they Worthington Foods, a subsidiary of Miles.

1979—Bunge Corp. acquires Lauhoff Grain Co. of Danville, Illinois.

1982 Oct. 15—Worthington Foods is repurchased from Miles Laboratories by a group of three Seventh-day Adventist investors in a leveraged buyout. During the 12 years under Miles, sales increased five-fold. Sales volume in 1983 was an all-time high. The company employed 250 people.

1983 April 21—Hybritech Seed International, Inc., a wholly-owned subsidiary of Monsanto Company, purchases the Jacob Hartz Seed Co. of Stuttgart, Arkansas.

1983—House Food Industrial Co., Ltd. of Japan purchases 50% ownership in Yamauchi Enterprises (formerly Hinode Tofu Co., owned by Mr. Shoan Yamauchi) in Los Angeles. The company is renamed House Foods & Yamauchi, Inc.

1985 May 31—Barricini Foods Inc. acquires Farm Foods (makers of Ice Bean soy ice cream) of Summertown, Tennessee.

1985 March—British Arkady acquires Direct Foods Ltd.

1986 Feb.—British Arkady acquires Vegetarian Feasts Ltd.

1986 Dec. 1—White Wave acquires Soyfoods Unlimited, Inc. of San Leandro, California. It is White Wave's first acquisition.

1987 Aug.—British Arkady acquires Haldane Foods Ltd. and Regular Tofu Co. Ltd. It also acquires Vegetarian Cuisine Ltd. in 1987.

1987 Oct.—The Ferruzzi Group in Ravenna, Italy, acquires Central Soya Co. in Ft. Wayne, Indiana.

1987 Dec. 31—ADM acquires the rest of British Arkady Holdings Ltd. so that it now owned 100%.

1988 Jan.—The British Arkady Group acquires Haldane

Foods.

1988 Feb.—Westbrae Natural Foods (of Berkeley, California, maker of soymilk) is merged with and becomes a wholly-owned subsidiary of Vestro Foods, a publicly traded company in City of Commerce, Southern California. Most of Westbrae's top management decides not to stay with the company.

1988 Sept.—Haldane Foods Group acquires Realeat Foods Ltd.

1989 Feb.—Haldane Foods Group acquires Saucemasters Ltd. It also acquires Genice Foods Ltd. in March 1989.

1989 Feb. 16—Edward Lowe of Michigan, the inventor of Kitty Litter, purchases the majority of shares in INARI Ltd. from Len and Irene Stuttmann; but they kept a minority ownership in the company.

1989 April—Huegli Naehrmittel A.G. acquires Yamato Tofuhaus Sojaprodukte of Tuebingen, Hirschau, West Germany. Note: This is the earliest record seen (Feb. 2013) that mentions Huegli in connection with soy.

1989 April 22—Lima Foods of Belgium acquires Jonathan P.V.B.A. of Belgium.

1989 Sept.—Lima Foods of Belgium is purchased from Vibec by Euronature (pronounced as in French, YU-ro nA-TYUR), a large international food company headquartered in Paris, France.

1903. Belasco, Warren J. 1989. *Appetite for change: How the counterculture took on the food industry, 1966-1988*. New York, NY: Pantheon Books. [vii] + 311 p. Index. 25 cm. [602+* ref]

• **Summary:** A colorful and carefully documented overview of how the American counterculture has affected mainstream food patterns and of the post-1966 natural foods movement. Part I describes the making of a countercuisine that was politicized by the Movement, the work of early pioneers of eating lower on the food chain (such as Frances Moore Lappe), and the early organic food movement. Part II discusses the antithesis, the rage of the Big Food industry and the counterculture criticism of Big Food. In 1955, about 400 million pounds of additives went into U.S. food; by 1970 it was 1.06 billion, or about 5 pounds per capita. In Part III we face the persistent fact of American culture: its inability to adjust. And the co-opting of natural foods by Big Food.

Reviewed by Charles Bowden in the *Los Angeles Times Book Review*, 25 Feb. 1990. p. 2, 11.

Also reviewed in *Vegetarian Times*. Aug. 1990. p. 67, 82.

The sub-chapter titled “Hip Enterprise” discusses: Crescent Dragonwagon and her *The Commune Cookbook*, Mollie Katzen, the Moosewood Restaurant (founded 1972 in Ithaca, New York) and *Moosewood Cookbook* (1977), Common Ground Restaurant (Brattleboro, Vermont), Common Ground Restaurant (founded 1973 in San Francisco, California; all you can eat for 60 cents—but no

talking), Far-Fetched Foods (a health food store opened by Jerry Sealund in 1966 in the Haight-Ashbury district of San Francisco; the employees were organized as a commune, sold only nutritious food, avoided expensive vitamins and dietetic items found in older health food stores, and sought new sources of supply, such as organic truck gardens.

“Charles Perry reports that after being robbed 12 times in the Haight, Sealund closed the store, worked for an All Saints bread-baking operation and the Black Panthers' free breakfast program, and then organized another organic grocery in the more tranquil Santa Rosa.”

Fred Rohe opened his first store in the Haight district of San Francisco in 1965. A former chemicals salesman and part-time producer of rock concerts, Rohe characterized himself as a devout Buddhist. “As his clientele shifted from older people to flower children, Rohe repositioned accordingly. In addition to organic foods, Rohe's first store sold Rodale Press books and rock albums, and offered a meditation area complete with altar. By being so overtly countercultural, Rohe's well-stocked store filled the gap between the older drugstore-type health food store and the limited-inventory new wave conspiracies, and his sales increased tenfold in four years. From his original Haight-Ashbury store, Rohe established outlets [of New Age Foods] in Santa Cruz, San Anselmo, and Palo Alto. To foster bulk purchases and to maintain organic standards, Rohe joined with other Bay Area merchants in establishing a wholesale cooperative. What looked suspiciously like a cartel to some was defended as a ‘tribal council’ [Organic Merchants (OM)] whose aim was to establish a viable ‘alternative to poisoned, processed and synthetic foods of the not-so-super markets.’”

There is a poor history and discussion of Erewhon and its ties to *East West Journal*, then on to Mo Siegel, who started Celestial Seasonings in 1970 at age 21, and sold it in 1984 to Dart & Kraft Inc. for a reported \$8 million to \$10 million. Address: Author; Prof. of American Studies, Univ. of Maryland, Baltimore County.

1904. Blackman, Jackson F. 1989. *Working chef's cookbook for natural whole foods*. Morrisville, Vermont: Central Vermont Publishers. vi + 344 p. Illust. Recipe index by category. Alphabetical recipe index. 28 cm. [20 ref]

• **Summary:** This large-format book fills a gap in the world of natural foods. Contents: Foreword. Introduction. Part I: Information, philosophy, technique. 1. Healthy and unhealthy foods. 2. Getting started. 3. Meal design. 4. Directed diets for special occasions. 5. Philosophy, practice and tradition. 6. Charts and lists. 7. Ingredients description. At the end of Part I (p. 95) is a “Suggested reading” list of 20 references.

Part II: Recipes (each on 4x6 inch cards, with 2 cards per page).

The section on “Miscellaneous food description” includes brief descriptions of barley malt, Chinese white cheese (fermented tofu), daikon, gomashio, kuzu, mirin,

miso, rice syrup, seitan, shoyu, soy milk (American style vs. Oriental style), soy cheese (American), tahini or tahinah (sesame butter), tamari, tempeh, and tofu. This section, and the book itself, shows the influence of macrobiotics.

Page 74: “Chinese white cheese: (Chin.) Tofu marinated and fermented in rice wine; taste and texture of Camembert cheese. Used as flavoring for noodles or vegetables, or served as a condiment.”

The word “tamari” appears on 100 pages in this book, tofu on 92 pages, miso on 57 pages, brown rice on 48 pages, “sea vegetables” on 16 pages, nori on 13 pages, tempeh on 7 pages, kombu on 6 pages, shoyu and soybean on 5 pages each, adzuki beans and wakame on 4 pages each, and soybeans, soy cheese, and soy milk on 2 pages each.

About the author: “Jackson F. Blackman has lived and traveled extensively in Mexico, Belize, Guatemala, Europe, China, Egypt, Saudi Arabia, Libya, Lebanon, Jordan, and Syria. During his travels he studied local eating habits and their relationship to social customs, and the methodology of preparing natural whole foods. He was a sous-chef in a Houston [Texas] restaurant, and operated his own coffee shop in Houston. He then moved to Vermont, where he made and sold health food products to health food stores and co-ops. He is now a food service consultant and lecturer” (Back cover).

He favors plant foods over animal foods, but does include fish in his recipes. Address: Vermont.

1905. Bragg, Paul C. 1989. The shocking truth about water. Santa Barbara, California: Health Science. xviii + 121 p. Illust. Forms. 21 cm.

• **Summary:** Explains that fluoride is a poison. Contents: Introduction. The universal drink of death. Inorganic vs. organic minerals. Dangerous inorganic minerals in drinking water. Fluorine is a deadly poison. The grim story behind fluoridation. Don't drink water contaminated by sodium fluoride. We live in a sick, sick world. Few people know the meaning of health. The marvelous mechanism of the body. Hardening of the arteries. Brains turned to stone. My early experiences with hard water. T.B. in my teens. The secret of rain water and snow water. The answer to healthful living. My two first cases. Nature's way. The stones within us. Gall stones—Silent and noisy. Kidney stones. Don't drink inorganic mineralized water. Dolomite tablets are inorganic. What is gout? Arthritis and rheumatism. Health hints for relief and benefits. Don't let your brain turn to stone. Doomed to the human scrap pile. How the brain functions. The brain needs extra fine nutrition. Organic minerals essential to life. Minerals make the man. The alkaline or base-forming minerals. Iron, the oxygen carrier of the blood. Every mineral matters. Sodium, a powerful chemical solvent. Salt—A slow but sure killer. Overweight and dropsy. Misinformation about salt. Inorganic water turns people to stone. Bone spurs and movable joint calcification.

Calcification test. Calcified toe and finger nails. Bad posture from inorganic deposits. The curse of an aching back. The parade of the living dead. The “fad” of drinking sea water. Sea kelp—Rich minerals from the sea. Disfiguring broken capillaries. Cold feet and cold hands. Head noises, ringing in ears. Effect on the eyes. The world's greatest health secret. Let natural food be your medicine. Drink only distilled water. About rain water. How to fight hardening of the arteries. The great watermelon flush. Life expectancy—Life span. Keep young biologically. Prevention better than cure. Update on drinking water and how it affects your health. TDS [Total Dissolved Solids] and chronic disease. High blood pressure and drinking water. Water softeners and sodium equals trouble. The sad truth about chlorination. Cancers and chlorination. Miscarriages, birth defects, ? in tap water. Dangerous chemicals in our drinking water. Fluoride and cancer. Drinking safe water. Home water distilling & filtration systems. Pure water: The great life saver.

Concerning his early years: Paul Bragg says he was born on a farm in Virginia, along the Potomac River. His family got all their drinking water from a well—pure and fresh. But it was very hard water, containing calcium carbonate and other inorganic minerals from limestone. When they boiled this water, incrustations of these inorganic minerals formed inside the kettles—which eventually had to be thrown away. His grandfather, who drank this water, died after 3 strokes, while Paul was just a little boy. His body was sent to Johns Hopkins Hospital; the autopsy found that his arteries were like stone. Paul's uncle, William, was their family doctor (p. 18-20).

At age 12, Paul was put into a large military school in Virginia. His parents wanted to prepare him for West Point and a career in the military. He went to the school against his wishes and at age 16 he developed tuberculosis. He spent time in several T.B. sanitariums, where the doctors admitted they could not cure him. So his little Swiss exchange nurse took him to her hospital in Switzerland, where the great physician, Dr. Auguste Rollier (1874-1954) cured Paul, in two years, using only natural methods. Note: A pioneer in the treatment of tuberculosis by heliotherapy, Dr. Rollier's main clinic was in Leysin, Switzerland. When Paul left the Sanitarium, Dr. Rollier cautioned him to drink only rain water, snow water, distilled water, and vegetable and fruit juices.

Paul decided to live in London, England, and study biochemistry. He found a small apartment near Regent Park. But the Wilson's, his landlords were sick. So he had them go on a fast and before long they were healthy. They were his first two cases (p. 24-29).

Note: Also reprinted, with some new editions, in 1977, etc. 1989 is the date of the 25th reprint. Address: 1. N.D., PhD, life extension specialist; 2. N.D., PhD, life extension nutritionist. Both: Box 7, Santa Barbara, California 93102.

1906. Cituk, Kathy; Finnegan, John. 1989. *Natural foods and good cooking*. Elysian Arts, 20 Sunnyside Ave. Suite A161, Mill Valley, CA 94941. 122 p. No index. 22 cm. [64 ref]

• **Summary:** This non-vegetarian cookbook contains considerable introductory information about and recipes using amazake (p. 16, 41, 56, 91, 98-99, 103), miso (p. 43), soymilk (p. 43), mochi (p. 44, 54), tamari soy sauce (p. 46), tofu (p. 46, 51, 80, 88, 96), tempeh (p. 46). Numerous references are made to a book by John Finnegan (1989) titled "Amazake Rice Nectar." Address: Mill Valley, California.

1907. *Meetings with remarkable men and women: Interviews with leading thinkers on health, medicine, ecology, culture, society, and spirit*. 1989. Brookline, Massachusetts: East West Health Books. xiv + 296 p. Illust. No index. 26 cm. Introduction by Tom Monte.

• **Summary:** This book consists of excerpts of 87 interviews previously published in *East West Journal*. One of these is an interview (published Jan. 1977) with Bill Shurtleff about soybeans and soyfoods, including soymilk, Vitasoy, and tofu (p. 58-60). Address: Brookline, Massachusetts.

1908. National Academy of Sciences, National Research Council, Committee on the Role of Alternative Farming Methods in Modern Production Agriculture. 1989. *Alternative Agriculture*. Washington, DC: National Academy Press. xiv + 448 p. Illust. 26 cm.

• **Summary:** Soybeans are mentioned throughout this book: Animal feed from, p. 254, 281, 297. Costs of production, p. 38-39, 200-01, 210, 233, 264, 274. Exemption from cross-compliance rule, p. 11. Export trends, p. 27, 29, 94. Fertilizer use on, p. 38-42, 200-01. Integrated pest management with, p. 178, 180, 187, 210. Irrigation of, p. 52-53. Loan rates for, p. 75. Soybean meal, p. 94. Monoculture, p. 147. Nitrogen fixation by, p. 146-49. Pesticide use on, p. 5, 38, 44, 47-48, 83, 101, 175, 200-01. Pests, p. 186. Prices for, p. 237, 238, 254. Regional differences in farm income from, p. 61-62. Rotations with, p. 9, 25, 146, 159, 186, 215, 232, 239-40, 249, 253-74, 275-85. Specialty markets for, p. 254. Tillage of, p. 25, 187. Value of exports, p. 29. Yields, p. 34, 52, 200-01, 216, 255, 262, 271, 277.

Chapter 11 (p. 398-419) is an interesting case study of "Rice production in California: The Lundberg Family Farms." The farm is located in northern California in Richvale, Butte County, about 30 miles southeast of Chico. A family partnership owned by four brothers, the farm consists of 3,100 acres. The Lundbergs produce about 1,900 acres of rice each year using largely conventional methods that include the use of chemical fertilizers and pesticides, but in somewhat less than the recommended amounts. On this land they dispose of rice straw by decomposition in the soil rather than burning. In addition, they produce about 100 acres of rice without pesticides or chemical fertilizers. They call this their organic rice because the methods they use

comply with the California organic farming laws. They have been experimenting with the production of organic rice for 18 years. The organic rice enterprise first became profitable in 1985 with a yield of 4,400 lb/acre. Rice is grown only every other year in a rotation with legume-fallow-legume, so the yield is only one-half the measured yield in a given year. Includes a bibliography of 8 references. Address: Washington, DC.

1909. Nature Farming International Research Foundation. 1989. *Entering the twenty-first century: Nature farming. Toward the establishment of sound agriculture and the promotion of healthy dietary habits*. Japan. 34 p. 30 cm. [Eng]

• **Summary:** A very interesting report about the Japanese natural and organic foods movement.

Contents: Act I: What is Nature Farming? Mokichi Okada—A Synopsis of His Life. The History of Nature Farming in Japan (with a chronology of key events from 1882—the birth of the founder, Mokichi Okada—to 1989). The Philosophy of Nature Farming and the Ideology of Mokichi Okada.

Act II: Fundamental Practices of Nature Farming. 1. Learning of the Soil. 2. Use of Mulching. 3. Utilizing Compost. 4. Key Points in Composting. 5. Development of Soil Through Crop Rotation. 6. Use of Green Manure. 7. Concepts Regarding the Control of Insect Pests and Weeds. 8. Methods to Control Insect Pests. 9. Weed Control. 10. Seeds, Seedlings and Their Varieties. 11. Animal Husbandry. Conversion to Nature Farming.

Act III, Scene i: Description of Nature Farming International Research Foundation. Description of the Three Experimental Farms. 1. The Ohito Farm. 2. The Nayoro Farm. 3. The Ishigaki Farm. Standards for Nature Farming Methods.

Act III, Scene ii: Dissemination of Nature Farming in Japan. 1. Dissemination Activities Advanced by the Foundation 2. Dissemination of Nature Farming Abroad. 3. Activities of Prefectural Branches. 4. Volunteer Activities of Consumers' Groups Local Development of Nature Farming All Over the Country. Distribution of Nature Farming Products. Diffusion of Nature Farming throughout the World.

1910. Pennington, Jean A.T.; Bowes, Anna dePlanter; Church, Charles Frederick. eds. 1989. *Bowes and Church's food values of portions commonly used*. 15th ed. Philadelphia, Pennsylvania: J.B. Lippincott Co. xiii + 328 p. 1st ed. was 1937. 2nd ed. was 1939. 10th ed. was 1966. [62 ref]*

• **Summary:** A highly valued source of reliable nutritional information. Widely used for planning nutritious institutional menus. Address: PhD, RD, Formerly Instructor of Nutrition, City College of San Francisco, San Francisco, California [Now with U.S. Food and Drug Administration, Washington,

DC].

1911. *SoyaScan Notes*. 1989. Terms related to soyfoods, soybeans, and the soybean industry: Library of Congress subject headings and call numbers (Overview). Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Two different types of call numbers are used by American libraries for cataloging their books. Most larger libraries use the Library of Congress call numbers (LC numbers, which start with two letters) and many smaller libraries use the Dewey Decimal System (Dewey numbers, which contain only numbers).

The following are from the Library of Congress Subject Headings (12th ed. 1989) and the Library of Congress Classification Schedules. The first edition of Class S (Agriculture), for example, was published in 1911, and the 4th edition in 1982. BT = Broader terms. NT = Narrower terms. UF = Use for. May Subd Geog = May subdivide geographically, e.g., Soy sauce industry-Japan.

Class H is Social sciences and economics. Class Q is science. Class S is agriculture (SB is plant culture. SB205 is field crops, legumes). Class T is technology (TX includes nutrition). Class Z is bibliography and library science.

HD9000-HD9019 Natural foods industry
 Shortenings—Use oils and fats, edible.
 HD9235.S6-.S62 Soybean industry
 HD9235.S6-.S62 Soyfoods industry
 HD9235.S6-.S62 Soymilk industry
 HD9330.S63-.S633 Soy ice cream industry
 HD9330.S65-.S653 Soy sauce industry
 HD9330.T68-.T683 Tofu industry
 HD9490 Soybean oil industry
 QK495.L52 Soybean botany
 SB205.S7 Soybean culture (Incl. *Soybean Digest* and Soya Bluebook)
 SB608.S7 Soybean—Diseases and pests
 SF99.S Soybean as feed
 SF99.S Soybean meal as feed
 TP438.S36 Nattô manufacture
 TP438.S6 Soy sauce manufacture
 TP438.S6 Miso manufacture. BT Soybean as food. NT Cookery (Soy sauce or miso)
 TP684.S Soybean oil
 TX401.2.S69 Soyfoods nutrition.
 TX558.S6 Nattô nutrition. BT Fermentation, Soybean as food, Soybean products.
 TX558.S7 Soyfoods composition. UF Soybean as food.
 NT Miso, Natto, Tempeh
 TX558.T39 Tempeh
 TX558.T57 Tofu
 Z5074.S73S5 Bibliographies related to soybeans, or all soya in various countries
 Z5776.S63S5 Bibliographies on soyfoods
 Z696.1.S68 SOYA (Information retrieval system)

The following soy-related terms have a subject heading but no LC call number: Miso industry, Natto industry, Soy sauce, Soybean flour, Soybean glue, Soybean meal, Soybean milk, Soybean products.

1912. Perelman, John. 1990. San Jirushi shoyu and tamari (Interview). *SoyaScan Notes*. Jan. 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The shoyu made at the Richmond, Virginia, plant (which contains only 20-30% wheat) became available for sale in Jan. 1990. San-J does not promote this product; the company sees its identity as a tamari brewer, where they are the world's biggest company. The gold label and the black label first became available during the 4th week of February 1990. The Szechuan Sauce and Teriyaki Sauce, reformulated using American-made tamari, became available in April 1989. Tamari Lite is still imported from Japan in drums and bottled in Richmond; the company has not yet installed its desalinization equipment in America, and probably won't until at least 1991.

The tamari now brewed in America is much different in character and taste than the one particular tamari that they imported previously from Japan. They make numerous varieties of tamari in Japan, and the one imported to America had a very high solids content and is thus thicker and darker (closer to black than red), and has a much stronger flavor. After the moromi has finished aging, it has to be shoveled out of the vats; it is too thick to be sucked out. When the milder U.S.-made tamari was introduced, some of the many consumers who had been using the thicker imported product were upset. Therefore San-J is re-introducing the imported product under the name "Imported Whole Soybean Tamari: Wheat-free Soy Sauce." It will only be sold in a 20-ounce bottle. It will be a really strange looking bottle and label. The big red dot is not on the label. It will be available the third week of March 1990.

San-J is vigilant about keeping their Gold Label out of supermarkets. A little of the Black Label (made with hexane defatted soybean meal) is sold in natural food stores to any store that wants to carry it. Concerning the waste oil from making tamari from whole soybeans, San-J needs a special license to dispose of it.

San-J has gotten three types of feedback on their U.S. made products, though much less feedback than they had expected (maybe one letter every 2 weeks): (1) Some people liked the imported, thicker better than the Gold Label. (2) Some were upset that San-J would make tamari with hexane-defatted soybean meal. (3) Tree of Life now sells a real wheat-free tamari that they are probably buying from Mansan or Marusan. They are promoting it as the "real" thing, rather than a new American-made product. (4) Some are upset that grain alcohol (from corn) is being added to all San-J products as a preservative. Tamari Lite has the most since it contains less salt. The brewmaster, Mr. Yamamoto,

has worked in shoyu breweries as well.

The major brands of imported traditional shoyu are Tree of Life, then Westbrae or Eden (Marushima). Address: San Francisco, California. Phone: 415-821-4040.

1913. Belleme, John. 1990. Starting a new miso company in North Carolina (Interview). *SoyaScan Notes*. Jan. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** John is in the process of starting a new miso manufacturing company named Smoky Mountain Miso Shop. It will be owned by a company named Traditional Foods Inc., which he and a partner started in about June 1989. Over the shop will be a non-profit organization named Institute of Traditional Foods, where people can come to live and study food preparation (tofu, tempeh, miso, seitan, tamari) both on a home and commercial scale, for short or long seminars. He will break ground for the plant in about 3 weeks. It will be attached to his home, 2,000 square feet, Japanese style and very compact, with a capacity of about 50,000 lb/year of miso. He hopes to find 2 distributors, one on each coast: Maybe Blake Rankin of Granum on the West Coast and Macrobiotic Wholesale Co. on the East Coast. Great Eastern Sun will be a competitor. His non-compete agreements with them have expired.

John's wife, Jan Belleme, (who works for Mitoku) is doing a story for *East West* about amazake. The new editor of *Solstice*, John Mann, has decided to focus on macrobiotics, and away from the environmental focus. He would like a story on amazake (\$200). *Solstice* reaches 60,000 people. John spent the summer at an organic winery.

Note: As of June 1993, this company was never started. Instead, John started a company making traditional seitan. Address: P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

1914. Davis, Cynthia. 1990. U.S. Mills and Erewhon (Interview). *SoyaScan Notes*. Feb. 6. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Cynthia arrived at Erewhon in 1983. In April 1986 Erewhon acquired U.S. Mills, which had been founded in 1908 under the same name, U.S. Mills. They were and are a cereal manufacturing company. Their two main cereal brands were Uncle Sam's Cereal (the product that the company was founded on), and Skinner's Raisin Bran (America's first raisin bran, introduced in 1926). In effect U.S. Mills and Erewhon were merged, and U.S. Mills was chosen as the corporate name, largely since it had been around longer. Ronald L. Rossetti had acquired Erewhon after it filed for Chapter 11 bankruptcy. He was and still is head of Nature Food Centres, a chain of health food stores. Erewhon was purchased by Rossetti as an individual, not by Nature Food Centres. Contrary to what the media often said, Erewhon was never, in any way, owned by, or part of, or a subsidiary of Nature Food Centres. The misconception

(created by the media) that Nature Food Centres owned Erewhon caused real problems for Erewhon at one point. Then in Nov. 1986 Erewhon Inc. bought U.S. Mills. Ron Rossetti is presently no longer involved with U.S. Mills or Erewhon. In May 1988 Chuck Verde (who was the president of Erewhon) and Cynthia Davis acquired the U.S. Mills/Erewhon business. They are now the main joint shareholders. At that time they brought in another company as an investor. Erewhon is their brand name for the natural food industry; the product charter has not changed and they are selling to the same market. Surprisingly U.S. Mills has nothing written about their long, interesting, pioneering, and complex history. However Cynthia feels that the history of Erewhon written in Ron Kotzsch in *East West* in Feb. 1984 was an good, accurate history up to that time. Address: U.S. Mills Inc., 395 Eliot St., Newton, Upper Falls, Massachusetts 02164-1131. Phone: 617-969-5400.

1915. Klaper, Michael. 1990. Diet and the environment (Interview). *VegeScan Notes*. Feb. 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Large-scale animal agriculture is among the main eco-destructive forces at work on the planet today. It is destroying virtually every ecosystem on which all lifeforms depend: topsoil, forests, water, atmosphere including the ozone layer, flora, fauna. It also unleashes toxic and radioactive wastes. Rebalancing our biosphere depends upon reforestation and stabilization of these other ecosystems. To do this we must change our national diet, away from a meat-centered diet, toward a more vegetarian diet. The general lack of awareness of the diet-environment link, especially among the environmental, scientific, and governmental organizations, is surprising and must now be remedied if major eco-catastrophe is to be avoided. Diet must now become a major plank in the environmental platform.

Since time immemorial, cutting the forests and replacing them with cattle grazing or fodder growing land has been the standard practice for food production. Previously, when people were few and forests seemed vast, it didn't make much difference. But today most of American agriculture is devoted to growing animal flesh, either through the animals themselves or their feed. Due to the inherent inefficiency of cycling plant foods through animals, massive amounts of feed grains must be grown to support a meat-centered diet, thus consuming the majority of fossil fuels, water, land, and energy used by American agriculture. Today, after 5,000 years of deforestation and 5,000 million people on the planet, we have now cut half the world's trees and are suffering the inevitable consequences:

1. Global warming: Cutting and burning forests, as well as the huge amounts of methane from animal manure and belching, adds carbon dioxide to the air, contributing to global warming.
2. Erosion: Exposing the topsoil to sun, wind, and water

while growing row crops leads to massive erosion.

3. Water usage: More than half the total amount of water consumed in the USA goes to irrigate land growing feed and fodder for livestock—more than is used by all the cities and industries in America. The falling water levels in rivers leads to silting, killing of wildlife, and decreased hydroelectric power generation. Falling groundwater levels lead to dry wells, encroachment of salt water into coastal water supplies, and depletion of aquifers.

4. Water pollution. Every 24 hours, the animals destined for America's dinner tables produce 20,000 million lb of waste. That is 250,000 pounds of excrement a second and twenty times as much as all humans in this country. The pesticides used in growing feedcrops and the eroded soil from those fields also adds organic pollutants to our water supplies.

5. Energy. Every day the USA imports 8,300,000 barrels of petroleum. About 12% of this, or 1,000,000 barrels goes into production of meat, poultry, and dairy products, including running irrigation pumps, farm machinery, heating and cooling factory farm buildings, running slaughterhouses and refrigeration units, and transporting animals and their products.

6. Ozone layer depletion. Chlorofluorocarbons from refrigerants and Styrofoam containers (widely used by fast food chains) are major causes of this problem. Address: 8843 Pennfield Ave., Northridge, California 91324. Phone: 818-341-0652.

1916. Fishman, Stuart. 1990. Major revision of California organic law proposed: National organic products industry to feel effects of new state legislation. *Natural Foods Merchandiser*. Feb. Inserted magazine titled Organic Times. p. 1, 16, 19.

• **Summary:** “Following the Alar scare [on apples] in February 1989 and growing supermarket demand for organic produce, lawmakers undertook a major revision of the state's 1979 Organic Food Act with input from California Certified Organic Farmers (CCOF) in Santa Cruz. The organization operates the largest certification program in California, lobbied for the 1979 act and is writing the new bill, AB 2012, in cooperation with sponsor Sam Farr, a democratic assemblyman from Santa Cruz...”

“Certification at Issue. 3AB 2012 requires certification programs to register with the state and meet strict organizational and procedural requirements. They also must provide the state with a quarterly membership list, copies of farm and processor inspection reports and an overall plan of certification procedures.”

AB 2012 At a Glance. “At 30 pages long, AB 2012 is 10 times longer than its 1979 predecessor. As proposed, the bill would: * Expand regulation of organic food certification programs. * Retain requirements that certain farming and sales information be publicly disclosed. * Triple the period

of transition from conventional to organic farming from one to three years. * Introduce a new method for approving the use of organic pesticides and fertilizers.” Address: President, Merchandising Organic Foods, Portland, Oregon.

1917. *Natural Foods Merchandiser*. 1990. 1989: The year in organics. Feb. Inserted magazine titled Organic Times. p. 1. • **Summary:** “February: National Resources Defense Council releases report titled *Intolerable Risk: Pesticides in our Children's Food*. [This focuses on the danger of Alar on apples.] Mothers and Others for Pesticide Limits launches major media campaign.

“March: Chilean grape scare—food safety becomes a major issue.

“April: Rodale Press and Louis Harris release survey showing that 84% of consumers would buy organic if it was available.

“August: Organically Grown Week gains national prominence.

“September: National Research Council releases report titled *Alternative Agriculture*, in support of sustainable agriculture.

“November: Senator Patrick Leahy (Democrat-Vermont) introduces S-1896, The Organic Foods Act, proposing a national definition of organically grown food.

“December: National organic growers association formed (Organic Farming Associations Council); Industry coalition, the Organic Foods Alliance, formed to create a voice for organic in Washington, DC.”

1918. **Product Name:** [Tofu, and Tempeh].

Foreign Name: Tofu, Tempeh.

Manufacturer's Name: Soy & Rice.

Manufacturer's Address: Via A. Canale 8/c, 10078 Venaria Reale (TO), Italy. Phone: 011-402-0380.

Date of Introduction: 1990 February.

Ingredients: Tempeh: Soya, water, *Rhizopus oligosporus*.

How Stored: Refrigerated.

New Product—Documentation: Letter and Label for Tempeh sent by Bosco Franca and Garafola Carmelo of Soy & Rice. 1992. Feb. 2.75 by 4 inches. Black on white. Self adhesive. The logo is that developed by Mitoku which states in Japanese characters “*I Shoku Dô Gen*” (Medicine and food come from the same source, or Your food is your best medicine). Store at 4°C [39.2°F]. The company began to make these products in about Feb. 1990. They now make 40 kg/week of tempeh.

1919. *Whole Foods*. 1990. Expo to celebrate tenth anniversary. Feb. p. 19.

• **Summary:** “The upcoming Natural Foods Expo West show, scheduled for March 9-12 at the Anaheim Convention Center in Anaheim, California, will mark the tenth anniversary of the annual industry trade show. It is sponsored by New Hope

Communications, Boulder, Colorado.” More than 12,000 industry members are expected to attend the 4-day trade show with some 800 exhibitor booths. There will be more than 65 educational seminars, field trips, and special events.

Note: The first NFM Natural Foods Expo was held on 29-31 March 1981 at Anaheim, California. 234 booths were sold and 3,000 people attended.

1920. Welters, Sjon. 1990. Origina, Terra Foods, FVO, OCIF, and Mercantile Development (Interview). *SoyaScan Notes*. March 3. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In about 1983 Rob Jansen, a friend of Sjon’s, left Manna and founded Terra Foods in Castricum, Netherlands, as an import / export company in Holland. Terra Foods, formerly a commodity company and owned by a holding company named Centaur, created a new entity/dba/company named Origina (pronounced or-uh-GEE-nuh) through which it could enter the retail food consumer market, exporting foods (from companies such as Witte Wonder) to West Germany, the USA, etc., and importing foods from the USA (as from Mercantile Development). Origina is also sometimes used as a brand name. Note that the name Witte Wonder does not appear on exported products. One brand is Luna.

Mercantile Development, an American company in Bridgeport, Connecticut, founded by Michael Marcolla (an American) and Robert Shapiro. Mercantile started the FVO (Farm Verified Organic) program in Europe about 10 years ago when he found that he was exporting a lot of American commodities to Europe. Because a certifying agency cannot be connected to a commodities trader, FVO was made separate from Mercantile. FVO now has a very extensive program in America, as well as a newsletter. The owner of Mercantile went to school at a Waldorf school and is very interested in the anthroposophic and biodynamic methods of farming. FVO and OCIF are certification programs used mostly for commodities that are accepted in Europe as being really organic. European standards used to be tighter than those of the USA but the U.S. is now catching up. All U.S. products in Europe must have a seal of certification. Many European soyfoods (especially tofu) manufacturers use certified organic soybeans grown in the USA. In fact, soybeans were one of the first certified organic commodities to be imported to Europe from the USA on a large scale. FVO started its program in large part because of soybeans. Address: Craft International Consultants, 21 Wetherbee St., Acton, Massachusetts 01720. Phone: 508-264-4011.

1921. Fehlberg, Eric C. 1990. Seventh-day Adventist health food companies in Europe (Interview). *SoyaScan Notes*. March 7. Conducted by William Shurtleff of Soyfoods Center. Followed by a letter dated 24 May 1990 clarifying details.

• **Summary:** There are three major Seventh-day Adventist (SDA) food factories in Europe, each owned by the church: DE-VAU-GE in West Germany, Nutana in Denmark, and Granose in England. There are smaller factories in Spain, and Switzerland. All these companies are owned by the SDA church. The leading Adventist food companies, ranked in descending order of annual sales, are: 1. DE-VAU-GE, established 1899 in West Germany. They are by far the biggest in Europe. They manufacture a total of 257 products. DE-VAU-GE began making its own tofu in Jan. 1986; before that it purchased tofu from a Belgian soymilk company [Note: actually from Heuschen-Schrouff in the Netherlands]. When Michael Makowski took over as managing director in about 1972-73, company sales were about US\$3-4 million. By 1983 sales were about \$18 million. Since then growth has been fantastic. 1989 turnover was DM 84 million (US\$49 million). This is due to both excellent management and the German interest in natural, health, and vegetarian foods. 2. Nutana, est. 1898 in Denmark. They are about half the size of DE-VAU-GE. Under the management of Bent Nielsen, who was there until 3 years ago, the company grew rapidly. Since 1987 growth has flattened, but there is great potential for future growth. 3. Nutana in Norway (Nutana Norge), formerly Dagens Kost, est. 1970. They were established as a marketing company for Nutana, Denmark, and they sell all the soyfoods made by Nutana, Denmark. They also manufacture 55 products, but they import and wholesale 321 products. All of the imports come from European Adventist companies. 4. Granose Foods, est. 1899 in England. They manufacture 39 products and distribute 98 more (mostly from Nutana or DE-VAU-GE). They have been a manufacturer since 1899, and they built a new food plant in 1989. Their business is now growing rapidly. 5. Nutana in Sweden (AB Svenska Nutana) was renamed in 1987. It was formerly named Edakost Food Company, Sweden, est. 1970. 6. Nutana in Finland, formerly Finn-Nutana, est. 1979. 7. Pur-Aliment, est. 1928 in France. They are not a food manufacturer; purely marketing. 8. PHAG Food Factory (Fabrique de Produits Dietetiques), est. 1895 in Switzerland. The small factory produces 40-50 tons of food a month. 9. Granovita Spain, was founded and began manufacturing in about Aug. 1985 in Valencia, Spain. They do not produce any soyfoods at all, but they market soy products made by DE-VAU-GE in West Germany and by Nutana in Denmark. 10. Nutana in the Netherlands, founded in 1986. They are presently selling all the products produced by Nutana of Denmark as well as 5 other products: Vitanex (Sandwich cream), Rondolettes (Chickenlike or beeflike flavor), Snackers (Soy sausages), Boulettes (Dinner balls).

The Austrian Food Company, founded in 1976, was a restaurant rather than a food manufacturer; it was closed in 1987.

Granose and DE-VAU-GE were both importing foods from Loma Linda in the USA. But now that Loma Linda

has been sold to Worthington Foods, it is not clear what will happen to these imports. Today, the various Nutana companies are independent, but there is much talk of bringing Nutana in Norway and Holland together with Denmark. Nutana has always been behind the expansion of SDA food work in the Scandinavian countries. Using the common name Nutana greatly facilitates marketing.

The European food companies have grown at different rates, largely dependent on the effectiveness of each company's management. The trend has been generally up. The highest growth rates in the past 5 years have been shown by Granose in England (though it started from a smaller base), followed by DE-VAU-GE in West Germany. Pur-Aliment and Nutana have had a bit of a struggle.

All of these companies pay a portion of their profits back to the church. They are encouraged to pay about 20% of profits back to the church, but some pay almost 50%. This is similar to the dividends paid by secular companies. Fehlberg believes that tofu will be the growth food of the future; it has great growth potential that has not yet begun to be realized. Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904. Phone: 301-680-6674.

1922. Fehlberg, Eric C. 1990. Thoughts on Loma Linda Foods, its acquisition by Worthington Foods, and the health foods industry in America (Interview). *SoyaScan Notes*. March 7. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Worthington Foods purchased Loma Linda Foods (LLF) from the Seventh-day Adventist Church in Jan. 1990. Loma Linda Foods, unlike most other Seventh-day Adventist companies worldwide, tended historically to target its products to Seventh-day Adventists. Within North America there are very, very few respectable SDA businessmen. That is the problem. "Loma Linda has been working since 1906 with their eyes blindfolded. Too often, instead of using a businessman to head the program, the men in their wisdom have elected to install a broken down minister, and expected him to make a roaring success of it."

A very good businessman, George T. Chapman from Australia, ran LLF from 1938 to 1963. The company did very well financially under his leadership. Since 1963 the company has had a series of managers who lacked business experience; the result was ongoing financial problems. In June 1984 Mr. Fehlberg went from his position at the General Conference to Loma Linda where he turned the company around. Fehlberg ran LLF for about 2 years, during which time it went from a substantial loss to a very profitable company. Mr. Pizzaro was brought in Nov. 1984 and has kept it profitable. He is a very conservative man with a background in banking. He was able to hold LLF together but was not inclined to take the risks to make it really take

off.

The church first wanted to sell off the infant formula part of the company because of the high cost of liability insurance. The FDA are really down on infant formula foods. If anything goes wrong, there is no end to the strife. LLF had one small recall due to a small shortage of vitamin A—from dissipation. It was very expensive. Fehlberg understands that but does not understand at all and strongly disagreed with the sale of LLF. "I talked myself hoarse on the committee opposing the sale but I didn't win. I am not happy that it ended up in the hands of Worthington Foods. Their financial report over the past 5 years is not that strong. The last year has not been a healthy year. I hope they can survive. Loma Linda will definitely help them survive by giving them a lot of extra new sales with no extra administration or marketing costs. Now that they have a monopoly, they may relax their standards. I believe that once the 5-year non-compete term expires, you'll get an influx of products into the United States from Adventist companies overseas that will make it very difficult for Worthington to operate—unless they can improve things. Fehlberg prefers the flavor the Australian meat analogs, which are less highly flavored and easier to digest.

Fehlberg feels that the USA is 20 years behind many other countries (Australia, West Germany, Japan) in food processing and storage techniques, largely because of Food and Drug Administration (FDA) restrictions. One area where the USA lags behind is in retorting of food products in plastic film containers. We tend to retort foods too long, and do not have foods retorted in sausage-type pouches (e.g., tofu sausages), which require no refrigeration. The FDA is afraid of botulism in such protein foods, so they require that the foods be frozen. In Australia, West Germany, and Japan these foods are refrigerated, but Adventist tests show they can be stored at room temperature for 6-12 months, or more. If Worthington's frozen meatlike products could put in plastic containers made of this special film (which is available in America) there would be major cost savings in factory storage, transportation, and retail storage. Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904. Phone: 301-680-6674.

1923. Storup, Bernard. 1990. Huegli gets involved with tofu and natural foods in West Germany (Interview). *SoyaScan Notes*. March 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** About 2 months ago Huegli (actually Bernard incorrectly said Nestlé instead of Huegli) purchased Yamato, the second largest German tofu manufacturer, owned by Klaus Gaiser. Huegli also purchased the largest health foods distributor in West Germany. Address: Founder and Owner, Société Soy, 1 rue du Crêt de la Perdrix, 42400 Saint-Chamond, France. Phone: 77.31.23.66.

1924. Karas, Thomas. 1990. The Reform House market and the natural foods market in West Germany. The German Soyfoods Association (Interview). *SoyaScan Notes*. March 14. Conducted by William Shurtleff of Soyfoods Center.

- **Summary:** There is a clear distinction and a big difference between these two segments of the natural/health foods market in West Germany. The Reform House movement is much older and the stores are like U.S. health food stores. There are about 2,000 to 3,000 Reform Houses (Reformhaeuser) that have annual sales of DM 1,000 million. There are 1,500 to 2,000 natural foods stores (Naturkostlaeden) with annual sales of about DM 700 million, or about 41% of the total natural foods market. Before a product can be sold at the Reform Houses, it must have the “Neuform” Reform House logo. It is difficult to get this because Mr. Heirler and others keep out products that will compete with theirs. On the other hand, the natural foods stores have much higher quality standards. Most important, all raw materials must be organic if possible. The Reform Houses have not traditionally been interested in organic ingredients. But now they are moving toward organic.

Another problem is labeling. To sell in natural food stores, a company’s products need to meet a higher standard, and they need to be inspected. When a company has the Neuform (Reform House) logo on their products, they must make another label for each product without the Neuform label before they can sell those products in the natural food stores. So to sell in both of these 2 markets requires two sets of labels, which is expensive. Thomas is working to bring these two segments closer together. Now, when a food company starts, they must basically decide whether they want to sell in the Reform House or the natural foods market. Very few companies try to sell in both.

In about 1984 in West Germany a natural foods association named Bundesverband Naturkost (BN) was started. Its members included natural food manufacturers, distributors, and retailers. This structure did not work well, since large companies tended to dominate it and the different segments had different interests. So from 1987 to 1989 a new natural foods association named BNN (Bundesverband der Naturkost und Naturwaren) was established. BNN has its own new logo, and only 3 members, each of which is an association. The first is a food manufacturer association (BNNH, Hersteller; about 35 members. Karas is on the board of directors), the second is a food wholesaler association (BNNG, Grosshaendler; about 35 members), and the third is a food retailer association (BNNE, Einzelhaendler; 700-800 members). Within the manufacturers’ association (BNNH), an association only for manufacturers of organic soyfoods, named BAG Soya (Bundesarbeitsgemeinschaft biologische Sojaprodukte) was founded in early 1989. The soyfoods association also develops marketing materials for its own use. The headquarters of BAG Soya are at Huetlin Str.,

Konstanz, West Germany. Kurt Miller, a small tofu maker at Bodensee is Director.

BNN certifies many certification associations (MDI, OCAA, which must be members of IFOM) or farmers and food producers to a very high quality standard. Manufacturers are inspected once a year by an inspector from BNNH.

The Reform Houses are in some ways similar to America’s health food stores but there are basic differences. Reform Houses are less oriented to food supplements/pills (vitamins, minerals, protein powders) and more oriented to natural food medicine and medicinal herbs. But nowadays in Germany the two sides are coming closer together, and modern Reform Houses have a good selection of natural foods. Address: Bochumerstr. 92-104, D-4270 Dorsten, West Germany. Phone: 2362-26801.

1925. *SoyaScan Notes*. 1990. Low-acid Tetra Brik aseptic packagers in the USA (Overview). March 14. Compiled by William Shurtleff of Soyfoods Center.

- **Summary:** There are three such packagers west of the Rocky Mountains: (1) Real Fresh in Visalia, California (near Fresno) is the oldest. The Graves family started the company and its pioneering work with UHT and aseptic packaging in the 1950s. A talk with Real Fresh reveals that: In June 1988, Real Fresh was bought by a French company named Bongrain, which basically threw out the whole Graves family. In recent years the family had been losing money. (2) Pacific Foods in Tualatin, Oregon, which started in 1989 to package soymilk. (3) Gossner in Utah.

In the eastern USA, American Soy Products in Saline, Michigan, makes and packs Edensoy.

1926. Weigel, Linda. 1990. Recent developments at Solnuts, Inc. in Hudson, Iowa (Interview). *SoyaScan Notes*. March 19. Conducted by William Shurtleff of Soyfoods Center.

- **Summary:** Solnuts B.V. in Tilburg, the Netherlands, purchased this plant and Edible Soy Products, Inc. (makers of Pro-Nuts) in Dec. 1986. The “Sol” in Solnuts is pronounced like the “sol” in “solvent” or “soluble.” Solnuts B.V., having the exact same process and product, wanted to expand to the USA. So they found out who Pro-Nuts’ customers were, cut prices to take away most of Pro-Nuts’ business, and then bought Edible Soy Products from Miller Rowe (controller), renaming it Solnuts, Inc., a fully owned subsidiary of Solnuts B.V. The president of Solnuts, Inc. is Wout Coster who resides in Washington, DC.

Linda began work at the end of October 1987, hired by Jim Becker, who originally designed this plant in Hudson, Iowa. The full force sales effort began in early 1988. When she arrived, the company had been stagnant, with few projects underway. Now Solnuts are actively being tested as an ingredient in about 5,000 R&D projects, some of them by America’s largest food companies such as Kellogg, Nabisco,

and Continental Baking. All are very interested. Typically, it takes about 3 years to get a product through R&D at major corporations. She set up a nationwide broker-sales network. Sales grew 18% in 1988, and 20% in 1989. The future looks extremely bright. The present capacity of the plant is 1 million lb/month and production is near capacity. The only other company making a dry roasted soynut is Sa Bean in Nebraska (formerly Hawaii), which has a patented process. All of this company's products are sold in bulk under the Solnuts name to food processors in 25 or 50 lb multiwall paper bags; 90% of the products are in 50 lb bags. They have no small consumer packs. You will never see the Solnuts name on a finished product. The main applications are confections (25% of the total; candy bars and turtles; a turtle is a piece of chocolate-coated candy the size of a half dollar filled with caramel, chocolate, and nuts), dry salad toppings (25%; such as McCormick/Schilling), breads (20%), cookies (20%), and trail mixes (10%). The main sales point is health (low fat, low calories, high protein) not price. Solnuts, which have roughly half the fat and twice the fat of other nuts, sell for about the same price as peanuts but for about one-third the cost of tree nuts, such as almonds, pecans, or walnuts, etc. Also, Solnuts are very expanded in texture so you get 20-30% more volume per unit weight than peanuts. Concerning flavoring, 75% of the products made are plain (halves and diced; diced in cookies, candies, and bread) and 25% are seasoned (incl. 20% salted, 3% sour cream and onion [used in a trail mix], plus a tiny amount of barbecue, etc.). The remaining 2% are "krunch products." These are diced soynuts that are coated with sugar or honey and flavored, such as Honey Nut Krunch and Butter Caramel Krunch, used as toppings for pastries and cakes. All of the products made in Tilburg are also made in Hudson, Iowa. But 50% of the European products are plain (mostly diced rather than halves) and the other 50% is the krunch products.

Concerning oil roasted soynuts, Lee Seeds has a little plant in their garage in Inwood, Iowa; Linda has been there. GNC also makes their own soynuts.

Update. 1993. March 26. Solnuts was acquired by Specialty Food Ingredients in Dec. 1991. This has made no significant change in operations in Iowa. Many of the big potential food processors who were testing Solnuts several years ago are now using them in significant quantities. They are typically listed on the label as "toasted soy," "soya," or "soynuts." Address: Sales Manager, Solnuts Inc., 711 Seventh St., Hudson, IA 50643. Phone: 319-988-3221.

1927. *SoyaScan Notes*. 1990. Great need for a soyfoods newsletter or magazine published in Europe (Overview). March 30. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** With the soyfoods industry and market expanding rapidly in Europe, there is a great need for a European-based publication to cover the subject in depth. It

should be written only in English and cover all of Europe, including Eastern Europe. One person who is interested in this project is Bernard Faber (pronounced FAH-bur, rhymes with "clobber"). A close friend of Sjon Welters, he started the tofu shop at Manna, and is presently in charge of importing the Muso products for Akwarius Almere in the Netherlands. He wants to start his own business, in the information and publishing field, and is considering doing a soyfoods publication. He speaks good English, plus French. He also has the advantage of being Dutch and therefore flexible and not wanting to insist on using his own language.

Contact: Bernard Faber, Craft International Consultants, Zeepezierstraat 7, 1835 GK Alkmaar, Netherlands. Phone: +31 (072) 622.281. Fax: (072) 622.281

Letter (fax) from Sjon Welters. 1990. April 29. "I discussed the possibility of the 'European Soyfoods Newsletter' further with Bernard Faber. He too feels the time is right to start an international publication in this format and committed himself as publisher and editor of a soyfoods quarterly. Until enough funds are available to buy a computer, I will be responsible for the production part of it, except for the actual printing and mailing which will occur in Holland. This publication will be a joint venture between Bernard and me. The most likely first date of publication will be somewhere in June 1990.

"Would you be willing to support this new undertaking by supplying a list of potential subscribers? We could pay you back by making our mailing list available to you for instance."

Note: In May 1990, less than 2 months after the above was written, *SoyaFoods*, edited in England by Heather Paine, started to be published again after 4 years of inactivity, with the support of the American Soybean Assoc. in Belgium.

1928. Ontario Soybean Growers' Marketing Board. 1990. A profile of the Canadian soyfoods market—Characteristics and potential. Box 1199, Chatham, ONT N7M 5L8, Canada. vi + 40 p. March. 28 cm. Spiral bound.

• **Summary:** Contents: 1. Introduction: Background, study objectives. 2. Research procedures: Data limitations, data collection (data sources). 3. The soyfood market: Soyfood production and utilization, domestic production, imports and exports (introduction, whole soybeans, soy flours and meals, soy oil, soy sauce, protein substances, cream and other substances, bran & soy hulls, soy meal oil cake), balance, conclusions regarding opportunities.

4. Soybeans for food purposes: Natto beans (background, market characteristics, market potential), whole bean soyfoods (introduction, soynuts, full fatted soy flours, soymilk, tofu, soy sprouts, tempeh, miso, natto, soy sauce), foods from soy ingredients (introduction, defatted soy flakes, soy protein concentrate, soy protein isolates, textured soy protein, consumption and imports). 5. Organic soyfoods: Introduction, organizations (major players, labelling

requirements, certification), organic soybeans, organic soyfoods, market opportunities, recommendations.

6. Market estimates: Introduction, conversion rates, market characteristics (introduction, ethnic characteristics, immigration trends, implications), soyfood consumption (production). 7. Soyfood products: Introduction, new products (whole bean products, products from soy components), existing products (products with potential for growth). 8. Marketing strategy: Introduction, respondent requests (background), market opportunities (traditional soyfoods, new products), systems development (system information needs, human resources, production research), institutional needs.

This study was commissioned by the Ontario Soybean Growers' Marketing Board to provide a description of the Ontario soyfood industry. "Production and utilization: In the 1988 crop year, approximately 1.12 million tonnes of soybeans were produced on 1.28 million acres in Ontario. Approximately 86% of the soybeans were sold through the Board, with the remainder being fed or retained on the farms where they were grown. In 1988, 860 thousand tonnes of soybeans were crushed in Canada to produce soybean meal and soy oil, and 272 thousand tonnes were exported.

"Imports and Exports: Canada had a negative balance, a deficit, of almost \$190 million in the value of soybeans and soy products traded. This is just over half a million dollars per day. Our largest single area of exports is whole soybeans for human foods. The percentage of these beans going to the major markets in 1988 were: USA, 37%; Pacific Rim Countries, 34%; and Europe and other 29%. Our greatest imbalance in exports and imports is in soybean meal or oil cake. Canadian crushers are unable to maximize their sales of oil cake because of difficulties in selling surplus soybean oil in the US. Soy oil being sold into the US presently faces a tariff of 18% which is decreasing at the rate of 2.25% per year as per the Canada United States Trade Agreement...

"Institutional development: We suggest the Board initiate the establishment of a Soyfood Development Association similar in structure and function to the Canola Council of Canada... There is a need to begin to bring all industry stakeholders together to systematically identify problems, information and research needs; develop data bases; and cooperatively promote the soyfood industry."

Soybeans for food purposes: The total volume of soybeans consumed as soyfoods in Vancouver (BC), Toronto (Ontario), and Montreal (Quebec) was estimated at about 6,000 tonnes, and imports were estimated to be equivalent to 8,000 tonnes of soyfoods.

Miso: One large Vancouver producer and one Toronto producer estimated that the volume of soybeans used to make miso in Canada is only about 35 tonnes/year.

Modern Soy Protein Products: Soy flour, concentrates, isolates, and textured soy protein products. Roughly 2,400 tonnes of soybeans are used in Canada for the production

of these products, and 5,600 tonnes of soybeans are used to make the imported products (only bakery flour and extruded flour are made in Canada). Almost 1,000 tonnes of soy protein concentrates and isolates, and 400 texture soy proteins were imported, 83% from the USA. Total exports were 800 tonnes, of which 578 tonnes went to the USA. Soy flour (full-fat): The term "flour" generally signifies that the material has been ground finely enough to pass through a 100-mesh screen. Only relatively small volumes of full-fat soy flours are used directly as human foods. Some are used in bread, crackers, and pastry products. 5 companies in Canada make 1,538 tonnes of soy flour worth \$495,000.

Natto: Canadians sell roughly 8 to 10 thousand tonnes of natto beans in Japan each year. Natto-type beans are "created by screening out the small beans from among regular food grade soybeans which have white hilums" (p. 15). In Japan about 100,000 tons/year of soybeans are used to make natto. Recently, Canada (via 3 companies—First Line Seeds, W.G. Thompson, and King Grain) has supplied about 10% of this market. Ontario produces about 8,000 to 10,000 tonnes of natto beans. Competition is expected to increase from U.S. seed breeders.

Soymilk: There are presently no large Canadian soymilk manufacturers. A plant is being built by an international trading company near Vancouver (YHS Pacific Fruit Concentrates Ltd., owned by Yeo Hiap Seng). It will supply both the local market and the Western U.S. market when it goes on stream later this year. A high proportion of imported soymilk is organic. Two brands account for 3/4 of all imports: Edensoy and Vitasoy. A high proportion of all soymilk imports are certified organic. This emphasis makes it difficult for Canadian producers to compete because of the shortage of organic soybeans in Canada. Consumption of soymilk is increasing at about 10% a year. Prices range from \$1.50 to \$2.75 per liter, with the organic product commanding the higher prices. Just under 100 tonnes of soybeans are used to produce soymilk in Canada: Vancouver 42 tonnes, Toronto 30 tonnes, Montreal 25 tonnes, plus imports 240 tonnes. 1 kg of soybeans produces 16.5 kg of soymilk.

Soynuts: The volume of soynuts made in Canada is quite small. One Toronto company [Grove Country Foods Canada, Inc.; they were in business 1-2 years, but were out of business by Jan. 1991], which began operation in Nov. 1988, sells a line of roasted nuts, which are roasted in the USA and chocolate-dipped in Ontario. Production was only a few tonnes in 1989 and is estimated to be about 10 tonnes in 1990.

Soy sauce: In 1986, according to Statistics Canada data, 2,503 tonnes of soy sauce were produced by 6 firms. The value was \$2,161 per tonne for a total of \$5,411,000. In 1988 Canada imported 5,680 tonnes of soy sauce valued at \$4 million, primarily from China, the United States, Hong Kong, and Japan. Exports were 58 tonnes valued at \$65,000.

The major Canadian producers are China Lily and Sun Fresh in Toronto, Wong Wing and VH in Montreal, and Golden Dragon in Vancouver. The value of Toronto production is currently estimated to be about \$5 million.

Soy sprouts: One Toronto manufacturer uses 20-25 tonnes of soybeans per year.

Tofu: About 3,300 tonnes of soybeans are used to produce tofu in Canada, more than any other soyfood. The volume of soybeans used is estimated at 1,400 tonnes in Toronto, 1,200 tonnes in Quebec (when a relatively large operation in Hull [La Soyarie, Inc.], near Ottawa, which exports to Ontario is included), 625-700 tonnes in Vancouver, and 125 tonnes for imported tofu. 1 kg of soybeans produces 2.4 kg of tofu.

Tempeh: Only about 33 tonnes of soybeans are used to make tempeh in Canada, and an estimated 15-20 tonnes in Ontario. Imports are relatively small. 1 kg of soybeans produces 1.6 kg of tempeh. Very few firms produce tempeh in Canada. One producer claims to have over half the Ontario market. A major distributor suggested they sold 4-5 times as much tofu as tempeh.

Soybean crushing: Since 1986 the number of firms crushing soybeans and producing soy oil has decreased from 3 to 2 [Central Soya owns two plants; in 1990 they bought the Canadian Vegetable Oil Processing (CVOP) plant in Hamilton, Ontario, formerly owned by Canada Packers Inc. They purchased Victory Soya Mills in Toronto in early 1985. So now 2 firms own 3 plants]. In 1986 the three plants made 95,108 tonnes of crude soy oil worth \$57,271,000. Two firms made deodorized soy oil, but the volume and value were confidential. Less than \$2 million of any type of soy oil is imported.

Consumption of soyfoods in Canada is strongly linked to Asian-Canadians. A table (p. 32) shows that according to the 1986 census, there were about 444,000 people of East- and Southeast Asian origin living in three major Canadian cities: Vancouver (155,105 people comprised 11.2% of the city's population), Toronto (234,325 people comprised 6.8%), and Montreal (55,585 people comprised 2.4%). Thus Toronto was by far the largest market, but Vancouver had the highest density of Asian-Canadians. A similar table (p. 33) updates the previous table to 1988. Immigration has increased sharply since then.

Note: This is the earliest document seen (Feb. 2002) that uses the term "food grade" (or "food-grade") in connection with Canadian soybeans (see p. 15). Address: Chatham, ONT, Canada.

1929. Price, Caroline. 1990. Food for thought: Natural food is more than nuts and berries. It also makes dollars and cents for state firms. *Michigan Business* 7(3):24. March. Section 1.
• Summary: Apple Valley Market, a natural foods and vegetarian supermarket in Berrien Springs, Michigan, is operated by Andrews University and employs about 100

people. They sell no meat or meat products in the store and offer more than 500 bulk food items. The store makes its own bread, which it distributes widely.

Wysong Medical Corp., a 10-year-old company based in Midland, Michigan, makes foods and supplements for animals and people.

The last section is about Eden Foods and American Soy Products. Soymilk is Eden's best-selling product. Ron Roller, vice president and general manager of Eden Foods, says the company sells about 100 truckloads of soymilk each month, has 83 employees, and does over \$20 million in sales annually—from all products.

1930. **Product Name:** WestSoy Lite: Non Dairy Soy Beverage [Plain, Vanilla, or Cocoa].

Manufacturer's Name: Westbrae Natural Foods (Product Developer-Distributor). Subsidiary of Vestro Natural Foods.

Manufacturer's Address: 5701 South Eastern Ave. Suite 330, Commerce, CA 90040. Phone: 213-722-9817.

Date of Introduction: 1990 March.

Ingredients: Vanilla: Water, whole organic soybeans*, brown rice syrup (brown rice, water), natural vanilla flavor with other natural flavors, xanthan gum (vegetable gum), sea salt. * = Organically grown and processed in accordance with Section 26569.11 of the California Health and Safety Code.

Wt/Vol., Packaging, Price: 33.8 fluid oz (1.06 quart) 1 liter. Combibloc Aseptic carton. Use by 25 Oct. 1991.

How Stored: Shelf stable; refrigerate after opening.

New Product-Documentation: Three products with Labels purchased in Lafayette, California. 1990. Vanilla and Plain. "Only 1% fat."

Note: This is the earliest commercial soymilk product seen (July 2013) with the word "Lite" on the front panel (one of two products). It is also the earliest low-fat soymilk seen. Such products are typically made by mixing 1 part regular soymilk with about 1 part water—a practice known as "watering" that might be illegal with most other beverages. So far as we know, no one has ever found a way of removing the fat from soymilk.

1931. Marshall, Philip. 1990. Publications in English that cover the natural/health foods trade in Europe (Interview). *SoyaScan Notes*. April 17. Conducted by William Shurtleff of Soyfoods Center.

• Summary: The two main English-language publications, both based in England, are Natural Food Trader (West Byfleet, Surrey) and Health Food Business. Both are quite good. Natural Food Trader is more broad based with its focus on foods. They have just started to look beyond the UK to the Continent. Every other month they plan to take a look at the market and new developments in one other European country. So they want to become more of a European magazine.

Health Food Business tends to be more centered around the food supplements. Address: Owner, Cauldron Foods Ltd., 149 South Liberty Lane, Ashton Vale Trading Estate, Bedminster, Bristol BS3 2TL, England. Phone: (0272) 632835.

1932. Shimizu, Teruo. 1990. Recent developments at Miyako Oriental Foods (Interview). *SoyaScan Notes*. April 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Miyako is presently making about 900 metric tons/year of miso, making them the largest miso manufacturer in America. This is up 30% compared with three years ago (when the dollar/yen exchange rate changed dramatically), but there has not been much increase during the past 2 years. About 80% of sales are to the Asian-American market (including small exports to Japanese in Mexico), and 20% to the natural foods market. Westbrae, a former customer, is now buying their miso from Canada. They are now trying to increase their sales to the Korean-American market. The younger generation of Korean-Americans finds the flavor of Korean miso to be too strong. They (and some Korean restaurants) like to mix equal parts of Miyako rice miso with Korean miso. Some Korean restaurants have switched to using only Japanese miso. One reason is that the quality of Korean miso is inconsistent.

They are selling quite a bit of dry koji to Grainaissance and to Cedarlane, both of whom use it to make amazake. Two years ago Miyako purchased an expensive, automatic, computer-controlled rotary koji fermenter from Nagata Brewery Machinery Co. (the biggest company; they also sold such a machine to Takara USA, the sake maker). It is working very well for them. The only other manufacturer of such fermenters is Fujiwara in Okayama. Address: Vice President, Miyako Oriental Foods Inc., 4287 Puente Ave., Baldwin Park, California 91706. Phone: 818-962-9633.

1933. Muso Co. Ltd. 1990. Muso product manual: Foods from Japan. Tanimachi 2-5-5, Chuo-ku, Osaka 540, Japan. 62 p. Catalog. April. 30 cm. [Eng]

• **Summary:** This English-language catalog describes Muso's natural-food macrobiotic products that are exported to the West. There are 8 pages of color photos at the front, and many flowcharts and recipes in the body of the catalog. Interesting color photos include: Shoyu fermentation room. Spreading moromi before pressing to make shoyu. Hatcho miso aging room. Drying kombu and cultivating nori on nets. Umeboshi and brown-rice vinegar. Shiitake mushrooms growing on logs and huge kudzu roots.

Contents: Shoyu (organic, low salt), tamari (wheat-free soy sauce), miso (Hatcho, barley, rice, white miso, brown-rice miso, awase miso [mixed miso], buckwheat miso, unpasteurized miso [nama miso]), seaweeds, Japanese pasta, wheat free pasta (incl. kudzu noodles), Japanese tea, other beverages, soymilk, amazake, ume/plum products (incl.

umeboshi), Japanese pickles, dried foods (incl. kudzu root starch, shiitake mushrooms, koya tofu, fu [gluten cake]), condiments (incl. tekka miso, *nori no tsukudani*, natto miso [miso condiment]), seasonings, instant foods (incl. brown rice mochi, yomogi mochi, kibi mochi, yaki mochi, abekawa mochi with kinako, cooked brown rice, ramen [Chinese style noodles], instant miso soup), crackers and chips, barley malt syrup and rice malt syrup, food supplements (plum balls, kombu balls), adzuki beans, black soybeans, nigari. Address: Osaka, Japan. Phone: 06-942-0343.

1934. *Ann Arbor News (Michigan)*. 1990. State sues businessman [Michael Potter of Eden Foods] for cost of imprisonment. May 15.

• **Summary:** The state of Michigan is suing Manchester businessman Michael Potter and his corporation, Eden Foods, for approximately \$125,000 to cover the expected costs of his imprisonment. Attorney General Frank J. Kelley and State Treasurer Robert Bowman said they are filing the suit in Washtenaw County Circuit Court. Michigan's Correctional Facilities Act calls for convicted felons to pay for their food, board, and medical costs whenever possible. Potter, age 40, was found guilty in 1989 of committing manslaughter in the death of his business partner, Clifford Adler, age 33. Adler was killed near Clinton, Michigan, on 13 April 1988, while he was a passenger in a car Potter was driving after drinking. Potter is at Chippewa Regional Correctional Facility in Kincheloe. Ann Arbor attorney Michael Moran represented Potter at the trial.

1935. Nordquist, Ted. 1990. The tofu market in Scandinavia (Interview). *SoyaScan Notes*. May 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** There are three tofu manufacturers in Sweden. Aros in Sweden is the biggest. Aros started making commercial tofu in Feb. 1981. By 1983 production had grown to 500 kg/week and they began vacuum packaging. By 1984 they were making 800 kg/week, and by Jan. 1985 tofu production had grown to 1,750 kg/week. In early 1987 they introduced the Tofu Line brand for all of their soy products, and they emphasize this brand in their marketing. Now they use about 900 kg/week of soybeans (with a yield of 2.2 or 2.3) to make about 2,000 kg/week of tofu. Much of this tofu is used in second generation products. Sales are growing in the regular chain stores, but sales to health food stores have been dropping over the past few years. Many health food stores are going out of business. There was a lot of negative publicity about their high markups on some products, some questionable products (such as shark's liver oil touted as a cure for cancer), and the fact that the largest chains were owned by pharmaceutical companies that were making big profits. Aros produces 90-95% of all tofu sold in Sweden, Norway, and Finland. The rest consists of imports: a little bottled tofu from Lima in Belgium and canned tofu

from Nutana in Denmark. Growth of the tofu market over the past few years has been slow. The main growth has been in second generation products. Over the past 6 years, 99% of Ted's energy has gone into the soy-base project and this has prevented him from working on tofu.

But now many exciting things are starting to happen with tofu in Sweden that make its future look bright. Hans Klimming is the chief cook for the largest conference center in Gothenburg (Göteborg), which serves 1,500-2,000 lunches or dinners at a time, is now serving lots of tofu—and promoting it strongly. He employs a Thai cook who is developing the dishes using Aros' tofu. Klimming has gone to Dagab, Sweden's largest wholesaler for restaurants and hospitals, and urged them to sell tofu throughout Sweden. Ted is now working with Klimming to develop a cookbook containing bulk tofu recipes. Klimming has also gone to Sweden's strongest supermarket chain, ICA (each store is a franchise, 99% owned by the owner), and asked them to publish and carry this cookbook in 1½ to 2 years. Presently Aros' regular tofu is sold only in a few ICA and Konsum stores in Aros' own distribution area—where they deliver themselves.

The second tofu maker in Scandinavia, Urten's Tofu in Soeborg, Denmark, is a fairly small company that supplies Nutana in Denmark with their tofu. Nutana in Denmark is a huge industrial plant that makes mainly frozen foods but sells them primarily in Scandinavia, especially Sweden. They have 2 canned tofu products and last year they introduced a frozen dish containing tofu cubes. Urten's Tofu also sells tofu as such on a fairly small scale. Nutana does not sell any tofu as such. Urtekraemmeren in Copenhagen, which owns Urten's Tofu, is mainly an importer of biodynamic products. Making tofu is a small side business for them.

Aros sales are continuing to grow, even though Ted is spending most of his time away from the business with Trensums. Address: Aros Sojaprodukter, Bergsvägen 1, S-19063 Orsundsbro, Sweden. Phone: 0171-604 56.

1936. Fehlberg, Eric C. 1990. Re: List and activities of Seventh-day Adventist health food companies worldwide. Letter to William Shurtleff at Soyfoods Center, May 24. 6 p. Typed, with signature on letterhead.

• **Summary:** For each of the following companies is given the date of founding, date manufacturing started, and the soy products presently manufactured: Granovita, Spain. Nutana, Holland. Nutana, Norway. Nutana name changes. Austrian Food Company, DE-VAU-GE, West Germany. Sahm Yook Foods, Korea. Sanitarium Health Food Company, Australia (3 pages).

Lists (with addresses) the following companies: Sanitarium Health Food Company in Wahroonga, NSW, Australia; DE-VAU-GE Gesundheitswerk GmbH in Lueneburg, West Germany; San-iku Foods in Sodegaura-machi, Kimitsu-gun, Chiba-ken, Japan; Korean Food

Factory (Sahm Yook Foods) in Choongchungnam-do, South Korea; Alimentos Integronaturales y Panificadora la Carlota in Montemorelos, N.L., Mexico; Produtos Alimenticios Superbom Industria e Comercio Ltda. in Sao Paulo, Brazil; Alimentos Granix in Florida, Buenos Aires, Argentina; Nutana Health Food Company in Bjaeverskov, Denmark; AB Svenska Nutana in Rimbo, Sweden; Granose Foods Ltd. in Newport Pagnell, Bucks, England; Pur-Aliment Food Factory in Clichy-Cedex, France; PHAG Food Factory in Gland, Switzerland (Note: PHAG is an acronym for Produits Hygiéniques Alimentaires Gland); Egypt Food Factory in Heliopolis, Cairo, Egypt; Glaxo India Limited in Bombay, India; Westico Foods Ltd. in Mandeville, Jamaica; Industrias Covac S.A. in Alajuela, Costa Rica; South China Island Union Mission in Hong Kong (3 pages). Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904. Phone: 301-680-6674.

1937. Daenzer, Walter. 1990. Reform Houses, and the Biona and Neuform labels (Interview). *SoyaScan Notes*. May 30. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Biona is a trade association of Reform stores that is quite old—probably 50-100 years old. It was conceived of by the Reform House movement. There are about 400 stores that are in the association. There are no “Biona stores.” Biona is a label guaranteeing a strict, high standard of quality. Products bearing the Biona label are sold at all Reform Houses. The only other place that Biona products are sold is in drug stores (*Droggerie*). Two-thirds of the stores that sell products bearing the Biona label are Reform Houses and one-third are drug stores. These drug stores have a food department and they also belong to the Biona association, so they have the right to sell products with the Biona label. There are also “alternative food stores” in Switzerland called *Biolaeden* (singular: *Bioladen* in Swiss-German), but none of them sell the Biona label because they are not in the association. Address: Soyana, Postfach 8039, Zurich, Switzerland. Phone: 01/202 89 97.

1938. Sakaguchi, Noboru. 1990. Early history of making tofu at Le Bol en Bois (Interview). *SoyaScan Notes*. June 14. Conducted by David de Korsak in France.

• **Summary:** In 1969 Mr. Sakaguchi made his first trip to Paris from his homeland, Japan. He returned to Paris in March 1974, and became aware of the possibility of buying a macrobiotic restaurant from a friend who at the time was a cook in that restaurant. From April-Aug. 1974 he returned to Japan to finalize a deal with Japanese investors and to study tofu making. While he was in Paris touring vegetarian restaurants, Mr. Sakaguchi had been struck by the lack of protein in the foods he saw. Tofu naturally came to his mind as the food that would ideally supplement (and complement) that vegetarian cuisine. “Tofu was missing... I thought of this

as my mission.”

On 2 Sept. 1974 Mr. Sakaguchi opened Le Bol en Bois. He had expanded it to include a natural foods retail store located directly across the street. In the last quarter of 1975 he began trials making tofu using calcium sulfate as a coagulant. In about Nov. or Dec. 1975 he began commercial production of tofu, using real nigari as a coagulant. He sold this tofu only at Le Bol en Bois natural foods store and served it in his restaurant. An invoice dated 26 Dec. 1975 from Mitoku Company Ltd. in Japan shows that he imported 40 kg of nigari (\$17.34), 50 x 150 gm packets of nigari (\$33.27), a grinder for making tofu (\$562), other pieces of tofu making equipment (\$450.35), as well as 1,800 liters of Sakae Tamari-Shoyu, 900 liters of Johsen Tamari-Shoyu, and 200 kg of brown rice miso. Production remained limited (two days a week, 40 cakes per day) until the end of 1976. Mr. Sakaguchi made the tofu himself, helped by some Japanese students. One evening in the winter of 1976 an unusually large number of people came to the store to buy tofu. This corresponded to the end of a conference held by Michio Kushi in Paris. The store became the focus of a lot of interest and activity. Production jumped to roughly 240 cakes per day, two days a week. By the end of 1976 Mr. Sakaguchi had hired his first employee to help him make tofu.

In 1985 the tofu production activity was set up as a separate company named Daizou, located outside of Paris at Champigny sur Marne. At that time production was about 300 cakes per day, two days a week. Mr. Sakaguchi now began to make tofu more than twice a week and to sell this tofu at other retail outlets in addition to his own. Address: 883 Rue de Bernau-Z.I., 94500 Champigny Sur Marne, France. Phone: 48 82 39 90 or 47.06.33.71.

1939. Menzies, John. 1990. Re: Harry Miller’s work with soymilk in East Asia. Plans by the South China Island Union Mission of Seventh-day Adventists to set up a health food company in Hong Kong and Taiwan. Letter to William Shurtleff at Soyfoods Center, June 20. 2 p. Typed, with signature on letterhead.

• **Summary:** After his soyfoods plant in China was destroyed, Dr. “Harry Miller retreated to Taiwan along with the Nationalists and later set up a soya milk plant associated with the Taiwan Adventist Hospital which has long since gone. I am not even sure when the soya milk operation was discontinued. Unfortunately the only industries set up in Hong Kong were hospitals.

“Recently I was asked by the South China Island Union Mission of SDA’s to set up a health food industry in Hong Kong and Taiwan... My background is food technology and I have worked for Sanitarium in Australia and New Zealand for a number of years.

“Initially we will import various products from our sister institutions around the world and where possible re-pack under our own label. This will allow us to get a feel for

the market so in the near future we will know what sort of a manufacturing plant to set-up (i.e. soymilk, vegetarian, or cereal). It looks like we might even have an opportunity to set up a manufacturing base in one of the specially administered regions in communist China.” Address: General Manager, Food Div., South China Island Union Mission of Seventh-day Adventists, 40 Stubbs Rd., 2nd floor, Hong Kong. Phone: 838-3991.

1940. Wollner, Joel. 1990. Re: History of early work with amazake, koji, and Rice Dream in America. Letter to Jan Belleme, Saluda, North Carolina, June 23. 3 p. Typed, with signature on letterhead (photocopy).

• **Summary:** “Starting in the early 1970s, Erewhon imported scant supplies of a highly perishable, fresh rice koji along with its regular line of Japanese products. Most often, this koji was spoiled or worm-infested by the time it arrived in Boston, Massachusetts. But on those few occasions when a usable amount arrived intact, we had the rare pleasure of attempting to make amazaké at home.” One attempt was made on Thanksgiving of 1973. In spring 1977 the Erewhon flagship store on Newbury Street in Boston began to sell Cold Mountain Misos, then Cold Mountain Koji. The misos sold well but not the koji, so Joel and his wife, Wendy, developed a simple method for making amazake at home.

Mona Schwartz in Florida began to order koji from Joel and developed a good recipe for making it into amazake. Joel learned and perfected the process, then described it in detail in the 10-16 April 1978 edition of his newsletter *Erewhon News (Newbury Street)* under the title “Overnight Amazake.” “You can imagine my surprise—no, shock—when, later that spring Charles Kendall, macrobiotic aficionado, keeper of the Erewhon Company store, and supplier to our store of ‘homemade’ organic sauerkraut (his own), approached me one day in the store and asked if I would consider selling the refrigerated amazaké drink he had developed.” The rest is history.

In about the spring of 1985, Joel and Sjon Welters drove to Moniteau Farm where Robert Nissenbaum and Dave Carlson, calling themselves Imagine Foods, were making a frozen confection from amazaké. “This new incarnation of an old Boston study-house favorite, was actually made from a mixture of amazaké, which they first made from Cold Mountain koji and Chico-San brown rice, combined with Chico-San rice syrup and various natural flavorings, and run through a soft-serve ice cream machine. (A frozen dessert made in several flavors from rice kayu sweetened with rice syrup and/or barley malt syrup was sold at Erewhon Newbury Street in 1977-78.)”

But Imagine Foods was having technical and flavor problems with its product. In Fayetteville, Arkansas, Joel and Sjon had developed a “series of amazaké-like beverages and desserts made by enzyme conversion from whole grains, including brown rice... Of course, our work was top secret,

since, at the time, enzyme processing was virtually unknown in the natural food industry, and used for little more than processing corn syrup in the conventional food industry. Robert and Dave had no knowledge of it at all.

“Sjon and I confirmed (to ourselves) the rightness of our enzyme process for use in Rice Dream to make a single brown rice base ingredient for the mix. This development alone would solve the technical and flavor problems to make a commercially feasible product with a broadly appealing taste and texture. We decided to invite Robert and Dave to relocate to Fayetteville and purchase the base ingredient, which would be made in our plant, from us. Months of negotiations would pass before the enzyme process solution was finally revealed to Imagine Foods [by whom?] at the next NNFA show. But then, through a series of twists and turns, Sjon and I lost control, and the enzyme process project was ‘diverted’ to California Natural Products. More than this, I am not prepared to discuss at this time.” Address: 19 Pepper Hollow Drive, Clifton Park, New York 12065. Phone: 518-383-0299.

1941. Golbitz, Peter. 1990. Lite soyfoods making their way to market: Shape of things to come? *Soya International (Bar Harbor, Maine)*. April/June. p. 16-17.

• **Summary:** New low-fat soyfood products include Westsoy Lite (made by Westbrae Natural Foods, and containing only 1% fat and 18% of calories from fat), fat-free versions of Soyco cheese (made by Galaxy Cheese Co. in Cheddar Chunk and Mozzarella Chunk styles), Lean Links (made by Lightlife Foods and containing only 12% of calories from fat). Address: Soyatech, Bar Harbor, Maine.

1942. Golbitz, Peter. 1990. FDA asks for warning on soymilk packages. *Soya International (Bar Harbor, Maine)*. April/June. p. 7.

• **Summary:** “In March, the U.S. Food and Drug Administration (FDA) sent letters to all known manufacturers of soymilk asking that they put warning notices on their labels advising consumers not to use the beverage as an infant formula.

“According to Fred Shank, Director of FDA’s Center for Food Safety and Applied Nutrition, the agency had recently been informed of the hospitalization of a five month old infant who was admitted in critical condition with severe metabolic acidosis. The Arkansas Children’s Hospital in Little Rock, where the little girl was admitted, reported that the infant had complications from malnutrition, including heart failure, thiamine and other B vitamin deficiencies, calcium deficiency, rickets, vasculitis, and likely neurological damage. According to information obtained by the hospital from the infant’s parents, the patient was fed a soy beverage obtained from a health food store shortly after birth, as the sole source of nutrition. As of mid-March, the infant remained in intensive care with her condition described as

critical.

“FDA, in a prepared statement, said that ‘soy-based drinks, sometimes improperly called “soy milks”, may be consumed by children and adults as part of a balanced diet, but they are not the same as soy-based infant formulas, mothers’ milk or cows’ milk.’

“According to FDA, soy beverages analyzed by the Arkansas Children’s Hospital are lacking in the nutrients needed for infants, being insufficient in calcium, niacin and vitamins D, E and C.

“The agency is seeking information from consumers and health professionals about any other injury resulting from the use of soy drinks as a substitute for infant formula, as well as any information on the promotion of any soy-based beverage as a replacement for infant formula.

“In the letter sent to soymilk manufacturers, FDA stated: ‘Our review of the label for the recently implicated soy beverage and literature about the product do not indicate that the responsible firm intended that it be used as a substitute for infant formula, nor is there evidence that the parents of the infant were explicitly told that the product was adequate as a replacement for infant formula. Nevertheless,’ the letter went on, ‘we are informed that the distributor of the product has voluntarily stopped production until new labels can be obtained. The new labels will state in bold print prominently on the information panel of the label, “Do Not Use As Infant Formula”. In addition, the firm plans to eliminate statements that could be interpreted by consumers that its soy beverage is nutritionally equivalent to milk.’

“The letter ended with a strong recommendation that all soymilk manufacturers and marketers utilize a prominent label statement, either on the principal display panel or the information panel, warning that soy beverages should not be used as a substitute for infant formula. FDA also strongly advised companies to remove any label statements that suggest or imply that their ‘soy beverage is a substitute for milk, or is equivalent to milk, unless such equivalence has been achieved through formulation of appropriate nutrients.’

“This is not the first time that the FDA has taken action in respect to soymilk and its use as an infant formula replacement. In 1985, the agency investigated, and was later able to fine, a company for promoting its soymilk as a suitable replacement for infant formula. That action resulted from a similar incident in which an infant became seriously ill after consuming soymilk as a sole source of nutrition.

“The manufacturers of the four leading brands being sold in the U.S., Edensoy, Vitasoy, Westsoy and Ah Soy, have all acknowledged that they are going to comply to FDA’s request for some kind of warning on their next set of packages.” Address: Soyatech, Bar Harbor, Maine.

1943. *Human Health, Animal Rights, and Ecology*. 1990-- . Serial/periodical. Honolulu, Hawaii: Vegetarian Society of Honolulu. Vol. 1, No. 1. June 1990. *

Address: P.O. Box 25233, Honolulu, Hawaii 96825.

1944. Muso Shokuhin. 1990. [Pure heart: Muso general catalogue]. Otedori 2-2-7, Chuo-ku, Osaka 540, Japan. 88 p. Printed 1 July 1990. 30 cm. [Jap]

• **Summary:** This strikingly beautiful, full-color catalog, pictures and describes Muso's natural-food macrobiotic products in Japanese for the Japanese market—although the title is written only in English. Includes many kinds of miso, shoyu (incl. Marushima Shoyu), black soybeans, yellow soybeans, kinako [roasted soy flour], seitan (in a jar from Marushima, p. 41; the product name is written as “Seitan” in large roman letters, then in smaller letters in katakana), San-Iku Foods canned products (Gluten Burger, Gluten Meat, Linketts, Soyees, Snack Joe; p. 41), yuba, gomoku nimame (cooked whole soybeans), many kinds of sea vegetables and related products, San-Iku Soyalac (8 different products), Marusan soymilk (5 different products; 3 are named mineral tou-ryan; the latter is the Chinese term for soymilk), macrobiotic books. Address: Osaka, Japan. Phone: 06-942-0343.

1945. Nissenbaum, Robert. 1990. The early work of Imagine Foods with Chico-San, California Natural Products, and enzymes in making Rice Dream (Interview). *SoyaScan Notes*. July 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The term “Rice Dream” was first used to refer to a nondairy frozen dessert. Chico-San had been making rice syrup in Chico, California, by an enzyme process since the early 1970s; they called it Yinnies syrup and (a thicker version) Yinnies candy. WestSoy Light, which was introduced at the Natural Products Expo West last spring, is a unique product. It comes in Plain, Vanilla, and Chocolate; Robert likes the plain best. Robert likes it precisely because it is lighter than regular soymilk. However Westbrae kind of beat him to the punch, because that is the kind of product he was trying to develop.

Robert is now working with California Natural Products (CNP) in Manteca, California. He had learned how to make koji in the traditional way, using *Aspergillus oryzae* mold, but he suspected there was a better and more modern way of doing this—to convert the starches in rice to sugars. He did not know the term “enzymes” at the time. California Naturals is hydrolyzing rice with enzymes and Robert has talked with them and even done a few test runs, but they are still learning.

Robert disagrees with parts of a letter written by Joel Wollner on 23 June 1990 to John and Jan Belleme. Robert thinks that Joel overstates his role at various points in making things happen. Joel had worked with Chico-San and he knew they were using enzymes to make rice syrup. The starch-to-sugar conversion happens more readily when there is an acid pH. So the big companies making corn syrup

add different kinds of acids to lower the pH—sometimes called “acid hydrolysis.” After the reaction is finished, they neutralize the acids with sodium compounds. The smaller the amount of acid added, the slower the reaction—but in any case it is far from “natural.” Bob Kennedy learned about the use of enzymes from the big corn syrup companies, whom he had approached to see if they were interested in making Yinnies for him. Kennedy had a small plant in Chico for making Yinnies, it never worked very well, and Chico-San was losing money on it. So he was looking for a larger plant with a better design. Joel Wollner was trying to talk Bob Kennedy into moving his plant to Fayetteville, Arkansas—also with Robert Nissenbaum and Dave Carlson. Several months passed. Then Robert told Joel he (Robert) had to make a move. Most of the work that Robert was doing with Chico-San was through Peter Milbury—from whom he bought rice. Robert first learned about enzymes when he started reading food processing magazines.

In the meantime, Bob Kennedy got an offer from Heinz USA. Kennedy lost his interest in expanding his Yinnies plant. Robert told Peter Milbury that he was going to go on his own; he couldn't wait any longer. By this time Robert was looking at small dairy plants in Missouri and Arkansas; he was either going to have a small dairy plant produce product for him or he was going to buy a small dairy plant. This was after the trade show at which he had met California Naturals. About a week later, Peter Milbury called Robert and said he thought he had found a company named California Natural Products with whom they could work together to make both Yinnies and a rice beverage resembling amazake. Robert said he would be happy to talk with CNP. Within a week, Robert flew to California and met with Pat and Cheryl of CNP; they hit it off from the start. Robert realized that they had a lot of capability and professional knowledge in the food business, but in the service of natural foods. Cheryl had been a food technologist, and her father had been one of the real pioneers in the American food industry. He had worked for General Foods for 50 years. He was the partial holder, with General Foods, about roughly 40 different food patents. As they talked, Robert explained to Cheryl & Pat all his ideas and what he wanted to do. Robert had made all his own koji; he never bought it from anyone else. He was thinking of growing koji and selling it. But he realized that making koji in the traditional way on a large scale was going to be difficult. The more they talked, the more they wanted to work together.

So Robert started working with California Natural Products. The next year, Heinz bought Chico-San for their rice cakes. After a year, rights to the products that Heinz didn't want reverted back to Bob Kennedy. CNP somehow ended up making rice syrup (using a much more advanced process, and as an ingredient for manufacturers, not a retail product) and selling it independent of Heinz or Chico-San. Robert is not sure what ever happened to Yinnies. Kennedy

and Joel Wollner started Ohsawa America, with the belief that their line was the only true line of macrobiotic products. Ohsawa America didn't last long. Joel left and went to work for Mitoku.

CNP does not use acid hydrolysis or neutralization; they use only enzymes and only natural ingredients. Address: President Imagine Foods, 299 California Ave., #305, Palo Alto, California 94306. Phone: 415-327-1444.

1946. Gerner, Bob. 1990. Best-selling soyfoods at Berkeley Natural Grocery Co. in Berkeley, California (Interview). *SoyaScan Notes*. July 28. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** By far the best selling soyfood product type at Bob's store is soymilk, accounting for 50-65% of total soyfoods sales. The best selling brands, in descending order of sales volume, are Vitasoy (about 40% of soymilk sales, and rising; his store promotes it more in part because he sees sales reps longer and in part because the Vanilla Vitasoy is his favorite soymilk product), Edensoy (30-35% and falling; it used to be the best seller), Westsoy and Westbrae Malted (20% and rising), Pacific Soy (from Tree of Life), and Other (Wildwood Yosoy, Quong Hop, Soy Moo, AhSoy, 5%).

The next best selling soyfood type is tofu (accounting for about 20% of total soyfoods sales, and rising), followed by soy sauce & tamari (10%, stable), soy cheeses (4%, rising), tempeh (2%, falling), soy ice cream (1%, stable or falling), and miso (1%, falling).

Total per capita purchases of soyfoods have risen steadily since the mid-1970s. There have been no plateaus or declines.

Bob dislikes (but understands) the way soymilk manufacturers discount their products, basically forcing him to buy very large quantities—typically 60 cases at a time. This policy favors large retailers, ties up a lot of his capital upfront, and takes up a lot of space in his warehouse. So 95% of the time he buys Vitasoy and Edensoy soymilk when they are on sale at discount prices, then he sells these at discount/sale prices—a practice that he does not like since it seems to contradict the idea of a “sale.” Customers won't buy soymilk any more at “regular” prices. Bob would rather buy what he needs from week to week, then sell all products at a regular price most of the time, then have promotions once in a while. Vitasoy has played a lot of games with distributors to try to get them to buy more at one time, and Bob has heard that this is hurting the distributors and that they don't like it. They can't make money selling at an 8% margin, which they often must do. Edensoy's discount is constant whereas Vitasoy has on and off discounts—which makes buying harder for Bob. Westbrae/Vestro has a more typical discount policy and Bob sells Westbrae products at a regular price most of the time. Address: Owner, Berkeley Natural Grocery Co., 1336 Gilman St., Berkeley, California 94706. Phone: 415-526-2456.

1947. Jordan, Lowell S.; Abernathy, J.R.; Aldrich, S.R.; et al. 1990. *Alternative Agriculture: Scientists' review. Council for Agricultural Science and Technology, Special Publication No. 16.* x + 182 p. July. (Ames, Iowa).

• **Summary:** This is a review by many scientists of varying professions of the methodology and findings of the report *Alternative Agriculture*, published in 1989 by the National Academy of Sciences–National Research Council. The latter report “addresses systems for environmentally sound and economically viable agriculture production emphasizing minimal external inputs and diversification. The report indicates that there are two primary sets of agricultural systems, conventional and alternative...”

“The report uses case studies as examples to support its proposition that alternative agriculture is more profitable and desirable.”

Contents: Abbreviations. 1. Highlights. 2. Executive summary. 3. Summary. 4. Agricultural engineering, food science, and toxicology. 5. Animal sciences. 6. Crop and soil sciences. 7. Economics and sociology. 8. Plant protection. Address: 1. Dep. of Botany and Plant Sciences, Univ. of California, Riverside.

1948. **Product Name:** Health Valley Tofu Fast Menu: Honey Baked Organic Beans with Tofu Wieners, Organic Black Beans with Tofu Wieners, or Organic Lentils with Tofu Wieners.

Manufacturer's Name: Health Valley Foods, Inc. (Product Developer-Distributor).

Manufacturer's Address: 16100 Foothill Blvd., Irwindale, CA 91706-7811.

Date of Introduction: 1990 August.

Ingredients: Organic small white beans, water, tofu wieners (tofu [organic soybeans, nigari, water], canola oil, wheat gluten, wheat germ, nutritional yeast, natural spices, tamari soy sauce [water, soybeans, wheat salt], natural hickory smoked flavor, paprika, beet powder, sea salt, guar gum), honey, tomatoes, onions, tomato paste, organic potato flakes, unsulfured molasses, concentrated organic apple juice, carrot powder, olive oil, apple cider vinegar, sea salt, paprika, natural herbs and spices, onion powder, garlic powder, organic oregano, organic sage, organic thyme.

Wt/Vol., Packaging, Price: 15 oz (425 gm) can. Retail for \$1.89 (1/91, California).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 7½ oz.: Calories 140, protein 11 gm, carbohydrate 15 gm, fat 3 gm, cholesterol 0 mg, sodium 14 mg, potassium 260 mg.

New Product–Documentation: Label (Honey Baked) obtained at World Vegetarian Day in San Francisco. 1990. Oct. 6. 9 by 4 inches. Paper can label. Reddish brown, yellow, black, brown, green, and white on yellow. Full color photo of crock of beans with tofu wieners and a spoon

dipping in. “3-minute main dish.” Date of 8/90 written encoded on label.

Products with Labels (all 3) purchased at Open Sesame in Lafayette, California. 1991. Jan. 31. \$1.89 each. “Lead free can from Health Valley. This can is enamel coated for your protection.”

1949. Knaster, Mirka. 1990. The first lady of natural food stores—Mrs. Gooch: Her upscale chain in southern California is an industry model. *East West*. Aug. p. 43-45, 64-65.

• **Summary:** In the mid-1960s radical baby boomers launched the first natural food retail stores. Sandy Gooch almost died from eating food additives. She decided to start selling foods without additives. So she approached Don Volland, an experienced natural foods retailer. “She invested her retirement fund and savings, \$35,000, to which Volland added \$5,000. In Jan. 1977 they opened their first store in West Los Angeles.

A large color photo shows Sandy Gooch.

1950. Mayell, Mark. 1990. The new natural foods stores: natural foods retailing celebrates its twenty-fifth birthday in the U.S. with the advent of state-of-the art supermarket-sized stores. *East West*. Aug. p. 39-42.

• **Summary:** The new natural foods stores are bigger—in fact supermarket chains. Discusses Anthony Harnett, Ricycle, Bread & Circus, Unicorn Village Natural Foods, Mrs. Gooch’s, Whole Foods Market, food co-ops, Fred Rohe [Rohé], Michio Kushi, Erewhon, Trader Joe’s, quality standards, ecological connections between food and society, organic foods, , recycling, innovative customer education programs. An large color photo shows Anthony and Susan Harnett.

1951. McSweeney, Daniel. 1990. The making of Bread & Circus wholefoods supermarkets. *Whole Foods*. Aug. p. 36-38, 40-42.

• **Summary:** Anthony Harnett is president of the six-store Bread and Circus Whole Food Supermarket chain and winner of *Whole Foods* magazine’s 1990 “Retailer of the Year” award.

Two moments stand out in Harnett’s mind as events that led him to start what is today the Northeast’s highest volume retailer of natural foods.

“The first catalyst, Harnett recalls with a slight brogue, came in 1963 when he was forced to leave his native Ireland due to a depressed economy. The 19-year-old sought employment in England, and landed a job at Littlewoods—‘the best job I could get,’ he explained. The department store, which also featured an in-house cafe / restaurant plus a full supermarket, was Harnett’s introduction to the business of retailing—a business he would grow to love, and one that he would eventually master.

“A second major impetus in Harnett’s career



development came some seven years later. After reading an article in a London newspaper about macrobiotics, Harnett became interested enough in the subject to contact the author for additional information. He soon began eating macrobiotic food—not due to any health problems, but rather because ‘I just wanted to have high energy and maximize my abilities.’ Not content to just read about the macrobiotic way of life, however, Harnett came to Massachusetts to study at the Kushi Foundation, staying for a year.

“While in America, the 26-year-old spent his time well: not only did he save money which enabled him to eventually open his own store, but he also met a woman, Susan, and got married. He and his wife (now an executive vice president of Bread & Circus) then left America and went to Dublin, where the couple opened Ireland’s first natural foods store in late 1972.

“I saved about \$5,000 working in the states in an organic food business, and with some additional money that I borrowed opened the Dublin store for an investment of about \$7,000,’ Harnett explains. ‘It was a natural marriage for me to open a natural foods store,’ he notes. ‘It allowed me to combine my retailing experience with my growing interest in healthy foods.’

“Thus, Harnett took the first necessary-yet-risky step that all hopeful retail entrepreneurs must face: plucking down hard cash to become a store owner. It would not be his last move by any means, however.

“Coming back to America. After running the Dublin store for some two and one-half years, the Harnetts came back to the states in 1974 and settled in Massachusetts.

“Anthony Harnett took a one year hiatus from retailing, but he stayed involved in the natural foods industry by working for Erewhon, the supplier and wholesaler that specialized at that time in macrobiotic food. There, he worked in a variety of capacities, eventually managing the warehouse shipping and receiving department. But all the while, Harnett knew that he would some day return to retailing.

That day came in 1975 when Susan Harnett came upon

a classified ad in a copy of *East West Journal* magazine. The ad was for a store called Bread & Circus, located in Brookline, that was for sale. The couple quickly seized the opportunity. ‘We had been looking for something, and although that store was only doing \$100,000 a year in sales at the time, I felt it had potential,’ Harnett recounts. ‘It appeared to be a good opportunity and didn’t really seem risky, although I did have to carry the debt.’ Harnett put \$5,000 down, financed an additional \$25,000 over five years, and went to work. The 1,500-square-foot store was a unique enterprise (even for a natural foods store), Harnett explained, in that half of it was devoted to food (hence, the ‘bread’) and half to hand-made wooden toys and other wood items (the ‘circus’). ‘We decided to keep the name,’ he notes.

“Harnett remarks that he had no real financial sales expectation for the store in the beginning. ‘I just wanted to take care of business and let the numbers take care of themselves,’ he says. And that’s just what happened, as the store more than doubled in sales in its first year alone.

“How was such a meteoric sales expansion accomplished? Although Harnett says that the store’s development ‘wasn’t really a struggle—it was fun,’ it’s clear that some hard work was involved along the way.

“‘We broadened the product mix after buying the store, re-arranged some departments and added some signage,’ Harnett says. ‘Then a lot of time was spent talking to customers about health and my own philosophy of proper eating.’

“Still in operation, today’s Brookline-based Bread & Circus is hardly like the store Anthony and Susan Harnett originally bought, however. He explains that the store has been expanded two and one-half times through the years to reach its present size of 3,700 square feet. Alas, the hand-made wooden toys are no longer offered, but the store does now sell some \$100,000 worth of natural foods and related industry products—each week!

“Branching Out: By natural foods industry standards, building a store to an annual sales volume in excess of \$5 million is quite an accomplishment. The Brookline store, however, was only the first outpost in Harnett’s developing empire of retail operations: today [and by July 1978], the company consists of six stores, and Harnett projects total 1990 sales to reach \$64 million.

“While Harnett notes that the growth and expansion of Bread & Circus consisted of ‘a million pieces,’ he gave a capsule summary of the company’s evolution -which, despite his magic touch, actually included one ‘stumble’ along the way.

“‘I had been thinking about a second store, and in 1978 we opened it in West Roxbury,’ he recalls. ‘It did all right, but it was not the best type of store in that it was a basement store. We closed that store in 1982.’ Although Harnett notes that the West Roxbury store ‘didn’t work out,’ he does not think back on the experience with any regret. ‘It was just one

part of the learning process,’ he says, ‘and we did learn a lot from it.’

“By the time the West Roxbury store closed, however, two additional Bread & Circus outlets had already been opened—in the Massachusetts towns of Cambridge and Wellesley, respectively. The Cambridge store, opened in 1979, was originally an 8,000-square-foot operation (now 12,000 sq. ft.), which Harnett described as ‘our first semi-serious whole food supermarket.’ That store, he added, ‘did well from day one.’ The Wellesley store, opened in 1980, was a smaller operation (originally 5,800 square feet and now 6,800), but its sales success was enough to draw customers away from the West Roxbury store, contributing to that store’s closing.”

A sidebar reads: “‘Its important to have high-quality standards that people can come to trust.’”

By 1983, Harnett was ready for big time supermarketing: he opened a 27,000-square-foot natural food store in Hadley, complete with a natural meat and seafood department. At present, the Hadley store does \$200,000 per week in gross sales. Some five years later, another big supermarket (19,000 square feet) was opened in Newton. By the end of 1989, the five stores had combined to ring up sale in excess of \$50 million, Harnett notes.

“With the greater Boston area largely covered, Harnett recently took Bread & Circus across the state line to nearby Providence, Rhode Island. There, earlier this year, he opened the sixth Bread & Circus—a 23,000-square-foot supermarket. ‘It’s really not that far away—only 43 miles—and it’s a good market with an educated community,’ Harnett says of Providence. ‘In fact, it’s one of the best markets around here.’ So far, the store’s sales have climbed to about \$175,000 per week, making Harnett’s latest move (as usual) a resounding success.”

A sidebar poster, titled “Our Food Philosophy” states:

“It is our goal to make quality whole foods available to as many people as possible. To achieve this objective, we observe the following standards.

“1. The food we sell shall contain:

“* No preservatives.

“* No artificial colors.

“* No artificial flavors.

“* No refined or synthetic sugars or sweeteners (including white or brown sugar, fructose, dextrose, aspartame, saccharin or sorbitol).

“* No cottonseed, coconut, or palm kernel oils.

“* No hydrogenated oils (we will sell stick margarine, which we offer for those with kosher or vegetarian dietary needs).

“2. The meats and meat products we sell will be raised without growth hormones.

“3. We will sell no 100% white flour products. In products containing flour, the majority of flour must be composed of whole grain flour.

“4. We will provide organically grown products which represent value and quality, whenever possible. We will constantly search out new sources in order to increase the selection of quality organic foods available to you.

“5. We will respond to agricultural chemical issues and food-related health issues as they arise. If we discover that there is a harmful agent or food ingredient present in our foods, we will do our best to eradicate that agent from our product selection.

“6. The food we sell will not be irradiated.

“Bread & Circus

“Wholefood Supermarkets

“The Food, The Whole Food, and Nothing But The Food

“Brookline. Cambridge. Hadley. Newton. Wellesley, Providence, RI” (Continued).

1952. McSweeney, Daniel. 1990. The making of Bread & Circus wholefoods supermarkets (Continued—Document part II). *Whole Foods*. Aug. p. 36-38, 40-42.

• **Summary:** (Continued): “People Person: When asked to explain the success of Bread & Circus, Anthony Harnett is quick to credit the stores’ employees—or, as he prefers to call them, ‘associates.’ Some 800 associates make up the Bread & Circus team.

“‘This company is not me—it’s 800 people,’ Harnett exclaims.

“While Harnett could at one time hand-pick his associates, that function is today handled by an in-house recruiter. Still, the Bread & Circus president has strong, basic feelings about the kind of person he wants to have representing his stores. ‘We look for somebody who is interested in who we are, and who also hopefully has relevant experience working in retail,’ he notes. ‘Retail is very different from other types of work, so someone new to it might have false expectations. We also like people who are into natural foods and have a knowledge of whole foods, although if someone doesn’t have that knowledge, they’ll learn it.’

“Retailing, as Harnett notes, is ‘a people business.’ And, in addition to the people he hires as associates, Harnett’s other primary concern are the people who make up his customer base, some 65,000 of whom shop at the Bread & Circus stores each week. ‘My feeling has always been that if you take care of the customers, you will do well,’ he explains. ‘Part of this means having a clean, well-presented store. And in this industry, it’s also important to have high-quality product standards that customers can come to trust. At Bread & Circus, there is a vision of the retailing mix that incorporates high quality standards, freshness and appropriateness. We have a reason why items are carried.’

“The Bread & Circus product policy—a printed statement of purpose available to the general public—leaves no question about what the stores will and won’t carry.

“As someone who unabashedly proclaims his love for

retailing and customer interaction, Harnett’s success has created one drawback: he must now tend to business in the office for the most part, while only managing to get out to one of the stores once a week on average. ‘The best part of retailing is just being in the store, which I can’t do as often as I like and I really miss,’ he says. ‘But there are a lot of office tasks to be done that are also important.’

“Still Hungry: While he has come a long way in 15 years of running Bread & Circus—and even further since leaving an impoverished country some 27 years ago—Anthony Harnett is hardly finished growing his company and expanding his goals. ‘We’re just a baby company,’ he says of Bread & Circus. ‘The company is only getting started—it’s in the beginning stages. How many stages are there? Maybe a hundred. I would like to add more stores, for sure, and also have some vertical integration—maybe some farming and manufacturing interests.’

“As the company continues to grow, two of Anthony and Susan’s children have already gotten their feet wet in retailing and may some day contribute to its expansion: daughter Anne-Marie (age 17) and 15-year-old son Ivan have worked at Bread & Circus stores during the summer months. The couple also has a 12-year-old son, Fergus.

“While much still awaits for the Harnetts and Bread & Circus to accomplish, Anthony Harnett says he is proud of what has already been attained—both at the Bread & Circus stores and within the industry as a whole—during his 15 years of retailing in the United States.

“‘The growth in the availability of organic foods gives me great pleasure,’ Harnett notes. ‘We and other committed retailers are helping this trend by demanding safe food that people can trust.’

“In general, Harnett says that the food alternatives offered by Bread & Circus is something that has a real impact on people’s lives, for which he is also proud. ‘We’re a clear alternative to the mass market supermarkets,’ he states. ‘And even when some supermarkets offer natural food, we remain an alternative by selling organic food. Natural food stores have to sell more than just natural food today,’ he advises.

“Harnett has other advice to offer his retail colleagues. ‘You have to take care of your customers and the people who work for you,’ he stresses. ‘Have high standards, and when you attain them, increase them. And be excited about your business.’

“The final key to being a successful retailer, according to Harnett, is something that a person either has or doesn’t: ‘You have to love retail,’ he says.

“Anthony Harnett loves retail, and judging by the success of his stores, Harnett’s customers love him for it.”

1953. Norris, Brian. 1990. NAL videotapes farming experts for posterity. *ALIN—Agricultural Libraries Information Notes (Beltsville, Maryland)* 16(6-8):1-5. June/Aug.

• **Summary:** One day, one or two hundred years from now, a person interested in agriculture may be listening to and watching Robert Rodale, or Dr. James A. Duke, who were recently videotaped as part of NAL's oral history project. Address: Public Affairs Officer, NAL.

1954. Sand, Avraham. 1990. Pioneering soyfoods and natural foods in Israel (Interview). *SoyaScan Notes*. Sept. 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Avraham first went to Israel in 1975 and stayed for about a year. During this time he and Avraham Leider and one other person founded Israel's first natural foods company, named Amud Ha Shachar (Pillar of Dawn) and located in Jerusalem. The first product they made was granola, followed by whole wheat flour, bulgur wheat, brown rice (which they packaged), and date bars. With this company established, a number of Americans and other westerners who had recently immigrated to Israel and were connected with the company approached the Sachnut, the Jewish government agency which helps finance Jewish cooperative settlements. They asked to be given a moshav. A moshav is like a kibbutz (a cooperative agrarian, rural settlement) except that the families have their own homes and land, and the children live at home. In 1976 the Sachnut gave the group a piece of land, infested with scorpions, upon which nine other groups had tried and failed since 1948 to establish a successful community. The Sachnut also financed a small natural foods factory and bakery on the moshav, complete with an oven and a packaging machine. The moshav was named Moshav Me'or Modi'im, located at Doar Na Hamercaz, in the Judean Hills between Jerusalem and Tel Aviv, Israel.

Avraham returned to North America for several years. While living in a community of 5-6 people in Nova Scotia, Canada, he was introduced to tofu by people who made tofu for the community, but he did not make tofu there himself.

Between 1975 and 1990 Avraham has spent a total of 8 years in Israel. The rest of the time he was in the USA or Canada or travelling. Avraham returned to the moshav in 1978 and that year he established Israel's earliest known tofu shop as part of Pillar of Dawn. The tofu was made in the same bakery room as the granola, especially in the evenings when the granola wasn't being made. Originally the community scale shop was established solely to make tofu for the 25 or so families living on the Moshav. Tofu production was small, averaging 50 lb/day of tofu one day a week, using a Corona mill grinder powered by a washing machine motor. The tofu was curdled using bitter melon (nigari) from a salt factory on the Dead Sea. The Moshav owned the tofu company collectively and financed it. Avraham was the motivating force that got the operation started with temporary help initially from Yaacov Sack and Moshe Reuben. About 3-6 months after tofu production began, they started to make tempeh. Then Ben Zion Solomon

joined Avraham 6-12 months after the company started and they worked together like equal partners for several years as the tofu and tempeh makers. Solomon was also making quite a bit of miso on the moshav (with a little help from Sand). They also introduced soymilk. At some point, they began to sell their tofu and miso at a few health food stores in Jerusalem. As far as Avraham knows, his was the first company to make tofu, tempeh, miso, or soymilk in Israel. They developed a 1-page informational pamphlet, written in Hebrew on one side and English on the other, explaining what tofu was and how it was made, plus some recipes. At that time Israelis, other than recent immigrants from America, didn't know what tofu was.

They reached the point where they decided to buy large scale equipment (from Takai) and set up a real commercial shop on the moshav that could produce 500 to 1,000 lb/day of tofu. The Sachnut indicated that they would be willing to help set up this new business. So in about 1979 or 1980 Avraham traveled to the USA and did a lot of study to learn about tofu equipment, products, and processes in small to medium sized shops. He visited about 20 tofu shops nationwide (most were very open and helpful) and collected information in a notebook. He worked at the Soy Plant in Ann Arbor, Michigan, for approximately a year in about 1980. From time to time he shared information with his father, Ralph Sand, who was doing research on non-dairy cheese and tofu at Anderson Clayton at the time. At the last minute the Sachnut pulled out and decided not to finance the project, so the expansion never took place. They continued to make tofu on a small scale. But the moshav was suffering economically so in about 1981 Avraham and his wife, unable to make a living there, left and returned to the USA. The little soyfoods plant dissolved but shortly thereafter a commercial operation (probably Golden Jerusalem Tofu) started in Jerusalem and the people on the moshav bought their tofu from Jerusalem.

During the time that Avraham made soyfoods in Israel (1978-81) there was a lot happening with soya. There was a man called the "Soya King" ("Hamelech Soya," probably Eliahu Navot) who was famous in Israel as the country's soybean pioneer. Avraham thinks he lived in Herzlia/Herzliyya, just north of Tel Aviv, but he died in about 1979 or 1980 several months before Avraham was able to meet him. Avraham went to his home town and met his widow, who told him a little about her husband's work with soya.

The most popular food use of soybeans in the late 1970s was in textured soy flour (like TVP). These products were made in Israel by 1 or 2 big companies and sold in supermarkets in very stylish packages indicating that the manufacturers were well established. There were several flavors and large amounts were sold. He does not know the name or address of the manufacturer, but he got the feeling that Eliahu Navot had at least helped inspire these products; he may have helped to develop them.

In America, Avraham set up a soy deli named Sand-Munches in Madison, Wisconsin. They bought tofu from Bountiful Bean in Madison and made and sold tofu sandwiches, nori rolls, tofu salad, tempeh salad, various tofu spreads. They sold to health food stores and had a sandwich cart on the campus.

Avraham was in on the soyfoods wave at the very beginning, but after it became more established and mainstream he felt that his work had been done in that area, so he moved into the field of aroma therapy, inhaling aromatic essential oils from herbs, where he has been working for the last 8-9 years. It is a very powerful form of herbal medicine. He has developed several product lines under the Tiferet brand (a term taken from the Tree of Life in the Cabala) which he markets in health food stores in the USA and overseas. Address: 210 Crest Dr., Eugene, Oregon 97405. Phone: 503-344-7019.

1955. Hamilton, Ross; Manser, Mike. 1990. Re: History of Nectar Soy Products in Australia. Letter (fax) to William Shurtleff at Soyfoods Center, Sept. 13. 2 p.

• **Summary:** Nectar Soy Products is located at 57 Vincent Street, Daylesford, Victoria 3460, Australia. Phone: 053-48-2051. The present owner and founder, Mike Manser, provided this information. The company was founded in March 1981 to provide a full meat equivalent vegetarian food source. The company began commercial production of soyfoods in June 1981 at 4/13 Glamis St. (P.O. Box 969), Geelong, VIC, 3220, Australia. The company's first two products were Tempeh-"Nectar" (March 1981) and Garlic Tempeh (March 1985). In May 1985 the company moved from Geelong to its present address in Daylesford. Main reasons for the move were to get pure water (no chlorine or fluoride) and a cleaner environment, to reduce overhead on product transportation, and to have room for a walk-in cooler. It then introduced Curry Tempeh Pies (June 1986) and Lupin Tempeh (Sept. 1990). Manser has always been the sole owner, and is one of the two production workers. Manser believes "I was the first in Australia to manufacture and market tempeh." According to Soyfoods Center records, this is the oldest existing tempeh manufacturer in Australia, but it was the third commercial tempeh company in Australia, after Dharma (c/o Earth Foods, Waverley, NSW; started 1980) and Bodhi Farm Tempeh Co. (Channon, NSW; 1980). It was the first Australian company to produce lupin tempeh commercially and to assist the Food Research Lab at Melbourne University (Weribee, Victoria). The owner feels that the main reason for the company's success is high product quality and painstaking customer contact. Indonesian-Australians confirm this.

Today the company makes about 1,500 lb/week of tempeh. The three best-selling products, in descending order of sales, are soy tempeh, curry tempeh pies, and garlic tempeh. The company employs 2 people in a 1,500

square foot building. The company growth rate has been about 30% a year over the past 2-3 years. Last year's sales were \$160,000. The net worth of the business is not known. Address: R.W. Hamilton & Associates Pty. Ltd., Marketing Consultants, 36 Castlemain Rd., Maldon, VIC, 3463, Australia. Phone: 054 75 2884.

1956. Fowler, Glenn. 1990. Robert Rodale, 60, dies in crash; headed family publishing empire. *New York Times*. Sept. 21. Obituaries page.

• **Summary:** This excellent obituary concludes: "Although the Rodale family became wealthy from its publishing ventures, Mr. Rodale, who was born in New York and attended Lehigh University before joining his father in publishing, continued to live in a modest brick house surrounded by gardens. At the Rodale Institute, a 305-acre experimental farm in Maxatawny, Pa., a staff of agronomists develops farming techniques that have attained worldwide use.

"Mr. Rodale is survived by his wife, the former Ardath Harter; his mother, Anna; three daughters, Heidi and Maria Rodale and Heather Stoneback; a son, Anthony, and seven grandchildren, all residents of Emmaus; and two sisters, Nina Houghton of Wye, Md., and Ruth Spira of Coopersburg, Pa."

A fine portrait photo shows Robert Rodale.

1957. Wlazelek, Ann. 1990. Robert Rodale dead at 60 in Moscow van-bus crash: accident ends life of activism. *Morning Call (The) (Allentown, Pennsylvania)*. Sept. 21. p. A1, A4.

• **Summary:** Robert Rodale was killed in a head-on crash in Moscow. He "was also an Olympic skeet shooter [at the 1968 Olympic Games in Mexico City], philanthropist, community activist, environmentalist and proponent of physical fitness. In recent years he relinquished many day-to-day duties at the company in favor of The Rodale Institute, spreading his doctrine of regenerative agriculture aimed at saving and rebuilding soils work out by conventional farming."

"His mission was to make the world a better place"—Ardath Rodale, Robert's wife.

Page A4 is a full page about the man titled "Robert Rodale was more than a publisher" with three photos and additional important details.

1958. Stieg, Bill. 1990. Rodale legacy. *Associated Press*. Sept. 22.

• **Summary:** Robert Rodale died on Thursday, at age 60, in an automobile accident in Moscow. "But the Rodale legacy, a \$214 million-a-year publishing empire, lives on."

Robert Rodale added to his father's publishing empire with magazines such as *Bicycling* and *Runner's World* which built on the fitness boom in the 1970s and 1980s.

In recent years he has traveled the world with a mission, spreading the doctrine of organic and regenerative

agriculture, good food and good health, composting, organic gardening at home, fewer chemicals, soil-enriching crops [such as legumes], to Asia, Africa, and the Americas.
Address: Associated Press writer.

1959. KJK; ELI. 1990. Robert Rodale, 60, dies in Moscow auto accident. *Magazine Week*. Sept. 24. p. 3.

• **Summary:** “Sixty-year-old Robert Rodale, chairman and CEO of Rodale Press, was killed in a car crash in Moscow, Sept. 20 while en route to that city’s airport. He was in the Soviet Union to set up a Russian-language edition of *New Farmer* magazine... Robert Rodale was given the Presidential ‘World Without Hunger Award’ in 1984 by Ronald Reagan...

“Craig Neal,... who for a time served as advertising director at *Organic Gardening*,... said ‘Bob Rodale, in my mind, is a genuine article. He’s living in his father’s footsteps, and I think that drives him. He really is a well intentioned man, though very shy, painfully shy. I think he really spends his time thinking about how the planet will be saved.’

“Donald Kummerfeld, president of the Magazine Publishers of America said... ‘He was an idealistic person who lived his ideals giving time and effort to environmental and health causes. He will be sorely missed by all of us.’

“Rodale Press is one of the country’s largest consumer publishers. In addition to *Organic Gardening* and *New Farmer*, Rodale Press publishes *Prevention*, *Backpacker*, *Bicycling*, *Men’s Health*, *Runner’s World*, *Mountain Bike* and *American Woodworker*.”

Note: Talk with Rodale Press Library. 1990. Oct. 17. Robert’s place has been taken by John Havern, who was chosen by Robert to head the Rodale Institute before Robert died. “Ardie” (Ardath) Rodale, his wife/widow, is chairman of the board of Rodale Press. In Nov. 1989 the National Agricultural Library did a 70-minute videotape “Oral History Interview of Mr. Robert Rodale” (videocassette no. 731) on his life and work. Both NAL and Rodale Press have copies. *Organic Gardening* will have the first obituary in the December issue. The family still owns Rodale Press, and Robert’s policies will be continued. His main work was traveling worldwide, getting his ideas heard, and implementing them. The Rodale legacy, a \$214 million-a-year publishing empire, lives on. The circulation of *Organic Gardening* is now 1,037,214 copies.

Note: An obituary for Robert Rodale also appeared in *Time* magazine (1 Oct. 1990, p. 83). They called him a “publishing mogul and health guru who championed organic farming in worldwide travels.” For other obituaries and biographies see: *Organic Gardening* (1990, Dec. p. 27-33.), *New Farm* (1990, Nov/Dec. p. 2-3, 8-11), *Prevention* (1990, Nov. p. 7; Dec. p. 27-30, 33-36), *New York Times* (Sept. 21), *Advertising Age* (Oct. 1), and *East Penn Press* (Sept. 26–Oct. 2, 32:25:3, 5, 11, 13).

1960. McReynolds, Thomas. 1990. Morinaga decides to introduce private labeling and a Fresh Fruit Shakemate (Interview). *SoyaScan Notes*. Sept. 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Morinaga will aggressively offer to provide their aseptic tofu, on a private label basis, to other companies in the soy and natural foods industries. To print the package directly, the buyer must commit to ordering at least 500,000 cartons/year, but with affixed pressure-sensitive labels, they can get the minimum down to 25,000 to 50,000 pieces. They will make all three textures available (red = soft, blue = firm, yellow = extra firm). Projected price is about \$10/case. Some potential clients are Vitasoy/Nasoya, Frieda’s, Eden Foods, Tree of Life.

Next summer, Morinaga will be introducing their first second generation product, called (and trademarked) Fresh Fruit Shakemate. It will be like their soft tofu but with a lower bean profile and perhaps with vanilla added. They will sell/position it in the fruit section of food stores. It will be packaged in a 3-pack, with no printing on individual packages in order to (1) get a bigger face, (2) Put brochures in the back. The theme: Shake up your day 8 days a week. Tom wants to do more second generation products.

There are rumors that Nasoya has secured aseptic packaging equipment from Tetra-Pak (an AB-3 machine for the purpose of manufacturing a 250 ml aseptic tofu) and that Vitasoy in Hong Kong is, or in the near future will be producing an aseptic pack tofu. They may be using a 3-layer laminate to get around the Morinaga 5-layer process with the polyurethane lining. Tom held some kind of an aseptic tofu package in Hong Kong about 18 months ago, but he is not sure who made it. When he talked with Yvonne Lo recently, she hinted that they were developing such a product. But Morinaga has no solid evidence.

Update: Nov. 5. Morinaga will initially offer the private label to only 1 company in each of 3 market categories: Eden in the natural foods market, Vitasoy in the ethnic market, and Frieda’s Finest in the national produce market. Address: Marketing Consultant, Morinaga Nutritional Foods, Los Angeles, California 90040. Phone: 213-728-4325.

1961. *Catalog Age*. 1990. There’s nothing artificial about Walnut Acres. 7(9):105. Sept. *

1962. Stehlin, Dori. 1990. Soy beverages not complete formulas. *FDA Consumer* 24:29. Sept.

• **Summary:** “A severely malnourished 5-month-old infant was admitted to Arkansas Children’s Hospital, Little Rock, Arkansas, last February with symptoms including heart failure, rickets, vasculitis (blood vessel inflammation), and possible neurological damage. According to the hospital, the baby girl had been fed nothing but Soy Moo since she was 3 days old. Soy Moo is a soy beverage sold in health food

stores.

“This kind of soy beverage, sometimes improperly called ‘soy milk,’ should not be confused with soy-based infant formulas. Unlike true infant formulas, which are nutritionally complete and appropriate for infants, soy beverages are lacking some of the nutrients infants need. Analysis of Soy Moo by the Arkansas Children’s Hospital revealed deficiencies in calcium, niacin, and vitamins D, E and C.

“Labels on Soy Moo cartons and literature about the drink do not suggest that Soy Moo be used as an infant formula. In addition, an FDA investigation found no evidence that the infant’s parents were explicitly told that Soy Moo could be used as a baby’s sole nourishment. Nevertheless, Soy Moo’s distributor, Health Valley Foods, Irwindale, California, has voluntarily stopped distribution until new labels stating ‘Do Not Use As Infant Formula’ can be printed.

“FDA learned of a similar incident that occurred last April when a California couple questioned a physician about their 2-month-old daughter’s failure to gain weight. The physician discovered that the baby had been exclusively fed Edensoy, another brand of soy beverage. A midwife had recommended Edensoy to the parents, according to the FDA investigator assigned to the case.”

Photos show cartons of Sunsoy Original, and Edensoy Original, and cans of Loma Linda Soyolac, Isomil, Nursoy, and ProSobee.

1963. Donaton, Robert. 1990. Rodale carries on: few changes seen after leader’s death. *Advertising Age*. Oct. 1.
 • **Summary:** “Ardeth ‘Ardie’ Rodale, Mr. Rodale’s wife of 39 years and an employee of Rodale Press for more than 30 years, last week assumed the post of chairman-ceo. She had been director of environmental resources, overseeing the management of Rodale’s 12-building, college campus-like headquarters.

“All the company’s stock is owned by the Rodale family, which includes the late Mr. Rodale’s four children.”

Small portrait photos show R. Rodale and R. Teufel (president of Rodale Press since 1979).

1964. *Time*. 1990. Milestones: Died, Robert Rodale, 60. Oct. 1. p. 83.

• **Summary:** A brief obituary of Robert Rodale, 60, “publishing mogul and health guru who championed organic farming in worldwide travels.” He was the chief executive of Rodale Press, Inc. in Emmaus, Pennsylvania. He published such popular magazines as *Runner’s World*, *Prevention*, and *Backpacker*. Address: Associated Press writer.

1965. DeVault, Melanie. 1990. Remembering Bob Rodale. *East Penn Press (Pennsylvania)*. Sept. 26–Oct. 2. p. 1-3, 5, 11, 13.

• **Summary:** An excellent obituary for a pioneer who died in a car crash in Moscow while pursuing his dream of working on a joint venture with Russian publisher Vneshtorgizdat to begin a farm magazine patterned after the Rodale Institute’s *New Farm*.

This issue is filled with articles remembering Robert Rodale (p. 1-2). “Lunch with Bob Rodale” (p. 3). “Rodale helped the world but Emmaus was his home” (p. 3-4). “Robert Rodale, community leader, killed in Soviet Union [Area reacts to loss] (p. 5). “Robert Rodale: His legacy will be far-reaching” [A friend remembers] (p. 11). “Rodale torch will continue to burn” (p. 11). “Robert Rodale touched many area lives” (p. 12). “Sports-related dreams will live on” (p. 13; he loved bicycling).

Contain many excellent photos of Bob Rodale.

1966. *Mountain Democrat (Placerville, California)*. 1990. Specialty crops in spotlight at UC Davis conference. Oct. 12. p. A-7.

• **Summary:** The annual “Farmer-to-Consumer” conference will take place at Cal Davis on Oct. 20

“Michael Funk, general manager of Mountain Peoples Warehouse, a natural food and organic product distributor in Grass Valley [California], will discuss markets for grain crops, quality standards, new crops, and premiums for organic grains.”

Note. This is the earliest document seen (March 2020) that mentions “Mountain Peoples Warehouse” (or “Mountain People’s Warehouse”—the correct spelling of the company’s name).

Note: According to www.unfi.com company history (Nov. 2012): In 1976 Michael Funk founded Mountain People’s Warehouse, which “began by selling only organic produce. It rapidly grew to become the largest natural foods distributor in the Western United States. The company is famous for its slogan, ‘To Boldly Go Where No Distributor Has Gone Before.’”

“Blooming Prairie was founded in 1974 in Iowa City. At first, orders were coordinated by volunteers and phoned into another natural products distributor, People’s Warehouse, in Minneapolis [Minnesota]. When the order was ready, a volunteer would hitchhike north to Minneapolis, rent a truck, pick up the order and deliver the goods.”

1967. Eden Foods, Inc. 1990. Eden pours it on: taste, quality, nutrition (Ad). *Eating Well*. Sept/Oct. p. 106.

• **Summary:** This full-page color ad shows Edensoy soymilk being poured onto breakfast cereal topped with berries and sliced apples.

1968. Hoke, Henry R. 1990. Homegrown success. *Direct Marketing*. Oct. p. 39-40+. *

• **Summary:** Walnut Acres has its own cannery and on-site grocery store—which generates 20% of the company’s sales

and serves as a test site for potential mail-order products.

1969. *SoyaScan Notes*. 1990. How many bushels of soybeans per month are used by various American West Coast tofu and soymilk manufacturers (Overview). Nov. 28. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** The following are ranked in descending order of bushels of soybeans used per month: House Foods & Yamauchi Inc. 12,000 (Los Angeles. This includes soybeans used to make soymilk for Westbrae's Ah Soy in 225 ml foil pouches), Azumaya 3,567 (San Francisco; buys from Minnesota in 60 lb bags. Uses 300 tons/month), Pacific Foods 2,250 (Tualatin, Oregon. This includes soymilk used to make Westbrae Aseptic WestSoy Lite), Quong Hop & Co. 2,000 (South San Francisco), Wy Ky 1,563 (Los Angeles), Wo Chong Co. 1,167 (San Francisco), Mighty Soy 1,117 (Los Angeles), American Foods 733 (Alhambra, California), San Diego Soy Dairy 467 (El Cajon, CA), Clearway Soy Foods 67 (Corralitos, CA), Fuji Fresh Tofu 50 (San Jose, CA), San Jose Tofu 50, Fresno Tofu 33 (Fresno, CA).

1970. Aseptic Packaging Council. 1990. "I've said bad things about aseptic packaging. Now I'm taking it back" (Ad). *Natural Foods Merchandiser*. Nov. p. 59.

• **Summary:** This full-page color ad shows handsome Tony Harnett is sitting on a large green box (about 3 feet high), which has "The Box Bank" plus a recycling symbol written on one side. The ad text begins:

"I used to believe that as a responsible natural foods retailer, I should lead the charge against aseptic packaging and take it out of our stores. And that's exactly what I was planning to do.

"Despite all their retail convenience and consumer appeal, I was convinced that these 'juice boxes' represented a big solid waste problem. Sure, they're easy to carry and store. they're easy and clean for customers to use, and they maintain excellent product quality by preserving all the nutritional value without adding preservatives. But as far as I knew, they were also non-recyclable. Contributing to the degradation of the environment. And that, to me, far outweighed their obvious benefits."

But he has changed his mind, now that a system has been put in place to recycle aseptic packages, and they are being recycled.

"I know because we have a program underway right now in every Bread & Circus store.

"And that's what I really want to talk about. "The materials used in aseptic packages—when mixed with—produce a building material that makes an excellent substitute for pressure-treated lumber. This hybrid recycled lumber is used for marine piers, roadside markers, and fence posts. Also, a number of facilities in this country and abroad are pulping the recycled cartons to create paper and cardboard. "Right now, through an Aseptic Packaging

Council program, we have Recycle Aseptic bins in every Bread & Circus store..."

The ad is signed: Anthony Harnett, C.E.O., Bread and Circus. For more information Circle Reply #166. Address: P.O. Box 25565, Washington, DC 20007-8088. Phone: 1-800-277-8088.

1971. Eden Foods. 1990. These traditional foods have been taste tested for centuries. *East West*. Nov. Inside back cover. [1 ref]

• **Summary:** This full page color ad includes miso.

1972. Fuller, Catherine. 1990. Success: A tale of eight local business successes. *Shared Vision (Vancouver, British Columbia, Canada)*. Nov. No. 27. p. 8-9.

• **Summary:** The first success story discussed is Nature's Path, founded by Arran Stephens. Arran was one of thousands of young people who had gone to India during the late 1960s searching for spiritual answers. He wanted to go to the source. He spent 7 months with Sant Kirpal Singh "... who was considered to be, and still is, one of the great masters of this century."

Shortly after returning home, he decided to provide good wholesome food "in a city that had no eating establishment for those who wanted either macro foods or vegetarian foods. I felt that opening a restaurant would be a good service and a good way of earning a living."

In 1967, the Golden Lotus Restaurant opened at 4th Avenue and Bayswater in Vancouver. Though it was slow going at the start, he persevered. A year later he returned to India (the restaurant was run by close friends), had a marriage arranged by Kirpal Singh, and fell in love with the bride (Ratana)—in that order. He gives a lot of credit to his wife and children to whatever he has achieved.

On 1 Jan. 1970 Lifestream opened at 4th and Burrard. The company grew rapidly until by 1981 it had about 100 employees and operations in Ontario and throughout Canada. But partnership disagreements resulted in the sale of Lifestream in 1981.

In 1985, he began Nature's Path, which sold Manna Bread. Again he had a hit on his hands and the company expanded into the production of Manna Breakfast Cereals. This spring they opened the first all-natural breakfast cereal plant in North America.

Over the years Arran has encountered "the inevitable rocky sections of the path, but they became times of learning and growing, of introspection and reflection. 'I would like to believe that the success of a business is due to a faithful commitment to my spiritual practice of meditation... that there is an element of grace, or whatever you want to call it, working in our lives.

"I would like to think that the measure of spirituality is only the extent that we live it. It is what we practice, not so much what we profess, that counts.

“I believe that you cannot sacrifice your spiritual focus for any reason—money or otherwise. No matter what anyone else does, the experience that I’ve had in my relationship to both my spiritual practice and my teacher has been so transcendent that to forget them would make me a hypocrite of the greatest order. It is very, very essential to be true, as far as is humanly possible, to your vision, and not to be deflected from your goal. Our goal is not only a material one. We should, as my father put it, leave this world a better place than when we found it.”

“One other thing is that I feel it’s important that every business, as it become successful, must return something to the community.”

“Nature’s Path Foods Inc., 7453 Progress Way, Delta, BC V4G 1E8.”

The second success story in Woodlands, founded by Ratana Stephens. “Arran and Ratana Stephens’ Woodlands, a spacious 100-seat natural foods restaurant, is a long way from the Golden Lotus restaurant days of the late ‘60s.

“Ratana, in 1969 the new bride of Golden Lotus owner Arran, arrived in Vancouver from India and started to work at the restaurant almost immediately. Born in the Punjab [India], she had been well educated, having received a Masters in English literature, Bachelor of Psychology, and a degree in Sanskrit from Agra University.

“In 1971, Golden Lotus became Lifestream health food store at 4th & Burrard. In the back was a small health food restaurant called Mother Nature’s Inn. Lifestream eventually expanded to two stores, the second one on Broadway at Trafalgar. In its heyday, the company grew to include a wholesale natural foods distribution business with a warehouse and bakery in North Vancouver.”

“Arran and Ratana sold Lifestream, the distribution company, and eventually closed the Fourth Avenue store. The Broadway Lifestream store was sold just last year and became Kitsilano Natural Foods. Ownership of Woodlands, the restaurant upstairs of the Broadway location, stayed with the couple, and Ratana continued to run it today.”

The cash register at this vegetarian restaurant rings 400 to 500 times a day. She believes that a vegetarian diet is better nutritionally and better for the environment. He has to juggle things to balance her commitment to her family, her children, and her work. Where is their family’s favorite place to eat out? At Woodlands!

“As part of their four-year tradition, Woodlands again this year is opening their doors on Christmas Day for the lonely and needy. Free vegetarian Christmas dinner will be available 4-6 p.m. 2582 Broadway, Vancouver.

Two photos (one in color) show Arran Stephens. One shows Ratana Stephens standing in front of a carved wooden sign for the Woodlands natural foods, vegetarian restaurant.

1973. *Natural Foods Merchandiser*. 1990. Natural Foods Expo East. Nov. p. 29.

• **Summary:** The section on “Educational Seminars 10:30 a.m. to 11:45 a.m.” states: “Room #121. Soyfoods: More Than An Alternative.

“Conducted in cooperation with the Soyfoods Association of America, this informative and stimulating seminar features the environmentalist and vegetarian author/speaker John Robbins with cancer researcher Mark Messina, M.D.”

1974. *Natural Foods Merchandiser*. 1990. Robert Rodale dies in Moscow auto accident. Nov. p. 9.

• **Summary:** He was killed on Sept. 20 in a car crash in Moscow. A portrait photo shows Robert Rodale.

1975. Roberts, Peter. 1990. Early activities with whole foods in England (Interview). *SoyaScan Notes*. Dec. 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Whole Earth ran a big warehouse where people could buy whole foods on a cash-and-carry basis. He thinks it may have been located on Portobello Road, and Gregory Sams may have been in charge. Greg started with macrobiotic foods. He is a very nice man, who is restricted to a wheelchair. A similar company was named Community Supplies. Starting in about 1980 he would buy whole food supplies at these two companies in London for his health food shop named his Bran Tub. As he recalls, at the beginning neither of these companies carried any soy products since they were rather opposed to the idea of imitating meat. One segment of the vegetarian movement felt strongly that it was wrong to imitate meat, and they therefore opposed the products sold by Direct Foods Ltd. But another segment supported any method or product which (without slaughter or cruelty) would help other people to give up eating meat. Peter believes firmly that human beings were vegetarians as a species until the ice age came along. Address: Compassion in World Farming, 20 Lavant St., Petersfield, Haunts (Hampshire) GU32 3EW, England. Phone: 0730 64208.

1976. *SoyaScan Notes*. 1990. Soymilk and dairy milk prices in California, December 1990 (Overview). Dec. 28. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** At Berkeley Natural Grocery Co., a large natural food store at 1336 Gilman St. in Berkeley, California, unflavored (plain or original) soymilk made from organically grown soybeans retails for the following prices: Edensoy liter \$1.69 (which is the equivalent of \$1.60/quart), Vitasoy liter \$1.79 (\$1.69/qt), Pacific Soy Beverage quart \$1.77, Westsoy liter \$2.04 (\$1.93/qt), Westsoy Lite liter \$2.09 (\$1.98/qt). Bob Gerner, the owner of Berkeley Natural Grocery Co., says that the last two products are more expensive because he buys them in small quantities. The average price of the quart equivalents of the first 3 products is \$1.69 a quart. This is 4.6% lower than in Dec. 1988.

A quart of cow's milk (fortified with vitamins A and D) sells for the following prices at Safeway supermarkets: whole \$0.67, low-fat (2% fat; protein fortified) \$0.66, extra light (1% fat; protein fortified) \$0.65, nonfat \$0.62. The best-seller among these is extra light, which was introduced this year; low-fat was the best-seller last year. Thus soymilk in a liter or quart pack is 2.6 times as expensive as extra light dairy milk per unit volume. In Oct. 1987, after most soymilk brands were available in liter or quart sizes, soymilk was 3.42 times as expensive as dairy milk. This is a 24% drop in the price of soymilk relative to that of cow's milk over a period of about 3 years.

1977. Cramer, Craig. 1990. An 'organic' farm bill: The goals are uniform national organic standards, new markets and consumer confidence. *New Farm (The)* 12(7):12, 40-41. Nov/Dec. [1 ref]

• **Summary:** Discusses the organic farming provisions of the 1990 Farm Bill. This magazine is subtitled "The magazine of regenerative agriculture." Address: Emmaus, Pennsylvania.

1978. DeVault, George. 1990. The vision lives on [tribute to Bob Rodale]. *New Farm (The)* 12(7):2-3. Nov/Dec.

• **Summary:** "Moscow (Sept. 20)—A Soviet military truck cut off a Moscow city bus on Leningrad Street at 11:05 a.m. today. The bus swerved, struck an oncoming van head-on and Bob Rodale was dead, thrown from the van's front passenger seat. There were no seat belts in the van. Also killed were Bob's Soviet publishing partner Yevgeni Gringaut, an interpreter named Helen and the driver of the van. The bus driver was fatally injured.

"Bob was on his way to the Moscow airport for a flight home to Emmaus, Pa. He had been in the Soviet Union to finalize publishing details for the launch this winter of *The New Farm's* sister magazine, *Novii Fermer* (New Farmer). See his article 'A Warming Time,' *The New Farm*, March/April '90).

"'Finally, things were beginning to make sense,' was how Bob felt about the Soviet joint venture, according to Chuck McCullagh, a Rodale Press vice president who was working closely with Bob and Paul Wessel, chief financial officer at Rodale Press, on the project. McCullagh and Wessel had left the Soviet Union before the crash." Address: Emmaus, Pennsylvania.

1979. *Natural Foods Merchandiser*. 1990. Organic Bill becomes law. Dec. p. 3.

• **Summary:** "Members of the national and organic products industry have reason to celebrate recent legislative victories—but only for a moment." That is the view of industry leaders. The law is under the control of USDA, which must establish national organic standards.

It is hoped that this will make organically grown foods more mainstream in the USA.

Note: The League of Conservation Voters (1990, p. 9) comments on this new law: "Every five years, Congress reauthorizes a 'farm bill' as the foundation of U.S. agricultural policy. Beginning in 1985, environmentalists sought to broaden the farm bill debate beyond matters of agricultural subsidies to include soil conservation, wetlands protection, and enhancement of water quality. Among the many reforms sought by environmental interests in 1990 was the establishment of national standards to govern the production and processing of food that is to be labeled as 'organically produced'—that is, food that is produced without the use of industrially synthesized pesticides, fertilizers, and hormones. National standards are required to ensure that consumers get what they pay for when they buy organic foods, currently a market of \$1.2 billion annually. The environmental pay-off will come through an expanded market for farmers who opt to produce crops and livestock without agricultural chemicals.

"Congressman Peter DeFazio (D-OR) offered an amendment to the Food and Agricultural Resources Act to establish national standards for organic food. The DeFazio amendment passed by a vote of 234-187 on August 1. Yes is the pro-environment vote."

1980. *Organic Gardening*. 1990. Robert Rodale: A retrospective 1930-1990. Dec. p. 27-31.

• **Summary:** An excellent, brief biography of Robert Rodale following his tragic death in Moscow in an automobile accident. He became editor of *Organic Gardening* in 1960, carrying on what his father began in 1942. His main efforts were for low-input, sustainable agriculture (LISA). Address: Emmaus, Pennsylvania.

1981. **Product Name:** Tree of Life Canola Soy Margarine [Regular, or No Salt].

Manufacturer's Name: Tree of Life, Inc. (Distributor).

Manufacturer's Address: 315 Industrial Dr., P.O. Box 410, St. Augustine, FL 32084. Phone: 904-829-3483.

Date of Introduction: 1990 December.

Ingredients: Non-fat milk, real butter essence, canola oil, soy oil.

New Product—Documentation: Soya International. 1990. July/Sept. p. 5.

1982. **Product Name:** [Bonsoy (Soymilk)].

Manufacturer's Name: Mimasa (Importer). Made in Japan by Marusan. Imported via Muso Shokuhin.

Manufacturer's Address: Mimasa, Spain.

Date of Introduction: 1990.

Ingredients: Water, soybeans, pearl barley, kombu (sea vegetable), barley malt.

New Product—Documentation: Talk with Yuko Okada. 1992. July 16. Muso first exported Bonsoy soymilk to Mimasa in Spain in about 1990.

1983. **Product Name:** Westbrae Natural Ramen Express (Instant Steamed Ramen Noodles in a Cup) [Oriental Vegetable, Golden Chinese Style, Savory Szechuan Style].
Manufacturer's Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer's Address: 5701 South Eastern Ave. Suite 330, Commerce, CA 90040. Phone: 213-722-9817.

Date of Introduction: 1990.

Ingredients: Oriental Vegetable: Noodle pasta: Whole wheat flour, sifted wheat flour (sufficient for processing), sea salt. Seasoning packet: Natural flavors, miso* (soybeans, rice, salt), soy sauce powder (soybeans, wheat, salt), corn*, green beans*, peas*, onions*, carrots*, garlic*, spices, xanthan gum (vegetable gum), parsley*. * = Dried.

Wt/Vol., Packaging, Price: 1.1 oz (31 gm) paper cup with peel-off paper lid. Retail for \$1.29 at Open Sesame (2/91, Lafayette, California).

How Stored: Shelf stable.

Nutrition: 1.1 oz (10 fl. oz as prepared): Calories 120, protein 4 gm, carbohydrate 22 gm, fat 1 gm, % calories from fat 7, cholesterol 0 mg, sodium 745 mg, potassium 165 mg, dietary fiber 1.5 gm.

New Product-Documentation: Product with Label purchased at Open Sesame in Lafayette, California. 1991. Feb. 16. 3.5 inch diameter at mouth by 3 inches high. Paper cup. Red, black, green, and gold on white. On lid: "Westbrae Natural meals in minutes." On side: "Low fat. No cholesterol. Recyclable. No hydrolyzed vegetable protein. Directions: 1. Fold lid back halfway. Empty seasoning packet into cup. 2. Add boiling water to ½ inch from top, stir well and re-cover with lid. Let stand 3-5 minutes. 3. Remove lid, stir and enjoy! Microwave: Boil water in separate container, then follow directions above. Savory broth with real ramen noodles, gently steamed, not fried, so there's only 1 gram of fat. Enjoy a delicious satisfying meal in minutes!" Soyfoods Center product evaluation. Taste: very nice. The miso enriches the flavor of the broth. We like the environmentally friendly paper cup much better than the typical Styrofoam cup, and the paper seasoning packet better than its common foil counterpart. The package design is so-so. A counterpart product sold in supermarkets retails for about \$0.89 for 2.5 oz (with \$0.25 discount coupon) or \$0.356/oz. The Westbrae product sells for \$1.17/oz. or 3.3 times as much.

1984. **Product Name:** Westbrae Natural Fresh Miso (Instant Soup) [Mushroom, Snow Pea & Ginger, Green Bean & Sesame].

Manufacturer's Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer's Address: 5701 South Eastern Ave. Suite 330, Commerce, CA 90040. Phone: 213-722-9817.

Date of Introduction: 1990.

Ingredients: Mushroom: Noodle pasta: Whole wheat flour.

Miso packet: Miso (soybeans, brown rice, water, sea salt), mushroom soup stock (shoyu, mirin, shiitake mushrooms, kombu), barley malt, spices, onion*, xanthan gum (vegetable gum). Spice packet: Honey powder, soy sauce powder (soybeans, wheat, salt), garlic*, natural flavor, onion*, mushrooms*, green onion*, spice. * = Dried.

Wt/Vol., Packaging, Price: 0.9 oz (25 gm) paper cup with peel-off paper lid. Retail for \$2.39 at Open Sesame (2/91, Lafayette, California).

How Stored: Shelf stable.

Nutrition: 0.9 oz (10 fl. oz as prepared): Calories 80, protein 3 gm, carbohydrate 14 gm, fat 1 gm, % calories from fat 11, cholesterol 0 mg, sodium 730 mg, potassium 125 mg, dietary fiber 2 gm.

New Product-Documentation: Product with Label purchased at Open Sesame in Lafayette, California. 1991. Feb. 16. 3.5 inch diameter at mouth by 3 inches high. Paper cup. Mushroom: Reddish brown, orange, blue, and yellow on white. On lid: "Westbrae Natural meals in minutes." On side: "Low fat. No cholesterol. Recyclable. Directions: 1. Fold lid back halfway. Empty fresh miso packet and spice packet into cup. 2. Add boiling water to ½ inch from top, stir well and re-cover with lid. Let stand 3-5 minutes. 3. Remove lid, stir and enjoy! Microwave: Boil water in separate container, then follow directions above. Delicious fresh miso soup, ready in minutes. Made with brown rice miso, fresh not dehydrated, for a deep, rich flavor. Delicately seasoned, with a sprinkling of tender noodles. A light, nutritious on-the-go soup."

1985. **Product Name:** Westbrae Natural Noodles Anytime! (Instant Soup) [French Onion, Country Style, Garden Tomato].

Manufacturer's Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer's Address: 5701 South Eastern Ave. Suite 330, Commerce, CA 90040. Phone: 213-722-9817.

Date of Introduction: 1990.

Ingredients: French Onion: Noodle pasta: Whole wheat flour. Seasoning packet: Onion*, honey powder, natural flavors, salt, Parmesan cheese (part-skim milk, cheese culture, salt, enzymes), garlic*, whey*, miso (soybeans, rice, salt), buttermilk*, spices, parsley*, xanthan gum (vegetable gum). * = Dried.

Wt/Vol., Packaging, Price: 1.4 oz (39 gm) paper cup with peel-off paper lid. Retail for \$1.29 at Open Sesame (2/91, Lafayette, California).

How Stored: Shelf stable.

Nutrition: 1.4 oz (10 fl. oz as prepared): Calories 140, protein 5 gm, carbohydrate 26 gm, fat 1 gm, % calories from fat 8, cholesterol 0 mg, sodium 800 mg, potassium 240 mg, dietary fiber 3.5 gm.

New Product-Documentation: Product with Label purchased at Open Sesame in Lafayette, California. 1991. Feb. 16. 3.5 inch diameter at mouth by 3 inches high. Paper

cup. French onion: Blue, red, green, and yellow on white. On lid: "Westbrae Natural meals in minutes." On side: "Low fat. Whole grain noodles. No cholesterol. Recyclable. Directions: 1. Fold lid back halfway. Empty seasoning packet into cup. 2. Add boiling water to ½ inch from top, stir well and re-cover with lid. Let stand 3-5 minutes. 3. Remove lid, stir and enjoy! Microwave: Boil water in separate container, then follow directions above. Tender, satisfying whole grain noodles in a tasty all natural broth. Just 1 gram of fat. No cholesterol. A quick nutritious meal... anytime!"

1986. Coates, Margy. 1990. Roger Mahlon Coates (Rod). March 23, 1915–March 4, 1990. Fallston, Maryland. 5 p. Undated. Unpublished manuscript.

• **Summary:** Margy Coates is the wife of Rod Coates, founder of Laurelbrook Foods. He died of Alzheimer's on 4 March 1990. This is a tribute to the man she loved. A large head-and-shoulders photo (p. 1) shows Rod, dressed in a motorcycle jacket and helmet, smiling, on his motorcycle. Below that is a family tree for Rod and Margy (born Margery Kelly, 1919, in Catonsville, Maryland). They had six children between 1942 and 1950, as follows: Sarah "Sally" Elmslie Coates (born 1942), Judith Horner Deming (born 1943; Her first marriage was to John Winton Deming in Aug. 1972. Their children were Lhiana Shee Deming, born 1973, and Emily Deming, born 1977; Her second marriage was to Arnold Knepper), Daniel Gardner Deming (born 1945), Marion Atwood Coates (born 1946), Dora Mahlon Coates (born 1948; Her first marriage was to Paul Gerard Hawken in June 1971. Their children were Palo Cheyenne Hawken, born 1972, and Iona Fairlight Hawken, born 1974. They are now divorced), and Nancy Turnbull Coates (born 1950).

Page 2, titled "The Greatest Happiness Comes from the Greatest Activity," describes the major activities in Rod's life. His first love was motorcycles. As a youth, he was an Eagle Scout. From 1950 to 1970 he was with Triumph Motorcycle Corp. in Towson, Maryland, as Service Manager for the Eastern USA. From 1970 to 1980 he was owner and manager of Laurelbrook Foods in Bel Air, Maryland. Page 3 shows the amateur racing awards he won between 1940 and 1957. Rod's leisure activities centered around the workshop. Page 4 shows the many cars he restored from 1920 to 1958. Page 5 shows a floor diagram of the buildings occupied by Laurelbrook Foods. Also included are some of Laurelbrook's Christmas Cards from the 1970s and a photo showing Rod and Margy sitting on the back of a Laurelbrook delivery truck. Address: 2516 Laurelbrook Rd., Fallston, Maryland 21047. Phone: 301-877-1695.

1987. Helfex International Health Food Exhibition. 1990. International Helfex 90 Exhibition catalog. Angel Court, High Street, Godalming, Surrey GU7 1DT, England. 46 p. 28 cm. Address: Godalming, Surrey, England.

1988. Fowler Brothers. 1991. Catalog: January 1991. P.O. Box 2324, San Rafael, CA 94912. 79 p. 28 cm.

• **Summary:** The company is a "distributor of natural foods." The following makers, distributors, and brands of soyfood products are listed: I. Bulk Products: Miso (American Miso, 8 products), Soy foods (Turtle Island tempeh and Soy Deli tofu burger). Soy Sauce & tamari (San-J domestic shoyu and tamari, Westbrae Johsen shoyu), Tofu (Quong Hop, 6 products).

II. Packaged products: Ah Soy (Westbrae, 7 soy drinks), Eden Foods (Edensoy, 6 soy drinks), Pacific Soyfoods (6 types of soysage), Pacific Tempeh (4 products), Quong Hop (11 soymilk and 4 tofu products), San-J (tamari crackers, 14 soy sauce & tamari products), Soy Deli (Quong Hop, 5 soy foods, 8 vacuum pack tofu), Sweet Earth (3 vegeburgers), Turtle Island (10 tempeh products), Vitasoy (7 soy drinks), Westbrae (2 instant miso soups, 14 soy drinks, 14 types of soy sauce and tamari). Address: San Rafael, California. Phone: 415-459-3406.

1989. **Product Name:** Special Delivery Organic Pizza (With Soya Kaas).

Manufacturer's Name: Tree of Life (Distributor).

Manufacturer's Address: 1750 Tree Blvd., St. Augustine, FL 32086. Phone: 904-829-3483.

Date of Introduction: 1991 January.

Ingredients: Crust: Organic high protein whole wheat flour, water, organic rice syrup, yeast, sea salt. Pizza sauce: Organic tomato puree, organic rice syrup, organic extra virgin olive oil, organic unbleached wheat flour, organic dates, sea salt, organic spices. Topping: Mozzarella style Soya Kaas (Organic soy beans, filtered water, soy oil, calcium caseinate, tofu, salt, lecithin, citric acid, guar), organic spices.

Wt/Vol., Packaging, Price: 16 oz paperboard box. Retails for \$4.99 (2/99 at Open Sesame, California).

How Stored: Frozen.

Nutrition: 1/6 pizza (2.67 oz): Calories 175, protein 9 gm, carbohydrates 26 gm, fat 4 gm (monounsaturates 2.5, polyunsaturates 0.5, saturates 1.0) cholesterol 0 mg, sodium 333 mg.

New Product–Documentation: Spot in Health Foods Business. 1991. Jan. p. 71. Shows a black and white photo of the box. Also available in organic cheese flavor. Product with Label purchased at Open Sesame in Lafayette, California. 1991. Feb. 16. 11.75 by 11.75 by 1 inch. Paperboard box. Red, yellow, blue, and white. Color photo of pizza with 1 slice cut out. "Organic pizza delivered right to your table. Crispy crust made from organic high protein whole wheat flour. Thick, rich sauce made from organically grown tomatoes and organic extra virgin olive oil. Topped with pure Soya Kaas, the delicious, nutritious alternative to cheese. The first frozen pizza that tastes as good as fresh. Soya Kaas.

SPECIAL DELIVERY ORGANIC PIZZA • SPECIAL DELIVERY ORGANIC PIZZA

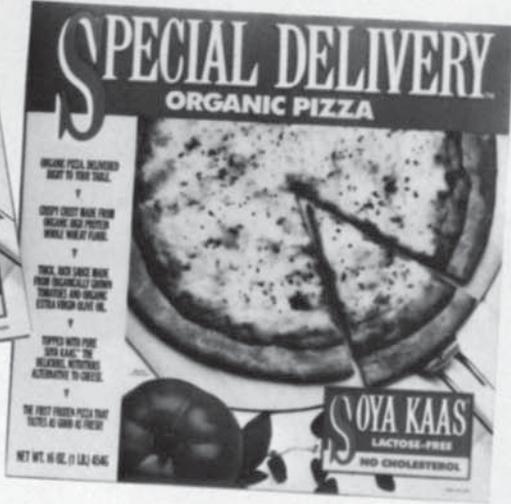
SPECIAL DELIVERY™

THE FIRST AND STILL THE ONLY ORGANIC PIZZA

We know Americans have a passion for pizza. So we wanted to take an American favorite and make it even better. To us that meant making it from organic ingredients. ■ Why organic? Because organic is better—it's just that simple. Better tasting. Better for you. And better for our ecology. ■ The crispy crust is made with organic whole wheat flour and organic rice



CHEESE



SOYA KAAS
LACTOSE-FREE
NO CHOLESTEROL

syrup. The savory sauce is made with organic tomatoes, organic extra virgin olive oil and organic spices. ■ Special Delivery Cheese Pizza is generously topped with organic Mozzarella and organic Provolone cheeses. Our Soya Kaas™ Pizza is topped with lactose free, cholesterol free Soya Kaas made from organic soy beans.

SPECIAL DELIVERY BETTER...NO MATTER HOW YOU SLICE IT

SPECIAL DELIVERY ORGANIC PIZZA • SPECIAL DELIVERY ORGANIC PIZZA

Distributed by Tree of Life, Inc., St. Augustine, FL 32085-0410 ©1991 Tree of Life, Inc.

Lactose-free. No cholesterol... And Soya Kaas is the perfect all-natural cheese alternative for those who prefer a dairy substitute. It contains no cholesterol, is lactose-free and yet has the taste and texture of real cheese.”

Soyfoods Center product evaluation: The label text is deceptive, since Soya Kaas contains calcium caseinate, which is derived from cow’s milk and which allows Soya Kaas to melt. If you follow the “tip” of thawing before cooking, the product is very complicated and messy to prepare. Upon thawing, the product and box become soggy. We could find no frozen pizza sold in a supermarket that suggested thawing before heating. The instructions advise: “Bake directly on oven rack until Soya Kaas melts,” but when it melts it drips onto the oven and is hard to clean off. The crust is very thin; our first try it turned out hard and crunchy, almost like a whole wheat cracker. The pizza is quite dry; Nothing special but not bad. It retails for about 69% more than a typical supermarket frozen cheese pizza (\$0.31/oz vs. \$0.18/oz).

Ad in *Natural Foods Merchandiser*. 1991. Dec. p. 22. “The first and still the only organic pizza.”

1990. Wilson, Roberta. 1991. Organic farming wins in a big way. *Health Foods Business*. Jan. p. 8-9.

• **Summary:** “The 1990 Farm Bill, signed into law Nov. 28, is seen as one of the most important developments in the history of natural foods. The organic industry now has the potential to impact the nation and the world in a big way...”

“A giant step forward for the organic movement, the bill recognizes organic farming as more than just a philosophy or set of values. The bill validates it as a scientific method of farming that encompasses environmental and societal issues. The law will go into effect Oct. 1, 1993...”

“The organic industry, with limited political and financial resources, battled with the American Farm Bureau and major chemical companies which lobbied vigorously against its passage.” Address: Correspondent.

1991. Lesser, Peter; Elkin, Ed. 1991. History of Pacific Soyfoods in Olympia, Washington (Interview). *SoyaScan Notes*. Feb. 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Pacific Soyfoods was started by Peter Lesser in 1981. Initially it was run out of the kitchen a collective restaurant named Café a la Mode, located on 4th Avenue in Olympia, Washington. They made tofu from scratch, and used the okara from the tofu to make soysage, using a version of the recipe published in *The Farm Vegetarian Cookbook*. Initially these products were served in the restaurant (the okara was used in sandwiches), but by about June 1981, they had started delivering the Soysage to the local food co-op and to 1 or 2 local grocery stores in Olympia. When the restaurant was closed after a year of operation, the wholesale accounts still wanted Soysage, so

Peter decided to keep the soy operation going and at that time, in Feb. 1982, he coined the term “Pacific Soyfoods.”

Peter stopped making tofu and bought his okara from a Korean-American tofu manufacturer named Boo Han in Lakewood, Washington. In the spring of 1982, Pacific Soyfoods’ landed its first wholesale account, Pacific Rim (formerly known as something like C.C. Grain), a collective wholesaler in Seattle, that delivered to the Puget Consumers Co-op (PCC) in Seattle. Soon thereafter he started selling to natural foods wholesalers, the first one based in Seattle and the second one based in Portland, Oregon. Then in 1983 he expanded his product line by adding to the Original Soysage, Italian and Mexican flavor, and changed from a fresh Saran wrap packaging to vacuum packaging. He expanded his distribution into the San Francisco Bay Area, first through Pacific Trading Co. (Mark Brawerman), then after he folded [sic, relocated], Ben Lee at Quong Hop & Co. took over the distribution. At one point, Quong Hop offered to set up a plant in the state of Washington with Peter overseeing it, in order to reduce freight to Washington. Island Spring also distributed Peter’s products, and he would sometimes get okara from them.

In about Nov. 1985 he introduced his first tofu burger, the Earthling Tofu Vegetable Burger. He bought the tofu for this burger from Boo Han.

On 1 April 1988 Peter sold Pacific Soyfoods to Ed Elin. At that time the company made four soyfood products: three flavors of Soysage, and Earthling Tofu Vegetable Burgers. Peter left and started Northwest Natural Foods, which makes Medallions, salmon or halibut patties/burgers with wild rice. He tried many times to make a salmon & tofu burger but was unable to get the right texture. (His phone number is now 206-866-9681.) Elin purchased his tofu and okara from Boo Han’s, just up the road in Tacoma, Washington. About 12-15 months ago Boo Han changed hands; it is now named Hang Yang, owned by Mr. Choy, a Korean-American, who does not speak English—although his brother does. Hang Yang is very aggressive and doing well; he just upgraded to a new system.

Ed continued to make the same four products, and will be getting new labels (with some color changes) next week for two new flavors of burgers. To the Original Earthling, they will add a Barbecued Earthling and a Teriyaki Earthling. The Barbecued flavor should be on the market in late Feb. and the Teriyaki in March. His business is “growing so fast I can’t believe it.” His bestselling product is the tofu burger. He has also become distributor for other companies outside the region; he brings up and distributes Quong Hop’s entire Soy Deli line. He plans to take on some tofu wieners and the JSL line of egg roll wraps and won-ton skins. By mid-summer he plans to have three of his own styles of tofu (soft, medium, and firm) private labeled by Han Yang.

He fully services his own products in about 175 supermarkets on a weekly or bi-weekly basis. His big

accounts are Q.F.C. [Quality Food Centers, the big market in Seattle], and Safeway. He sells only in supers, no natural/health food stores. But he does sell his products to companies that distribute to natural/health food stores, such as NutriSource and the Mountain People's Warehouse down south. The business in natural food stores is too small. Address: 2948 29th Ave. S.W., Building 2C, Olympia, WA 98502. Phone: 206-943-6234.

1992. Miyazawa, Mitsuo. 1991. [Re: Early shipments of miso and shoyu from Sendai Miso Shoyu Co. Ltd. to Mitoku]. Letter to Chris Dawson of Mitoku, Feb. 22. Based on a request from William Shurtleff at Soyfoods Center. 1 p. Handwritten, with signature. [Jap]

• **Summary:** "In Oct. 1970 Jōsen Shōyu was shipped in 18 liter cans, and red (rice) miso was shipped in 20 kg cans.

"In March 1976 brown rice miso was shipped in 20 kg cans. According to our research, these were the earliest dates that each of these products was shipped."

Chris Dawson adds: "I understand that Johsen was the first with brown rice miso, so this must be the first shipment ever of brown rice miso... I am trying to pull together information about the first shipments of miso and shoyu by Mitoku. It is a little difficult since we do not have the records on hand and some of our early customers are no longer in operation."

Note: Chris Dawson was still working for Mitoku in Tokyo on 27 Dec. 1991. Address: Sendai Miso Shoyu Co. Ltd., Furujiro 1-5-1, Sendai 982, Miyagi prefecture, Japan.

1993. Eden Foods, Inc. 1991. Eden Foods product overview (Leaflet). Clinton, Michigan. 6 panels each side. Each panel: 23 x 10 cm. Feb.

• **Summary:** Two panels of this color leaflet contain a brief history of Eden Foods, plus a chronology of key events in the history of Eden Foods: 1967–The first checking account was opened for Eden Foods, a source of macrobiotic and organic foods in Ann Arbor, Michigan. 1968–Eden Foods, Incorporated became a registered business, with food service, retailing and food processing operations. 1970–Eden Organic Certification Standards were implemented. Eden products were distributed in Michigan and Ohio. 1972–Trade relationship began with Muso Company, Ltd. of Osaka, Japan. 1979–Fire at warehouse reduced records, equipment and inventory to rubble. Two weeks later Eden Foods reopened. 1982–Schmidt Noodle Company, maker of Eden organic pasta since 1976, was acquired by Eden Foods. 1983–Edensoy soy beverage introduced; historic new item in natural foods market. 1985–San Francisco, California sales office and warehouse opened to service the West Coast. 1986–American Soy Products opened to produce Edensoy in Michigan; first aseptic soy beverage plant in the United States. 1988–Eden Foods joined OCIA, Organic Crop Improvement Association, for independent certification of

crops. 1989–Eden and OCIA established standards for food processing as well as growing crops.

Six panels inside the leaflet describe the company's main product lines and give color photos of leading products from each line: Edensoy soy beverage. Organic durum pasta. Organic tomatoes. Organic grain sweetener (100% barley malt). Oils & vinegars. Beans & grains. Fruit products. Seasonings (Sesame Shake = gomashio). Traditional Japanese pasta. Traditional Japanese miso. Japanese soy sauces. Japanese sea vegetables. Japanese oils & vinegars. Japanese chips & crackers. Japanese pickles. Japanese concentrated foods (plum, garlic, kombu). Japanese teas. Japanese specialty foods (macrobiotic).

The company's trademark is now "Making a tradition of good health." Address: 701 Tecumseh Rd., Clinton, Michigan 49236.

1994. Poncavage, Joanna. 1991. Walnut Acres: The farm that Gandhi grew. One of America's pioneering producers of organic food, Paul Keene shows that you can profit by showing respect for the soil. *Organic Gardening* 38(2):58+. Feb. *

• **Summary:** Walnut Acres, in Penns Creek, Pennsylvania, was founded by Paul and Betty Keene. Discusses organic farming, organic foods, natural pesticides, organic fertilizers, biological pest control agents.

1995. Dawson, Chris. 1991. Re: Chronology of early shipments of shoyu and miso from Mitoku to Europe and the USA. Letter (fax) to William Shurtleff at Soyfoods Center, March 8. 1 p.

• **Summary:** 1969–First shipment of organic shoyu (Sakae Shoyu brand) from Fukaya Shoten in Shizuoka prefecture, Japan, to Mr. Sakaguchi of Le Bol en Bois in Paris, in 16 liter tins. This shoyu was made with MOA* ingredients.

1970, Oct.–First shipment of Jōhsen Shoyu and red rice miso from Sendai Miso Shoyu Co. Ltd. in Sendai, Miyagi prefecture.

1971–First shipment of Hacho miso from Hacho Miso Ltd. in Aichi prefecture to USA.

1976, March–First shipment of brown rice miso from Sendai Miso Shoyu Co. Ltd. in Sendai, Miyagi prefecture. In 20 kg tins.

1980, May–First shipment of Onozaki rice miso from Onozaki Koji-ten in Tochigi prefecture to Oak Feed in Miami, Florida. 84 cartons and 4 kegs.

1980–First shipment of buckwheat miso from Kamegen Jyozo in Nagano prefecture, to Europe. 100 packs of 500 gm each.

1984, Sept.–First shipment of organic tamari from Mansan Shoten in Aichi prefecture to Blake Rankin of Granum in Seattle, Washington. Four x 18 liters.

1984–First shipment of organic soybean miso from Mansan Shoten in Aichi prefecture to Jon Judson of Soy

Source, Christchurch, New Zealand.

1987—First shipment of organic young (*waka*) Hatcho miso from Hatcho Miso Ltd. in Aichi prefecture to USA.

1989—First shipment of organic Hatcho miso from Hatcho Miso Ltd. in Aichi prefecture.

* Note: MOA refers to Mokichi Okada International Association, which is a commercial association related to the Japanese religion *Sekai Kyusei Kyo* which means “helping the world religion.” Its basic tenet is to “Make heaven on earth,” to bring peace on earth and health to all people. There are approximately 700,000 members in Japan. Mokichi Okada lived 1882-1955. The commercial company was formed in 1920 and is now known as MOA Trading Company. Its purpose is to promote natural and organic farming and provide natural products for people. Address: International Sales Manager, Mitoku Co. Ltd., C.P.O. Box 780, Tokyo 100, Japan. Phone: 3-3201-6701.

1996. Caton, Greg. 1991. Tom Futch, Royal American Foods, Global Foods, Manna International, Global Harvest, and Lifeline Sciences International (Interview). *SoyaScan Notes*. April 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Tom Futch earned a PhD in food science from Louisiana State University. He worked with A.E. Staley Mfg. Co. in helping to set up their extrusion plant. He has done some milestone projects in the soyfoods industry. He also worked for McCay Bakery. He set up a \$52 million plant, some of which was producing meat analogs, for General Nutrition Corp. (GNC) in Fargo, North Dakota. In 1982 Tom and Carl Hastings set up Royal American (with manufacturing facilities in Decatur, Illinois) and Spectrum Foods (its multi-level marketing [MLM] wing in Blue Springs, Missouri). Greg feels that the products were good (though deceptively labeled) but the management wasn't. There was an exposé in the *Wall Street Journal* about it. There were a lot of bad financial dealings by insiders. Eventually the whole operation was owned by Lawrence Albert; it recently went out of business. In the interim, Global Foods was founded; they sold soy dinners. One person who is quite knowledgeable on the history of these developments is Clyde Womack in Los Angeles (phone 213-395-1949).

Shortly after Royal American was founded, Tom left, went to New Orleans, and in about 1983 set up a new company named Manna International. Greg knows that company well since he did their business plan and worked with their investment bankers. He also has a graphics studio. Soon Manna was making 12 dinners (based on textured soy protein concentrates made by A.E. Staley), plus mixes, malts, and products made from soy isolates. They sold mostly to institutions rather to consumers.

On the board of Manna was a man named Bob Williams, a factory hand with little knowledge of food manufacturing

who was a power seeker; by playing games with investors he managed to get enough proxies to get Tom Futch fired. Greg is not sure why he would want to fire such a talented and dedicated individual. Neil Pfeiffer, who was Lawrence Albert's partner at Royal American, was very effective in setting up institutional accounts. He started his own company in Rockville, Illinois, selling soy entrees to institutions such as prison systems and hospitals. Soon he was purchasing 80-85% of the products sold by Manna International—with \$200,000 to \$250,000 a month.

After Tom Futch was fired by the board of Manna International, he set up his own company named Global Harvest, located in Jefferson (a suburb of New Orleans), Louisiana. Neil Pfeiffer soon began buying from Global Harvest instead of Manna, causing Bob Williams to threaten lawsuits against Tom Futch for “stealing his customers.” Bob seems to have a very weak case. Manna International is now in bankruptcy proceedings. Before Tom Futch left they had a terrible looking balance sheet, with more than \$600,000 in debt, much of it short term and much of it acquired in the early years. The company had a positive cash flow during its last few years. It was actually a blessing for Tom that he got fired when he did.

Greg Caton is now starting a new MLM company named Lifeline Sciences International, that is totally dedicated to vegetarian products. Virtually all MLM companies stand for nothing more than “Make Lots of Money.” Lifeline will be based on “unifying principles.” Greg will continue to manufacture his Heartline products (his is the only company that makes an intermediate moisture meat analog) but he will buy some of his Lifeline products from Lumen Foods, but most from another company. Lumen Foods now has sales of about \$30,000/month. Last year's sales were \$300,000 with a loss of \$2,000 to \$3,000. A major expense was depreciation on machinery.

As far as Greg knows, no company has ever been successful selling dry soy dinners to consumers. He is going to try to be the first. But he will also sell to institutions by offering a Quantity Discount Schedule (QDS) up front. One could argue that Royal American was successful since their gross sales to consumers at one point topped \$1 million a month. They made money but they squandered it. They yielded to the temptation to kite—to spend money, about 50% of which they knew was due in commissions and that should have been put in an escrow account. It takes great internal fiscal discipline to run an MLM company.

After Central Soya purchased A.E. Staley's soy protein concentrate (ProCon 8500) business, it went steadily down hill. Greg thinks that Central Soya is a very inept company; Wall Street people come in and try to throw money at a company; it doesn't work. Extrusion work with soy proteins is very difficult; it is as much an art as it is a science. There are very few extrusion technicians.

Note: Greg wrote a book on MLM frauds, but it was

so controversial that he decided to withdraw it. Address: President, Lumen Food Corp., 409 Scott St., Lake Charles, Louisiana 70602-0350. Phone: 318-436-6748.

1997. Eden Foods, Inc. 1991. Edensoy organic soy beverage: Delicious, dairy-free, nutritious (Leaflet). Clinton, Michigan. 4 panels each side. Each panel: 23 x 10 cm. April.

• **Summary:** A color leaflet. Contents: Edensoy, a wholesome new food. Recipes (3). What goes into Edensoy (ingredients)? What can you do with Edensoy? The right choice for health-conscious consumers. What does certified organic mean? Produced in the U.S.A. with pride, skill, and care. Environmentally responsible, inside and out.

The company's trademark is now "Making a tradition of good health." Address: 701 Tecumseh Rd., Clinton, Michigan 49236.

1998. Coolman, Skip. 1991. 1991 Michigan annual report—profit corporations: Eden Foods, Inc. Lansing, Michigan: Michigan Department of Commerce—Corporation and Securities Bureau. 2 p. May 15. 26 cm.

• **Summary:** Corporate name: Eden Foods, Inc.—corporation No. 187-885. 701 Clinton-Tecumseh Road, Clinton, Michigan 48236. Resident agent: Michael Potter. Incorporation date: 4 Nov. 1969. Name of the successor resident agent: Ron E. Roller. The corporation has 50,000 shares of common stock and 500 shares of preferred stock. Signed by Skip Coolman, Vice-President, 15 May 1991.

On side 2 is a corporate balance sheet. Total assets are \$3,556,000. Corporate officers and directors: Ron Roller, president. William Swaney, secretary. Mark Shirkey, treasurer. Skip Coolman, vice-president. Directors: Michael Potter, Roller, Swaney, Coolman, and Nancy Potter. Address: Vice-President, Ann Arbor, Michigan.

1999. Hoffman, Steven M. 1991. Natural foods in Europe: Old world, new opportunities. *Natural Foods Merchandiser*. May. p. 20, 22-23.

• **Summary:** "Today's market for natural and organic products in the European Community (EC) is estimated by industry sources at roughly \$4 billion at the retail level, with 25 percent of those sales in organic products. These figures are similar to U.S. sales estimates. However, in Europe the business has a much more regional focus in terms of marketing, sales and distribution. This is in part due to differences in language, culture, tradition, policies and politics... The EC is moving ahead to unite its 12 member countries in 1992. The economic unification will bring together 320 million people into a single common market..."

"In the organic sector, industry leaders hope for a single organic standard for the EC, to be voted on this month by the European Parliament. This will hopefully end the confusion caused by a multitude of laws and certification seals, says Tom Harding, industry consultant and vice president of the

International Federation of Organic Agriculture Movements (IFOAM), headquartered in Tholey-Theley, Germany..."

"The German natural products market is a strong one, with retail sales estimated at well over \$1.5 billion... However, it remains divided along philosophical and distribution lines between Neufarm Reformhouses and the organic and environmentally-based 'Green' stores.

"France... has one of the most developed organic agriculture systems in the world. Distriborg, one of the largest natural foods distributors in Europe, services the French retail market, including its own chain of stores, Dame Nature (Lady Nature).

"In Belgium, one major supermarket chain, Delhaize, has incorporated organic produce, snacks and bread into its product mix... The European macrobiotic movement began in Belgium in the 1950s... Watch for industry growth in southern Europe, Italy, Portugal and Spain.

"According to Carl Haest, who was also the sales and development manager for Belgium-based Lima S.A., one of the first macrobiotic food companies in Europe, a vegetarian community called Eden was established outside of Berlin in 1893. 'These people reacted to the ill health they believed was due to the industrialization of the food supply,' he says. 'They embraced three concepts: life reform, earth reform and nutritional reform, and founded the first of the Neufarm Reformhouse stores to supply the products they needed...'

"The Neufarm stores continued to prosper well into the 20th century, and now number more than 2,000 outlets. These stores are organized into a retailer-owned cooperative of approximately 1,300 member owners, and are supplied products bearing the Neufarm label by more than 70 companies under contract... Of the 5,000 total items carried in the Neufarm stores, approximately 70 are certified organic, he says... 'To educate the retailer, Neufarm has established its own state-recognized academy near Frankfurt, Germany, where a person needs to pass four courses—approximately 18 months of study—in order to open a shop.'

"Over the course of time, reformhouses became the German 'health food store,' with an emphasis on dietary products and supplements. In the early 1970s, small 'Green' stores, called 'Naturkostladen,' or natural foods stores, began to appear. These stores offer organic and environmentally sound products, and now number close to 1,400 throughout Germany. They are the main competition of the reformhouses..."

"Supplements are not emphasized in the green stores. 'These retail shops take the nutritional approach,' says Hubert Rottner, one of the organizers of BioFach, a trade show for the green stores held annually in Mannheim. 'The reformhouses were like the natural foods stores of today, but they lost their roots and became "pill" shops. The green stores are more political, more environmentally aware...'

"Today, there is a movement in the Neufarm reformhouses for more certified organic products... The

old world and the new world is not Europe and the United States,' Haest concludes. 'The old world is consumerism and conformism. The new world is sustainability.'" Address: Editorial director.

2000. Eden Foods, Inc. 1991. Eden Foods: Healthy recipes (Brochure). Clinton, Michigan. 28 p. Each page: 23 x 10 cm. June.

• **Summary:** Reprinted with permission from five macrobiotic cookbooks, which are acknowledged on the last page. Address: 701 Tecumseh Rd., Clinton, Michigan 49236.

2001. **Product Name:** Traditional Foods Hickory Smoked Seitan, Seitan Curry, Seitan with Ginger, Seitan with Garlic & Herbs.

Manufacturer's Name: Santa Fe Organics.

Manufacturer's Address: 906 Locust St., Columbus, NC 28722. Phone: (704) 894-3132.

Date of Introduction: 1991 June.

Ingredients: Hickory smoked: Organic wheat flour* & vegetable broth seasoned with whole bean soy sauce, onion, garlic, and natural hickory smoke. * = Organically grown and processed in accordance with Section 26569.11 of the California Health and Safety Code.

Wt/Vol., Packaging, Price: Retorted in a 1 pint (16 oz) glass jar with a 2-piece canning lid. Retail for \$3.99 on the East Coast.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Talk with Lenny Jacobs. 1991. Nov. 15. The Bellemes' new seitan products are now on the market. They are expensive but good. The Bellemes were going to spell seitan as "saytan" but they got a lot of flack from the idea and decided to drop it.

Talk with Jan Belleme. 1991. Nov. 14. Santa Fe Organics (run by John Belleme) started making four seitan products in June 1991. They are made from high-protein wheat flour. The plant is located near Rutherfordton, but not on their property. The principal owner of the business, who lives in Santa Fe, New Mexico, chose the business name. Starting the business took much longer and was much more complicated than expected. They do not yet have a brochure describing the products, but every distributor who has seen them immediately wants to carry them.

Small leaflet (3 panels each side. Each panel: 6.2 x 5 cm. Black, brown, and silver on white. Front and back) sent by John Belleme. 1991 June. "All about seitan." One panel is: "Cooking with Seitan—Traditional Foods Seitan." Another: "Try all Traditional Foods Heat & Serve Seitan Classics: Chili Beans with Seitan. Seitan Sloppy Joe. Smokey Mt. Seitan & Beans. Pasta Sauce with Seitan & Miso. Zesty Pasta & Grain Topping."

Talk with John Belleme. 1992. March 7. He makes his seitan using a seitan machine that he ordered from Muso in Japan.

Talk with a reporter. 1992. March 12. John Belleme believes that it is not good to make seitan starting from vital wheat gluten, since the latter is made from white flour and the finished raw gluten does not absorb flavors nearly as well as raw gluten made from whole wheat. This reporter found that the Bellemes' products had a flavor and texture that was remarkably similar to that of meat.

Labels for all 4 products sent by Santa Fe Organics. 1992. April. 8 by 2.5 inches. Two pastel colors plus white. Illustration of ears of wheat. Hang tag (neckhanger: 2.5 x 2-inch, 6-panel leaflet) attached to neck of jar with a rubber band. "Seasoned Wheatmeal. All natural vegetarian entree. Please recycle this container. Printed on recycled paper. Copyright 1991 Santa Fe Organics."

2002. Walsh, Ami. 1991. Tofu entrepreneur plans tasty Asian joint venture. *Detroit News*. July 22. p. F-14.

• **Summary:** Bruce Rose, president of Rosewood Products Inc., plans to soon start a joint venture with the Zhen Jiang Bean Factory, a tofu manufacturer with 500 employees located several hundred miles northeast of Shanghai. The Chinese company will provide the technology, recipes, technicians, and equipment to make a new line of tofu products—quite unlike anything most Americans have ever tasted. For example "Buddhist Chicken" made of a pressed tofu called *dofu gan*.

Contains a nice biography and photo of Bruce Rose, who has worked in the natural food industry for 20 years. After earning a degree in philosophy at Central Michigan and Wayne State universities, he founded a small co-op in Royal Oak—while holding paying down a job at Michigan Bell. He worked at Eden Foods (Clinton, Michigan) for two years, then in 1980 founded Rosewood Products as a natural foods distributor.

Five years ago when The Soy Plant, his tofu supplier, went out of business, Rose bought the used equipment, invested \$100,000 in new equipment, and began making his own brand of tofu, now named China Rose. Today his company makes about 4,000 lb/week of fresh tofu. Address: Freelance writer, Ann Arbor, Michigan.

2003. Tara, Bill. 1991. Pioneering macrobiotics and soyfoods in London (Interview). *SoyaScan Notes*. Aug. 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Starting in the late 1960s, the pioneering work with soyfoods in London was done by Craig and Gregory Sams. They and their parents were Americans, and they had gone to college in America. Their father was employed by the U.S. armed forces as an historian; they spent a lot of their time growing up between America and England. Greg fell out of a tree while going to college in Berkeley in the late 1960s and was paralyzed from the waist down, so he was confined to a wheelchair, but was still very active and innovative. In the late 1960s they set up a macrobiotic

natural foods cafe / restaurant on Portobello Road in London, then changed it into Ceres Grain Shop, a natural foods retail store. As volume increased, they began to distribute their products out of the back of their shop, and in about 1971 founded Harmony Foods Ltd. as a distribution company located in a warehouse on Ladbroke [sic, Latimer] Road. The model and evolution was similar to that of Erewhon in Boston. Harmony Foods was the first natural foods distributor in England, and probably the second in Europe after Lima Foods of Belgium. Soon they were importing macrobiotic foods from Japan, and distributing organically grown grains from England and from The Camargue (a marshy island in the delta of the Rhone River in the south of France), etc.

Among their early Japanese imports were bulk miso and “tamari” (actually shoyu), imported from Muso in wooden kegs. They repackaged the miso and shoyu in glass bottles under the Harmony Foods label in London. This was the first Japanese miso and shoyu sold in England. In about 1972, as soon as Erewhon started having miso and shoyu packed in Japan, the Sams had the same thing done with theirs, then they applied their own labels in London. But they continued to import in bulk as well. A Chinese company in London made tofu and [mung] bean sprouts, then sold the tofu to the Sams brothers; they sold it unpackaged in open trays in water. At that time, tofu was not emphasized much in macrobiotic circles so not much was sold; it was considered too yin. The Sams also sold deep-fried Rissoles filled with TVP instead of meat; as early as 1970 the Rissoles were being made by an Israeli guy (name?) who owned a shop (name?) by the Hempstead Heath. Marigold Foods also used TVP in the mid-1970s.

In 1970 Bill Tara, then a vice president at Erewhon in Boston, passed through London on his way to India. One purpose of his trip was to scout out the possibility of Erewhon setting up a distribution point or center in England. Paul Hawken was president of Erewhon at the time, and Erewhon was importing miso and tamari from both Muso and Mitoku in Japan. Bill and Paul had been roommates in a warehouse in San Francisco, then they took over the Erewhon food store from Evan Root, Paul starting 2-3 months before Bill. In London, the Sams brothers were just opening a new natural foods restaurant in the Notting Hill area so Bill and Paul Petrofsky spent 2 weeks fixing it up. Paul later started Baldwin Hill Bakery with Hy Lerner. Bill stayed in London 2-3 months during this first visit.

In about 1972 Bill returned to London with Russel Demerais, on the Erewhon payroll, again to start an Erewhon distribution center. But Erewhon went through a cash crisis and Harmony foods had grown dramatically. So Bill and Peter Bradford (an Englishman who had come to American in about 1970 and worked for Erewhon doing organic agriculture at Erewhon Farms near Keene, New Hampshire) began to work for the Sams brothers both at Ceres

Grain Shop (the retail store) and Harmony Foods (in the warehouse). Bradford, who now has a very successful natural food store in England named Clearwater Natural Grocer, has been one of the most important promoters of soyfoods in the UK. At this time, Craig Sams set up a bakery. By now, miso and tamari sales had increased; Harmony was still affixing its own label to unlabeled packs.

In 1974 Bill and Peter established Sunwheel as a natural food/macrobiotic distributor. They picked up exotic Japanese imports that Harmony found unprofitable and wanted to drop—so there was little or no competitive feeling with the Sams. By late 1974 Sunwheel Hacho Miso, Mugi Miso, and Tamari were on the market, imported from Muso (Yuko Okada) in Japan. Sunwheel also made granola and peanut butter. Sunwheel never sold any other soyfood products; they had very limited warehouse space and no refrigeration.

Note: On 17 Aug. 1975 Renée Tara wrote William Shurtleff in California. She was living at 30 B Market St., Bradford-on-Avon, Wilts., England. She is writing a European Macrobiotic Cookbook. She requests information on miso and invites Shurtleff to visit.

In about 1977 Sunwheel acquired a retail store that had been started in and by the Community Health Foundation. By 1979 Sunwheel was very successful, but it needed to be recapitalized or sold. So the partners decided to sell it to a larger health food company; Peter kept the retail store.

In Nov. 1975 Bill established the Self Health Center which by 1976 grew into the Community Health Foundation (CHF). By 1976 CHF was offering classes in soyfoods. Paul Jones was the key man with tofu; he taught classes and started making tofu out of his home in the Highgate area. Paul Jones was definitely the first Caucasian to pioneer tofu in England. Simon Bailey, a baker who was originally with one of the first natural foods stores in England, located in Bath, taught about tempeh. These people were experimenting in the kitchen with soyfoods and taught in a sort of an apprenticeship program. Jon Sandifer, who is still with CHF, learned tempeh from Simon Bailey. CHF sold some tofu and tempeh through its own sit-down restaurant named The Seven Sheaves, then renamed The Natural Snack and changed to a cafeteria. A few people did experiments with miso but it never got to a commercial scale in part because of persistent rumors that Lima Foods was going to start making it.

By the late 1970s soyfoods were growing in popularity in the UK. Two separate groups promoted them; the vegetarians and animal rights people (who liked TVP), and the natural foods and macrobiotic people. Marigold Foods also used TVP in the mid-1970s.

Much of important pioneering commercial work with soyfoods in Europe was done by macrobiotic groups in the Netherlands and Belgium. Bill often went there to teach in 1974-79. Tofu, and later tempeh, were emphasized by groups such as Manna in Amsterdam and De Brandnetel in Antwerp.

Macrobiotics was much more active in the Lowlands than in England.

The Sams brothers later started Whole Earth as a marketing company for their jams. They sold it fairly soon. Gregory Sams (disabled) is no longer in the food business; he runs The Chaos Shop in London which sells photographic reproductions of computer-generated chaos patterns. Greg started Realeat Co. and now may be with the Haldane Foods Group. Address: Director, Nova Inst., P.O. Box 4648, Estes Park, Colorado 80517. Phone: 303-586-6265.

2004. Sams, Craig. 1991. Pioneering macrobiotics and soyfoods in England, 1967-1979 (Interview). *SoyaScan Notes*. Aug. 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Craig and Gregory Sams were both born in America. Their mother is from Nebraska and their father from Pittsburgh, Pennsylvania. Greg is 4 years younger than Craig. During the 1950s and 1960s the family went to England periodically, largely because Craig's father worked in England as a historian for the U.S. Air Force. In 1965 Craig took a year off from college, traveled around the Indian subcontinent, and got hepatitis. Upon returning to the Univ. of Pennsylvania in Philadelphia for his final year, he fell in with 3 followers of macrobiotics and got interested in macrobiotics. In about Feb. or March of 1966 he went to the Paradox, a macrobiotic restaurant in New York and decided that he wanted to start a similar restaurant in London. In late 1966 [on New Year's Eve] Craig's brother, Greg, fell out of a tree in Berkeley, was paralyzed from the waist down and was confined to a wheel chair—as he still is.

In Feb. 1967 Craig started a restaurant named the Macro at 10-A Airlie Gardens, Holland Park, London. Yoko Ono, John Lennon's wife, was one of the first regulars. She was the first person Craig met in London who was aware of macrobiotics; she had learned about it in Japan. But Craig had to close Macro after 2 months because of zoning problems. In mid-1967 Greg joined Craig in London and in Dec. 1967 they opened a new macrobiotic / natural foods restaurant named Seed at 136a Westbourne Terrace, W.2, London—a few minutes walk from Paddington Station. Soyfoods were a part of the menu. They got Kikkoman shoyu, shiro-miso, and Hatcho miso from a Japanese import company named Mikado-ya, which was run by Japanese in southeast London out of the basement of a house and supplied Japanese embassies in Europe and Africa. At that time Craig thinks there were no Japanese restaurants or retail stores in London. Seed soon started to import Hatcho and barley (mugi) miso from Muso in Japan. Seed never used any of Lima's soyfood products. Seed also used fermented tofu; they mixed it with tahini, spread it on bread, and called it a Rarebit—an alternative Welsh Rarebit, which is cheese on toast. Seed purchased fresh tofu and [mung] bean sprouts from a Chinese company named Lung Kee on Fermoy

Road, Paddington, London, right on the banks of the canal. It was run by one Chinese man who employed about 15 West Indian / Jamaican women who made the foods. Bean sprouts accounted for most of Lung Kee's business. Craig has no idea when Lung Kee started making tofu. In addition to its mainstay, brown rice, Seed served the tofu diced in miso soups, or sauteed with vegetables such as nitsuke carrots, etc., or as a dessert with tofu and apple concentrate whipped with fruit to a thick creamy consistency and chilled. The restaurant did well. It was soon famous for its "groovy vibes" and its free meal of brown rice, veggies, and green tea for those who could not afford to pay. Although the Sams brothers were not "proponents of the brown rice and marijuana regimen" (as Kotzsch had implied in 1985, p. 221), Seed was a favorite hangout for a host of '60s counterculture celebrities such as The Beatles, The Rolling Stones, Yoko Ono, and others. Americans such as Bill Tara, Peggy Taylor, Eric Utne, and Paul Petrofsky also worked there. Then people began to ask the Sams if they could buy staple foods from the restaurant. So food was soon packaged and sold over the restaurant counter.

In about March 1969, to meet the growing consumer demand, the Sams brothers opened Ceres, a natural foods / macrobiotic retail store, at 8-A All Saints Road, 2 blocks from and parallel to Portobello Road. Ceres also did extremely well, with Greg and various managers having the main responsibility while Craig focused on the restaurant. Soyfoods retailed by Ceres included Hatcho and mugi miso, tamari, fermented tofu, and fresh tofu sold in trays immersed in water. Eventually Bill Tara and Peter Bradford took over management of Ceres. Soon other people began to open restaurants and natural foods / macrobiotic stores like Ceres in college towns in England: Infinity Foods in Brighton (at Sussex University; Peter Deadman, Robin Bines, Simon Bailey were involved), Arjuna in Cambridge, Harvest in Bath, and On the Eighth Day in Manchester. In 1970 the Sams developed a large mobile tent macrobiotic restaurant and made a lot of money by taking it to various big rock festivals.

In Aug. 1970 Harmony Foods was established as a natural foods / macrobiotic import, product development, and distribution company. The money from the mobile restaurant was used to rent a building at No. 10 St. Luke's Road in London (only about 300 yards from the Ceres shop), and to import enough products to start a line / range of products under the Harmony Brand (the logo was a yin / yang sign). They stored and packed these in the basement at Harmony Foods. Starting in 1969, the first imports for the restaurant and for Ceres had come from Muso in Japan, and from a macrobiotic society in Vietnam came red rice and green tea. In 1970 they started to import 4-5 tons of organically-grown brown rice from The Camargue in the south of France. Grown by the same man who grew brown rice for Lima Foods, it became the company's main product.

Harmony Foods started out with about 20 customers—16 conventional health food shops and 4 of the new wave of natural foods stores (which the natural foods stores called “grain shops”). Wholefood of 112 Baker Street was the pioneer “organic shop” that started in the 1950s. They were part of the Soil Association, so organic growers used it as an outlet for the first organically grown produce retailed in England. They soon became an important outlet for Harmony Foods as well. In addition a man named Ivan Seruya would collect food (mostly produce) from the organic growers and deliver it to restaurants like Seed and Manna in London. One other product that was grown organically was Pimhill Flour. Harmony Foods was a pioneer in developing new organic growers (such as Stewart Patterson who farmed wheat with horses) and in putting organically grown foods into retail outlets.

By Aug. 1970 Harmony Foods was distributing soyfoods, including Hatcho miso, mugi (barley) miso, and tamari from Muso in Japan—imported in wooden kegs and packed in glass jars. These were the first miso and shoyu products available at retail outlets in England.

In Jan. 1971 Harmony Foods outgrew its building on St. Luke’s Rd. and moved into a larger warehouse at 191 Latimer Road (Maidenhead), a former cosmetics factory. Just before the move, Bill Tara informed the Sams that he was in London to set up Erewhon Europe to compete with Harmony. The restaurant, Seed, was sold in the spring of 1971 and reopened as The Magic Carpet. In 1971 Ceres was renamed Ceres Grain Shop and relocated at 269 A Portobello Rd.

In mid-1972 the shop next to Ceres closed. The Sams took it over and made it into Ceres Bakery. It transformed large amounts of wheat, organically grown in England, into unique and delicious naturally leavened breads. The enzymes in the freshly-milled flour helped to leaven the bread.

When they closed down Seed, the restaurant on All Saints Road, there was still a demand for simple macrobiotic food, so in about Feb/March 1971 they opened Green Genes, a sort of macrobiotic workingman’s café on a much smaller scale. Each person picked up his or her food from a counter; there was no table service. It was open for lunch only whereas Seed had been open only in the evenings.

In 1972 they began to publish a magazine titled *Seed: The Journal of Organic Living*. Bill Tara and Peter Bradford helped with it occasionally. It continued for 6 years. That same year, above Ceres Bakery, they started Ceres Bookstore, which only last for 1½ years.

Meanwhile Bill Tara and Peter Bradford had expanded and transformed Ceres Grain Shop, but in a way that led to extensive shoplifting, so it was scaled back to near its original size and finally sold in 1979 to Jack Weller. By that year all efforts and resources were focused on Harmony Foods, the wholesale business. Peanut butter (non-organic), the first product manufactured by Harmony, was now in two

of the leading supermarket chains, Safeway and Waitrose. Continued. Address: 269 Portobello Road, Notting Hill, London W11 1LR, England. Phone: 071-229 7545.

2005. Sams, Craig. 1991. Pioneering macrobiotics and soyfoods in England, 1967-1979 (Interview) (Continued—Document part II). *SoyaScan Notes*. Aug. 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** (Continued): Harmony imported all of its miso from Muso in Japan. The packaging was initially a problem, because the miso was live (unpasteurized) and would cause some containers to burst. In the summer of 1971 many kegs of mugi miso blew their lids off and splattered miso—which has an unappetizing look. In about 1972 Miso started offering flat, rectangular pre-packs of miso in plastic bags. The labels were put on in Britain. In about 1975-76 Harmony started importing genmai [brown-rice] miso. Muso was always Harmony’s only source of soyfoods from Japan.

At that stage, Greg was managing Harmony Foods and Craig was running the bakery and responsible for the store (which they had under management). At the bakery Craig developed the jams with no sugar added; apple juice was used as the natural sweetener. Craig was just about ready to start producing the jams in the bakery. They had another partner in the business, Jerry Sakura (Japanese-American), who bought in in 1974. Even though there was Ceres and Seed and Harmony Foods, they were all part of the holding company which was Yin-Yang Ltd., which was incorporated on 24 May 1967—very near the beginning of these many creative businesses. Somewhere is the plan for Brown Rice Puffies, a breakfast cereal based on brown rice. Its hard to describe now—Craig is sort of cynical today as he sees the rampant spread of hamburgers and Coke. But in 1967 Craig really believed that everybody was at least as clever, if not more clever, than he was, and that by 1971 or 1972 the whole world would be eating natural, whole foods.

Then a problem began to emerge. People would come to Harmony and buy 200 lb of brown rice, a bag of aduki beans, and smaller amounts of this and that. They would go off to their part of the country, bag it up in 1-lb bags, sell it to local stores and undercut the Harmony brand. By the late 1970s it had become a serious problem. Also, when we developed the flakes—wheat flakes, oat flakes, rye flakes, barley flakes—we did it exclusively with organic grain. Then one of Harmony’s competitors came out with non-organic flakes. Suddenly all the contracts we had with farmers for organic raw material—it was very hard for us to honor them because we weren’t selling as much because somebody had scooped out the bottom third of the market, if you like.

Then they went to the same supermarkets who stocked their peanut butter and said, “What about brown rice?” And they said, yes, your right, brown rice does look like a good idea, but we’ll just get it from our white rice suppliers. Its all the same. There’s no point in having two suppliers. As far as

the supers were concerned, it was just a range extension on white rice. They didn't see that there's a difference.

"We began to see that we could never compete with branded, packaged products of the basic staples. We didn't have the capital or the management expertise. We were good at innovating and capitalizing on that, but once the going got tough, we got going, really. So we decided to move into added value foods, but of the same quality. The peanut butter was the first such product. Next came the sugar-free jams—like the "spreadable fruit" in the States. We launched them in the States and Sorrell Ridge picked up on the idea from us and called it "spreadable fruit." Polaner and Smuckers now dominate the market. We are still the leaders in Europe in that category. The jams were our first products under the Whole Earth brand. We are still Yin-Yang Ltd. The company names have changed over the years, to Harmony Foods Ltd. and then we changed the company name to Whole Earth Foods Ltd. but its still the same entity. Only Seed Publications was actually a separate business, not part of the parent company, Yin-Yang Foods.

"In 1977 the Whole Earth brand began. The peanut butter was sold under the Harmony brand. The sugar-free jams took off like a rocket. But we only got them into supermarkets about 2 or 3 years ago (1987-1988). The jams were sold in natural and health food shops in the UK. But export was very big. They really opened up our whole export business because it was a unique product. You could only get it from one place—from us. We appointed one importer in each European country and they've all done very well, because their customers could only get that jam from them. In the early 1980s we used to sell a lot to the States, but that died down through the '80s.

"On May 26, 1982 we decided to put the whole business into liquidation; we filed for bankruptcy—Yin-Yang, Harmony, everything. We were in financial difficulties. The jams were doing well. We had also started importing Health Valley; in 1980 we became the Health Valley distributors in Europe. Also in 1980 we had let in our outside investment, because of the cash flow problems of being a business with all this stock of rice and beans, etc. You can't make a profit on it. Our business skills were not quite as sharp as our awareness of what the market wanted. The bank manager who had the debenture on the company's assets wasn't available until Tuesday of the following week. Over that weekend I learned what working capital and cash flow meant. I had to learn how to read a balance sheet, work out what the working capital of a smaller company would be. And I then worked out a scheme whereby, if the bank stuck it out with us, we could in fact get solvent. We never went into liquidation. We licensed, on a royalty basis, that part of the business to a man named John Guyon. He could use the Harmony trademark, because we were moving over to Whole Earth, which kept peanut butter, jam, and ginseng roots from the 300 product lines we had. And we made

severe cutbacks in staff. In late 1981 the staff size had peaked at 45 employees. I forgot to mention that we opened a cash and carry business on July 4, 1978. This encouraged local retailers to come to our store. You have your warehouse set up like a supermarket, but they buy cases of everything. The peak days were Tuesday and Wednesday. Anybody who could buy by the case was allowed in. It was a walled-off section of the warehouse—in the same building but with a separate entrance. Harmony used other distributors, even in London. Harmony never owned more than two trucks so we were not a distributor. We imported, developed and packaged products."

Now, Craig runs Whole Earth Foods. "We control about 15% of the peanut butter market in the UK, and about 25% of the branded peanut butter market. We're the No. 2 peanut butter manufacturer in Britain. Our sugar-free jams have been in Safeway for two years. We're that dominant players now in that market; Robertson's has withdrawn. Finally, we are getting our jams into supermarkets. We also do organic canned baked beans, organic spaghetti sauce and ketchup, a range of nut butters and salad dressings. All of our products are made with organic ingredients, no added sugar, no artificial ingredients. We've got what I think are the highest standards of any food processor around. I own 99% of the company, Whole Earth Foods Ltd., so I can be as uncompromising as I want. On 14 Aug. 1981 the name of the parent company name was changed from Yin-Yang Ltd. to Harmony Foods Ltd. In Feb. 1984 the name of the parent company was changed from Harmony Foods Ltd. to Whole Earth Foods, Ltd.

In May 1982 my brother, Greg, was a little bit skeptical about the scheme. We (Harmony Foods) had just launched the VegeBurger in April of 1982 as part of our strategy to move into value added products. Greg left the business, doing everything properly financially, then in June 1982 started his own business called The Realeat Company.

Note: Three comments by Gregory Sams: 13 March 2017: (1) In about 1976 at 1 Earl Cottages, Earl Rd., London SE1, England, we moved Harmony Foods there, from west London and expanded it rapidly, going from 5000 to 15,000 sq ft. Our next move was to 55,000. (2) Craig holds dual passports for the USA and UK. (3) Greg has never become a citizen of the UK; he remains a citizen of the USA. Address: 269 Portobello Road, Notting Hill, London W11 1LR, England. Phone: 071-229 7545.

2006. Product Name: [Amasake].

Foreign Name: Amasake.

Manufacturer's Name: Soy & Rice.

Manufacturer's Address: Via A. Canale 8/c, 10078 Venaria Reale (TO), Italy. Phone: 011-402-0380.

Date of Introduction: 1991 August.

Ingredients: Water, dehulled/polished rice, koji (*Aspergillus oryzae* and rice).

New Product–Documentation: Letter and Label sent by Bosco Franca and Garafola Carmelo of Soy & Rice. 1992. Feb. 4 by 2.75 inches. Black on white. Self adhesive. The logo is that developed by Mitoku which states in Japanese characters “*I Shoku Dô Gen*” (Medicine and food come from the same source, or Your food is your best medicine). Store at 4°C [39.2°F]. The company began to make this product in about Aug. 1991. They now make about 10 kg/week.

Note: This is the earliest Italian-language document seen that mentions amazake, which it calls *Amasake*.

2007. *SoyaScan Notes*. 1991. The need for a low-fat, low-calorie tofu (Overview). Sept. 11. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Fat and calorie content of this tofu should be at least 30% lower than that made from whole soybeans. Perhaps the easiest way to make this product would be to run soymilk made from whole soybeans through a dairy separator (such as a plate separator or decanting centrifuge, as is used by the dairy industry to make cream or non-fat milk) to remove the desired amount of fat, just like the dairy industry does to make low-fat or non-fat milk. There is a big potential market for such a product since 1% fat milk has now passed low-fat milk (2%) as the best-seller in American supermarkets.

Talk with Ron Roller of American Soy Products.

1992. Feb. 7. In late 1991 American Soy Products began to work with several separator companies (Westphalia and Alfa-Laval) and the dairy department of Michigan State University to try to use dairy separators to reduce the fat content of soymilk. In short, the traditional equipment and processes don't work, apparently because the fat molecules in soymilk are much smaller than those in dairy milk. The separators, which consist of a series of plates to separate heavy from light molecules, end up separating the solids from the liquids, rather than the fat from the non-fat constituents. Alfa-Laval is still trying to solve the problem, at no charge to American Soy Products.

2008. Cohen, Michael. 1991. Early work with soyfoods, The Farm, Laughing Grasshopper, New England Soy Dairy, and The Tempeh Works (Interview). *SoyaScan Notes*. Sept. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Michael's interest in soyfoods began in about 1971-72 when he became a vegetarian, while living communally with friends in Boston. He was interested in Eastern religions and philosophies, Ram Dass, Be Here Now, Hatha Yoga, etc. He probably tasted a little tofu at this time.

In early 1972, Michael took a trip to California, first met Stephen Gaskin, and got introduced to Stephen's Monday Night Class—a week before Stephen's community left (on 10 Feb. 1971) for Tennessee to buy the land that in Sept. 1971 would become The Farm. Michael returned to Boston and worked for the next 9 months to save money. In 1973 he

left the USA for a year to travel on an undirected personal spiritual adventure to India, Israel, and the Middle East. While he was in India, various people in Boston with whom he was living communally got more closely involved with The Farm in Tennessee.

In the summer of 1974 Michael moved from Boston to Amherst, Massachusetts, where he got involved in a vegetarian, natural foods restaurant named Equinox. It was a 4-person partnership founded by Judy Roberts (who later married Tom Timmins); Michael was their first employee. Eventually he became a partner. The main dishes in this small natural foods luncheonette were soups, sandwiches, and salads. They occasionally prepared a soy burger from soybeans or a stir-fry tofu dinner entree. Michael worked there for about a year until there were 6-7 partners, then he and his girlfriend (Shelley Moore, who was also working there and was to become his first wife) decided (as did Judy Roberts) to leave. The restaurant soon moved into very large quarters, took on large debts, and eventually went bankrupt.

Michael and Shelley (who was from Memphis, Tennessee) left for a short tour of the southeastern United States. For most of the next 2 years he lived on The Farm in three different locations. Starting in late 1974 he and Shelley lived for 7 months on the 40-acre Virginia Farm, a satellite of the Tennessee Farm in Louisa, Virginia. During that time Michael and Shelley were married. Soybeans were grown along with vegetables and corn on this farm, and the women made soymilk in the kitchen at least twice a week and (as a treat) tofu and/or soyburgers (from mashed soybeans) every week or two. All meals were strictly vegetarian, with no dairy products or eggs. Soymilk was a staple in the diet.

Then they moved to Brattleboro, Vermont, and lived for 1-2 months with Tom and Judy Timmins in their home. Tom was working for Llama, Toucan & Crow, a worker-owned natural foods distributor. Michael then got a job working for Llama. About 6 months later, Llama (which was not making it financially) sold out to their current owner, Barclay McFadden of Stow Mills. At the time of the sale, Tom left Llama and went into partnership with Ira Leviton and Kathy Whelan in the Laughing Grasshopper Tofu Shop.

By this time Michael and Shelley had become much more interested in tofu; they were eating it frequently, had gotten a copy of *The Book of Tofu* by Shurtleff and Aoyagi, and were thinking / dreaming about starting their own small tofu plant in Brattleboro—40 miles from Laughing Grasshopper in Millers Falls. Tom Timmins convinced Michael to become a partner in Laughing Grasshopper rather than becoming a nearby competitor. So Tom left Llama, made a couple of runs into Boston driving the Laughing Grasshopper van to distribute the tofu and feel out the company, and in Feb. 1977 paid \$2,000 to \$2,500 to become a partner in Laughing Grasshopper. He did mostly production, but also delivered tofu to Boston and went to stores to try to pick up new accounts. Tom was more the

“numbers person” and Ira fancied himself to be “the tofu master.” It all worked pretty well. The company had only one product—nigari tofu. Michael does not recall them making or distributing any tofu pies or cheesecakes.

During this period, from early spring until June, Michael and his family lived on a local satellite of The Farm in Montague, Massachusetts, next to Millers Falls.

In Nov. 1977 Laughing Grasshopper moved to Greenfield and changed its name to New England Soy Dairy. At that time Steve Hassell was brought in as a controlling partner; he invested \$40,000 in the company—money which the company needed and did not feel it could obtain from a bank. On 20 November 1976 Michael and Shelley had their first child. Ira told Michael, “I just hope you have your child on a Saturday so that it doesn’t interfere with work.”

Shortly after the move to Greenfield, before the company got back into tofu production, Michael decided to take a temporary leave of absence from the company, in part because he and Shelley decided they wanted to have their second child (soon to be born) on The Farm in Summertown, Tennessee. Michael left in June 1978 and Joshua was born in September. They stayed on The Farm until Nov. 1978. After living in Summertown for several weeks Michael and Shelley (as was the custom) donated all of their savings (about \$5,000) to The Farm—permanently.

On The Farm, because of his experience at Laughing Grasshopper, Michael was considered to be a fairly knowledgeable soy person, so he went to work in the soy dairy, where the main product was soymilk (fortified with vitamin B-12 and usually sweetened with sugar); a little tofu was made occasionally. After Michael arrived, the soy dairy started making much more tofu for the 1,850 Farm residents. Typically they now made tofu twice a week, and 500 pounds each time. The people loved it. No single person in the Soy Dairy was particularly knowledgeable in making soyfoods; it was run by a rotating crew. Tempeh was made in a separate building, the Lab, by Cynthia Bates and Alexander Lyon. Michael had first learned of tempeh when he, Ira, and Tom had visited Dr. Keith Steinkraus at Cornell Univ. But at The Farm he first had a chance to taste it (“It knocked my socks off”); unfortunately, he never had a chance to make tempeh on The Farm. Michael found the experience at The Farm, with its many equipment breakdowns, extreme poverty, and wasted time to be very frustrating; he was used to running a business efficiently.

After 5-6 months, in Nov. 1978, Michael and his family left The Farm—penniless. Returning to live briefly at the Montague Farm and work at New England Soy Dairy, he found that there was no solid position for him, so he was put in a temporary R&D position. But after a month or two, the Soy Dairy no longer felt like the place he wanted to live and work. Fortunately in Jan. 1979, Michael’s father offered to lend him \$30,000 to start his own business. A year earlier, Bernie Cohen at the Montague Farm had invited

Michael to join in starting a tempeh business, but Michael declined saying, “It will never fly.” But this time, within a few weeks, Michael decided to establish The Tempeh Works. The Soy Dairy partners were supportive of Michael’s leaving, especially since they planned to focus on dairylike products and no longer planned to make tempeh. In March of 1979 Michael rented a space for the business in Greenfield and he made his first batch of tempeh there in July. It was served at the annual Soycrafters Convention in Amherst. The company began regular production in September 1979. The Tempeh Works was America’s first Caucasian-run company to make only tempeh in a commercial building. Address: President, Lightlife Foods Inc., P.O. Box 870, Greenfield, Massachusetts 01302. Phone: 413-774-6001.

2009. Gerner, Bob. 1991. The origins and early history of Westbrae Natural Foods in California, through December 1971 (Interview). *SoyaScan Notes*. Sept. 29 and Oct. 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Westbrae started as a natural foods distribution company in July 1970 before it opened a retail store. Bob Gerner worked as the manager of the coffee house at the University of California at Davis. They had their own baker (a woman), and they baked everything from scratch. She was interested in natural foods, and Bob was starting to get interested. Occasionally he would visit the Sacramento Real Food Company (1500 Q St., Sacramento). Bob’s girlfriend, Kristin Brun, who lived in the Santa Cruz mountains, taught Bob how to make granola and bread. So the people at the coffee house at Davis started make and serve granola there. At one point, Bob got so interested in natural foods that he decided he wanted to go into the new field. The baker was also interested, so they decided to open a store, even though they had no money. Bob quit his job as manager of the coffee house but stayed on as a cook. He met four other couples who planned to open natural foods retail stores, so they joined together.

In May 1970 the ten partners (none of whom had any money) opened the Natural Food Works on Olive Drive in Sacramento. (It still exists, though on G Street.) The store opened during final exams of Bob’s senior year, so he skipped his last 3 finals and never graduated. Bob was chosen to be manager, since he was the only partner with any business experience. One of the store’s main products was granola, which Bob made at night on the stove in the coffee house at Cal Davis (on the sly, from midnight until 6 o’clock in the morning).

Buying the ingredients for granola in bulk and merchandise for the store from suppliers involved a lengthy truck route. Since Bob was manager of the store and no one else wanted to do the route, Bob was elected. He drove a truck weekly to the San Francisco area and bought rolled oats from The Food Mill in Oakland, cashew nuts from Hirschfelder in San Francisco, 2 barrels of honey from Les

Garabaldi (a bee-keeper in Canyon), miso and soy sauce from Chico-San in Chico, apple juice from Heinke's in Paradise. Then he stored all the ingredients in his room that he rented in a farmhouse in Dixon, a farm community near Davis. He weighed and bagged the ingredients in his room.

One of the partners suggested that they start a small farm or garden. So on a 1/2-1-acre plot behind a church he planted an organic garden and grew vegetables for the store. But the store couldn't sell them all, so Bob decided to try to distribute them and granola to other young natural food stores in Berkeley.

In late June 1970 Bob attended the founding meeting of Organic Merchants (OM), held outdoors on the side of Mt. Shasta. OM was the first trade association for natural food retailers on the West Coast and the first organic trade association.

In July 1970 Bob started distributing granola, fresh vegetables, and Heinke's apple juice in the company truck. He delivered these foods to various natural food retail stores in Berkeley: Wholly Foods (2999 Shattuck Ave. at Ashby), Good Natured Foods (on Solano), the Granary (and a macrobiotic retail food store on Shattuck near Vine), and Ma Revolution (on Telegraph).

Soon his granola ingredients and other items were added to his line (these were his sole worldly possessions): 2,000 lb dried organic pears (dried on a farmer's lot while camping out in the Santa Cruz mountains), fresh apples, fresh tomatoes, etc. Later, when Bob got too busy, Heinke's delivered their juice to his sister Margaret's house in El Sobrante, and he used her house as a juice warehouse.

Originally the distribution company had no name; it was Bob Gerner doing business as Bob Gerner with no business license. It was strictly cash and carry.

Some of the training in how to run the store was provided by Fred Rohé of New Age Natural Foods in San Francisco in early 1970. One of the partners went to work at Rohe's store, where he learned many of the basics, such as how to stock shelves, mark-up prices, etc. Fred ran this free training program, which took several days, for anyone who wanted to open a natural food store.

After a few hectic weeks as manager of this unwieldy, undercapitalized 10-person partnership, Bob decided to quit. He could see it wouldn't work. But he still kept working for them until someone else volunteered to do the truck run free of charge.

Being out of a job, Bob decided to start a new natural foods company with a smaller number of closer friends—though he still had no money. Bob's sister (Margaret), and his brother-in-law (Bob Ortiz) got together and founded the new company. Kristin was not interested in becoming a partner at that time. Bob found a truck. Ortiz, who was a teacher and a mechanic, retired as a teacher getting \$500 from his pension fund, bought the truck for \$100, and became the truck driver. Originally the company was run

out of Margaret and Bob Ortiz's home. While looking for a warehouse and granola factory, the 3 partners found a vacant market (originally a small Safeway supermarket, more recently a market with a Chinese tenant, but it had had no tenant for 18 months) at 1336 Gilman St. in Berkeley. They signed the lease on 10 Aug. 1970. But the building was zoned for a retail store, so they opened a retail store in the first 12 feet of the building, and used the other 80% for a kitchen and warehouse for their wholesale business. The company still had no name, and in fact it did not have enough money to take down the sign on the building that said "Westbrae." So, what the heck, they decided to call the company "Westbrae Natural Foods." On 2 Feb. 1971 the store opened for business and got a business license.

Companies that began distributing natural foods in northern California before or at about the same time as Bob Gerner were Landstrom and K&L (Kahan & Lessin; both big, old-line distributors of health foods and supplements, from Los Angeles, started in the 1930s), The Food Mill in Oakland (1930s), Chico-San in Chico (about 1965; Bob bought their Spiral Foods soy sauce and miso in bulk wooden tubs from the Osoba Noodle Nook Restaurant [2505 Hearst in Berkeley] and from a garage in San Francisco), and New-Age Natural Foods in San Francisco (Fred Rohé; he started retailing in 1965-67, then began distributing in the early 1970s). Bob recalls that he would go to New-Age Natural Foods, buy many bulk staples such as 50-pound sacks of whole grains (wheat or rye berries) and beans from Arrowhead Mills. Rohé sold these to Bob and others like him from his retail store at wholesale prices. Westbrae had a flour mill to grind its own fresh flour. By about early 1971 Fred opened a separate natural foods wholesale facility (named New Age Distributing) in San Jose. At first they wholesaled only produce. Then they branched out into dry goods, working with Dennis Morgan. The company changed its name to The Well in about 1972-73, then later it was renamed Pure and Simple. Address: Owner, Berkeley Natural Grocery Co., 1336 Gilman St., Berkeley, California 94706. Phone: 415-526-2456.

2010. Gerner, Bob. 1991. More early history of Westbrae Natural Foods in California, 1972 to 1980 (Interview). *SoyaScan Notes*. Sept. 29 and Oct. 1. And 11 May 1992. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Gordon Bennett arrived in 1972. He started as a customer, then began work as a janitor, then became a partner. At that time Bob Ortiz was asked to leave. The first year in business, Westbrae made only \$7,000 profit before any wages were paid to the three partners. Profits were plowed back into the business. Bob lived in the store to save money.

In 1972-73 Westbrae rented a small separate warehouse several blocks away at 1340 San Pablo Ave. They also rented a rat-infested bakery on East 14th St. in Oakland. There

they baked granola and bread; Ganesh (Ganesha) was their bread baker and delivery man. In the late fall of 1973, after less than a year on San Pablo Ave., they moved into a much larger warehouse nearby at 1224 10th Street and incorporated the company. At that time Westbrae began importing traditional, natural foods from Japan. They imported soy sauce in bulk and bottled it at their 10th street facility. Also at that time, Bob transferred all his past company records to the corporation. Bob Gerner owned 28% of the stock, Margaret and Kristin (who had now joined) owned 24% each. Three employees owned stock: Gordon Bennett owned 18%, and Jerry Heverly and Rick Lewis each owned 3% each. The company formed an AESOP (accelerated employee stock ownership plan); the goal was for everyone who had worked for the company for a given time to own shares. As soon as Westbrae formed the corporation and the AESOP, there was constant fighting. They spent more time fighting about ownership than running the business. Prior to incorporation, Bob had made most of the decisions himself; afterwards, though president, he ran the company by committee, and felt that the board should make all the major decisions. This was crazy and rendered Bob ineffective, but he felt he no longer owned the company. Also, he didn't realize that Gordon's main goal was to become the head of the company.

From Feb. 28 to March 2, 1974, Bob traveled throughout Japan, with William Shurtleff as his guide, looking at potential suppliers.

At that time Westbrae had financial problems. They hired Stewart Emery to conduct a self-realization seminar for all the employees in the mountains to give more focus. Before the seminar, the owners had a meeting in which they shared frank feelings about one another—who was effective and who wasn't, how the company was going, etc. Rick Lewis got voted off the board of directors and Gordon Bennett became general manager, replacing Bob Gerner, who was demoted to chairman and president. Stewart Emery later said that the seminar was his only failure. Rick Lewis was asked to work in the retail store as a clerk; he used that as a base to organize a union. On 22 Dec. 1975 the production employees formed a union, named the Alternative Food Workers Alliance. Westbrae was stuck with a union until Gordon Bennett sold the company to Vestro. At one point they may have joined the teamsters union.

Bob and Gordon had an ongoing struggle. In July 1976 Bob left Westbrae (although he was still president) and bought the retail store (Westbrae Natural Foods) back from the company at a very good price. It had been losing money, the company couldn't sell it (in part because it was unionized), and Gordon wanted to just shut it down. Bob closed it for 3 months, remodeled it, then opened it again in late November as Gilman Street Gourmet: Natural Foods & Delicatessen. Shortly thereafter, Westbrae moved its warehouse from 10th Street in Berkeley to Emeryville because the company needed more space and the rent was

much better. Bob was disappointed with the move because the 10th Street warehouse had been just a few blocks from his Gilman Street Gourmet.

In about 1977 Bob, Gordon, Margaret Ortiz and Kristin Brun got together for two sessions at Kristin's house, to discuss and have recorded the early history of Westbrae; a woman whom Kristin found apparently wrote down that history. Kristin now lives in Richmond Annex with Marty Roth, and probably has lots of early Westbrae documents and photos. In July 1977 the Oakland Tribune, then the San Francisco Chronicle each did nice articles about Westbrae. In September 1977, Westbrae Natural Foods moved its warehouse and offices from Berkeley into a much larger building at 4240 Hollis St., Emeryville, California 94608.

Gordon was a good manager, but in 1976, at the time Bob Gerner left, he and Bob were each earning only \$800/month. Gordon began to push for higher salaries, so he called in Lloyd Dubroff and Bruce Handler who ran a seminar called POEM (Plan, Organize, Execute, and Manage). Bob hired them as consultants at the retail store, then they served as mediators on a conflict between Gordon and Bob over pay levels. They tripled Gordon's salary to \$52,000 a year and he liked them instantly. Gordon hired them as consultants on a continuing basis, then he decided they should be on the board. Kristin Brun got voted off the board and they got voted on. In March or April 1979 Gordon announced at a board meeting that he was going to take a sabbatical starting in 6 months and that he didn't want to run the company any more. The board members said "We think you should leave now," so they voted him off the board—much to Gordon's surprise. The board made Lloyd Dubroff the general manager and chief operating officer, and Bruce Handler became CEO. At that point Bob ceased to be president of Westbrae, but he still owned the controlling share of stock—which he continued to own until 1985.

Dubroff and Handler's first move was to draft a budget and get the financial statements up to date. The financials showed that the company was doing very well. Westbrae had just opened a warehouse in the City of Bell (4841 Eastern Ave.) near Los Angeles (named Westbrae South), so Dubroff and Handler bought Celestial Natural Foods, a wholesale company run by Carter Allen on the docks in Oahu, Hawaii that Gordon had been pursuing and that had been a major customer of Westbrae's. Soon they began to increase inventories to 98% in stock, but they suddenly found that they were unable to pay the bills. The comptroller had made serious errors in the financial records, and Westbrae was almost bankrupt. The companies in Hawaii and Los Angeles were both losing large amounts of money, Bob Gerner returned to the company and began fending off angry suppliers and getting permission to string put payments. It was a very stressful time for Bob as he struggled to keep the company he had founded out of bankruptcy.

In Dec. 1979 or 1 Jan. 1980 the board invited Gordon

Bennett back in as general manager. Gordon saved Westbrae. He transformed the company from an importer-distributor to an importer-manufacturer. He closed down the operations in Hawaii and Los Angeles, and sold off Westbrae's distribution rights in northern California—at a pretty good price. He also reduced the number of employees. Westbrae's top money-making products were now imported soy sauce (they imported it in drums and bottled it in Berkeley), and tamari-roasted nuts. Address: Owner, Berkeley Natural Grocery Co., 1336 Gilman St., Berkeley, California 94706. Phone: 415-526-2456.

2011. *Whole Foods*. 1991. El Molino Foods purchased by holding company. Sept. p. 19.

• **Summary:** “El Molino, founded in 1929, is described as the oldest food company in the natural foods industry.” It was sold by American Health Plus Corp. of Pearl River, New York, to a new holding company, El Molino Ltd.

2012. Kennedy, J. Robert. 1991. History of Chico-San's distribution and import operations (Interview). *SoyaScan Notes*. Oct. 3. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Chico-San never really developed its own distribution company. It used other established distributors, such as Balanced Foods in New Jersey, K&L (Kahan & Lessin) in Los Angeles, Landstrom in San Francisco, and Health Foods Incorporated in Chicago. “We had a tough time getting started in selling macrobiotic foods. Chico-San also sold a lot of macrobiotic foods through its mail-order service because most of the large distributors only wanted the best-selling items such as rice cakes, soy sauce, and sesame salt; they wouldn't take the complete macrobiotic line.” In late 1962, shortly after the company was established, Chico-San got a few vans and began a few small routes down to the San Francisco Bay Area and as far north as Redding, distributing 2 types of whole-grain bread (a rice loaf and an unleavened whole-wheat bread) and gluten-nut crackers to the Berkeley Co-op and established (old-line) health food stores. The Berkeley Co-op was one of the first to carry the full line of macrobiotic products. These routes continued until about 1964-65.

Chico-San's first really successful product was rice cakes. They were introduced in 1963 but initially the big distributors showed no interest. That changed starting in about 1964 when a new generation of rice cake machines began to make a better product and a few of the big distributors started to carry them. By 1965 Chico-San's rice cakes and other popular products were being sold at more than 150 California outlets. It was the national popularity of the rice cakes that kept Chico-San from developing its own distribution company, and relying instead on large established distributors—and later brokers.

By about 1966-1967 rice cakes and rice chips (*senbei*)

were beginning to cut a wedge into the mass market nationwide, so Chico-San created the Spiral Foods brand for these mainstream products, keeping the Chico-San brand for the health food market.

Concerning imports of miso and soy sauce from Japan, Chico-San first imported directly from George Ohsawa; he located the manufacturer, put the order together, and shipped it himself. Then came Nippon C.I., which was started by George and some of his disciples in Tokyo, but it didn't last very long. In 1966 Chico-San started importing from Muso Shokuhin in Osaka. But after Muso started selling a lot to Erewhon (which became a major competitor for Chico-San), Bob felt that product quality began to decline, so he began to do all his importing from Ohsawa Japan, a company that was developed by George's sister-in-law (Lima Ohsawa's sister), Flora Tanaka, at George's request. Bob felt the quality of products from Ohsawa Japan was better than from Muso, but the prices were higher and the company was not quite as professional in its business dealings.

Concerning the sale of Chico-San to Heinz, Bob is overall not very happy with the outcome. Granted, rice cakes are now much more widely known and sold in supermarkets, but the loss of Chico-San “put a big hole in the process of selling macrobiotic foods.” Bob and Herman Aihara bought back the macrobiotic line from Heinz and created Ohsawa America in Chico to try to sell it. Early general managers were Marty Roth, then Lane Seiger (who had previously worked for Bob at Chico-San). But the volume was not there on relatively few products to sustain a company profitably and eventually the company ran up debts of \$300,000. At that point Bob basically gave the company to Sierra Natural Foods in Brisbane, California. Sierra had several thousand products; they only paid for the inventory. Bob is now working to develop new products from rice—such as a rice-crust pizza and crackers. Address: Chico, California. Phone: 916-891-0970.

2013. Greenhut, Martin. 1991. Making tofu in 1977-78 for a Rudolf Steiner community in New York. Wanting now to make a commercial tofu kit (Interview). *SoyaScan Notes*. Oct. 4. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In about 1977 Alan Wilkinson, who lived in New Mexico and who later had a tofu shop in Madison, Wisconsin, sent Marty a tofu kit. Marty and his wife (who lived in Harlemville, New York) used it to make tofu, which they sold to the Rudolf Steiner community in the tiny hamlet of Harlemville, New York—where the community also had a school and a huge biodynamic organic farm. Alan's main work was as a carpenter, working at the community. Now he would like to start making a tofu kit at his woodworking shop and selling it commercially. He is a student of the *Urantia* book, revealed in 1929. Address: P.O. Box 692, Monterey, Massachusetts 01245. Phone: 413-528-1452.

2014. Gilbert, Linda C.; Starr, Sara M. 1991. Natural foods companies broaden their horizons: Organic, vegetarian, convenience dominate industry. *Food Business* 4(20):44. Oct. 21.

• **Summary:** Discusses these three industry trends, plus San-J International, White Wave, and Lightlife Foods.

San-J will be introducing its OCIA organic certified tamari gold label in November. The 10-ounce product will sell for the same price as its non-organic counterpart. “While the majority of White Wave’s \$3 million sales still come from tofu, tempeh products reportedly are not far behind. The company says it is growing at about 30 percent annually, and its first and second generation tempeh products are achieving more than 100 percent growth. White Wave’s latest offering is a soy yogurt product called Dairyless that is made with live active yogurt cultures, including acidophilus and bifidus. Lightlife Foods, another major soy foods company, has redesigned its logo and added two new products, a vegetarian chili and a sloppy joe mix, both made with tempeh.” Address: 1. President; 2. Vice president. Both: HealthFocus Inc., Emmaus, Pennsylvania. Phone: (215) 967-2233.

2015. *Health Foods Business*. 1991. Celestial Seasonings acquires Earth Wise Inc. Oct. p. 10.

• **Summary:** Celestial Seasonings, based in Boulder, Colorado, “is the largest herb and specialty tea company in the United States. Mo Siegel virtually created the herb tea category by blending herbs into flavorful, naturally caffeine-free teas with such whimsical names as Sleepytime and Red Zinger.

“Siegel left Celestial in December 1985, after the company was acquired by Kraft General Foods in 1984.”

A portrait photo shows Mo Siegel.

2016. Smoky Mountain Natural Foods. 1991. Fall/Winter 1991. Natural foods price list [Mail order catalog]. 15 Aspen Court, Asheville, North Carolina 28806. 23 p. 28 cm.

• **Summary:** This is a “Catalogue of natural foods, body care and home products for a healthier, more natural way of life.” This mail-order company, which began operation in Jan. 1991, sells products made by other companies; it does not do any manufacturing and does not have its own brand on any products. Their specialty is macrobiotics products, and they buy their Japanese imports from Macrobiotic Wholesale Co. They sell miso (Miso Master American Miso, Mitoku Japanese miso, Traditional Foods domestic miso, and instant miso soups from Edward & Sons), black soybeans and azuki beans (organic are grown in the USA, non-organic from Hokkaido), sea vegetables, soy sauce (San-J shoyu and tamari, Mansan tamari, Sakae shoyu, Johsen shoyu), San-J teriyaki sauce and Szechuan sauce, Nasoya dressings and Nayo-naise, Natto miso chutney, Sesame miso sprinkle, Tekka condiment (jar or bag), jinenjo tekka, MMB [Mitoku

Macrobiotic, a premium brand] organic farmhouse tekka, seitan, MMB traditional dried tofu, Tofu burger, scrambler, and stroganoff, Sweet Cloud sesame miso munchie, Sweet life miso candy.

John Troy is not connected to this company, nor is John Belleme; John is the wizard, and now he makes sauces from the Wizard’s Cauldron. He also works with John Belleme at Traditional Foods making seitan. Address: North Carolina. Phone: 1-800-926-0974.

2017. Jacobs, Lenny. 1991. The early history of seitan (Interview). *SoyaScan Notes*. Nov. 14. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Lenny is not sure who coined and popularized the term “seitan” or when, but he thinks it was George Ohsawa. People who might know for sure include Aveline or Michio Kushi, Yuko Okada, Alcan Yamaguchi, or other macrobiotic old-timers. Lenny first heard the term seitan in about 1969. Erewhon was importing a little package of dried, salty seitan from a macrobiotic exporter in Japan. Yuko Okada of Muso Shokuhin, or his assistant Julia Yamaguchi (daughter of Alcan Yamaguchi) might know details on this product.

Yumié Kono Johns came from one of the macrobiotic centers in Japan and was cooking at the Seventh Inn in Boston. Lenny first learned how to make seitan from her. Before that time neither Aveline Kushi nor Cornelia Aihara knew how to make seitan; they said it was too difficult. Lenny heard from both Yumié and Aveline that seitan was Ohsawa’s recommendation for a high-protein, non-meat food, that was especially good as a snack with beer. It was unbelievably salty and dry, so you almost had to drink something cold (like beer) with it. You could hardly eat it alone. Some people used to cook it with beans instead of pork. For details see Tan-Pops (1972).

In the early 1970s a deep-fried seitan product on a stick, called Tan-Pops was sold at some Boston natural food stores. Whoever made it may well have been the first commercial manufacturer of seitan in America. There were a lot of people making seitan in Boston in the early 1970s. In about 1972-75 Mat Chait of the Ricycle, a really bright and entrepreneurial guy, used to use a commissary at Erewhon’s warehouse to prepare a number of wholesome natural foods, then he had a gas-powered portable steam table that he would put on the back of 5 trucks, each with an umbrella over the top, to sell food at key spots in Boston. Each truck always had a seitan dish.

Lenny and Barbara are revising their book *Cooking with Seitan* to introduce a new generation of “seitaners” (seitan makers), including a lot of people who are making new and innovative types of meat analogs.

Concerning new gluten products, Arrowhead Mills has a “Brother Ron Pickarski formulation” to which you just add water and mix, with no kneading or washing. It comes

in a box and contains some other ingredients in addition to the gluten flour. Farm Foods in Summertown, Tennessee has a similar product. They say it is not vital wheat gluten, and they call it something like “Instant Gluten.”

Concerning early publications on seitan, *East West Journal* ran one early article, and also used seitan in cooking columns before the 1985 article on seitan that he and Barbara wrote. Sandy Chianfoni (Lenox, Massachusetts), who bought Upcountry Seitan from the Donovans, used to distribute the booklet titled “Cooking with Seitan” by Winston Donovan. It was just a small pamphlet to help sell the product. Winston cured himself of his heart disease but succumbed to a brain tumor. He and Ken Burns were consuming quite a bit of wild ginseng. Mark Mayell at *East West Journal* has another seitan cookbook, which is small and about 80 pages long; it was used to promote a company product. Address: New Age, Brighton, Massachusetts. Phone: 617-787-2005.

2018. Product Name: Seitan Quick Mix.

Manufacturer’s Name: Arrowhead Mills (Importer-Marketer-Distributor). Made in Australia.

Manufacturer’s Address: P.O. Box 2059, 110 S. Lawton, Hereford, TX 79045. Phone: 806-364-0730.

Date of Introduction: 1991 November.

Ingredients: Vital wheat gluten, organic stone ground whole wheat flour, teff flour.

Wt/Vol., Packaging, Price: 12 oz (340 gm) paperboard box. Retail for \$2.43 (11/91).

How Stored: Shelf stable.

Nutrition: 75% protein. Per ¼ cup (makes about 2.5 oz seitan): Calories 160, protein 22 gm, carbohydrate 14 gm, fat 1 gm, cholesterol 0 mg, sodium 20 mg, potassium 70 mg.

New Product–Documentation: Talk with Paul Duchesne of Fairfax, California. 1991. Nov. 19. Arrowhead Mills has a new seitan product on the market. Its a dry powder. Just add water, knead for 5 minutes, and its all ready to cook. Who needs it? Its ridiculous.

Product with Label purchased from Berkeley Natural Grocery Co., California. 1991. Nov. 24. 5 by 7 by 1.75 inch paperboard box. Black, dark orange, light orange, white, tan, and light green. Color photo of two pieces of grilled seitan (with prominent crisscross grill marks) on a white plate with asparagus and russet potatoes, and ears of wheat in the background. “Easy to prepare. Great source of protein. Packaged in recycled paperboard. Satisfaction guaranteed: If not completely satisfied, return box top and brief explanation.” On the back is an illustration (line drawing) of vegan chef Brother Ron Pickarski, with his words of praise for the product. Instructions are given for how to make the seitan (knead with water for 5 minutes), and broth. Cook for 45 minutes in a microwave or simmer for 2 hours. 2 recipes for the finished seitan from Brother Ron’s book *Friendly Foods* are given: Quick fry/grill seitan. San Francisco stir-fry. “Look for additional recipes in enclosed recipe booklet.”

2019. Bolduc, Bill. 1991. Current work with organic foods and soyfoods (Interview). *SoyaScan Notes*. Dec. 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** His company is in the process of developing an organic TVP. It is presently produced in Illinois under contract (on a test basis) and he hopes to have the product ready for sale by early 1992. He is in serious discussion with a major player in the grain industry, who he hopes will become his partner. Bill’s company will do the R&D and marketing, not the manufacturing. No name for the product has yet been determined, but he generally refers to it as “Organic TSP” or “Organic Textured Soya Protein.” He doesn’t like the letters “TSP,” which remind many people in the food industry of trisodium phosphate (a crystalline compound used especially in cleaning compositions). (Shurtleff suggests that Bolduc consider licensing the rights to call it “Organic TVP” from ADM via Richard Burket.) He is talking with Health Valley about the product and has a major player in England that will be ready by early 1992. The texture is similar to ADM’s mince (granules).

His company is limiting itself to basic processing of the four major grain commodities grown organically in Ohio and neighboring states: soybeans, soft wheat, corn, and oats. OPC which was just incorporated on 19 Sept. 1991, is already active and has products on the market. Before that, Bill was a broker. In Dec. 1990 OPC shipped its first truckload of organic wheat flour to Barbara’s bakery—under the Organic Marketing label. He is now supplying Health Valley with all of the flour that is going into their fat-free products. He does not yet have any soy products on the market. But he is also looking at doing something with soy milk in Ohio.

Update: 1992 March 14. The development of organic TVP is coming along nicely. Bill has visited ADM in Decatur, and talked by phone with Roger Kilburn (who is head of Protein Specialties at ADM; a very nice man with a background similar to Bill’s). He hopes to license TVP under the name “Organic TVP.” They invited him to introduce the Midland Harvest line to the natural foods industry. Bill declined because of problems with ingredients but offered to help ADM improve their ingredients for the natural food market. Address: President, Organic Processing Corp., 3307 Clifton Ave., Cincinnati, Ohio 45220. Phone: 800-647-2326.

2020. Silver, Jimmy. 1991. History of work with natural foods, Erewhon, Pure & Simple, and Pure Sales. Part I (Interview). *SoyaScan Notes*. Dec. 9 and 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Jimmy was born on 21 March 1942 in Philadelphia, Pennsylvania. His father was an officer in the Army Medical Corps. After a brief stay in Baltimore, when Jimmy was in 4th grade, the family moved to Manhasset, Long Island, New York. He grew up there and graduated

from high school. He graduated from Oberlin College in Ohio, then did graduate work at the University of Illinois in the Inst. of Labor and Industrial Relations. He finished his course work after 18 months, but did not write his thesis, then went to New York as a labor organizer. After receiving a draft notice during the Vietnam War, he enrolled in the University of Michigan at Ann Arbor studying Medical Care Organization. Again he completed his course work for the doctoral program, but facing the doctoral thesis, he dropped out in 1967 or 1968.

He was briefly introduced to natural foods and macrobiotics in 1967 in Ann Arbor by a friend named Earl Rosner. One day, in the midst of the psychedelic counterculture he had a deep inner realization that Americans were destroying their ecosystem, both within and without. He quit using psychedelics and began to eat only natural foods. He read *You are All Sanpaku* and *The Book of Judgment*, early macrobiotic works. He bought the books and “health foods” at an old-line health food store named Zerbo’s, run by Harry Zerbo in nearby Livonia, Michigan. At the Kuwahara trading post in downtown Detroit he bought real Japanese food—such as various sea vegetables, soba, and noodles—and Koda Brothers Kokuho Rose brown rice.

At about this time (1967-68) Jimmy got into the music business, and was sort of in business with a poet named John Sinclair, who was a great bear of a man, who the media regarded as the Pharaoh of the Hippies, and who managed a band named the MC-5. Jimmy and John were partners in a production company named Trans-Love Productions—Gets You There on Time. Jimmy managed a rock group named Iggy Pop and the Stooges. After a few months John introduced Jimmy and Susan (his girlfriend of several years and wife to be) to Jim Semark, another poet who was into macrobiotics, Baha’i, and meditation. In mid-1968 Semark invited Jimmy and Susan to a macrobiotic cooking class taught by Michio Kushi at Semark’s home in Detroit; then they soon met Michel Abehsera—who they thought was wonderful and very down to earth.

Jimmy and his wife, Susan, were married on 23 Oct. 1968 in Ann Arbor. He and Susan were in Ann Arbor at the time the food co-op changed into Eden Foods but they were never members of the co-op or the Zen Macrobiotic Supper Club—for reasons that he cannot now recall. He and Susan were loners and membership in such groups wasn’t their style. Jimmy’s parents still lived on Long Island in New York so when he and Susan visited them, they used to go into the city and buy foods from Arnie Greenberg (who owned Greenberg’s, a Jewish deli-grocery store at 125 1st Ave., near Ratner’s vegetarian delicatessen, in New York City). Arnie carried foods in bulk and packaged natural foods from suppliers such as Infinity. Infinity Foods was a small food warehouse on the 2nd or 3rd floor run by a bunch of Scientologists (including Howard Rower and Jason Hammond [son of John Hammond Sr. of Columbia Records

and brother of the white blues guitarist John Hammond Jr. of John Hammond and the Nighthawks]) who were into macrobiotics and natural foods. Jimmy had their catalog and visited their warehouse. Located in downtown New York at 171 Duane St. on the west side near the commercial produce and meat area, Infinity started in the mid-1960s and was the first company to import macrobiotic foods from Japan—before Erewhon. The Erewhon retail store used to carry Infinity’s products. Then Infinity fell on hard times and disappeared. Arnie would also ship him macrobiotic staples by Greyhound bus. He recalls Gloria Dunn, who looked like a gypsy, and he recalls Eden Organic Foods which was on the second floor of a building near downtown Ann Arbor. Shortly after Bill Bolduc started Eden, Jimmy and his wife left for Los Angeles with Iggy Pop.

Their first daughter, Rachel was born on 23 Jan. 1969 in Ann Arbor. He went to Los Angeles with his band in the spring of 1970. He played music at night then during the day would hang out at the Erewhon retail store on Beverly Blvd. in Los Angeles with Bruce Macdonald and Paul Hawken. He thinks that Michio Kushi had sent either Bill Tara, Bruce Macdonald, or Paul Hawken from Boston to open a branch of Erewhon in Los Angeles in about the summer of 1969. Years later when the store became a wholesale company, it was given the name Erewhon West, since it had different ownership from Erewhon in Boston. At the end of the summer of 1970, he and his wife moved to Los Angeles to live with Aveline Kushi, who had a house on Franklin Ave. in Hollywood. He wanted to work with Erewhon, not in the retail store on Beverly Blvd., but in the little warehouse that they were just acquiring kitty-corner to across the street from the retail store. In about 1970 it began wholesaling and distribution business. But when Jimmy returned in the fall, Hawken was gone; he had moved to San Francisco and gone to work with Fred Rohe. Hawken had apparently had a falling out with Michio and Aveline Kushi. So Jimmy worked with Bruce Macdonald (“a wild man then, as ever”).

Jimmy and his family then moved to Boston, where they lived and worked from Dec. 1970 to 1976. Jimmy had been asked by Michio Kushi to take over the failing restaurants (Sanae and The Seventh Inn) in Boston. Both were owned by Sanae Corporation. Richard Sandler and Warren Durbin had grandiose plans to expand Sanae, so they opened The Seventh Inn on Boylston St. in Boston. It was an immediate failure and they struggled with it for years afterwards—then they just up and left. Paul Hawken at Erewhon had promised to help Jimmy with Sanae.

Then Jimmy worked in Los Angeles with Erewhon West (owned by John Fountain—John Deming was the financial backer) from 1976 to 1980. John Deming’s family controls the Murphy Oil Co. in Louisiana and they are extremely wealthy. Erewhon West had financial troubles trying to compete with Nature’s Best and K&L—big, established distributors. In 1980 Deming fired Fountain and was going

to liquidate the company—just shut it down. So Jimmy and Jeff Hilgert bought the assets from Deming and in June 1980 they transformed Erewhon West into Pure Sales. The company has done various things over the years. Initially it sold natural food consumer products. John Fogg developed the excellent marketing concept for So Tamari in about 1981. When Erewhon went bankrupt in 1981, they voided their contract with Pure Sales to permit the use of their name for a royalty—so within 90 days Pure Sales eliminated the Erewhon name from all of their products; all of the Japanese products became “So” products (So’ Tamari, So’ Ramen, etc.), a name Jimmy coined, which meant nothing but sounded Japanese. (Continued). Address: President, Pure Sales, P.O. Box 5116, Irvine, California 92716-5116. Phone: 714-540-5455.

2021. Silver, Jimmy. 1991. History of work with natural foods, Erewhon, Pure & Simple, and Pure Sales. Part II (Interview). *SoyaScan Notes*. Dec. 9 and 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** (Continued): In 1982 Jimmy and Jeff Hilgert sold their business (which was growing very fast), except for the name (Pure Sales), to Fillmore Foods, a supplement company that wanted to expand into natural foods. Fillmore Foods named the new company Pure & Simple—its rebirth. Bruce Macdonald, always one to see an opportunity, started Pure & Simple making natural tortilla chips in San Diego. The chips were reasonably successful. “It’s not clear to me whether Bruce coined the name Pure & Simple or whether he found it on the back of a Corn Nuts package.”

When Phil Parente / Parenti got involved in raising money to take over New-Age Natural Foods (Fred Rohe’s company), somehow Pure & Simple became part of the package. Bruce Macdonald took the name Pure & Simple, which he controlled, to Parente, offered to trade the name for shares in the company if Parente would continue producing his chips. He also suggested many other product ideas to expand the line. Parente agreed. Then in the early 1970s Parente was sued by the company that makes Corn Nuts because they wanted to use the Pure & Simple name. The two companies fought a legal battle over this name for several years. Parente won. Then Parente began to expand Pure & Simple. An ex-disc jockey named A.J. Celeri got Parente involved in some carrot packing operation that his family had been involved in. Then they got into organic chickens and eggs, and finally opened a big New Age natural foods supermarket in Palo Alto. A good idea that had arrived too early, it was not successful. Soon the whole thing was completely out of hand. In the end, Phil Parente ran the original Pure & Simple into the ground. He had the mafioso from the produce market chasing him, and all the people who had invested money in the company were also after him. Pure & Simple never filed formal bankruptcy papers; it just went down the drain. During this period Pure & Simple and

The Well were both located in the same warehouse [at 795 West Hedding St.] in San Jose. Jimmy thinks that Pure & Simple was the name of the whole company, which owned the line of Pure & Simple branded grocery products, such as jams and juices. The Well was simply the fresh produce distribution arm of Pure & Simple.

The Lundberg brothers, producers of organically grown rice in Richvale, California, had a brother-in-law or a cousin named Dick who worked as a salesman for Shade Foods, a maker of yogurt toppings in Belmont, California. Dick went to Bill Shade and recommended that Shade acquire the Pure & Simple name and run the company. So Shade Foods bought Pure & Simple, which at that time was only producing a line of jams and a few other minor products. They were grossing about \$4,000 a month and they had about \$9,000 a month in expenses. Shade Foods ran Pure & Simple for about a year—into the ground. Roger Hillyard knows this whole story. Roger had a brokerage named Omega and he took Jeffrey Hilgert (who was employed by John Deming at Erewhon—Los Angeles) to Shade Foods in hopes that Jeffrey would take over the marketing of the Pure & Simple products. Jeffrey convinced Shade Foods to sell the company to Deming. Shade agreed to sell. Jimmy later bought Pure & Simple (along with Erewhon—Los Angeles) from Deming. When Jimmy sold his business (Pure Sales) to Fillmore, most of his 100 products or SKUs [SKU = stock keeping unit] were under the Pure & Simple brand. These products went off the market in about 1985-86 when the whole thing, with \$5 million in sales, fell apart. Pure Sales is now primarily a supplier of organically grown ingredients to natural food manufacturers.

Of all the original natural food companies based on the Erewhon format, Eden Foods is the only one that has survived and thrived in its original format. But Eden might not be in existence if it hadn’t been for soymilk.

Note: Jimmy Silver and his wife and family have long lived in Irvine, California. The physical office of Pure Sales has been in Costa Mesa since 1985. Address: President, Pure Sales, P.O. Box 5116, Irvine, California 92716-5116. Phone: 714-540-5455.

2022. Teeguarden, Ron. 1991. Founding and early history of the food co-op (in Ann Arbor, Michigan) that later became Eden Foods (Interview). *SoyaScan Notes*. Dec. 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron ran a business named the Teeguarden-Leabu General Store located in the basement of Marshall’s Bookstore (that sold radical and anarchist literature), which was below the Herb David Guitar Studio at 209 South State Street a few blocks off Main Street in Ann Arbor. The store was financed by his partner and best friend Vic Leabu (pronounced luh-BOE then but luh-BUU now; it’s Romanian not French), and Gloria Dunn worked there a lot. A very kind black lady named Rose from Marshall’s Bookstore

rented Ron and Vic the space for \$50.00 a month because she liked the creative work they were doing and Marshall's was using the basement. The store sold antique clothing from the 1920s, art from local artists, and records; it was not a thrift store.

In about the summer of 1969 Ron and Gloria Dunn started a small food-buying co-op. The co-op was an eccentric, inventive, creative expression—and food was part of it. Co-ops were very new in those days. Within a few weeks some friends, who were also involved in macrobiotic cooking, joined the circle of people that were buying food together. These included Vic Leabu, Tim Redmond, Mark and Nancy Retzloff, and Bob Thorson. The informal group ordered food from Erewhon roughly 3-5 times; Gloria and Ron put together the orders which were probably pre-paid. When the food arrived, those who had participated in the order divided it up at the Teeguarden-Leabu General Store. Ron Teeguarden brought whole grains and miso into the co-op. Vic Leabu's influence gradually increased, while Gloria's declined. At the maximum, no more than 12 people were ever involved with the food co-op to which Ron belonged. It was never thought of as a business, it had no assets nor board of directors, and it never paid any money for the space that it used occasionally. It was just a bunch of people buying together.

When the co-op first started, there was only one little old-line health food store in Ann Arbor; the room was about 10 feet square and it did not sell natural or macrobiotic foods except very expensive brown rice in little bags.

To go back a bit: In early 1968 Ron felt he was becoming severely debilitated—from smoking pot (as was the fashion in those days) and the incessant pressure of being a varsity tennis player at Michigan on a full athletic scholarship and a pre-med student with a heavy academic load. In retrospect, he felt like he almost had chronic fatigue syndrome from burning the candle at every end. So he wrote a letter to George Ohsawa (not knowing that Ohsawa had died) asking for advice. He got a great letter back from Herman Aihara saying, in effect: “Eat miso soup and tekka every day, use them to help you give up coffee, and if you ever come to California, please come and stay with me.” Ron was deeply impressed with Herman's kind and generous offer to a person he didn't even know. So Ron sold his dope to buy an airplane ticket to California, and appeared at Herman's door in long hair and a beard. They took him in and within a week his life changed and has never gone back. “It was a revelation.” He became thoroughly macrobiotic, quit drugs, and returned to Ann Arbor; thereafter his memory became clearer and he dropped everything to start what has become a lifelong interest in Oriental medicine and healing. Ron notes: “I am eternally grateful to Herman as a great man.” Shortly thereafter Ron and Iona, who had known each other for years but never gotten along well, were married; she then quit drugs, started a macrobiotic diet, joined the co-

op, and soon became a fantastic cook. In 1971 she wrote a cookbook titled *Freedom through cooking: The macrobiotic way*.

Jimmy Silver was not a member of the co-op but he was a key influence because he had been macrobiotic for about 2 years, he had an advanced understanding of the philosophy and practice, he had long hair and was very hip, but he did not use drugs—which was very rare at that time. He was so healthy, his wife was very beautiful, and they were both very pure. He managed a rock group named the MC-5 whose motto was “Sex, drugs, and rock and roll.” People looked up to him as the leader of the macrobiotic movement in Ann Arbor. Ron doesn't know where Jimmy got his food—he never came into the co-op. Nor does he recall that the co-op ever had a bank account and he does not see why they would have needed one.

But after 2-6 months the local health department wouldn't let them keep grains in the basement of Marshall's Bookstore, so they moved it to an upstairs location at 514 East William Street; that was when Bill Bolduc and Tim Redmond (with important guidance from Jimmy Silver and help from Mark Retzloff) began to organize the co-op and transform it into a company, which was first given a name—Eden Organic Foods. At that same time, Ron greatly decreased his involvement in the food co-op. He shopped at the co-op quite a bit but he does not recall ever working there. He was busy with his own store and he became motivated to try to finish school (he was in school but carrying a light load), then he wanted to move to California, so he and Iona sold their second-hand general store for \$300.

The question arises: When was Eden Foods established? Ron Teeguarden believes that the idea for Eden Foods was born in mid-1969 with the establishment of the original unnamed food co-op that ordered macrobiotic foods. “That was when the seed was planted, though it didn't bloom until later that year when the name Eden was coined and a real macrobiotic food company came into existence.” Ron is happy to have been connected with this group and to have helped to plant the seed that has become one of America's most successful natural food and macrobiotic food companies—Eden Foods—but he feels that he deserves very little credit for what he did and he certainly does not want to be called “the founder.” “Most of the credit for establishing the company goes to Bill Bolduc.” He is now deeply involved with Chinese herbs, has just raised close to \$1 million, and plans to build an upscale store in Hollywood by late 1992, and eventually take his concept nationwide.

Follow-up talk with Ron. 1993. March 6. The time from 1967 to 1969 is quite hazy in his mind. It seems like another life and another world. “It's a funny, fuzzy feeling to know that I was part of Eden and part of Erewhon when it first started.” Ron also started the Acupressure Center in Berkeley. Ron did not follow developments at Eden Organic Foods after he left Ann Arbor in 1970. He does not recall

having ever met Michael Potter, and he still does not recall that the food co-op ever had a bank account or that he ever signed a signature card for that account (yet “We probably did have a bank account; Maybe Vic got it and I might have signed it. Maybe that’s where the money went every day.”) And he has never been aware that the name “Eden” may have been derived from letters in his last name—but he is not sure that his recollections are correct. His new Herbal Emporium in Hollywood is coming along very nicely. Address: The Tea Garden, 1334 Abbott Kinney Blvd., Venice, California 90291. Phone: 310-450-0188.

2023. Redmond, Tim. 1991. Early work with Eden Foods and macrobiotics. Part I. 1967-1971 (Interview). *SoyaScan Notes*. Dec. 11 and 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** During 1967-68 Tim was going to school at the University of Michigan in Ann Arbor. He was discovering new ways of relating to the world and getting involved in many new things. He was looking for more meaning and direction, and a philosophy of life. The youthful counterculture was full of options. A buddy named Rocky Driver (who was a friend of Jimmy Silver) introduced Tim to natural foods (such as brown rice and wholewheat flour) and to new foods and ideas about food. Tim met Bill Bolduc in class at the U of M in the fall of 1968. Tim had dated the woman Bill later married; they became friends through that woman. Mark Retzliff, who was a mutual friend, became one of the principals (with Haas Hassan) at Alfalfa’s in Boulder, Colorado. In the fall of 1968, the three of them became close friends and all discovered natural foods at about the same time. Jimmy Silver, who was the first to get involved with macrobiotics, was a leader and had a lot to do with introducing it to the others. “Jimmy was 3-5 years older than most of the others interested in natural foods. He was like a sage hipster in Ann Arbor at the time. He had real long, black hair down to the middle of his back. He kind of bridged the beatnik and hip gap. He knew philosophy and had been involved with a lot of things—including managing bands. He was the guy who turned us all on to macrobiotics.” Jimmy, who grew up in New York in Manhasset, would come back from New York City after the holidays with several 100-lb bags of brown rice and some bags of seaweed that he had bought at Infinity Foods or Greenberg’s. Jimmy taught Bill Bolduc about macrobiotics (and shared some of his food with Bill), and Bill taught Tim, Mark, and others. By the summer of 1969 a loose-knit food buying group had been formed and met occasionally to divide up the food they had ordered in the back room the Teeguarden-Leabu General Store, a used clothing store at 211 South State Street in Ann Arbor, one half flight below street level. It was run by Ronnie Teeguarden and Victor Leabu.

In the fall of 1969 Bill and Judy Bolduc, Mark and Nancy Retzliff, Tim Redmond, and Linda Succop rented

a farmhouse together in Saline, Michigan, about 12 miles outside of town. There they read books by George Ohsawa, deep-fried rice balls, ate sesame butter, etc.

In the summer of 1969 a group called the Macrobiotic Supper Club began in Ann Arbor. Bill Bolduc was a key man in getting it going. Its activities increased in the fall after the move to the farmhouse. They met once a month, on Saturday nights, for dinner. As many as 15-20 people would attend. It was about half singles and half couples.

After Bill Bolduc incorporated Eden Organic Foods in Nov. 1969 it was still a non-profit co-op. Jimmy Silver was kind of the senior advisor, but he wasn’t a member. If Eden had had a board, Jimmy would have probably been the Chairman and Bill the CEO. Bill operated the business. He had had a full football scholarship at the Univ. of Michigan in Ann Arbor (he played defensive cornerback), then he had been hurt, so he wasn’t in school at the time. He had free time. They bought a small electric stone mill and put it in the bathroom of the small apartment in which the company was located. They put up some shelves and Bill would bag the grains and foods. Tim (who was in school), Mark, and others would come in to donate their time, give him a hand bagging or taking money at the cash register in exchange for some free food, and talk. Bill was in charge and he put the most energy into the business. He may have paid himself \$20 a week or he may have just worked for free.

In 1970 Tim and Mark left Ann Arbor for the summer. After Tim returned from a month in Europe he found that Bill had converted the co-op to a private business, which he now owned. There were no hard feelings about this since no-one else was actively involved with the business. Bill was very excited because he had discovered Tom Vreeland, a local farmer who was growing organic wheat and soybeans. Bill now started to mill and sell this locally-grown organic wheat. Macrobiotics was growing. In about August, Tim moved to Boston to study the macrobiotic restaurant business. He lived at a study house run by Bill Tara in Cambridge. He studied with Michio Kushi and immediately began to work as a dish washer at “Little Sanae.” In about Aug/Sept. 1970, Bill called Tim in Boston and explained that a new opportunity had arisen. A lady named Cynthia Shevel, who had a store named the Bead Bag at 211 South State St. (where she sold beads, etc.). She wanted to subdivide the space and she offered Bill some space. Bill wanted to expand and develop something like the Erewhon store that he and Tim had seen in Boston. Tim returned to Ann Arbor in Sept/Oct. 1970, borrowed about \$10,000 from his father, and invested it in the corporation in exchange for 50% ownership. Now he and Bill Bolduc each owned half. Tim and Bill worked for 1-2 months in this hip mini-mall building the new location for Eden Organic Foods, Inc., which was one of the first natural food stores in the Midwest—there may have been an earlier one in Chicago. People would soon come from as far away as West Virginia,

Kentucky, and Tennessee to buy bulk foods at Eden. Then Tim returned to Boston to finish his restaurant training; he and Bill wanted to open a macrobiotic restaurant in Ann Arbor when he was done. Tim returned to Ann Arbor in April or May of 1971, looked for a restaurant location, and worked with Bill as the business expanded.

Eden first became a natural foods distributor in about June of 1971, operating out of the back of their retail store at 211 State Street. Eden bought more and more bulk foods from original sources (such as elevators) instead of wholesalers. In about the fall of 1971 they began to bring in small trailer loads of staples from Arrowhead Mills in Deaf Smith County, Texas. In this way they increasingly became the place where buying clubs and co-ops would come to buy their natural foods—just as Eden had done from Erewhon. As Eden's wholesale business grew rapidly, by late 1971 Eden began to distribute its bulk products, especially in the Detroit area, first using a Dodge van, then a couple of refrigerated 20-foot trucks.

After about 5 months of wholesaling out of the back of the retail store, in the fall of 1971, Eden began to rent an inexpensive 4,000-square-foot Quonset hut on North Main Street, nestled by the Huron River in an industrial area just outside of Ann Arbor, to the north. The rudimentary building had electricity, but no plumbing or heating—so Eden paid only \$400 to \$500 a month in rent, and had difficulty keeping fruit juices from freezing in the winter. Bill Bolduc left the retail store to set up the Quonset hut. Tim could not find a place for a restaurant, so he dropped that idea and began to manage the store. Continued. Address: Vice President of Marketing and Sales, American Soy Products, Inc., 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2024. Redmond, Tim. 1991. Early work with Eden Foods and macrobiotics. Part II. 1971 to 1979 (Interview). *SoyaScan Notes*. Dec. 11 and 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In the summer of 1971 Tim and Bill Bolduc first met Mike Potter, who had been managing a macrobiotic natural foods store named Joyous Revival in Birmingham, Michigan. Mike was born in about December 1949. There used to be free concerts on Sundays in the park in Ann Arbor. Mike would buy a 50-lb bag of rice from Eden plus a few odds and ends, take it out to the park, cook the rice, and sell it by the bowl to people in the audience.

The growing wholesale business made such large demands on Tim's time that he and Bill began to look for someone to manage the retail store. In the fall of 1971, they hired Mike Potter as manager. For a while Mike worked for little or no wages. In 1972 Bill and Tim offered Mike an ownership position, and gave him about 13% of the total stock in lieu of his service. Bill and Tim now each owned 43.5% of the company's stock. This ownership structure

lasted for about one year. In about Nov. 1972 the retail store was moved from 211 State Street into a much larger location at 330 Maynard St. Potter continued to manage the retail store until about 1974.

When Bill Bolduc left the company in the late summer or fall of 1973, he and his wife Judy sold their shares back to the company. Bill left for a variety of reasons, in part because of a little friction that existed at the time. Tim now ended up owning 51% of the company stock and Michael Potter owned 49%. Tim was the president. This arrangement continued for about a year until about the winter of 1974, when Potter convinced Redmond to give up 1% of his stock for a certain amount of money he knew the company needed at the time. Tim and Mike Potter were now 50-50 partners. Potter became the president shortly thereafter.

In 1974 Tim Redmond made initial contacts with Muso, a leading macrobiotic supplier. Mike Potter now traveled to Japan and developed Eden's contacts with Muso. Eden began importing directly from Japan, but Erewhon had an arrangement with Muso which stated that Muso could only sell products to American natural foods companies under the Erewhon brand. Eventually the growing number of natural foods importers, including Eden, protested this policy. There were meetings in Florida and California. Yuko Okada of Muso and Mr. Kazama of Mitoku came to a meeting that was held in Florida, and in about 1975 or 1976 Eden began to do business with Mr. Kazama of Mitoku, importing under the Eden brand. This move by Mitoku broke the Erewhon-Muso monopoly. Today Eden again imports all of its Japanese products from Muso.

In 1973, after about 1½ years of operating out of the rudimentary Quonset hut, Eden was ready for a bigger warehouse. So they found an old building near the middle of Ann Arbor, several streets west of Main Street, down by the railroad tracks. They shared this building and their trucking with Midwest Natural Foods which was run by Hank Bednarz and David Rock. During this period of 1½ to 2, Eden and Midwest became competitors. Eden sold only dry bulk and packaged natural foods; Midwest sold packaged health food lines, vitamins, and frozen or refrigerated goods. Though the two companies proved to be philosophically incompatible, they were the first to act as a full-line "super distributor."

Still growing, Eden moved to larger location on Platt Road in the spring of 1974. The previous 50/50 ownership structure continued until the summer 1979, when they took in Cliff Adler as a junior partner. Cliff purchased 10% of the company stock at a favorable price, leaving Mike and Tim with 45% each. Shortly after the disastrous fire occurred in Nov. 1979 at the warehouse on Platt Road, several key employees were encouraged to stay with the company by awarding them shares of stock. Also one outside person purchased some stock from the company; this provided money that the company greatly needed. The retail store and

restaurant were made into an independent company (named The Maynard Street Connection, Inc.) from the Eden Foods wholesale operation.

In May 1980 Tim resigned his position with the company, sold most of his stock back to the corporation (he kept only a few shares), and took over management of the retail store and restaurant, which had been the beginning of the company. There were many personal reasons that Tim left. Since the company's future looked uncertain, he received a relatively low price for his stock. He still owns the stock he did not sell at that time. Tim and a friend operated the retail store and restaurant for about 3 years, then they sold it at the end of 1983. In mid-1984 Tim and Mike Potter had lunch and Mike invited Tim to come into the new soymilk venture, American Soy Products (ASP). Tim worked as a consultant for the first 9 months until mid-1985, at which time he became an employee of ASP. Tim is still one of a few people who own shares of stock in Eden Foods; others include Mike Potter and three other people.

Tim is interested in the question: When was Eden Foods founded? He once asked Michael Potter where Michael got that July 1967 date. He recalls that Michael said he had asked the National Bank of Detroit (NBD) in Ann Arbor, which carried Eden's first bank account. It is Tim's guess that the July 1967 date was when Ronnie Teeguarden opened the account for his used clothing store (Teeguarden-Leabu General Store). Tim feels that "Eden Foods did not start in July 1967 by any stretch of the imagination. To say [as a 1991 Eden publication does] that in 1967 'The first checking account was opened for Eden Foods' seems blatantly incorrect." The concept may have started as early as 1967 but the entity and the name did not start until Nov. 1969.

Some people have stated their opinion that the 1979 fire was caused by arson in order to collect insurance money. Tim is sure that these opinions are incorrect. During 1977 and 1978 Eden had been expanding rapidly and had gotten into a tight financial position. Cliff Adler helped the company in this situation. In 1979 they were having the most profitable months they ever had. The business was not in bad financial shape. Moreover the fire cost Eden hundreds of thousands dollars more than they ever recovered from the insurance company. Address: Vice President of Marketing and Sales, American Soy Products, Inc., 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2025. Silver, Jimmy. 1991. Midwest Natural Foods (Interview). *SoyaScan Notes*. Dec. 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Midwest Natural Foods was located in Ann Arbor, Michigan, along with Eden Foods but they were not really competitors. Initially Eden was just a retail store. Midwest started from two little companies that were run to do totally different things from Eden and from each other. Hank Bednarz, who is a very sharp businessman from

Detroit, decided to start a little ice cream and yogurt (frozen-food) distributorship. David Rock was trying to wholesale textbooks and other types of books in competition with the student union bookstore. Both got into snack distribution and at some point the two businesses began to overlap and compete a little. Hank, being the smart character that he was, went to David and suggested that they join forces. They did that in about 1970 or 1971 [actually 1974], shortly after Jimmy left Ann Arbor—but Jimmy does not remember the original business name. They would sell anything (including foods) that people wanted to buy. Later the company was named Midwest Natural Foods. They quickly built that into a flourishing business that far outstripped Eden—whose focus was natural foods. Midwest wanted to develop a big business that made lots of money and that they could eventually sell at a large profit. They serviced old-line health food stores, new natural food stores, college stores, etc. There was only a little competition between Midwest and Eden—they were on vastly different tracks. In 1978, Midwest was purchased by Balanced Foods of New York and now is part of the Tree of Life chain. Hank and David made a lot of money when they sold the company—just as they had hoped to. Hank now has a bicycle store in Ann Arbor named Great Lakes Cyclery. Address: President, Pure Sales, P.O. Box 5116, Irvine, California 92716-5116. Phone: 714-540-5455.

2026. Silver, Jimmy. 1991. Early macrobiotic natural food distributors in America (Interview). *SoyaScan Notes*. Dec. 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Erewhon: Paul Hawken was a very charismatic, very intelligent person with an exceptional ability to envision potential and then organize people so as to make things happen. He was a real innovator. He has presented many people with a lot of opportunities and challenges to grow and learn. Roger Hillyard, Bruce Macdonald, and Bill Tara also played key roles in building Erewhon in the early days. Bruce and Paul are alike in many ways. Paul's Smith & Hawken is still a major customer of Muso and Yuko Okada, but now they buy Japanese gardening tools by the container.

Essene was owned by Denny and Howard Waxman. They were in Philadelphia (Pennsylvania) and definitely modeled after Erewhon. By 1969 or 1970 they had a very successful little retail store at 320 South Street in Philadelphia. Then they expanded into a wholesale distribution company. Denny is still in Philadelphia lecturing on macrobiotics.

Laurelbrook was near Baltimore, Maryland, owned by Rod Coates, the father of Judy and Dora Coates. Dora Coates was Paul Hawken's first wife. Judy Coates was John Deming's first wife. Jimmy thinks that Laurelbrook started as a wholesale distributor, not as a retail store. Rod died of Alzheimer's disease. Judy Coates lives in Ross, California, and Dora lives in Marin, living over one of Paul Hawken's buildings.

Ceres in Colorado Springs was started by Frank Calpeno. Frank's sister, Wendy, was known as the "Natural Foods Lady." Ceres was an existing account of Erewhon in 1976. Jimmy handled their account. They went out of business causing Erewhon to lose a lot of money.

The Well was located in San Jose, California. Paul Hawken may have stimulated Fred Rohe to start it. It was Fred's first distribution business; he had a very non-exclusive view. Jimmy thinks that "If Fred had never met Paul, Fred would be a rich man today. Paul gave Fred a much bigger vision of what he ought to be doing; he overexpanded and ended up with nothing. Phil Parenti / Parente came along later when a financial opportunity arose. Roger Hillyard and Bruce Macdonald know a lot about The Well. Roger Hillyard runs a coffee shop named Farley's on Potrero Hill in San Francisco. Bruce Macdonald lives in Vermont. Bruce had started a company named Pure and Simple in San Diego or Encinitas. They made corn ships. Bruce folded Pure & Simple into the Well in exchange for stock. Bruce had to fight a lawsuit for several years against a company named Corn Nuts which had the phrase "Pure and Simple" on the back of their little Corn Nuts package. Phil won, so The Well used the trademark Pure and Simple for all their branded products.

Mountain Rose was in Colorado. Bruce Macdonald took it over for a while, then Arrowhead Mills took it over for a while and finally closed it down.

Janus had a little retail store in Seattle, Washington, which started after the distribution company started.

There was a long and bitter history between Erewhon and Chico-San, but they tried to keep things nice on the surface. Part was a difference in personality between Michio Kushi and Herman Aihara. Address: President, Pure Sales, P.O. Box 5116, Irvine, California 92716-5116. Phone: 714-540-5455.

2027. Silver, Jimmy. 1991. Early non-macrobiotic natural food distributors in America (Interview). *SoyaScan Notes*. Dec. 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Arrowhead Mills was started by Frank Ford in Hereford, Texas. Paul Hawken had a strong impact on the company's development. Paul and Frank became good friends—they have much in common. Frank is a big bear of a guy, very charismatic, intelligent, and sweet, who became a born-again Christian. He is a very interesting, wholesome man, a farmer who had unsuccessfully run for political office. Frank has become a sort of figurehead for Arrowhead—whose eminence grise was named Homer. At one point Erewhon cooperated and later they became competitors.

Shadowfax was more like Midwest Natural Foods. Founded by Charlie Smail and located in upstate New York (perhaps Binghamton), they didn't like the macros. Michel

Abehsera was one of their advisors. Michel is now the mentor of a Jewish community in either Montreal or Toronto, Canada.

Llama, Toucan & Crow in Brattleboro, Vermont, was started by Bob Sanders [sic, Swanson], Barclay McFadden, and one other person. Both a natural foods distributor and retail store, the latter opened in 1976. The distribution part was bought by a company that later became Stow Mills. Barclay McFadden became CEO of Stow Mills, and Bob Swanson started Sandpoint Distributing after that.

Lifestream was just across the border in Vancouver, BC, Canada. Arran Stephens started it, and he now owns a company named Manna Milling that is a very big purveyor of natural cereals in Canada and the USA; their brand name is Nature's Path. Lifestream had an eastern branch in Toronto, named Lifestream East, which then became LifeSource, which is now run by an Indian man named Parshan Sahota, who now owns a remnant of what used to be Landstrom.

Tree of Life was founded by Irwin Carasso. Jimmy thinks his family was in the food distribution business in Florida, and he heard they helped to bankroll the company in the early days with \$250,000. Tree of Life was an early customer of Erewhon.

Food for Life in Illinois was another one of these early companies. Address: President, Pure Sales, P.O. Box 5116, Irvine, California 92716-5116. Phone: 714-540-5455.

2028. Silver, Jimmy. 1991. Re: Key contacts concerning the early history of macrobiotics and natural foods in the United States. Letter (fax) to William Shurtleff at Soyfoods Center, Dec. 17. 2 p. Typed, with signature.

• **Summary:** Contact information is given for: Roger Hillyard (San Francisco, California). Bruce Macdonald (Vermont). Wendy Calpeno VanGemert (Denver, Colorado). Judy Coates Deming Knepper (Ross, California). Dora Coates Hawken (Marin, California). Michel Abehsera (Montreal, Canada).

Some notes: "Hy Lerner, a physician who ran the warehouse at Erewhon [Boston] in the early days subsequently started [with Paul Petrofsky] and owns Baldwin Hill Bakery, bakers of the most wonderful whole wheat breads from the Belgian / French sourdough recipe taught to him by Omer Gevaert, one of the members of the family that owns Lima / Belgium. Omer's nephews are Lark and Kerry Lindsey, who started Arden Rice Cakes in North Carolina (with Lima's technical assistance) and subsequently sold the company to Quaker Oats shortly before Bob Kennedy sold Chico-San to H.J. Heinz."

"Eric Utne, presently publisher of *The Utne Reader* (bankrolled by his wife's Rothschild inheritance, according to an interview with Eric) once was manager of the Erewhon retail store on Newbury Street in Boston. As I recall, Michio Kushi put him there for ideological reasons after Roger [Hillyard] put organically grown potatoes on sale in

the store and everybody freaked out!” Note: Potatoes, as well as tomatoes and eggplant, are “forbidden foods” in a macrobiotic diet because they are members of the nightshade family.

“Eric was married to Peggy Taylor before that [after working at *East West Journal*] and together they started the *New Age* magazine. When they split up, she kept the magazine, which she later sold. Peggy Taylor was Evan Root’s girlfriend when I moved to Boston... Evan later married Barbara Reardon... Barbara was at that time one of the principal students of T.T. Liang, my first t’ai chi teacher, who subsequently moved to Los Angeles and who I see every Saturday morning. He’s 91.” Address: President, Pure Sales, P.O. Box 5116, Irvine, California 92716-5116. Phone: 714-540-5455.

2029. Britt, Jenny. 1991. Breaking new ground: First a restaurant and now a booming wholesale business, Ploughshares is a vegan, organic food company aiming to feed the world. *Here’s Health (England)*. Dec. p. 56-57. • **Summary:** Ploughshares is a highly successful vegan, organic food company based in Glastonbury, Somerset-Britain’s “New Age capital.” A photo shows Michael O’Connell, the company founder, holding up a large tray of cakes. He and his vegan co-workers are deeply committed to an animal-free and more environmentally sensible way of eating. Since 1986 they have established a restaurant (recommended by the Egon Ronay rating service), followed by a wholesaling business, and then last year a cookery school. Michael is both a vegan and a “formidable environmental activist, who runs his own mobile information service called “Spirit of Conservation on the Move”... Formerly a professional musician and record producer with his own band, Michael has been one of the main driving forces behind Ploughshares. Until recently he owned it outright, having put in most of the finance, but in recognition of the equally valuable contribution of others in the business, he has converted it into a co-operative... The core group, who are the main shareholders, are Michael, sisters Fiona and Miranda Bruce, mother and daughter Sophie and Sally Pullinger and Lalita Gordon. Several of this group are musicians who had worked with Michael in the music business. A few years ago, feeling no longer fulfilled by professional music, they set up as an extended family on a smallholding in the Essex countryside and, to help make a living, acquired a mobile catering truck... an eight-tonne kitchen-on-wheels which had previously done service on location feeding hordes of extras in the film *Gandhi*. They renamed it The Emperor Liu An’s Tofu Palace, in honour of the Chinese feudal lord attributed with the invention of tofu, and took to open air shows and festivals, serving vegan food and demonstrating tofu-making.”

The key people then moved to Glastonbury to start a restaurant (on High Street) as a permanent base for their

vegan cuisine. The restaurant was sold in 1991 as more of the company’s energy went into developing and marketing its range of nutritious, often organic cakes. The company has found a building in Glastonbury, which it hopes to convert into an innovative factory—if the money can be raised. The Ploughshares cookery school now teaches 3 students a week on average. They study for a City and Guilds qualification in dairy-free and special diet cuisine. “A Ploughshares Diploma includes tofu and tempeh making on both a domestic and cottage industry scale...” Another feature of the course is the production and use of a leaf protein concentrate (nettles are now used as the raw material) in the form of a nutritious curd named Leafu. Michael became interested in it as a “substitute in British vegan diets for soya beans, whose transportation from abroad uses precious energy. [A company brochure titled “Leaves for Life: Leafu, a high protein food made from leaves” notes that “Leaf fractionation is a way of producing more protein from indigenous plants than any other process. It is highly efficient in terms of energy use and in quantity of protein produced per acre.” Leaf curd contains “proportionally more protein, vitamins A and E, iron, and calcium than is found in meat, eggs, or beans.”]

Michael, a man with big dreams, can be contacted at Ploughshares Organic, Vegan Food Company, 54 Roman Way, Glastonbury, Somerset, BA6 8AD, England.

Note: This is the earliest document seen (Aug. 2013) that mentions “Leafu” (a word probably derived by merging the words “leaf” and “tofu”) or that discusses a commercial food use of leaf protein.

2030. *Catalog Age*. 1991. Walnut Acres. 8(12):71. Dec. *

2031. *SoyaScan Notes*. 1991. The dark side of Michael Potter and Eden Foods (Overview). Dec. 1991 to March 1992. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** In interviewing current and former employees of Eden Foods, there were a number of controversial or sensitive areas in which they were willing to share information as long as they were not quoted as the source. Moreover, sensitive information was found in public records.

On 18 Aug. 1968, Gerald Mitton had been killed in an automobile accident collision in Troy, Michigan, while Michael Potter was driving. Michael was convicted of negligent homicide, involving driving under the influence of alcohol. He was sentenced to a fine of \$100, 30 days license suspension, and 1 year probation—a light sentence by any measure. Source: Court records in Potter’s 1989 trial.

Michael Potter never went to college. The story goes that he was about to enroll at the University of Michigan. He got in line to register, decided the line was too long, and thus decided not to go to college.

On Potter’s methods of getting control of Eden Foods. Bill Bolduc hired Potter, but a lot of Potter’s groupies also came along from Detroit. They all worked at the retail store

and the company tried to run itself democratically. Potter took the position that Bolduc was the only one who was in control of the company and began to organize his people. They asked Bolduc to leave. Bolduc left shortly thereafter, from a combination of this peer pressure and from being burned out after working 7 days a week for 4 years straight; he had a family with 2 kids and just got really sick of the whole thing. Moreover there was a strong philosophical conflict; Bolduc wanted to develop local sources of seasonal foods, whereas Potter wanted to import large quantities of foods from China and Japan. Not long after Bolduc left, Potter and his group did the same thing to Tim Redmond.

“The fact that Michael Potter is now in jail (in Coldwater, Michigan) doesn’t surprise me in the least. There is a dark karmic cloud following him around.” First he had to go to jail for 30 days in early 1989 because of charges related to promotion and use of Edensoy as a baby food. An Edensoy pamphlet had stated that Edensoy was “Good for babies.” Then, on 13 April 1988, while he was driving in a car with his partner, Cliff Adler, they were in a serious accident in which Cliff was killed and Michael was seriously injured.

Before Cliff Adler died, he and Michael Potter each owned 36% of the shares of Eden Foods. They had an agreement that if either partner died, the other had the right to buy him out. After Cliff died, Michael exercised his contractual right to buy all of Cliff’s shares from his wife, Fran Adler. We do not know how much Michael paid for this stock.

Michael Potter was sentenced on 12 Oct. 1989 at the circuit court in Ann Arbor; the *Ann Arbor News* ran a major story on the sentencing the next day. The jury convicted Michael of manslaughter [negligent homicide] due, in part, to high alcohol levels in his blood, and disregard of sanctions by various courts on his drinking after driving. It was a near repeat of the tragic fatal accident 21 years earlier, in 1968. Michael had confessed to being an alcoholic—perhaps in hopes of getting the mercy of the court, which he did not get. He was sentenced to 8-15 years in jail—a sentence that he began to serve on 12 Oct. 1989. Fran Adler (actually the Adler estate) received a final settlement after the accident of \$2.25 million, paid by Potter’s personal insurance company and Eden Foods’ insurance company (the latter because the accident took place in a company car). Ron Roller took over as president of Eden Foods—the top man.

After Michael went to jail, Carolyn Roller Potter, his wife and mother of their four children, decided she’d had enough and on 7 Nov. 1990 she filed for a divorce. Court files show that this was the second time she had filed for a divorce—the first being on 1 May 1985—alleging abuse and harassment, particularly when Michael was drinking. She described one incident where he beat her up when he was drunk. However on May 21 (about 3 weeks later) she withdrew the filing; apparently they had had a reconciliation.

But with a divorce in 1990, she would become owner of half of the stock in Eden Foods. Ron Roller, who was president of Eden Foods while Michael was in jail, was Carol Roller Potter’s brother—and thus Michael Potter’s brother-in-law. Some speculate that Michael may have reasoned as follows: If Ron sided with Carol, their combined stock might be enough to let them gain control of Eden Foods and override Michael. Whatever his motives (and Michael would probably deny that had the above motives), Michael fired Ron from Eden Foods in mid-June 1991 and asked him to work for American Soy Products. A clause required Ron, upon leaving Eden Foods, to sell all stock he owned in Eden Foods back to the company. Then in the summer of 1991 Michael installed his younger sister, Nancy Potter, to run Eden Foods.

Records at the circuit court in Ann Arbor show that during the divorce proceedings, Michael tried to do a reverse stock split to give him more control of Eden Foods. In July 1991 Carol got an injunction and stopped the split. Court records show that at that time, stock ownership in Eden Foods was as follows: Michael and Carol Potter (called “the marital estate”) 21,500, Frank Dietrich 3,000, Ron Roller 1,500, Mark Cooke 1,200, Tim Redmond 1,000, and Bill Swaney 900. The final settlement refers to some of Michael’s shares that may possibly be claimed by Ron Roller [nothing ever came of this]. The divorce was finalized in Oct. 1991. As part of the final settlement, Michael agreed to buy from his wife that 50% of their joint shares that would have been hers. He is paying her \$1.5 million for her 36% over a period of 10 years. Thus Michael still owns 72% of the shares of Eden Foods.

In the 1990 divorce proceedings, both partners were asked: “When did the marriage end?” Carolyn gave the date that he went to jail. But Michael, in his response, said “1985.”

Mike is appealing his sentence; his first appeal was unsuccessful, and he is now appealing to the Michigan supreme court. He can telephone out of jail, and he is actively involved in running the company, with the position of CEO.

Before Potter went to jail, he wrote on a form that he had no assets. When the attorney general of the state of Michigan found that Potter in fact did have substantial assets, he sued Potter (in May 1990) and required him to pay rent of \$1,500 a month to be in jail—retroactively from day one.

Concerning the fire that burned the Eden warehouse on 26 Nov. 1979, many of the people interviewed hold the strong belief that the fire was caused by arson. Richard Leviton, who wrote the first major published history of Eden Foods (in *East West Journal*, April 1984), stated: “Most old-timers at Eden agree that the fire was highly beneficial.” One person noted: “There was some dirt prior to the fire, and that (the dealings of some people selling things other than food) caused the fire. I am convinced that the fire was arson. I

know what the fire inspectors found and where it started. I do not know why the insurance company paid off Eden.”

“Michael Potter was a drug dealer. He did this is part to try to raise enough money to pay off Eden Foods’ debts.” The issue, widely discussed, was “Is it okay to take money gained through sale of drugs to support businesses that are for the betterment of society.” A related issue/battle had to do with employees smoking dope at work. Several managers strongly opposed it—but Potter refused to side firmly with the managers. He never got high during the day.

All agree that Michael Potter is an aggressive, very smart (some said “shrewd”) entrepreneurial businessman who deserves a great deal of credit for the success of both American Soy Products and Eden Foods.

Update: Talk with an old-time drug-related close acquaintance of Potter’s. 1992. Nov. 1. Michael is now out of jail on parole; he was released early and has been out for 2-3 weeks. He has to live with his sister but he is back running Eden Foods. While Michael was waiting for the trial after Cliff Adler’s death, he was arrested 2-3 more times for drunk driving. Concerning the fire that burned down the Eden warehouse on 26 Nov. 1979, he is certain that it was caused by arson “aimed as a payback to Michael for non-food activities. It was arson over drug deals. Tim Redmond has never understood what happened. Michael feels no remorse for any of this. The saga goes on.”

2032. Product Name: WestSoy Plus (Non Dairy Beverage with Calcium and Vitamins A & D Added) [Plain, Vanilla, or Carob].

Manufacturer’s Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer’s Address: 1065 East Walnut St., Carson, CA 90746. Phone: 310-886-8200.

Date of Introduction: 1991 December.

Ingredients: Filtered water, whole organic soybeans*, brown rice syrup (brown rice, water), tricalcium phosphate, expeller pressed organic canola oil*, sea salt, vitamin A palmitate, vitamin D-2, riboflavin (vitamin B-2). * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 1 liter (1.06 quart) Tetra Brik Aseptic carton. Retails for \$1.89 (7/92, Maryland).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 8 fl. oz.: Calories 150, protein 6 gm, carbohydrate 18 gm, fat 5 gm (percent calories from fat 33, polyunsaturated fat 3 gm, saturated fat 1 gm), cholesterol 0 mg, sodium 140 mg, potassium 265 mg.

New Product–Documentation: Leaflet (glossy color, front and back, 28 cm) inserted into Natural Foods Merchandiser. 1991. Dec. After p. 42. “Westsoy Plus: Calcium rich with vitamins A, D & riboflavin added.” “The first soy drink to bring your customers a balance of the important nutrients found in dairy milk!” Main benefits and a list of key

nutrients is given.

Product with Label purchased at Fresh Fields, Rockville Pike, Maryland. 1992. July 20. 3.75 by 6.5 by 2.5 inches. Orange, black, and yellow on white. Color photo of soymilk being poured from a pitcher into a glass. “Lactose free. Great tasting. Only 2% fat. No cholesterol.” Each glass of Westsoy Plus provides the following percentages of the U.S. Recommended Daily Allowances: Calcium 30%*, vitamin D 25%*, riboflavin (vitamin B-2) 25%*, vitamin A 10%*, protein 10%. * = As much as whole cow’s milk.

Ad in Natural Foods Merchandiser. 1993. Sept. p. 23. “Another important first for Westbrae was WestSoy Plus, with calcium, vitamins A, D and riboflavin added. WestSoy Plus was the first soy drink to bring your customers a balance of the important nutrients found in dairy milk. Calcium is added in the form of tricalcium phosphate, naturally occurring in phosphate rock and lime. This is the same calcium that is found in dairy milk... Vitamin A palmitate is used as a vegetarian source of vitamin A.” Vitamin D is derived from torula yeast. Riboflavin is formed through a biofermentation process of ribose, which is a simple sugar. WestSoy Plus has only 2% fat.

Westsoy Plus in ½ gallon Combibloc Aseptic carton purchased on 30 April 1999 at Trader Joe’s in Concord, California. Retails for \$2.19. The front panel states: “Delicious non dairy soy beverage. 7 times more calcium, 10 times more vitamin A, 25 times more vitamin D, 4 times more riboflavin, than Original WestSoy. Contains 33 mg of isoflavones. Made with Organic soy beverage. Lactose free. Plain. A cholesterol-free food.” A table on the back compares the amount of the following nutrients in WestSoy Plus, Original WestSoy, and Whole Milk: Calcium, Vitamin A, Vitamin D, and riboflavin (B-2). The levels for WestSoy Plus and Whole Milk are identical for each.

Half gallon vanilla purchased in April 2000 at Trader Joe’s in Lafayette, California, for \$2.19. Carton copy 1988. Each serving (1 cup) contains 31 mg of isoflavones. By Aug. 2002 the price has increased to \$2.39 per half gallon organic vanilla.

2033. Product Name: Wonder-Vite Biodynamic Loaf.

Manufacturer’s Name: Blissquik Food Products.

Manufacturer’s Address: 37 Hammett St., Townsville, QLD 4812, Australia.

Date of Introduction: 1991.

Ingredients: Organically grown whole grain stoneground wheatflour, soyflour, yeast sea salt, water added.

Wt/Vol., Packaging, Price: 680 gm packed in plastic bag.

New Product–Documentation: Letter and Label sent by C.H. Lee of Blissquik Food Products. 1992. Feb. 17. Plastic bag. 7 by 9 inches. Blue and yellow on white. “Absolutely no chemical additives, colour, or flavour... This loaf with its natural organic minerals, protein, vitamins, and dietary fibre will help give your body vitally needed nutrients. Once

tasted... always loved.” The date this product was launched is unknown.

2034. Eden Foods, Inc. 1991. Eden Foods: Organic quality (Leaflet). Clinton, Michigan. 3 panels each side. Each panel: 21.5 x 9.3 cm. Undated.

• **Summary:** Contents: Organic pioneers. Organic integrity from soil to shelf. CropExcel, growers helping each other. What is organic farming? Why is organic farming important to you? (“Organic growers are the ultimate environmentalists”). What does organic certification mean? Eden organic quality. Quotations from Eden’s organic growers. Address: 701 Tecumseh Rd., Clinton, Michigan 49236.

2035. **Product Name:** Mitoku Goma-Muso Sesame-Miso Sprinkle.

Manufacturer’s Name: Mitoku Co. Ltd. (Distributor). Made in Japan.

Manufacturer’s Address: C.P.O. Box 780, Tokyo 100-91, Japan. Phone: 33-201-6701.

Date of Introduction: 1991.

Ingredients: Barley miso (whole soybeans, barley, sea salt), toasted whole sesame seeds.

Wt/Vol., Packaging, Price: 2.8 oz (80 gm) plastic bag. Retail for \$2.39 (11/91, USA).

How Stored: Shelf stable.

New Product–Documentation: Product with Label purchased from Smoky Mountain Natural Foods, Asheville, North Carolina. 1991. Nov. 15. 3 by 3.5 inches. Self adhesive, on a 4.5 by 6.5 inch plastic bag. Reddish orange, yellow, and white. “A traditional Japanese condiment... Sprinkle freely on brown rice, vegetables and other favorite dishes to impart extra goodness, flavor and nutritiousness.”

2036. **Product Name:** Sweet Life Candies: Miso Drops–Natural Brown Rice Malt Candy.

Manufacturer’s Name: Mitoku Co. Ltd. (Distributor). Made in Japan.

Manufacturer’s Address: C.P.O. Box 780, Tokyo 100-91, Japan. Phone: 33-201-6701.

Date of Introduction: 1991.

Ingredients: Traditional rice malt (selected whole brown rice, organic sprouted barley, pure spring water), natural brown rice miso (whole soybeans, whole brown rice, water, sea salt).

Wt/Vol., Packaging, Price: 1.76 oz (50 gm) plastic bag. Retail for \$1.19 (11/91, USA).

How Stored: Shelf stable.

New Product–Documentation: Product with Label purchased from Smoky Mountain Natural Foods, Asheville, North Carolina. 1991. Nov. 15. 4.5 by 6 inches. Plastic bag. Gold and white on brown with see-through window. “The original sugar-free sweets from Japan... Sweet Life Candies

contain no sugar or any artificial sweetening whatsoever; just the rich goodness of rice malt, with exciting natural flavors. The perfect taste treat for all the family.” There are 12 other flavors in this natural candy line. The miso flavor is hard, not chewy.

2037. **Product Name:** Jinenjo Tekka: Tekka Condiment.

Manufacturer’s Name: Mitoku Co. Ltd. (Distributor). Made in Japan.

Manufacturer’s Address: C.P.O. Box 780, Tokyo 100-91, Japan. Phone: 33-201-6701.

Date of Introduction: 1991.

Ingredients: Hatcho miso (whole soybeans, water, salt), jinenjo (wild mountain yam), lotus root, carrot, burdock, ginger, toasted sesame oil.

Wt/Vol., Packaging, Price: 3.5 oz (100 gm) plastic bag. Retail for \$5.99 (11/91, USA).

How Stored: Shelf stable.

New Product–Documentation: Product with Label purchased from Smoky Mountain Natural Foods, Asheville, North Carolina. 1991. Nov. 15. 3.5 by 2.75 inches. Self adhesive, on a 6 by 4.5 inch plastic bag. Blue on white.

2038. **Product Name:** Mitoku Natto Miso Chutney: Barley/Soybean/Vegetable Relish.

Manufacturer’s Name: Mitoku Co. Ltd. (Distributor). Made in Japan.

Manufacturer’s Address: C.P.O. Box 780, Tokyo 100-91, Japan. Phone: 33-201-6701.

Date of Introduction: 1991.

Ingredients: Barley, whole soybeans, barley malt, kombu, ginger, water, sea salt.

Wt/Vol., Packaging, Price: 10.5 oz (300 gm) plastic crock. Retail for \$3.99 (11/91, USA).

How Stored: Shelf stable.

New Product–Documentation: Product with Label purchased from Smoky Mountain Natural Foods, Asheville, North Carolina. 1991. Nov. 15. 3 inch diameter. Self adhesive. Red and yellow on metallic gold.

Soyfoods Center product evaluation. 1991. Dec. 3. Good name! This condiment, which resembles Indian chutney in its chunky consistency, but is a little more salty and less sweet, is actually a type of Finger Lickin’ Miso (namé miso). Flavor: Very nice. Label design: Terrible–too hard to read.

2039. **Product Name:** Mitoku Macrobiotic Mansan Organic Tamari: Traditional Wheat Free Soy Sauce.

Manufacturer’s Name: Mitoku USA (Importer). Made in Japan.

Manufacturer’s Address: Tokyo, Japan.

Date of Introduction: 1991.

Wt/Vol., Packaging, Price: 10 fluid oz bottle.

How Stored: Shelf stable.

New Product–Documentation: Label seen at Open Sesame

in Lafayette, California. 1991. Feb. 16.

Mitoku Company Ltd. 1992. "Mansan Organic Tamari: Incomparable Quality and Flavor." *Natural Health*. Feb. p. 126. This 1/2-page ad has an illustration by Akiko Aoyagi Shurtleff of a man standing on the rim of a huge vat ladling liquid tamari into floating keg. A bold symbol of the character for "tamari" appears in a box to the upper right. "Mansan Organic Tamari is available in North America under the Mitoku Macrobiotic and Emperor's Kitchen label. Exported exclusively by Mitoku Co., Ltd., Tokyo, Japan."

2040. Clearspring Ltd. 1991. Traditional Japanese soya sauces (Leaflet). London: Clearspring. 2 panels each side. Each panel: 22 x 15 cm. Illust. *

2041. Clearspring Ltd. 1991. Macrobiotic quality wholefoods (Leaflet). London: Clearspring. 1 p. 1 sheet. 21 cm. *

• **Summary:** This leaflet advertises Clearspring's line of largely Japanese malt syrups, Japanese teas, sea vegetables, miso, soya sauces, amazake, umeboshi, pasta, sauces and crackers.

2042. Crane, Milton G. 1991. What can be done for osteoporosis. Weimar, California. 8 p. Undated. Unpublished manuscript.

• **Summary:** An excellent introduction to the subject. Things to avoid: Alcoholic beverages, coffee, tobacco, tea, and all soft drinks. Refined foods, such as gluten & soy meat substitute, soy products made from soy protein isolate and concentrate. Be sure to get: Calcium (calcium citrate, gluconate, or lactate is better than calcium carbonate), 6-8 glasses of pure fluoridated water daily, etc. Address: M.D., Preventive Endocrinologist, Weimar Inst., Box 486, Weimar, California 95736. Phone: 916-637-4111.

2043. Koepf, Herbert H. 1991. Ehrenfried Pfeiffer: Pioneer in agriculture and natural sciences. Kimberton, Pennsylvania: Bio-Dynamic Farming and Gardening Assoc., Inc. ii + 31 p. Illust. No index. 23 cm. [21 ref]

• **Summary:** Contents: Introduction, by Heinz Grotzke. Introductory remarks. 1899-1920, the early years. 1920-1925, training and spiritual schooling (with Rudolf Steiner in Dornach, Switzerland). Pfeiffer as scientist and practitioner. The method of sensitive crystallization. Ehrenfried Pfeiffer in the United States (1940+). Ehrenfried Pfeiffer, researcher and teacher.

Ehrenfried Pfeiffer was born on 19 Feb. 1899 in Munich, Germany. His "maternal grandfather, who was a renowned apothecary, introduced him to medicinal herbs, taking the boy to his laboratory to show him chemical reactions and thus awakening the love for natural phenomena which became so important for Pfeiffer throughout his life. As a schoolboy, Ehrenfried liked to be by himself in woods and fields, as both then and later, he was familiar with the

elementary beings." Shortly after World War I, in Stuttgart, Germany, "Pfeiffer met Rudolf Steiner, who was then lecturing on social renewal to a large assembly of workmen. This meeting determined the further course of Pfeiffer's life" (p. 6).

From 1920 to 1925 Pfeiffer worked and studied with Rudolf Steiner during construction of the Goetheanum in Dornach, Switzerland. Steiner was "a scientist of the spirit" (p. 8). Pfeiffer lived in the United States from 1940 until his death on 30 Nov. 1961; his main interest was biodynamic farming and gardening, in both its spiritual and physical aspects.

Page 17: "During 1938-39 Pfeiffer and Sabarth accepted an invitation to the Hahnemann Medical College in Philadelphia, Pennsylvania, U.S.A. to install a laboratory and to evaluate tests on blood samples taken from patients who suffer from cancer. On June 7, 1939 Pfeiffer wrote:

"Our work here went quite well. We limited ourselves to a statistical evaluation of clinically well-established pathological symptoms. Over one thousand such cases were studied in a little over a year, all verified histologically-pathologically. Definite indication for cancer positive 83%, for cancer negative 93%. Now scientific objections are no longer possible. In the future all will depend on how intelligently and faultlessly the work is performed."

"This work earned Pfeiffer an honorary M.D. from the University of Pennsylvania [sic, from Hahnemann in 1939]. Today, laboratories in a number of countries make the crystallization method available for medical diagnosis."

"Ehrenfried Pfeiffer in the United States (p. 19-21): In 1926, Charlotte Parker and her friends acquired the land of the Threefold Farm in Spring Valley, New York about 60 minutes by car northwest of New York City. In the course of time an Anthroposophical residential and conference center emerged, with a guest house, school, and a number of cultural pursuits. This is the place where from the mid-1940s onwards the work of Pfeiffer and his coworkers found a home."

"From 1932 to 1939 Pfeiffer made four or five visits to the United States, primarily attending summer conferences at Threefold Farm and also Sunrise Farm in Maine, where for some time there was a laboratory staffed by one of Pfeiffer's coworkers. From 1948 until 1980 the summer conference of Threefold Farm was a regular annual event.

"In 1930 biodynamic activities in the U.S. were in progress in a dozen states: the Bio-Dynamic Farming and Gardening Association was founded and incorporated in New York in 1938, and by 1939 between thirty and forty farms and a like number of gardens followed the biodynamic method. *Short Practical Instructions in the Use of the Biodynamic Method of Agriculture* (1935) by Pfeiffer and the translation of his textbook *Soil Fertility, Renewal and Preservation* (1938) provided the urgently needed literature. During the fourth biodynamic conference in 1939 Pfeiffer

spoke about the need for a school of biodynamic agriculture.

“H.A.W. Myrin and his wife Mabel Pew Myrin of the Sun Oil Company, owned 335 hectares (838 acres) of Agricultural Land in Kimberton, Pennsylvania, about 40 miles west of Philadelphia. I met Mr. Pfeiffer and because both shared an interest in biodynamic farming, in 1940 he invited Pfeiffer and his family to move to Kimberton. On the two dairy farms, which also served for development and demonstration, a farm school was established for several years. Thirty to forty students assembled for a theoretical and practical one-year course. In addition to this, winter courses of two to six weeks’ duration took place from 1941-1943, with lectures, laboratory practice, and field instructions. About this Pfeiffer said.

“The intention is to educate the practical farm manager rather than the textbook scientist, However, basic sciences are necessary to enable the farmer to work with full consciousness. But all fields of knowledge will be treated with a view to the daily practical problems. The goal is not to educate the scientist, but to enable a young farmer to become an independent and skilled agriculturalist and to learn how to combine soil conserving methods with extensive economic farming.”

“Cropping, dairy farming, soil conservation, composting, crop rotations, greenhouse cultivation, beekeeping were all important components of the program. Hundreds of students, teachers, lecturers, local farmers and other visitors—among them J.I. Rodale and Paul Keene—frequently came to Kimberton.”

“However, as often happens between strong personalities, beginning in 1944 a small matter made further cooperation between Myrin and Pfeiffer impossible: Pfeiffer had to look for another place for his work.”

“At the beginning of March 1944 after two months of exploring, actively supported by Peter Escher, Pfeiffer found in Chester, New York a 114 hectare (285 acre) dairy farm with 40 hectares (100 acres) of tillable land. Students could not be accommodated there, but the farm was suited for development and research.” Pfeiffer worked hard. “Indeed, he overworked himself, and as a result fell seriously ill: Pfeiffer had to spend two years in the hospital in Pomona [New York], followed by an extended time of convalescence. Mrs. Pfeiffer had to shoulder the burden of carrying on with the farm and bringing up the children” (p. 19-21).

An insert in this book states: “Please consider supporting the oldest non-chemical agricultural movement in the world—Biodynamics! (We predate ‘organic’ agriculture by some two decades).”

2044. *SoyaScan Notes*. 1992. Vitasoy soymilk is now sold on a special display stand at Safeway supermarket in Lafayette, California (Overview). Jan. 25. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Four flavors of Vitasoy soymilk (Vanilla

Delite, Rich Cocoa, Carob Supreme, and Creamy Original) in two sizes (liter or 250 ml) are now sold at the Safeway supermarket in Lafayette. They are sold on a surprisingly large stand, located about 6 feet from the tofu section of the produce case. The stand, constructed of 4 white plastic shelves (with “Vitasoy” written on the second and top shelves) and 4 vertical red plastic tubes as posts (2-inch diameter), is about 32 inches on a side, and 5 feet high. The Vitasoy Tetra Brik cartons occupy the bottom two shelves on the stand. On the top two shelves is Michelle’s Natural Pasta (dry). The price of the liters is \$2.29 each, regardless of the flavor. The packs of 3 x 250 ml each retail for \$2.19.

A quart of cow’s milk (fortified with vitamins A and D) sells for the following prices at Safeway supermarkets: whole \$0.67, low-fat (2% fat; protein fortified) \$0.66, extra light (1% fat; protein fortified) \$0.65, nonfat \$0.62.

Note that the price of Vitasoy soymilk at Safeway is about 21% more expensive than it is at a typical large natural food store.

2045. In Jan. 1992 *East West Journal* was sold and renamed *Natural Health: The Guide to Well-Being*. 1992.

• **Summary:** The first few issues were titled *East West Natural Health*. This was one key event in marking the decline of East Coast macrobiotics. Another was the bankruptcy of Erewhon.

2046. **Product Name:** Mori-Nu Silken Tofu (Chinese Label) [Firm, or Soft].

Manufacturer’s Name: Morinaga Nutritional Foods, Inc. (Importer). Made in Japan by Morinaga Milk Co. Ltd.

Manufacturer’s Address: 5800 South Eastern Ave., Suite 270, Los Angeles, CA 90040. Phone: 310-787-0200.

Date of Introduction: 1992 January.

Wt/Vol., Packaging, Price: 10.5 oz (297 gm) Tetra Brik Aseptic carton.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Almost all of the writing on these products is in Chinese; they are sold to Chinese Americans. Letter (fax) from Art Mio. 1996. May 14. “We first began to sell Chinese Label Mori-Nu Tofu in January 1992... This past fiscal year, which ended in March, saw a surge in sales which approached a 50% increase.”

Poster (color, 8 by 11 inches, undated) sent by Art Mio. 1996. May. Shows one carton each of Chinese Label Mori-Nu Tofu firm and soft on a cutting board behind a knife and six small cubes of tofu. In the upper left is written in Chinese characters (with English text below them): “Smooth silken texture. Long shelf life. No preservatives.”

2047. *Natural Foods Merchandiser*. 1992. An NFM call to action: New regulations to bring changes to industry. Industry must work with lawmakers to protect its right to promote and sell key products. Jan. p. 14-15, 18. [4 ref]

• **Summary:** Four federal regulatory proposals could have serious effects on the dietary supplement and herbs industries. The main proposal is the FDA's Nutrition, Labeling and Education Act of 1990. The NLEA was approved by Congress in an attempt to revise outdated provisions of the 54-year-old federal Food, Drug, and Cosmetic Act. FDA released this 2,000-page document in Nov. 1991. The NLEA proposal would allow health claims in only four areas: calcium and osteoporosis; fats and heart disease; fats and cancer; and sodium and hypertension. Thus, for example, health claims would not be able to be made for fiber despite the fact that its use is widely recommended by professional health, nutrition, and medical groups. The new labeling rules are likely to ban nearly all health claims (including those based on sound scientific studies) for supplements, herbs, and many foods; the health-promoting effects of herbs are rarely due to nutrients.

FDA also proposes to switch from the U.S. Recommended Daily Allowances (U.S. RDAs) to the Reference Daily Intakes (RDIs). RDAs are generally based on the highest recommended allowances set by the Food and Nutrition Board of the National Academy of Sciences. RDIs are calculated as a population-based mean, and are 10 to 80 percent lower than the RDAs.

Furthermore, the FDA Dietary Supplement Task Force is planning to reclassify nearly all supplements, except perhaps simple vitamins and minerals such as A, B, C, D, E, etc. in a new way that will virtually force them off the market except by prescription.

These provisions are set forth in H.R. 3642/S.2135. In 1976 Congress overwhelmingly passed the Proxmire Law which protects and ensures the rights of consumers to purchase dietary supplements in the potencies, combinations, and categories that the consumer feels are appropriate.

2048. Hillyard, Roger. 1992. Work with Nihon CI, Muso, Mitoku, and Erewhon (Interview). *SoyaScan Notes*. Feb. 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Nihon CI in Tokyo exported a lot of foods to Chico-San under the Lima label, and a small amount to Infinity Foods under the Infinity label.

Muso's first U.S. customer was Erewhon—via Michio Kushi's connections. Mitoku's first customer was also Erewhon. Erewhon soon began importing from both in order to get the best price and quality. Mr. Kazama (founder of Mitoku) was much more resourceful. The import duties varied wildly depending on how the customs officials classified the foods.

The meetings of natural food distributors were initially intended only for macrobiotic distributors. The first one was at Pajaro Dunes in California.

New Age Distributing (founded by Fred Rohe) became part of The Well, which became part of Pure & Simple. Charlie Smail started Shadowfax. Address: Farley's Coffee

Shop, #1315 18th St., Potrero Hill, San Francisco, California 94107. Phone: 415-648-1545.

2049. Leabu, Vic. 1992. History of Eden Foods (Interview). *SoyaScan Notes*. Feb. 14. Conducted by William Shurtleff of Soyfoods Center. Updated 2 Nov. 1993.

• **Summary:** Vic's last name is now pronounced luh-BUU; it is Romanian not French. Vic and Ronnie Teeguarden were partners in a company named the Teeguarden-Leabu General Store. It was located in the basement of a building at 209 South State Street, a few blocks off Main Street in Ann Arbor. Vic recalls that Marshall's Bookstore was on the main (ground) floor of the building and the Herb David Guitar Studio was on the floor above that—all in the same building. The person who owned Marshall's book liked Ron and him, and that person wasn't using the basement, so they let Ron and him use it; it was a very casual arrangement. They sold used clothes, used books, used records, etc. Those were pretty foggy days for Vic, who was "still back in the ozone of exploring other stuff." Vic recalls that Michael Erlewine coined the name Teeguarden-Leabu while he, Ron, and Vic were sitting in a coffee shop one day. Michael also designed the Eden Foods' logo of 4 sprouts in a circle.

Vic had little to do with the food-buying co-op, but he does remember that food was ordered and then divided up among the people who ordered it at the Teeguarden-Leabu General Store. Vic never ordered any food for or through the food buying co-op, nor does he know who did place the orders. Gloria Dunn, who had red hair, and Ron did much of the work with the food-buying co-op. Ron Teeguarden got interested in food and macrobiotics before Vic, and in about 1970 Ron got Vic interested in these things, so much so that Vic bought a natural foods bakery and ran it until he got tired of getting up at 3 o'clock A.M. The informal food-buying co-op that met at the Teeguarden-Leabu General Store preceded the Eden Organic Foods co-op. Vic feels that the founding of Eden Foods should be dated from Nov. 1969, when the company was actually founded, and not from any earlier date connected with the General Store.

Vic first started to work for Eden Foods in sales for 2-3 years, starting after Tim Redmond (his very close friend) got involved and after Bill Bolduc sold out to Michael Potter. Ironically, Potter wanted to hire Vic more than Tim did, even though Tim was Vic's friend. At the time Eden Foods shared a warehouse with Midwest Natural Foods (run by Hank Bednarz; the two companies complemented each other initially and did not compete) and was already distributing foods. "Back in those days Eden made little or no profit; we were working, I thought, for the good of mankind, or whatever. Sort of naive." Vic shared an office with Ronnie Roller and hired his present wife before they were married. He also worked for Eden when they owned the warehouse off Platt Rd. in Ann Arbor that ended up burning down.

At one point there was a clash of personalities,

philosophies, and viewpoints between Tim Redmond and Michael Potter. Vic might still be working for Eden Foods if Tim's viewpoint had prevailed. Vic feels that Tim deserves a major share of the credit for building Eden in the early days. Michael had a stronger macrobiotic orientation than Tim.

At the time they shared a warehouse with Midwest Natural Foods (which distributed some frozen products and Mountain High), Midwest decided to compete with Eden by distributing many of the same foods that Eden did, plus dairy products and frozen foods. Vic suggested to Michael Potter that Eden should start selling yogurt and other dairy products plus some frozen foods to the natural food stores so they could become a full-service natural foods distributor; they were delivering other foods to them anyway, and the stores would buy these products from somebody else anyway. Vic's position was based on economics and building a large company quickly. Michael's position was based on his principles and a firm belief that dairy products were for cows, not for humans. "Michael was fanatically anti-dairy." So Eden did not distribute dairy products or frozen foods. Vic saw this as a major decision, which would lead to Eden becoming a manufacturer rather than a distributor. However, to his credit, Michael Potter, developed an alternative to dairy products in Edensoy, created a joint venture company named American Soy Products to manufacture Edensoy in Saline, Michigan, and thus remained true to his principles while developing the most successful single product in the history of the company. Not only that, he did it all in Saline, Michigan, a town with strong historical ties to Henry Ford's work with soybeans.

"Michael's single-minded quest for macrobiotics and soyfood products has probably saved Eden Foods—in spite of himself." Address: 6023 Winans Dr., Brighton, Michigan 48116. Phone: 313-231-2711.

2050. Leabu, Vic. 1992. Rudolf Steiner, soybeans and other legumes, dairy products, and vegetarianism (Interview). *SoyaScan Notes*. Feb. 14. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Vic is very interested in Rudolf Steiner, his Waldorf Schools, and biodynamic farming (which relies on cows—and other domesticated animals- to provide manure for crops). Steiner encouraged vegetarianism and was aware of the soybean and Rudolf Hauschka (one of his main disciples) wrote about soybeans in his book titled *Nutrition* (English-language edition published in 1967 in London; First German edition, 1951).

Steiner related to soybeans in terms of a theory. There is only one family of plants in the plant kingdom that can fix nitrogen—legumes. Animals are the only other creatures that can use nitrogen directly from the air; they take in nitrogen when they breathe. Thus Steiner felt that legumes were the plants most closely related to animals. Steiner advocated vegetarianism and felt that all human beings were moving

toward vegetarianism. And since legumes are closely related to animals, he also recommended that people not eat legumes, including soybeans. Other plants that fix nitrogen (such as deadly nightshade) are poisonous. Steiner also referred to Pythagoras, a very enlightened man, who also opposed the consumption of legumes.

Steiner was not opposed to people eating dairy products in moderation. Vic's question is: "How do you justify having animals and their manure on a farm as part of a biodynamic farming system if you don't eat the animals? Or do we just take care of the animals?"

Dr. Gerard Smith, an American doctor and follower of Steiner, wrote an interesting book titled *The Dynamics of Nutrition* (1980). He discusses Steiner and his vegetarianism. Address: 6023 Winans Dr., Brighton, Michigan 48116. Phone: 313-231-2711.

2051. Roller, Ron. 1992. Work with and history of Eden Foods in Michigan. Part I. To 1980 (Interview). *SoyaScan Notes*. Feb. 25-26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron was born in 1953 and he first met Mike Potter in 1961. The Potter and Roller families both lived in a northern suburb of Detroit. Ron had some friends who were friends of the people who ran the macrobiotic natural food store named Joyous Revival. That store was started by Carl Weinstein, Scott Halizon, and Howard Tannenbaum. Mike Potter worked in the store and soon became its manager. Through that connection, Mike started to travel to Ann Arbor to sell food at the free rock and roll concerts. Ron started to go with him (for fun), and they would cook rice and vegetables. At this time, Ron met Tim Redmond and Bill Bolduc. At age 15, through Mike's influence and interest in macrobiotics, Ron began to eat rice and vegetables as part of his daily diet.

Ron's sister and Mike had taken a trip to visit Muramoto-sensei at Miramichi, near Fort Bragg, California. At age 16, Ron attended a macrobiotic summer camp for a few weeks there. That was his first educational contact with macrobiotics.

In early 1971, while Mike was working at Joyous Revival, he was married. A little later that year he moved to Ann Arbor and began working at the Eden Foods retail store. Several years later Ron moved to Ann Arbor. In the fall of 1972 Ron began to work part-time for Eden Foods while he was going to school at Eastern Michigan University at Ypsilanti, studying biology and chemistry. His first job was to get the store at 330 Maynard Street ready to move into—painting, building grain bins and shelves, etc. Ron worked part time at Maynard St. in the deli, stocking shelves, etc. Many of the other employees also worked part-time.

Ron dropped out of the University and began to work full-time for Eden Foods when the company moved out of the Quonset hut and into the warehouse (shared with

Midwest Natural) on Ann Street. He now began to work in the wholesale operation. After a 10-month leave of absence doing woodworking in the suburbs of Detroit, Ron returned before the warehouse moved to Platt Road; he helped with that move in the spring of 1974. When Mike Gordon, Eden's buyer at Platt Rd., decided to go back to school, Ron stepped into his job. It seemed like a very big responsibility since the company now had annual sales of about \$1.5 million.

In 1976 Ron (age 23) took his first trip to China and Japan; he traveled with Mike Potter, who had taken his first trip there in 1973 or 1974. They also visited Muso in Japan. Later Ron made several trips to China and Japan by himself. From 1976 until the fire in 1979, Eden was doing more business with China than with Japan. The main Chinese imports were ginseng (the most important), nigari, azuki beans, Chinese medicinal herbs, tea, bamboo cookware, arrowroot flour, etc. Ben Zarcot of Fmali Herbs in California was also a big importer of ginseng from China.

After the move to Platt Rd., Eden's wholesale business (selling to natural/health food stores) continued to expand very rapidly. At that time, the full-line "super-distributors" came into being: Midwest Natural Foods, Health Food Inc. in Chicago, Tree of Life, etc. These companies, which tried to carry almost every product the industry offers, increased the number of products they carried to more than 2,000 from only several hundred, in order to provide natural/health food retail stores with "one-stop shopping" Many of these products were ones that Eden refused, on principle, to carry. Erewhon later tried to become a super-distributor and it was a major cause of Erewhon's downfall.

Eden now started to sell a few products Eden brand to other distributors—especially their herbs imported from China, but also commodities such as nigari, bulk soybeans, etc. Their first customer was Gene Newman of Manna Foods, Inc., in Scarborough, Ontario, Canada. For a while Eden sold truckloads of Michigan-grown soybeans to tofu makers such as Nasoya. That business gradually fell off as tofu makers cultivated local sources for their soybeans.

Ron introduced Cliff Adler into Eden Foods. In the summer of 1976 Cliff started to work at Eden and invested some money in the company by buying shares. He had a lot talent in the area of sales—he was a real go-getter in marketing—and he soon made many close friends in the company.

At some point, probably shortly after the fire, a number of employees got stock in Eden Foods, including Ron Roller, Bill Swaney, Mark Cook, and several others who left the company before the move to Clinton.

In Nov. 1979, just before the fire, 55 people worked for Eden Foods, which had annual sales of about \$4 million. Sales were growing and the company was distributing about 2,300 items as they tried to compete with the "super-distributors." Eden sold no refrigerated or frozen foods, and no dairy products. The company had two warehouses. The

big one, about 12,000 square feet, held almost all the food, plus the mill, the main office, the roaster, and the packaging machines. The smaller one, 4,000 square feet located not far away, was a truck repair garage and storage place for mostly non-food items plus a bottling line and a little overflow food. The night of the fire, the big warehouse was as full as it had ever been. The fire burned for a week while Eden's employees watched. It totally destroyed the big warehouse and the offices, and everything in them, sparing only the smaller warehouse. The next day, all but 7 people had been laid off. There was nothing for them to do.

The remaining employees were Mike Potter, Tim Redmond, Cliff Adler, Ron Roller, Bill Swaney (warehouse manager), Chris Burnham (warehouse), and Bena Burda (sales). They cleared out the small warehouse, and trimmed their product line to about 300 items.

Within 2 weeks after the fire, operating out of the smaller warehouse that they were leasing, Eden was sending out food to customers. They contracted with People's Warehouse in Ann Arbor to mill the large amounts of flours (including soy flour) that Eden sold; a little later Quincy Milling in Quincy, Michigan, took over Eden's milling. Cash was very tight for along time, so there was little marketing or promotion. All 180 vendors to whom Eden owed money were put on a payment plan, and they were gradually paid off. The insurance company paid Eden only \$100,000 quickly. The space was also so tight that inventory had to be moved out of the warehouse each day and moved back in each night. Then they rented some additional warehouse space on Phoenix Drive in Ann Arbor, 6-7 miles away. About a year after the fire, Eden bought an existing warehouse in Clinton, Michigan and moved in during 1980 to get more space. They set the mill back up. By now sales were increasing slowly, but they were still feeling the pressure of the "super-distributors," as products proliferated in the natural foods market. Continued. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2052. Roller, Ron. 1992. Work with and history of Eden Foods and American Soy Products in Michigan. Part II. After 1980 (Interview). *SoyaScan Notes*. Feb. 25-26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In Feb. 1982 (27 months after the fire) the settlement from the insurance company was paid. Shortly after that, in 1982, Eden bought Schmidt Noodle Co., a supplier to Eden.

In Sept. 1982 Ron went to Japan, where he picked up 25 new items for the Eden import line from the Muso Co. One of these was Edensoy soymilk. He visited the Marusan soymilk plant. Ron recalls how they took him into the room overlooking the aseptic packaging room, where 16 huge machines were busily filling and sealing Tetra Brik Aseptic cartons (most of which were sold in Japan): "It just blew me

away. It was like a personal revelation. Here was a unique, non-dairy product, being made on a huge scale, and there was a big need for it in the American market.” When he visited the Muso office, Ron noticed very large shipments of this same soymilk being shipped to Spiral Foods (run by James Wilson) a macrobiotic distributor in Melbourne, Australia. This also impressed and surprised him.

Back in America, Eden coined the name Edensoy and developed the artwork for a stand-up foil retort pouch—since the Tetra Brik Aseptic packages had not yet become legal in this country. The product was introduced to America in 1983 at a natural foods trade show in Denver, Colorado. The response was “phenomenal.” No previous Eden product had ever attracted as much attention. At the show, they picked up 30 distributors for the soymilk. Edensoy soon became by far the company’s most successful product to date. Eventually imported Edensoy accounted for about 40% of Eden Foods’ total sales! “It turned into a bigger thing than any of us had anticipated.”

Also starting in about 1982 there was a big growth of interest in macrobiotic foods. Because of its large line of macrobiotic foods, Eden was now uniquely well positioned to take advantage of this growth.

Edensoy soymilk opened a lot of doors to new distributors. Inevitably these distributors came to Eden for the soymilk and then almost always ended up carrying the rest of the Eden line. The combined sales growth of Edensoy and the macrobiotic foods led to a big increase in Eden’s sales to other distributors. Shortly after that, Eden began to import Edensoy to a public warehouse in Los Angeles to service the West Coast market. Eventually that led to Eden sharing a warehouse with Sierra Natural Foods in San Francisco, and soon the rest of Eden’s products were stocked there too.

During the mid-1980s, in large part because of Edensoy, Eden’s sales to distributors began to overtake wholesale sales to natural/health food stores. The latter were beginning to drop because of competition from full-line super-distributors. Eventually the latter comprised only 10% of Eden’s total sales. At that point, in about 1986 or 1987, Eden stopped wholesaling directly to retail stores and started to sell only to distributors. Eden delivered its products on its own trucks to these distributors, and this extra service also gave them a competitive edge. Discontinuing wholesale distribution to retail stores had a very positive effect on Eden’s growth. All the energy that was formerly required to attend to that 10% of the business was now free to be focused on developing new products and the Eden brand.

The period from March 1984 to June 1985 was a difficult one for Edensoy. The problems with the FDA, the Edensoy promotional pamphlet, and the Edensoy recall were described in detail in the *East West Journal* (Dec. 1985).

On 13 April 1988 Cliff Adler and Michael Potter were in a serious car accident. Cliff was killed and Michael was

seriously injured. Cliff was a very outgoing person with lots of charisma, and his death had a profound emotional impact on the company; his many close friends felt deep loss. Ron, who was purchasing director and a director of the company, took charge of running the company in this time of confusion. He organized a management team, started daily management meetings, put budgets in place, and severely curtailed spending to start accumulating money for the FDA fine. Within a month, Ron became vice president; Mike was president and CEO.

In about Nov. 1989 Ron became president of Eden Foods and president of Schmidt Noodle Co. Mike remained CEO. Yet despite these problems, in the two years from 1989 to 1991 sales at Eden Foods almost doubled—making them two of the most profitable years in the company’s history.

Right after Cliff died, Ron took his place as a director of American Soy Products, Inc. (ASP). In Feb. 1991 he became CEO of ASP. Ron was president of Eden Foods. In mid-June 1991 he was asked to resign from his position at Eden Foods. He chose to leave and go to ASP to work full time. Michael is now chairman of Eden Foods and his sister is president. Ron is now president of ASP, a joint venture company. Ron works for ASP above all because he believes in the company and its products. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2053. Roller, Ron. 1992. The U.S. soymilk market (Interview). *SoyaScan Notes*. Feb. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** During the past 3-4 years, the U.S. soymilk market seems to be growing at about 10% a year. Sales slowed during and after the Gulf War, but overall the current recession has had little effect on Edensoy, soymilk and on the natural foods industry as a whole. There has been a proliferation of new products and package sizes. Most of Edensoy’s volume is sold in liters. The ASP plant is now nearing capacity. Many people who used to have no interest in soymilk are now showing a strong interest. Concerning the size of the market, American Soy Products does not try to keep statistics, but he doubts that it is any larger than Soyatech says it is.

In terms of market share by volume of soymilk sold, Ron thinks that Edensoy has the largest share, Vitasoy is second (including their sales to the Asian-American market), Westbrae is third, and Pacific Soy is a distant fourth. No other companies have significant sales.

One interesting product is a soy & azuki milk, which Marusan launched in about 1982; Ron is not sure if it is still on the market.

Ron has heard from a fairly reliable source that a company has purchased soymilk equipment (he does not know from whom) to build a soymilk plant somewhere in the United States. It might be Vitasoy. Someone from

Dr. Chung's in Korea (makers of Vegemil and Woorean) is planning to come to the USA to look for companies to market their Korean soymilk or for potential co-packers. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2054. Roller, Ron. 1992. The U.S. miso market (Interview). *SoyaScan Notes*. Feb. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** During the past 3-4 years, the U.S. miso market seems to be growing, but only slowly. Ron has been away from direct contact with sales of Eden Foods' miso for the last 8 months (when he ceased to be president of Eden Foods, Inc.), but he still has a good sense of what is happening. He sees miso as a macrobiotic product—macrobiotics are the main user base other than Asian-Americans. It is also a very Japanese food. There are now so many natural foods products on the market that miso must compete with, that convenience has become a big factor for consumers. Miso is not very well understood by many American consumers. The sodium level in miso may hurt the growth of miso sales in America—especially for new consumers; it will probably not have much of an effect on those who use miso and know what it is.

Ron's estimates of the U.S. Caucasian market share of the main miso types is as follows: Barley miso 35%, salty rice miso 25%, sweet rice miso 25%, Hatcho and other soybean misos 12%, specialty misos (natto miso, buckwheat miso, etc.) 3%.

More barley miso is sold in bulk than other types. Ron sees sweet rice miso (sweet white miso; shiro miso) as having the most future potential for Americans—especially for those who are not macrobiotics. Eden imports sweet white miso from Japan; it is pasteurized to prevent spoilage, but it does turn brown over time. Ron thinks miso is a great food that is not adequately appreciated. It may have great potential as an ingredient sold to the food industry for use in processed foods.

Ron, personally, has a deep interest in Japanese natural foods, in food production, and in how the raw materials (such as soybeans and grains) are produced, i.e. in organic crop production. "The word 'macrobiotic' is a word that I personally rarely use, though the exposure to that philosophy has taught me a great deal. The interest in macrobiotic foods is increasing. The old dreams about locally-produced, organically-grown foods have come true. They are widely available and nicely packaged and marketed." Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2055. O'Connell, Michael. 1992. History of Ploughshares Foods Ltd. in Glastonbury, England (Interview). *SoyaScan Notes*. Feb. 27. Conducted by Anthony Marrese in England.

• **Summary:** This company was founded in 1984 in the Essex countryside by Michael O'Connell and Fiona Bruce under the name "The Emperor Liu An's Tofu Palace." Liu An was the legendary inventor of tofu in China. The business was an 8-tonne mobile catering truck and kitchen on wheels which went to open-air shows and festivals; its purpose was to serve vegan organic food (including tofu), demonstrate tofu-making, and promote veganism. They started operating the truck in Aug. 1984. Recipes prepared in the mobile restaurant in 1984/85 included tofu blueberry mock cheesecake, tofu mayo, tofu sweet cream, tofu lasagna, tofu pudding, tofu ice cream, tofu burgers, tofu gulash, and tofu pizza. In 1985/86 they launched okara steam pudding with dates, okara shepherd's pie, and okara burgers.

In Aug. 1986 the company moved to Glastonbury, started a non-mobile restaurant, and changed the company name to Ploughshares Foods Ltd. (after the Old Testament Biblical expression from The Book of the Prophet Isaiah 2:4 "They shall beat their swords into plowshares, and their spears into pruninghooks: nation shall not lift up sword against nation, neither shall they learn/study war any more").

In 1988 the restaurant introduced tofu quiche (onion and mushroom), okara veggie roll, okara tempeh, okara tempeh Bolognese/moussaka, and braised tofu in miso sauce. In 1989 they launched soya cream cheese with chives, and in 1991 okara tempeh with leaf protein added.

In 1991 the company structure changed from a partnership to a cooperative. Other current members of the co-op are Miranda Bruce, Sophie Pullinger, and Lalita Gordon Milverton.

The company was a pioneer in introducing tofu and new ways of using it to vegan restaurants. Uses included burgers, pies, dressings, creams, main dishes, salads, soups, etc. They introduced foods that were free of dairy products, wheat/gluten, and/or sugar, and developed a leaf protein product named Leafu (i.e. tofu from leaves). Their vegan cooking school was the first such school to receive the "City and Guild" qualification to those who graduate from their residential diploma course teaching vegetarian, organic, and special diet foods. The company provides a friendly working environment, as for single working parents, and is involved in the wider issues of improving society.

The main reasons for the company success are a commitment to delicious, aesthetic, nutritious food, customer loyalty, and a commitment to research, development, and innovation.

Anthony Marrese adds: "All of their products are good, and their people are especially nice. I spent about 18 months helping with the tofu production and restaurant in 1987/88."

Followup letter from Anthony Marrese in reply to Shurtleff's questions. 1992, March 17. "Ploughshares has only one restaurant but did associate with many others sensitive to vegetarian and mainly vegan consciousness. They were chosen as the sole caterer for the local RSPLA

(non-cruelty to animals) open houses and also set up a stand (vegan foods). At the annual Glastonbury / Pilton and CND (Committee on Nuclear Disarmament) Festival with 40,000 to 80,000 participants, plus other smaller events.

“Sally Pulliner, Sophie’s mother, is in the partnership also.

“As for the tofu, we were making about 20 kg per day. I was keeping the focus on tofu, making sure that all ingredients were available & equipment in good order. I was making half or more of the tofu (half of the days). It was made generally outdoors under a plastic roofing canopy; it was great to have none of the stuffy, steamy problems. The caldrons were used that fit into half 55-gallon steel drums, with a portable gas burner under. Anthony’s line drawing shows all the tofu-making equipment, including a small apple press, grinder, cylindrical tofu forms, and perforated tray. The grinder was converted meat grinder (with especially small holes). The tofu forms were cylindrical so that burgers could be made easily by slicing the roll of tofu. Plastic drain pipe was used and I sent for some Italian Provolone cheese forms (stainless steel) from my father’s cheese factory.

“When ‘The Emperor Liu An’s Tofu Palace’ was going, the tofu was made in a similar fashion just outside the truck as a living demonstration! For the restaurant, the tofu making moved around from back porches to an old bakery since everything was portable.

“So, most of the tofu was used by the restaurant; they never bought any and in classes where much more was needed, 2 or 3 double batches (about 40-60 kg per day) were made and saved to build up a stock.

“The tofu was, and is (along with other Ploughshares foods) sold fresh at the immediately adjacent whole food store and some of the other products—wheat-free, dairy-free tofu cheesecake sold to other restaurants & health food stores. No commercial labels were made since all was and is sold fresh. Also tofu & okara burgers, and tempeh, are sold outside. The Bolognese is good also. It’s like vegan hamburger tomato spaghetti sauce.

“I also made rice malt & Essene sprouted wheat bread on the same equipment as the tofu was made.

“So, things here are still very active. There are at least 7 or 8 tofu makers in the group now and they have taught many more. Their tofu is set with malt vinegar & they set it quite violently compared to traditional ways (not a lot of slow setting). But I do like the tofu better than the traditional tofu, although I’m sure Ploughshares’ yields are lower. Tempeh is made in a converted refrigerator.

“I’m still deciding where to go next. Michael has offered me the possibility of doing more information gathering for him similar to what I’m doing for you and there is a possibility of getting government money for it, £20,000 a year. But the money would come at the end and Michael doesn’t have money up front or as we go along.” It’s hard trying to persuade all these companies to give me

information when they don’t want to. “I have been invited to work at a Steiner biodynamic farm all this year in the north of Germany. Anyway, I’ll keep you posted. Wish me luck. In light, love & strength. Anthony Marrese, c/o Aura-Soma, Tetford, Lincs, England LN9 6QL.”

Note: See “Glastonbury Festival” on the web. It started in about 1970. Address: 54 Roman Way, Glastonbury, Somerset, BA6 8AD, England. Phone: 0458-831182 or 835233.

2056. DeBona, Don. 1992. The miso market in America and The American Miso Co. (Interview). *SoyaScan Notes*. Feb. 29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The miso market in America is growing nicely. There are two distinct U.S. miso markets, the Asian-American (Oriental) market and the natural foods (macrobiotic) market. Don can only speak for the latter, and is best able to discuss his company’s experience in that market. In the last 3-4 years, his production has grown on average 10-12% a year. He thinks that the causes of this growth are the wider availability of miso, and its greater accessibility to mainstream consumers who increasingly shop at natural food stores and chains such as Whole Foods Market and Bread & Circus. Neither the current recession nor the greater consumer awareness of dietary sodium affect miso sales. Most miso buyers are macrobiotics or vegetarians who are not very concerned about consuming too much sodium. People who buy his lower-sodium misos (sweet white [rice], sweet barley, mellow barley, or chickpea miso), do so not because of their lower sodium content but because they have different applications and flavors. He does not market his low-salt products as “low salt” nor does he see any great potential in making and marketing low-salt misos. Miso buyers generally know a lot about miso and about nutrition. He makes no nutritional claims on his miso products. His main concerns are with the taste and quality of his misos.

From the late 1960s until the very early 1980s, the non-Oriental U.S. miso market was largely a macrobiotic market. But the growth he has seen in the last 3-4 years is mainly to non-macrobiotic customers. He estimates that more than half the people who buy his miso do not think of them selves as macrobiotic, and perhaps a third of them have never even heard the word “macrobiotic.” They buy it as a vegetarian natural food product; they like the taste, and see it a new and versatile seasoning. The dark misos provide a meatlike flavor but the sweet and mellow misos do not. People use mellow white miso in soups, salad dressings, or stir fries. Dark misos are used more in soups, whereas sweet misos are not very widely used in soups.

He would categorize the different varieties of miso (both from a production and sales viewpoint) as percentages of his total production as follows: 1. Long-term, traditional darker, 40% (23% barley and 17% rice). 2. Mellow miso (white or

barley), 30%. 3. Sweet miso (white or barley), 20%. 4. Other (including non-soy): Chickpea, 10%.

Looking at the same categories for the American natural foods/macrobiotic market as a whole: 1. Long-term, traditional darker, 57% (35% barley, 15% rice, 7% soybean or Hatcho). 2. Mellow miso (rice or barley), 25% (American Miso Co. and Miyako Oriental Foods/Cold Mountain dominate this category). 3. Sweet miso (rice or barley; only American Miso makes or sells a true shiro miso), 10%. 4. Other (including non-soy): Chickpea, finger lickin' miso (a topping), natto miso, buckwheat miso, etc. 8%.

Two Japanese men now live and work at American Miso Co.; one was brought by John Belleme about 8 years ago, and one came about 3 years ago. They are in production. Don also has 2 American workers. They are like part of the family. He has never had soybean or Hatcho miso in his house and has never seen these Japanese eat it. Don does not particularly like the taste; it is dark, lacks sweetness and a complex bouquet due to its lack of grain, and is over-aged. Moreover, he feels it is more difficult to make because soybean koji is hard to make.

Westbrae sells a lot of miso on the West Coast but not much on the East Coast. Miso is said to be Westbrae's third best-selling product category. Don used to sell Westbrae's miso in the 1970s, when he worked for Laurelbrook Foods in 1980-81, shortly after Rod and Margy Coates were bought out.

Companies that make the miso in the USA using organically grown soybeans and grain include American Miso Co. (50% of natural foods market), and South River Miso Co. (10%); Westbrae and Miyako/Cold Mountain only use organic soybeans, but they call their miso "organic." New labeling regulations will soon make that illegal, and will probably cause most of the miso made in America to be made from organically grown soybeans and grains. Many consumers want organic miso.

The three largest makers of miso in America (for both markets), in descending order of production, are Miyako Oriental Foods, American Miso Co., South River, Junsei Yamazaki, and Traditional Foods. The major miso importers, again in approximate descending order, are Eden Foods, Great Eastern Sun (Mitoku Brand), Westbrae, Granum (Mitoku brand), and Tree of Life (Mitoku Brand).

In the U.S. natural foods market, American Miso Co. is the market leader. Don estimates the size of this market to be about 750,000 lb/year, but he would guess that Asian-American market is about twice this large (1,500,000 lb/year). His various misos retail for about \$5.95 in 1 pound sizes or \$3.95 in 8 oz sizes. When Don travels in America, he studies the shelves, and has been in almost every major natural foods store in the USA. He also regularly visits distributors and food brokers. But he does not try to keep systematic statistics on the market size.

American Miso Co. is growing rapidly, and it is hard

to finance this growth from earnings. Don's plant is now too small relative to demand; it is bursting at the seams. He has added more vats and plans to add another building this summer, financing it with a bank loan. The company is owned by only two people: Don and his partner, Barry Evans. Barry used to have a lot of money, but he got out of the marijuana business—where he made the money. He is now in jail in Santa Barbara for selling marijuana. In went to jail in Jan. 1992 and expected to be there for about 2½ years. Much of the \$500,000 startup capital for America Miso Co. came from Barry, but since then the company has largely had to finance itself. Financially the company is doing very well; they have made a profit every year for the past 3-4 years. Don is wary of bringing in more partners because of bad experiences in the past. Don has had a very good relationship with Barry Evans, and it has greatly benefited both of them and American Miso Co.

Don, whose ancestry is mostly Italian plus a little Irish, greatly enjoys running the company. His role has changed a lot. Up until last year, he made miso every week. How he does that much less, and focuses more on marketing. For the past 2-3 years he has also been president of Great Eastern Sun—a position he held before he came to replace John Belleme at American Miso Co. Most customers identify the company as "Miso Master" rather than "American Miso Co." Address: General Manager, American Miso Co., Route 3, Box 541, Rutherfordton, North Carolina 28139. Phone: 704-287-2940.

2057. DeBona, Don. 1992. Miso in Europe (Interview). *SoyaScan Notes*. Feb. 29 and April 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Don has had 2-3 offers (though not serious enough) to go to Europe to build and run a miso factories. When a really serious offer for a major joint venture is made, backed by sufficient capital, he would like to do it. He would provide the production (and maybe the marketing) expertise. In about 1985 Don trained Jan Kerremans, a Belgian, from Lima Foods in the south of France, in how to make miso—after they had started and weren't doing very well. After that, Lima got their miso production under control, but then Jan left at about the same time that Lima Foods was sold—Don is not sure which came first. Jan was a minor partner in Lima Foods. The Gevaert family sold Lima in about 1987-88 to Vibec, a consortium in Canada. At that time Lima had a lot of financial problems. Then in about 1989 Lima was purchased from the Canadian company by Euronature, a large France-based international food company. Lima is presently doing well, and their traditional high standards of food quality are completely supported by Euronature. Mark Callebert is the manager of Lima; Pierre Gevaert no longer owns any part of Lima and is no longer active with the company. Lima is no longer making miso at their old mill on a river in the south of France. Lima also made rice

cakes and ground their sea salt at that old mill. This mill was the Gevaert's personal getaway and farmhouse, and he thinks they kept it when they first sold Lima, and no longer process food there. The Lima rice cakes may now be made in Belgium. Don thinks Lima Foods is now stronger than they were 5 years ago. Great Eastern Sun was the first company to import Lima's miso into America, starting in about 1984, and they were the sole importer for about 18 months until Lima appointed Eden as their exclusive U.S. agent. Don's current contact at Lima Foods is Mark Callebert. Don buys a lot of their salt in containers, directly from Europe, but he has to run the money and paperwork through Eden Foods. Don has exported several containers of miso to Europe through Sjon Welters' wife's brother, Adelbert, who used to work with Manna Foods in the Netherlands. He has also exported some to Erika Lemberger of EuroHealth. Bernard Faber also wants import Don's miso. After the Chernobyl nuclear disaster, Mitoku's sales of miso to Europe reached a new high, from which they have since dropped.

There is currently no major miso manufacturer in Europe. There is a small miso plant in Bristol, England named Source Foods, founded and run by Paul Chaplin, who Don trained at American Miso Co. for about 2 months. Chris at Mitoku recently told Don that Italy has recently become Mitoku's biggest market for natural food products in Europe.

In short, there is great potential for miso in Europe, including Eastern Europe, although the political instability of Eastern Europe makes for a very risky financial environment there. It's a high risk, high gain situation. Address: General Manager, American Miso Co., Route 3, Box 541, Rutherfordton, North Carolina 28139. Phone: 704-287-2940.

2058. Kushi, Michio. 1992. Introduction to *Culinary Treasures of Japan*, by John and Jan Belleme. 16 p. Jan. Unpublished manuscript.

• **Summary:** This manuscript, which was published in a condensed form in the actual book, tells the story of Mitoku and their work to export traditional Japanese natural foods to the Western world. Michio Kushi was instrumental in getting Mr. Akiyoshi Kazama involved in this work. Mr. Kushi, who became a World Federalist after World War II, came to the U.S. in Nov. 1949 to study at Columbia University. He continuously sought ways of establishing world peace, and increasingly came to believe that a proper diet is the basis for health, happiness, and peace.

In April 1966 the author's wife, Aveline, opened a small store named Erewhon in Boston. Michio began to search for a Japanese source for foods that Erewhon would sell. He was introduced to Mr. Kazama (who lived in Tokyo) through a Japanese friend, Mr. Obayashi, who resided at that time in New York City. Michio felt that Mr. Kazama understood his desire for foods of high quality. So Mr. Kazama "began his search for food producers and manufacturers who were sincere and willing to supply the kind of quality we

requested. I know that for him, at that time, it was a great gamble. It was also a painstaking and slow step-by-step process."

Mr. Kazama was born on 1 Feb. 1930 in Yamanashi prefecture. He graduated from Waseda University in Tokyo, then was selected to study business in the United States. After arriving in Chicago, Illinois, he was drafted by the U.S. government to serve in the American Army in Korea and in Japan from 1956 to 1958. Upon his return to Japan, he settled in Tokyo where he became an import agent for a German company dealing in optics and electronics. After the Kushis contacted him, he became involved in the emerging natural food business. [He founded a company named Mitoku. Mi = Michio. To = Tomoko (Aveline's given name in Japanese). Ku = Kushi].

In 1968 Mr. Kazama made his first shipment of Japanese natural foods to Erewhon; the order was worth \$3,000. The Kushis first met Mr. Kazama in Boston in 1970. Over the years, the volume of Mitoku's exports steadily grew, and expanded to Europe, Australia, and the Middle East. Today Mitoku ships its products to about 35 countries. Approximately 40% of Mitoku's exports go to America, 40% to Europe, and 20% to Australia and other regions. Annual sales are about \$10 million. Among the major suppliers are Sendai Miso Shoyu Co. Ltd., Hatcho Miso Co. Ltd., Hagoromo Miso, Ltd., Hanamaruki Miso Co. Ltd, San Iku Foods Co. Ltd.

Distributors of Mitoku's products include the following: In the USA: Westbrae Natural Foods Inc., Great Eastern Sun Inc., U.S. Mills Inc., Tree of Life Inc., and Shojin Natural Foods (Hawaii). In Canada: Koyo Foods Inc., Flora Distributors Ltd., and Timbaktu. In Costa Rica: Distribuidora de Productos Macrobioticos S.A. In England: Sunwheel Foods Ltd, Clearspring Natural Grocer, Meridian Foods Ltd. In France: Celnat, Tama. In Belgium: Lima N.V. In the United Arab Emirates: Emirates Trading & Marketing Est. In South Africa: Key Health. In Austria: Naturkostladen, Lebenszeichen. In Switzerland: S'lotusbluemli, Terrasana, Futonhaus. In Sweden: Kung Markatta. In Norway: Alternative Import. In Finland: Makro Bios. In Portugal: Armazens Da Matinha. In Spain: Kunga. In Italy: La Finestra Sul Cielo, Probios S.R.L., Dalla Terra al Cielo, Solo Natura. In Israel: Tivoli Ltd. In Australia: Pureharvest. In New Zealand: Enso. In Singapore: Nature's Best. In Yugoslavia: General Export. In Japan: Seibu Department Stores Ltd., Tokyu Department Stores Ltd. Among the countries reached indirectly through trans-shipment are Hungary, reached through Austria, various South American countries reached through the United States, and other countries such as Poland, Czechoslovakia, Iceland, Andorra, Ireland and the Caribbean Islands.

As Mitoku developed its international operations, Mr. Kazama hired many students from Western countries, including Blake Rankin (USA), Ferro Ledvinka (Italy),

Christopher Geoffrey Dawson (New Zealand, starting 1979), Robbie Swinnerton (England), Terrie Adams (USA), and Michelle Harbroun (France).

“For the past 10 years, Mitoku has echoed and supported the macrobiotic perspective with its motto ‘Isshoku-Dogen.’ These words, though they have been forgotten in the last few centuries by the very people in the health care field who should remember them well, mean literally ‘medicine and food have the same source,’ and can be translated as ‘food is medicine.’ This saying has been used and known as part of the ancestral heritage of wisdom transmitted from generation to generation for several thousand years in Oriental countries such as China, Korea and Japan.

“In an attempt to preserve Japanese traditions, Japan has instituted a ‘Living Treasures’ program granting official recognition and support to [living masters in] various cultural areas such as theater, music, dance, sculpture, carpentry, weaving... and arts and crafts. Ironically, though, Japan has not granted the same official recognition to its traditional methods of food processing and production in spite of the fact that increasingly large numbers of people throughout the world are now appreciating traditionally processed Japanese food products and have become aware of their important health benefits. The Japanese traditional arts of producing miso, soy sauce, tofu, natto, amazake, rice vinegar, sake, mirin, condiments and pickles as well as cooking methods and preparation are unique among the culinary practices of the world... These foods are also works of art... It is my hope and recommendation that official recognition and support be granted by the ‘Living Treasures of Japan’ to those who have dedicated their life to the traditional art of food production and processing in spite of the hardships and commercial disadvantages they are compelled to face in business competition and present-day economical conditions.”
Address: 62 Buckminster Rd., Brookline, Massachusetts 02146.

2059. Potter, Michael. 1992. Re: The origin of Eden Foods. Letter to William Shurtleff at Soyfoods Center, March 1—in reply to inquiry. 2 p.

• **Summary:** When was Eden Foods founded? Michael has been keenly interested in this question for 23 years. In the summer of 1974 he was sitting at the National Bank & Trust’s campus branch, in the office of the branch manager, in the process of having Eden Foods’ checking account signature cards updated due to his pending trip to China and management changes at the store. He visited this bank on a daily basis and was known by its staff. The manager produced the original signature card, saying “Here’s the card from when the account was opened!” Then she gave the date as some specific day in July 1967. Michael perked up and told her that he would really like to get a photocopy of that card. Drawing back slightly, she said. “It should be okay. I’ll see about getting one.” That date in July 1967 was soundly

and distinctly etched in Michael’s memory. He verbally shared this discovery, which he thought was significant, with many people around Eden at the time, including Tim Redmond, who didn’t react as if this were odd—Nor did anyone else. Bill Bolduc had already left the company.

Though Michael subsequently contacted this woman manager numerous times in hopes of obtaining a photocopy of the signature card, she was never able to find the card again. Ron did not see the names on the card, but he believes Ron Teeguarden’s name was on it. He believes that the name Teeguarden, which contains the letters “eden” within it, “may well have been a source, or a powerful catalyst, in choosing the name Eden.

“A natural foods group called Eden existed. It was incorporated as a non profit Eden Foods, Inc., then reincorporated as Eden Organic Foods, Inc., whose name was later changed to Eden Foods, Inc. The use of ‘Organic’ in the name reflects the foresight and faith in organically grown foods that the originators had.”

What is the origin of the name “Eden”? As noted above, it may have come from letters in the surname of Ron Teeguarden. Bill Bolduc told Michael in several occasions that he (Bill) came to the idea of a natural foods company called Eden Foods while on a trip in Eden Park, Cincinnati. Bill also told Michael that Bob Thurston [sic, Thorson] had come up with the “Environmental Defense Energy Network” as a more socially palatable origin of the term “Eden,” and that that is what was adopted as the standing verbal explanation of the often-asked question “Where did the name Eden come from?” Michael finds the latter explanation hard to believe, and he is not sure what the origin of the name was.

Note: Michael began to work at Eden Foods in Jan. 1971. Address: Chairman, Eden Foods, Inc., 701 Tecumseh Rd., Clinton, Michigan 49236. Phone: 517-456-7424.

2060. Deck, Cecelia. 1992. ‘60s roots bear fruit: Ann Arbor’s Eden Foods takes checkered path to become an industry leader. *Detroit Free Press*. March 2. p. 10F-11F. Cover story.

• **Summary:** One of the few food cooperatives and natural food stores that has survived from the 1960s, Eden Foods “has made it through the wacky ‘70s and the excessive ‘80s to the health-conscious ‘90s when, in a surge of reborn interest in natural foods, it has emerged as a for-profit, \$20-million-a-year leader among organic food processors.

“Founded by idealists who cared more about getting their message of healthy eating to the public than about bottom lines... the company has never strayed from its mission: to bring organically grown food to the public.” Tim Redmond recalls the early days when Eden operated out of an apartment on East William Street upstairs from Campus Bike and Toy. “During the summer, when all of the co-op members had left town or taken jobs elsewhere, former U-M [University of Michigan] football player Bill Bolduc bought

out the company. ‘No one really seemed to mind,’ Redmond says... By 1970 Eden was running the biggest natural food store in the Midwest.”

A competitor for 20 years has been the Cooperative People’s Warehouse, which has been losing money for the past few years. After the retail store moved to Maynard Street, the company “opened a restaurant which gained fame for its chapati vegetarian sandwiches on Indian flat bread. A colorful mural painted on the alley wall near the store’s entrance is still vibrant, though the store and restaurant had closed by the mid-1980s.”

Soon the company “started licensing outside manufacturers to pack Eden-brand products such as canned beans, and began importing packaged food from China and Japan. Eden also started doing its own manufacturing—bottling oils, roasting and grinding sesame seeds.”

After a fire in 1979 that caused about \$800,000 in damage, Eden regrouped and opened its warehouse and manufacturing in an old factory in Clinton. “In 1982, Eden bought Schmidt Noodle Co., a vintage 1923 noodle maker in Detroit, that had been making Eden’s organic pasta for about six years under license.

“The next year Eden began exporting organic soybeans to Japan and then importing Japanese-made Edensoy, a milk-like soy beverage that found an immediate market.” Tim Redmond recalls that “Eden had never had a success like this in one product.” According to Peter Golbitz, soymilk industry sales “zoomed through the 1980s to reach \$52 million at retail last year. Edensoy had about a 40 percent share of the market.”

“But importing Japanese soy milk and living at the mercy of the yen wasn’t good enough, and Potter believed that the burgeoning soy milk market could justify a U.S. plant. So in 1987, Eden opened a soy milk processing plant in Saline in a joint venture with four Japanese companies. With redesigned aseptic packaging, Edensoy sales grew to 4,500 supermarkets nationwide as well as hundreds of natural food stores.”

“Eden has had certification programs for its organically grown products since the early 1970s, but in 1988 the company joined the Organic Crop Improvement Association [OCIA], which strictly monitors crops to show that they are grown in soil that is pesticide free for three years and grown to organic standards. An audit trail can trace a can of beans to the field where the beans were grown.”

Color photos show: Timothy Redmond, vice president of marketing at Eden’s soy milk processing plant in Saline, standing on the plant floor surrounded by stainless steel equipment. Nancy Potter, on the cover of the tabloid, beside a painting of a huge Eden Foods delivery truck. Address: Free Press business writer.

2061. Deck, Cecelia. 1992. Eden chief calls the shots from his cell. *Detroit Free Press*. March 2. p. 11F.

• **Summary:** The chairman of Eden Foods, Inc., Michael Potter, is serving an 8 to 15 year sentence for manslaughter at the Lakeland Correctional Facility in Coldwater, Michigan. “Potter cannot receive incoming calls, but can call out—collect only. He can receive up to five visitors at a time, but the hours are limited.

“The 1988 car accident that led to Potter’s incarceration changed many people’s lives at Eden Foods and almost tore the company apart. Potter and his partner Clifford Adler were driving on Manchester Road near Clinton after drinking. They missed a curve. Both were thrown from the car; Adler was killed and Potter injured.

“In 1989, Potter was convicted of manslaughter and sentenced, based on a history of drinking-and-driving offenses. Potter declined to be interviewed by telephone or in person for this story. Before Adler’s death, Potter owned 38 percent of Eden’s stock. After Adler’s death, Potter bought Adler’s stock from his widow, Fran Adler, under a buy-sell agreement, increasing his share to 73.8 percent.

“A year after Potter was incarcerated, Eden’s board named Ron Roller—his wife Carolyn’s brother—president, and Potter became chairman. But last year, after Carolyn Potter filed for divorce, the board removed Roller and replaced him with Potter’s sister, Nancy Potter. Roller is now president of American Soy Products Inc. in Saline...

“In the divorce settlement, Michael Potter agreed to pay Carolyn Potter \$1.6 million for her share of the Eden stock over the next 10 years. That’s not the only bill Michael Potter’s paying. He writes a monthly check to the State of Michigan for \$1,315 in incarceration fees. It’s a seldom-invoked right of the Attorney General to recover such fees from prisoners who are able to pay.”

Color photos show Potter and Adler. Address: Free Press business writer.

2062. Jacobs, Lenny. 1992. Update on Muso Shokuhin in Japan (Interview). *SoyaScan Notes*. March 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Muso Shokuhin is now Japan’s biggest exporter of natural and macrobiotic foods, with sales of about \$40 million a year. Muso now exports what used to be the Ohsawa Japan line of macrobiotic products. Yuko and Muso meet one a year with all of the company’s food manufacturers. They have just gotten OCIA certification for 12 of their products. OCIA has spent a lot of money to develop a higher standard that former “organically grown.” Address: New Age, Brighton, Massachusetts. Phone: 617-787-2005.

2063. Bolduc, Bill. 1992. Pioneering organically grown crops in Michigan. More on the early history of Eden Foods, Inc. (Interview). *SoyaScan Notes*. March 14. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In the early years, Bill was strongly in favor

of developing local sources of foods, and especially in developing organically grown sources. He was philosophically opposed to importing foods. In 1970 he first hit the road in his car in search of organic growers like Tom Vreeland (who Erewhon ended up stealing from Eden), and Amish farmers in Ohio and Indiana that supplied buckwheat and molasses to Eden. Then he found the Schmidt Noodle Co. and got them started as a supplier, plus all the original juices.

Within Eden, Bill was the person who initiated the idea of finding local organic farmers. The first organic farmer that Eden contracted with was Tom Vreeland near Ypsilanti, Michigan, and the first organic crops they bought were soybeans, wheat, corn, and rye. These crops, organically grown in Michigan, are shown in the Eden Foods Wholesale Pricelist of 26 July 1971, so they must have been grown during 1970. In July 1971 Eden was at 211 S. State Street. Bill found Tom Vreeland through a chiropractor named Dr. Blossom, who was a close friend, who supported Eden, who was a member of the Church of God (a nationwide Christian church), as was Tom Vreeland, and who attended the opening of the store at 211 S. State St. Tom was already growing crops organically before Bill met him; he had never switched over to chemical farming. Bill was looking for farmers such as Tom who were already growing crops organically; he was not trying to convert chemical farmers to organic methods, but if they wanted to convert, Bill would help them and give them a market for their crops.

The inspiration for finding local organic farmers came from 3 sources: Paul Hawken of Erewhon, Robert Rodale, and Frank Ford of Arrowhead Mills. He talked with all of them at about the same time. Hawken had crisscrossed America in his BMW looking for organic farmers. Bill happened to be in Boston, Massachusetts, when Hawken returned from that expedition. Talking with Hawken encouraged Bill to look for more growers over a wider area. Bill also went to Emmaus, Pennsylvania and met with Robert Rodale Jr. to get the names of names of organic farmers and specifications for organic crops. And he talked with Frank Ford.

Then Bill found other organic farmers like Ernie Fordos (he grew beans from the thumb area of Michigan, and still grows for Bill), and Dale Kunkel (carrots, cabbage, sold in the Erewhon retail store). When Bill couldn't find local organic growers for a desired crop, he would buy from a non-organic source—as he did with sunflower seeds from Ontario, Canada. Both he and Tim Redmond spent a great deal of time finding organic sources. By 1973 when Bill left the company, roughly 15-20 farmers were growing crops organically for Eden.

Bill does not have any early Erewhon catalogs or Eden Catalogs. Tim Redmond is the only person he knows who has early Eden materials.

During at least one trip to China, another person went

along with Mike Potter. They bought all kinds of antiques and “made a fortune” when they sold them back in the USA. Address: Organic Processing Corp., 1430 Clifton Rd., Xenia, Ohio 45385. Phone: 513-767-9266 or 1-800-647-2326.

2064. Macdonald, Bruce. 1992. How Erewhon got involved in wholesaling and distributing natural foods (Interview). *SoyaScan Notes*. March 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Erewhon went through three phases of selling: (1) Retail. (2) Wholesale, direct to natural food retail stores and restaurants. (3) Wholesale, to natural food distributors (such as Eden Foods). Bruce started phase 2, selling direct to natural food stores and restaurants, primarily in New York.

In the spring of 1969, during Bruce's tenure as general manager, Erewhon got into the wholesale business, running it initially out of their retail store at 342 Newbury Street. Paul Hawken was not involved in the wholesaling to other companies before he left for Japan. Their store was divided into 4 parts: The front half was the retail store, the back half contained the mill (a little 5-inch Meadows Mill later used for grinding whole-grain flours), a walk-in refrigerator, and packing tables (where Bruce recalls working with Jim Docker, packing little 1-5 lb paper bags of grains), an office, and the basement (connected to the ground floor by a dumb waiter), which was the warehouse for storage of commodities.

The wholesale business began in the basement. It started because Erewhon got a good deal on some sesame oil. A company named Sesame Products in Texas had developed the Egyptian salt method of naturally removing the hulls / husks of the sesame seeds. The company apparently went bankrupt, but actually they were a front for some illicit import dealings, such as electronic parts from Mexico. They got caught, and had to sell their high-quality oil. Bruce got the opportunity to buy (for Erewhon) all of their existing sesame oil for 10 cents on the dollar (90% discount). So he bought all the oil, most of which was in amber pint bottles, but the rest of which was in about 5-8 large drums. He trucked it to Erewhon's retail store at 342 Newbury St., and helped to unload it. He and co-workers put Erewhon labels on the amber bottles (Bruce does not remember who designed these labels; Paul Hawken had them designed), bottled the bulk oil manually, labeled that as well, and moved it all to the basement. Erewhon was now ready to jump into the wholesale business, and natural sesame oil was their first wholesale product. Somehow Bruce / Erewhon had to sell 250-300 cases of natural sesame oil. But since he had bought it at a 90% discount, he was able to sell it at a profit below the price of other sesame oils on the market. In the spring of 1969, Bruce put the oil on a truck and drove it to Greenberg's (125 First Ave.) in New York City, Paradox Restaurant, Georgie Abehsera's restaurant, etc. He also took Erewhon's whole line of products, including their new

imports from Japan. “Greenberg’s took on the entire line of Erewhon products. Suddenly, it just took off. A month or two later Erewhon was sending a van down to New York City ever week.”

Next Erewhon expanded its line of mechanically pressed, unrefined oils. Bruce had seen some expeller-pressed corn oil at Paul Keene’s Walnut Acres, so he ordered it from Shawnee Milling Co. in Shawnee, Oklahoma. Erewhon considered hexane solvent extraction to be the “big bad method” of removing oils, expeller pressing to be so-so (because the temperature in the worm-screw reached 140-160°F), and hydraulic pressing to be the best since it kept the product coolest. This golden corn oil foamed upon being heated and tasted like butter in baked goods. Erewhon’s third natural oil was a safflower oil. (In 1970 Paul Hawken wrote a pamphlet titled “The New Oil Story”).

Next Erewhon added a line of grains. They got non-organic brown rice from Koda Brothers in Dos Palos, California. The company was owned by Japanese-Americans, who were the first to break out of the cooperative marketing scheme, in which all growers mixed their rice together. They had rubber rollers, which did not scratch the grain during dehulling. Their Kokuho-Rose white rice has been the rice of choice for 30 years among Japanese-Americans. Bruce thinks they may have first sold brown rice (in 100 lb peat bags) to Infinity in New York, then to Erewhon.

Then Erewhon added a line of products imported from Japan. These first arrived in about Nov. 1968, just as the Erewhon retail store at 342 Newbury St. was opening. All the Japanese imports came in bulk from Muso Shokuhin in Osaka, rather than individually packaged. Tamari (from Marushima) and miso (including bulk mugi [barley] and Hatcho miso), moromi, etc. came in wooden kegs, loose, rather than in containers, so there was lots of breakage. Most of these imported products were stored in the basement. Erewhon bought some noodles (soba and udon in 5 kg boxes) from Japan Foods, then from Nishimoto Trading Co. and also from Muso. The product line was very simple, consisting of no more than 400 different items. The best-selling wholesale items were the oils, tamari, miso, rice, and imported kuzu, umeboshi (salt plums) and azuki beans. In the retail store there was no produce case or freezer, no vitamins or supplements, no potatoes or dairy products.

Initially, Erewhon’s largest customer was the combined 4-5 macrobiotic study houses in Boston, Massachusetts, accounting for roughly 50% of sales. Erewhon had an old van that delivered the food to the study houses, initially at retail prices; this business kept the retail store afloat. By the late spring of 1969 the wholesale business began to take off, and the macrobiotic study houses were now allowed to buy at wholesale prices. Some additional delivery trucks were acquired.

The macrobiotic products, other than what Erewhon

imported, were only available in health food stores, through Chico-San. Because of the high mark-ups at several stages in the process, these products were tremendously expensive for consumers. So Erewhon decided to sell direct to East Coast stores, cutting out the distributors, to keep prices down. Now things started to move very fast, and Erewhon soon achieved national distribution. “It was like introducing products into a vacuum. The whole natural foods industry was starting up, all these little places like Eden Foods in Ann Arbor [Michigan], Tom Swan in Chicago [Illinois], etc.

Bruce traveled to New York and lined up new wholesale customers among macrobiotic restaurants and food stores. Samsara, a macro restaurant in the lower east side run by George (“Georgie”) Abehsera, was Erewhon’s first customer and its biggest restaurant customer. (Michel Abehsera’s younger brother, George later became the baron of the clay and soap business, Three Sheaves, Pierre Cattier, then Nature de France). Right around the corner was Arnie Greenberg, who had a deli on the lower east side, and was one of the first to merchandise macrobiotic foods; he rapidly became Erewhon’s best customer. He was very busy selling a mish-mash of foods though he had no particular personal commitment to macrobiotics. Before him, Irma Paule in New York City had run “The Little Cupboard” but had gotten in trouble and was no longer in business at this time. Other good restaurant customers were the Paradox, and the Caldron (Gloria Bremmer at 308 E. 6th St.). The Good Earth, a retail store run by Townley, soon began to order; he was one of the original honest organic produce retailers. The restaurants and the food stores accounted for about equal sales volume for Erewhon. Erewhon shipped all its goods to New York (its sole market) via common carrier; Erewhon owned no delivery trucks of its own. There were no other natural food stores in Boston. One other unique customer was Jimmy Silver, who was macrobiotic, the manager of a rock band named Iggy Pop and the Stooges, and had hair down to his waist. He would drive down from New York with his cute little wife, Susie, and buy \$300.00 of food at a time for the whole band. It was the biggest single order that Erewhon ever got in those days. Not long after that, Jimmy dropped out of the music scene and came to Boston.

Then Roger took over from Bruce as general manager in about Oct. 1969, right after Bruce married Maureen, his first wife, and left for Los Angeles to help start the branch of Erewhon there. The Erewhon store in Boston (at 342 Newbury St.) started with sales of about \$400 a day. The day of Bruce’s wedding, on a Saturday in about Oct. 1969 was the first day that the Erewhon store’s sales topped \$1,000 a day. It was a milestone day and in those days it seemed like big money. But two years later, Erewhon’s sales were \$20,000 a day.

In Los Angeles, Bill Tara had opened the doors, and put the bricks and boards up for a new Erewhon store. But Bill was never comfortable doing business; he preferred to teach

macrobiotics. So Aveline Kushi encouraged Bruce to come to Los Angeles (where she was living at the time) and to get the West Coast branch of Erewhon started. So Bruce and Maureen moved to Los Angeles.

How did Erewhon finance this growth? At the beginning Erewhon, the trailblazer, was extremely profitable, since they had essentially no competition, and had thriving retail stores in Boston and Los Angeles. The dollar was very strong (from 1967 to 1971 one dollar was worth 355 yen), so Erewhon could buy an item for \$1, sell it for \$3.50 and still be \$2 under any competition (mainly Chico-San). Erewhon invented the concept of a natural food store. Fred Rohe in San Francisco had developed a related idea, perhaps a little before and in parallel with Erewhon. His Sunset Health Foods, later named New Age Foods, was a modified health-food store that sold vitamins, whereas Erewhon was a pure natural foods store, that didn't sell vitamins. In addition, Erewhon had quality standards and a philosophy of foods that no one in the industry had.

After Bruce left, Erewhon moved into its first real warehouse on Farnsworth St. This represented the first real commitment to the wholesale business. A fleet of trucks was acquired. Eventually semis [semitrailers] were delivering all over New England. Address: P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2065. Macdonald, Bruce. 1992. Brief history of Green Mountain Commodities, Cliffrose, and Mountain Rose in Colorado (Interview). *SoyaScan Notes*. March 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Mountain Rose was a short-lived natural foods distributor in Colorado. Before it existed, Bruce had a distribution company named Green Mountain Commodities. One year Bruce sold 1 million lb of Early Bird Granola—which still is existence. Mountain Rose was created in about 1976-77 by a merger of Cliffrose (a distributing company) and Green Mountain Grainery. According to Marcea Newman (1974), in 1974 Cliffrose was located at 129 Coffman St., Longmont, Colorado 80501. Cliffrose had opened up a competing store right down the street from Bruce in Boulder when Bruce owned three Green Mountain Grainery stores in Boulder. In the end they merged, but Cliffrose had debts that were much greater than Bruce had imagined—the biggest creditor was Arrowhead Mills—being owned almost \$200,000. Arrowhead Mills took over the company for a while, renaming it Arrowhead Distributing, then shut it down. Address: Right Hand Press, P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2066. Macdonald, Bruce. 1992. The origin and development of Erewhon's operations in Los Angeles. Part I. 1969 to 1971 (Interview). *SoyaScan Notes*. March 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Erewhon started a retail store in Los Angeles

because Aveline's youngest son, Hisao, had some form of leg disorder, congenital or from infancy, probably in his knee. Aveline found a Japanese doctor in Los Angeles who she believed (and it turned out that she was right) could cure it. But the doctor had to see Hisao almost daily. So in about August 1969 Aveline moved to California. Bill Tara went with her, while Michio stayed in Boston, Massachusetts. Aveline got a very nice house at 7511 Franklin Ave. in Hollywood. Later she moved into the former Japanese embassy, which was a mansion in a very nice neighborhood, several blocks away on [7357] Franklin Ave. Bruce also lived in this mansion. In Los Angeles, Bill Tara started Erewhon's second retail store, called Erewhon West, in large part because Aveline needed good macrobiotic food. Tara rented a very small space at 8003 Beverly Blvd. and called the new store "Erewhon West." Later the name changed several times, but it ended up being just "Erewhon." He got some cinder blocks and boards, ordered a shipment of food worth about \$500 from Erewhon-Boston, then he opened the door for business.

Bruce was married on 13 Sept. 1969 to Maureen Traill in Boston. The marriage ceremony took place in the Old South Church, and some 200 people (including Michio Kushi) attended. It was the biggest wedding in the Boston macrobiotic community to date. Maureen had lived in a macrobiotic study house run by Susan Hillyard, and had studied cooking with Aveline Kushi and Susan Hillyard.

About 2 weeks after the wedding, in early October 1969, Bruce and his new wife left Boston. At that time, Roger Hillyard took over as general manager of Erewhon-Boston from Bruce. They drove to Los Angeles, arriving in late Oct. 1969. The first thing Bruce did was to build a walk-in cooler. Bill Tara, who was always more interested in the teaching, philosophical, and scholarly side of macrobiotics, left shortly after Bruce arrived. Bruce was more oriented toward the business side. Bruce became the head of the store, and Jimmy Silver soon came out from Boston to work with him at the store. Initially, sales were very slow: During the first two weeks that Bruce was there, there were *no* sales on eight of the days. Natural food stores were just beginning to open in the U.S. "That was Aveline's store. Wherever Aveline went, she had to have a store—to feed the study house. And it was unbearably hot. But eventually it did work."

Soon shipments of foods began to arrive directly from Japan, sent by Paul Hawken with whom Bruce talked frequently by phone. So in the summer of 1970 Bruce put out a wholesale price list and rented a warehouse (about 2,000 square feet) catty-corner across the street (something like 7990 Beverly Blvd.). One of their first wholesale accounts was Fred Rohe in San Francisco. Soon the first Erewhon products packaged in Japan began to arrive, and because of these retail packs the wholesale business took off. The first seitan came in shrink packs; it later came in jars. Tamari was the best-selling import, followed by miso, then

umeboshi. The foods still arrived in small boxes or single kegs; containers did not begin until later. At about this same time Tom DeSilva, a lawyer who became a yoga instructor, applied for a job as a janitor; he just wanted to be around.

Erewhon West soon outgrew its first warehouse, in part due to a deal made with the Lundberg Brothers. Bob Kennedy of Chico-San was the pioneer in contracting with the Lundbergs to grow short-grain brown rice in California. The Lundbergs allotted a certain amount of acreage to organic brown rice and Chico-San agreed (in a contract) to buy all of the organic brown sold on that acreage. Chico-San had exclusive rights to all the organic brown rice produced by the Lundbergs. But Chico-San sold this rice for a high price (much of it in rice cakes or 1-lb bags), which prevented Kennedy from selling the amount he had contracted to buy. Chico-San was always in danger of breaking the agreement and losing his exclusivity. So [in early 1970] a side deal (contract) was made, between Erewhon and the Lundbergs, in which the Lundbergs packaged the unsold rice exclusively for Erewhon and labeled it “unsprayed.” Chico-San would not allow it to be labeled “organic.” Erewhon never talked with Kennedy or Chico-San about this side deal. “He hated our guts! But we did him a real favor; we sold the rice and we didn’t really hurt him, since we were selling into an entirely new market—on the East Coast and in bulk and in boxcars.”

With this arrangement, Erewhon got into the rice business in a big way, selling their rice for \$11.00 a bag versus about \$30.00 for the same product from Chico-San labeled “organic.” Brown rice soon became Erewhon’s biggest product; they sold it to Eden Foods, Laurelbrook, Tom Swan in Chicago [Illinois; he didn’t last long], Tree of Life in Florida, Food for Health in Tucson (Arizona), some distributors in Northern California, Green Mountain Grainery in Boulder (Colorado), etc. It was rice that gave Erewhon nationwide distribution, putting their products in every natural food store in the USA. Bob Kennedy was furious but he was stuck with his 5-year contract. Note: The fire in early Aug. 1972 that burned Chico-San to the ground essentially rendered the contract null and void.

Now Erewhon-West began to catch up with Erewhon-Boston in sales because of two factors: They could get a shipment from Japan 3 weeks faster than Boston, and they were near the source of brown rice.

When Paul Hawken returned from Japan in Dec. 1969 he went direct to Los Angeles, but stayed only several weeks. He then went to San Francisco and worked for several months with Fred Rohe (they had become close friends) on writing educational pamphlets and trying to organize Organic Merchants. After returning briefly to Erewhon West in Los Angeles, he returned to Boston. Paul’s direct contribution to starting Erewhon West was insignificant; he wasn’t there long enough to do much. Bruce turned it into a real business. “Paul’s real contribution was finding new suppliers

and products in Japan (he toured Japan with Yuko Okada’s father), getting the products labeled in Japan, then arranging for them to be shipped to Los Angeles in containers. Mr. Kazama and Mitoku came later. Erewhon had tried to order Hacho miso from Muso, but Muso couldn’t get it. But Mr. Kazama got it; he is a supreme negotiator! I’ve never met anyone quite like him.

“One of the secrets to Erewhon’s success was always having, as a base, a successful retail store, that had a big mark-up and was generating cash. That was our “calling card.” Then the warehouse could grow off of that. The store was also a wonderful place to test and develop new products. “A store is a cash business. With distribution, sooner or later, you have to give terms—such as net 30 days. Thus the adage: ‘If you’re going to grow a business, you need \$2 in capital for ever dollar that you grow.’”

In late 1970, to keep up with the explosive growth, Erewhon rented a second warehouse at 8454 Steller Drive (10,000 square feet). In his “spare time,” entrepreneurial Bruce founded two other businesses of his own: Pure & Simple, and The Natural Living Company. Pure & Simple, located in the Steller Drive warehouse, was the first of America’s new wave of natural food snack companies. Bruce had talked over the idea with Paul Hawken, who felt that snack foods were not appropriate for Erewhon at that time. The company’s first product was Corn Munchies, which was the first natural corn chip. They would make corn tortillas, cut them into wedges, fry them in sesame oil, and season them with tamari. The Corn Munchies soon became very successful. The Natural Living Co. made bodycare products and cosmetics, starting with Sesame Shampoo and Sesame Lotion. Bruce had met a brilliant chemist named Carlos de Villalvilla, a Cuban aristocrat who was head of research for Max Factor. He was a concert pianist with 2-3 PhDs. Bruce asked him to develop a line of cosmetics without preservatives or mineral oil (a vegetable oil should be used instead of a petroleum derivative). Carlos used sesame oil (which is very stable) as the vegetable oil in these first two products.

By early 1971 Erewhon had outgrown the 10,000 foot warehouse and another 20,000 square feet in an old bakery, from which they did all transshipments to distributors. The store expanded twice, taking over the corner fish store (live fish in aquariums), to 8001 Beverly Blvd. Jim Gronemeyer did the remodeling. Tommy DeSilva worked there, and ended up owning the business. Continued. Address: P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2067. Macdonald, Bruce. 1992. The origin and development of Erewhon’s operations in Los Angeles. Part II. 1971 to 1991 (Interview). *SoyaScan Notes*. March 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In one of its first issues (the very first was published in Jan. 1971), *East West Journal* published an

interview with Bruce while Erewhon—Los Angeles was at the peak of its activity. They arranged for imports of natural foods from Japan to come into Los Angeles. They developed labels for the products with nice stories about each product; Burton Block did the graphics and helped with the text. He later became famous with the Nutragen designs.

In early 1971 Bruce found out that Paul Hawken had somehow obtained some stock and thus ownership in Erewhon and had not mentioned it to Bruce.

So Bruce went back to Boston and discussed the matter with Paul. Paul said, essentially, “That’s the way it is.” Ultimately Bruce felt that Michio was to blame for the problem, but “when I found out that Paul had some stock, I felt he had broken a blood bond with me and had deliberately deceived me. I felt more disgust than anger towards Paul because I had considered him a very close friend.

“I was not upset at Michio. Basically I have always felt that he was just stupid. He had the greatest opportunity—like the founding of the computer industry and he was Bill Gates—and he couldn’t comprehend the American entrepreneurial spirit. Michio’s approach was the traditional Japanese one. You come to work for a company, we pat you on top of the head, you have lifetime employment, but don’t ever ask to own any of it. But he was in a country that was entrepreneurial to its core. Hey, we don’t mind working for nothing—at the beginning. He should have offered the people who conceived and built Erewhon partial ownership in the company to motivate them and to keep them around. Failing to do that was Michio’s biggest mistake.”

On 21 Jan. 1971 *The Wall Street Journal* ran a front-page feature story on the emerging new natural foods industry. A person from Merrill-Lynch came in and said, “We could package this business and raise millions for you.”

Bruce had always thought that Aveline had always owned all the Erewhon stock—from day one to the bitter end. The Kushi’s attorney, Morris Kirsner, had put it in her name because they were worried about something happening like had happened to Irma Paule who ran the Ohsawa Foundation in New York. After Beth Ann Simon (a former heroin addict) died in Nov. 1965, the FDA raided the Ohsawa Foundation late one night and found its Nature’s Cupboard to be selling food, as well as books, recommending the food as a cure for illness. Charged with “false advertising,” the center was closed down, and the focus of macrobiotic teaching shifted to Boston. Michio was always concerned about teaching and being a purveyor of the foods about which he was teaching.

Seeing no future for himself in Erewhon, Bruce left Erewhon forever in May 1971 to attend to his two other thriving businesses. Bruce, who had been president of Erewhon on the West Coast, had been willing to work hard to build the company for a small salary (\$150/week), reinvesting all earnings, on the understanding that he would become a part owner later—the entrepreneurial way. That had been his basic approach, and he assumed Paul and Michio

were thinking the same way. But it never happened.

Erewhon had more than 99% of the market share on all of the Japanese imports. Bob Kennedy was buying from Tokyo C.I., which was very tiny. They had excellent sources for oils and grains, had built “Erewhon” into the top brand name, and had developed an aura of almost invincibility and quality. In short, they owned the market they had created.

Who got Muso (in Osaka) exporting Japanese natural foods? Probably Michio talking to Mr. Okada. Lima Ohsawa was more closely associated with Tokyo C.I. than with either Muso or Mitoku. Bob Kennedy had a certain allegiance to Lima Ohsawa. Herman and Cornelia Aihara had a little conflict with Michio and Aveline Kushi; “it was never on the surface but it sure was underneath.” The split began in 1961 when Herman and Cornelia, following Ohsawa’s advice, moved to Chico, California, with the group (including Bob Kennedy) that started Chico-San, Inc. in early 1972; Michio and Aveline decided to stay on the East Coast. All four (Michio and Herman, Aveline and Cornelia) were best buddies up until 1961. After that, there was a certain coolness. Bruce remembers, for examples, that when he and others were out in California, they never invited Herman (a sensei) down to lectures or other events. That was unusual. Bruce thinks (but is not sure) that Bob Kennedy (Chico-San) never bought (or never bought much) from Muso.

What happened to Erewhon—Los Angeles? One of the people who financed the early growth of Erewhon was John Deming, whose family were wealthy rice [sic, oil] barons. He married Judy Coates, lived on a trust fund, and invested something like \$150,000 to \$200,000 in Erewhon. Paul Hawken was close friends with him, in part because Paul gone out with Judy Coates, then later married Judy’s sister, Dora. Then (according to hearsay) something happened and John asked for his money back. Erewhon said they couldn’t pay him, but offered him Erewhon—Los Angeles instead. “So Deming ended up owning the West Coast” [Erewhon—LA]. [Note: For John Deming’s version of this, see Dec. 1994 interview with him].

When Bruce was in Los Angeles, Tom DeSilva had been his “right hand man.” In a major policy goof, they put Jim Gronemeyer in charge of the warehouse—which was sort of running the company. That blew up rather quickly. Bruce was long gone, so he does not know the details. Then Tom DeSilva took over, before Deming came in (in 1973-74) and took over Erewhon L.A. Deming owned the company and John Fountain was the manager who ran it. He bought much more than he needed. Someone stole a lot of money; it was a sick scene. They moved the warehouse from Steller Driver down to Vernon; it just declined, although the retail store, run by Tom, did well. Then Tom bought the retail store from John Deming in 1980. It was named Erewhon Natural Foods, and it quickly expanded into neighboring storefronts as they became available, adding a vitamin section, a deli, and then a restaurant named Nowhere Cafe. In 1990 Tom heard a rumor

that their landlord would not renew their lease and would, in fact, use the space to open similar businesses. Acting quickly on this news, Tom located a 12,000 square foot space at 7660 Beverly Blvd. next to CBS Television Studios in the street level of a five-story apartment building. The new Erewhon store had to be designed, built, and permitted from an empty shell; this was accomplished within a year. The new store opened in 1991 with annual sales exceeding \$9 million.

During much of the early history of Erewhon, Paul Hawken was in Japan. Paul's main reason for going to Japan was so that Erewhon could develop consumer packages and have the products (tamari, miso, noodles, seaweeds, kuzu) packaged in Japan. Hawken didn't return from Japan until the Erewhon store and 2 warehouses in Los Angeles (8554 Steller Drive, plus part of an old gigantic bakery) were up and running at full speed. They could get imports from Japan 2-3 weeks sooner in Long Beach than in Boston. From the West Coast, they shipped the goods as far east as Chicago, Illinois.

Warren Clough of Shiloh Farms was involved with organic farming before Erewhon; Warren was a very early pioneer.

Very little documentation remains on the early history of Erewhon. In about mid-1971 *East West Journal* published an interview with Bruce about Erewhon, conducted by his first wife, Maureen. It contained a photo of Bruce, and a good chronology of developments at Erewhon-Los Angeles. That was the real active time for the West Coast. In Aug. 1973 Paul Hawken wrote a self-serving article in *East West Journal* titled "Erewhon: A biography. The view within," which is full of inaccuracies. Bruce thinks that Patricia Smith (Patti, in Monrovia, California) might have early Erewhon catalogues. She was working for Trader Joe's until several months ago. She now has a new job elsewhere. Address: P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2068. Macdonald, Bruce. 1992. The origins and early history of Pure & Simple, The Well, and New Age Distributing (Interview). *SoyaScan Notes*. March 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In late 1970, Bruce was managing the Erewhon store and distribution company in Los Angeles. To keep up with Erewhon's explosive growth, he rented a second warehouse at 8454 Steller Drive (10,000 square feet). In his "spare time," entrepreneurial Bruce founded two other businesses of his own: Pure & Simple, and The Natural Living Company. Pure & Simple, located in the Steller Drive warehouse, was the first of America's new wave of natural food snack companies. Bruce had talked over the idea with Paul Hawken, who felt that snack foods were not appropriate for Erewhon at that time. Pure & Simple's first product was Corn Munchies, which was the first natural corn chip. They would make corn tortillas, cut them into wedges, fry them in

sesame oil, and season them with tamari. The Corn Munchies soon became very successful.

Bruce left Erewhon in May 1971 over an ownership dispute. His first move was to merge Pure & Simple with The Well, a natural food distributor in San Jose. Originally the Well had been named New Age Distributing, but Fred Rohe had started to get into financial troubles, so he had split off the distributing company as a separate business, which Phil Parenti / Parente was running.

Note: A letterhead shows that in Sept. 1979 Pure & Simple Natural Foods Inc. was located at 1045 Pepitone St., San Jose, California 95110. Phone: 408 / 295-7479. Jon Hoeffler ordered books on miso and tempeh. Address: P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2069. Coates, Margy. 1992. History of Laurelbrook Foods in Maryland (Interview). *SoyaScan Notes*. March 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Margy and her husband, Rod, started Laurelbrook Foods, opening for business on 23 Aug. 1971. She was about 52 at the time and Rod was about 56. Eventually they got in "over their heads." The company was always located in the same place: 505 Granary Rd., Forest Hill, Maryland 21050. They had a P.O. Box 47, in nearby Bel Air, Maryland. The inspiration and impetus that led to founding the company came from their daughters (especially Judy, Dora, and Marion [Ronnie]), although she and Rod had always been pretty interested in natural foods. Judy went to Boston to study macrobiotics first, followed by Dora, then Marion. Their daughters had been living and studying macrobiotics in Boston, Massachusetts. Dora married Paul Hawken after they started Laurelbrook.

Rod had been interested in motorcycles from the time he was a kid. After World War II, he became very interested in British motorcycles made by Triumph. For years he was on the American Motorcycle Association Competition Committee. He raced some himself (he won the 100 mile amateur race at Daytona Beach, Florida), then began to repair and sell Triumph motorcycles out of their home garage. They lived in New Jersey, but when Triumph Corp. set up a company in Towson, then Timonium, Maryland, Rod went to work for them as a service manager from 1950 to 1969. The company changed hands, went down hill, and in 1970 Rod and many others were laid off.

Rod wanted to start his own business selling motorcycle accessories. He planned to call the company CPA Inc. (for Cycle Parts and Accessories). Rod had his severance pay plus some retirement funds, so they bought 2.63 acres of land at 505 Granary Rd., built a small warehouse to start with, and rented the front to a local girl named Mary Page and her natural foods company named Springbottom Natural Foods. But as the building was going up, their kids then convinced them to start a natural foods business instead of a motorcycle

shop. They had been eating natural foods for the past 2 years, influenced by their daughters, especially Judy and Dora who were living in Boston and studying macrobiotics. So their natural foods wholesale distribution company, Laurelbrook, was in the back of the building. The earliest letterhead seen reads "Laurelbrook Foods, Div. of CPA Inc." CPA never got off the ground.

Initially Laurelbrook bought its products mainly from Arrowhead Mills (Judy brought Frank Ford for a visit), and Erewhon. Later they also bought from Timbercrest (dried fruits), Lundberg, and John Baker and Carl Garrich (both rice farmers). Beautiful Day in College Park, Maryland, was their first customer. Laurelbrook was a family business. Sally and Dan worked there almost from the start, and many nieces and nephews worked there. Margy and Rod did all sorts of work, packaging, grinding, making deliveries, and the like. Early competitors were Essene in Philadelphia (the biggest competitor), Erewhon in Boston, and Shiloh Farms in Pennsylvania.

Then the problems began. Some employees were using drugs and stealing merchandise from the warehouse. One person tried (unsuccessfully) to start a labor union. In about 1978, by the time Rod was age 65, he wanted to retire; the company had gotten too big for them and was growing too fast. Margy thinks this rapid growth was the main cause for Laurelbrook's downfall. "We were not big business people and we didn't quite know how to handle it—the complex finances, dealing with the banks, etc. We thought we needed a manager. So we brought in Richard Curry." At its largest, shortly before Richard Curry came in, Laurelbrook had 50 employees. Richard started replacing our people with his people. Richard wanted to add a lot of new products to the company's line. At that time, Tree of Life was probably Laurelbrook's biggest competitor. "We didn't really like the way things were going, but it was so complicated that we couldn't do much, hope for the best, and go along. Sally had a lot of faith in Richard." After long, unpleasant negotiations, Richard bought Laurelbrook from the Coates in August 1981, then about 6 months later he put it into bankruptcy (on 15 Feb. 1982). He had gotten in over his own head (which the Coates hadn't realized). So he ordered lots of goods from their suppliers (who were by now the Coates' close friends), sold them, then never paid the suppliers. Rod and Margy had to deal with lawyers and were deeply saddened and stressed by the way things ended.

They traveled to England (where Rod had motorcycle friends) and tried to enjoy retirement, but Rod didn't seem like his old self. Margy knew that something was wrong, but she thought it might be stress and would go away. Rod died of Alzheimer's disease on 4 March 1990.

Dora married Paul Hawken when Paul was head of Erewhon. Although Laurelbrook got a lot of supplies from Erewhon, this marriage did not have much effect on the relationship between Laurelbrook and Erewhon. Dora went

to Findhorn with Paul, and right after that they separated. John Deming (who Judy married) also worked at Erewhon and also went to Findhorn. Address: 2516 Laurelbrook Rd., Fallston, Maryland 21047. Phone: 301-877-1695.

2070. Coates, Margy. 1992. Re: History of Laurelbrook Foods. Part I. Origin and early years. Letter to William Shurtleff at Soyfoods Center, March 19. 6 p. Typed, with signature.

• **Summary:** This excellent, in-depth and detailed history of Laurelbrook Foods is written by one of the owners and founders on the original Laurelbrook stationery.

"In 1967 our next to oldest daughter, Judy, who had been with Erewhon and Michio Kushi, persuaded us to try a macrobiotic diet. While we were not really into natural foods, we always did cook from scratch, read labels, drank fruit juices instead of sodas, etc. She would come and cook for us for two weeks and let us try it out.

"Well, that was a rough two weeks, but we did it and felt great, even though we had thought we felt fine before. Also, although I've never been heavy, all of a sudden I found I looked good in slacks. So we stuck with it. Not forever, but for quite a while.

"When Rod [Margy's husband] had the traumatic experience in 1970 of having his beloved Triumph Corp. fold up, under new and poor management, and partly because of the Japanese influx, we decided to set up a warehouse and sell cycle parts and accessories. On August 7, 1970 we bought 2.63 acres of land in Harford County at 505 Granary Road, which connected business Route 1 with the north end of the Route 1 Belair bypass. We built a warehouse on it with money from Rod's severance pay.

"Three of our daughters had lived in Boston [Massachusetts] and worked with Michio Kushi. Ronnie (Marion) married Marty Russell in June 1970. He had also worked with Michio and became a natural foods baker. Dora married Paul Hawken in June, 1971, and Judy married John Deming in Aug. 1972. John and Paul had worked at Erewhon. The Hawkens and the Demings both went to Findhorn, and it was at the end of their stay there that Dora and Paul split up.

"Since we already had the warehouse building, it didn't take much to persuade us to distribute natural foods. A visit from Frank Ford of Arrowhead Mills helped cinch the deal. We had already established a business on paper named 'Cycle Parts and Accessories' (CPA), so Laurelbrook Foods (named after the road we lived on) started by renting from CPA. We actually opened for business Aug. 23, 1971. The CPA business never got off the ground.

"The warehouse was 50 by 150 feet, with a basement under it 50 by 100 feet. We rented the front end of the building to a natural food store, Springbottom Natural Foods. This was entirely separate from us, run by Mary Page, a neighbor. Mary had been selling natural foods from her home

for some time, and I had been a customer of hers. She was there a year, then got her own place. And by then we needed the space.

“That’s how we got in the business of distributing natural foods. And it kept us stepping from the start. Rod and I really loved that whole business. He used to say it reminded him of the motorcycle business as most of the people involved were real enthusiasts, and so many of the stores were Mom and Pop family type shops, as was so often the case with motorcycles.

It was a very personal business for us; we really felt so warmly toward our customers and suppliers. Our son, Dan, came in with us, I think, in 1972, just after he got back from Vietnam. And our oldest daughter, Sally (now Sally Morris) came in 1973, both of them backbones of the business. Sally did the buying, and everything else that needed to be done. Dan, like Rod and me, did everything.

“My niece, Elise, worked in packaging almost from the beginning, and right through with Richard until the end. My sis-in-law worked with us for a while, as did a son-in-law, two nephews, and the older grandchildren when the need arose. Our youngest daughter, Nancy, who is a potter, made honey pots for us to sell.

Our first price list [1 page, dated Aug. 23, 1971] is the only one I have left. Later it was 5 or 6 legal size pages, double columns on both sides. All the borders were typed up by hand. We didn’t get our first computer until about 1976. A local woman worked very closely with us, printing up our price lists and flyers, until about 1975, when we got our own photocopy machine.

“Arrowhead Mills and Erewhon were our first suppliers. Then Timbercrest for dried fruit, and Westbrae and Eden Foods. Our macrobiotic items came from Erewhon. We worked very closely with Erewhon but I don’t believe we got any special dispensation more than other distributors. We got our rice from Lundberg Brothers (California), Carl Garrich at Lone Pine Farm [Lone Pine, Arkansas], and John Baker (Louisiana). Wheat came from Ted Whitmer and soap came from Tom’s Soap in Maine.

“Very soon we started finding our own sources and suppliers, and dealt locally as much as possible. Apple juice and from Murray’s Orchard and Golden Acres in Virginia, Dunkelberger’s Tap ‘n Apple from Pennsylvania, Bauman’s apple butter from Pennsylvania. Various beans, seeds and soft wheat from nearby farms, and potatoes from Pennsylvania. Donna’s cookies were made in New Jersey using our ingredients. Enos confections was a sesame seed candy made by an old woman in Pennsylvania, with antiquated machinery. Honey Pure sodas were made locally. And when we got into refrigeration we had Erivan yogurt, with the cream on top, made by a woman in Pennsylvania in the rented side of a bank building. Goat milk ice cream came right here from Harford County, and so on.

“We milled flour right from the start with a small

Meadows Mill, and started packing almost right away. The only product we actually made ourselves was a candy, Chattanooga Chew Chews, made with sunflower seeds, pecans, sesame seeds, barley malt, honey and safflower oil.

“When we made deliveries, we would often pick up supplies on the trip home. Carob from Famarco on the Virginia Beach run; Crocks from Williamsburg on the same trip. Grains and seeds from Wm. Hill in Richmond, Virginia.

“I think our biggest competitors in the early days were Essene in Philadelphia, Charlie Smail at Shadowfax in Binghamton, New York, and Shiloh Farms who delivered from their Pennsylvania headquarters. Later on, Neshaminy Valley in Pennsylvania, and Tree of Life in Florida.”
Continued. Address: 2516 Laurelbrook Rd., Fallston, Maryland 21047. Phone: 410-877-1695.

2071. Coates, Margy. 1992. Re: History of Laurelbrook Foods. Part II. Growth of the company. Letter to William Shurtleff at Soyfoods Center, March 19. 6 p. Typed, with signature.

• **Summary:** Continued: “When we first decided on this venture, Denny Waxman from Essene wanted to work with us and transfer his knowledge down here. He came and we had a long conference and seemed quite agreeable on all points as to policies, and what we would carry. At the end, it developed that he wanted us to let him run the whole show, and Rod and I would just put up the money and not work with the business. Of course we weren’t interested in that. So he went back to Philadelphia and we were close rivals for several years.

“Our first staff was Rod, me, Carl Sauter, and Phil Levy. Carl and Phil were both from Boston [Massachusetts], and Phil was the author of the “Talking Food” stories. They really helped to get us going. In the beginning, the four of us did all the milling, packaging, taking orders, typing up orders, pulling orders, and delivering. We very quickly had to get a bookkeeper and someone to help with the paper work. Rod was a very ingenious person, as is Carl and also Dan, who came later. They were usually able to keep things running and improvise when necessary. We had a small stove and kitchen, but for the first year we didn’t have much time for more than peanut butter sandwiches. We were one of Celestial Seasonings’ first distributors, when Mo [Siegel] was packaging herbs by hand in little cloth bags.

“Our first customer came to the warehouse from Beautiful Day in College Park, Maryland. They were one of our best customers for a long time. We had a used Datsun pick-up truck, and started delivering right away, both in the truck and in our personal vehicles. When deliveries picked up, we rented trucks to deliver with, until we finally bought our own Ford Step Van. As time went on, we added more trucks, Olsen step vans, and Dodge Carryvans.

“After a few years gave up its distribution and just kept their very active natural foods store, so they became

customers of ours. Bob Blythe and his wife, Stephanie, had worked for Essene in the distribution business, so they came to work with us which was very helpful.

“We were soon delivering in Maryland, Pennsylvania, Delaware, New Jersey, West Virginia, Virginia, and North Carolina, and making frequent pick-ups in New York City. Business in the south picked up so much that we opened a warehouse in Raleigh, North Carolina [in Dec. 1973], run by Frank Mabry, who had been in charge of a store or co-op there—I forget which. We would often take truckloads of supplies to Raleigh, but they also ordered things on their own direct from our suppliers. They worked with local southern suppliers too Their price list was similar to ours but not exactly the same. We carried more products than they did, and they carried some things different from ours, especially from local suppliers.

“Rod and I never hired sales people, we didn’t need to. We tried to be strict about selling to individuals, and making sure the co-ops had a sales tax, so as not to antagonize the natural food stores.

“We built on to the warehouse several times, put in bigger flour mills and better packaging equipment. We eventually had about 12 trucks, and a full-time mechanic to keep them going. We had about 50 employees.

“We added on a bigger kitchen and encouraged our people to use it. I usually cooked lunch for anybody who wanted it if I wasn’t off on a delivery or something. We also made the ‘Chattanooga Chew Chews’ in the kitchen.

“I believe we were somewhat harassed on occasions. I am enclosing (among other things) a letter about rice that the health inspectors made us throw out [because rats had gotten into some bags]. Also, at one time when we listed Kukicha Tea, we were told we couldn’t sell it because it didn’t taste like tea. When we said we’d call it a beverage, we were informed that we couldn’t call it a beverage because it came from the tea plant. So we had to call it tea, but we weren’t allowed to call it tea. The upshot of that was that we had to pay the authorities \$60 to dispose of it.

“At first Rod and I went on deliveries together, but soon we had too many orders and had to take separate trucks. Mostly we slept in the back of the truck on overnight runs. Dan delivered a lot, and so did Bob Blythe, and then we had to hire drivers just for that job. We had 3 or 4 runs going off in different directions almost every day.

“We put in a freezer room and delivered ice cream and other frozen goods. We carried these in the truck in big thick Styrofoam type boxes that were designed for carrying frozen blood, and we packed them with dry ice.”

In about 1977 Laurelbrook outgrew its first warehouse at 330 W. Davie St. in Raleigh, North Carolina. So it moved into a larger one at 2319 Laurelbrook St. in Raleigh.

“But Laurelbrook got too big for us. We had dealt with banks and borrowing to be sure, but we needed a manager who could deal with heavier financing. We really loved that

business, every day was a new challenge, and our house and everything else were completely neglected for 10 years. And still we couldn’t wait to get up in the morning to see what would happen next. But it had outgrown us.

“Rod hired Richard Curry in May 1979, as accountant and general manager. Dan never liked or trusted Richard; I wish we had listened to him. I think Dan also felt rather ousted by Richard, and perhaps that he should have had that position, though I’m sure that wouldn’t have worked either. We were glad enough to put the matter of financing in someone else’s hands.

“On March 17, 1980, we had a meeting. Rod announced that he would resign as president on March 23, when he became age 65, and Richard would take over. We would still work at the warehouse as before.” Continued. Address: 2516 Laurelbrook Rd., Fallston, Maryland 21047. Phone: 410-877-1695.

2072. Coates, Margy. 1992. Re: History of Laurelbrook Foods. Part III. Decline and fall. Letter to William Shurtleff at Soyfoods Center, March 19. 6 p. Typed, with signature.

• **Summary:** “Already we didn’t like what was going on, but we felt it was out of our control. Richard didn’t let us know what was going on, or what he was borrowing, and we felt that the only thing to do was to let him handle things completely as he appeared to have a lot of confidence, although we were not easy about it. Sally [Rod and Margy’s oldest daughter] continued to trust his judgment and believe he’d make a go of it; she stayed with him until the very end.

“When Richard wanted to buy us out, that sounded good to us. So after a lot of dealing and discussion, and meetings with lawyers, we sold him the business in August 1981, ten years from after we started it. Rod and I still owned the property, and Richard was to pay us rent for using it.

“These were not good times. Dan was very upset and suspected Richard far more than we did. I think Dan came very close to having a complete breakdown at that point. We were supposed to be allowed access to the books, but never were. Rod continued to try to work with Richard until the very last. It is pathetic to read some of the notes and letters Rod wrote to Richard, trying to help, trying to repair things, trying to clean things up and take care of small details, and being constantly rebuffed. Rod was completely frustrated, as he has always been one to act, and his hands were completely tied. He tried so hard for cooperation.

“Early in March 1981, Dora had come back to live with us for a while. We needed an order taker urgently as the main order taker had been injured and had left suddenly. Dora agreed to help out until we found a replacement. After several weeks, Richard fired her quite abruptly and unexpectedly. He told her that her job was to take orders, not to try to educate the customer. Here was Dora with all her knowledge and not allowed to use it. Of course he did it to hurt her, and us. He just wanted us all out of there.

“Several months prior to that, Richard had actually tried to fire Dan for ‘stepping on his toes.’ I wonder now why we put up with all that, and I wish we had just thrown him out at that time, but we knew we couldn’t handle it.

“When we signed over to Richard, we were no longer allowed access to the building. Everything had to go through lawyers. The banks were supposed to keep an eye on the books and stock of goods, but of course never did.

“Richard decided he had to have a more sophisticated letterhead [see p. 5]. I have noticed many times during the years that when a company changes its letterhead or emblem, it usually turns out that the company is in trouble and is trying to change its image.

“After Richard went bankrupt in Jan. 1992 (Feb?) Rod and I found we were liable for \$35,577.34 that he owed to Hain Pure Foods (even though the business was no longer ours). We also had to pay off a big loan to the SBA [Small Business Administration], and we had to pay off the mortgage on our home that Richard had persuaded Rod to take out (much against my wishes).

“It wasn’t until Dec. 1983 that all the equipment in the warehouse was auctioned off. Many things had been sold beforehand illegally by Richard. Also things were taken from the warehouse at the auction that specifically were supposed to have been left. For example, sets of steel racks in the ‘cage’ that were the sole support of the floor above were taken, and the floor was left propped up by a couple of 2 x 4’s. The building was left in a mess. We couldn’t get anyone to give us the keys so we could have access. When we finally got the keys after much phoning and hassle, we were handed a ring with about 50 keys on it, all unmarked and most of them belonging to nothing in the warehouse.

“We didn’t find out until months later that Richard owed our suppliers very close to a million dollars. That includes money owed for services, office equipment and so forth. I am sure some of the small suppliers were put out of business because of it. We had never notified any of them of the changeover because the lawyers advised against it; they thought notification might make it more difficult for Richard to maintain his credit.

“The biggest debt was to Celestial Seasonings—\$38,200. Next was Hain, then Dr. Bronner \$20,000, Lone Pine Rice \$17,312, Arrowhead Mills \$11,500, Premier Malt \$15,800. The list goes on and on, between 200 and 300 suppliers were owed money.

“I won’t go on to tell you of all of the problems that arose when we tried to sell the warehouse and property. That is another long story in itself, and Rod was in no shape by then to handle any of it. It was eventually auctioned off for a song, enough for paying off the banks, but Hain, the SBA and the mortgage were left to us. That is behind me now. I just paid off the last mortgage payment this month.

“In all fairness, I think Richard went into this with good intentions and thought he could really make a good thing

of it. I don’t think he had a bankruptcy plan in mind, but he surely made the most of it when the time came. He expanded the line with too many doubtful products, he endorsed policies without telling us that we never would have agreed to, and when he first came, without our quite realizing it, he got rid of a lot of our employees and put in people of his own choosing.”

Concerning writing this letter, Margy concludes that “maybe it’s just as well I got it off my chest for the last time.” Address: 2516 Laurelbrook Rd., Fallston, Maryland 21047. Phone: 410-877-1695.

2073. Halizon, Scott. 1992. Early work with natural foods and miso in Colorado. Joyous Revival and Eden Foods (Interview). *SoyaScan Notes*. March 25. Conducted by William Shurtleff of Soyfoods Center. Address: Salt of the Earth, P.O. Box 1614, Rifle, Colorado 81650. Phone: 303-625-4444.

2074. Rose, Richard. 1992. Re: Tree of Life purchases Soya Kaas, Inc. Letter to William Shurtleff at Soyfoods Center, March 27. 1 p. Typed, with signature on letterhead.

• **Summary:** The company was purchased from Richard McIntyre. Rose does not know what Richard McIntyre is doing now or will do in the future. American Natural Snacks (ANS, a wholly owned subsidiary of Tree of Life) was McIntyre’s only customer; they had an exclusive arrangement. Address: President, Rose Enterprises, P.O. Box 5020 (616 Davis St.), Santa Rosa, California 95402-5020. Phone: 707-576-7050.

2075. Young, Rich. 1992. Early history of macrobiotics and natural foods in America (Interview). *SoyaScan Notes*. March 28. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** First the names of some good sources: For Infinity Foods and Shadowfax: David Simon, 201-209-1646 (now doing business as Wholesome Brokers, still into scientology, formerly with Erewhon and a macrobiotic). For early Erewhon: Evan Root, 617-566-4783, in Brookline; he is very down to earth and sensible, like Jimmy Silver. For Erewhon—Los Angeles: Tom DeSilva, 213-655-3537. For Essene: Howard and Denny Waxman (brothers who founded Essene, which is still in business in Philadelphia, Pennsylvania). For Laurelbrook: Margy Coates, 301-877-1695, is one of the angels on this planet.

Rich worked for the Kushis for over 13 years. He studied with them at Arlington Street Church before Erewhon existed. Evan and Peggy Taylor, Ronnie Coates and Marty Russell started Sanae; Rich worked there for 18 months, washing dishes and buying. Then he worked at *East West Journal* for 18 months when Robert Hargrove was editor, in advertising and sales. Then for the Seventh Inn for 18 months, shortly after it started and the two guys who

founded it quit. It never got off the ground. Evan Root was followed by Ty Smith who was followed by Richard Sandler. Then in 1972 Rich went to work for Tom Chappel of Tom's of Maine (natural toothpaste).

Bruce Macdonald married Maureen Traill, his first wife, in the first "official" macrobiotic wedding in Boston, Massachusetts, at the Old South Church on Copley Square. Then Bruce and Maureen moved to Los Angeles where Bruce played a major role starting Erewhon-Los Angeles. Bruce has had 6 children by four women. Now Bruce runs home-based Right Hand Press which publishes the teachings of Linda Green, an Avatar, dowser, and pendulum-using spiritual teacher from Oklahoma.

Rich thinks that one of the first people to develop a process for putting soy sauce on nuts was Nik Amartseff, who created Nik's Snacks that were sold by Erewhon. Nik started out working with Fred Rohe's New Age Foods in San Francisco. Ask Rich about Erewhon's Hopi Seeds and Nik's Snacks.

Rich began to work at Erewhon in 1974 when Bill Garrison was the president; he continued until the company went bankrupt. When Paul Hawken left Erewhon, Bill Garrison took over. In 1975, under Bill, the company was losing money. Michio brought in Ty Smith on the condition that if Ty could make the company profitable, Michio would give Ty shares in the company. At 33 Farnsworth St., as president Ty (who Rich has great respect for) made the company profitable, but Michio reneged on the deal. So Ty left—he is now in Hawaii running a combination convenience store, deli and gas station. Tom DeSilva knows how to reach him. Then Michio brought in as president Jeff Flasher, who was very close to Ty and thus knew that Michio could not be trusted. One day Jeff went to Michio and said that Erewhon could stay at 33 Farnsworth Street and probably stay profitable, but it wouldn't grow as fast due to the limited space. Or Erewhon could move into a much larger warehouse and potentially sell a lot more food, but they would incur significant debt in the process. Jeff left the decision up to Michio and Michio decided to go for the larger warehouse, with the promise that he (Michio) would come through with a certain amount of money by a specified date. Michio was not able to do this.

Jeff Flasher is a wonderful person and his wife, Linda, at the time was extremely intelligent and helpful to Erewhon. Another reason for the downfall was the pressure of the full-line distributors, which led Erewhon to greatly expand its product line and to include many products of marginal quality. It was a choice between being a manufacturer (they made nut butters and granolas) and a brand name (from imports), versus competing with the full-line distributors. Michio chose the latter approach. That was a major reason for Erewhon's downfall. Address: Right Hand Press, Cambridgeport, Vermont.

2076. Weissman, John. 1992. Pioneering work with seitan, Wheatmeat, and Tan Pops in America, 1974 to mid-1976 (Interview). *SoyaScan Notes*. March 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** John was probably the second person to make seitan commercially in the USA. He was working in a health food store named Panacea in the middle of Manhattan in New York City. He and his girlfriend baked homemade buckwheat-crust pies, and they could see that homemade foods sold very quickly at the store. He saw freshly made, unique foods as a potential market. On 13 June 1974 John turned 26 years old. That fall he moved to Boston and began to live with a macrobiotic couple who were his friends, Sakee (or Ronald) Israel and his wife, Fern Ross-Israel. John recalls that Fern was pregnant. [Note: Fern and Sakee had been married on 19 Oct. 1974 in West Roxbury, Massachusetts. Their first child, Kate, was born at home on 3 May 1975.] Sakee was a musician, who drove a taxi cab to make money. John was a dabbler with macrobiotics—and still is. Several months after John arrived in Boston, Fern told him that several people from the Erewhon retail store had told her that if someone were to make seitan, they thought it would sell well at the store. Fern had learned to make seitan either in a macrobiotic cooking class or from another woman in a study house. She knew seitan was hard to make, so she taught John and her husband how to make it in the form of little salty, gingery meatball-like chunks.

At the time, John had never heard of seitan before, but he does recall that an early seitan product named Tan Pups (seitan skewered on a bamboo stick and deep-fried in a breaded tempura batter) had been on the market in Boston, but was no longer; they were probably America's first commercial seitan product. John does not know who made Tan Pups nor when they were introduced. [Note: Tan Pups were introduced in March 1972 by Nik and Joanne Amartseff in Brookline, Massachusetts.] They had been sold at the Erewhon retail store on Newbury St., but had been on the market for only about 6 months. John recalls hearing that the maker moved to Maine or New Hampshire after discontinuing Tan Pups in Boston.

John was a blues musician at the time, painting houses as a source of income. John had just been let go from a house painting job and he was desperate for money. Soon in late 1974 he and Sakee, as business partners, began making seitan in their apartment at 17 Dent Street in West Roxbury, and selling it in bulk (5-10 lb of chunks) to one macrobiotic study house where Pat Murray lived. She bought 5-10 pounds at a time. (She later owned a health food store in Newburyport, Massachusetts.) For fun, as a sort of joke, they named their fledgling business Gimme Some Food Co. but after a month or two, when their products began to sell, they changed the name to the Wheatmeat Company—since in late 1974 John coined the term "Wheatmeat" to refer to their seitan. His trademark registration says he first made seitan in

May 1976, but he was making it commercially before that. Within a few weeks, in late 1974, he and Sakee began selling Wheatmeat in bulk to the Erewhon retail store and then to other health food stores (such as Organic Food Cellar). It was sold refrigerated, in the form of rather salty little gingery meatball-like chunks in a large glass jar. A customer or the store clerk would lift out the chunks with tongs. By early 1975 the Wheatmeat Co. introduced “Wheatmeat Sandwiches,” stuffed in pita bread in two flavors—one with homemade cole slaw (but no mayonnaise, using grapefruit juice instead of vinegar; Fern showed them how), another with tomatoes and lettuce; each had a sauce and was Saran-wrapped with a little paper label. John felt the sandwiches would have a broader appeal than plain macrobiotic Wheatmeat (seitan), but their main drawback was a short shelf life—only several days. Fairly soon they also began to sell Wheatmeat Cutlets in about 8-ounce polyethylene bags. Each piece was rolled flat. Later (about 1979) he introduced an unflavored, unsalted slab of wheat gluten, also labeled Wheatmeat, but with a different label and appearance (it was light tan instead of dark brown). It wasn’t on the market for long because the shelf life was too short.

Next, in the spring of 1975, came Solar Burgers (although the name was not introduced until 1976). Based on information about protein combining in *Diet for a Small Planet* by Frances Moore Lappé, John began grinding cooked soybeans into the wheat gluten and selling the burger-like patties.

Then came Tan Pops, pieces of seitan that were skewered, breaded and deep-fried. In the spring of 1975, several months after they introduced the Wheatmeat Sandwiches to Erewhon, Fern recalls John and Sakee began to make Tan Pops in their home kitchen at 17 Dent Street and sell them in Boston. John only vaguely recalls making Tan Pops at Dent Street. Concerning the name of this product, John Weissman recalls (he is more than 50% sure) that he coined the name Tan Pops (based on Tan Pups, a similar earlier product, of which John had tasted one or two) after he separated from Sakee Israel, had met the owners of Baby Watson Cheesecake Co., and was working with Robert Allen. The “Tan” came from sei-tan (*tan* means “protein” in Japanese), and the “Pop” referred to something on a stick, like a Popsicle. He also recalls that many people did not like the name Tan Pops, which they said reminded them of Tampons (the female hygiene product). But he does not recall what this deep-fried skewered seitan product was named while it was made at 17 Dent St. before he named it Tan Pops. [Fern Israel is not sure when this product was first named Tan Pops, but she thinks it may have been so named from the day it was introduced; this is the only name she can recall that it had.]

In the spring of 1975, at about the time of the birth of Fern’s first child, John moved out of Fern and Sakee’s home, and he and Sakee went their separate ways in terms of their

business; it was a very amicable separation. John had moved in with his girlfriend at 51 Oak Ave. in West Newton. At that time there was a company named Baby Watson Cheesecake Co., owned by two men named Peter and Kenny. One of the owners of Baby Watson had tasted a Tan Pup formerly sold at Erewhon (but no longer available) and liked it very much. He talked to John and suggested that, since he was already making seitan, he start deep-frying it to make a product like the Tan Pup. Baby Watson was already carrying the Wheatmeat Sandwiches, but they thought a product like the Tan Pup would sell even better. At this point, John either developed or renamed the Tan Pop. He recalls that the Tan Pup was breaded with a typical (soggy and thin) tempura batter based on wheat flour. John developed a thick batter using coarse corn meal and sesame seeds; it became delightfully crunchy after deep frying. John and a friend, Rob Allen, were soon making the seitan and deep-frying the rectangular Tan Pops out of John’s home. The Tan Pops were sold first at Erewhon and then at Baby Watson; They were incredibly successful, in part because of the innovation of dipping the seitan in the corn batter before it was fried. To make the Tan Pops, slab or steaks of seitan were cut to size (approximately 3 inches wide, 4 inches long, and 3/4 inch thick) and placed on a tray. Each was dusted with a dry mixture of wheat and coarse corn flour, then an 8-inch long stick was pushed into one end so that it looked like the famous old New England Corn Dog. Then he dipped the skewered cylinder into a seasoned batter (with cinnamon, basil, powdered garlic and onion, plus sesame seeds) and deep-fried it. He put each store’s order of Tan Pops in a brown paper bag. At the store he would line one or more wooden bowls with paper towels, arrange the hot Tan Pops in the bowl like spokes on a wheel, then place them near the cash register. He was soon selling to 3 Erewhon stores, Baby Watson, and 1-2 organic food sellers, plus a few others totaling 10-12 outlets for the Tan Pops.

In the spring of 1976 John moved the kitchen to a location behind a bar in Waltham, Massachusetts. With friend Robert Allen, they introduced a new line of smaller seitan sandwiches, in hamburger-sized pita pockets. They were named after people he knew, like the “Billy Biggins,” a Wheatmeat sandwich with grated carrots and tahini sauce, etc. Billy Biggins owned the bar. Then they rented space in a basement “mall” in Central Square, Cambridge, to begin a restaurant featuring Wheatmeat, Tan Pops and waffles. The developers ran away after somehow failing. John named another pee-wee sandwich the “Weymouth Whitney,” after the construction manager. It contained Wheatmeat, sauerkraut, caraway seeds, and Russian dressing made with Hain eggless mayo. These little sandwiches didn’t sell very well.

He also named the burger “Solar Burger” and reformulated it with TVP. Robert Allen suggested that their company might sell the Solar Burger to other, competing

sandwich makers—which they did. Shortly thereafter they stopped making their own sandwiches. John also sold wheatmeat in bulk to other sandwich-makers. While at Waltham, John conceived a new company name—Vegetable Protein Company. Continued... Address: VegPro Co., 133 Nottinghill Rd., Brighton, Massachusetts 02135.

2077. *Whole Foods*. 1992. Retzlöff, Repetto form company to market organic dairy products. March. p. 14.

• **Summary:** “Boulder, CO—Natural Horizons Inc. is the name of a new certified organic dairy products company formed recently by well-known industry members Mark Retzlöff and Paul Repetto. The company’s first product line, Horizon organic yogurt, is set for an introduction at next month’s Natural Foods Expo in Anaheim, CA, and will be available through selected distributors.

“Retzlöff was the co-founder of Alfalfa’s, the natural foods supermarket chain based in Boulder, while Repetto is the former president of Sunfield Foods and Westbrae Natural Foods.”

2078. Amartseff, Nik. 1992. The invention and commercialization of roasting soybeans, seeds, and nuts with shoyu or tamari: Hopi Seeds and Nik’s Snaks at Erewhon (Interview). *SoyaScan Notes*. April 3. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In about 1969-1970, Nik met Paul Hawken at New Age Natural Foods in Palo Alto, California, where Nik had been hired by Fred Rohe to create the natural deli department. Nik knew David Mastrandrea. Paul offered Nik a job at Erewhon. When Nik saw the coming demise of New Age, he accepted Paul’s offer, and arrived in Boston in about May of 1971.

At about the same time, Paul met a guy named Jerry (his last name started with “S,” perhaps “Sh,” and sounded like a German Jewish name). Jerry was roasting very small batches of sunflower and pumpkin seeds in iron skillet in his home kitchen in Berkeley, California; while they were still hot, in the skillet with the fire off, he would season them by rapidly mixing in undiluted tamari and continuing stirring until the liquid was evaporated and the flavor absorbed by the seeds. He bagged them and peddled them on the streets. Nik thinks that Jerry launched the first such commercial product, probably in about 1968. He had become reasonably successful when Paul met him in about 1969-1970, so Paul invited him to come to Boston, where Paul set him up in a corner of the recently acquired warehouse at 33 Farnsworth St. Jerry started production using his former simple skillets, then Paul helped him to buy a used cast-metal tumbler-style coffee roaster, converted to a peanut roaster, that could process 50 lb at a time. After being roasted, the seeds were poured into a large rectangular sieve, custom fabricated for this purpose. Jerry was making and packaging this line of Hopi Seeds as a one-man operation. Each seed was roasted

and seasoned separately. They were on the market sometime between late 1969 and early 1970. His production soon exceeded his ability to handle it; he was selling through Erewhon wholesale. When Nik arrived in May 1971, Hawken asked Nik to assist Jerry. But after 1 month, Jerry suddenly disappeared—it was apparently related to his selling marijuana on the streets. Soon thereafter, by the summer of 1971, Nik increased the line from 2 products (sunflower, and pumpkin seeds) to 5 (almonds, cashews, and soybeans). They were sold in 1 oz polyethylene-cellophane bags. Erewhon had received a shipment of specially processed, split soybeans, and a new easy-to-clean, easy-to-empty roaster made of sheet steel was developed (it’s construction resembled a cement mixer). While the roasted seeds were still inside, Nik would spray in the tamari using a sprayer with a long nozzle, then finish cooking them on low heat.

When Nik arrived in May 1971, the main soy products that Erewhon sold were traditional tamari and miso, imported from Japan, plus soybeans and soy flour (toasted from Arrowhead).

By the fall of 1971 Nik was no longer directly involved with manufacturing the tamari-roasted seeds and nuts; he had been promoted to installing Erewhon’s first semi-automatic equipment to make the Hopi Seeds, granolas, etc. The main management people at Erewhon in those days were Paul Hawken (the alleged head), Bill Tara, Hy Lerner, and Yuko Okada (of Muso Shokuhin). Wally Gorell (who was designing packages for a while). Erewhon was setting up its West Coast operations at this time and there seemed to be an ongoing power struggle between Hawken versus Tom DeSilva and Roger Hillyard. At one point, Roger went to Arrowhead Mills. Nik continued to work for Erewhon until about May 1972. Later he returned in Sept. 1973 and stayed until about 1977.

At one point, Wally left Erewhon and Paul Hawken got a small graphic design firm to design a more sophisticated label for the Hopi Seeds and to change the name. The name they came up with was Sol Seeds, with a stylized logo of the sun. But the name had not been researched and the owner of that registered trademark threatened to sue. By now Paul Hawken was gone and Ty Smith was president. When Nik returned to Erewhon in Sept. 1973, he renewed his involvement in this line, which still contained only 5 items. By about 1974 he had built the line into one that contained up to 12 products, including trail mixes and mixed nuts and seeds. So at that time Ty honored Nik by renaming the line “Nik’s Snaks.” The name “Sol Seeds” never appeared on a commercial Erewhon product. By the time Nik left Erewhon in about 1977, there were about 18 items in the Nik’s Snak line, a total of about 30 products including the various sizes of one product. Nik had taken a home operation, that never got sophisticated but was based on a good idea, and made it sophisticated in terms of the manufacturing process, product development, the package design, and the marketing. Nik’s

Snaks were a good-selling product for Erewhon for as long as the company existed. Many other natural foods companies developed their own competing lines of “tamari-roasted seeds and nuts.” Address: Right Hand Press, P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2079. Macdonald, Bruce. 1992. Introduction to macrobiotics and early work at Erewhon (Interview). *SoyaScan Notes*. April 5. Conducted by William Shurtleff of Soyfoods Center.
 • **Summary:** Bruce was born on 5 Feb. 1946 in New London, Connecticut. In 1964 he entered the University of Connecticut, and essentially majored in LSD. He was an early buyer (for personal use only) of LSD from the Boohoo Church in Florida. This “Church” was the original importer of LSD from Sandoz Labs in Switzerland. Arthur Klets was head; Timothy Leary and Richard Alpert were involved.

At Christmas, 1965, Bruce dropped out of the university because he had a kidney disease that just wouldn’t go away. He went to a doctor who gave him, sequentially, 4-6 varieties of antibiotics. Each one worked for several weeks until the microorganisms became resistant. Seeing that he was on a dead-end road at age 18, he freaked. He took a bus to New York and, to his surprise, sitting next to him was Kathy Bellicchi (who is now living in Brookline, Massachusetts). She was from Bruce’s home town and he had known her in passing when they were younger, but he hadn’t seen her in a while. She said to him, “Just eat brown rice and salt and it will go away. I know somebody that I’d like to introduce you to. He’s got a little teeny restaurant in New York City called L’Epicerie [at Second Ave. and 57th St.]. He is Michel Abehsera.” Bruce recalls: “Michel is a rather spell-binding personality; also really smart and well-spoken. In 15 minutes he had me absolutely convinced that this was what I needed to do. And he was right. So I rented this apartment for \$69 a month on Stanton, down on the Lower East Side” [of Manhattan, New York City]. For the next year, Bruce worked at a boring job for Bennett Brothers (an old, established mail order company in Manhattan selling trinkets—not natural foods) to pay the bills, and he began to study macrobiotics, and yin/yang. Finding a chart which showed buckwheat to be the most yang grain, he decided to start eating buckwheat as his main food. After receiving a call from an old friend, Bort Carleton, in Vershire, Vermont (a good, clean, quiet place for healing) he moved there and began living in a cabin with Bort (a shoe and boot tycoon in Boston), who was also involved with macrobiotics. Later, Bort also sponsored a macrobiotic study house. Soon Bruce was cured—permanently—of his kidney disease. He became a true believer in macrobiotics. He and Bort would drive to Boston to listen to Michio Kushi’s lectures in the old church.

In June 1967 Bruce moved to Boston, and began to live in the University Road study house. After four quick affairs with lovely young women (“I was really yang”), Michio called him over to 216 Gardner Road and asked him

to “chill out” (calm down) with these girls, since Michio was “involved” with the same young ladies. Michio and Aveline had initially gotten together in a marriage arranged by George Ohsawa, who sent Aveline to America to marry his best student. Michio and Aveline had an “open marriage,” and both of them had affairs with younger people of the opposite sex the whole time that Bruce was in Boston. This was well known in the upper echelons of the still small macrobiotic community.

By late 1967 Bruce was working as a carpenter for Michio’s landlord (Mr. Fogelman), redoing his house at 216 Gardner Rd. Paul Hawken hired Bruce to be the contractor and carpenter to remodel the new Erewhon retail store at 342 Newbury St. Bruce did most of the design and contract work, then he assisted Jim Docker (a master carpenter) in the remodeling, getting thick planks from Boston piers for the floors, and constructing the shelves with dowels rather than nails. Erewhon had a little store below street level at 303-B Newbury Street, that later became Tao Books. While the business was at 303-B Newbury, in Aug. 1968 the first imports from Japan started to arrive from Muso Shokuhin. These included tamari (soy sauce) and miso. But Erewhon was unable to get Hatcho miso (“the Emperor’s miso”) in foil packs, and that was Erewhon’s first contact with Mr. Kazama; he was able to get that product for Erewhon in less than boat-load quantities. From then on, Erewhon started to import from both Muso and Kazama / Mitoku. The Erewhon store at 342 Newbury St. opened in November 1968, on Thanksgiving day, and several months later, in March 1969, Paul Hawken went to Japan. Paul asked Bruce to take over as general manager of Erewhon. Roger Hillyard ran the retail store in the front of the building.

What finally happened to Erewhon? Michio always said that Erewhon was a school; he should have said it was a business. Address: Right Hand Press, P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2080. Macdonald, Bruce. 1992. The development of Erewhon: Early financing and suppliers (Interview). *SoyaScan Notes*. April 5. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** How did Erewhon finance its rapid early growth? Initially there was a deal with the State Street Bank in Boston to borrow about \$25,000. Bruce was on the West Coast so he didn’t really know the details. But State Street said “no,” so they switched to New England Merchants bank. Bruce believes that Paul Hawken flew back from Japan to negotiate that loan—in about 1970 or early 1971. They got a slug from New England Merchants—probably in the neighborhood of \$100,000. Also, the Japanese companies were giving Erewhon some time to pay; it was Mitoku at the beginning, then Muso later on. Bruce saw some of Erewhon’s filings for the bankruptcy. As he recalls, Erewhon owed Muso about \$200,000 and Mitoku (Mr. Kazama) about

\$200,000 to \$250,000. That was quite surprising to Bruce. Apparently, right up to the end, Erewhon had been buying in roughly equal quantities from Muso and Mitoku. “Money was always extremely tight. Let’s say you double your sales. As you increase your inventory, you also increase your accounts receivable—the money that people owe you. Bruce used to buy commodities from Cornucopia. “I used to order about \$8,000 worth a week and he gave me three weeks to pay. So essentially he invested \$24,000 in commodities—money that he never saw again. When the 4th week came I paid the 1st week, on the 5th week I paid the 2nd week—but I always owed him \$24,000. We did that with all our suppliers, but at the same time we were extending credit to all the people we were selling to. There is a rule of thumb; as your sales explode, you need \$3 in capital for every dollar increase in sales. You need a dollar for the extra inventory, a dollar for the extra receivables, and you need a dollar for the extra equipment you need to buy to service it. That could be moving into a new warehouse, buying a new flour mill or new trucks or pallet jacks. But we didn’t have those three dollars. So we had to squeeze ‘em and it was always very tight.”

Who were the early, important organic farmers who grew crops organically for Erewhon. Arrowhead Mills (from Hereford, Deaf Smith County, Texas) was a major supplier of winter wheat, rye, corn, soybeans, pinto beans, etc. for about the first 3 years, before Erewhon had developed any of its own sources; that came later, after Paul Hawken returned from Japan. Paul probably visited Arrowhead Mills in Texas about 50 times; Bruce visited maybe 3 times, but he remembers the long windrows of composted cow manure that were eventually put on the fields. Frank Ford was a real farmer, who believed in working with nature. There was an older fellow, whose name now escapes Bruce, who was the brains behind Arrowhead’s farming. He had studied Ehrenfried Pfeiffer’s biodynamic method and had developed this method of keeping the soil fertile. “It was the most amazing thing. They were able to grow such good quality wheat and other crops in part because they were enriching their soil like nobody else in that area.”

Ted Whitmer, the spring wheat farmer in Montana, was another early supplier. He did not have a contract with Erewhon; he just grew the wheat and sold it (in his bags) to anyone who would buy it. Spring wheat is a high-gluten wheat that is used for bread. Winter wheat, which grew in Texas, is higher in minerals because it is in the ground longer (you plant it in the fall), but it doesn’t have much gluten. Lewis B. Cox, an organic farmer from Washington state, grew gorgeous pastry wheat, sold in his bags. Paul Keene at Walnut Acres was a retail mail order operation; Erewhon didn’t buy much from him. Shiloh Farms, in those days, was Arrowhead Mills’ big distributor. Erewhon didn’t buy much from them because they bought from Arrowhead direct.

The contract farming came later. There was a 5-year

contract between Bob Kennedy and the Lundbergs. The Lundbergs had been growing rice for decades. When they contracted to grow brown rice for Chico-San, they decided to leave the local rice co-operative (which mingled together all the rice grown by its members); they had to keep their organic rice separate. Leaving the co-op was a big risk for them, in part because they now had to sell all their non-organic rice by themselves—with no help from the co-op. Paul Hawken did all the rice negotiations with the Lundbergs. Even after Erewhon sold all this “unsprayed” rice, they could not buy rice labeled “organic” from Lundberg for a number of years. That was when Paul Hawken went out to contract for organic rice farmers in the South—Carl Garrich in Lone Pine, Arkansas, and Willow Farms in Louisiana. That rice was sold in Erewhon’s bags and those were some of the first contract farming deals. At that point, Erewhon really began to have an impact on the expansion of organic farming in the United States.

But the person who should be given the credit for contracting organically grown crops, from farmers who had not previously grown organically, is Bob Kennedy of Chico-San. He was the innovator! Paul Keene was another innovator—a decade before Arrowhead Mills [1946-47 vs. 1960]. As far as someone from outside, specifying an organic product and agreeing to buy and market it—that was Bob Kennedy. The Lundbergs had a big family farm when Kennedy first approached them. They were concerned about all the chemicals they were using. But they had to make a rather major investment; they had to install a rubber roller rice mill which they bought from Japan. They also had to break away from the rice co-operative for their organic rice. So for them, it was a huge commitment, and they deserve plenty of credit as well.

Bruce knows nothing about Erewhon’s early operations in Canada; that was strictly from the East Coast and must have come later. “The Erewhon branches in Toronto and Milliken, Canada, were related to a guy named something like Fredericks, who was extremely wealthy. He had had been a vegetarian for many years and one day woke up paralyzed. Someone involved with macrobiotics got him on a macrobiotic diet and he had a remission. He set up something but it never amounted to a hill of beans.”

Bruce was not involved in Erewhon’s exports to places like Sunwheel in the UK. Erewhon never exported much of anything, except to Canada. The Japanese foods were sent directly to Europe. Eden Foods was by far the leader in exporting macrobiotic and natural food products to Europe.

The first soy sauce that Erewhon *sold* was probably purchased from Infinity Foods, a small company in New York. “A \$1,000 order would be the largest that they ever got.” Infinity was importing soy sauce from Japan before Erewhon. For a short time, Erewhon was by far Infinity’s largest customer—before Erewhon began importing from Japan. When Erewhon stopped importing from Infinity, that

was one of two reasons for Infinity's decline; the other was that Howard Rower began moving up in the Scientology hierarchy. The first soy sauce that Erewhon *distributed* was probably imported from Japan through Muso and made by Marushima. Address: P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2081. Macdonald, Bruce. 1992. Work after leaving Erewhon (Boston) in May 1971 (Interview). *SoyaScan Notes*. April 5. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bruce took a warehouse in Los Angeles and ran his businesses, Pure & Simple Corporation—which had a line Pure & Simple brand of fruit butters (naturally sweetened, peach butter, raspberry, blackberry, etc.). They were very successful. Sorrell Ridge (in the USA) copied that idea from Bruce and built it into a very big business. Gregory Sams came out with the same line of products years later in the UK. Smuckers Simply Fruit is basically the same product.

After about 3 months in this warehouse, Bruce started talking with Phil Parenti about merging. So Pure & Simple (Bruce) and The Well (Phil) merged with no cash transaction; the new company was named The Well. About 6 months later (at Bruce's suggestion), Parenti changed the company's name to "Pure & Simple." There were about 20 shareholders—all arranged by Phil—and Bruce had an option to buy a large number of those shares, which he never exercised. Now age 20, he got a large salary and a car. Bruce stayed involved with the new company; in the fall of 1971 he moved to Santa Cruz near San Jose. Roger Hillyard was still with Arrowhead Mills in Texas; he became chief of product development for Arrowhead. He put together there whole oil line and many other important products for Arrowhead.

New Age Distributing was started by Fred Rohe. First he had two natural food retail stores, the first in San Francisco, then a supermarket in Palo Alto. Then he started the distributing company in order to be like an Erewhon on the West Coast. Fred Rohe wasn't a businessman. By the time the Palo Alto store opened, they were already in deep financial trouble. Then the lady landowner of the San Francisco store refused to renew the lease, which resulted in Fred losing that store; the whole thing just came unglued. Phil Parenti was a stockbroker who had gotten into natural foods, and he owned part of Fred Rohe's company. Somehow, Phil ended up owning New Age Distributing—and its debt. He raised some money and brought in some additional shareholders; the company was already in San Jose. Phil had a friend named Mel Laroussa ("Sweet Melvin") who was a lady's man extraordinaire; he used to drive a little 280 Mercedes. Mel and his father were the proprietors of Standard Produce, which was the largest independent produce distributor in northern California. They had this huge warehouse in San Jose where Bruce and Phil occupied the back one-quarter. Bruce thinks that New Age Distributors was situated in this same warehouse. Eventually

they ended up taking over the whole thing. The Well was just a new name for New Age Distributors—they wanted to get away from the "New Age" name. At the point that Bruce contacted Phil, New Age Distributors no longer existed. Bruce worked in San Jose for about 6 months, incorporating the Pure & Simple line into the merged catalog, handled distributor sales, and got everything set up.

Then Bruce took a vacation to Colorado to visit one of their largest customers, Green Mountain Granary. As he came over the hill into Boulder he said, "Oh my God. This is where I want to live. I just fell in love with that whole area." As it turned out, the two owners of Green Mountain (George Slavin and Joe Rosenberg) were having a conflict over ownership. So Bruce bought the company via a 3-way trade; he traded all his interest in the Natural Living Company. Right before Bruce left San Jose, he called Roger Hillyard (who was still in Texas) and asked him if he would like to take over Bruce's job of handling distributor sales and product development at The Well. Roger was tired of Texas and he wanted to return to his native California, so he said "yes." Moreover, Phil was a good man, a visionary, and an excellent entrepreneur. But he and Bruce made the mistake of expanding much too fast. When Bruce met Phil, The Well was a distributor of organic produce, with a few dry goods. Soon they were a full-fledged distributor of all natural foods (but no vitamins or other supplements) including Japanese imports from Mitoku—with most items sold under the Pure & Simple brand. The main competitor at the time was Westbrae.

How did Pure & Simple go out of business and why? Phil Parenti was in the produce business and he always had cast a covetous eye to the Los Angeles market—which was where all the produce was happening. In Los Angeles was a wildly successful organic produce company, run out of no more than 2,000 square feet, called Max Kozek. Max was an old produce guy located right in the produce market. He had a dock where the trucks came in and out. "It was just the sweetest little operation you ever saw." He was doing big business—30-40 LB3 (5 by 5 by 6 feet, rounded so it fits into the side of an airplane, holds 2,500 lb) containers a day, flying it all over the country. The airlines loved this constant business, so they gave the produce companies low prices (about 10 cents a pound at the time) which made flying produce financially viable. "Max was just raking in the dough. He owned Arabian horses, lived in Beverly Hills, but he was getting older. And he was "a little shady around the edges," in part because the demand for organic produce was always greater than the supply. They caught him putting non-organic carrots in bags labeled "organic" and everything went downhill from there. "Back in those days, carrots comprised about 50% of all organic produce—for the carrot juice. So the organic produce business was basically a carrot business. There was one year when he shipped more LB3 containers on United Airlines than anyone else. He was that

big—like 1,200 a month. There was no other way for the East Coast stores to get fresh organic produce.”

The produce business is a bit of a grind. Its starts around 11:00 at night and its over at 8:00 in the morning—so your daily schedule is all goofy. Max had done this for years and years.

In about 1972-73 the first big merger of the natural foods industry took place. Some big money guys came in and they assembled this conglomerate which involved El Molino Mills, Hain Pure Food, Inc., Max Kozek, Radiant Vitamins, plus some manufacturer of capsules. But there was a big falling out with Max, so he ended up buying back his company from the conglomerate, and made a lot of money in the deal.

Note: This deal (in the early 1970s) was apparently never finalized; a complex Internet search shows that no article about it ever appeared in the *Los Angeles Times*.

So Philip Parenti befriended Max Kozek and they worked out a deal. Bruce never knew the details, but Phil ended up buying Max Kozek. The Achilles heal of the deal was this—incredible story. Max had been selling to a company (The Village Market) in Pennsylvania—in Amish / Pennsylvania Dutch territory. Village Market had an idea that the next great market would be frozen organic vegetables. Somehow Village Market ended up owing Max \$300,000. They had an Amish stone warehouse that Bruce has been told was “the most beautiful warehouse that has ever existed.” So after he bought Max Kozek, Phil Parenti went to visit Village Market—because the guy owed \$300,000. The guy at Village Market threw up his hands and said, “Just take over my business. I can’t pay.” So all of a sudden, Phil had to swallow two large businesses. Phil put “Sweet Melvin” in charge of the Pennsylvania warehouse. But Melvin was basically a trucker; his father ran the produce while he ran Standard Truck Lines, which was a contract trucker. Mel was an ace at that but he was not an ace at running a natural food distributing business—and much too much of a bon vivant. All this happened throughout the late 1970s while Bruce was a Green Mountain Granary. Phil had to declare bankruptcy. Jimmy Silver ended up with the brand name “Pure & Simple.” Max and Phil were pioneers of organic produce in the United States. Continued. Address: P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2082. Macdonald, Bruce. 1992. Cliffrose, and Eden Foods (Interview). *SoyaScan Notes*. April 5. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Cliffrose was started by Lyman “Rusty” White in about 1972 in Taos, New Mexico. Then he moved it up to Longmont, Colorado, which is just north of Boulder. Green Mountain Commodities was the wholesale division Green Mountain Granary (basically like Erewhon’s distributing company), which Bruce founded, that was in essence in competition with Cliffrose. In fact, Cliffrose was the

only real competitor in that area. Cliffrose ran semis that distributed to 12 states; Bruce never ran semis; he was strong locally, in Denver, Colorado, and the mountain states.

Rusty had built a business basically around having the Arrowhead Mills distributorship; and he was Arrowhead’s largest customer. Arrowhead had about 20 regional distributorships that they assigned.

One of these was Eden Foods. But Eden dropped Arrowhead very early and developed their own farming program involving local farmers—for philosophical and financial reasons. After Erewhon declared bankruptcy, Eden Foods became the North American distributor for Muso Shokuhin of Japan. Bruce has long been very close with all the top management at Eden. “Michael Potter had the attribute of tenacity like nobody I’ve ever met. After Eden Foods’ warehouse burned to the ground, Potter had to sue the insurance company and didn’t get an insurance settlement for 3 years. In the meantime, Michael had to rebuild the business, which he was running out of the backs of semis, etc. But Michael was brilliant enough, in about 1982, to hire a Clifford Adler. Clifford was a premier businessman, Jewish, very clean and astute, very well organized. Clifford brought stability to Eden Foods in a time of crisis. He was in charge of accounts receivable, and he made sure that the money worked.” After Bruce opened Green Mountain Commodities, he became very close to Clifford; they used to see one another every two weeks or so. So Bruce attributes a fair amount of Eden’s comeback and recovery to Cliff Adler, and to Michael Potter and to the overall spirit of everyone involved. Basically, everyone worked for no money for years. Michael also continued to cultivate good relationships with all of Eden’s local organic farmers. Bruce introduced Michael to Kawasho, a billion dollar company which makes Kawasaki motorcycles; they put up a big part of the financing for the soy plant. Address: P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2083. Macdonald, Bruce. 1992. Ceres, Shadowfax, and Erewhon (Interview). *SoyaScan Notes*. April 5. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Frank Calpeno, who was heavily into macrobiotics, started Ceres as a natural food distributor in Colorado Springs, Colorado. “He was a sweetheart of a guy.” He was going to be a Green Mountain Granary retail store in Colorado Springs; George Slavin made a deal with him. Whatever the deal was, that ruined the basic idea of the retail store. By the time Bruce arrived (ca. 1972) Frank ran his own natural foods retail store in Colorado Springs; not until years later did he become a distributor. He may have been doing a little distributing before 1980, which is when Bruce left Colorado, but not much. He was not a major player.

Shadowfax was a little natural foods distributor that was established in about 1970-71 by Charlie Smail in Binghamton, in upstate New York. Bruce thinks they were

not macrobiotic, but they were strictly natural foods. They started at about the same time as Laurelbrook. They were going great guns for a while and then they petered out. Bruce was on the West Coast so he does not know what happened to them.

Mottell was another small natural foods distributor in New York; he was also going great guns for a while (roughly 1970-1980), but didn't last for long. New York was a tough market for distributors; they came and went.

Essene started as a strict macrobiotic retail store that was one of the original distributors of Erewhon products. "When we first set up all of these distributors down-line from Erewhon, they were one of the first—along with Food for Life in Chicago (Chicago, Illinois), Eden Foods in Michigan, Green Mountain Granary in Colorado, Westbrae in Emeryville, etc. Most of these people had natural foods stores and Erewhon helped them to expand into being distributors—based on the model of Erewhon. They modeled themselves after Erewhon and bought a large percentage of the products they distributed from Erewhon." Their catalogs were often identical or almost identical to that of Erewhon. This all happened shortly after Bruce left for the West Coast, so in about 1970-71. Essene was run by Denny and Howard Waxman; they still exist. Within the last year or so they moved out of the tiny store they had into a larger, nicer space. The only one Bruce can think of that did not start as a retail store was Laurelbrook.

What does Bruce think was responsible, above all, for creating that Erewhon model? "Paul Hawken and myself. We established the quality standards, the retail store look and environment, the packaging design, the price list and catalog content and design, etc."

Was Bruce ever aware of a power struggle within Erewhon in Boston? No. The chain of authority was always clearly established and respected. In later years things got a little weird with Bill Garrison (who ran the company into the ground), Ty Smith (who rebuilt it). Erewhon made a comeback under Ty, who was the last real live wire to run the place, before it went into its long, slow erosion and decline.

A decisive even was the lawsuit, which had to do with Erewhon's refusal to sell to co-ops. The co-ops sued Erewhon. That was the straw that broke the camel's back. Even though Erewhon won the lawsuit, but they lost because the legal fees cost them something like \$250,000. There was not enough money to pay these fees and Erewhon never recovered. And Erewhon made other mistakes after that. Trying to become a full-line super-distributor. Doubling the number of items in the catalog. Moving into a huge and expensive warehouse. The labor union strike, etc.

Bruce hired Jeff Flasher out of jail in Los Angeles—where he first worked for Erewhon, L.A. In about 1970 Bruce got a letter from a guy named John Beverage, who was in jail. He said that he could get out if he could prove he had a job. Bruce wrote him back, "You've got a job."

John Beverage came to Erewhon West Coast, worked for 3-4 months and was a wonderful, sweet guy. He developed a very successful company making alfalfa sprouts in Boulder, Colorado throughout the 1970s and into the 1980s. Unfortunately he died of a liver disease several years ago.

Anyway his roommate and best friend in jail was Jeff Flasher—who had been caught dealing pot [marijuana]. When John Beverage was working at Erewhon he told Bruce that he had a friend, Jeff Flasher, who was coming up for parole, and he asked Bruce if he would do the same thing for Jeff. Bruce said, "sure." Jeff Flasher became the miller for Erewhon West Coast. Several years later Bruce heard that Jeff was president of the company. "I was astonished."

Bruce believes that by focusing more on one product, Erewhon could have become a dominant force. San-J has built up and now owns the real tamari market, which means the market for natural soy sauce. They have nearly 70% of the market. While Bruce was at Green Mountain Commodities, San-J became the dominant player. They do all the bottling for Eden now. It happened when the dollar collapsed relative to the yen. Remember, in 1987 a dollar would buy 255 yen; it now buys about 130 yen. So, basically, all Japanese imports doubled in price, which enabled San-J—an American manufacturer of tamari and shoyu—to take such a large share of the market; they were \$2 a bottle less expensive. Eden Food was a major importer of tamari [natural shoyu] from Japan, as was Westbrae with their Johsen. Tree of Life was a major importer and Arrowhead Mills used to sell quite a bit.

Some big questions: Why didn't Erewhon West Coast move to San Francisco, since 95% their wholesale business was in northern California? It made no sense for Erewhon West Coast to be in Los Angeles—which had a tropical climate. Erewhon West Coast was a major factor in Erewhon's early growth, largely because they could bring containers imported from Japan into the USA through the West Coast. "We began to rival the East Coast in sales for a while." One month, the East Coast did \$390,000 a month in sales while the West Coast did \$330,000 a month. Why did Michio Kushi fail to grasp America's entrepreneurial spirit? Why was he not honest and straightforward in his offers of stock ownership in Erewhon with Paul Hawken, Ty Smith, and Bruce Hawken? Address: P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2084. Macdonald, Bruce. 1992. Work after leaving Erewhon in May 1971. Part II (Interview). *SoyaScan Notes*. April 5. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: During the time when Jimmy Carter was president and interest rates were at 18% (these were hard economic times), Bruce's flagship retail store, Green Mountain Granary in Boulder (which had been a grocery store for 130 years) was condemned by the City of Boulder. They said the building was in a 100-year floodplain, and they

condemned every building from 4th Street at the tip of the mountains all the way to Broadway—but actually they wanted to build their own Justice Center and Library in this area. So instead of invoking “eminent domain,” they used this back-handed method. In about 1980 Bruce sold what was left of the company to his manager Seth Feldman.

Bruce then moved from Boulder to Boston. Tony Harnett, of the natural foods retail chain Bread & Circus, called Bruce and asked Bruce to come and work with him. After Erewhon went bankrupt, Tony was in big trouble; he had been getting most of his supplies from Erewhon. There was a little distributor in Connecticut named Earthbound. After Erewhon’s demise, all five of Tony’s retail stores tried successfully to order from Earthbound. But the next week when they tried to order again, Earthbound said, “Sorry, but we don’t have enough capital.” So Earthbound promptly went out of business. Consequently, Tony asked Bruce to start him a warehouse so he could supply his five stores. Bruce set it up in Watertown, and before long they had sales of \$120,000 a week with three people—a very efficient operation. Then Bruce asked Tony for a share of the company, and Tony said “no.”

Then Michelle Abehsera’s younger brother, Georgie [George], called Bruce to say that he had just sold Nature de France (clay soaps) and he wanted to start a natural food store. Bruce left Boston in Dec. 1982, went down to New York City, and that was the beginning of Commodities, which they opened in March 1983. It was soon the biggest natural food store in New York City. At the beginning, Bruce and Georgie were equal partners in the company. But he was becoming a very, very orthodox Jew. So every Friday at 3:00 he would sell Bruce his 50% of the company, then he would buy it back Sunday morning. But Friday night and Saturday were the two times the company had its biggest income—about 50% of the weekly total. This was great for Bruce personally. Then a rabbi in Israel told Georgie that this way of doing business was not “Kosher” enough, so Georgie he asked Bruce to buy him out—which Bruce did—but it was hard.

Commodities had signed a 10-year lease in 1982, starting at about \$3,000 a month and gradually increasing each year to \$7,000 a month. But in the meantime, Robert De Niro and George Lucas had started Tribeca as a state of the art film editing facility in New York; in 1989 De Niro bought the old Martinson Coffee factory on Franklin and Greenwich in Tribeca—a 300,000 square foot building a block from the Commodities natural food retail store. They invested millions of dollars in equipment, and before long every celebrity known to man started coming to Tribeca in limos. So, with 3 years to go on the lease, when Bruce eventually went to his landlord to renegotiate his 10-year lease, the landlord said the first year’s lease would be \$30,000. “You can’t run a grocery store paying that kind of rent.” So Bruce sold Commodities to his ex-girlfriend and moved up to

Vermont and basically retired.

That next summer (1990) he met Linda Green, “a walk-in angel,” at an annual dowser’s conference in [Danville?] Vermont. In the early 1990s, Bruce studied with Linda from Oklahoma. He actually lived in her monastery in Guthrie, Oklahoma—where she lived. He lived there 3-4 months and practiced spiritual dowsing, but he went there on and off for a year while she was there with the whole group. “We were dowsing these evil ratios and putting them in Solomon’s seals (a star inside of a circle) and then in a black box—many tens of thousands of them. For high-level dowsing, we used an Aurameter, a very, very sophisticated and super-sensitive device (no electricity is involved) for sensing energy fields. Its a long story. She had a amazing personal charisma—such a pure spirit. I’d never met anyone like that before—not even remotely close. She just turned my life in a completely new direction. It was a wonderful, wonderful experience. She asked me to start a publishing company. So I went to Vermont and published five of her books (several thousand copies were sold or given away) and organized four different conferences (one in Toronto, Canada; one in Burlington, Vermont) to introduce her and her work to people.”

Bruce (and Richard Young) published books at Right Hand Press (which Bruce started) in Cambridgeport, Vermont, about the work and teaching of this angel.

“She died three years later and the group basically disbanded; she predicted her death because she had too many “dreaming bodies”—many more than her body could withstand. Bruce has healed a number of people of chronic illnesses using spiritual dowsing. “You should go to this annual dowsing conference, where the dowsers all meet at this little town in Vermont. Old water dowsers, who come out of the hills, can tell you how deep a source of water is, how many gallons per minute you’ll get. They use different dowsing devices. I became proficient using that Aurameter; I can find anything—such as energy blockages in other people—if they are the right soul-type. It’s real. You can laugh or not, but I’ve seen it work again and again.” She was an “uneducated nurse.” She said there were two people born in the last century who came from a more evolved planet: Rudolf Steiner and Nikola Tesla (1856-1943). Tesla figured out a way to get free electricity.

In 1992, his daughter Crystal’s senior year, Bruce was in Boulder, Colorado. He moved to North Carolina in 1993 where he remains in 2011. Bruce has moved 55 times in 40 years.

In 1993 Bruce bought the Macrobiotic Wholesale Company, which had been a division of Great Eastern Sun. Barry Evans, owner of Great Eastern Sun, had sold it to a German guy named Kurt Schmidt, who ran it (with his wife) for about five years, then sold it to Bruce and Yuko Okada, who renamed it Macrobiotic Company of America (MCOA). Since MCOA had been part of Great Eastern Sun, they imported from Mitoku in Japan—not from Muso. In Feb.

of 2000 there was a hostile takeover of MCOA by Bruce's partner Yuko Okada of Muso. There were lawsuits back and forth, they settled, and Bruce had to sign a non-compete agreement for a year. In Feb. 2002 Bruce started his present company, Natural Import Company, also in Asheville, North Carolina. Norio Kushi ran MCOA for Yuko. As soon as Bruce left, Mitoku stopped selling to MCOA—but Mitoku had accounts receivable from MCOA. MCOA went bankrupt before Bruce's new company opened. Norio sold down the \$400,000 inventory and did not replace it; he was selling his seed corn. Norio started spending money lavishly, and 14 months later he went bankrupt. Address: P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2010.

2085. *SoyaScan Notes*. 1992. People who might have early documents on Erewhon Trading Co. (Overview). April 6. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Bruce Macdonald says try Patricia "Patti" Smith (via Jimmy Silver) in the Los Angeles Area. She saves things like this. Mark Mayell of *East West Journal* says: Try Alex Jack in Becket, 125 miles west of Boston (Alex says he has nothing on Erewhon). He collects documents; Try Michio and Aveline Kushi in Brookline or Becket; Try Ron Kotsch, who wrote his PhD thesis on Ohsawa. He lives in Amherst, Mass, 100 miles west of Boston. The offices of Natural Living (formerly East West) have copies of all back issues of *East West Journal* at the offices. They are available for perusal by researchers who obtain permission. The main articles are indexed in a computer from 1981 to the present.

Alex Jack says try Evan Root in the Brookline-Boston-Jamaica Plain area; he was the first employee. Also try Aveline Kushi; she has extensive archives from the early days at her home in Brookline. Aveline is working on her archives now. Carol Heidenry says they are in 75 boxes that were organized and labeled in March 1992. Aveline is excellent at saving things, and Erewhon was her thing.

Note: In 1997 the Kushi / Erewhon archives ended up in the National Museum of American History (NMAH), at the Smithsonian Institution (Washington, DC).

2086. Kushi, Aveline. 1992. The origin of seitan and how it came to America (Interview). *SoyaScan Notes*. April 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Aveline thinks George Ohsawa coined the term "seitan," but Aveline is not sure when he coined it. Since he died on 23 April 1966, he probably coined it in the early- to mid-1960s. She first heard the term from George Ohsawa, she thinks in the early 1960s while she and Michio were still living in New York; they moved to Massachusetts in 1963. Shortly after hearing about seitan, she bought some canned gluten-based meatlike products made by Seventh-day Adventist food companies, probably in New York. She does not remember how, where, or when she first learned to make seitan. Beginning shortly after her last son was born in 1964

in Boston, she taught many of her macrobiotic students how to make seitan starting with high-protein wheat flour. She taught seitan-making in almost all of her cooking classes, and she taught how to use the starch like kuzu as a thickener to make creamy soups. Starting in about 1984-85 she started to use the starch, together with rice syrup, to make sweet dumplings for desserts.

The first seitan imported to America was made by Marushima Shoyu Co. on Shodoshima in Japan. George Ohsawa went to visit the company, talked with Mr. Mokutani (who is still the chairman, and a close friend of the Kushis, and a great admirer of Ohsawa), and showed him how to make it. Marushima began to make seitan commercially in the late 1960s. It was imported to America by Muso Shokuhin at about the same time the first miso and shoyu were imported. She thinks it came in small jars, and was so salty that she used it as a seasoning in place of soy sauce in stews (such as soybean stews) or cooked it with vegetables; this cooking made it softer. She is not sure which Japanese company (Muso or Mitoku) exported this seitan to America, or which American company imported it, but it probably started to be imported in about 1969.

Concerning wheat gluten, about 15 years ago, the Kushis, through Mr. Kazama, convinced a Japanese manufacturer of dried wheat gluten (*fu*) to make the product from whole wheat flour. Since that time it has been imported to America by various importers of macrobiotic foods.

Follow-up talk with Aveline. 1992. July 8. She has just talked with Lima Ohsawa (age 93) by phone in Japan. Lima has no recollection of ever making seitan in a cooking class in America, or of ever teaching anyone in America how to make it. Initially Aveline thought she might have learned to make seitan from Lima, but after talking with Lima she thinks she may have learned to make it herself by trial and error, after she moved to Boston. Address: 62 Buckminster Rd., Brookline, Massachusetts 02146. Phone: 617-232-6869.

2087. Kushi, Aveline. 1992. The founding of Erewhon and its ownership (Interview). *SoyaScan Notes*. April 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Aveline selected the name Erewhon because George Ohsawa's favorite book was *Erewhon*, a utopian novel published in 1872 by English author Samuel Butler. It is a beautiful story. Erewhon is Aveline's goal for the beautiful peace of the country. She named the company in April 1966, shortly after the first retail store was started downstairs at 303-B Newbury Street in Boston.

The company started with \$3,000 capitalization. Aveline owned all of the stock. The Kushi's attorney, Morris Kirsner, suggested that Aveline should own all of the stock. In 1969 Paul Hawken and Evan Root went to Japan together. Aveline thinks that before they went, she and Michio offered Paul stock in Erewhon and Evan stock in Sanae, a restaurant he had started. Evan preferred to be paid in cash instead of

stock, so they sent him money every month while he was in Japan. Aveline is not sure whether or not Paul accepted the stock he was offered, but she thinks he may have accepted it. Morris Kirsner's files would probably show exactly what happened. (Note: Later she and Morris Kirsner says that Aveline offered Paul 50% ownership in Erewhon and he did not accept it. To this day (Feb. 1999) Aveline has no idea why Paul did not accept such a generous offer.) But after Paul returned from Japan the situation at Erewhon was completely different. So many other people had worked so hard to build the company that it did not seem fair that Paul should be the only shareholder besides herself.

After Beth Ann Simon died in 1965, the media tried and tried to talk with Michio. He did not want to talk with them so he told them to talk with his lawyer first. Then the FDA (or maybe the FBI) raided the Erewhon store at 303-B Newbury St. At the time Evan Root was in charge of the store but he was out buying food. Michio's father, Keizo Kushi, who spoke almost no English and was slightly deaf, was minding the store. He called Aveline, who was cooking at her home. She rushed over to Erewhon. The FDA were looking for books such as the little yellow paperback book *Zen Macrobiotics* (not the red book *Zen Cookery*) by George Ohsawa. At the time it was illegal to sell books that prescribed or recommended the use of foods as medicine. Aveline had told Evan to always keep that book hidden, and to sell it only to people who he was sure he could trust. The FDA could not find the book, so they asked if they could search the back room, which was dark. They asked if Aveline had a flashlight. She didn't. They went to their car to get one. During the few minutes while they were gone, she ran into the back room, found a big box of the forbidden books, dumped them in the trash can, and covered them with newspapers. When they returned, she escorted them into the back room and sat casually atop the trash can while they searched. Fortunately their flashlight was dim; even though they eventually looked in the trash can they did not find the books. Still suspicious, then they asked if they could talk with Mr. Kushi. Aveline said, "I'm sorry, but I am the sole owner of Erewhon. He has no connection with it." The Kushi's attorney had advised that all shares of stock be in Aveline's name, since Michio was teaching and lecturing about food.

At one point in the late 1960s they calculated the average age of the workers and managers at Erewhon; it was 22 years. When Erewhon eventually filed for Chapter 11 bankruptcy protection, Aveline cried as she signed the final papers. It was as if her own child had died. She adds of herself and Michio: "We were teachers, not businesspeople. When you see these Erewhon pioneers, please tell them that we are sorry." Aveline hopes someday to have a reunion of all the people who worked at Erewhon. Address: 62 Buckminster Rd., Brookline, Massachusetts 02146. Phone: 617-232-6869.

2088. Kushi, Aveline. 1992. The founding of Erewhon—Los Angeles (Interview). *SoyaScan Notes*. April 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Aveline went to Los Angeles with her youngest son, Hisao, so that a Japanese doctor could care for her son, who had slipped and damaged his knee. The doctor, an elderly gentleman, was a traditional Japanese chiropractor who specialized in bone massage (*honetsugi*) therapy. Bill Tara accompanied her to Los Angeles. Initially she stayed at Jacques Delangre's house. Every day Bill Tara drove Aveline and Hisao to Japantown to see the chiropractor. Aveline felt sorry for Bill Tara who had very little to do. She ordered all her personal food from Erewhon, so it occurred to her that she should start a macrobiotic natural foods store, which Bill Tara could manage. Without telling anyone, she opened Erewhon-L.A., renting a space near the farmers' market. Soon an accountant from Erewhon-Boston called her and got very upset with the idea of her opening this store. She apologized, but said it had already been done.

The new store attracted students, and she soon needed a place for them to live. So she rented a big house on Franklin Avenue in Hollywood, and Bill Tara started giving lectures. The house, which had a gazebo in the back yard, could accommodate 5 or 6 friends besides her 4 other children who had come from Boston to stay with her. After the Franklin Avenue house filled up, she moved the group out of that house and leased another larger place several blocks away on Franklin Ave. (probably at 7357 Franklin Ave.) in Hollywood, with a big living room and library. Thirty people could stay there, and she started making 30-60 futons for the students to sleep on instead of mattresses. Later in Boston she taught some students how to make futons.

Aveline and her children stayed in Los Angeles for 2 years, then they returned to Boston. After she left, Aveline asked Carolyn Heidenry to come to Los Angeles from Boston and take over management of the Franklin Street house and of Aveline's activities. Carolyn did that and also started a restaurant named Sanae West. Address: 62 Buckminster Rd., Brookline, Massachusetts 02146. Phone: 617-232-6869.

2089. Kushi, Michio. 1992. Recollections of the early history of seitan (Interview). *SoyaScan Notes*. April 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The word seitan was created by George Ohsawa about 20-25 years ago, a few years before Michio left New York for Boston. Michio first heard the word "seitan" from Ohsawa, when Ohsawa came to American with samples. He gave some samples to Michio, who thinks they were made by Marushima Shoyu at Shodoshima in Japan. Michio thinks the original concept came from China, but the style of product was very different.

Soon the seitan was made commercially and exported

from Japan, probably by both Muso and Mitoku, and sent to Michio in New York. Michio thinks the commercial product was first imported by Erewhon. Initially only a small amount was imported; Michio gave out many samples. At about the same time, Aveline started to use and make seitan in her cooking classes, and to teach others how to make seitan. Address: 62 Buckminster Rd., Brookline, Massachusetts 02146. Phone: 617-232-6869.

2090. Kushi, Michio. 1992. The main reasons for Erewhon's decline and bankruptcy, and current work with macrobiotics worldwide (Interview). *SoyaScan Notes*. April 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Michio has thousands of files in his basement, and some of them probably contain early catalogs and other information about Erewhon. Erewhon definitely started to import from Mitoku first, and then Muso—but they were about the same time. Michio set up all these connections before Paul Hawken went to Japan. Mr. Kazama came to America and they talked about the items Michio wanted to import. Then Muso was approached. Michio thinks Erewhon started importing foods from Japan 1-2 months before Hawken went to Japan. Hawken and Evan Root went to Japan at the same time. The main purpose of Hawken's trip was to study Japanese language and culture, and to set up more good connections for Erewhon and to arrange for products to be packaged individually; previously all were shipped in bulk. Paul didn't find out any new sources, Mr. Kazama did that.

Michio believes that there were two main reasons for Erewhon's decline and bankruptcy: (1) The company tried to expand too much too fast. At the end it was selling 4,000 products; (2) This rapid expansion led to Erewhon having many poor quality products. The company should have concentrated on high quality macrobiotic foods. Management wanted to have a wider selection of products, in part because competitors were offering a wide selection. Also, Erewhon gave up its virtual monopoly on macrobiotic-quality products imported from Japan and revealed many secrets about the Japanese manufacturers and suppliers of those foods and how those foods were made. If he had to do it over again, Michio would concentrate on only the best quality foods, and let the company grow slowly and naturally. For example, the quality of tamari soy sauce began to decline at a very early date. Likewise with the umeboshi plum and sea vegetables. "The quality of every product was declining because of too rapid growth in the company's sales. Moreover the educational activities didn't keep up with the company's growth. Muso and Mitoku have been keeping good quality as best they can but the so-called other natural food buyers, who were not concerned with macrobiotics, also started to go to Japan and buy those products, not only from Muso and Mitoku, but from other suppliers too—especially suppliers of soy sauce and miso with lower quality. These inferior

quality products were retailed for a cheaper price at stores in America. The public did not know about the difference in quality, so Erewhon began to face big competition.

Even though Aveline owned Erewhon, neither she nor Michio ever received any salaries or money from the company. They wanted to let the management of Erewhon have a free hand, so they didn't tell them how to run it—to slow growth and concentrate on keeping quality high. "Erewhon was more like an educational place." There were debates over whether or not Erewhon should carry organic cheese and vitamins. Michio and Aveline opposed carrying these products, but let management do as it wished.

At the time Erewhon was growing most rapidly, the company needed money to finance the expansion, but bank interest rates were extremely high—about 15-18%. Inventory control for 4,000 items is very difficult and expensive; it requires a large warehouse and shallow inventories. During the last few years, Erewhon was able to fill only 40-50% of its orders because so many items were out of stock. Also as the company grew, many non-macrobiotic employees had to be hired to drive the delivery trucks, and they created a labor union. Erewhon had to battle with this union for 1½ to 2 years, and that cost a great deal of money. Truck drivers cut prices to stores in order to try to meet the prices of competitors. Financial difficulties piled up starting at the time when interest rates jumped and the union was formed.

Bill asks why Aveline and Michio didn't give talented managers a share of the ownership in Erewhon to motivate them to stay with the company. Michio says that Paul Hawken owned one-third of the Erewhon shares. Evan Root owned shares in Sanae. The Kushis paid all or part of Evan and Paul's travel and living expenses in Japan. Paul got his one-third shares after he returned from Japan and became president. When he resigned, he was definitely paid for the value of his shares. Paul wrote from California that he needed the money and offered to sell back his shares. So Michio and Aveline sent him the money and Paul sent his shares back to them. Only later did Michio learn that Paul needed the money because of his divorce from Dora Coates. Other people (whose names Michio also remembers) also owned some shares. Michio does not feel that giving managers ownership would have helped Erewhon. Michio thinks that the people who managed Erewhon during its last 5 years had the necessary business skills necessary to manage a company of that size that was growing rapidly.

Another reason for Erewhon's fall was that Michio did not pay serious enough attention to what was happening at Erewhon. He was too involved in teaching in America and Europe. At the time he noticed what was happening and stepped in, the situation had already become too serious. There was much sloppiness allowed by management, even though their intentions were good. He should have noticed a year before. It was a very sad situation. "Yet Erewhon had meaning as a pioneer company. That spirit still remains. My

purpose at present is to continue education all over the world. Macrobiotics is now spreading all over the world, even to the Soviet Union, Thailand, and Japan. In Leningrad some 300 medical doctors are now studying macrobiotics as a group to help find a solution to the health problems of their country. His books are being translated into many Eastern European languages. Also it is very important to reach the scientific, medical, and nutrition professions—as well as governments. Their attitudes are now rapidly changing. Macrobiotics is now growing tremendously. My main concern with natural foods is that the quality be kept very good. My current effort is to elevate the quality of each product. For example, miso should definitely be fermented for 2-3 years. Soybeans and grains should all be organically grown, and only very good sea salt should be used—such as that made by S.I. Salt, an American company in New Mexico, and Lima salt in Europe [from Lima Foods in Belgium]. Michio now goes to Japan twice a year, and there he gives many lectures all over the country, helps to set up chapters of One Peaceful World, and works with food makers on product quality. He also formed the Japan Organic Natural Food Association (*Yûki Nosui Sanbutsu Kyôkai*) in Japan, of which he is president. About 200 companies are members.

On the one hand, Michio is happy with the way his work is going now. “But of course, I am always dissatisfied too. My time and my ability are limited. I can’t help as many people as I would like. The demand is so great. So I always feel sad on that point. Whenever you talk with people from Erewhon, please extend my best wishes. And say always that Michio is thinking of them and their happiness. I hope sometime in the future we can get together. Then we can talk more about how to build one peaceful world—and not only food, but more about health, families, government, economics, and spiritual matters, and how to make the many countries more united and harmonious in one world. Let’s work together.” Address: 62 Buckminster Rd., Brookline, Massachusetts 02146. Phone: 617-232-6869.

2091. Deming, Judy Coates. 1992. Recollections of Laurelbrook and Erewhon (Interview). *SoyaScan Notes*. April 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Judy’s former husband, John Deming, lives in Palo Alto (Phone: 415-853-1231). He is an author [unpublished] and investor, but is no longer involved with food. Judy moved to Boston from Baltimore in April 1967. Before Judy met John, she was living with the Kushis, cooking at the house, and working a little at the first little Erewhon retail store at 303-B Newbury St. While Evan Root was in charge of the store, she recalls bagging and boxing foods at night and shipping them to individuals via the U.S. mail—probably at retail prices. Then she worked at Sanae. Later she cooked lunches for employees at the Erewhon warehouse at 33 Farnsworth Street. John Deming moved

into the Kushi’s house on Boylston St., where Judy was now living, and he went to work at the warehouse. She and John were married in Aug. 1972, very shortly after they met. She recalls Bruce Macdonald’s wedding to Maureen Trill, because she made Maureen’s wedding gown. Maureen now lives in Lexington, Massachusetts, near Boston (Phone: 617-862-4687). She and Richard Young were later married.

It was Paul Hawken who had really gotten Judy’s parents (Rod and Margy Coates) interested in founding Laurelbrook and distributing natural foods. Paul, who at the time was married to Judy’s sister, Dora Coates, would come down from Boston with Dora to visit the Coates family. Dora had met Paul when she went to stay with Judy at one of the macrobiotic houses in Boston.

John Deming gave some money [sic, some land in Mendocino County] to Herman Aihara before he and Judy met. After John and Judy moved to Los Angeles, John Deming ended up owning Erewhon Los Angeles—in about 1975. He worked closely with John Fountain, who had the initial interest and convinced John Deming to invest in it. Judy did not know much about John’s financial dealings. John Deming and Jimmy Silver did not part under good terms; there were problems related to Erewhon—Los Angeles; she thinks Jimmy sued John. She and Jimmy are very close friends but John is scrupulously honest.

Dora now lives in Oakland and works for a company named Environs in Oakland. Address: P.O. Box 1411, Ross, California 94957. Phone: 415-457-2155.

2092. Kotsch, Ronald. 1992. Recollections of the early days of Erewhon and Japan (Interview). *SoyaScan Notes*. April 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron does not have any early Erewhon catalogs because he does not collect things. He gave all the research materials he gathered while writing his PhD thesis on George Ohsawa and the history of macrobiotics to Marc van Cauwenberghe’s library; much of the material was in Japanese (photocopies of Ohsawa’s books) and the rest was the English-language notes Ron took while reading these many books and other Japanese-language writings. However he will check to see if his sister has any early Erewhon catalogues.

Ronald was the manager and only employee of Erewhon in the summer of 1967, from early June to August, while the retail store was still downstairs at 303-B Newbury St., shortly before Paul Hawken arrived. Ron thinks he took over from Eizo Ninomiya, a Japanese fellow who barely spoke English and who replaced Evan Root in the spring. Eizo had come to teach a rather obscure form of jujitsu. Ron quickly learned that he was not cut out to be a businessman. The main products he sold (from rough wood shelves) were Kokuho-Rose brown rice, whole wheat flour and beans (which he bagged), Sahadi sesame butter, sea vegetables, and miso. He remembers bagging foods endlessly. Erewhon

was probably ordering a lot of products from Infinity Foods, so the miso may well have come from them. He lived at the Gardner Road house and he would give Aveline the day-end receipts, which averaged about \$50-60 a day that summer. One day he couldn't account for \$5 and it was a big thing. In the evenings he and 8-10 other people would gather for Michio Kushi's talks in a back room at the Arlington Street Church. Ronald thinks he was replaced by Paul Hawken and Bill Tara. Ron does not know who owned Erewhon.

Ron went to Japan in the fall of 1967 with a vague plan to study Japanese culture and macrobiotics. He had studied Japanese at Harvard for a year the previous year, before he discovered macrobiotics. He was the first person from the Boston community to go to Japan for this purpose. Cecil and David Levin came in the spring of 1968. Ron studied with Japanese people, including an acupuncturist named Take Nouchi. He took flower arrangement classes at Nippon C.I., which had a cubbyhole in a huge commercial building. He lived with Michio Kushi's parents for the first 4-5 months (early Dec. 1967 to early April 1968), in Japan, at Hoya near Tokyo, then he moved to Kyoto and enrolled in Kyoto University as a research student. After 4 months, in Aug. 1968, he returned to America.

In 1976 Ron resolved to finish his graduate studies. To receive a doctoral degree in History of Religions from Harvard he needed only to write a dissertation. So he brushed up his Japanese and flew to Japan in Feb. 1977. He enrolled immediately in Kyoto University, got some jobs teaching English in colleges there, and spent the next 18 months collecting books and papers about Ohsawa, 95% in Japanese, and conducting 15-20 interviews. In July 1978 he returned to Boston and for the next 18 months he read and took notes on the documents he had collected. In the 2-3 years after he finished the thesis, he received 200-300 requests for copies of it, indicating that there was an interest in the history of macrobiotics. This led him to write a book on that subject at the request of Japan Publications. It has sold about 7,500 copies. In 1987 his book *Macrobiotics: Beyond Food* was published.

Ron continues to write: he is now interested in Rudolf Steiner, anthroposophy, and Waldorf Schools, plus the Alexander Technique related to body awareness. He is the editor of a magazine that deals with Waldorf education. He writes a little for *Natural Living* and *New Age* magazines. Address: 4 Hulst Rd., Amherst, Massachusetts 01002. Phone: 413-256-6478.

2093. Root, Evan. 1992. Recollections of early work with Erewhon and Sanae. Trip to Japan with Paul Hawken (Interview). *SoyaScan Notes*. April 11. Conducted by William Shurtleff of Soyfoods Center. Followed by a letter of April 29.

• **Summary:** Evan (his first name rhymes with "heaven") does not have any early Erewhon catalogs, but he thinks

Marc van Cauwenberghe might have some in his library on macrobiotics. He does have a letter to the general public announcing the opening of the first Erewhon retail store on 9 April 1966. It was at 303-B Newbury St., below street level. Initially Evan owned (titularly) 100% of the stock in Erewhon, but soon he passed it to Aveline Kushi after legal documents were drawn up. While he was at Erewhon the little retail store sold the following soy products: whole soybeans and probably soy flour (probably from Walnut Acres or a Mennonite community, both in Pennsylvania), soy sauce and miso (probably both obtained from Infinity Foods in New York; Infinity imported these products from Japan). Hamanatto was also sold. No tofu was sold at the store, but firm tofu was available from nearby Chinatown.

The Kushis imported miso, shoyu, condiments, etc. from Japan about twice while Evan was managing the Erewhon retail store. This direct importing was infrequent and the quantities were small due to the lack of cash. It was much easier to buy from Infinity or Chico-San and not tie up the money. In fact it was the norm to stretch out those friendly distributors as long as possible for payment.

Before he left Erewhon, in Oct. 1967, Evan personally hired Paul Hawken, with Aveline's permission, to take his place. Then Evan opened the first macrobiotic restaurant in Boston, named Sanae (meaning "young rice plant" in Japanese); it opened in early 1968 on Newbury St. In late March 1969, Evan and Paul Hawken left Boston and traveled to Japan together. Several months before they left, Evan had been given 50% of the shares of stock in Sanae by the Kushis for the work he had done at Sanae. The Kushi's lawyer, Morris Kirsner, had drafted the agreement to read that if Evan did not return to management of the company within 18 months, he would agree to sell this stock back to the Kushis at an agreed-upon price. Evan thinks that Paul had a similar type of stock arrangement in Erewhon, but he is not sure what it was (Note: See interview with Aveline Kushi, March 1993). Evan went to Japan mainly to study the language and culture. He ended up staying there 3 years and 7 months, largely in Tokyo (Setagaya-ku, Shoin-jinja-mae). He studied Japanese at the Tokyo School of Japanese Language. After 18 months, there was a lad name Hiro Fujieda living with the Kushis in Boston. Rather than Hiro pay rent to the Kushis, Hiro's family would pay Evan monthly in Japan on a monthly basis—until the value of the stock was paid off. Evan used this money to support his studies.

After about a year, in late 1971 or early 1972, Evan went to work for Muso Shokuhin in Osaka. He translated letters that arrived from Europe and America into spoken Japanese, and then answered the correspondence. By the end of his stay in Japan, Muso was exporting quite a volume of natural foods and exports were a big part of the company focus. Evan thinks that Ty Smith took his place when Evan left.

Returning to Boston in early Oct. 1972 (along with Mr.

Masuda and Michelle Matsuda), Evan became an employee of Sanae after several months, working as maître d'. In 1971, while Evan was in Japan, Sanae had expanded to open another larger branch restaurant in Boston, originally called "Sanae" but informally called "Big Sanae," then later formally named The Seventh Inn (at 269 Boylston St.). When Evan was in Japan, he heard that the restaurants were not doing well, so Yuko Okada (originally of Muso Shokuhin, who was working at Erewhon) took over management of Sanae. Hiroshi Hayashi, a top cook in a lineage, traveled to Boston from Japan, bringing with him his disciple, Chika Abe, to take charge of cooking at Sanae. His disciple, Mr. Yozo Masuda, later joined them. Hayashi is now at a restaurant named Latacarta in Peterborough, New Hampshire (Phone: 603-924-6878).

Evan's recollection is that Paul Hawken's trip to Japan was more to study the language and culture, but he did work on Erewhon business while he was there. Moreover, he returned from Japan after about 9 months to work at Erewhon. Evan feels that few of the people involved in early macrobiotic businesses saw themselves strictly or even mainly as businessmen. "None of us were in it, as I saw it, for the money. For us, the whole thing was a Cultural Revolution with respect to Japan." Evan also identified strongly with the phrase "Biological Revolution."

When Paul Hawken returned from Japan, he built Erewhon into a big natural foods company. Address: 541 Washington St., Brookline, Massachusetts 02146. Phone: 617-566-4783.

2094. Root, Evan. 1992. Recollection of his first encounter with seitan (Interview). *SoyaScan Notes*. April 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Evan first tasted seitan in Boston before he went to Japan in late March, 1969. "The seitan was in a glass jar, and it was this very hard, tough, gnarly, salty stuff. In Japan, I remember getting Kofu Cutlets at a macrobiotic restaurant in Tokyo." He thinks that the product in America originally bore a Chico-San label, or maybe an Infinity Foods label, but not an Erewhon label. Eventually there may have been an Erewhon label. Later he saw seitan in vacuum-packed poly bags. In Japan, he does not recall Muso exporting seitan. Nippon C.I. probably exported seitan to Chico-San, since Chico-San was their first major customer in America. Address: 8 Ayleston St., Jamaica Plain, Massachusetts 02130. Phone: 617-566-4783.

2095. Hawken, Dora Coates. 1992. Recollections of Laurelbrook and Erewhon (Interview). *SoyaScan Notes*. April 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Formerly married to Paul Hawken who was one of the early presidents of Erewhon, Dora now works for Environs in Oakland. In her recollection, the reason

her parents decided to switch from a motorcycle business into starting a natural foods distribution company was that, first, they had been eating macrobiotic and natural foods for several years before starting Laurelbrook. Judy played the leading role in providing and teaching about the foods. Dora got involved with macrobiotics because of Judy. Rod and Margy knew how good it felt to eat such foods, and they both lost weight, even though neither was overweight. They also read quite a bit about macrobiotics and natural foods. Then, her father talked to Paul Hawken. When Paul found out Rod Coates had lost his job, wanted to start a new business, and already had a warehouse which he planned to use for motorcycle parts, Paul told him that this was perfect opportunity to get in on the ground floor of a growing new industry. At the time, Rod even had a motorcycle parts letterhead drawn up. So Paul played a major role in Rod's decision. This happened at just about the time that Paul and Dora were married.

Paul is now writing a book on how businesses are affecting the environment. He left Smith & Hawken about 1 month ago because there was nothing more creative to do there. He prefers to be an entrepreneur rather than a manager. She is surprised he stayed there as long as he did. Address: Oakland, California. Phone: 510-658-7633.

2096. Hawken, Paul. 1992. The ecology of commerce. *Inc*. April. p. 93-94, 96, 98, 100; July. p. 33-34, 36, 38, 41, 44.

• **Summary:** Businesses, capitalism, and the free market are destroying the world (and thus themselves), yet they alone may have the power, capital, and organization to save it from ecological and social catastrophe. Because businesses have become the most powerful institution on the planet, they must begin to take responsibility for the whole and switch from the "economics of degradation" to the "economics of restoration."

"Paul Hawken started Smith & Hawken, the garden-and-horticulture-catalog company in 1979. Paul was the founder, in 1966, of Erewhon, one of the first natural foods companies in the country. He is the author of *The Magic of Findhorn*, *The Next Economy*, and *Growing a Business*. This article was adapted from a speech he recently gave to the Commonwealth Club of San Francisco."

For a host of responses to this article and Hawken's answers to them, see the July issue of *Inc*. Address: Mill Valley, California.

2097. *Natural Foods Merchandiser*. 1992. Bay Area stores are bustling. Retail news: California roundup. April. p. 20-21, 23.

• **Summary:** The many nice profiles of retailers include: Rainbow Grocery in San Francisco (opened in 1976), Real Foods in San Francisco opened in 1969 (and now has 6 stores), and Whole Foods Market in Mill Valley—about to open soon in affluent Mill Valley in an 11,000 square foot

[funky-looking] refurbished Quonset hut. This will be the company's third Bay Area location—and the 14th for the chain. The Austin, Texas-based company, which went public in January will finance the new store with money from the sale of company stocks, according to Peter Roy, president of Whole Foods' California division. "The stock looks very strong," he says. "It opened at \$17 and closed one week later at \$24."

The Mill Valley store "will be less than half the size of the 25,000-square-foot Berkeley store, which currently grosses \$13 million a year, and the 22,000-square-foot store in Palo Alto, which does \$14 million a year."

Organic foods are sold at all stores discussed.

2098. Israel, Fern. 1992. Early recollections of seitan in America (Interview). *SoyaScan Notes*. May 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Fern first learned how to make seitan prior to the summer of 1974, probably from either Aveline Kushi or Tamara Uprichard, the wife of Stephen Uprichard. In the summer of 1974 Fern went to visit the Wiscoy Valley Community Farm in southern Minnesota. The farm was run communally by a group of macrobiotics who lived by farming the land, grew all their crops (they may have been the first macrobiotic group to grow aduki beans) organically, ground all their own flour, cooked on wood stoves, refused to buy imported food products from Japan, etc. They wanted to Americanize macrobiotics. She may have also learned to make seitan there, but probably not.

She knew about seitan by 19 October 1974, for on that date she was married to Ron Israel in West Roxbury, Boston, and for the wedding she personally made sweet & sour seitan balls—starting with seitan she had made herself.

Fern clearly recalls the first commercial seitan product that she ever tasted, which was named the Tan Pup—and which she loved. It was deep fried in a breaded batter (with corn, sesame seeds, and spices), had a skewer through one end, and measured about 4 inches long, 3 inches wide, and 3/4 inch thick. It was sold at the Erewhon retail store at 342 Newbury St. in Boston, in a special non-refrigerated bakery case, behind glass doors, 5-10 feet from the cash register, together with baked products. Fern thinks the product may have been made by Cathy Creighton. She probably first tasted Tan Pups at about the time her first child, Kate, was born at home on 3 May 1975. It may have been at about that time that Johnny moved out to live with his girlfriend Annie, and that he and Sakee split up as partners. She is quite sure the product was not on the market before 1974.

Before Fern's first child was born, she taught her husband and John Weissman (who was living with them) how to make seitan. The two men formed a partnership (their business may have been named the Wheatmeat Company) and began to make seitan commercially. Soon they were selling it commercially in the Erewhon retail store in Boston

under the brand name Wheatmeat. She does not remember Pat Murray ordering seitan, nor recall that the macro study houses ever ordered seitan. Then they began to make Tan Pops (a close relative of the former Tan Pups that Fern loved so much) in their home in West Roxbury and to sell them at Erewhon. (Sakee does not recall making Tan Pops). Fern has no recollection of the business named Baby Watson Cheesecake Co. Fern's second child, a boy, was born at home in December 1976.

Fern thinks (but she is not sure) that after she and Sakee stopped making seitan, Chris Lorensen Bailey started to make bulk seitan at her home in Boston, and to sell it in the Erewhon retail store.

Fern talked about this with her good friend Enid Strauss, and Enid's husband Andy; they made felafel balls at about the same time as Fern's husband and John Weissman were making Tan Pops. Enid thought that Fern and her husband made the first Tan Pups. For more information she suggested contacting Helen and Matthew Sandler, who founded Matthew's Bakery in Boston. They now live in Aspen, Colorado.

She also talked with Tamara Uprichard (in Heath, Massachusetts), who recalls that Hiroshi Hayashi at the Seventh Inn was the first to teach the fast way of making seitan from ground whole wheat. Hiroshi now has a natural foods restaurant named Latacarta in Peterborough, New Hampshire (Phone: 603-924-6878). Address: 82 Buckingham Rd., Milton, Massachusetts 02186. Phone: 617-696-1665.

2099. Gerner, Bob. 1992. The OM (Organic Merchants) meeting on Mount Shasta in California organized by Fred Rohe (Interview). *SoyaScan Notes*. May 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The OM (Organic Merchants) meeting held on Mt. Shasta at the end of June 1970 was organized by Fred Rohe of New Age Natural Foods. Before the OM meeting on Mt. Shasta, there had already been 1 or 2 meetings. The purpose of this meeting was to start a trade association of natural food retailers on the West Coast and to encourage the establishment of new stores of this type. The 1-2 day meeting took place outdoors on the side of Mt. Shasta and everyone slept outdoors in sleeping bags up near the top near a ski cabin. In the morning, they got up early and all chanted "Om." Ezra Hendon (an attorney, who still lives in Berkeley and who was the public defender for all of California up until a few years ago) was selected to be the executive director of OM. He ran the group for about three years. Fred Rohe continued to be the guiding light. The association provided members with literature (pamphlets such as "The Sugar Story", "The Oil Story"), checked out suppliers to see if they were bogus or not (Talbot and Hendon checked out Dr. Bronner, who locked them in his laboratory with him and ranted and raved at them until they were terrified), etc. OM decals were created and member stores affixed them to the

front door or windows.

OM ceased to exist because they couldn't afford to pay the executive director, Ezra Hendon, adequately; he ended up having to bake bread in Bob's store to make ends meet.

Bob first met Paul Hawken at this OM meeting; he thinks Paul was either working with Fred Rohe, or was representing Erewhon. Bob thinks that New Age Natural Foods in Palo Alto did not open until after Westbrae opened on 2 Feb. 1971. Other people who were at the meeting were Allen Talbot (now an attorney who lives in Berkeley) and Joel of Wholly Foods, stores from Chico and Redding were represented, someone from Good Natured Grocery, etc. Bob does not recall Chico-San being represented.

Talk with Tom DeSilva of Erewhon—Los Angeles. 1992. July 10. Organic Merchants, representatives of the natural foods industry, met once a year for 4-5 years. Tom kept the minutes from all those meetings, but he does not know if he still has any of them.

Talk with Bruce Macdonald. 2011. March 2. Organic Merchants, a trade association for the natural foods industry, was the idea and dream of Fred Rohe and Paul Hawken. One of its purposes was to establish standards for natural and organic foods. As far as Bruce knows, no industry-wide standards were ever developed. Address: Owner, Berkeley Natural Grocery Co., 1336 Gilman St., Berkeley, California 94706. Phone: 415-526-2456.

2100. Chait, Mat. 1992. Early recollections and work with the Ricycle and soyfoods in Boston, 1970-1972 (Interview). *SoyaScan Notes*. May 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In the late 1960s Mat had started graduate school in counseling psychology at Hunter College in Manhattan, New York. But under the influence of yoga, Swami Satchitananda, Hinduism, vegetarianism, and macrobiotics, he decided to drop out and to study macrobiotics in Boston with Michio Kushi. He arrived in Boston in about December 1969. Nine months later, Mat started operating the Ricycle at Boston University in September 1970 at Boston University. He recalls: "The design of the Ricycle was absurd. It consisted of a steam table (which without its food weighed 600-700 pounds) welded onto the back of a girls bicycle. To move the Ricycle, he pedaled it (rain or shine; or pushed it up even gradual hills), but it was so heavy and clumsy as to be almost immobile." At night it was kept in the garage of the macrobiotic study house at 6 Ellery Street.

During the first 6 months, Barbara Grace prepared most of the desserts and whole grain breads at the kitchen of a big study house across from the Brookline High School. Marion (who had an Italian last name) prepared the vegetable and grain dishes in another study house. (Note: Marion married Frank Calpeno, who owned Ceres Natural Foods, a fairly big macrobiotic food distribution business in Colorado Springs,

Colorado; they moved to Colorado in the early 1970s). Dora Coates (whose parents started Laurelbrook Foods) also cooked for Mat for a while. The business took off quickly, with the help of many magazine and newspaper articles. Mat got a loan, so in early 1971, in the dead of winter when it was too cold to be out on the street, Mat built a kitchen inside the Erewhon warehouse, and it began operation at the end of March 1971. Since Paul Hawken was in California at the time, Mat got permission from the acting president of Erewhon.

Every day the Ricycles would offer a grain dish, whole grain bread, a vegetable dish, a dessert, and often a soup—but there was a different menu every day. A number of popular dishes contained soy as an ingredient. A miso-tahini spread was usually available with the bread. Miso soup and Miso Rice were often served. For Miso Rice, miso was mixed with a little water then stirred into a pressure cooker of hot rice that had just been cooked, and allowed to stand for a few minutes. Mat vividly recalls that on days when he had to stand in front of Boston University in the freezing cold for 6 hours without moving, the miso soup would keep him warm. After Mat opened the kitchen at Erewhon, he contracted with David Kailin of Crane's Call Bakery, a macrobiotic bakery, to make most of the desserts and other baked goods for the Ricycle. Sometimes the vegetable dish of the day had tofu in it, or the grain dish had miso in it.

While building the kitchen inside Erewhon, Mat constructed two more Ricycle carts. Mat launched these in the spring of 1971; one served its macrobiotic lunches on weekdays at MIT in Cambridge, and the other in downtown Boston at government center. He was unable to get permit to operate at Harvard Square. The other 2 Ricycles were operated by people that Mat employed; they were paid a percentage of their sales.

One year at the Christmas reunion, Mat did an elaborate impersonation of Michio Kushi (complete with makeup and a built-up nose construction), wrote, sang, and led the audience in a song about miso to the tune of "Get me to the church on time." The words went: "I'm drinking miso in the morning. Hatcho or mugi is sublime. Aveline or my daughter, go heat up the water, and get my miso soup on time. If you use onion, sautee it first, if you use daikon, it satisfies your thirst. For I'm drinking miso in the morning..."

Mat left Boston in about December 1972 to take an acting job in New York. At the time he sold and shipped all 3 Ricycles to an eccentric millionaire's son in Texas. He does not have any recollection of Tan Pups being on the market but he does remember seitan imported by Erewhon from Japan, perhaps by Japan Foods, in the form of little dark salty chunks. Perhaps Robert Hargrove might know more about this. Perhaps Erewhon made the Tan Pups.

Concerning Paul Hawken's departure from Erewhon in late 1973, it has always been Mat's understanding that Aveline Kushi owned the company but that the Kushi's

negotiated to pay him \$30,000 when he left.

Mat once visited Erewhon's little farm in Keene, New Hampshire. They made sauerkraut there on the top floor of a building; one would jump up and down on the cabbage in a barrel to press it. Address: 8-23rd Ave., Apt. 302, Venice, California 90291. Phone: 213-465-0383 or 213-469-5408.

2101. *SoyaScan Notes*. 1992. Dates that people were actively involved in making, selling, or teaching about food in and around Boston, Massachusetts (1963-1992) (Overview). May 19. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1963 Sept. to present—Michio and Aveline Kushi, teachers of macrobiotics.

1965—Richard Sandler.

1966 April? to 1969 March, ? ? present—Evan Root, first manager of the first Erewhon retail store at 303-B Newbury St.

1967 April to ?.—Judy Coates.

1967 June to 1969 Oct.—Bruce Macdonald, Erewhon president.

1967—Martin Russell moved into Kushi House on Gardner Rd., Evan Root, Beverly Stiskin. Martin stayed until 1968 then went to California. Moved back to Boston, married a Laurelbrook daughter, stayed 1969-74. Martin is now a baker.

1967 June—People living at the Kushi's home on Gardner Road and studying macrobiotics with them (according to memory of Bev Stiskin Sky, Jan. 1999): Jim Ledbetter, Evan Root, Peggy Taylor, Connie Frank (Richard Sandler's first wife—Bev introduced Richard to Connie), Paul Hawken, Ty Smith, Peggy Winter (who is no longer living), Peggy Winter, and Rebecca Dubawsky.

1967 Aug. to summer 1968 Wally Gorell, Erewhon. Then moved back to San Francisco for the summer. Aug. 1968 to Aug. 1969 back to Boston. Then left for Japan

1967 Oct.—1969 March, 1971 Sept.—1973 Dec?—Paul Hawken, president of Erewhon.

1967 Nov. to 1968 Nov.—Bill and Renee Tara, Erewhon.

1967?—1972? Jim Ledbetter, wrote a book in 1969 titled *Cooking Good Food*.

1968 Oct. 1971 Aug.—Roger Hillyard, Erewhon.

1968 Nov.? Jim Docker, Erewhon.

1968 Nov.? Jean Allison, Erewhon.

1969? Hy and Laura Lerner, Erewhon.

1969 March, 1970, 1976-1980—Hannah Bond.

1969 July—Lenny Jacobs, East West Journal.

1969 Dec. to 1972 Dec.—Mat Chait, the Ricycle.

1970 Jan. to 1982 May—Bill Tims, Erewhon wholesale and East West Foundation.

1970 Feb. to present—Kathy Bellicchi.

1970 April to 1974—Yuko Okada (Erewhon retail store, Erewhon warehouse as production manager then import manager, Seventh Inn),

1970 April?—?—David Kailin, Crane's Call Bakery.

1970—Nick Doherty, Erewhon warehouse and retail store.

1970 Dec. to 1976—Jimmy Silver, Sanae, The Seventh Inn.

1970—1973—Howard Grundland, who later started Sprucetree Baking Co.

1971 Feb.—1972 Oct. Murray Snyder lived in an apartment with Marcea Newman and baked at a kitchen in the Erewhon warehouse.

1971 July—1974. Marcea Newman. Murray Snyder "brought" her to Boston. They lived together for about a year, then she met Dan Weber, and they lived in Boston for a while before they moved to Australia.

1971?—Michael Rossoff, who later ran the East West Center in Washington, DC. He has a good library.

1971? Eric Utne (and his brother, Tom?). Eric founded East West Journal, New Age, New Age Journal, and the Utne Reader.

1971?—Phil Levy, published Talking Foods pamphlets.

1971, May to 1973—Nik and Joanne Amartseff, Erewhon, and made Tan Pups and Piroshki from seitan.

1971 Yumie Kono—The Seventh Inn.

1971 July to 1981 Dec.—Charles Kendall, Erewhon.

1971?—Bill Garrison, manager of Erewhon.

1971 Oct. 1—John W. Deming, Jr., Erewhon warehouse.

1971? Jack Garvey, East West Journal, Erewhon.

1972 summer to 1974 spring, then 1977 April to 1982 May—Joel Wollner, Erewhon retail and ran a study house in Boston.

1972 Sept.—Ed Esko, East West Journal.

1973-1984—Matt and Helen Sandler, ran a bakery.

1973, early?—Stephen Uprichard, worked at the East West Institute.

1973 June—Tamara Uprichard, worked at the 7th Inn.

1973? to Aug. 1975—Barry and Cathy Creighton, Cable Springs Bakery.

1973 Sept.—Wendy Esko, cooking.

1974 June?—Fern and Sakee Israel.

1974 Oct.—John Weissman, Wheatmeat Co., seitan and Tan Pops.

1974 Nov. to 1976 Jan.—Tyler Smith, Erewhon president.

1976 March to Dec.—Jos van de Ponsel from Belgium, studied at Kushi Institute and made seitan.

1978 Sept. to 1979 May—Paul Duchesne, Rice House (lived in the Garvey House).

Others include: Rich Young, Jeff Flasher, Dan Seamens, Andy Strauss, Fearn and Ron/Sakee Israel, Ron Kotsch, Tony Harnett (Erewhon, Bread & Circus), Ann Burns (widow of Ken Burns), Victor Marin, Robert Hargrove.

Best sources of current names and addresses: Evan Root, Lenny Jacobs, Jimmy Silver, Rich Young, Kushi Institute (Becket, Massachusetts).

2102. *SoyaScan Notes*. 1992. What happened to major

macrobiotic institutions in America? (1963-1992) (Overview). May 19. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Two of America's main macrobiotic institutions were Erewhon, a pioneering natural foods company, and the *East West Journal*, a major counter-culture magazine. Both were founded and owned by Michio and/or Aveline Kushi. They hired a succession of young amateur macrobiotic men to run these two companies but they never allowed these people to own any part of the company and they paid them low wages. Some of these young managers were exceptionally qualified (e.g., Paul Hawken and Bruce Macdonald at Erewhon, or Eric Utne at East West), but they were not willing to work year after year for low wages and with no ownership in the companies they were building. Michio should have known that one cannot run a growing company using a succession of inexperienced managers. Moreover, Michio gave the responsibility to the managers and some of the staff but he always kept ultimate authority. He often discouraged entrepreneurship among his managers, and he often "pulled the rug out from under their good ideas" or reintroduced the same ideas as his ideas.

2103. Wollner, Joel. 1992. Re: Brief history of his work with macrobiotics. Letter (fax) to William Shurtleff at Soyfoods Center, May 19. 2 p.

• **Summary:** In 1969 Joel, while a student at Cornell University in Ithaca, New York, first made contact with Boston macrobiotic activities. In Ithaca, he often visited the Ithaca Seed Company, a counter-culture bookstore with strong macrobiotic and Zen leanings and, what attracted him, the best local inventory of books on traditional Oriental arts, literature, culture, and philosophy. In about 1970, Ithaca Seed opened a small restaurant in the back of the bookstore, serving standard macrobiotic fare. "The first whiff of hijiki sent me scurrying back to Basho [the famous Japanese haiku poet].

Joel first moved to Boston in the summer of 1972 and lived there until the summer of 1974, when he and his wife moved to Cape Cod, Massachusetts, only 90 miles away. They moved back to Boston in 1977, stayed until the summer of 1982 (during this period they ran a macrobiotic study house), then moved to Arkansas.

Joel first worked at the Erewhon retail store (at 342 Newbury Street) in the summer of 1972, but only for 1 month. Paul Hawken was president. After several years experience in the "real world," he returned to the Erewhon in the spring of 1977, as manager in training at the Newbury St. store. He was assistant manager at Newbury St. in late 1977, store manager in early 1978, store manager at Brookline in 1980, and retail CEO in 1981. He stayed at Erewhon until the new owner [Ronald Rossetti] took over command, then he moved to Arkansas, where he and friends started Mountain Ark Trading Co. in Fayetteville.

He lived in various Boston area macrobiotic "study houses" from summer 1972 through spring 1974, when he married and moved to an apartment. Throughout this period his roommates and closest friends worked at or managed various macrobiotic community enterprises: Erewhon, The Seventh Inn, East West Journal, Tao Books, East West Foundation, etc.

In the summer of 1974, Joel and his wife moved to Cape Cod where they lived until spring 1977. Throughout this time they maintained close ties with the Boston macrobiotic community. In 1975 they started the Macrobiotic Center of Cape Cod. In Nov. 1976 they hosted William Shurtleff and Akiko Aoyagi's tofu and miso tour visit to Cape Cod, with activities that included a well-attended lecture-demonstration, an interview on local radio, and lunch (Nov. 19) with Claude Alan Stark, who presented Shurtleff with an inscribed copy of his book *The God of All: Sri Ramakrishna's Approach to Religious Plurality* (1974, published by the author). Address: Joel Wollner Associates, P.O. Box 1343, Clifton Park, New York 12065. Phone: 518-371-7014. Fax: 518-373-8337.

2104. Wollner, Joel. 1992. Re: Ode to Tan Pops. Letter (fax) to William Shurtleff at Soyfoods Center, May 19. 2 p.

• **Summary:** "Did you ever eat a 'Tan Pup?' [sic, Tan Pop]. Hot? If not, you can't imagine the ecstasy (and agony) you missed. A Tan Pop's crusty exterior belied a succulent interior, redolent of soy sauce, garlic, and herbs. The vegetarian's version of the famous 'Corn Dog,' from which their name was played, the Tan Pop was a crispy-crust, batter-fried chunk of Wheatmeal, ¼ pound, stuck on a skewer. More exotic than any blanketed hot dog, freshly cooked, steamy hot Tan Pops were so incredibly irresistible, they made many a glutton of gluten. No one, outside their maker, Johnny Weissman, of the Vegetable Protein Company, Cambridge, MA, knew the exact recipe. In the years I worked at Erewhon's Newbury Street store, from 1977 to 1980, Tan Pops were a big hit, with a loyal following. Two mornings each week, 'Johnny Wheatmeal,' as we called him, brought in a batch of 50 or more steamy hot, freshly made Pops. I can still smell them today, mouth watering. We displayed them still hot in a large wood bowl at the checkout counter. I believe the store paid around 50¢ to 60¢ each, and they retailed for 75¢ or 85¢. As soon as they arrived, the store staff started in eating them, and eating too much of them. One Tan Pop was great, but rich as they were, two or more was courting belly aches. Still, there were never enough to go around, but Johnny would only complain about how difficult they were to make. I don't know how long Tan Pops were sold at Erewhon before I started working there, nor do I know what became of Tan Pops or Johnny Wheatmeal in recent years. I remember learning that Johnny held a federal registration of the name 'Wheatmeal.' He also marketed Wheatmeal cutlets of several ounces each,

refrigerated or frozen, plain (unseasoned) or cooked in soy sauce broth, which he sold to Erewhon and other Boston area natural food stores. As I recall, the Wheatmeal ingredients included wheat gluten and soy protein. Johnny Wheatmeal was something of a vegetable protein visionary, who experimented with many wheat and soy protein products, such as sausages. I also remember that Andrew Levine, formerly a clerk at Erewhon Newbury, used to spend a fair amount of time chatting with Johnny Weissman. You can reach Andy at Yellow Emperor in Eugene, Oregon (503) 485-6664.”

Note: To find out who developed the forerunner of Tan Pops, Joel suggests contacting Matt and Helen Sandler in Aspen, Colorado, or Hannah Bond (also known as Anne Harris) in Athens, Vermont. Both, in fact knew, that the forerunner was Tan Pops, developed by Nik Amartseff of Brookline, Massachusetts, in about March 1972. Address: Joel Wollner Associates, P.O. Box 1343, Clifton Park, New York 12065. Phone: 518-371-7014. Fax: 518-373-8337.

2105. Kendall, Charles. 1992. People involved with food and macrobiotics in Boston from 1971 to 1981. Memories of Tan Pops, Tan Pops, and seitan (Interview). *SoyaScan Notes*. May 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Charles lived in Boston as part of the macrobiotic community for about 10-12 years, from about July 1971 to December 1981. In 1970-71 Charles started to work for Erewhon packaging products. Then he became their roaster, roasting grains and seeds for the Erewhon cereals. At one point he left for a year and studied Sanskrit. From about 1974 to 1978, Charles worked at the Erewhon warehouse running “The Company Store,” which sold products to Erewhon employees and “friends of the community.” They could buy small quantities of Erewhon products at wholesale prices + 10%. George Crane helped to start this store. After leaving The Company Store, Charles then he went back into roasting for Erewhon.

Charles remembers Tan Pops (skewered deep-fried seitan in a breaded batter) as an excellent product, and thinks they may have been made by a woman out of her home as a small operation—but he is not at all sure. He tasted Tan Pops but he is not sure if he ever bought Tan Pops for The Company Store. He also remembers Tan Pops which his store brought from Johnny Weissman; he recalls that their quality gradually declined after he began to use gluten flour. Charlie liked Tan Pops better than Tan Pops.

People who were living in Boston during this period, who were involved with food, and who might know who created and made Tan Pops include, in order of importance: (1) Andy Strauss, who made peanut butter cookies, and who was out delivering to all the stores. He is now studying kendo in Japan. Andy was a good friend of Sakee Israel. Try contacting him at: 4 Bentley St., Brighton, Massachusetts 02135. Phone: 617-254-7977. (2) Tyler Smith, who came

back to Boston from Japan in 1973 or 1974. He worked for a while at Tao books, then took over Erewhon, was there for 12-18 months, then left. Ask Ty who ran the Erewhon retail stores on Newbury St. or in Cambridge during this time. (3) Richard Young keeps in touch with many people interested in macrobiotics and has their addresses and phone numbers in his notebooks. He now lives in his home town of Quincy, Massachusetts. Phone: 617-328-4197. (4) Hannah Bond lives in Cambridgeport, Vermont. Bruce Macdonald lives there too. (5) Matthew and Helen Sandler were in Boston from about 1969-1982. Helen was very discerning about quality and knew a lot about what foods people were making. (6) Tony Harnett who now owns Bread & Circus, but who started as a small store and purchased seitan from Johnny Weissman. (7) Ann Burns, Ken Burns’ widow, still lives at 16 Warren St, Brookline, MA 02146. Phone: 617-734-4115. (8) Victor Marin used to distribute foods in Boston. He now runs a little seaweed company (Ocean Harvest Sea Vegetables) on the coast of northern California (in Ukiah or Comptche), and harvests sea palm (Postelsia). (9) Chris Erickson, who worked at the Erewhon warehouse for many years with the roasting and nut butter line. He lived in Cambridge and is now in Kentfield, California. He arrived in Boston about 1970-71. His phone: 415-721-7249. Note: In Oct. 2004 Chris was murdered by his own son, with whom he was living in San Francisco. (10) Wendy Esko now lives on Lower Main St., Becket, MA. She is part of the macrobiotic community there. Her phone: 413-623-5645. (11) Nik Amartseff. (12) Ron Kotzsch. (13) Kazuko Awamura was a cook at the Erewhon warehouse. Address: Owner, Kendall Food Co., 46A Route 112, Worthington, Massachusetts 01098. Phone: 413-238-5928.

2106. Okada, Yuko. 1992. Re: Muso’s soymilk factory in the USA. Importing organic soybeans to Japan. Letter (fax) to William Shurtleff at Soyfoods Center, May 21. 1 p. [Eng] • **Summary:** “Did you know that I have a soymilk factory in the U.S.? It has been operating for almost 7 years. It was the first soymilk company in the United States and is growing every year. The company is located in Michigan, where most of the organic soybeans are grown.” Note: The author is probably referring to Muso’s 15% ownership in American Soy Products, Inc., whose plant at Saline, Michigan, began commercial operation in Nov. 1986.

Muso is also importing organic soybeans into Japan, and has already imported about 300 metric tons this year. The use of organic soybeans in Japan is growing on the part of companies making shoyu, miso, tamari, tofu, etc. for Muso. Address: Muso Co., Ltd., Kosei Bldg. 2nd Floor, Tanimachi 2-5-5, Chuo-ku, Osaka 540, Japan. Phone: 06-942-0341.

2107. Tims, William. 1992. Studying macrobiotics in Boston and tofu making in Otake, Japan (Interview). *SoyaScan Notes*. May 21. Conducted by William Shurtleff of Soyfoods

Center.

• **Summary:** Bill grew up in Oklahoma. In 1969 while attending the University of Oklahoma he developed an interest in Oriental culture, philosophy and religion. He started studying Buddhism and Taoism. One day he came across a little spiral-bound book titled *Zen Macrobiotics* by George Ohsawa. Within several months he quit school and hitch-hiked to Boston, arriving in Jan. 1970.

He lived in a study house with Tom and Mary Hatch, then lived with Michio and Aveline Kushi on Boylston Street, before they moved to 62 Buckminster Rd. First he worked as a carpenter, then starting in early 1972 he worked at the Erewhon warehouse. Paul Hawken was president of Erewhon, but he left Boston, then came back and left again.

In about the spring of 1975, at one of Michio Kushi's "Way of Life" talks, which he gave every Tuesday and Thursday night, Michio said that he had made arrangements for 3 Americans to go to Japan to study traditional food processing. Bill never saw a written announcement of this. Bill signed up for the program along with about 20 other people. Bill had to return to Oklahoma in the summer of 1975, but he returned to Boston in Dec. 1975. He expected that he, Charles Kendall, and one other person would be leaving for Japan in Jan. 1976. He was surprised to find that he was the only one going. Everyone else, for reasons unknown to him, had backed out. He was a bit curious and suspicious as to why no one else wanted to go.

In Jan. 1976 Bill flew to Japan. He spoke no Japanese and had almost no money. It was his understanding that if he paid his flight to Japan, in exchange for the work he would do in Japan, he would be provided with a room and board, a small salary, and a flight back to America. Michio and Aveline had never suggested to Bill that he start a tofu shop in America after he returned, and Bill never had an interest in making tofu. He was going to Japan mainly to learn about the country and its culture; the tofu was accidental. In Osaka, Bill met Lima Ohsawa. An older man who was a friend of Lima's became Bill's guide. After several days in Osaka they took a train together to the little village of Otake, about 15 miles south of Hiroshima. They were greeted with great fanfare and met by a man who was the tofu master—who spoke no English. Bill never understood the relationship between the tofu master and Michio Kushi. The tofu master set Bill up in small apartment with a bike, 5 minutes bike ride from the tofu shop. Bill's guide spent 2 days with Bill at the village translating (since no one else in the village spoke English), then he left. Many villagers asked Bill if he was a soldier from a nearby U.S. military base.

Bill worked hard at the tofu shop with 7-8 other employees (mostly older women), not including delivery boys, for the next 7-8 months, until August. The master was very much a traditionalist; he was the only person Bill met in Japan who ate brown rice, but he never mentioned macrobiotics. The master was a hard worker, very stern and

yang, but a good, strong, often loving man who treated Bill specially and kindly. Bill has very good memories of him. He made nigari tofu and 13-14 different products (incl. egg tofu, burdock tofu, various deep-fried types), and his dream was to have his style of tofu shop all over the world.

For Bill, the best times were when the master allowed him, twice a week, to take the company truck alone, all day, to deliver okara to dairy farmers in the countryside. Bill was able to do a bit of exploring of temples, shrines, and gardens on these trips. Sometimes the master would be gone for 1-2 days and Bill was responsible for the tofu shop from start to finish. Most of the tofu was delivered to huge supermarkets in Hiroshima. The villagers were amazingly kind to Bill.

But there were difficulties. The master belonged to several different Buddhist sects; Bill was required to go with the master to every religious meeting he attended. Bill hated this because he couldn't speak any Japanese, he had to sit on his knees in seiza for hours at a time, and he was tired from 6 days of hard work at the tofu shop. He desperately wanted some time off from the long hours, both to rest and see more of Japan. At times Bill felt like he was being "used" to work long hours for meager pay, and at other times he realized that this was what a traditional Japanese apprenticeship required. Moreover he was delighted to have this opportunity, difficult though it was.

Returning to America, Bill attended Herman and Cornelia Aihara's annual summer camp in California, then he returned to Boston on about 1 Sept. 1976. Ed Esko and Stephen Uprichard immediately offered him a job at the East West Foundation. He worked there until 1982, eventually becoming vice-president.

Bill was the second American (after William Shurtleff) to study tofu-making in Japan with a traditional Japanese master. Tims and William Shurtleff met in November 1976 at Ken and Ann Burns' house at 16 Warren Street in Boston—shortly after Tims had returned from Japan. Tims was happy to see that Shurtleff and Akiko Aoyagi were doing a nationwide tour to introduce Americans to tofu. Before Bill Tims went to Japan in Jan. 1976 it was difficult to get tofu in Boston; it was considered a luxury. But after he came back, a number of tofu products were being sold commercially—including a tofu cheesecake made by a Boston woman. He also remembers big slabs of seitan (Wheatmeal) sold at Erewhon.

In 1982 Bill moved to Arkansas to start Mountain Ark, along with Frank Head, Joel Wollner, and Tom Monte. Frank was the only one who ever had any financial involvement in Mountain Ark, and he is the only one of the original four left at the company, which is currently for sale and will be liquidated if it is not sold by June 30. Bill never worked at Mountain Ark.

Four or five years ago a news flash came on CNN that there had been a terrible earthquake in Otake, Japan, the little village where he had lived. He watched the destruction on

TV with sadness. Several years ago he heard that the old tofu master had died.

Bill now runs his own business, Natural Health Center, which he and his wife Carol started in 1983. He does macrobiotic consultations and sells macrobiotic foods by mail order. Address: Natural Health Center, 45 North Hartman, Fayetteville, Arkansas 72701. Phone: 501-521-9105 (or 9195).

2108. Sandler, Matthew; Sandler, Helen. 1992. Early work with natural foods in Boston. Plans to launch a soymilk product named Luppy (Interview). *SoyaScan Notes*. May 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Matthew's brother, Richard Sandler, arrived in the Boston area on 1 Jan. 1968. Matt drove him to 29 University Ave. knowing nothing about macrobiotics except that he ate with Richard once at the Paradox restaurant in New York City. Those were the early days. Nahum Stiskin and Richard Sandler, were already in Boston when Matt arrived in about late 1968. Matt moved to Japan in about 1969; Nahum Stiskin was living in Kyoto, Japan (where he arrived in May 1969), when Matt arrived. Steve Helfer (a student of macrobiotics) had arrived in Japan before Matt. After a while, Matt brought Helen to Japan so they could get married—which they did in about 1971, at the Jewish Community Center. Matt had known Helen when they were in Boston; they lived together a macrobiotic study house.

Helen and a lot of other Americans studying macrobiotics in Japan took cooking classes, taught in Japanese, from Lima Ohsawa in Tokyo at Tokyo C.I. (Centre Ignoramus). Matt and Helen left Japan in about 1971-72, returning first to New York, and then to Boston in about 1973. He finally left Boston in 1984.

While in Boston, Matt started a bakery named Matthew's All Natural, located in Woburn, just outside of Boston. It's first products were sweets such as carrot cakes. The discovery of barley malt, a complex carbohydrate sweetener, was a major breakthrough for the company. Helen Sandler developed a line of English Muffins sweetened with barley malt, and then a line of whole-grain breads which were introduced in 1979. The company soon became quite large and successful, and it is still in operation. The bakery did not use soy in any form in its products.

Evan Root started the original Sanae. Matt's brother, Richard Sandler, who arrived in Boston before Matt, started The Seventh Inn (also called Big Sanae). He rented the space and made it into a restaurant with his own hands; his partner was Warren Durbin (originally a film editor from California who came to Boston to study macrobiotics and who now lives in Vermont). Richard is now a photographer living in Greenwich Village (Phone: 212-777-7138).

Barry Creighton invested a lot of money in his Cable Springs Bakery; it was a good idea, but ahead of its time, so it wasn't that successful. When it went bankrupt, Kathy

Bellicchi took it over. Helen Sandler (who had her own company) then shared the bakery with Kathy, and baked cakes there starting in about 1975. Helen does not remember any commercial soy products in Boston, except the Tofu Cheesecake sold at Sanae (it was a Sanae special) and 1 or 2 other restaurants in the late 1970s. Matt liked the Tofu Cheesecake; Helen didn't. Matt recalls that the Tofu Cheesecake was sold, pre-sliced, at a number of retail stores, including Erewhon. He thinks it was sold in the first tier of products that Erewhon sold out of the cooler. He thinks it was made by an underground business that made only this product. Helen experimented with "Tofu Cream," made by mixing tofu, vanilla, and maple syrup—but it was never commercialized since it had such a short shelf life and the retail stores had no refrigeration.

Another excellent product in Boston was Tan Pups, made by Nik Amartseff and his wife. It was a natural meatless hot dog made of seitan, deep-fried on a stick. Nik was one of the most creative food product developers in Boston at the time. He also developed the formulations for most or all of the Erewhon cereals, granolas, and snacks, as well as their labels and packaging. "He was a real fertile mind."

Matt is planning to launch a soy dessert named Luppy (in 2 flavors), within the next 6 months. The product will be aseptically packaged in tubs. His company is named Luppy Foods. He remembers Luppy soymilk from Japan as a soymilk sweetened with brown sugar and sold in little bottles.

When Yuko Okada first brought soymilk to the USA, he started by trying to make a deal with Knudsen. That didn't work out and for some reason he had a problem with Eden Foods in Michigan at the beginning. So Yuko called Matt, who at that time was still owner of Matthew's All Natural bakery, and asked Matt if he wanted to distribute the soymilk product over his route which extended from Maine to Philadelphia. Matt also distributed foods frozen and refrigerated as far west as Denver. The product Yuko was offering was quite similar to the Luppy soymilk Matt had enjoyed in Japan. Before Matt could say yes, Yuko had made a deal with Eden Foods to import.

Update on Matt's soymilk dessert. 1992. July 15. It will be a pudding-type product, the soymilk will be supplied by American Soy Products in Michigan, and it should be on the market by about Nov. 1992. Address: P.O. Box 10277, Aspen, Colorado 81612. Phone: 802-869-2010.

2109. Jacobs, Lenny. 1992. Macrobiotic pioneers—where are they now? (Interview). *SoyaScan Notes*. May 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Nahum Stiskin is now in New York City in the field of investments. His former wife, Beverly Stiskin, lives in Brookline, and is an Alexander therapist. Nahum has a black cloud and a real bitter feeling regarding his

past life. He doesn't like to talk with people. Lenny ran into him 8 years ago at an ABA show and he said to Lenny, "Don't bother me." Mr. Ehud Spurling, the owner of Inner Traditions Press in Rochester, Vermont also knows how to reach Nahum.

Bill Garrison is on the West Coast somewhere. He applied for the job of financial manager of the Kushi Foundation. Anthony "Tony" Harnett is owner of Bread and Circus in Newton, Massachusetts. Jim Ledbetter is in Southern California; the Kushis keep in touch with him. Jim started *Order of the Universe* magazine. Robert Hargrove is in the Brookline area where he owns Robert Hargrove and Associates.

Nik Amartseff got involved with cocaine at some point in about the late 1970s and his life fell apart. But now its back together.

Marcea Newman now lives in Australia; Lenny saw her at Anaheim not long ago and spent a lot of time with her and her husband (who has designed a very interesting Chinese herbal database on a Macintosh computer); its a very expensive diagnostic tool. You can enter your symptoms and it will suggest which herbs to take, or you can key in the name of an herb, and it will tell you all about it.

Eric Utne was the manager of Erewhon in about 1970 or 1971. He came to Boston in the late spring of 1969, at the same time as Lenny's wife to be. Lenny arrived in Boston in the summer of 1969 from Chicago, Illinois. He left Boston for Minneapolis in 1971; then Eric Utne, Lenny, and Peggy Taylor (who is now the editor at *New Age Journal*) started a restaurant at the University of Minnesota named Whole Foods. They ran it for 2 years. Then Eric and Peggy returned to Boston, and Eric went to work at the *East West Journal*. Lenny left for Boston in the fall of 1973; he wanted to start a bakery, then he and Bob Phelps (who now runs Redwing Books) planned to start a seaweed harvesting business. The Robert Hargrove, Eric Utne, and several other people (the majority of the staff of East West Journal) asked Michio Kushi to either give them the magazine (free of charge) or they would quit. They did quit and started New Age Journal. Michio Kushi asked Lenny if he would please work for East West for a few months, which he did—though he ended up staying for years until he finally left to work at East West Journal.

The Seventh Inn was a really successful restaurant, but Michio refused to share any of the ownership with the people who ran it and he tried to control it too much. Originally called Sanae, it was started by Richard Sandler (who selected the location and designed the kitchen, but never really worked there after it was in business), Evan Root, and others. Lenny was a cook there. Richard and another guy named Warren Durban quit before the restaurant was finished, and they gave it over to Lenny and Bill Anton (who is still in Japan). Then Yuko Okada and Hiroshi Hayashi started to run it; they changed the name to The Seventh Inn. There were

two Sanae Restaurants, one on Newbury St. and the other on Boylston St. Address: New Age, Brighton, Massachusetts. Phone: 617-787-2005.

2110. *SoyaScan Notes*. 1992. Joe D. Nichols—Social Security Death Index (Overview). May 27. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** According to the Social Security Death Index for Joe D. Nichols (M.D.). His Social Security number (SSN) is 455-76-2879. Issued by state of Texas. Date of birth: 30 Jan. 1909 (Sat.). Date of death: 27 May 1992 (Wed). Estimated age at death: 83 years, 3 months, 27 days. Last known residence: Atlanta, Galloway, Ofarell, or Smyrna, Cass County, Texas. ZIP Code 75551.

Note 1. Joe's remains were buried in Pine Crest Cemetery, Atlanta, Texas.

Note 2. Joe's wife was Mildred Nichols. born 13 Dec. 1908. Died 31 March 1998, at age 89 years, 3 months—about 6 years after Joe.

2111. *Natural Foods Merchandiser*. 1992. Nature Food Centres goes public. May. p. 3.

• **Summary:** "Wilmington, Massachusetts.—Nature Food Centres, a 94-store health food chain based in Wilmington, Mass., became the second major natural product retailer this year to become a publicly traded company. On March 11, Nature Food Centres merged with the Revere Fund, a publicly owned company, enabling the chain to offer 2.5 million shares of its stocks. The deal raised more than \$15 million and left a new entity called Nature Food Centres Inc. as the surviving company. 'It was one of those win-win situations where everybody came out doing quite well,' says Ronald Rossetti, president of Nature Food Centres... Rossetti says, 'in accounting terms, it's called a reverse acquisition.' Stocks are listed in NASDAQ under Nature Food Centres name, with the trading code of NAFD."

Note: This news release also appeared in *Health Foods Business* (May 1992, p. 14).

2112. *Natural Foods Merchandiser*. 1992. Twelfth Expo West in high-caliber success. May. p. 3.

• **Summary:** "Anaheim, California—This year's 12th annual Natural Products Expo West [at Anaheim], April 10 to 13 was bigger and better than ever, featuring expanded hours, a new hall, and record-breaking attendance." To accommodate the 950 booths, the expo was held in Hall D of the Anaheim Convention Center. Well over 12,000 people attended "the world's largest trade exposition and conference for the natural and organic products industry." A total of 47 seminars were offered.

2113. Potter, Nancy. 1992. 1992 Michigan annual report—Profit corporations: Eden Foods, Inc. Lansing, Michigan: Michigan Department of Commerce—Corporation and

Securities Bureau. 2 p. May 7. 26 cm.

• **Summary:** Corporate name: Eden Foods, Inc.—corporation No. 187-885. 701 Clinton-Tecumseh Road, Clinton, Michigan 48236. Resident agent: Ron E. Roller and Nancy Potter. Nature of business: Wholesaler of organic foods. The corporation has 50,000 shares of common stock. Amount paid-in: \$27,600. No shares of preferred stock. Signed by Nancy Potter, President, 7 May 1992.

On side 2 is a corporate balance sheet. Total assets are \$4,796,810. Corporate officers and directors: President: Nancy Potter. Secretary: William Swaney. Treasurer: Mark Shirkey. Vice-president: Skip Coolman. Directors: Michael Potter, Coolman, Swaney, and Nancy Potter. Address: President, Ann Arbor, Michigan.

2114. *Supermarket Business (New York)*. 1992. Aseptic tofu joins other natural foods enroute to Russia. May.

• **Summary:** “Morinaga Nutritional Foods, makers of Mori-Nu Tofu, donated over 100 cases of its aseptic tofu—close to a ton—as part of a hunger-busting effort targeted at the former Soviet Union. In all, some 20 tons of natural food products were sent to St. Petersburg in early April.

“The Hunger relief effort was coordinated by Marlene Wolford, a Corpus Christi, Texas-based organic food promoter, and Dr. Mikhail Zykov, a macrobiotic food advocate. Along with the aseptic tofu, which has a 10-month shelf life without refrigeration, natural foods companies sent brown rice, sea vegetables and other health food products.

“Participating companies included Eden Foods of Clinton, Michigan, which gave away more than 14 tons of products, and Arrowhead Mills, Country Grown Foods, Goldmine Natural Foods, Lifetree Products, Ocean Harvest, Traditional Foods and Pacific Bakery, among others.

“Separately, Morinaga Nutritional Foods’ parent company, Morinaga Milk Industry, recently sent thousands of pounds of its infant formula to the former Soviet Union from its headquarters in Japan.”

A photo shows Mr. Kumoda, head of Morinaga Nutritional Foods, standing with a co-worker and many cases of tofu in front of a large white banner on which is written: “Mori-Nu Tofu: To Russia with Love”

2115. **Product Name:** WestSoy Lite Non Dairy Creamer. **Manufacturer’s Name:** Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer’s Address: 1065 East Walnut St., Carson, CA 90746. Phone: 310-886-8200.

Date of Introduction: 1992 May.

Ingredients: Filtered water, whole organic soybeans*, brown rice syrup (brown rice, water), expeller pressed corn oil, natural flavor, tricalcium phosphate, sea salt. * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 6 fl. oz. foil retort pouch.

Retails for \$0.98 in California.

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per tablespoon: Calories 10, protein less than 1 gm, carbohydrate 2 gm, fat less than 1 gm, cholesterol 0 mg, sodium 10 mg, potassium 20 mg.

New Product—Documentation: Talk with Lynne Minsky, Marketing Manager of Westbrae. 1992. April 28. This innovative product, Westbrae’s most recent soy product, was introduced at the Anaheim trade show in April 1992, will be shipped in late April, and should be in stores by May 1992. The product is sold as a liquid, packaged like the Maltededs in a foil retort pouch. They would have preferred to put it in a Tetra Pak but the process would not allow them to do it. Vestro is a holding company, and they consider Westbrae to be an independent company. Westbrae moved to this address in Jan. 1992 from Commerce, California. Little Bear (which makes natural food tortilla chips, Bearitos, etc.), also owned by Vestro, moved into the same offices and warehouse with Westbrae. Westbrae’s soy beverage line is a major growth category and the company is putting a lot of energy into developing and promoting it.

Product with Label, plus 2 new product leaflets, sent by Lynne Minsky. 1992. April 28. 3.5 by 6 inches. Foil pouch. Red, yellow, white, black, and brown on blue. Illustration of a pitcher pouring the non-dairy creamer into a cup of coffee. “All natural. Half the calories—Half the fat (of half & half). Lactose free. Great taste. No cholesterol. No tropical oils. Made with organic soybeans. For coffee, fruits, cereal, and baking.” UPC indicia.

One leaflet claims that the product won’t separate in coffee or tea. Soyfoods Center product evaluation. Label design: Excellent. Product quality: Excellent flavor (tastes like cream or condensed soymilk) and consistency. Does not separate in hot coffee.

Note: This is the earliest known commercial nondairy coffee creamer based on soymilk.

2116. *Whole Foods*. 1992. Source book 1992. 15(5):33-294. May. Illust. Index. 28 cm.

• **Summary:** Contents: How to use this book (p. 8). Wholesalers/distributors alphabetical listing. Wholesalers/distributors geographical listing. Brokers. Publishers. Associations. Consultants/service companies.

Product directories: A listing of manufacturers/importers/growers by products: Foods (p. 77-111—soy-related categories include: Beans/bean products, cheese substitutes, coffee substitutes, cultures, miso, soy products, soy sauce, soymilk, tamari, tempeh, tofu, tofu entrees), vitamins and supplements, herbs, cosmetics/personal care, miscellaneous products. Brand names. Product index. Manufacturers/importers/growers alphabetical listing.

Note: The listings related to soy products are full of errors. Address: South Plainfield, New Jersey.

2117. Gerner, Bob. 1992. Recollections of Mithra Grossman, Intermountain Trading, and Family Orchards (Interview). *SoyaScan Notes*. June 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** This company, started in about 1975 by Mithra Grossman, began as Intermountain Trading Co. at 2546 Tenth St., Berkeley, California 94710. Located very near Westbrae, Mithra was a consolidator—and had a beautiful blond Swedish wife. He would collect a variety of natural foods made on the West Coast of the U.S. by companies such as Heinke, Westbrae, etc., then put them on rail cars and ship them to the East Coast. Also starting in about 1975 he began buying miso from Westbrae that the latter was importing from Japan. At one point Westbrae was selling 25-50% of their imported miso to Mithra Grossman, who shipped it all over the USA to other wholesalers. Westbrae did not have enough business to import that much. Gradually he became a distributor, then he started developing and marketing a line of mixed packaged nuts, etc. to which he gave the name Family Orchards. The fruit and nut mixes in the Family Orchards snack line contained two types of soyfoods: Soynuts, and tamari-roasted peanuts. (For details see the company's Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 60-61). Grossman bought most of the raw materials for his Family Orchards line from Westbrae. In about 1979-1980 his company went out of business; he blamed Westbrae for its failure and bore strong resentment toward them. The price structure under which Westbrae had sold its products to Grossman was no longer profitable for Westbrae, who decided to raise prices. Address: Owner, Berkeley Natural Grocery Co., 1336 Gilman St., Berkeley, California 94706. Phone: 415-526-2456.

2118. Arnold, Monica. 1992. NFM's 11th annual market overview: 1991. *Natural Foods Merchandiser*. June. p. 1, 32-34, 38, 40-43.

• **Summary:** Total retail sales for the natural foods industry are estimated at \$4,460 million for the year 1991. Of this total, \$3,150 million was generated by independent natural foods stores (5,540 stores subdivided into 6 types). Natural foods chains (having 40 or more stores; 1,460 stores total) added \$571 million and mass marketers (supermarkets, discount stores, drugstores; 3,100 stores) \$922 million. In total 10,100 stores had \$4,643 million in sales, with 10% sales growth rate in 1991. Sales of the independents grew 15%, chains grew 11%, and mass market grew 5% in 1991.

The six independent store formats are: (1) SMH = small to medium health food stores (1,717 stores, 31% of total stores, \$341 million in sales). (2) LMC = large or mini-chain health food stores (1,163 stores, 21% of total stores, \$534 million in sales). (3) HFS = health food / food service stores (665 stores, 12% of total stores, \$531 million in sales). (4) SNF = small natural food stores (471 stores, 8.5% of total

stores, \$141 million in sales). (5) MLN = medium to large natural food stores (1,329 stores, 24% of total stores, \$800 million in sales). (6) SMF = supermarket natural food stores (195 stores, 3.5% of total stores, \$771 million in sales).

Also discusses (often by store type): Trends to boost sales, improving operations, expansion, sources of financing, employee benefits, wages/payroll by job type, fattening margins, departmental gross margins, operations, ownership structure, type of location, and market area.

The table titled "Departmental Gross Margins" shows what percent of the total store sales come from soyfoods. Ranked in descending order of importance they are: SMH (small to medium health food stores) 2%, MLN 1.9%, HFS 1.4%, LMC 1.2%, SMF 1.0%, SNF 0.4%. Thus, soyfoods are the most important for small to medium health food stores (45.7% of whose income comes from vitamins, with a gross profit margin of 43%) and the least important for small natural food stores (only 8% of whose income comes from vitamins, with a gross profit margin of 40%).

2119. *Natural Foods Merchandiser*. 1992. Accredited nutrition program for physicians announced. June. p. 22.

• **Summary:** A newly accredited program called the Institute for the Advancement of Nutrition Education and Research, which aims to further physicians' knowledge about nutrition and health, was unveiled at Natural Products Expo West in April.

"The Institute's founder, Michael Klaper, M.D., made the announcement during his seminar called Soyfoods and Vegetarianism. Klaper is a nationally known author and lecturer on the nutritional advantages of a plant-based diet."

"The Institute's flagship course, a three-day intensive seminar entitled Let Food Be Your Medicine, has been accredited by the American Academy of Family Practice and the College of Family Physicians of Canada. The courses will be offered at various locations throughout North America.

"Staff members of the Institute include Klaper; Neal Barnard, M.D., assistant clinical professor at George Washington University School of Medicine; John McDougall, M.D., medical director of the McDougall Program at St. Helena Hospital... and Paulette Eisen, associate director, educator, author and co-founder of the Institute for the Advancement of Nutrition Education and Research. For more information contact the Institute for the Advancement of Nutrition Education and Research, 2611 Vanderbilt #2, Redondo Beach, California 90278. Phone: 310-318-8092. Fax: 310-318-8092."

2120. *Natural Foods Merchandiser*. 1992. Expo unites industry: Anaheim show draws record crowds of 13,500, while focusing on legislative issues and industry solidarity. June. p. 28-30.

• **Summary:** The crowd of more than 13,500 people

navigated the 170,000-square-foot show floor at Natural Products Expo West. Discusses: Legislative leanings. Organic happenings. Seminars and more. Special events. At one special event: “Carolyn Johnson, food projects director at Mrs. Gooch’s Natural Foods Markets in Sherman Oaks, California, and seven other Gooch’s staff members cooked up a feast for more than 40 enthusiastic students. The menu included Coconut Shrimp, Tempeh Nuggets and Smoked Shiitake Mushrooms,....”

2121. *Organic Gardening*. 1992. J.I. Rodale–Robert Rodale. The heart and soul of organic gardening: No 50th anniversary issue would be complete without a taste of the writing talents of this magazine’s most influential editors. 39(5):46-47. May/June. [1 ref]

• **Summary:** More on the 50th anniversary history of the early days of *Organic Gardening and Farming*. “The organic idea got its start when Sir Albert Howard, the English soil scientist, developed and popularized his method for making compost heaps with 3 layers (first layer green plant matter, second manure and third soil)... In 1942, J.I. Rodale pinned the label ‘organic’ to Sir Albert’s method and set upon the task of popularizing it in the United States.” Address: Pennsylvania.

2122. Rodale, Ardie. 1992. A love story. *Organic Gardening* 39(5):44-45. May/June. [1 ref]

• **Summary:** A warm, brief 50th anniversary history of the early days of *Organic Gardening and Farming*, whose first issue was published in May 1942 by J.I. Rodale. Ardie is the wife of J.I.’s son, Bob Rodale. Address: Pennsylvania.

2123. Seamens, Dan. 1992. Al Jacobson: Whole foods pioneer. Producer profile. *Natural Health*. May/June. p. 34-36.

• **Summary:** Blue corn chips were one of Jacobson’s innovations and are now his best-selling product, followed by whole-wheat pita.

“His pioneering ways began when he entered the health food business in the mid-fifties. ‘I was out of work at the time and I always wanted to get into the health field,’ Jacobson says. ‘I went to the offices of the Hain Pure Foods company in Hollywood, which, although it was the largest health food company at the time, wasn’t doing so well. I convinced them that they needed someone to help promote their products.’”

He offered to travel around the country and to demonstrate their products at local health food stores. Hain liked the idea so he gave himself the title “Hain Wizard of Foods” and hit the road.

He has also invented whole-wheat pita bread,

A color photo shows Al Jacobson, the self-styled “Wizard of Foods,” age 78, wearing a tall chef’s hat (toque) in front of many of his present products. Address: Senior

editor of *Natural Health*.

2124. Starr, Sara M. 1992. Don’t have a cow! Milking other alternatives. *Health Foods Business* 38(6):37-38, 69. June.

• **Summary:** “Soy milk is the biggest seller in the non-dairy beverage category within the health food industry. About 95% of all soy milk is sold through natural food stores. Several supermarkets are beginning to carry this beverage.” In 1983 when Eden Foods introduced its Edensoy, about 283,000 gallons of aseptically packaged soy milk were sold in the natural foods industry [in the USA]. According to Peter Golbitz of Soyatech Inc. in Bar Harbor, Maine, by 1991 that figure had jumped to 6.5 million gallons. Golbitz estimates the market for aseptic soymilk in the USA to be \$52 million in retail sales (in natural food stores only) and growing at 15-20% annually. The top 3 soymilk manufacturers in America are American Soy Products [Edensoy], Westbrae, and Vitasoy; together they produce over 95% of the aseptically-packaged soymilk in the U.S. according to Golbitz.

New soymilk products: WestSoy Plus is fortified with vitamins A and D, and calcium to make it nutritionally equivalent to dairy milk. Westbrae also has a new non-dairy creamer. Westbrae uses only rice syrup to sweeten its soymilks and is looking closely at producing a fresh (non-aseptically packaged) soymilk. Vitasoy has teamed up with The Yogi Tea Company to produce a cappuccino alternative. This delicious blend of soymilk and herb tea can be made in an espresso machine. Protein Technologies International in St. Louis, Missouri, has developed a new technology–stabilized calcium phosphate and soy protein isolates. When added to soymilk it gives a product comparable in protein and calcium content to dairy milk.

Also discusses amazake and White Almond Beverage. A photo shows Sara Starr. Address: President of Starr Track, a business consulting firm for the natural foods and products industries.

2125. *Whole Foods*. 1992. GNC reports 10.4% growth in 1991. June. p. 12.

• **Summary:** “Pittsburgh, PA–General Nutrition Corp. reports that its chain-wide sales increased to about \$394 million in 1991 from \$347 million the previous year, representing a 10.4% increase for same-store sales. According to the retail chain, it also added 112 franchises last year, with the company’s franchise network increasing by 700% over the last two years. At present, GNC says that it operates some 1,100-plus stores in all 50 states, plus Puerto Rico and near U.S. military bases in Guam.”

2126. Belleme, John. 1992. Santa Fe Organics and seitan (Interview). *SoyaScan Notes*. July 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Santa Fe Organics is owned by 3 people: James

MacCreight (of Santa Fe, New Mexico) and John each own 45%, and Sandy Pukel (owner of Oak Feed Store in Florida) owns 10%. James got involved because he knew of John's work at American Miso Co., and he was a friend of Barry Evans. Barry was the majority owner of that company but he was sent to jail in early 1992 in California with a 7-year sentence, of which he must serve at least one-third. John got bought out of American Miso Co. in 1986 for two reasons: He had conflicts with Barry, and there were indications that Barry was making his money illegally. He wanted to get out "before the whole thing came down on our heads. My equity in the company might have been confiscated by the federal government." Before Barry went to jail, he made a deal such that his two companies (American Miso Co. and Great Eastern Sun) were not affected. After John left American Miso, he and Sandy Pukel formed a partnership with Blake Rankin and established Granum East. They ran that for 2½ years then sold it to Great Eastern Sun in 1988. From that time until 1990 he and his wife, Jan Belleme, did a lot of writing.

James MacCreight, a former Hippie, had made money investing in real estate in Philadelphia, Pennsylvania, where he also founded and owned George's Restaurant (a lovely place named after George Ohsawa). One day in late 1990 he called John and said "I'd like to do something with you. What would you like to do?" They spent a lot of money starting a miso shop adjoining John's home in Saluda, North Carolina, but then John decided it would not be grand enough to meet James' expectations. So they dropped the miso project after 6 months before the equipment even went in. James heard about Seitan Mama's, and they decided to make seitan instead. John had been interested in seitan since 1974, and in Feb. 1978 his wife, Jan, had started an early and very successful seitan company in Coconut Grove, Florida named Seitan Mama's, which see. In early 1991 a huge building became available at an excellent price 10 miles from John's home in Saluda at 906 Locust St. in Columbus, North Carolina. Their first line of 4 retorted seitan products in glass jars was introduced in June 1991. Originally they had planned to be a wholesale company, selling pallets via commercial trucking lines or UPS directly to larger stores (mostly on the East Coast) with a broker; it was hoped that this approach would keep the retail price down. Now they sell only through distributors.

Santa Fe Organics produces its seitan using a huge Japanese-made gluten-making machine (ordered through Mitoku) and an automatic cutter. The company has 3 production workers. To the machine they add flour, water, and salt (or nigari). The salt helps develop a little more gluten, and gives a tighter product with a higher yield. John's machine will process 150 kg (330 lb) of flour per run (which takes 2½ hours). Paddles in the machine knead the flour with water for about 30 minutes to develop the gluten, then the loaf sits undisturbed under water for about an hour, then the

dough is rinsed by kneading it under water for about 1 hour; 100 kg of flour yield about 45 kg of fresh gluten. John orders his wheat flour freshly milled once a week from a mill 50 miles away. Fresh milling is very important for good yield and taste. He uses organically grown hard winter wheat. John uses a mixture of whole wheat and unbleached white flours. The key to getting flavors to penetrate to the core of the seitan lies in retorting at 250°F under pressure (which causes the seitan to expand and become porous allowing flavor penetration) plus the proper mixture of flours. The more whole wheat flour used, the greater the flavor penetration and concentration—but the product is somewhat bready and less dense. The more unbleached white flour used, the greater the density, chewiness, and meatlike texture of the final product. The proportion of flours varies with each product.

John has no problem with starch disposal. The local government looked at the starch and its effects on the local sewage system carefully, and actually encourages Santa Fe Organics to dump it into the sewage system. Eventually John would like to find ways to use the starch, as in stews.

Sales of Santa Fe Organics seitan are large and growing—although the company is still not profitable. A new conflict has arisen in that one owner wants to own a larger percentage of the total shares.

Plans for the future: (1) A new line of 3 Seitan Sloppy Joe products, due out in August; (2) They may have a ravioli maker in Atlanta, Georgia, make Seitan Ravioli using they would ship to Atlanta. They will be sold frozen, 18-22 units in a 13 oz bag, like the Soyboy Ravioli from Northern Soy in Rochester, New York; (3) Sell frozen 6-8 oz chunks or slabs of seitan in bulk (12 lb in a plastic bucket) to restaurants and foodservice institutions, then help them to work out recipes. They hope to have Tree of Life or Cornucopia distribute the product; (4) John's wife, Jan, is now finishing writing a vegetarian cookbook for the Avery Publishing Group. It will contain a whole chapter on seitan. (5) John would like to write a book on miso.

Mitoku has sold two Japanese-made gluten-making machines to the Western world; one was sold to Lima Foods in Belgium. The retort process that both Jonathan and Santa Fe Organics use is a very technical process; one must be set up with a license and follow federal regulations. According to Chris Dawson, Lima imported this machine for Jonathan—which made the seitan that Lima sold. The other machine went to the Erewhon warehouse, where it sat for years, until it was sold to the people who started Upcountry. Address: P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

2127. Belleme, John. 1992. The seitan industry and market in America (Interview). *SoyaScan Notes*. July 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** John is quite sure that his company, Santa Fe Organics, is now the largest seitan manufacturer in the USA

in terms of both pounds of seitan produced and sales volume. They now make 1,500 lb/week and by this fall, they should be making about 3,000 lb/week. Upcountry in Massachusetts is a close second. John visited Upcountry about 18 months ago to interview the former owner for a story on seitan his wife wrote for *East West*. At that time Upcountry was producing about 1,800 lb/week of seitan, but John thinks they may now be doing more like 1,200 lb because Santa Fe Organics has taken away part of their market. The Bridge, in Middletown, Connecticut, is probably third. They were producing 500 lb/week about 18 months ago. Sprout Delights in North Miami, Florida, is also making about 500 lb/week.

Distributors and retailers see seitan as a macrobiotic product. John thinks that in the northeastern U.S. (New England), most seitan consumers have (at one time or another) been involved with macrobiotics; the percentage is lower in the southeast and the west. For example, Tree of Life Southeast, which distributes from Key West, Florida, to Washington, DC, is the largest natural foods company in the world. They do \$80 million to \$120 million a year. They sell very little of John's seitan in that region because macrobiotics is not a big thing there. However Neshaminy, which is a rather small distributor (\$5 million/year), distributes to the Boston, Manhattan (New York), Philadelphia, and Baltimore areas—all macrobiotic strongholds. They sell 3-4 times as much of John's seitan as Tree of Life. Address: P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

2128. *SoyaScan Notes*. 1992. Fresh Fields, a new natural foods supermarket chain on the East Coast (Overview). Sept. 1. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Fresh Fields, a relatively new chain of natural foods supermarkets with headquarters in Rockville, Maryland, appears to be very successful in appealing to the upscale consumer. The president is Mark Ordan. Unlike most traditional natural foods stores, they carry a large selection of natural meats and poultry from “animals raised without hormones, antibiotic feed additives, or other growth-promoting drugs.” They also sell freshly baked breads plus hundreds of soyfood products. They publish a 6-panel leaflet titled “Soy Foods: Soy good for you,” which introduces consumers to tofu, tempeh, soy ‘milk,’ shoyu/tamari, and miso. A 12-page color brochure describes the chain, its philosophy and its products. Fresh Fields’ prices are high but their service is excellent and their stores quite attractive and well managed. On the side of each shopping bag is printed: “Fresh Fields. Land of the Free. Free of artificial colors and flavors. Free of artificial preservatives. Free of steroids. Free of nitrates. Free of hormones. Free of growth stimulants. Free of antibiotics. Free of irradiation. Free of tropical oils. Free of refined sugars. Free of beached flours. Free of hydrogenated oils. Free of worry. Free of confusion. Free of hassle. Free of guilt.

“Fresh Fields. Good for you foods.”

2129. Okada, Yuko. 1992. Re: History of Muso Co. Ltd. (Muso Shokuhin) in Japan. Letter (fax) to William Shurtleff at Soyfoods Center, July 2. 2 p. [Eng]

• **Summary:** Muso was formed as an establishment in February 1966, and Yuko has worked for the company since that time. His current title is president of Muso Co., Ltd. for Export and Import division, a position he has held for the last 6 years. Yuko first went to the USA in April 1970. First he worked at the Erewhon retail store and at the Erewhon warehouse as production manager and import manager. After 2 years he began to manage a macrobiotic restaurant [the Seventh Inn] for 2½ years as executive vice president. After the restaurant had paid off all its debts, he returned to Erewhon as import manager, and was also in charge of determining the cost of all production.

Yuko thinks that Muso began to ship foods to Erewhon in 1968. [Note: Kotsch. 1984, Dec. *East West Journal* p. 14-21 states that Muso began to export foods in 1969.] The main food items shipped during the first year were shoyu (made by Marushima Shoyu Co.), several types of miso (made by Kanemitsu Miso Co. and Ohta Hacho Miso Co.), black soybeans, azuki beans, many types of sea vegetables and teas, buckwheat noodles, umeboshi pickles, and takuan (daikon pickles).

The following Westerners have worked for Muso over the years: Paul Hawken (March-Oct. 1969), James Docker (several months), Jim Ledbetter (several months), Evan Root (several months), Tyler Smith (6 months), Steve Earle (4 years). Only Americans have worked at Muso.

Muso moved to their present address in the Kosei Building on 1 Dec. 1986. The company still maintains a domestic distribution company at its former address at Otedori 2-5-1, Higashi-ku, Osaka. Address: Muso Co., Ltd., Kosei Bldg., 2nd Floor, Tanimachi 2-5-5, Chuo-ku, Osaka 540, Japan. Phone: 06-942-0343.

2130. Uprichard, Tamara. 1992. Work with seitan in America (Interview). *SoyaScan Notes*. July 7. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Tamara Hall first learned about macrobiotics in late 1972 from Lenny Jacobs and Tom Hatch who were lecturing in Minneapolis, Minnesota. She vaguely remembers first learning how to make seitan in Minneapolis in late 1972 or early 1973 from Barbara Jacobs at a cooking class. Lenny Jacobs and Tom Hatch had a restaurant named Whole Foods Cafeteria at the University of Minnesota in 1972-73, and Tamara was a staff member of the restaurant for a short time. Early in 1973 Tamara moved into a study house run by Tom and Mary Lou Hatch. There she again learned how to make seitan during a cooking class taught by Mary Lou. Michio Kushi came to Minneapolis and lectured in the spring of 1973.

In June 1973 Tamara moved in Boston to study macrobiotics. She was soon working as a waitress at The Seventh Inn, where Hiroshi Hayashi was the chef and Yuko Okada was manager. Later that month she began to attend cooking classes given by Aveline Kushi at the Boylston Street house. There she received in-depth instruction in making seitan on a home scale using the traditional method. Aveline would make a bread dough, kneading it for 20-30 minutes, let it stand for 45 minutes in the air, then rinse it under cold water. In about August 1973, Hiroshi gave cooking classes, mostly to the staff of The Seventh Inn. He taught a quick method for making seitan that Tamara thinks he created himself; he may well have learned the slower traditional method during his training as a chef in Japan. He mixed the flour with warm water to make a rather wet dough, kneaded it for only 10-15 minutes, broke the dough up into softball-sized pieces, then let these stand under warm water. Hiroshi's gluten was ready after about 1 hour, whereas Aveline's took about 2 hours. At one period while Tamara worked there, The Seventh Inn did make and serve a breaded deep-fried seitan entree.

Tamara met Stephen Uprichard in Boston and they were married in Dec. 1973. Stephen was active at the East West Foundation before there was a Kushi Foundation. Tamara taught a number of other people how to make seitan. Two of these are worth mentioning: She taught Fern Israel, who taught John Weissman, who established America's first real seitan company and invented Wheatmeat, Tan Pops, and many other creative seitan products. And she taught Jos van de Ponsele, who started Jonathan, Europe's first commercial seitan company (located in Belgium), and likewise produced many creative seitan products. Both these companies still make seitan. Address: R.R. 2, Box 163, Colrain, Massachusetts 01340. Phone: 413-337-8570.

2131. Richardson, Jean. 1992. Sierra Natural Foods is out of business. Ohsawa-Japan has stopped exporting (Interview). *SoyaScan Notes*. July 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** When Ohsawa America was having problems surviving, Lane Seiger offered their mail order business to Gold Mine Natural Food Co., then offered their import business to Sierra Natural Foods. Gold Mine purchased their Japanese imports from Sierra.

In July 1991, Sierra Natural Foods declared bankruptcy and went out of business. At the time they owed Ohsawa Japan a lot of money, which they never paid. Following this unfortunate experience, Ohsawa Japan stopped exporting products to America. Prior to this, Nama Shoyu (Unpasteurized Shoyu, made by Yamaki Co., run by Mr. Kitani) was the best seller of all the products Sierra imported from Ohsawa Japan. After Sierra's bankruptcy, in March 1992, Gold Mine began importing macrobiotic foods from Muso in Japan. Address: Co-owner, Gold Mine Natural Food

Co., 1947 30th St., San Diego, California 92102. Phone: 619-234-9711.

2132. Delangre, Yvette; Delangre, Jacques. 1992. Early recollections of seitan (Interview). *SoyaScan Notes*. July 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In 1966 in Tokyo, Japan, on the last day of their trip during the First International Spiritual Olympics, Yvette remembers tasting a meatlike product, which came in little pieces was cooked a long time, was served with a curry sauce and tasted remarkably like meat—so much so, in fact, that she didn't want to eat it. Years later, after she learned to make seitan in America, she realized that what she had tasted in Japan was probably seitan; however no one in Japan at that time said that it was seitan, or even mentioned the word seitan.

Yvette first heard the word "seitan" from Cornelia Aihara, and she first learned how to make seitan from Cornelia in about 1968, perhaps in the Los Angeles area. She first saw the word seitan in print in several of Cornelia's books, such as one of the 4 *The Dô of Cooking* seasonal cookbooks and the *Chico-San Cookbook* (both published in 1972). Chico-San never imported seitan from Japan.

Jacques thinks he first heard the word seitan in America, after 1963 and before they returned to Europe in 1968. He thinks (and is 90% sure) that he first heard of seitan and first tasted it at the Zen Restaurant on Hollywood Boulevard in Los Angeles. He recalls the word "seitan" being on the menu, but Yvette does not recall ever having eaten seitan at the Zen Restaurant. Jacques has a large collection of macrobiotic literature from the early days, especially early publications issued by Lima N.V. in Belgium. In May 1957 Pierre Gevaert's family met George Ohsawa. Address: East West Center, 160 Wycliff Way, Magalia, California 95954. Phone: 916-873-0294.

2133. DeSilva, Tom. 1992. Brief history of Erewhon—Los Angeles. Part I (Interview). *SoyaScan Notes*. July 10. And Jan. 1995. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** When Tom arrived in Los Angeles (he never did live or study macrobiotics in Boston), Bruce Macdonald was in charge of Erewhon's West Coast operations and Jimmy Silver was in charge of the Erewhon retail Store. In Sept. 1969 he moved into the Kushi House at 7511 Franklin Ave. in Hollywood. He shopped at the Erewhon retail store before he began to work there and he recalls it as being "very primitive." Then in Oct. 1969 he went to work for the Erewhon retail store at 8003 Beverly Boulevard (one store down from the corner) just as Erewhon got their first warehouse, which was about 1,200 square feet, catty corner across the street.

Tom has kept the early leases for the Erewhon retail store. It has always been his understanding that he had all

the leases, including the very first one. However during the first year that the store was in business (from the fall of 1969 until Sept. 1970) the rent may have been paid on a month-to-month basis. He has heard that Jacques Delangre and John Fountain paid the deposit and the first month's rent. The first formal lease may have been necessary when Erewhon to make improvements—such as putting in a wooden floor and building nice shelves. The earliest lease he has was signed and executed on 8 October 1970 by and between Murray LaBell and Benjamin Izakowitz (lessors, owners of the building), and Erewhon Trading Company Inc., for a retail and wholesale grocery at 8003 Beverly Boulevard, Los Angeles. The 2-year lease commences on 1 July 1971 and ends on 30 June 1973. The amount of the lease is \$225/month. The lease is signed by Murray and Benjamin (lessors), and Roger Hillyard (lessee), Executive vice president for Erewhon Trading Co. Inc. The second lease was signed and executed on 1 July 1971. Erewhon's address is now given as 8001 and 8003 Beverly Boulevard. The lease is now for \$800/month, reflecting the fact that store has now roughly doubled in size by moving into the adjacent building at 8001 Beverly Blvd. So the store has expanded. For details see LaBell 1970, 1971, and 1973. Tom was managing the store when it expanded. Roger Hillyard sent a fellow named Jim (who is now a doctor) to Los Angeles to start the expansion. Jim burned out 2-3 months before the expansion was finished, so Tom finished the job and opened the expanded store.

In 1975 Tyler Smith became president of Erewhon in Boston, Massachusetts. In about July 1975 Smith told Tom that he planned to sell Erewhon—Los Angeles to John Fountain, and Smith asked Tom to stay on. At the time, John Fountain and John Deming were both in Boston negotiating this deal. In Aug. 1975 Smith sold off the West Coast operation, including the right to use the Erewhon name, to John Fountain, who was financed by John Deming. Fountain formed a new corporation named Mondo Trading Company (a name known to relatively few people) to acquire Erewhon—Los Angeles. Tom's understanding has always been that John Deming loaned John Fountain the money (\$200,000) he needed to buy Erewhon—Los Angeles. It was a 5-year loan. Erewhon folded after 5 years because Fountain couldn't pay off his loan to Deming. Shortly after Fountain acquired Erewhon—Los Angeles, Tom went to work for him as president of the company—Mondo. Fountain wanted to stay behind the scenes. In essence, he didn't want anyone to know him. Fountain worked at the warehouse. When he took over, the warehouse was in Culver City (about 15 miles west of downtown Los Angeles). Shortly thereafter Fountain purchased a warehouse in the City of Commerce and moved Erewhon's warehouse operations there. It was larger and closer to Fountain's home. Fountain bought a home in Huntington Park (about 10 miles south of Los Angeles), so the new warehouse was only 5-10 minutes drive from his

home, instead of the former 45 minute drive. For Fountain the new warehouse was also a real estate investment; he leased it to the corporation (Mondo / Erewhon—Los Angeles). Continued. Address: Owner, Erewhon Natural Foods Market, 7660 Beverly Blvd. (at Stanley), Los Angeles, California 90046. Phone: 213-655-3537.

2134. DeSilva, Tom. 1992. Brief history of Erewhon—Los Angeles. Part II (Interview). *SoyaScan Notes*. July 10. And Jan. 1995. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** John Deming apparently had nothing to do with John Fountain's operation of Mondo / Erewhon—Los Angeles. Deming had his own Erewhon store in Orange County. Fountain agreed to allow Deming to own and operate this store using the Erewhon name but with no connection to Mondo. Tom signed virtually every check paid by the Mondo and he does not recall any payments made to Deming during the 5-year duration of the loan. He is quite sure that Mondo had to make royalty payments (about 2 tenths of one percent of gross sales for use of the Erewhon name) out of operating income to Erewhon—Boston. Mondo had gross sales of about \$10 million a year. It is Tom's understanding that John Fountain retained the right to use the Erewhon name for the five years that he was involved with the corporation.

Both Fountain and Deming were heavily involved in and strongly influenced by the Free Enterprise Institute run by Andrew Galambos. Erewhon managers were encouraged to be involved with this institute. Tom felt that Fountain and Deming were trying to introduce to Erewhon a philosophy that was “impossible to implement under the circumstances.” It was a philosophy of free enterprise that was Libertarian to the extreme. Tom thinks that interfered with the growth of the company. Before Fountain bought the company, the employees were encouraged to be involved with Werner Erhard's Est. “I did them both and survived.”

Erewhon, in both Los Angeles and Boston, was undercapitalized from day one. This created tremendous problems, because the company's sales grew so fast. Tom was constantly aware that Erewhon—Los Angeles was struggling financially. He does not know why John Deming wasn't aware of this also. He wasn't around much and part of the time he was busy with his store in Orange County—which never really got off the ground. “My main job was dealing with past-due creditors. Fountain had to factor his accounts receivable.” Tom used to like to get out of the warehouse one week, so he would drive down to San Diego, Riverside, and Orange counties and pick up produce in the farmers' fields. He knew each of these men personally, and he had to tell them that he was unable to pay them amounts of \$10,000 to \$20,000.

In late 1979, John Fountain was obligated to come up with something like \$200,000 that he owed John Deming.

Being unable to, he had to relinquish the company to Deming. Deming was livid. Deming proceeded to sell off the assets piecemeal. John Deming was very conscientious and fair by eventually paying in full all monies owed to Erewhon's creditors. He could have just filed bankruptcy (which he never did) and left them hanging. There was an Erewhon Natural Foods retail store in Northridge that had been opened after Fountain purchased the company. Tom remembers walking the property with both Fountain and Deming before Erewhon began renting it. Fountain sold that store to Deming for \$50,000—presumably in cancellation of \$50,000 of his debt. Deming had hired a man named Robert Jenkins as a consultant. In one day, Jenkins sold the store to Tree of Life for \$100,000 (but not all cash; Tree would pay part of it in products), making an instant profit (on paper) of something like \$50,000.

The corporation found difficulty selling the Erewhon store at 8001 Beverly Blvd. in Los Angeles. Tree of Life looked at it. Nobody saw the potential, partly because the store was somewhat run down. Erewhon needed to meet a payroll payment, so they offered to sell the store to Tom DeSilva if he could make the down payment they were asking. Tom got Tyler Smith and Jeffrey Flasher to go in as partners with him and they bought the store. On 13 Jan. 1980, the new owners took over. A year later the partnership fell apart. Tom made an offer and bought out both partners, becoming the sole owner in early 1981.

Tom does not think that the collapse of Erewhon- Los Angeles in late 1979 was in any way directly related to the bankruptcy of Erewhon-Boston two years later. On 10 Nov. 1981 Erewhon in Boston filed for bankruptcy protection under Chapter 11 of the Federal Bankruptcy Act because of debts totaling \$4.3 million. In May 1982 Ronald Rossetti purchased Erewhon. Tom flew back to the East Coast and met with Rossetti because he was using the Erewhon name for his store under an old oral agreement with Michio Kushi. Rossetti said he would honor that agreement; it was not committed to writing until several years ago in an exchange of letters.

Tom moved his Erewhon Natural Foods Market to its present location from 8001-8003 Beverly Blvd. and began business on 15 May 1991. As of January 1995, Tom's store is profitable.

Jimmy Silver, who worked at Erewhon, Los Angeles, in the early days and knew Tom DeSilva well, adds (Jan. 2011): Tom was really good at running the business. And having been a lawyer he was particularly good at negotiating contracts and agreements. He understood the implications, which are often buried or hidden, and could reach understandings with the other guys that were fair to both. Not usually what the other guys wanted, of course—they would prefer something fair only to them. Libby [his wife] said he was great with leases.

“Libby said Hugo van Seenus had been in touch with

her, and liked to send newly hired people from his store (he's now got a location in Colorado, I believe) to Erewhon [Los Angeles] for a week or two to observe and train, which Libby said they were always willing to do for him.”

One of Tom's boys died of cancer a few years ago. Tom went down hill after that and now basically has no memory—some form of dementia. Yet he seems happy and placid; he lives in a care facility in Torrance. Libby is running the store without Tom.

An undated photo sent by Patricia Smith shows Tom DeSilva seated in the full lotus posture of meditation, listening to the sound of one bell ringing. Address: Owner, Erewhon Natural Foods Market, 7660 Beverly Blvd. (at Stanley), Los Angeles, California 90046. Phone: 213-655-3537.

2135. Mokutani, Kiyoshi. 1992. The invention and development of seitan in Japan (Interview). *SoyaScan Notes*. July 12. Conducted by William Shurtleff of Soyfoods Center. Followed by a letter of July 1992.

• **Summary:** In 1959 Mr. Mokutani met Sakurazawa Nyoichi (George Ohsawa) and his wife Lima, and started to study macrobiotics with them, and to eat a macrobiotic diet—after he had undergone two surgical operations for a gastric ulcer and a duodenal ulcer in 1959 and 1960.

In the spring or summer of 1961 he first developed a sample of what is now called *seitan* using only wheat gluten and shoyu as ingredients (no ginger or kombu). He extracted the gluten from wheat flour in his own company. His first goal was to develop a wheat gluten product made from organically grown wheat. He also wanted to make a type of low-fat *tsukudani* made without animal products. Note: *Tsukudani* is a dark and salty Japanese condiment typically prepared from small cubes of shellfish, fish, beef, kombu, or vegetables (gobo [burdock], fuki [butterbur, coltsfoot]) that have been simmered for a long time in soy sauce.

In the fall of 1961 he took a sample of the new product he had invented to George Ohsawa. He took great interest in it and at that point Ohsawa coined the term “seitan” to refer to this product. The term “seitan” had never existed previously in Japan. Ohsawa usually wrote the term “seitan” using the katakana syllabary and characters, however when he occasionally wrote it in Chinese characters, he used the character *sei* (also pronounced “nama” in Japanese) meaning “fresh” or “raw” (since it is made from fresh wheat gluten), plus the character *tan* which is the first character in the Japanese word *tanpaku*, meaning “protein.” Ohsawa also gave him instructions for improving the product by mincing the wheat gluten and simmering it in soy sauce. Today on the front of each bottle of seitan is written “*Sakurazawa Nyoichi shido*” (Made with guidance from George Ohsawa).

Initially, in 1961 and early 1962, he had no intention to sell seitan; he sent samples free of charge to macrobiotic people throughout Japan.

In 1962 Mr. Mokutani started to manufacture seitan for commercial production. Marushima Shoyu K.K. (Marushima Shoyu Co., Inc.), of which he was director and head of the technical department, was the first to make seitan in Japan. After production began, most of the seitan made by Marushima Shoyu K.K. was sold (in small glass jars) to the macrobiotic food wholesalers in Japan (such as Muso Shokuhin, Ohsawa Japan, and Tsurushima [located in Yamaguchi-ken]) and to the macrobiotic community. The first company to export Marushima's seitan was Ohsawa Japan, Inc. (where Lima Ohsawa's sister was president). It was imported to the USA by Bob Kennedy of Chico-San, located in Chico, California.

A friend of Mr. Mokutani's named Mr. Tsurushima owned a company in Yamaguchi prefecture; it made soba and noodles, and sold many macrobiotic foods. Mr. Mokutani asked Mr. Tsurushima to sell his seitan, which Mr. Tsurushima did.

Mr. Mokutani is currently president of two companies: Marushima Shoyu Co., Inc., and Junsei Shokuhin Marushima Co., Inc. (located at Higashi Onomichi 9-2, Onomichi cit, Hiroshima prefecture). The latter company sells soy sauce as well as more than 800 kinds of natural foods. They also sell freeze-dried gluten product which can be marinated in seasoning then grilled as a fat-free meat substitute, or mixed with meat as a seasoning to reduce the meat's total fat content. Address: Chairman, Junsei Shokuhin Marushima Co., Inc., Higashi-Onomichi 9-2, Onomichi-shi, Hiroshima-ken 722, Japan. Home address: Niihama 1-3-57, Onomichi city, Hiroshima prefecture. Phone: 848-20-2506.

2136. *SoyaScan Notes*. 1992. The remarkable food-related creativity that took place in Boston from the late 1960s until the late 1970s, especially within the macrobiotic community (Overview). July 13. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** A flowering of original food product development took place in Boston during this period. There were a number of reasons for this (1) The meeting of two food cultures, Japanese and American, together with new ideas related to diet and health, as embodied in the macrobiotic teachings of Michio and Aveline Kushi. Just as the meeting of two ocean currents leads to a region at the boundary of great biological activity and development, so does the meeting of two cultures. Young Americans were introduced to a host of new basic foods which they quickly began to use and process in new ways. These included miso, tofu, seitan, amazake, umeboshi salt plums, sea vegetables, rice syrup, rice cakes, azuki beans, mochi, and many more.

To cite but four examples: (A) Seitan: Japanese had used seitan as a salty condiment or seasoning. By late 1972 Americans had transformed it into a succulent meat substitute. (B) Tofu: It had never occurred to Japanese to put tofu in a blender. By the mid-1970s Americans in Boston

were combining it with a sweetener to make delectable dairyless tofu cheesecakes and cream pies, or to make low-fat, cholesterol-free salad dressings, dips, and spreads. (C) Amazake: Japanese serve this as a hot beverage like tea, most in teahouses; The only flavoring used is gingerroot. Americans transformed it into delectable ice creams (free of dairy products and sugar), or thick, sweet drinks resembling milk shakes sold refrigerated in plastic bottles. Americans also used amazake as an all-purpose natural sweetener in place of sugar, honey, or maple syrup. They also learned to make a rice milk resembling amazake using commercial purified enzymes instead of koji; at this point, the line separating amazake and rice syrup became somewhat blurred. (D) Rice Syrup: Japanese use *amé* or *mizumamé*, made from koji, as the basis for taffy-like candies or, in very limited ways, as a sweetener. Americans soon began to make rice syrup using commercial enzymes instead of koji and to use it as an all-purpose natural sweetener in place of sugar, honey, or maple syrup.

(2) The closely-knit, almost communal nature of the macrobiotic community in Boston, was one in which many people, mostly young people (including many women), were working closely together with a common vision. New ideas were shared more than guarded or patented. Joel Wollner notes that it was almost like the art community in Paris during the impressionist era of the late 1800s.

(3) The Erewhon retail store (opened in April 1966) provided a ready testing ground for new local products. Many got their start in one or more of these stores. The Erewhon Trading Co. (which started importing Japanese natural and macrobiotic foods in Aug. 1968), and which began wholesaling and distributing in the spring of 1969, greatly helped to expand the market for good products.

(4) The community was fortunate to have a number of exceptionally talented entrepreneurs in the food business, including Paul Hawken, Bruce Macdonald, Roger Hillyard, Bill Tara, and many others. Many of these individuals later left the area to start their own food companies.

(5) It was during this period that the natural foods, macrobiotic foods, organic foods, and vegetarian movements (all closely related, and often based on similar philosophical, ethical, and spiritual values) began to grow in the United States, in part in reaction to the overly-processed, overly chemicalized, unhealthful foods produced by big food companies, and the highly-chemicalized food growing techniques used by American farmers—and in part because of the leadership and inspiration of the community in Boston.

2137. Okada, Yuko; Sandler, Matthew. 1992. Memories of macrobiotics in Boston and Erewhon (Interview). *SoyaScan Notes*. July 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Concerning creativity with foods in Boston from the mid-1960s to the late 1970s. Americans first really

met Japanese foods in Boston via macrobiotics. There were very few Japanese restaurants in the USA before World War II. In Boston there was a sense that everyone was working with food in order to heal the world. Any person who had an idea for a food and made that food, even on a home scale, had access to the shelves of the Erewhon retail store. The early students of macrobiotics in Boston had a mission and felt inspired by Michio Kushi's dream of One Peaceful World. "Michio was able to inspire every person, one by one. Each person felt like they were chosen and privileged. You could feel the winds of change all around you. Anything was possible. The answer to America's problems was macrobiotics." Many people had come to Boston after being heavily involved with psychedelic drugs. They found that the macrobiotic diet could heal the problems that they had developed from using drugs.

Matt Sandler's first best-selling products were carrot cake, banana cake, maple-spice cake. Helen Sandler was known as the cake lady.

Both Yuko and Matthew stress that Paul Hawken was by far the most important person in building Erewhon into a major, pioneering company with a totally new vision. It was Roger Hillyard, rather than Bruce Macdonald who was the first to distribute Erewhon products, which he did out of the back of the Erewhon retail store. Roger cleared a space at the back of the store, bought a mill, and ground then wholesaled whole wheat flour. Bruce's role was to showcase the Newbury Street store by making it into a work of art through creative carpentry and natural interior design. Paul Hawken was very interested in both Japanese language and culture. He learned the language in Kyoto at the Nihongo Gakko (Japanese language school). Paul lived in the Okada's big manor home in Sakai city near Osaka for about 8 months. Then he moved to Kyoto, where he lived on a hill in Sakyō-ku; Alcan Yamaguchi lived right above him in a separate house on the same hill.

Matt thinks that Jeff Flasher played a major role in the fall of Erewhon because he (Jeff) made the decision to greatly expand Erewhon's product line and move into a huge new warehouse. Matt feels that was the fatal decision; he believes Erewhon should have stayed with their good name and limited themselves to selling only high quality products. Flasher was in jail on a drug count and in order to get out he contacted (Matt thinks) Bruce Macdonald. Bruce said he would employ Flasher in his company. So the authorities let Flasher out and he went back to work for Erewhon and basically ruined the company. Address: 1. Muso Co., Ltd., Kosei Bldg., 2nd Floor, Tanimachi 2-5-5, Chuo-ku, Osaka 540, Japan; 2. P.O. Box 10277, Aspen, Colorado 81612. Phone: 1. 06-942-0341.

2138. Okada, Yuko. 1992. How Muso Shokuhin brought soymilk to America (Interview). *SoyaScan Notes*. July 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Muso wanted to introduce Marusan's soymilk in the foil retort pouch to the USA. They began looking for a major American distributor. First they offered the product to Mike Potter of Eden Foods when Mike was in Japan, but he was not interested because he did not think the product would sell in America. Then they offered the product to Jimmy Silver of Pure Sales; he thought it was a weird product. Then they offered it to Knudson, but Knudson was not interested. Then they offered it to Matt Sandler, who also turned it down.

The first place this soymilk really sold outside Japan was in Australia; Jim Wilson, owner of Spiral Foods in Australia started importing this soymilk (which was named Bonsoy) from Muso in about 1979, packaged in a foil retort pouch. Mike Potter met Jim Wilson at a natural foods convention in Anaheim, California; Muso brought Jim Wilson to the convention and arranged this meeting. Wilson told Potter that Bonsoy sold very well in Australia. Potter told Ron Roller to go to Japan to check out this product—which Ron did. Finally the product was launched at the NNFA show in Denver, Colorado, under the name Edensoy by Eden Foods.

The product named Bonsoy was first sold (exported) by Muso to Spiral Foods in Australia in about 1979. Then it was sold to Bean Supreme in New Zealand in about 1981; Bean Supreme had also promoted the Spiral Foods label. Then it was exported by Muso to Urtekram in Denmark in about 1988, and then it was exported to Mimasa in Spain in about 1990. Address: Muso Co., Ltd., Kosei Bldg., 2nd Floor, Tanimachi 2-5-5, Chuo-ku, Osaka 540, Japan. Phone: 1. 06-942-0341.

2139. Okada, Yuko. 1992. Macrobiotic food companies in England: Greg Sams and Harmony Foods, Peter Bradford and Sunwheel (Interview). *SoyaScan Notes*. July 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Muso Shokuhin's first account in England was Harmony Foods, which had been started by Gregory Sams. Teizo Okada lectured in England. Either Greg or Craig Sams attended one of the lectures and had a consultation with Teizo about his personal medical problems. Greg later invented the idea of spreadable fruit, which later became a famous product worldwide. Harmony now has the lion's share of the spreadable fruit market in the UK.

Peter Bradford founded Sunwheel Foods in England. Peter was in Boston, Massachusetts, working at Erewhon in about 1972-73. He returned to England and several years later he started Sunwheel in competition with Harmony Foods, which had been founded earlier. Muso Shokuhin was Sunwheel's first source of Japanese natural and macrobiotic foods. Address: Muso Co., Ltd., Kosei Bldg., 2nd Floor, Tanimachi 2-5-5, Chuo-ku, Osaka 540, Japan. Phone: 1. 06-942-0341.

2140. Okada, Yuko. 1992. How American Soy Products in

Michigan came into being (Interview). *SoyaScan Notes*. July 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Yuko says that he, not Michael Potter, brought together the five companies that formed American Soy Products (ASP), the maker of Edensoy in Michigan. Potter did not speak Japanese and he did not have the connections to pull together this sort of complex joint venture. The idea for the joint was developed jointly from Mike Potter and Yuko Okada as Muso found itself shipping more and more soymilk from Japan to the USA. This soymilk was made from American soybeans and it contained mostly water. After the concept was firm but before the final papers were signed by the five partners, Bruce Macdonald played a role in the process. An employee at a company with which Bruce was involved was a Filipino, who worked for Kawasho in New York. Through this person, Bruce helped bring Kawasho into the deal, and without Kawasho, who was the source of financing, the deal probably would not have happened.

Kawasho was the last of the five partners to enter into the agreement. Marusan and Kawasho would only enter the agreement if Muso did. Kawasho knew nothing about soyfoods or the soyfoods market. They were the company that was least connected with the soyfoods industry and market, but they were also by far the biggest company involved in the venture, with roughly \$2,000 million in annual revenues. In short, Muso became the key link in putting the ASP deal together. Address: Muso Co., Ltd., Kosei Bldg., 2nd Floor, Tanimachi 2-5-5, Chuo-ku, Osaka 540, Japan. Phone: 1. 06-942-0341.

2141. Okada, Yuko; Sandler, Matthew. 1992. Memories of macrobiotics in Japan (Interview). *SoyaScan Notes*. July 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Tokyo C.I. (Center Ignoramus) was established before Ohsawa Japan. Tokyo C.I. was basically an educational organization for macrobiotics; they gradually grew into Ohsawa Japan, which was a food company.

Concerning the early history of Muso Shokuhin, Teizo Okada (the father of Yuko Okada) started a macrobiotic foundation in Osaka. It couldn't survive solely from income from teaching, so in 1957 Teizo had to start a food department, which he named P.U. Senta (Principal Unique Center); it sold foods mostly to macrobiotic customers. This food department gradually grew and in about 1967-68 it was restructured. It was still in the same place with the same employees, but its name was changed to Muso Shokuhin. In the early 1960s Teizo also started the macrobiotic periodical titled *Kompas* (Compas), which is still being published; he was the editor for many years. Teizo Okada died on 12 Jan. 1982 of kidney problems.

In 1992 Muso took over all the manufacturers that used to supply Ohsawa Japan. That is, Yuko was able to order from them so that Muso could supply the American customers that Ohsawa Japan was no longer willing to

supply after Sierra Natural Foods in California declared bankruptcy. Ohsawa Japan stopped exporting to the USA but may still be exporting to other countries. Address: 1. Muso Co., Ltd., Kosei Bldg., 2nd Floor, Tanimachi 2-5-5, Chuo-ku, Osaka 540, Japan; 2. P.O. Box 10277, Aspen, Colorado 81612. Phone: 1. 06-942-0341.

2142. Shurtleff, Akiko Aoyagi; Sandler, Matthew; Okada, Yuko. 1992. Memories of the delectable gluten cutlets served at Tenmi, near Shibuya station in Tokyo, Japan (Interview). *SoyaScan Notes*. July 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Yuko Okada thinks that Tenmi first started in about 1968. By the early 1970s, a 10-minute walk from Shibuya station, it was a combination macrobiotic restaurant and food store. The restaurant was named *Tenmi* (Heaven + Flavor) and the store was named *Shizen Shokuhin Senta* (Natural Foods Center). Both were located at Sakuragaoka 4-3, Shibuya-ku 150, Tokyo. Phone: 03-496-7100. Both were still there in 1983.

The head of the restaurant (and a longtime friend of George Ohsawa), Mrs. Michi Ogawa, made one of the most delicious meatless entrees that we have ever tasted—called *Kôfu Katsu* (Gluten Cutlets). *Kofu* (raw wheat gluten) was simmered in a seasoned broth, then dipped in batter, dusted with Japanese-style bread crumbs (*panko*), and deep-fried. Crisp on the outside, succulent and juicy on the inside, it had a flavor and texture remarkably like that of a pork cutlet. It was served on a bed for thinly-sliced strands of cabbage and topped with one's choice of a natural *tonkatsu* (pork cutlet) sauce (based on soy sauce), or a wedge of lemon.

Such a tasty cholesterol-free menu item could be a hit at almost any restaurant in the Western world—served with either of the above sauces, or with tartar sauce.

From an historical point of view, these Gluten Cutlets, made with seitan, were completely different from the typical Japanese macrobiotic seitan, which was a dark brown salty seasoning or hors d'oeuvre to eat while a person was drinking, as a yang balance for the yin of the alcohol. Address: 1. Soyfoods Center, Lafayette, California 94549; 2. P.O. Box 10277, Aspen, Colorado 81612; 3. Muso Co., Ltd., Kosei Bldg., 2nd Floor, Tanimachi 2-5-5, Chuo-ku, Osaka 540, Japan. Phone: 1. 510-283-2991.

2143. Eden Foods, Inc. 1992. A few trade secrets about light soy drinks (Ad). *Whole Foods*. Aug. p. 80.

• **Summary:** This full-page, color ad explains that any consumer can make a "light" soy drink by just diluting Edensoy with 33% water. Edensoy prefers not to sell such a product since that would involve shipping 33% more water, using extra packaging, energy, etc.

The ad claims that Edensoy tastes better because it is made from a special soybean variety that has a lower yield than other varieties.

This ad contains one completely incorrect statement: “In 1986, Eden Foods became the first American company to manufacture soy beverages in the U.S.” According to the SoyaScan database, at least 184 commercial soymilk products were made in the USA before Edensoy; several of these are still on the market (Soyagen, Soyamel) and are sold nationwide.

Another surprise: By 2002 Eden was making and selling “Edensoy Light.”

This ad also appeared in *Health Foods Business* (Aug. p. 12), *Whole Foods* (Sept. 1992, p. 22), and *Natural Foods Merchandiser* (Sept. 1992, p. 63). Address: 701 Tecumseh Rd. Clinton, Michigan 49236.

2144. Krizmanic, Judy. 1992. Savvy new soyfoods. *Vegetarian Times*. Aug. p. 82-83.

• **Summary:** Highlights, with color photos, Living Lightly non-dairy soy ice cream from Turtle Mountain, Toffle (eggless tofu waffle) from Dae Han, Tofutti Better than Cream Cheese, Westsoy Lite Non Dairy Creamer, Pita Melts from Health in Wealth, Meatless Tofu Steaks from White Wave, Ken & Robert’s Veggie Pockets.

“Soy much to learn. Want to learn more about soy? Send a self-addressed, stamped, business envelope to the Soyfoods Center...”

2145. Roller, Ron. 1992. Why is the price of soymilk higher than that of cow’s milk (Interview). *SoyaScan Notes*. Sept. 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The main factor for the higher cost of soymilk is that vastly larger amount of dairy milk produced; soymilk is not yet able to benefit from these economies of scale.

Second is the distribution network. Cow’s milk is a local or regional product. Many dairies deliver milk in their own trucks direct to supermarkets and other retail stores. This means both that distribution costs are relatively low and that there are few if any middleman distributors. By contrast, soymilk is often shipped several thousand miles at the cost of about \$0.10 per liter. As the soymilk market grows and soymilk comes to be produced on a more regional basis, distribution costs will drop, making soymilk more competitive with cow’s milk.

The third factor is the aseptic carton used for soymilk, which is much more expensive than the typical Pure Pak carton or plastic jug used for cow’s milk. Yet because soymilk must be shipped nationwide, this carton is the least expensive available form of packaging—all things considered. Included in the price of the carton is the cost of the film (the per package price decreases as the number of packs ordered increases, with breaks at 250,000 to 500,000 to 1 million), the cost of the outer case carton, waste cartons, rental on the packaging machines, and the investment in the building in which the filling and packaging takes place. Address: President, American Soy Products, 1474 N. Woodland Dr.,

Saline, Michigan 48176. Phone: 313-429-2310.

2146. Waxman, Howard. 1992. History of Essene, natural foods retailer and distributor (Interview). *SoyaScan Notes*. Sept. 21. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Essene began in March 1969 as a macrobiotic natural foods retail store named Essene Macrobiotic Supply at 2031 Samson St. in Philadelphia, Pennsylvania. Primarily a juice and snack bar, it was founded by Denny Waxman, Charles Smith (Smitty), and Stanley Petrowski; Stanley left after several months. Howard was not involved with the company at that time. After about a year, the growing retail store moved to 320 South St. (at 3rd) in Philadelphia and changed its name to Essene Traditional Foods.

By Feb. 1971 a distribution company, also named Essene Traditional Foods, was started in the retail store—following the Erewhon model. An ad in *East West Journal* (Feb. 1971, p. 10) shows that “Essene,” at 320 South St., was a distributor and wholesaler of natural and traditional foods, including miso, tamari, sea vegetables, and organic grains, vegetables, and beans. They made stone-ground wheat flour on the premises. The distribution company soon outgrew the store and by May 1972 had moved into a small warehouse at 58th & Grays Ave., Philadelphia PA 19143. Then it moved to a larger warehouse in Boyertown, about 1 hour drive outside Philadelphia. The distribution company went out of business in about 1976-78; it had been in business for about 5 years.

In 1981, when Bill Tara returned to the United States to become director of the Kushi Institute of Boston, Massachusetts, Denny Waxman, head of the Philadelphia East West Center, went to London to run the Community Health Foundation and the Kushi Institute. He stayed two years. Denny now lives in Portugal.

The retail store is still in business, owned by Howard. He moved to his present address about 3½ years ago, from 320 South Street, Philadelphia, PA 19147. Address: Owner, Essene Natural Foods, 719 S. 4th St., Philadelphia, Pennsylvania 19147. Phone: 215-922-1146.

2147. Wainer, Howard. 1992. Leading trade publications in the natural and health food industry (Interview). *SoyaScan Notes*. Sept. 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In 1984 the leading trade magazines in the natural/health foods industry (in terms of circulation and total ad space) were *Health Foods Business*, followed by *Health Foods Retailing* (which had been #1 for years prior to about 1982-83), and *Natural Foods Merchandiser*; with *Whole Foods* way down in fourth place.

Today, in 1992, *Natural Foods Merchandiser* is in first place (they first moved into first place in 1984), followed closely by *Whole Foods*, with *Health Foods Business* way down in third place. These are the only three publications

in the market, since *Health Foods Retailing* went out of business in 1987. This ranking is based on total ad pages, but since NFM is tabloid size, Wainer counts each tabloid page as two-thirds of a page to reduce it to an 8.5 by 11-inch equivalent. Thus Wainer counts 10 pages of ad space in NFM as equal to 6.67 pages in *Whole Foods*. In 1989 and 1990 *Whole Foods* was number 1 based on this method of comparison.

Whole Foods currently has a larger circulation (11,000) than NFM (9,500). Whole Foods tries to appeal to stores of all sizes, whereas NFM focuses more on larger stores in terms of editorial. Whole Foods aggressively seeks to find and mail to small stores; NFM does not. Both magazines are equally oriented to the natural foods and the health foods trade.

A magazine cannot exist primarily for ad revenue, with a message and editorials that are self-serving. The readers catch on very quickly that the magazine has nothing important to say, so they stop reading the magazine, and once they stop, the advertiser's message is not seen. A magazine must have integrity and independence. The key is a good balance between quality articles and steady ad revenues. The reader is the key to the magazine.

To find out how readers like a magazine, publishers send out feedback cards, do surveys, read letters, etc. Readership studies done by Whole Foods indicates to them that they are the leader. To the question: "If you could only receive one magazine, which would it be?" the most readers answer *Whole Foods*. Note: According to the Nov. 1992 issue of *Whole Foods* (p. 72), the average number of copies of the magazine printed per month over the past year was 10,195.

Nowadays, supplements seem to be more important than foods in the natural/health foods industry. Consumers want beta-carotene (found to be good for the heart for preventing cancer); niacin is also very popular. Organic produce has always been popular and is getting more and more popular, but now supermarkets carry it.

Concerning the NLEA: "For the next two years I think we have it beat. During that period the industry will be funding more solid studies on the benefits of supplements; the research has already begun." Address: President, Whole Foods Communications Inc. and publisher of *Whole Foods* magazine, South Plainfield, New Jersey 07080. Phone: 908-769-1160.

2148. **Product Name:** Edensoy Extra: Dairy-Free Soy Beverage [Original, Vanilla].

Manufacturer's Name: American Soy Products, Inc.

Manufacturer's Address: 1474 N. Woodland Dr., Saline, MI 48176. Phone: 800-248-0301.

Date of Introduction: 1992 September.

Ingredients: Original: Purified water, organic soybeans, malted cereal extract, calcium [calcium carbonate], kombu (seaweed), job's tears, organic barley, sea salt, vitamin E,

beta carotene, vitamin D-2. Vanilla: Same but vanilla extract listed before calcium.

Wt/Vol., Packaging, Price: Tetra Brik Aseptic cartons. 250 ml (8.45 fluid oz), or 1 liter (33.8 oz, 1.06 quart).

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: This product is marketed by Eden Foods, Inc., 701 Tecumseh Rd., Clinton, Michigan 49236.

Ad in *Whole Foods*. 1992. Oct. p. 11. "Edensoy Extra. Read all about it." "New. Fortified with beta carotene, vitamins E & D and calcium. A significant source of vitamins, minerals and protein. Ideal for people who are lactose intolerant. Made with OCIA certified organically grown whole soybeans. Low in saturated fats and sodium; no cholesterol... Sea vegetables provide a natural source of beta carotene (for vitamin A) and soybeans provide the base for vitamin E. Both are powerful antioxidants that protect the body from free radical damage. We've also added calcium carbonate from limestone..." A color photo shows the product package. Yellow sunlight drifts down through a forest.

2149. Arnold, Monica; Whiteman-Jones, Michael. 1992. Natural products manufacturers, distributors eye mass market: as consumer demand for healthful foods grows, the mass market sales potential is becoming too large to ignore. *Natural Foods Merchandiser*. Sept. p. 48, 50, 52.

• **Summary:** A pie chart shows the three main segments of the natural products market. Total sales are \$4.64 billion. Independent natural products stores: \$3.15 billion. Mass market: \$922 million. Health food chains: \$571 million.

A bar chart shows that natural product sales have grown from \$601 million in 1985 to \$922 million in 1991.

Tree of Life (a large distributor) is working to tap the mass market.

2150. Dominick, Anne Westbrook. 1992. Llama Toucan & Crow: A country store for the health aware. *Health Foods Business*. Sept. p. 78-81.

• **Summary:** The Llama store opened in 1976 and moved to its present location in 1977. They are centered in the busiest section of downtown Brattleboro, a small town of 25,000 people. The owner is Jane McFadden, wife of Barclay McFadden. "Earning \$502,000 annually, Llama Toucan & Crow was originally the site of a [natural foods] distributor and a retailer called Llama Trade Market. The distribution part was bought by a company that became Stow Mills, a major health food wholesaler. But according to [Jane] McFadden, whose husband, Barclay McFadden is Stow Mills CEO, it didn't buy the name. Then owned by McFadden and two other people, each chose a favorite name and Llama Trade Market became Llama Toucan & Crow."

2151. *Natural Foods Merchandiser*. 1992. Whole Foods, Fresh Fields expand territories. Sept. p. 26.

• **Summary:** Two of the industry's natural foods chains are Whole Foods Market (of Austin, Texas) and Fresh Fields (of Rockville, Maryland; President: Mark Ordan). Each is adding new stores to its chain. After the new additions, there will be a total of 16 Whole Foods Markets across the United States, and 6 Fresh Fields stores mostly on the East Coast.

2152. *Natural Foods Merchandiser*. 1992. NOSB meets in Colorado. Sept. p. 18.

• **Summary:** "Ft. Collins, Colorado—The 15-member National Organic Standards Board (NOSB) met as a body for the second time July 7 to 10 on Fort Collins, CO. The board spent one day on a tour of organic production facilities and three days in intensive meetings."

One point of heated discussion "was a possible interpretation of language in the Organic Foods Production Act of 1990 that would cast the role of private certifiers into doubt."

A photo shows the members of NOSB and lists their names.

2153. Whiteman-Jones, Michael. 1992. Health Freedom Act gains sponsors and support. *Natural Foods Merchandiser*. Sept. p. 20, 22.

• **Summary:** Senator Orrin Hatch (R-Utah) has introduced the Health Freedom Act of 1992 (S. 2835). If passed, the Act "would define supplements to include herbs, prevent FDA from restricting supplement potencies and from making high-potency formulas available only by prescription, allow scientifically supported health claims for supplements on labels and in advertising, and require the agency to regulate supplements as foods rather than food additives, which face tougher legal restrictions."

Small portrait photos show Orrin Hatch, David Kessler, and Henry Waxman.

2154. Belleme, John; Belleme, Jan. 1992. *Culinary Treasures of Japan: The art of making and using traditional Japanese foods*. Garden City Park, New York: Avery Publishing Group Inc. xiv + 232 p. Illust. by Akiko Aoyagi. Index. 25 cm.

• **Summary:** Contents: Acknowledgments. Foreword. Preface. Map of Japan showing where 21 traditional foods sold by Mitoku are made. 1. Kuzu: The wonder root. 2. Mirin: Sweet rice wine. 3. Miso: A health secret to savor. 4. Mochi: The sweet rice treat. 5. Noodles: Traditional Japanese fare. 6. Rice malt: Heavenly sweet water. 7. Toasted sesame oil: Cooking oil supreme. 8. Shiitake: Miracle mushrooms. 9. Soy sauce: King of condiments. 10. Tea: A national institution. 11. Snow-dried tofu: Protein powerhouse. 12. Umeboshi: Venerable pickled plums. 13. Vegetables of the sea: Underwater harvest. 14. Brown rice vinegar: Japan's liquid treasure. 15. Traditional vessels: Vats, crocks, and barrels. Glossary. Worldwide importers.

Concerning soy sauce, this book discusses Sendai

Shoyu and Miso Co., Johsen, tamari, Mansan Brewing Co. founded by Oguri family in 1875, almost destroyed in Sept. 1959 by the fierce Ise-wan typhoon, "discovered" in 1982 by Akiyoshi Kazama of Mitoku. Now a macrobiotic staple.

For details on the uncondensed introduction to this book see Kushi (1992) "Introduction to *Culinary Treasures of Japan*." Though very interesting, it contains a number of factual errors and statements that leave the wrong impression. Address: Saluda, North Carolina.

2155. *Health Foods Business*. 1992. Unicorn Village listed in top 500 restaurants. Oct. p. 62.

• **Summary:** "*Restaurant Hospitality*, a national industry magazine has published its annual list of the 500 busiest restaurants in the country. The rankings are according to total sales.

"Unicorn Village, in N. Miami Beach, Florida, was the only 'natural foods restaurant' in the United States to be listed. It ranked no. 103 with \$4 million in sales for 1991."

2156. Paolucci, Danny. 1992. Sunshine Soy Company Inc. and the tofu market in Miami, Florida (Interview). *SoyaScan Notes*. Nov. 5. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** After Swan Foods went out of business in Dec. 1978 Danny's stepfather, Marias, who was a financial analyst and a numbers man, didn't think it was a good idea to invest in another tofu company. He wanted to see what happened. So he waited for 18 months, during which time Richard McIntyre and Bob Heartsong set up tofu companies in Miami (Swan Gardens, and Bob & Toni's Tofu Works, respectively). Danny and the Heartsongs (Bob & Toni) had earlier tried to raise money to go into business together, but it didn't work out—since they wanted to give him only 5-10% of the ownership. So they returned the money they had raised to the investors and went their separate ways. Danny opened Sunshine Soy Company Inc. in Coral Gables, financed by Marias, in June 1980. So there were now 3 tofu companies in the greater Miami area.

McIntyre and Heartsong each set up a companies down in the low-rent produce section of Miami—10-15 miles away from Sunshine Soy. McIntyre was fairly innovative and took the idea of vacuum packaging tofu to new heights by having his bags printed and having dividers for each pack in his cases which made the tofu look very neat. That gave him the edge on the market, which won him Tree of Life as a distributor. Danny got a lot of the GNC (General Nutrition Corp.) stores; they both got chain store accounts. In the interim McIntyre hired Leasa, an Asian-American business, to distribute his tofu; they distribute Oriental foods to the chain stores. Danny heard that Leasa and McIntyre paid the chain store buyers \$5,000 each to carry their tofu. He ended up with 3 of the major chains. Soon McIntyre was the largest tofu producer in Miami. Heartsong picked up the leftover

accounts.

Sunshine Soy closed in March 1983 for various reasons: (1) The company's lease was up and the landlord wanted to increase the rent dramatically. (2) McIntyre was the leading tofu maker in the area and hard to compete with. (3) Interest rates were at about 18%. Marias said that Sunshine Soy was not even making a 10% return on investment, so he withdrew his support. Danny was living in the back of the shop, paying himself \$200/week and working 18 hour days with 8 employees. He was burned out and he had lost a total of about \$100,000 over the 3 years. So he went to work as an electrician—a trade he knew. He is now doing well as an electrician. He is still actively involved with Rinzai Zen meditation, and he has a public zendo in his home. Chico and Carol Wagner of Yaupon Soyfoods in Elgin, Texas (started July 1979) and James and Diana Muhs of Ashland Soy Works in Ashland, Oregon (started Oct. 1981) have also long been a Zen students of Sasaki roshi. Danny goes to his zendo on Mount Baldy for Rohatsu sesshin each December. Address: 2219 S.W. 59th Ave., Miami, Florida 33155. Phone: 305-266-0830.

2157. *SoyaScan Notes*. 1992. Soymilk and dairy milk prices in California, December 1992 (Overview). Dec. 10. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** At Berkeley Natural Grocery Co., a large natural food store at 1336 Gilman St. in Berkeley, California, unflavored (plain or original) soymilk made from organically grown soybeans retails for the following prices: Pacific Soy Beverage liter \$1.49 (the equivalent of \$1.41/quart), Vitasoy liter \$1.89 (\$1.79/qt), Vitasoy Lite liter \$1.99 (\$1.88/qt), Edensoy liter \$1.99 (\$1.88/quart), Westsoy liter (regular or unsweetened) \$2.19 (\$2.07/qt), Westsoy Lite liter \$2.29 (\$2.17/qt), Westsoy Plus liter \$2.29 (\$2.17/qt). By comparison, Rice Dream Low Fat Non-Dairy Beverage (a non-soy rice beverage) retails for \$1.99/liter. The average price of the quart equivalents of the 6 soy beverages is \$1.92 a quart. This is \$0.23 per quart or 13.3% higher than the \$1.69 in Dec. 1990.

Cow's milk (fortified with vitamins A and D) sells for the following prices at Safeway supermarkets: (1) Nonfat: \$0.69/quart or \$1.20/half gallon or \$2.22/gallon; (2) Extra light (1% fat; protein fortified): \$0.71/quart or \$1.25 per half gallon or \$2.37 per gallon; (3) Low-fat (2% fat; protein fortified): \$0.74/quart or \$1.27/half gallon; (4) Whole: \$0.93/quart or \$1.60/half gallon. The best-seller among these is non-fat in half gallons. Thus in Dec. 1992 soymilk in liter cartons is, on average, 2.78 times as expensive per unit volume as nonfat dairy milk purchased in quarts, 3.2 times as expensive as in half gallons, and 3.46 times as expensive as in gallons. In Dec. 1990 a quart of soymilk was 2.6 times as expensive as a quart of the best-selling cow's milk. So in the last 2 years the price of soymilk has risen relative to that of cow's milk.

In Oct. 1987, after most soymilk brands were available in liter or quart sizes, soymilk was 3.42 times as expensive per unit volume as dairy milk purchased in quarts. So there has been an 18.8% drop in the price of soymilk relative to that of cow's milk in quarts over the last 5 years.

Bob Gerner, the owner of Berkeley Natural Grocery Co., says that most soymilk prices rose significantly last month. The price of Pacific Soy Beverage is artificially low due to a deep discount, and even then it does not sell well. Customers who buy a case of any brand of soymilk at his store receive a 10% discount, even if that brand is on sale. For Gerner, the 4 best-selling products are Vitasoy regular, Vitasoy Lite, Edensoy regular, and Westsoy plain. Gerner does not carry the new Edensoy Extra because he has too many similar products. He sells 75-90 cases per month of soymilk at this store. Soymilk is one of his best-selling product categories, along with prepared dinners and teas.

2158. Soyfoods Assoc. of America. 1992. Soyfoods 2000: Merchandising soy products into the next century (Ad). *Natural Foods Merchandiser*. Dec. 16-page color special supplement, 8½ by 11 inches, inserted after p. 28.

• **Summary:** Contains full color ads by Morinaga Nutritional Foods, Inc. (Mori-Nu Tofu, Firm and Extra Firm), Lightlife Foods, Inc. (5 types of tempeh, Tempeh Burgers [Lemon Grill, American Grill, Barbecue Grill], Tofu Pups, Vegetarian Chili, Sloppy J, Foney Baloney, Fakin Bacon, Lean Links), Worthington Foods, Inc. (Natural Touch Okara Pattie, Garden Pattie, Dinner Entrée, Lentil Rice Loaf), Sovex Natural Foods, Inc. (Better Than Milk, Tofu Ice Cream [Vanilla or Strawberry], Good Shepherd Spelt, Millet-Rice Flakes, For Goodness Flakes!), Vitasoy (U.S.A.) Inc. (Light Vanilla, Original, and Cocoa soy drinks).

Contains black-and-white ads by White Wave, Inc. (Five Grain Tempeh, Meatless Tofu Steaks, Soya A Melt Soy Cheeses [Regular or Fat Free] and Singles, Lemon Broil Tempeh, Amaranth Tempeh, Teriyaki Burgers, Organic Tofu, Dairyless Non-Dairy Yogurts, Tempeh Burgers, Sea Veggie Tempeh, Meatless Healthy Franks, Snack'n Savory Tofu), Cemac Foods Corp. (Unbelievable brand Cheesecake; based on nonfat baker's cheese; contains no soy, no fat, no cholesterol), Solait International Ltd. (Solait Powdered Soy Beverage), Tofutti Brands, Inc. (Lite Lite Tofutti, Tofutti Cuties, Land of the Free [Non-dairy frozen desserts, free of fat and sugar, sweetened with fruit juice], Tofutti Egg Watchers, Better than Cream Cheese, Sour Supreme [Non-dairy sour cream], Premium Tofutti, Tofutti Soft Serve Mix), Sharon's Finest (TofuRella), American Natural Snacks (Soya Kaas), Great Eastern Sun (Miso Master brand misos), The Macrobiotic Wholesale Company, Turtle Island Foods, Inc. (Keep It Simple Stirfry—Diced Marinated Tempeh), Betsy's Tempeh (Tempeh), Quong Hop & Co. (The Soy Deli—9 Tofu Burgers, 3 Savory Baked Tofu, Pacific Tempeh, 3 Tempeh Burgers, 7 fresh water packed and vacuum packed tofu),

MYCAL Group (natural dehulled soybean flakes).

Articles and sidebars include: “Welcome to the future: Soyfoods 2000.” “Soyfoods Association names new executive director” (Virginia Messina, whose photo is shown). “Soyfoods Association mission statement.” “The modern evolution of soyfoods,” by Michael Whiteman-Jones and William Shurtleff (Shurtleff’s photo is shown). “Unraveling the soyfoods merchandising mystery,” by Michael Whiteman-Jones. “Research shows soyfoods may help prevent cancer,” by Mark Messina, PhD (whose photo is shown). “Key reasons to buy soy: Environmental, nutritional, economic.”

This attractive insert was coordinated by Franke Lampe and edited by Lisa Turner, both of NFM.

2159. Mergentime, Ken. 1992. Retrospective: A century of natural products. The evolution of an industry. *Natural Foods Merchandiser* 13(11):1, 26-28, 30. Dec. [3 ref]

• **Summary:** An interesting history of today’s natural products industry. The estimated number of retail stores selling natural products has grown from 150 in 1938, to 1,000 in 1960, to 6,500 in 1981, to 10,100 in 1991. Sales of natural products in the USA have grown from \$1,900 million in 1980 to \$2,900 million in 1986, to \$4,640 million in 1991.

Health reform teaching began with Sylvester Graham in the 1830s, but the natural food manufacturing industry really began in the late 1800s in Battle Creek, Michigan. Two of the pioneers were Dr. John Harvey Kellogg and his brother Will Keith Kellogg—who in 1906 broke away from Dr. Kellogg and took Kellogg’s Toasted Cornflakes mainstream.

The first health food stores (Martindale’s in Philadelphia, Pennsylvania, and The Original Health Food Store in New York owned by Benedict Lust, M.D.) started in the mid-1920s and early 1930s. An early periodical was *Nature’s Path*, published [1925-1953] by Dr. Lust. A key to the industry’s establishment and growth was the acceptance and popularization of vitamins. Early health food companies included Sherman Foods in 1924, Fearn Soya Foods in 1925, El Molino Mills and Naturade in 1926, Ener-G Foods and Orjene (the first natural personal care company) in 1928. *Health Foods Retailing*, the industry’s first trade publication, began in 1936 and continued until 1987. In about 1929 Andrew Rosenberger started a health food store named Nature Food Centre; the store is still open today—along with 101 others along the Eastern seaboard between Maine and Virginia. The publicly-owned chain, based in Wilmington, Massachusetts, now grosses nearly \$50 million a year.

A sidebar discusses Anthony Berhalter of Chicago, Illinois, who in 1936 organized a consumer group named the American Health Foods Association. In the spring of 1937 in Chicago he organized America’s first health foods convention, with 150 attendees, 10-15 booths, and many lecturers. At this meeting the National Health Foods Association was born. It was later renamed the National

Dietary Foods Association, then the National Nutritional Foods Association (NNFA).

World War II spurred interest in vitamins and nutrition. A government program was called Vitamins for Victory. “By 1945, vitamins and supplements had become the most profitable product in health food stores. By the end of the decade the industry was, literally, quite healthy.

During the 1950s stores such as Lindberg Nutrition (Lindberg’s Nutrition Service) became a beacon for retail innovations; it eventually grew into an 11-store chain.

“In 1952 a man named Joe D. Nichols, M.D., opened new doors for the industry when he presented a paper called Concept of Totality, in which he outlined a healing philosophy centered on the ideas of preventative medicine and nutrition, while considering environmental and psychological factors. This was the foundation of holistic medicine as we know it today. Nichols founded Natural Foods Associates (NFA) in 1953 to educate and change the eating habits of Americans. In 1954, he unveiled *Natural Food & Farming* magazine as forum for nutritional education and the fledgling organic industry...

“The ensuing decades saw a fundamental shift in consumers’ perceptions of health and nutritional needs resulting in a phenomenal growth period for the natural products industry. Beginning in the mid to late 1960s, as the Baby Boom generation began to come of age, a new generation of well-educated consumers became aware of a need for natural foods... By the mid 1970s and early 1980s, the industry saw the migration of products, such as yogurt, granola and rice cakes, into mainstream markets.”

Photos show: A health food store inside the Battle Creek Sanitarium in the 1870s. The Sanitarium at the height of its prosperity in 1903. Organically grown fruit and vegetables featured in a produce case in the mid-1950s. The inside of the Battle Creek Food Co. in the early 1920s. Dr. John Harvey Kellogg. Lindberg Nutrition’s second store, circa 1952. Portraits of Gladys Lindberg (1950s) and Sam Reiser, owner of Balanced Foods (ca. 1935).

2160. Mergentime, Ken. 1992. Our industry and the FDA. *Natural Foods Merchandiser* 13(11):28. Dec.

• **Summary:** Since 1938 the FDA and the natural products industry have been at odds. This article outlines some of the more important legal cases where the natural and health food industries have gone head to head—in 1960-64, 1962-74, 1973-77, 1974-76, 1990. In each case, the natural products industry won the key cases.

2161. Whiteman-Jones, Michael; Shurtleff, William. 1992. The modern evolution of soyfoods. *Natural Foods Merchandiser*. Dec. Soyfoods 2000 special supplement insert. p. 4-6.

• **Summary:** A colorful overview of the history of soybeans and soyfoods from 1100 B.C. to the present, worldwide.

Discusses the history of tofu, Samuel Bowen, Benjamin Franklin, T.A. Van Gundy, Madison College, Henry Ford, Seventh-day Adventists, Erewhon, Asian Americans, Kikkoman, the \$1,000 million soyfoods market in America, countries with the highest per-capita consumption of soyfoods, the future of soyfoods. Address: 1. NFM; 2. Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

2162. *Whole Foods*. 1992. Whole Foods Market acquires six-store Bread and Circus chain. Dec. p. 16-17.

• **Summary:** “Austin, Texas—Whole Foods Market, based here, has purchased the New England natural food store chain Bread & Circus for \$26.2 million. The move adds six stores to the Whole Foods Market chain and marks the company’s entry into the Northeast market. The acquisition gives Whole Foods Market a total of 19 natural food supermarket outlets with combined sales of over \$182 million. The transaction was effective October 12.”

“Anthony and Susan Harnett, the former Bread & Circus owners who built up the company from an initial single-store purchased for \$30,000 in 1975, reportedly decided to sell their stores to Whole Foods Market after a previous attempt to raise some \$3 million to finance their own expansion plans... Bread & Circus... took in a reported \$62 million in sales last year.

“Whole Foods Market, founded in 1980, reports its sales for the fiscal year ending last September reached nearly \$120 million, representing a 29% increase from the previous year. The company has seven stores in Texas, three in California, two in North Carolina (operated as Wellspring Grocery) and one in New Orleans [Louisiana], plus the Bread & Circus stores.”

2163. *Whole Foods*. 1992. Westbrae poised for “comeback” with addition of Dalfen, Jacobson. Dec. p. 16.

• **Summary:** “Carson, California—In a move the company feels will help to re-establish its market share, Westbrae/Little Bear Natural Foods has announced the addition of two long-time natural foods industry executives to the top of its corporate leadership structure.

“Andrew H. Jacobson and Allan Dalfen have been named president and CEO, respectively, of the natural foods supplier.”

Annual sales of the company’s products are \$25 million, the company reports.

2164. Arrowhead Mills, Inc. 1992. Arrowhead Mills: America’s organic company. Hereford, Texas. 32 p. 22 cm.

• **Summary:** A black-and-white brochure with photos of Deaf Smith farms and farming. on every page. Contents: (1) A great land-ocean of fertile earth, the heartland of America. (2) Organic farmer Ralph Diller of Hereford, Texas, farms 1,100 acres of wheat, corn and rye on the high plains of the Texas Panhandle. In the southwest corner of the Texas

Panhandle lies Deaf Smith County. “Frank Ford, the founder and chairman of Arrowhead Mills, has a life-long love affair with this country. Sometimes when he stands on the rich soil of his own organic farm and looks around him toward the distant horizon, Frank feels like he is standing in the palm of God.” A long quotation from Ralph Diller begins: “I’ve sprayed in years past when it turned out to be a waste of money. Like everybody else, I was just doing it because I was scared. Now I’d rather give the beneficial insects a chance... “To the people in the cities I say that it’s worth it to pay more for your food now because that’s cheaper than doctor’s bills later. We need to take a longer view of it—shortsightedness has got us in a whole lot of trouble.”

(3) A long quotation from Frank Ford describes the country and the water sources that have given birth to Arrowhead Mills in the High Plains. Doug Ragsdale farms 1,300 acres, also planting wheat, corn and rye. He adds fallowing to his crop rotation. He says: “But in any case, organic farming is best for preserving soil and planet together.”

(4) W.J. Brown Farms, Anahuac, Texas, grows 600 acres of organic brown rice. Its a family farm owned and operated by two brothers, and two sons of one of those brothers. One of their grandfathers started farming here in the 1920s. “None of us was ever big with chemicals, but then we got interested in organic farming at an Acres USA convention in 1984, and went fully into it in 1985.”

(5) “Frank Ford and Arrowhead Mills started Arrowhead Mills in 1960, with Frank as the active partner. In those days the facility consisted of an old tin-roofed building that housed a stone mill, and an old rail car for an office. Frank drove a pick-up truck and trailer from store to store, delivering the original Arrowhead Mills product line: two and five-pound bags of stone-ground whole wheat flour and corn meal.

“He also delivered a heart-felt message about organic agriculture: how agricultural chemicals harm both man and the environment, how organic agriculture is healthier for both... it took seven years for Arrowhead Mills to turn its first profit.”

(6) In 1990, when Arrowhead Mills celebrated its 30th birthday, its reward for that persistence was: “a 20-acre complex of offices, manufacturing laboratory, and five warehouses; a phalanx of more than 60 steel storage bins; a fleet of tractor trailer trucks that promote whole and natural foods as they crisscross the country; 80 or so employees (a few more or less, depending on the season), including a full-time manager of Arrowhead’s organic crop certification program.” The original two products had now grown to over 220. The company “now ships more than 20 million pounds of food per year—over 80% of it certified organically grown.”

(7) Dan Warren and Doug Ragsdale, neighbors and partners in Dove Creek, Colorado, farm more than 1,000 acres—all of it dryland farming (no irrigation). Other

Arrowhead Mills farmers are in North Dakota. On the last 2 pages are portrait photos of 24 Arrowhead farmers and employees.

(8) “The word ‘organic’ as it applies to farming has its origin in the fact that it is an agricultural approach which seeks to increase, or at least preserve, the organic matter (called *humus*) in the soil. It is the humus in soil that hosts its living elements, including everything from microbes to earthworms. Humus also absorbs water.” Organic agriculture is “a primary form of environmental stewardship.”

“Arrowhead Mills has also been acutely aware of the another environmental issue: toxicity. For agricultural chemicals—chemical fertilizers, insecticides, and herbicides are now generally recognized to be toxic.”

The two pages titled “Arrowhead Mills Certified Organic Products” include a section on “Beans” that includes Adzuki beans and soybeans.

This booklet, sent to Soyinfo Center by Lorenz Schaller (10 April 2012) was accompanied by the following undated brochures also from Arrowhead Mills in about 1992 or 1993. Kamut: Whole food, whole taste. All about organic foods. The native Americans (quinoa, amaranth, anasazi beans). The story of spelt. The story of quinoa. The story of amaranth. The story of kamut. Address: Box 2059, Hereford, Deaf Smith County, Texas 79045-2059. Phone: (806) 364-0730.

2165. Selawry, Ella. 1992. Ehrenfried Pfeiffer: Pioneer of spiritual research and practice. A contribution to his biography. Spring Valley, New York: Mercury Press. *

2166. **Product Name:** Organic TofuBurgers [Original].

Manufacturer’s Name: Stow Mills (Distributor).

Manufacturer’s Address: Chesterfield, NH 03443-0301.

Date of Introduction: 1992?

Ingredients: Organic tofu (filtered water, organically grown soybeans, natural calcium chloride nigari—a natural mineral coagulant, not a preservative), fresh carrots, rolled oats, sunflower seeds, sesame seeds, dried currants, barley malt syrup, red miso (water, rice, soybeans, salt), onion powder, garlic powder, spices, guar gum, natural orange extract, canola oil.

Wt/Vol., Packaging, Price: 6.5 oz (184 gm) vacuum pack. Retail for \$1.59 (7/92, Maryland).

How Stored: Refrigerated.

Nutrition: Per 3.25 oz patty: Calories 240, protein 14 gm, carbohydrate 19 gm, fat 12 gm, cholesterol 0 mg, sodium 85 mg, dietary fiber 12 gm.

New Product—Documentation: Product with Label purchased at Fresh Fields, Rockville Pike, Maryland. 1992. July 20. Label is 4 by 5.5 inches. Self adhesive. Dark blue, red, and black on light blue and light green. Color photo of a Tofuburger with tomato slices, onion rings, and a lettuce leaf. “All natural. Wheat free. Low sodium. Meatless. Dairy

free. No cholesterol. High calcium. High protein. Stow Mills Tofu Burgers are precooked for your convenience. Please do not overcook. To prepare, just grill, fry or microwave until heated.”

2167. Roller, Ron. 1993. American Soy Products’ research on amazake and its use with soymilk (Interview). *SoyaScan Notes*. Jan. 6. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron is actively working on making amazake. He ordered an updated copy of Soyfoods Center’s book on Amazake. He is getting fresh koji from Takara Sake USA Inc. in Berkeley.

Confidential update: 1993 Sept. 4. Eden Foods will be introducing 2 new beverages in one week (Sept. 10-12) at the Natural Products Expo East: Eden Rice (a non-dairy rice milk) and Rice-Soy Milk. Both are superior products using Lundberg organically grown rice, and the Rice-Soy milk is much better nutritionally than Rice Milk on its own. They will be using real traditional rice koji in both but will not be making the koji themselves. To make koji in truck-load quantities weekly takes a lot of skill. There are 10 sake manufacturers in the USA and one of these (located not too close to Eden Food’s soymilk factory) will be making Eden’s koji. The whole process is just beginning and it has required the sake company to greatly expand their operations. This has been going on for a year and the expansion is completed. Ron can imagine that eventually Eden will make the koji themselves.

Both of the new beverages will be packaged in Tetra Brik cartons. The rice milk has been a very difficult product to develop technically; the solids tend to settle out. Imagine Foods and Grainaissance both use a lot of oil and a whiter (more refined rice). They also centrifuge out the fiber and protein, leaving basically starch and sugars—according to the Imagine Foods patent. Making real koji into a beverage that is stable and consistent is a very significant task. Ron’s greatest concern now is how Imagine Foods reacts, since they have patented a process related to making a beverage from rice. They have sent Eden letters threatening a lawsuit; but Imagine Foods does not know anything about how Eden will be making their koji or their beverages. If Imagine Foods continues to pursue the path they are now on, Eden might have to tell Imagine Foods’ customers how Imagine Foods makes its product—based on the public information in their patents. Most consumers have little idea how Imagine Foods’ beverage is made. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2168. *SoyaScan Notes*. 1993. Listings for natural foods manufacturers, distributors, brokers, associations, publishers, advertising agencies and public relations firms, and service companies (educational organizations, consultants, and

companies providing research and analysis, product development, promotions and other services) (Overview). Jan. 8. Compiled by William Shurtleff of Soyfoods Center.

- **Summary:** There are three good sources of this information: (1) The annual issue of *Natural Foods Merchandiser* titled "Supplier Guide," which is usually published each August. (2) The annual issue of *Whole Foods* titled "Source Book," which is usually published each May. (3) The annual issue of *Health Foods Business* titled "Purchasing Guide," which is usually published each November.

2169. Simon, Virginia. 1993. A commitment to the earth. *Target Marketing (Philadelphia, Pennsylvania)* 16(1):25. Jan. *

- **Summary:** Environmental consciousness has permeated the various operations at Walnut Acres, a natural foods cataloger in Penns Creek, Pennsylvania. When packing, for example, it eliminated all void fill and padding materials in all boxes that do not contain tins or glass, allowing the use of smaller boxes. Moreover, the company letterhead, newsletters and invoices are printed on recycled paper. However the high cost of such paper has restricted its use in the Arrowhead Mills catalog.

2170. **Product Name:** Organic Tofu–Fat Reduced!

Manufacturer's Name: White Wave, Inc.

Manufacturer's Address: 6123 E. Arapahoe Rd., Boulder, CO 80303. Phone: 303-443-3470.

Date of Introduction: 1993 January.

Ingredients: Rocky Mountain glacier water, OGBA certified organic dehulled soybeans, gypsum, nigari (magnesium chloride).

Wt/Vol., Packaging, Price: 16 oz packed in water in molded plastic tray with heat-sealed, peel-off plastic film lid.

How Stored: Refrigerated.

Nutrition: Per 85 gm.: Calories 90, calories from fat 35, total fat 4 gm (6% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 5 mg (0%), total carbohydrate 5 gm (2%; dietary fiber 2 gm [6%], protein 8 gm, calcium 4%, iron 6%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Talk with Steve Demos. 1993. Jan. 21. The company will start shipping product tomorrow, and they will launch it in a big way at the Natural Products Expo at Anaheim in February. It is made with Nichii Microsoy Flakes and Nichii is helping in a big way to promote the product. The label says that the product has 30% less fat than regular tofu with the same water content, but actually laboratory analyses show that the product contains 42% less fat. White Wave listed 30% to be on the safe side. The product is certified organic by a third party organic certification organization. The product is priced at about 10-15% above the price of regular tofu. Steve also hopes to

private label the product for other tofu companies.

News release from Susan L. Holden of Holden McClure. 1992. Jan. "White Wave launches first fat reduced tofu in America." "With 60 employees, White Wave sales have grown over 20% annually for the last 5 years, with estimated earnings [sic, sales] of over \$4 million for 1992. In 1992, White Wave was named Small Business Manufacturer of the Year by the Boulder County Chamber of Commerce." The tofu is certified Kosher-Parve by Star K. "This premium product will retail for approximately \$1.14 to \$1.49 per pound... We've made a healthy product even healthier."

Label sent by Lon Stromnes of White Wave. 1993. Feb. 26. 5 by 4.25 inches. Dark blue, red, and white on yellow. Self adhesive (front and back labels). See-through window. Front panel: "Third Party Certified. Fewer calories derived from fat. Organic hard style. Fat reduced by 30%—with no loss of protein." In the lower right corner are the Japanese characters *Yūki Tofu* meaning "Organic Tofu." Back panel: "White Wave reduced fat tofu. Serving size: 1/5 block. Write for recipes." Note: This is one of the first labels seen to use the new FDA NLEA labeling format and information.

Color postcard used to advertise the product. 1993. Feb. "Have a block party! You'll want to celebrate a protein-rich block of tofu with 30% less fat. It's 100% natural and Third Party Certified Organic. And it cooks and tastes just like our regular tofu. So wake the neighbors. Its party time."

Talk with industry observers. 1993. March. The product is somewhat dry and crumbly. White Wave is now private labeling this tofu for Tree of Life, and has picked up a new distributor on the East Coast, plus Mrs. Gooch's on the West Coast.

Ad (full page, color) in *Natural Foods Merchandiser*. 1993. March. p. 18, and April p. 33. "The story of White Wave's reduced fat tofu: A simple tale of the first and only reduced fat tofu in America." A colorful story, with cartoons, a photo of the package label, and the "Nutrition Facts" panel. An 85 gm serving contains 4 gm of fat and 90 calories, of which 35 calories (38.8%) come from fat.

Leaflet of White Wave products. 1996. March. The product name is given as "White Wave Organic Reduced Fat Tofu(TM)."

Talk with Jonathan Gordon of White Wave. 1997. May 5. This tofu is coagulated with both calcium sulfate and nigari. According to an outside lab analysis dated Dec. 1992 the product contains 48 mg of calcium per 100 gm of tofu.

2171. Potter, Michael. 1993. Re: A brief chronology of Eden Foods. Letter to William Shurtleff at Soyfoods Center, Feb. 14—in reply to inquiry. 2 p.

- **Summary:** William Shurtleff sent Michael Potter a chronology of Eden Foods that he (Shurtleff) had compiled from various sources, and asked for Potter's comments, which follow. This letter is a follow-up to a letter written by Potter to Shurtleff on 1 March 1992.

“Eden Foods, Inc. was first incorporated as a non-profit corporation in the winter of 1967/1968, I believe. It was later (Bill Bolduc told me, in a manner that was not consistent with state law) reincorporated (after Ron Teeguarden pulled out) as a regular corporation under the name Eden Organic Foods, Inc. This WAS done by Bill Bolduc in November of 1969.

“Mr. William Shurtleff, traditionally corporations do not define the date they were *founded* as the date they became ‘officially’ or legally ‘incorporated.’ Commonly, decades separate these two occurrences, sometimes centuries.

“These thoughts will loosely follow your 2-page ‘chronology of key events.’ Eden was buying and selling soyfoods, tamari and miso, for more than 2 years prior to Nov. 4, 1969.

“During the spring of 1970 I became a partner of Joyous Revival natural foods in Birmingham, Michigan. I developed a relationship with Bill Bolduc... [the Eden’s store’s manager], as we were both attempting the same things and respected the quality of the work each other was doing. Frequently Bill B. asked me to move to Ann Arbor.

“After a falling out with my partners in December 1970, I visited Bill and Judy [his wife] in January 1971 and was hired by Bill on the spot, at his home, in his kitchen. My first job was to help a failing new Eden retail outlet in downtown Detroit on the campus of Wayne State University. (I never lived in Detroit at the time. I lived in Walnut Lake 30 minutes north.) By late spring or early summer 1971, after closing this Eden store, my pregnant wife Carol and I moved to Ann Arbor where I assumed responsibility for the Eden Foods store at 211 South State St. It is of interest that Eden Foods’ name had already been legally changed back to just Eden Foods, Inc., when I moved to Ann Arbor.

“During the winter of 1971/1972 I was given what amounted to 13.5% of the common stock of Eden Foods, Inc. The share holdings then broke down: Bill Bolduc and Tim Redmond owned the same number of shares, but Judy Bolduc owned a small number of shares so the Bolducs owned the largest block.

Mid-Summer, July 1973, Bill thought the company was going out of business and after I stepped into a near fist fight between Bill and Tim outside the warehouse we were sharing with Mid West Natural Foods; I told them ‘that if they’d just quit fighting and leave things alone, all would be well.’ Bill immediately offered to sell me all of his stock. I asked Bill how much he wanted for it. After a very brief pause he said “\$2,500.” I told him that I’d try to get the money. We parted. Bill left and Tim and I went back to work. The next day I visited a friend named Ray Suber and asked him to help me purchase the stock. He said he would and to come back the next day. I did and was given \$2,500 cash as a ‘contribution to the natural foods movement.’ With the \$2,500 I purchased all of Bill and Judy’s Eden Foods, Inc. stock. Neither Bill nor Judy ‘sold their stock back to the company.’ They sold it

to me for cash. They were glad to get out because they were convinced the company couldn’t make it.”

From a talk on 31 Oct. 1993: There was a 51% Tim Redmond / 49% Michael Potter share holding configuration in Eden Foods, but it lasted for less than a year. When Michael bought all of the Bolduc’s stock, he owned the majority of Eden Foods’ stock. But he realized that Tim Redmond’s father might withdraw his \$10,000 if he knew Michael had majority ownership, and if that happened Eden would not be able to survive. So Michael immediately (as part of the transaction with the Bolducs) gave Tim enough of his stock so that Tim owned 51% and Michael owned 49%.

About 3 months later, Michael loaned about \$44,000 in cash to Eden Foods. This was money that Michael’s father had entrusted to him. But Michael became uncomfortable having no control over something for which he was responsible—both the company and his relationship with his father. Michael discussed his feeling with Tim, and Tim agreed to give Michael equal ownership in exchange for Michael converting his \$44,000 loan into an investment in Eden Foods. Now neither partner could make a major decision without the other’s agreement—a good situation for Eden Foods.

“In September 1973, at Royce Seeger’s home, I received the unanimous recommendation of an employee steering committee and became Bill Bolduc’s successor as president of the company. My first goal was to get us away from MidWest Natural Foods for moral and ethical reasons. I located a new facility in the process of being constructed and developed a relationship with the owner/builder, John Sheer. In the spring of 1974 we relocated to that 4601 Platt Road, Ann Arbor warehouse.

“During this period I was building and moving Eden’s retail store to 330 Maynard St. in Ann Arbor. The move actually took place in the summer of 1973. It included a large store, a large fast food (chapati sandwiches, etc.) deli, and a natural foods bakery named Sun Bakery, that relocated itself from Kalamazoo, Michigan. These three operations were under one roof in a 6,000 square foot old printing plant at the University of Michigan’s campus, leased by Eden Foods, Inc. This operation paid off all Eden’s debt and paid for the new warehouse, computer, offices, trucks and equipment. The wholesale operation was carried by the retail until late 1974 after trucks were put out on regular routes throughout the Mid-west.

In October 1974 I made my first of eleven trips to the People’s Republic of China (Eden made a total of 13 trips between Oct. 1974 and Nov. 1979) and stopped in Japan on the way back to visit Yuko Okada at the Muso Company. Prior to 1974 Eden Foods imported shipments from Mr. Kazama of the Mitoku Co. in Japan. After my visit to Muso, seeing their educational activities, their macrobiotic center activities, etc., I decided to import Japanese foods exclusively from Muso. Tim Redmond had cultivated the

Mitoku connection and initiated our first Japanese imports.

“Spring 1979 Cliff Adler is hired by myself to do sales work for Eden in Chicago. During that summer he lends Eden Foods \$100,000, for which he is paid bank interest rates.

“After the Nov. 27, 1979 warehouse fire Cliff converted his \$100,000 to stock in February 1980 as Tim Redmond left, certain that Eden was finished. Tim’s stock was redeemed with Eden giving him title to our operations at 330 Maynard St. In one transaction Tim was bought out by the company, Cliff and I became 34% shareholders, 10% was sold to Frank Dietrich of Natural Foods, Inc. (Toledo, Ohio) for \$100,000 and the following percentages of Eden Foods’ common stock were given to Eden managers shortly after we laid off 35 people: Ronnie Roller 5%, Michael Gordon 4%, Mark Cook 4%, Kathy Knor 3%, Bill Swaney 3%, and Bob Duha 3%. This free stock was limited to book value and had to be sold to Eden Foods whenever the person left the company regardless of the reason for leaving. It could not be sold another way.

“In early 1984 when Mike Gordon left Eden his stock was awarded to Michael Potter as a bonus by the Board of Directors... to be continued.” Address: Chairman, Eden Foods, Inc., 701 Tecumseh Rd., Clinton, Michigan 49236. Phone: 517-456-7424.

2172. Barrier, Michael. 1993. A simple life no longer: Walnut Acres’ mail order organic foods. *Nation’s Business*. Feb. p. 13-14. *

• **Summary:** Walnut Acres Inc., a 500-acre farm near the tiny town of Penns Creek, Pennsylvania, grows foods organically and sells them by mail order. It employs about 100 people depending on the season. Sales in 1992 were about \$7 million, with other people’s products accounting for perhaps half its total revenues. Paul Keene describes how the mail order business developed.

A portrait photo shows Paul Keene.

2173. **Product Name:** Organic Textured Soy Flour [Chunks, Pieces, or Bits].

Manufacturer’s Name: Great Lakes Organics. Renamed Organic Processing Corporation.

Manufacturer’s Address: 1430 Clifton Rd., Xenia, OH 45835. Phone: 1-800-647-2326.

Date of Introduction: 1993 February.

Ingredients: Organically grown soybeans.

Wt/Vol., Packaging, Price: 25 lb bags.

New Product–Documentation: Talk with Stuart Sapidin of Atlanta, Georgia. 1992. Sept. 18. This company (whose ad he saw in *Vegetarian Times*) makes a TVP-like product from expeller pressed, organically grown soybeans. No solvents are used in the extraction process. Note: This is the same phone number as that owned by Bill Bolduc of Organic Processing Corp., 1430 Clifton Rd., Xenia, OH 45385.

Talk with Jim Leuba who grows soybeans organically near Dayton, Ohio. 1993. Feb. 12. He sells some of his soybeans to Bill Bolduc for his organic TVP—which is on the market. Bolduc also brokers some of Jim’s organic soybeans to ADM; they are used to make tofu in England by a company owned by ADM.

Talk with Bill Bolduc, president of Organic Processing Corporation, 305 N. Walnut St., Yellow Springs, Ohio 45387. 1993. Aug. 16. Bill just returned from visiting with his cousin David Bolduc, who owns a bookstore in Boulder, Colorado. Bill’s business is going well. Originally he wanted to call his product “Organic TVP” but ADM (which owns the TVP trademark) would not agree to let him use or license this term. So he has decided to call his product Organic Textured Soy Flour. The term “hexane free” appears on the label. Bill thinks (and Soyfoods Center agrees) that this is the first commercial organic textured soy flour made without hexane solvent processing. Another company makes the product for him; the first production run was on 15 Jan. 1993, yielding 20,000 pounds. At his warehouse, his company does the screening into 3 sizes: chunks (the biggest, thumb-nail size), pieces (the size of a kernel of corn), and bits (the smallest, granules). He will be sharing a booth with several other Midwest natural foods at the NFM show on the East Coast this fall. The product is on the market and interest in the product has been outstanding. He has not been able to produce enough to supply some of the larger accounts that want to handle the product. But he expects to be able to have sufficient capacity in September/October. He is waiting for a twin-screw extrusion cooker right now. Most of the product is sold retail. Stow Mills (in Chesterfield, New Hampshire) is the product’s largest distributor. They sell it in bulk to natural- and health food stores in the northeast. Some is also sold wholesale to Little Bear / Westbrae, which uses it in their new burritos-brand Vegetarian Chili; they label it as Textured Organic Soy Flour.

2174. Kushi, Aveline. 1993. The early years of Erewhon and its ownership. Paul Hawken (Interview). *SoyaScan Notes*. March 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Aveline calls to say that 3-4 days ago her attorney for 27 years, Morris Kirsner, showed her a book by Paul Hawken titled *Growing a Business*. She and Morris had to laugh when they read that Paul claimed at the start of the book to have started Erewhon and then to have sold it. She talked with Mr. Kirsner about this and they agreed on the following: Originally Aveline owned all of the Erewhon stock. Shortly before Paul left for Japan, she offered him 50% of this stock. At roughly the same time, she offered 50% of the stock in Sanae to Evan Root. Michio, Aveline, Paul, and Evan all went together to Morris Kirsner’s office to sign the documents. Evan was happy to sign the agreement, but Paul did not sign. Aveline does not know why Paul did not

sign; he said he didn't need the stock. Aveline can get copies of all Erewhon's legal documents from Mr. Kirsner to show what happened.

After Paul and Evan went to Japan, Evan wanted to stay longer in Japan to study, but he needed more money. So Michio and Aveline bought back Sanae stock from Evan, and sent him money each month. After Paul returned from Japan, he went to Los Angeles, California, and stayed at the macrobiotic house there for 3-4 months. Aveline was also there and Erewhon-Los Angeles was now in business selling macrobiotic natural foods. Bill Tara and maybe Bruce Macdonald were in Los Angeles at the time.

When Paul and Aveline returned to Boston. Erewhon's situation was completely different. It was now a fairly large wholesale and retail company instead of just a single retail store as it was when Paul left. Aveline wanted to offer Paul (and other top managers) stock after Paul returned. There were many long meetings of the 3-4 main Erewhon managers, but no agreement could be reached about who should get how much stock. So in the end, Aveline continued to own all the stock. Neither Paul nor any of the other leaders/managers of Erewhon ever owned any stock. At one of these meetings, with Michio, Aveline, and various other managers present to talk about Erewhon, Paul expressed himself in a very negative way about many things related to Erewhon. Michio, uncharacteristically, got very angry at Paul. Paul organized at least one meeting of employees and explained his viewpoint. "Everyone (including Evan Root) was shocked. What he said was completely untrue. Not long after that, Paul left Erewhon. Aveline thinks Paul Hawken was a twin.

Aveline's main project now is a prison project. This has been her dream for the past 10 years. She and Michio would like to offer their 400 acres of beautiful land at Ashburnham (near Gardner, about 1 hour drive northwest of Boston near the New Hampshire border), Massachusetts, to the state of Massachusetts. They could build a prison on the land and Aveline and Michio would be able to play a major role in determining the type of food that was served (macrobiotic natural foods), the daily schedule (incl. yoga and dō-in), and the policy. Her youngest son, who is now a lawyer in Massachusetts, is working on this project.

Follow-up talks with Morris Kirsner. 1993. March 22 and April 8. He will look for the early Erewhon legal documents. He handed them over to Hale and Door, the Boston law firm that handled Erewhon's bankruptcy, and they have the corporate minutes stored in their warehouse. He will ask them to send the documents to him. Address: 62 Buckminster Rd., Brookline, Massachusetts 02146. Phone: 617-232-6869.

2175. *SoyaFoods (ASA, Europe)*. 1993. EC regulation on organic food production. 4(1):2. Winter.

• **Summary:** "The EC regulation (2092/91) on organic food

production and labelling came into force this year. As of 1 January 1993 there will be a legal requirement for anyone packaging organic food, or importing it from outside the EC, to be registered with a national control body and to operate at least to EC regulation standards. At present the regulation applies to plant products only."

2176. Pinault, Pascal. 1993. Re: Tama-France's best importer of Japanese natural foods. Letter to William Shurtleff at Soyfoods Center, April 27. 5 p.

• **Summary:** Tama is located at 883, rue de Bernau, 94500 Champigny / Marne, France. Phone: (1) 49-83-79-94. Fax: (1) 47-06-37-85. Tama traces its origins to the 1960s when it was part of a restaurant, Le Bol en Bois, the first vegetarian place in Paris. This restaurant (at 35, 40 Rue Pascal, 75013, Paris) now specializes in macrobiotic cooking. They added a health food store and a "new age" book shop.

"Tama distributes Mitoku products and excellent miso, soy sauces, amasaké, kuzu, Japanese seaweeds, mochi, etc. They have an excellent list of books concerning natural foods and cooking. They print their own brochures about tofu, seaweeds, and others. Tama has a subsidiary branch named Tofu-Daizou which makes the best tofu in France, as far as I know." Address: "Caplet," 97226 Morne Vert, Martinique, French West Indies 0033. Phone: 596 55-56-57.

2177. Demos, Steve. 1993. New developments at White Wave, Inc. Part I (Interview). *SoyaScan Notes*. May 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** California is White Wave's second largest market after Colorado (especially Boulder and Denver). White Wave was the first company in the Western world to make a wide variety of different types of soyfoods (tofu, soymilk, tempeh, miso products, ice cream, yogurt, etc.). "It has always been my observation that White Wave is primarily in the protein category and only secondarily in the soyfoods category. Tofu has always been the 'media grabber' but the fact is that we are selling vegetable protein. We have always seen our great advantage in the field that we are a broad category player, so that we are trying to define the category. By defining the category, we will effectively pull such products as tofu out of their misplacements in produce into where they should be placed and merchandised, i.e. as meatlike or dairylike foods. We know we have four competitors in every product that we make. So if we have 15 products, we may be competing against 40-60 companies, whereas a company that makes only soy cheese will have only 4 competitors. We see that no one else has looked at the market the way we have.

"Very recently we have established with a leading chain in California an opportunity to merchandise soyfoods as a category. We've done this in Boulder before but as a small company with so many products, it has never jelled for us.

"We now have an executive chef, Leonardo Laudisio,

working for us. I told him, 'We're going to borrow your body and name, and make a myth out of you.' Whatever you have in your mind for the image, his family fits it and looks it. His past is colorful. He has elevated the foods in a very special way. As he said on a TV show recently, 'Look, forget its tofu. Just put it in with all your other foods and benefit from it.' Wonderful approach. We've dazzled people with the tastes.

"The two of us just sort of stumbled into one another. He was based in Sausalito where he was manufacturing these veggie burgers sort of in and out of some kitchens. I believe that the man who originated the recipe was in charge of the Whole Foods Markets kitchens in the area. He inherited it by getting involved with that man. He got further involved when his daughters became vegetarians, then vegans. White Wave has become pretty aggressive as an industrial supplier of tofu to other food manufacturers who use it as an ingredient. I would estimate that we have 85% of the market. That is, about 85% of the products that are nationally distributed and have tofu in them, contain our tofu. This push started a few years ago when we decided not to compete in the entree market and to focus mainly on the fresh foods case. Almost everything we make will go toward dated, long-shelf-life fresh food. So as not to lose the entree market, we decided to position ourselves as a supplier to companies who make vegetarian entrees containing tofu. We agreed not to compete with them, and we offered to develop proprietary formulas and recipes for them. We supply Amy's, Robert & Ken's Pockets, and all the lasagna products (Amy's, Legume). We send these people their tofu in bulk, vacuum packed, with a long shelf life.

"So when we saw the Veggie Life burger in May 1992 and learned it contained 40% tofu, we called up Mr. Laudisio and told him we were interested in selling him tofu. He accepted and we began selling it to him indirectly. His brothers have a very well known restaurant named Laudisio's in Boulder. He came into town for the Boulder Creek Festival. He met with me and asked if White Wave would be interested in making the product. I explained that we were not into contract packaging. (White Wave stopped making such products for Homestyle after they were purchased by Weider Food Co.—which has nothing to do with food or fresh food distribution; Homestyle just died. Both Robert Dolgin and David Burns needed to get out from under debts, so they had to sell the company.)"

The Veggie burger is positioned to compete against the Gardenburger (made by Wholesome & Hearty Foods in Oregon). Brown rice is the main ingredient, followed closely by tofu. Steve acquired the Veggie Life burger for two reasons. First, it was a no-cash deal; it will be paid for on the basis of an earn-out against sales of the product. Second, he was able to hire Leonardo as corporate chef and spokesperson for the company in terms of foodservice sales. On 15 May 1993 the burger hit the market with a new White Wave label that reads: "White Wave Veggie Life Burger."

The retail product consists of 2 patties vacuum packed (2.5 oz), and the 3.5 ounce for foodservice. White Wave is starting a merchandising program named the "Chef Leonardo Endorsement Program." White Wave is planning many new product introductions in the next 120 days. They introduced their new meatless and all-vegan hot dog yesterday. It is still called Meatless Healthy Franks (first launched in June 1989), but the texture, color, taste, and fat content have all been improved. Tofu is still the primary ingredient (most competing brands use soy protein isolates) but the product is 96% fat free. White Wave can continue to use the term "Healthy" in their product names since they were using it prior to the new NLEA regulations. The Lemon-Kiwi Yogurt just came out. Now we're developing another burger that has nothing to do with the Veggie Life Burger; it will be made more meatlike, somewhat like the Harvest Burger, sold frozen and using textured soy protein concentrates, and will probably not contain tofu.

Update. 1993. Dec. 19. The program that was to have involved Leonardo Laudisio did not work out. The concept was good but the personality involved could not be harnessed. He is a fine man but Steve would rather work with a less skilled/talented and highly disciplined individual than with a highly skilled, undisciplined individual. Also many problems developed relating to conflict of interest situations. "He still represents the company as corporate chef, but is definitely a figurehead role. It helps the magic and mystique of White Wave because he is a charismatic individual." Continued. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3470.

2178. Demos, Steve. 1993. New developments at White Wave, Inc. Part II (Interview). *SoyaScan Notes*. May 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Right now White Wave is developing a Plan-a-Gram showing what you would see if you looked into a cooler at the company's shelf space—and what needs these products fill—cheese, meat, milk, tofu, tempeh, and ready-to-eat. A chain wants to see this with projected movements and profits per cubic inch. Whole Foods Market (based in Austin, Texas), having recently acquired Mrs. Gooch's (last week) and Bread & Circus, is now the big player among the natural food chains. They will do an estimated \$150 million in retail sales in 1993 in about 30 stores. Steve was recently in California meeting with the division president for Whole Foods. He visited their store in Palo Alto—very sophisticated. "We are working out a year-round merchandising, promotional, and educational campaign with the Whole Foods division in San Francisco to set up a prototype based on the Plan-a-Gram. We have been looking for a chain that understands what we are trying to accomplish and handles the breadth of products that we currently make. We are also looking for a 'preferred vendor relationship.' We'll do the advertising for them out of store, and they'll do

the advertising for us in store. They'll give us prime view at the exclusion of some of the competition's prime view. How do we advertise? Enter Chef Leonardo! We promote him in consumer publications with recipes; on each package will be a Chef Leonardo sticker with a Chef Leonardo recipe enclosed. Then he does demos and cooking classes in stores. He's my myth! If we are successful, he will become Duncan Hines, Pillsbury Doughboy, and Betty Crocker all rolled into one. He has the panache and flamboyance, but at the same time he believes in our products, and is deeply committed to and enthusiastic about them.

White Wave is moving into the institutional foodservice market starting with colleges and universities. Leonardo will offer to go in and train the foodservice workers to prepare the dishes and provide the formulas. White Wave has costed out every recipe and provided a suggested sale price which is at least 4 times the cost of ingredients. White Wave hopes to at least meet if not beat the current profits of the foodservice people they are serving. White Wave makes this offer: "An invitation from Chef Leonardo to take advantage of the interest in and requests for vegetarian entrees in the United States." So White Wave's focus is now shifting away from manufacturing toward merchandising and marketing.

Shortly after White Wave bought Soyfoods Unlimited, White Wave had a very strong position in the San Francisco Bay area and in California in general. Over the past 2 years they have lost an enormous amount of that position as they have focused on becoming a company with national distribution. This was another reason he came to California recently. "For the amount of money we get from that market, which is quite significant, I couldn't believe how little product of ours was on the shelves." Steve is teaming up with 3 other Boulder companies and hiring a regional sales reps (instead of a broker, who typically represents 10-12 lines). Steve hopes to double his sales in the San Francisco market within the next year.

White Wave now makes about 200,000 lb/week of tofu. They are about ready to order new equipment so they can operate their plant at capacity with 2½ shifts plus sanitation. Steve is working 18 hours a day. Everything they do seems to be successful and there is so much to do—like the Midas touch. So they are constantly trying not to lose focus, to keep their goals well defined and to pursue them without getting sidetracked. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3470.

2179. Eden Foods. 1993. Edensoy Extra—High performance food. Edensoy + antioxidants + vitamins + minerals = Edensoy Extra. Healthy, delicious vegetable kingdom food. Look good and feel great (Ad). *Natural Foods Merchandiser*. May. p. 10-11.

• **Summary:** "America's favorite liquid soy food is now fortified with beta carotene vitamin A, vegetable origin

vitamins E & D2, and twice as much calcium [in the form of calcium carbonate]... Beta carotene A and vitamin E are potent antioxidants that protect us from 'free radicals' which lack an electron. Antioxidants donate electrons and neutralize their harmful effect. Pollution, too much sun, toxins in food, and high oxygen intake tend to create them. 'Free radical' molecules can destroy a cell, enzyme, protein, alter DNA or harm cells so strength is weakened."

Made from whole soybeans, Edensoy is OCIA certified organically grown and processed. Address: 701 Tecumseh Rd., Clinton, Michigan 49236. Phone: 1-800-248-0320.

2180. **Product Name:** Tree of Life Tofu.

Manufacturer's Name: Tree of Life, Inc. (Marketer-Distributor). Manufactured by White Wave (Boulder, Colorado).

Manufacturer's Address: St. Augustine, FL 32084.

Date of Introduction: 1993 May.

Ingredients: Incl. Nichii Soy Flakes.

Wt/Vol., Packaging, Price: 1 lb water packed.

How Stored: Refrigerated.

New Product—Documentation: This tofu, introduced in May 1993, is private labeled for Tree of Life by White Wave. The product is doing well. Tree's main distributor's are Stow Mills, and Mountain People's Warehouse. Tree deals mostly with independent natural foods retailers, not with the chains.

2181. Laudisio, Leonardo. 1993. Biography and history of work with soyfoods, vegetarianism, and macrobiotics (Interview) (Continued—Document part II). *SoyaScan Notes*. June 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** (Continued): So Steve and Leonardo worked together informally but actually. Initially the product was called simply Veggie Burgers. Starting in 1991 they had one stationary location that they rented—The Kitchens, Inc. in San Rafael, Kitchens Inc., an institutional communal kitchen in San Rafael. The name "Veggie Life" came about because Leonardo was on a list of alternative caterers for Bill Graham Performances. He worked at times with Graham. After Graham's death on 25 Oct. 1991 in a helicopter crash accident in California, Leonardo was invited to cater the memorial service; he donated veggie burgers at the Polo Grounds. That was when he came up with the name "Veggie Life." It took him years to develop the label, but on the early ones, photocopied at Kinkos, the address was given as The Kitchens, Inc. in San Rafael.

In Oct. 1991 Leonardo flew to Boulder with 1,000 of his veggie burger in two big Igloo coolers. He served them on the mall at an Oktoberfest festival.

In earlier days Leonardo had purchased shares in Alfalfa's market in Boulder. So he knew some influential people who were now high up in the natural foods industry. In Sept. or Oct. 1992 he sat down with Mark Retzliff and

Paul Repetto and served them his veggie burgers, Italian style. He never served a regular American hamburger-type veggie burger. He always made them special, with special sauces and delicious toppings and maybe no buns. The burger was always the base. Retzloff and Repetto were so taken with these various veggie burgers they told him he was in the wrong business. “You have no business manufacturing these things. Manufacturing is just one small step in the whole process. You’ve got to market them! That’s where the money is. You’re a perfect candidate to market these veggie burgers. Plus you’ve got this fabulous, famous *Laudisio Ristorante Italiano* restaurant in Boulder that can only help you.” Mark said, “I’ve got a great friend in town named Steve Demos. He’ll make these veggie burgers for you. I think he’s looking to branch out and he private labels other products. Moreover, you can buy your tofu from him, probably cheaper than you could buy it in California.”

So Leonardo called Steve Demos and then went to meet him at the White Wave plant. Demos said he would sell him tofu for \$0.10 a pound less than what he was paying Wildwood—if he would buy roughly 1,000 lb at a time. Leonardo asked Steve if White Wave would make the veggie burgers for him. He said, “Not yet.” From that time on, Leonardo started buying the tofu for his veggie burgers from White Wave. Before long he was buying 800 to 900 lb of tofu every 2 weeks.

He flew to Boulder more than once. He also did street fairs. That is when his brother, Antonio, started to get turned on by the whole idea of these meatless burgers. Antonio put them on the menu of his restaurant and did specials with them.

In Aug. 1992 Leonardo realized he was not making enough money from his veggie burgers. With his younger brother, he had owned part of an Italian restaurant named *Laudisio* in Boulder, Colorado. His brother suggested that Leonardo drive his truck to Boulder (where there were lots of vegetarians). They would make the veggie burgers at the restaurant and Leonardo could work in the restaurant. His brother had financial backing to start a new restaurant, the *Mediterranean*. So in Aug. 1992 Leonardo drove his truck to Boulder to start anew. Steve, who was very reluctant to take on any risk, eventually became the deli manager for the new Whole Foods Market in Mill Valley. But Leonardo had real faith in his veggie burgers. In 99% of the times when there was a competition or comparison, his would win.

In June 1992 Leonardo sold his veggie burgers at a “Creek Festival” in Boulder. Repetto and Retzloff suggested again that he talk with Demos again. So he asked Steve Demos again if he would be willing to make *Laudisio Veggie Life* burgers under contract. This time Steve said, “Let me look at the recipe, see how difficult it will be, then I will give you an answer.” From August 1991 to Jan. 1992 we worked on the recipe in Boulder and changed it. Leonardo was still making the burgers in California. Then late one

night he got a call from California; one of his workers had put his hand too far into a machine and sliced off the tip of a finger. Leonardo had no workman’s compensation insurance. He knew he could lose his house. So he now had much more incentive to make things work with White Wave. But he had taken on a big new responsibility—for 6 months—as the project manager for development of the *Mediterranean* restaurant with his brother in Boulder. He has lots of energy and can work hard for long hours every day. Before long White Wave was making the burgers.

The next phase came in early 1992 at the time of the Natural Products Expo at Anaheim, California. White Wave had finally made the first run of acceptable veggie burgers. Leonardo told Steve he would like to attend the trade show at Anaheim because he wanted to start building national accounts; he would pay his own way and his own hotel but he wanted to work out of the White Wave booth. Steve said, “If you come, I want to be sure you are representing White Wave. I don’t want you to be pushing Veggie Life Burgers.” Leonardo agreed and replied. “I want to see how you run your business.” Leonardo flew out to the show with Lonnie Stromnes. He showed up at the booth in bright baggy pants, long hair, handlebar mustache, wearing strange glasses. Really colorful. He speaks fairly good French, Italian, and Spanish. So he ended up selling plenty of White Wave products—and forgot all about the Veggie Life Burger. Leonardo met a lot of people he knew well from his years of work in the field. Steve wasn’t there the first two days of the show. Pat (Steve’s partner) and Lonnie told Steve that Leonardo was doing an incredible job. He was a natural salesman. “We’ve got to see if we can get him into our company.” On the third day Steve asked Leonardo to accompany him to the produce show in San Diego. He said, “I’ll pay your way down. I know what you can do in front of vegetarians but I want to see how you handle yourself with guys who sell produce and drive trucks and have never heard of tofu.”

Leonardo greatly enjoyed working at the show in San Diego. Steve congratulated him on a fine job, then said. “I know you are a budding entrepreneur. But for you to get to where I am, is gonna take you years and a lot of money. So I want to make you an offer. I’ll buy your company. I’ll give you royalties on the product. I want you to head up a nationwide foodservice division of White Wave and sell these esoteric products to mass market using your experience in the restaurant and the restaurant’s reputation. Please think it over.” He laid out a plan in broad strokes. Leonardo liked the idea, so he suggested to Steve that they work out the price and royalties together. “I have never worked for anyone before and I didn’t want to work for you. Just give me more of a commission. I’ll take an advance on my commission. In 6 months if it doesn’t work, I’ll give you the money back.” He said, “No, I’ll take that gamble.” Leonardo does a lot of his selling in the two family restaurants. It is the ideal

setting. Television shows came in and loved the vegetarian dishes Leonardo had developed. It was a huge success. Steve Demos picked up on the idea. He said, "I want to register the trademark 'Chef Leonardo' and work on a program where 'Chef Leonardo' becomes associated with White Wave, so that White Wave not only has a corporate chef but also has a whole program of recipes that have been taste-tested in restaurants so we can play this up. We'll be the only company that has this right now."

30% of the menu at the Mediterranean Restaurant in Boulder is now vegetarian.

Now Leonardo travels to all kinds of foodservice organizations (restaurants, hospitals, college, university and corporate dining rooms) and makes presentations with recipes, products, nutritional facts, taste tests and prices. He knows how these people think and what their problems are. He also knows that 25% of their clients are clamoring for vegetarian food and that they're in a bind. "The growth in this industry is mainstream and foodservice." Address: c/o White Wave, Boulder, Colorado.

2182. Weiner, Michael. 1993. New developments with Amano and Yamashita (Interview). *SoyaScan Notes*. June 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Michael works as a consultant for Peter Joe of Sunrise Market Ltd. and with Amano Foods. He used to consult with Mandarin Enterprises in British Columbia. Now his main work is as a broker, representing various U.S. companies such as Vitasoy, Knudsen, Santa Cruz, etc. Amano still makes all of Westbrae's organic miso. Amano is trying to construct a 60,000 square foot plant. They had a joint venture with Yamashita but it fell apart. Now Yamashita is constructing their own 60,000 square foot soy sauce plant in Oregon. The ground breaking will take place in a couple of weeks. Michael does not feel that this will be much of a threat to Amano, which plans to sell a lot of Amano products in supermarkets. The market is big and growing rapidly. Soyfoods now are given large amounts of shelf space (8-16 linear feet) in the produce section of all supermarkets in western Canada (British Columbia, Alberta, and Manitoba). A major reason for this is that Mandarin and Sunrise have an excellent relationship with the people in charge of the produce section in western Canadian supermarkets. Initially Michael helped to establish some of these relationships; these companies got a few facings for their tofu. Then Mandarin added their tofu burgers. Then Sunrise added Yves Wieners and soy cheese. The products sold, which is proof that exposure will work. Michael was involved in trying to make the same thing happen in Ontario with the Loblaws chain, and in Quebec, but they were never allowed to give the program a try—not even in 1-2 stores.

Safeway supermarkets are so sold on soyfoods that they have developed special open-front, vertical, refrigerated "Tofu Products" cases that are placed adjacent to the produce

case, but have a lower temperature. They are quite large and contain everything from soy drinks to tofu, soy cheese to meatless hot dogs. Soyfoods are very widely available on Vancouver Island.

Sunrise and Michael jointly import Mori-Nu tofu into Canada from Japan. Also Sunrise distributes some juice products for which Michael is the broker. Mori-Nu does not sell well in supermarkets because it's retail price is too high. Address: President, New Age Marketing, P.O. Box 39590, White Rock, BC, V4A 9P3, Canada. Phone: 604-538-0127.

2183. Emerich, Monica. 1993. NFM's 12th annual market overview: 1992. *Natural Foods Merchandiser*. June. p. 1, 34-35, 38, 39-50.

• **Summary:** Industry sales soared 13.8%, breaking the \$5 billion mark in the strongest year ever. A graph (p. 1) shows that natural product sales have grown from \$1.9 billion in 1980 to \$5.28 billion in 1992.

Each year since 1987, the natural products industry has averaged a 13% increase in sales volume per year.

New Hope Communications sells market studies about different aspects of the market.

2184. *Health Food Business*. 1993. Edensoy added to flight meals. June. p. 55.

• **Summary:** "Edensoy, a soymilk manufactured by Eden Foods of Clinton, Michigan, has been chosen to be served with in-flight vegetarian meals in First and Business Class seating on Continental and American West Airlines. Eden's president Nancy Potter said that this is the first time a soymilk is being offered by a domestic airline."

2185. Mountain Ark Trading Company. 1993. Mountain Ark Trader [Mail order catalog]. Fayetteville, Arkansas. 30 p. 27 cm.

• **Summary:** Across the bottom of the cover: "We specialize in macrobiotic foods and products for natural living." A color photo shows a lady lying in a hammock holding a tall glass of iced tea.

Note: The 1994 edition of this catalog is 36 pages, and the same size. Address: P.O. Box 3170, Fayetteville, Arkansas 72702. Phone: 1-800-643-8909.

2186. Roller, Ron. 1993. How much soymilk was sold in the USA in 1992? (Interview). *SoyaScan Notes*. July 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron recently conducted a little market survey, then cross-checked and confirmed his figures with Westbrae, Soyatech, etc. In 1992 the estimated retail value of soymilk (not including infant formulas), sold in the United States was about \$75,000,000. Note that soymilk now retails for a little less than \$2.00/liter. The market is estimated to be growing at the rate of about 12% a year. Approximately 80% of the soymilk is sold in liter or quart sizes and the

remaining 20% is sold in smaller (250 or 200 ml) sizes. Almost all is packaged in aseptic cartons. Soymilk is one of the most popular products in natural- and health food stores nationwide. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2187. Rohé, Fred. 1993. Pioneering natural foods in America (Interview). *SoyaScan Notes*. July 29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In April 1965 Fred bought Sunset Health Foods (at 1319 Ninth Ave. in the Haight-Ashbury district of San Francisco) and by about April 1966 he had renamed and transformed it from an old-model health food store to a prototype natural foods retail store, named New Age Natural Foods, at the same address. New Age Natural Foods was one of the first and most famous of the new wave of natural food stores in California. In about 1967 he expanded the store across the street to 1326 Ninth Ave., keeping the original location as a granary which retailed bulk grains, seeds, and beans, and which also had flour mills that ground fresh flours.

In about the spring of 1970 Fred opened a huge natural foods supermarket in Palo Alto, also named New Age Natural Foods. David Manstandrea worked there. Note: Wm. Shurtleff also studied this huge natural foods supermarket for several hours shortly after it opened. He and David had a nice visit and talk.

Also in the spring of 1970, at about the same time as the supermarket, Fred started New Age Distributing Co. In those days it was very difficult for a natural foods retail store to obtain the basic foods and other supplies that it needed. New Age Distributing Co. was the first natural foods distributor of its kind in California. So as small natural food companies started in the early 1970s throughout northern California, they bought their supplies (especially bulk grains, beans, seeds, and organically grown produce) from New Age. Fred's retail stores sold a small amount of food supplements (vitamins, minerals, etc.) but he never emphasized or distributed these.

Also in 1970 Fred started a poultry operation in the town of Freedom, south of Santa Cruz. He did that because there was no honest source of fertile eggs—they had discovered that the source they had been buying from for years was dishonest. He leased a ranch, hired a poultry man as manager (Bill Viebrock—who is still a wholesaler in the natural foods industry), bought and raised 30,000 pullets, developed a very special feed formula was entirely vegetarian, and soon began producing excellent quality fertile eggs—which the company soon discovered it could only sell at a loss, since they were so expensive to produce in this manner. The fertile egg operation proved to be a big mistake that was very costly. This hurt Fred financially in each of his other natural food operations so he got out of the venture at great cost. He was

so financially stretched that he had to get out of wholesaling as well to try to save his two retail stores.

In about 1972 Fred sold New Age Distributing Co. to his shareholders. They kept the same name for a while, then changed it to The Well. Then it was also Pure and Simple because Bruce Macdonald got involved.

Note 1. According to Bruce Macdonald (March 2011) Fred Rohe and Paul Hawken were kindred spirits and became close friends. They were both pioneers in the natural foods industry in the mid-1960s. After Paul (now president of Erewhon Trading Co.) returned to California from Japan in Dec. 1969, he worked with Bruce at Erewhon West in Los Angeles for several months, then traveled to San Francisco for several months where he and Fred wrote a number of excellent pamphlets (“The Flour Story,” “The Sugar Story,” etc.) and worked to organize Organic Merchants, a trade association of natural foods distributors.

Note 2. San Francisco City Directories. 1964-1967. No listing for Sunset or New Age. 1968. No listings for Sunset or New Age, but Fred C. Rohe lives at 12-0 Ripley St. 1969-70. First listing for New Age Natural Foods, 1319 9th Ave.; 1971. New Age Natural Foods (Fred Rohe). Health foods. 1326 Ninth Ave. However an article in the *Oakland Tribune* on 29 Feb. 1969 (which see) shows “Fred Rohe owner of Sunset Health Foods at 1319 9th Ave., San Francisco.” Address: Fred Rohé Marketing Solutions, 15810 Shawnee Circle, Middletown, California 95461. Phone: 707-928-4098.

2188. Demos, Steve. 1993. New developments with soyfoods in America (Interview). *SoyaScan Notes*. July 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Vitasoy purchased Azumaya Inc. (America's largest tofu manufacturer, and the low-price leader) in May or June 1993 for an estimated \$4-\$5 million. Azumaya did not sell their building or the land on which their plant is situated. So now Vitasoy owns two large tofu manufacturers on both coasts of the USA: Nasoya in Massachusetts, and Azumaya in California.

Mr. Yamauchi sold the rest of his ownership in House Foods & Yamauchi, Inc. to House Foods of Japan. [Note: Another industry observer states that the sale took place in about April 1993 for about \$2 million].

Bill Bolduc is now running a soymilk plant in the Midwest; he now makes Westbrae's soymilk. Steve sees the future of soymilk as being packaged in the new extended shelf life (ESL) gable-top carton and sold as a commodity for a lower price like cow's milk rather than as a specialty flavored beverage.

Anders Lindner told Steve in March that DE-VAU-GE wanted to sell their soymilk plant. He offered to sell the used plant to Steve for a good price in German marks. Steve never responded.

White Wave now makes about 100,000 lb/week of tofu (of all kinds). The company's reduced fat tofu is selling very

well. Quong Hop is stating on two red-on-white stickers on their package that (1) their tofu is “The original reduced fat tofu;” and (2) “The original reduced fat–High protein tofu: Serving size 4 oz., Fat per serving 3 gm. Protein per serving 14 gm.” Lab tests run by more than one company indicate that Quong Hop’s tofu actually contains far more fat.

Steve bought Veggie Life from Leonardo Laudisio much more for the name than for the product (meatless burger) or its formula.

Update: 1993. Nov. 24. Talk with Leonardo Laudisio. On about November 8-10 White Wave secured preferred vendor status from Whole Foods Markets. They now are installing their cold-storage “set” in the individual stores; one is now in the Berkeley store. At the top in large letters is written “White Wave Vegetarian Cuisine” with the oval White Wave logo in bas relief. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3470.

2189. Bolduc, Bill. 1993. Current work with soymilk and organically-grown soybeans (Interview). *SoyaScan Notes*. Aug. 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bill Shurtleff tells Bill Bolduc that he has heard that Bolduc’s company is now making soymilk for Westbrae Natural Foods. Bolduc admits that this is correct. Shurtleff says that he cannot imagine how Bolduc is doing this, since a modern soymilk plant typically costs about \$1.5 million. Bolduc answers that he purchased the soymilk plant owned by Grove Country Foods in an auction on 4 April 1993. This plant used the University of Illinois process for making soymilk.

Note: Grove Country Foods, USA, is located at 720 S. Main St., Columbus Grove, Ohio. Phone: 419-659-5636 (office) or -2920 (plant). The two main people involved in the company were Dr. Carl Hastings and Prof. Alvin I. Nelson, both food scientists from the University of Illinois. The basic idea of the company was to commercialize new soy products and processes (such as soynuts, soy yogurt, soy ice cream, and soymilk) developed at the University of Illinois. By December 1988 they were in test production of several products but were in need of funds for commercial production and marketing. In early 1989 Grove Country Foods Canada Inc. (located in Ridgeway, Ontario, Canada) introduced Astronuts, a type of soynuts apparently made by some other company, but the company went bankrupt after 1-2 years.

Bill has modified the Illinois process for making soymilk extensively. For example, he removes the okara from the soymilk. Completing these modifications has taken several months, and his company is “now in a start-up mode making soymilk.” Their refrigeration was under-sized so they lost several loads of product to spoilage. This week they are installing another compressor, etc. The system now

works very well if they go slowly, but they need to be able to produce twice as much soymilk as they presently can before he will be satisfied. Now it takes several days to produce a tanker full of soymilk. Westbrae is being patient and supportive even though the process is “a bit bumpy.”

Bill is only making Westbrae’s regular soymilks—not their Malted, which he thinks are still made by Hinoichi in Los Angeles. The only soymilk Bill makes is Westbrae’s. He ships this soymilk in a tanker to a separate facility nearby in the Midwest that packages the soymilk in Tetra Brik Aseptic cartons for Westbrae. Westbrae now has their regular soymilk (the same product sold under the same brand) made by two companies (Pacific Foods of Oregon and Bill’s Organic Processing Corp.) using two different processes. Bill started because Pacific ran out of capacity. Westbrae likes the flavor of Bill’s soymilk as well as they like Pacific’s—even though Pacific’s technology is much more expensive than Bill’s. Bill has dramatically altered the Illinois process but he has decided not to try to patent his altered process.

Within about 2 months Bill expects to have a new soymilk product on the market with another partner (similar to Westbrae, but whose name is confidential) in a new package [perhaps an extended shelf-life (ESL) gable top carton]. After that, Bill hopes to diversify his customer base and his product mix. To do that he hopes to start by making a fresh, UHT Processed, refrigerated soy-based frozen dessert mix (for soft-serve soy ice cream) packaged at another facility, located very nearby, in 2-gallon bags with a 60-day shelf life.

Bill sees the future of soymilk packaging as being in the relatively new extended shelf life gable top carton that is sold refrigerated. This package, which is made by Tetra Pak and Evergreen, is significantly less expensive than the traditional Tetra Brik carton. It is now becoming quite popular in the Midwest and the East Coast because of its lower cost. It can cut at least \$1.00 off the wholesale price of a case (12 quarts) of soymilk, which leads to even bigger savings at the retail level. And the product has a shelf life of 60-90 days refrigerated. Co-packers nearby own the new gable-top packaging equipment. Most of America’s major soymilk companies are looking carefully at this package, it requires a whole new distribution system—refrigerated trucks. Bill knows that there will be a soymilk product on the market in the extended shelf life gable top package by this fall. Bill will make it for another company. The rest is confidential. He just ran the first test batch last Thursday, and now he is doing shelf-life tests. His smaller company has several advantages over the bigger soymilk companies; his company is very lean and can move very quickly. He is not controlled by any multinational corporations.

Bill has a separate company named Organic Marketing that exports organically grown soybeans to Europe; he started Organic Marketing in about 1989 and it was the precursor to Organic Processing. Bill was acting as

marketing coordinator for the Ohio Ecological Food and Farm Association (the organic growers of Ohio). First he sold a lot of organically grown soybeans to Dan Burke of Pacific Soybean & Grain, then he started exporting. He met Jerry Fowler, a British-born man who has a company named Manna International in Ontario, Canada. Bill likes very much to do business with Jerry because he has a very good overview of the market, is cooperative with the growers, and pays good money to the growers for organic soybeans. Bill exports his organic soybeans via Montreal to England, where they are used by the Haldane Foods Group (which is owned by ADM).

Update: Talk with Ron Roller, CEO of American Soy Products (ASP). 1993. Sept. 4. Bill Bolduc is making plain soymilk and shipping it up to Grand Rapids, Michigan, for formulation and Tetra Brik packaging for Westbrae. ASP negotiated with Westbrae for a long time, but Westbrae finally went with Pacific Foods and Bolduc; there were many reasons for this but they are mostly political. Address: President, Organic Processing Corp., 305 N. Walnut St., Yellow Springs, Ohio 45387. Phone: 800-647-2326 OF.

2190. *Wall Street Journal*. 1993. Small food producers win a big concession on labeling. Aug. 18.

• **Summary:** “Congress this month modified the Nutrition Labeling and Education Act [NLEA] to give small companies more time to comply—and to exempt more of them altogether.

“The law requires most food concerns to use labels listing the nutritional content of a product’s ingredients by next May. Originally, it exempted only companies with under \$500,000 in annual sales. But few food concerns are in that category. So, after heavy lobbying from the Retail Confectioners International and the National Association for the Specialty Food Trade, Congress relaxed the rules.

“Under the amended law, companies that have under 300 workers are exempt in the first year from labeling products that sell fewer than 600,000 units and in the second year from labeling products that sell fewer than 400,000 units. Firms that have under 200 workers are exempt in the first three years from labeling products that sell fewer than 200,000 units. And companies that have under 100 workers are permanently exempt from labeling products that sell fewer than 100,000 units annually.”

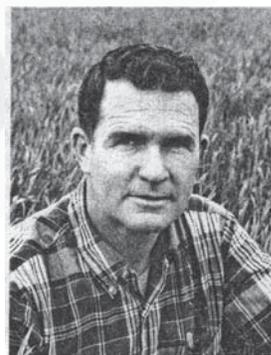
Talk with John Belleme. 1993. Aug. 29. If a company has less than 100 employees and sells less than 100,000 units of any particular product per year, and does not make any nutritional claims about its product, it need not switch to the new labeling regulations. However if it does make nutritional claims, it must use the new label format. In the past, if a product made no nutritional claims about its product, it did not need a panel showing the nutritional composition. The new nutritional panel requires information on 11 nutrients, whereas the old panel suggested only 7. Most of the food

industry did not like the new labeling requirements. It would have cost food companies billions of dollars, and the FDA would have had to greatly increase their staff just to enforce it. Now, if a company makes a nutritional statement, it must use the new panel format—regardless of the company size and sales. The only time the new labeling regulations would not apply would be to the product that makes no nutritional claims, and whose manufacturer has less than 100 employees, and sells less than 100,000 units of the product per year. For example, Westbrae has 300 products since they purchased Little Bear, yet they only have above 3 products that sell more than 100,000 units per year: Several soymilk products and 1-2 flavors of ramen.

2191. Ford, Frank. 1993. President’s letter: Dear NFA members. *Natural Food and Farming (Atlanta, Texas)*. July/Aug. p. 5.

• **Summary:** Frank Ford is also a fourth term vice-president and life member of Natural Food Associates (NFA). He was recently elected by the NFA Board of Directors as NFA President 1993-94. A photo shows Frank Ford. Address: Founder and Chairman of the Board, Arrowhead Mills.

2192. Jakab, Judith. 1993. Arrowhead Mills—The fourth decade. *Natural Food and Farming (Atlanta, Texas)*. July/Aug. p. 5-6.



Frank Ford

• **Summary:** “From one man’s ‘impossible dream’—a vision of America’s returning to a healthier life of growing and eating whole foods—Arrowhead Mills was born in Hereford, Texas, thirty years ago.

“Even before serving as an artillery captain in the army, Frank Ford was preoccupied with this dream. Upon his discharge from military service in 1960, he took up his tools and began the grueling work of constructing the first facilities for Arrowhead Mills. He built four grain bins with hoppers bottoms, digging a boot pit through solid rock with an air-hammer. A 1,000 square foot warehouse was erected to serve the single thirty-inch Meadows Mill. Roofing material was mixed with water hauled in the back of his old pick-up.

“For his first office, Frank added a shed to an old rail car. His bookkeeping time in those days was limited to turning out a handful of invoices and bills of lading on an ancient typewriter and a hand-cranked adding machine. One old metal filing cabinet was sufficient for keeping the records. Most of his daylight hours were spent on a tractor, raising wheat organically.

“No storekeeper within a 250-mile radius was safe from

Frank's persistent attempts to change the prevailing attitude that 'flour should be white'. Generally, after the fourth call, the grocery manager would allow him to leave his stone-ground flour and corn meal on consignment.

"Through Frank's years of long working days, arduous physical labor, and tenacity with local store owners, the company survived. 'Because I took no salary from Arrowhead Mills for the first seven years and supported my wife and four children by farming in the summer and building three homes each winter, the company was ready for the second phase of growth,' explained Frank. By 1968, the younger generation was beginning to stir with recognition of the country's agricultural and nutritional mistakes and were taking their first actions to bring about change. Frank acknowledged the movement's impact on his business: 'Young people in almost every city shared the dream of eating whole natural foods and using organically sustainable farming practices, and they provided a network for distribution.' Arrowhead Mills had outgrown its ability to motor-freight fifty-pound bags of wheat and corn, along with its new products, twenty-five pound bags of pinto beans and sixty-pound sacks of soybeans. Frank described the creation of the natural food distribution system: 'It was not underfinanced. It was unfinanced, but it happened. I gained new inspiration and encouragement through the tireless dedication of these young people.' Having survived its second phase, Arrowhead Mills entered a third challenging stage of development, hampered somewhat by battles with government. 'By 1973, the beachheads were secured and we were ready to move inland with our high hopes; however, as with every dream, the challenges soon began to show up,' sad Frank. 'Almost all of us, in varying degrees, let ourselves be knocked off-course during the following few years.'

"One of America's most fertile farming regions, Deaf Smith County, Texas, was chosen as the center of the huge Mobile M-X Missile site. After four years battling the Department of Defense, Arrowhead Mills won the fight, only to be faced immediately with another issue, which lasted eight years. Deaf Smith County was targeted by the Reagan Administration as the ideal site for the nation's high level nuclear waste 'storage'. The nuclear waste dump was to be placed beneath the nation's largest fresh water underground aquifer. Frank summarized these twelve years as a tragic waste of resources, both financial and human: 'The attack of the bureaucrats with their briefcases and maps on the number one agricultural county in Texas wasted approximately \$200 million in tax money. Even though we won both battles, the costs were high. It is nice to finally be able to do something constructive instead of just playing defense against arrogance and lack of common sense.' Concerned about other problems brought on during the 'Eighties, Frank commented, 'We saw a tripling of our national, corporate, and consumer debt. In business, 60% of our nation's corporate wealth fell into the hands of only 200 companies, much of it through unfriendly

takeovers which created debt and destroyed American jobs. Corruption in some government agencies was widespread. Lack of effective supervision in the deregulation of S&Ls [Savings & Loans], along with overconsumption and damage to our environment, are factors which have combined to put us at great risk. We must return to basic values and methods in business and government. One essential change is the establishment of a new corporate ethic, which will require a networking of those who recognize the need for a better way of doing business."

"Arrowhead Mills flourished in the face of great adversity throughout its first three stages of development. Through its pioneering efforts, more farmers are raising organically-grown grains, beans, and seeds, and now these crops are selling in local markets to better educated consumers across the nation. On the threshold of its fourth decade, the company's bold new direction is defined in Frank Ford's words: 'Arrowhead Mills will seek people with whom to network. We want to be involved with small companies with good management, and products which are above reproach, along with markets for ethical crops in ethical packaging. By networking this way, we will insure that staples will be grown all over America by organic farming and gardening methods. We believe that there are enough consumers who are willing to vote with their dollars for a sustainable America, so that this network, or "green consortium", can be highly successful. It will be a force to be reckoned with in this coming decade of change.'

"A staff of 80 celebrated the 33rd Anniversary of Arrowhead Mills on the 4th of August. Frank expressed his gratitude for their dedication: 'The team here is like an extended family, and they deserve all the credit for our success. While I spent six years in the leadership of our trade association's supply side organization and during the time I was fighting off the federal agencies, they did a solid job of minding the store. We have a good foundation, and now we are looking forward to building on it with like-minded people all across the nation.'"

Note: Given the anniversary date, Arrowhead Mills was apparently founded on 4 Aug. 1960 by Frank Ford in Deaf Smith County, Texas. But other accounts say that Frank purchased an existing company.

2193. Natural Food Associates. 1993. Founded in 1953. What we believe. *Natural Food and Farming* 39(1):1. July/Aug.

• **Summary:** "1. Health is important and it is your own responsibility. You choose your environment, your food, your friends.

"2. Humans are wholistic in nature. Everything in your life contributes to health and happiness, to your well-being and to your future.

"3. You can turn back the clock as you grow older. There are things you can do to insure a long and healthful life.

“4. You will profit by joining Natural Food Associates and the information you receive in your bi-monthly magazine will be the key to a better life and a better future.

“Natural Food Associates: Four-point Objective

+ To each people the values of natural, poison-free food grown on rich, fertile soil.

+ To expose the dangers of chemicals in our food, water and land.

+ To show the interrelationship of soil, water and human health.

+ To convince the American people that good food and better health are necessary to save our civilization.

Page 1 of this issue shows that Frank Ford was president of the NFA Executive Committee. Address: P.O. Box 210, Atlanta, Texas.

2194. Roller, Ron. 1993. Extended shelf life (ESL) gable-top cartons (Interview). *SoyaScan Notes*. Sept. 4. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron has looked at the Tetra Rex ESL program. He feels it is worth considering if you can find a nearby co-packer. He has been talking with a man in Detroit who has one of the ESL packaging machines. He would not want to obtain a packaging machine until there is an established market for the product.

This new ESL package does not offer much cost savings; the key to saving money is distribution. It can be more expensive to distribute refrigerated foods unless you go with a dairy that ships right into stores—which can reduce your distribution costs, since they are already going there. Increasingly dairies are willing to distribute competing products. Cow’s milk is a commodity that is very hard to make money on. So these distributors are diversifying in the items they carry.

Note. This is the earliest English-language document seen (Aug. 2013) that contains the abbreviation “ESL” which stands for “Extended Shelf Life” in connection with gable-top cartons or soymilk packaging. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2195. Mazzieri, Giovanna Fosso. 1993. Work with soyfoods in Italy (Interview). *SoyaScan Notes*. Sept. 17. Conducted by William Shurtleff of Soyfoods Center. Followed by a 4-page typed letter of 6 Oct. 1993.

• **Summary:** Giovanna was in touch with Soyfoods Center in 1985 when she was interested in having *The Book of Tofu* translated into Italian. That project was not successful because she was unable to find a publisher.

Giovanna thinks she was the first person in Italy to ever make tempeh. Roland di Centa asked her to go to Paris; she went there for one week in February 1983 and Anita Dupuy taught her how to make and cook with tempeh. At the time, Anita was definitely selling her tempeh to many

shops in Paris, including Le Bol en Bois, other natural food or macrobiotic shops, and also to the Indonesian Embassy in Paris. She was also making and selling tempeh sandwiches. Anita told Giovanna that she had been in Indonesia for a long time, and that she had learned how to make tempeh there. Giovanna still has Anita’s business card. It shows that Traditions du Grain was located at 16, Avenue Jean-Jaures, 94200 Ivry. Phone: 671.89.88. Anita’s personal residence was 25 rue du 18 Juin 1940, 94400 Vitry. Phone: 681.85.41.

Giovanna returned to her home in Milan, and in May/June 1983 she started making tempeh non-commercially for Roland and six other people. She gave away most of her tempeh free of charge; just a few people paid for it. She never sold tempeh commercially because it takes official authorization and lots of money to open a shop. She could not afford to do it legally and she did not want to take the risk of doing it illegally just to earn a little money. But she is still making tempeh at her home for her friends and herself. She orders her tempeh starter from GEM Cultures in the USA. In June 1983 she also wrote and published a 7-page booklet in Italian, titled “Tempeh,” to teach people how to cook with tempeh. It contained nutritional information plus 14 recipes. She also gave tempeh classes at which she distributed this booklet. To date, no books on tempeh have been published in Italian. As far as she knows, the first and only company that has ever sold tempeh commercially in Italy is La Finestra Sul Cielo S.r.l., an important macrobiotic center, located at Via Brandizzo 149, 10088 Volpiano (Torino). Phone: 011/9951818. She thinks they started to sell tempeh in 1992/1993.

Concerning tofu: She learned how to make tofu from Roland di Centa, who was her master, in June 1982. She also never sold tofu commercially for the same reasons she did not sell tempeh. She helped to popularize tofu in Italy through classes and the distribution of tofu recipes. She knows of four books about tofu in Italian that are now in print: *Il Libro della Soia* (1989, published by Mediterranee), *La Soia in Cucina* by W. Pedrotti (1990, published by Casa Verde), *Il Tofu* by Martha Fischer (1992, published by Mistral Demetra), *La Soia* by W. Pedrotti (1993, published by Mistral Demetra).

Giovanna knows Gilberto Bianchini (pronounced bee-an-KEE-nee) very well. He was a very early tofu producer in Italy, starting in Milan in about 1982 or 1983 (she thinks) at about the same time as Giovanna. In Milan at that time there was only one vegetarian food retail shop and they did not like to sell tofu; they encouraged people to eat cheese instead. So Gilberto had a very hard time. Giovanna is sure that Gilberto started making tofu in Milano and then he moved to Rimini. Gilberto did very active and good work with tofu in Italy and he made a product of fine quality, but she thinks he is not producing it any more. Gilberto is now living at Via Cuoco 7, 47037, Rimini, Italy. Phone: 0541/373670.

Other people who pioneered in introducing soyfoods to Italy were Ferro Ledvinka in Florence. He worked for Mitoku in Japan, and is now a macrobiotic consultant in Florence. Phone: 055/217204. Also Carlo Guglielmo and Elena Roggero, macrobiotic consultants in Turin at the same address as La Finestra Sul Cielo.

She is aware of the following companies producing and selling tofu commercially: (1) Fonte Della Vita, Via Monviso 18, Cuneo, Italy. Phone: 0172/66397. (2) Soyalab, Via B. Cellini 48N, 50020 Sambuca Val di Pesa (Firenze). Phone: 055/8071268.

Giovanna is still active promoting and teaching about soyfoods in Italy. There is a growing interest in soyfoods compared to 10 years ago. Now consumers ask for them. Address: Via Santa Tecla 3, 20122 Milan, Italy. Phone: 02 8646 1747.

2196. Product Name: EdenBlend Rice & Soy Beverage (Amazake & Soymilk) [Original].

Manufacturer's Name: Eden Foods, Inc. (Distributor). Made in Saline, Michigan, by American Soy Products, Inc.

Manufacturer's Address: 701 Tecumseh Road, Clinton, MI 49236.

Date of Introduction: 1993 September.

Ingredients: Purified water, organic brown rice, organic soybeans, kombu (seaweed), carrageenan, Lima sea salt, calcium carbonate.

Wt/Vol., Packaging, Price: 1 liter (33.8 oz) Tetra Brik Aseptic carton.

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 8 fl oz.: Calories 120, calories from fat 30, total fat 3 gm (4% daily value; saturated fat 0.5 gm), cholesterol 0 mg, sodium 85 mg (4%), potassium 270 mg, total carbohydrate 16 gm (5%), protein 7 gm (10%), calcium 2%, iron 6%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Talk with Ron Roller, President of American Soy Products (ASP). 1993. Two new beverages, Rice Blend and Rice Soy, were introduced at the Natural Products Expo East, Sept. 9-12, in Baltimore, Maryland. They are both made from real, traditional rice koji. The EdenBlend (made of amazake and soymilk) tastes better than soymilk. These are really good products that took a great deal of time and innovation to develop; they should be on the shelves of natural foods stores in about mid-October.

Talk with Ron Roller. 1993. Oct. 19. These new products are now expected to be in stores by December. Originally they were going to be named Rice Blend and Rice-Soy, but now the names have been finalized to EdenRice, and EdenBlend. The packages are now being printed; it takes 5-6 weeks to print the film.

Talk with Ron Roller. 1994. Jan. 15. They have started making EdenBlend commercially; a little may be in the

stores by now. Production of EdenRice will start tomorrow; it may not be in retail stores until February.

Label sent by Ron Roller. 1994. Jan. 16. Tetra Brik carton. White and black on light and dark green. "A delicious blend of rice and soy. Grains and beans are the primary foods of the human family. Combined they offer a whole spectrum of nutritional building blocks. Many cultures have intuitively combined grains & beans for balanced nutrition—rice and soybeans in Asia, maize and beans in the Americas, rice and peas in Africa. Grains and beans provide premium nourishment. EdenBlend marries two healthy foods—certified organic Lundberg Brown Rice (the best in the world) and organic soy (the same as Edensoy)... EdenBlend is certified organically grown and processed by OCIA (Organic Crop Improvement Association)."

Spot in Soyfoods (ASA, Europe). 1994. Autumn. p. 5. "Eden Foods launches rice and soya drink." A photo shows the package of EdenBlend Rice & Soy.

2197. Health Foods Business. 1993. Appointments: Peter Roy—Whole Foods Market. Sept. p. 80.

• **Summary:** Peter Roy has been chosen president and chief operating officer of Whole Foods Market, Inc. John Mackey continues as chairman and CEO. For the past five years, Roy has been president of the Northern California region for Whole Foods. He moved to corporate headquarters in Austin, Texas, last month.

In 1974 Roy began his career in the natural foods industry as president of Whole Foods Company (no connection with Whole Foods Market) in New Orleans, Louisiana.

2198. Health Foods Business. 1993. Newly formed sales and marketing service [Oasis, in Sebastopol, California]. Sept. p. 80.

• **Summary:** Oasis Sales and Marketing of Sebastopol, California is now offering consulting services to natural food manufacturers. For more information, contact Greg Hartman, president. Phone: 707-824-0119. A portrait photo shows Hartman.

2199. Product Name: Lite Malted.

Manufacturer's Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer's Address: 1065 East Walnut St., Carson, CA 90746. Phone: 310-886-8200.

Date of Introduction: 1993 September.

New Product–Documentation: Ad in Natural Foods Merchandiser. 1993. Sept. p. 23. "Another exclusive first for Westbrae is Malted [launched Oct. 1984]—a truly non-dairy delight! Thick and rich, in five delicious flavors... Vanilla, Almond, Cocoa-Mint, Carob, and caffeine-free Java... For an 'almost sinless' treat new Light Malted have less than half the fat and 1/3 fewer calories than original malted. Like

original Maltededs they're sweetened with brown rice syrup, a more balanced sweetener, high in complex carbohydrates, with a smooth, mellow sweetness and no sugar 'rush.' And new Creamy Banana flavor is a hit with kids of all ages. Health-conscious consumers can enjoy Lite Maltededs guilt free. Both original Maltededs and Lite Maltededs now come with a convenient flex-straw that says 'pick me up and enjoy me now!'"

2200. Westbrae Natural Foods. 1993. WestSoy—First and foremost: Westbrae information series no. 1 (Ad). *Natural Foods Merchandiser*. Sept. p. 23.

• **Summary:** "As the industry leader in soy beverages, Westbrae Natural Foods has a history of product innovation. Beginning with the introduction of 100% Organic WestSoy [in 1984], the first and only organic soy drink on the market... Westbrae is proud to have introduced the first 1% low-fat soy drink line—WestSoy Lite [in April 1990]... And when asked us for a soy beverage without added sweetener for soups, sauces and gravies, we introduced 100% Organic Unsweetened Westsoy [in Nov. 1989]."

"Another exclusive first for Westbrae is Maltededs [launched Oct. 1984]—a truly non-dairy delight! Thick and rich, in five delicious flavors... Vanilla, Almond, Cocoa-Mint, Carob, and caffeine-free Java... For an 'almost sinless' treat new Light Maltededs have less than half the fat and 1/3 fewer calories than original maltededs. Like original Maltededs they're sweetened with brown rice syrup, a more balanced sweetener, high in complex carbohydrates, with a smooth, mellow sweetness and no sugar 'rush.' And new Creamy Banana flavor is a hit with kids of all ages. Health-conscious consumers can enjoy Lite Maltededs guilt free. Both original Maltededs and Lite Maltededs now come with a convenient flex-straw that says 'pick me up and enjoy me now!'"

"Another important first for Westbrae was WestSoy Plus, with calcium, vitamins A, D and riboflavin added. WestSoy Plus was the first soy drink to bring your customers a balance of the important nutrients found in dairy milk. Calcium is added in the form of tricalcium phosphate, naturally occurring in phosphate rock and lime. This is the same calcium that is found in dairy milk... Vitamin A palmitate is used as a vegetarian source of vitamin A." Vitamin D is derived from torula yeast. Riboflavin is formed through a biofermentation process of ribose, which is a simple sugar. WestSoy Plus has only 2% fat.

"Behind the careful development of the great tasting new WestSoy products is an experienced Product Development and Quality Control team, headed by Dr. Myron Cooper, PhD. Dr. Cooper is Vice Chairman of the California Organic Advisory Board and Chairman of the Processor Subcommittee. He also serves on the Board of Directors of the Soyfoods Association of America and their Soy milk Standards Subcommittee." Address: P.O. Box 48006, Gardena, California 90248.

2201. Richardson, Al. 1993. Companies using Nichii Soy Flakes, and new developments (Interview). *SoyaScan Notes*. Oct. 14. Conducted by William Shurtleff of Soyfoods Center. • **Summary:** The main American user of Nichii's soy flakes is White Wave of Boulder, Colorado, which uses the flakes in only one product—its reduced fat tofu. White Wave also makes a private label reduced fat tofu for Tree of Life in Florida. Other users are: Ashland Soy Works (Ashland, Oregon), which will be introducing a reduced fat tofu, made from 100% soy flakes, this month; Sacramento Tofu uses soy flakes only in their firm-style tofu; Calco of Dallas, Texas, uses flakes in their firm-style tofu. They buy a truckload about every 5 months. They also use whole soybeans; Dorothy Hwang, a PhD chemist, of Michigan Soy Products Co., Inc. (in Royal Oak, Michigan) uses both soy flakes and soybeans. Dr. Les Wilson made the very valuable discovery that soy flakes can be used to make reduced fat tofu.

Quong Hop recently put a sticker on their Nigari Firm Tofu that says "The original reduced fat tofu," which is in violation of FDA regulations. At the new Whole Foods Market store in Palo Alto, Al recently saw Wildwood's firm tofu with a little sticker on the front that said "Low fat," also a violation. The real problem is that Wildwood's tofu retails for \$0.99, Quong Hop's is \$1.29, and White Wave's tofu, the only real reduced fat tofu is \$1.49.

Nichii has just landed a big agreement with Korea and is now shipping them about 60 tons/month of soy flakes from the plant in Iowa. They are expected to be buying 100 tons/month at the end of this year. Those flakes are being used entirely to make tofu and soymilk. They are buying it for the convenience in dealing with rush orders, and the water and space savings—not for the reduced fat properties.

Nichii's plant in Iowa is now producing a little less than 1,000 tons/month. 95% of this is non-organic soybeans and 5% is organic. There is an increase in demand from Japan for organic flakes. The plant runs a little less than 4 days a week, 10 hours a day.

95% of all soy flakes made in this plant are sold outside America, mainly to Japan and Korea. Al visited Japan earlier this year. All of the flakes in Japan are used for making tofu; none is used in meat products. Nichii/Mycal has about 250 retail stores but just a few of them make fresh tofu in the store using Mr. Chikaarashi's tofu-making machine; yet that number is increasing. 90% of the tofu sold is purchased from outside tofu manufacturers, many of them very large. Nichii sells three types of tofu, each clearly labeled: That made soybeans, that made from a mixture of soybeans and Nichii soy flakes, and that made entirely from Nichii soy flakes. Nichii says "We'll buy your tofu if you use our flakes." None of tofu sold in Japan and made from flakes is promoted for its low fat content. Address: Nichii Company of America, Inc., 23440 Hawthorne Blvd., Skypark 2, Suite 140, Torrance, California 90505. Phone: 310-791-0010.

2202. Plotkin, Tony. 1993. The rice beverage and amazake industry and market in America, and its relationship to the soymilk market (Interview). *SoyaScan Notes*. Oct. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Grainaissance became a corporation on 26 April 1982, and they moved to their present location in 1986. His company's main competition is Imagine Foods, which is "such a talented, smart company. They set their own rules, and tend not to copy." Cedarlane (in Southern California) has either greatly narrowed its scope or has gotten out of the amazake market entirely. Creative Kitchens (in Florida) has either narrowed its scope or discontinued production. Scotty's Wholesome Foods in Boulder makes a nice amazake in a 12 oz plastic bottle; it is sold mostly in Colorado. Kendall Foods, Grainwaves, and The Bridge are still in business. Kimoto has closed.

Tony has not yet been as successful with his Tetra Brik Aseptic carton as he had hoped—in part because of competition from Imagine Foods. His product has had a slow start, but Imagine Foods has been very successful with their Rice Dream in an aseptic carton. "This carton has really put rice drinks on the map. The quart carton will expand it even further." One key is to get the product as light as possible, since consumers will not pay more than \$0.69 for an 8-ounce pack. It costs Tony a lot of money to ship tankers full of amazake to the packer and then shipping the packed products back. He is working on shipping truckloads of packed products directly from the packer to distributors.

Aseptically-packed products (especially quarts and liters) are much more widespread in the natural foods market than in supermarkets—where the package is used mostly for kids juice drinks.

Imagine Foods immediately realized that their competition was soymilk, so their ads, in effect, say "Hippies and punks (with long hair and earrings) drink soymilk and normal people drink Rice Dream." In the ad they showed packages of soymilk products. It was a very aggressive ad; Tony did a similar ad and Imagine Foods made them discontinue it. Imagine Foods now has its products packaged by Pacific Foods of Oregon; they used to be packaged by Real Fresh (which packs Tony's products).

The market for rice beverages (which was about 5,700 gallons/week in 1988) has grown dramatically during the last 5 years, and especially during the last 12-18 months since Rice Dream became so popular. In some natural-foods stores Rice Dream is the best-selling non-dairy beverage. There are only two big rice beverage manufacturers in America: Imagine Foods and Grainaissance; Scotty's may be #3. Tony would estimate that Imagine Foods sells about 9-10 times as much rice beverage by volume as Grainaissance. In 1984 Grainaissance was making about 1,200 gallons/week; today they make a little over 2,000 gallons/week and have 15 employees. Imagine Foods might be doing a little less 20,000

gallons/week. Tony would guess that the gallon volume of Rice Dream rice beverage sold is about the same as the volume of Vitasoy or Westsoy soymilk.

There are several reasons for the rapid growth of the rice beverage market: (1) The advent of Tetra Brik Aseptic packaging; (2) The very effective product development and marketing done by Imagine Foods. The product is delicious and their ads have been well designed and widely seen; (3) They have positioned Rice Dream as a delicious non-dairy beverage and new product which they invented—rather than as a type of amazake. In fact, they have made as little connection as possible between amazake and Rice Dream—in part because the enzyme-hydrolyzed rice drink that they make is not really amazake. When Tony launched his first aseptic amazake in 1989 he thought seriously about discontinuing the term amazake, but he couldn't think of a good replacement. Its hard to sell a product with a name that people can't pronounce and that sounds foreign. (3) They have benefited from the rapid growth of the larger market for non-dairy beverages.

At the trade show in Baltimore, Eden Foods showed its two new koji-based amazake products—Eden Rice and Rice Blend (with soymilk) Rice Dream. Tony strongly feels Eden is entering the rice beverage market because of the stiff competition they are feeling from Rice Dream—which is causing growth of their soymilk sales to slow. He liked their flavors, but he disliked the fact that Eden adds a sweetener. Eden may promote their product by describing how Imagine Foods uses commercial enzymes rather than koji to make Rice Dream. Eden's price will probably be the most expensive. Tony has heard that another large company will soon be making a rice beverage—perhaps Westbrae. Tony promotes his products by emphasizing two points: (1) No oil is added; and (2) They are made from organic, whole-grain brown rice as you would buy it in the store. When Tony introduced his Almond Lite in Tetra Pak he changed from commercial rice to organic. Address: Founder and owner, Grainaissance, Inc., 1580 62nd Street, Emeryville, California 94608. Phone: 510-547-7256.

2203. Roller, Ron. 1993. The soymilk and rice beverage markets in the USA and Canada (Interview). *SoyaScan Notes*. Oct. 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron has some new very accurate and reliable numbers which show in 1992, in the USA and Canada, about 8.1 million gallons of soymilk and 1.4 million gallons of rice milk were sold. In 1993 about 9.8 million gallons of soymilk and 2.3 million gallons of rice milk were sold. The total amount sold in Canada is quite small compared to that sold in the USA.

When people who have never tried a non-dairy beverage before are served both rice milk and soymilk, they tend to prefer the rice milk—because it is sweeter and it's not soy.

In 1992 the amount of rice milk (rice beverage, including amazake) sold in the USA and Canada was 14-15% of the amount of soymilk sold by volume (gallons). The percentage has increased by an estimated 4-5 percentage points since then. The overall market for both soy- and rice drinks in 1992 was about 9.5 million gallons—a slight decrease from 1991. For the first 6 months of 1993, volume is up about 27% over the same period in 1992, and the total market is projected to be about 12.1 million gallons in 1993.

Looking at the individual soymilk manufacturers, Eden's soymilk production is experiencing strong growth. In the natural foods market, Ron thinks that Westbrae is ahead of Vitasoy. If you include the Oriental market, Vitasoy may be ahead of Westbrae. Vestro (which owns Westbrae) is a publicly owned corporation, so their financial data is available to the public. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2204. Thorson, Bob. 1993. The origin of the name "Eden Foods" (Interview). *SoyaScan Notes*. Oct. 29.

• **Summary:** Bob was one of the people who coined the term "EDEN" which ended up becoming "Eden Foods." In his opinion it is very clear that "Eden Foods" got the term "Eden" from the Environmental Defense Energy Nexus. It happened like this. In late 1968 and early 1969 a group of people interested in environmental issues were living together in Ann Arbor; they sometimes called themselves the Liberty Street Gang. This was a different group from the food-buying co-op. His group was publishing some eco-broad-sides and posters. In mid-March 1969 they read an article in *The New York Times* about how the World Bank wanted to define the environmental movement and agenda for the next few decades. His group didn't think the World Bank was going to do it right. So they talked about setting up a national organization and of calling it the Environmental Defense Energy Nexus or Network. They used the word "Nexus" on a local level, but they planned to change it to "Network" if and when the group established a national presence. They wanted to establish a national magazine, and they saw that organic foods were a very important part of this. Bob talked about the ideas a lot with Ron Teeguarden, although Vic Leabu was much more involved with organic foods than Ron.

The environmental group worked to get a storefront together, starting out in a walk-down basement at 209 South State Street in the Teeguarden-Leabu General Store. Bob traveled frequently by car to New York City. In the spring of 1969 he starting buying bags of buckwheat, brown rice, and whole wheat flour from Greenberg's, a natural food grocery in New York City. Occasionally he bought macrobiotic food from Irma Paule in New York City—for use by his group and several friends. He drove the foods back to Ann Arbor by car, then put the food from Greenberg's in cardboard drums at the

Teeguarden-Leabu General Store; anyone could come in and purchase it. Once or twice Bob ordered foods through the food buying co-op.

The environmental group had in mind that it should be a cooperative. They made a large sign which read simply "E.D.E.N.," which they hung on a card table containing their literature in the Teeguarden-Leabu General Store. The sign was written with a black magic marker on poster board and attached to the front of the card table. It was width of the card table and several feet high. They also wrote a lot of literature on the environment and some of it may have had the acronym "E.D.E.N." on it. This printed literature was given out from the Teeguarden-Leabu General Store. They wrote the very first documents on bioregionalism, and Bob thinks they may have coined the term—since none of them knows where it came from. One member of the group, Alan Van Newkirk, went on to write extensively about bioregionalism and popularize the idea.

Bob first met Bill Bolduc in 1970 after he had started the Eden Organic Foods co-op retail store at 514 East William St. The environmental group baked bread for a while in Bolduc's store. They had access to oven space there which they didn't have previously. The main two bakers were Gloria Dunn and Tom Zimmerman—who were married several years later in New York City. Gloria was actively involved in both the environmental group and in the food buying co-op. Yet she had her own apartment, and did not live with either group. None of the members of the food buying co-op lived with the environmental group on Liberty Street.

Bob was a mechanic in Ann Arbor for many years but now he is studying for a degree in physics at the University of Michigan in Ann Arbor. The last Bob heard, Gloria Dunn Zimmerman ran a fabric business in Woodstock, New York, and her ex-husband Tom Zimmerman was living in Brooklyn. Address: 1309 Miller St., Ann Arbor, Michigan 48103. Phone: 313-747-9521.

2205. Potter, Michael. 1993. History of Eden Foods. Part I (Interview). *SoyaScan Notes*. Oct. 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** This interview attempts to clarify numerous details concerning the history of Eden Foods. Before starting work as a volunteer at Joyous Revival (in Birmingham, Michigan) in about 1970, Mike had worked at an art gallery in Royal Oak, Michigan, for quite a while and was making very good money for a young man at the time—about \$500/week take home pay. The end of his employment at the art gallery and the start of his employment at Joyous Revival overlapped by at least several months. During most of the time that he volunteered at Joyous Revival, his main source of income was unemployment compensation from the U.S. government. Gradually he became the driving force at Joyous Revival, quit his job at the art gallery, and devoted

himself full time to Joyous Revival. At that time he and his wife moved from Royal Oak to Walnut Lake, Michigan—nearer to Joyous Revival. Howard Tannenbaum and Carl Weinstein lived in the Potter's household. The store pretty much supported the household.

Bill Bolduc had gone to Michael a number of times before 1971 and asked him to move to Ann Arbor and work for Eden. But he was dedicated to making Joyous Revival successful. One day in the fall of 1970, while Mike was still engaged in Joyous Revival, Bill asked Michael to meet him at the retail store at Wayne State University that was partially owned by Eden Foods. Mike rode his motorcycle down to the appointment and saw the store for the first time. Michael used to live near Wayne State and he thought he could help develop the store. So Mike worked vigorously, as a volunteer, at the Eden retail store at Wayne State University for only a short period of time in the fall of 1970—before he was hired by Bill Bolduc of Eden Foods in Jan. 1971. By Jan. 1971 it had become evident that the store would not be able to survive financially.

Within 2 weeks after Mike was hired by Bolduc in Jan. 1971, he closed down his household at Walnut Lake in Oakland County, Michigan, and moved to Ann Arbor in Washtenaw County, Michigan, to work full time at the store. He moved to Ann Arbor in the fall of 1971 (conflicts).

"I got hired by Bill Bolduc and I went to work at 211 South State Street. I asked Bill what he wanted me to do and he told me to manage the store." Royce Seeger was there; he had been involved with Vic Leabu (pronounced luh-BOE; he later changed the pronunciation to luh-BUU), Jimmy Silver, and many others. Mike did not get paid by Eden Foods until 1973; he worked as a volunteer. The company refused to pay him for the first few months because he was collecting unemployment compensation and why should he be paid by the company when he could get free money from the government—was the logic at the time. That seemed okay to Mike. He started to get paid by Eden Foods shortly after his unemployment benefits expired.

The first meeting of the Natural Foods Distributors Association that Mike visited was in Seattle, Washington. He was manning Eden's booth there and Mr. Kazama visited the booth. Mike was not involved with imports at that time. Because Tim had lived in Boston, Massachusetts, and worked at Little Sanae there, he was basically Eden's person in communication with the Japanese side of things at that time. Tim may have attended an earlier meeting in Florida. Mike attended all meetings after the Seattle meeting. Mike agrees that all initial Japanese imports had to bear the Erewhon brand. Before the first order arrived from Japan, Mike talked by phone with Yuko Okada, who worked with Erewhon in Boston at the time. At some time between when Tim placed the first order from Mitoku and when it arrived, Michael decided that Eden should get all future imports from the Muso Co.

Mike stayed at the retail store while it was down on Riverside Drive and at the end of Ann Street. He didn't create an office for himself at the warehouse until they moved into Platt Road.

Michael met Clifford Adler for the first time when Ron Roller brought him over to Mike's home on Oakwood in Ann Arbor. It was about the summer of 1978 and Cliff was a painter renovating apartments in Ann Arbor. Ron introduced Cliff as a person who might be good to help Eden Foods. About 7-9 months later, in the spring of 1979, Cliff began to work for Eden Foods; at that time Michael was living in the small town of Manchester, Michigan. Michael's son, Jason, had finished kindergarten in Ann Arbor and they moved to Manchester in about Aug. 1978. Cliff definitely did not start to work at Eden in 1976 (as others recall). The date of his first paycheck could be obtained easily from the Social Security Administration. Eden needed a salesperson in Chicago. The company had been wholesaling foods for a while. The biggest nearby city was Chicago and they didn't have much business there. As a challenge, Cliff went to natural foods stores in Chicago and tried to sell them Eden's products. Where Cliff got \$100,000 to invest in Eden Foods has been the subject of much conjecture.

After the chaos of the fire, decisions came first and the paperwork came later. The first decision, in early December (within 10 days after the fire), was to give stock to 6 key employees to try to motivate them to stay with the company and try to rebuild it—and to lay off about 35 people. These two decisions were announced as one on the same day. The second decision was that Cliff would convert his \$100,000 loan to equity. The third decision, in early 1980, was Tim's personal decision to leave, and to convert his Eden Foods stock into ownership of the corporation named the Maynard Street Connection, Inc.

After the fire, Eden had a negative net worth of more than \$800,000. Four things saved Eden Foods after the fire. (1) Cliff's conversion of his \$100,000; (2) The incredible cooperation, generosity, and kindness that Eden received from its suppliers in the natural foods industry, and their trust that Eden would do its best to pay back their money at a time when interest rates were over 20%; (3) Frank Dietrick's investment of \$100,000 in the company; and (4) The great effort made by natural foods retail stores and consumers to go out of their way help Eden survive by purchasing more Eden products.

From the insurance company Eden ended up receiving \$400,000 net, or \$0.50 for each dollar Eden felt it was owed. Eden had sued its insurer, the Hartford Insurance Company. Eden's lawyer told Michael that Eden would win the case, but the insurance company was planning to appeal it. He asked Michael if Eden could go 2 more years without the money. Michael said "Impossible." The attorney said, "A bird in the hand is worth two in the bush. You'd better settle." Michael told the attorney, "If they'll give us

\$400,000 plus \$45,000 (which is what the insurance adjuster wanted), I'll take it." The insurance company accepted the deal. Mike feels that the insurance company ended up paying Eden \$400,000 less than they owed Eden.

Michael has quite a few important documents from before the fire. Continued. Address: Chairman, Eden Foods, Inc., 701 Tecumseh Rd., Clinton, Michigan 49236. Phone: 517-456-7424.

2206. Potter, Michael. 1993. History of Eden Foods. Part II (Interview). *SoyaScan Notes*. Oct. 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Upon Cliff Adler's death, Michael immediately and automatically acquired Cliff's 34% share in the company—because Eden Foods Inc. and Michael and Cliff, jointly and severally, had a buy-sell contract that came into effect in the event that either Cliff or Michael should die. The value of Cliff's stock, which was reviewed by the Ann Arbor office of Platt-Moran (one of the big eight accounting firms), was \$500,000. Michael paid this amount from his personal funds for the stock. Life insurance paid Cliff's widow an additional substantial sum. It's all a matter of public record.

In August 1992 Michael was released from jail and returned to work at Eden Foods. He was originally sentenced to 8 to 15 years, but he was let out early because he won an aspect of his appeal that his sentence was illegal. He was resentenced and his sentence was changed to 60 months probation.

On 31 Dec. 1992 Michael purchased Tim Redmond's remaining 1,000 shares of stock.

Royce "Roy" Seeger, who lives in Manchester, Michigan, was an early employee at Eden Foods. He ran the mill and was once a stockholder but was deprived of his stock in a way that he does not feel good about. He now serves as Michael's driver (he was hired by the board of directors to drive Michael to and from work) and as a driver for Eden Foods doing various jobs. Michael also lives in Manchester.

What were some of Michael's main contributions to Eden? Building the company into a major natural foods company before the fire. Extricating Eden from its pathetic relationship with Midwest Natural Foods ("It was difficult to get consensus that the situation was not in Eden Foods' best interest and in fact was a very negative reflection on the company.") Saving the company from disaster after the fire. Putting together the American Natural Foods agreement and introducing Edensoy to America.

Shurtleff's summary comments: (1) Eden was a pioneer in many areas, including the development and promotion of organically grown foods, soymilk, and soyfoods in general. Eden has kept a high level of product quality and integrity over the years, based on their philosophy of food and agriculture. Address: Chairman, Eden Foods, Inc., 701 Tecumseh Rd., Clinton, Michigan 49236. Phone: 517-456-

7424.

2207. Redmond, Tim. 1993. More details on the chronology of Eden Foods (Interview). *SoyaScan Notes*. Oct. 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Tim only recalls getting together with other members of the food-buying co-op to divide up food from Erewhon on about two different occasions. Both were at the Teeguarden-Leabu General Store, which was below street level at 209 State St. in Ann Arbor. Everything was very informal; Tim is not sure because he did not do the ordering, but he imagines people had to pay for their orders in advance. He does not recall any food co-op at Marshall's Bookstore, as Ron Teeguarden says. Tim first came to school in Ann Arbor in the fall of 1967. He probably got involved with the informal food co-op in about 1968, toward the end—but he does not recall clearly.

There is no way of arguing that Eden Foods started in 1967. It started in Nov. 1969. Tim does not think that the food buying co-op had a bank account but he can imagine that "somehow the Teeguarden-Leabu account got shuffled into the Eden Foods account" by mistake. People who were members of both groups were Gloria Dunn, Bill Bolduc, and Tim Redmond.

Concerning Michael's 13% ownership in Eden Foods, he had worked a lot as a volunteer at Eden for next to nothing while he was drawing unemployment. The 13% was to compensate him for his volunteer work.

Concerning Tim's initial 51% ownership, the Bolducs sold their stock back to the corporation. Mike Potter did not buy it directly from the Bolducs, but rather from the corporation. Tim was now in control and he thinks he released to Michael only 49% of the stock. He thinks that is what happened but he is not very clear on it, since it was a long time ago. Tim does recall "Michael working on me for that extra 1% and finally succeeding."

Tim recalls the Seattle meeting, which he thinks took place about 1 year after the Florida meeting. Also at the Florida meeting were Roger Hillyard and Ty Smith of Erewhon.

Eden had some preferred stock, which is like a loan to the corporation but with equity as security. It was non-convertible. The loan was made by one of Mike's associate's—only one person and Tim does not know who it was.

Tim has no idea where Gloria Dunn is. He last saw or heard of her in 1970-1971.

Boston: Tim went to Boston, Massachusetts, in the fall of 1969 to work and study at Sanae, a macrobiotic restaurant at 242A Newbury St. in Boston. It started in about early 1968, before The Seventh Inn (which opened in about 1971). At Sanae, Tim trained under the head person, Richard Sandler, and under Michael Rossoff; Tim's brother-in-law, Dave Prentice, also worked there. Then the opportunity

came up with Cynthia Shevel to move to 211 S. State St. In the winter of 1970 Bill called Tim in Boston to help reform America with food as the basis and to help with the move to the new location on South State St. and to try to contribute some money to pay for the move. After the move Tim returned to Boston. He returned to Ann Arbor in Feb/March to work with Bill building the store at 211 S. State St., then he returned to Boston in the spring, finished his macrobiotic studies, Tim returned to Ann Arbor. In May or June of 1971 Tim finished his training in Boston and returned to Ann Arbor with the plan to open a restaurant like Sanae. He looked for a suitable place, but never could find one so he gradually got more involved in the store and eventually gave up on the idea of the restaurant. Address: Vice President of Marketing and Sales, American Soy Products, Inc., 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2208. Seeger, Royce. 1993. Recollections of work with Eden Foods (Interview). *SoyaScan Notes*. Oct. 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** At age 18 Royce was introduced to macrobiotics by Jimmy Silver. He was never involved with the food buying co-op before Eden Foods started. He started working for Eden Foods in about the fall of 1970 at the store on State Street. He was married with a child, he needed a job, and he was interested in macrobiotics, so the job was a natural. At the time he started work, Bill Bolduc, Mark Retzloff, and Tim Redmond were working at that store. After he had worked there about a year, Michael Potter arrived. Initially he ran the cash register, stocked the shelves, and ran the 8-inch stone flour mill grinding wheat, corn, rye, rice, etc. into flour. Shortly after he started work, he also began to mill soy flour. Tom Vreeland grew the soybeans organically. Royce toasted the soybeans lightly, about half way, so that the flour could be milled more easily and was still yellow. The roasting got rid of the heavy raw taste, but some raw soy flour taste still remained. Initially the soy flour was sold in paper bags, but the bags became very oily, so they switched to packing it in 3 sizes of cello bags which we heat sealed. The bags were considered biodegradable. Eden couldn't buy too large a supply since they became brittle after a while. A printed label was affixed by hand to each cello bag. The flour was also sold in big 25 lb paper flour bags, which were stamped with a rubber stamp to indicate the contents.

Eden also made Kokoh, a macrobiotic baby cereal, which contained roasted soy flour and was also packed in the small cello bags. All the ingredients were roasted together and then ground; soy was one of the ingredients. The soy was roasted longer than it was for the flour.

Eden was also importing miso in kegs from Japan. Employees would pack the miso into 1- and 2-lb bags. Eden still imports its miso in bulk kegs.

In those days the store wasn't making much money;

it had just come from being a co-op, so often the only pay employees got was to have their bills paid—such as rent, so they didn't get evicted. They didn't really get a pay check. In about 1973 Royce quit work at Eden to do some construction work for a friend, and then moved to Arizona to be with his wife's parents. After about 10 months he returned to Ann Arbor and went back to work for Eden Foods. This time he stayed until 1978, running the mill and doing packaging. Then he left for a second time; he needed to make more money.

In 1982 Royce returned to work for Eden for a third time. He started working in production at a small bottling line where Eden bottled soy sauces (imported in 55 gallon drums from Japan), vegetable oils, and vinegar. Eden still bottles its soy sauce this way. One person runs the filler, which fills 6 bottles at a time; he slides in 6 bottles, pulls down the lever which fills them, then he puts them on a conveyerized line. The next person on the line puts on caps. Finally, at a labeling machine, one person labels one bottle at a time. Then he went back into running the mill, grinding flours. Royce has been working at Eden, more or less, since 1982. However in 1987 he developed testicular cancer, which had spread throughout his lymph system. His weight dropped to 155 lb and parts of his spine had to be removed. The cancer is now in remission and he feels like he is getting stronger. Royce now serves as Michael Potter's driver, since Michael is not allowed to drive at all by himself. Royce likes working at Eden Foods, even though he is not an official employee, since he is receiving disability payments. Address: 133 S. Clinton, Manchester, Michigan 48158. Phone: 313-428-0973.

2209. **Product Name:** Low Fat WestSoy Soy Drink (Non-Dairy Beverage with Calcium and Vitamin D Added) [Plain, or Vanilla].

Manufacturer's Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer's Address: 1065 East Walnut St., Carson, CA 90746. Phone: 310-886-8200.

Date of Introduction: 1993 October.

Ingredients: Vanilla: Filtered water, whole organic soybeans*, malted cereal extract, natural vanilla flavor with other natural flavors, tricalcium phosphate, sea salt, vitamin D-2. * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 1 liter (1.06 quart) Tetra Brik Aseptic carton. Retail for \$1.39 (11/93, Trader Joe's, Concord, California).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 8 fl. oz.: Calories 100, protein 4 gm, carbohydrate 16 gm, fat 2.5 gm (percent calories from fat 18, polyunsaturated fat 2.0 gm, saturated fat 0.5 gm), cholesterol 0 mg, sodium 140 mg, potassium 170 mg.

New Product–Documentation: Products (plain and vanilla)

with Labels purchased at Trader Joe's in Concord, California. 1993. Nov. 4. 3.75 by 6.5 by 2.5 inches. Orange or red, dark blue, white, and black on light blue. Color photo of soy milk being poured from a pitcher into a bowl of flaked breakfast cereal with a glass of soy milk behind the bowl. "All natural. No cholesterol. Lactose & dairy free. Great tasting." Each 8-oz. serving of Low Fat Westsoy provides the following percentages of the U.S. Recommended Daily Allowances: Vitamin D 25%, calcium 25%. "Not for use as an infant formula."

Ad in Natural Foods Merchandiser. 1993. Nov. p. 27. "We know the importance of customer satisfaction." "Westsoy Soy Drink—The first value-added enriched soy drink."

2210. Product Name: WestSoy Lunchbox Plus (Non Dairy Beverage) [Plain, or Vanilla].

Manufacturer's Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer's Address: 1065 East Walnut St., Carson, CA 90746. Phone: 310-886-8200.

Date of Introduction: 1993 October.

Ingredients: Filtered water, whole organic soybeans*, brown rice syrup (brown rice, water), vanilla flavor with other natural flavors, tricalcium phosphate, expeller pressed organic canola oil*, sea salt, carrageenan, vitamin A palmitate, vitamin D-2, riboflavin (vitamin B-2).

Wt/Vol., Packaging, Price: 6 oz. Tetra Brik Aseptic carton. Retail for \$1.39 (11/93, Trader Joe's, Concord, California).

How Stored: Shelf stable; refrigerate after opening.

New Product—Documentation: Ad in Natural Foods Merchandiser. 1993. Nov. p. 27. "We know the importance of customer satisfaction." "Westsoy Lunchbox Plus—The first convenient 6 ounce size enriched soy drink."

Product with Label brought by Cheryl Ishida in her kids' lunch. 1996. April 23. 2 by 4.5 by 1.5 inches (tall and slender, petite, handy size for a kid's lunch). Aseptic carton. Red, black, and tan on white. The word "Lunchbox" is written with many fun colors: Red, yellow, blue, orange, green. Below the product name on the front panel is written: "6 times more Calcium, 10 times more Vitamin A, 20 times more vitamin D, 5 times more Riboflavin, than Original WestSoy. 2% fat." A logo states: "Made with Organic soybeans." The product now comes in Plain, Vanilla, and Cocoa [pronounced KO-ko] flavors.

2211. Hillyard, Roger. 1993. Work with Erewhon, Arrowhead Mills, and The Well (Interview). *SoyaScan Notes*. Nov. 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Fred Rohe started out working for Thom's Natural Foods, a retail store in San Francisco. Then Fred bought Sunset Health Foods (a health foods retail store at 1319 Ninth St. in the Haight-Ashbury district of San

Francisco) and renamed it New Age Natural Foods—at the same address. Roger thinks it was in about 1965 or 1966, because he was living in San Francisco at that time and had just gotten involved in macrobiotics—in Jan. 1966. He started buying his foods from Marina Health Foods (on Chestnut) but when Fred opened his store, Roger started buying his foods there.

At some point Fred bought a chicken farm, transformed it into a natural chicken farm, and created New Age Resources as the company that owned it.

Then Fred teamed up with Phil Parenti / Parente and they did two big things at about the same time: (1) They opened a second store on California Street in Palo Alto, which was a natural foods supermarket (perhaps the first of its type in the USA). David Mastandrea was the manager and Nik Amartseff may have run the deli. At the time the store opened in Palo Alto, Roger was on the East Coast in Boston with Erewhon. (2) Fred and Phil started a distribution company named New Age Distributing.

Then they got into financial difficulties; they had tried to do too much too fast. The stores reverted to Fred and the distribution company and chicken ranch went to Phil. That's when Phil renamed the distribution company The Well. But legally and corporately, it was still New Age Natural Foods—which was the parent company of The Well. Phil was active from day to day at The Well. Then The Well purchased Pure & Simple from Bruce Macdonald; the products at that time were apple juice, corn chips, and fruit butters. By the time of the natural distributors conference at Pajaro Dunes, California, the line had expanded to other fruit juices and Japanese imports, which were coming from Mr. Kazama of Mitoku—all sold under the Pure & Simple brand and distributed by The Well, which was now a master distributor. Some of these products were sold to other distributors, and all were sold to retail stores.

Irwin Carasso, the founder of Tree of Life, sponsored the natural food distributors conference in St. Augustine, Florida. Roger thinks Irwin was the 2nd or the 3rd person who began importing natural foods directly from Mr. Kazama in Japan—First Erewhon, then Pure & Simple, then Tree of Life. Eden Foods started importing after Tree of Life, and after that St. Augustine conference; but they imported from Muso. Initially Erewhon had insisted that everyone import the Japanese products under the Erewhon brand; they maintained that monopoly for quite a while.

At the time the *Deaf Smith Country Cookbook* was published (1973), Roger and his ex-wife Susan (and 2 kids) were living and working in Hereford, Texas. They spent a year there. While Susan was working on the cookbook, Roger was contracting with local farmers for everything from grains to maple syrup, helping to establish Arrowhead's line of consumer packaged products (graphics, copy, etc.) and (most important) he got Arrowhead's distribution system and network going, selling to other distributors. Roger was

employed by Arrowhead. Irwin Carasso was one of the first to be named a wholesaler of Arrowhead Mills' products. Next came Shadowfax. The NNFA convention that year was in Washington, DC.

When they left Texas, after a year, they hopped back in the school bus, drove to Los Angeles and hung out there for a couple of weeks (staying with Bobby Orgo, who worked for Erewhon in Los Angeles), then they drove to Atascadero, but they had no destination. They went to visit Bruce Macdonald (who at that time was living in Santa Cruz, California, and working each day for The Well–Pure & Simple). He sold the Pure & Simple brand than went along with it from Southern to Northern California.

Roger, Susan and their family ended up living in Soquel, California (near the Pacific Ocean and Santa Cruz), in about mid-March 1973; his youngest son was born on March 29, right after they got settled. Jean Allison (from Boston) came out and helped Susan for a while.

The Well went out of business in about 1979. It continued to grow and expand. In very few years, it grew from \$3 million to \$10 million in sales. The peak year was in about 1978, then it went rapidly downhill. It had the wholesale distribution entity, a small production facility in San Jose where it manufactured fruit butters and bottled tamari and some oils, and also raised alfalfa sprouts. Then (in about 1976-77) it bought out Max Kozek, the organic wholesale supplier from Los Angeles. It also had a project to produce 40 acres of organic carrots in the San Joaquin Delta, and about 10 acres in Borrego Springs (east of San Diego). It also had some acreage of organic apples and peaches (small, real old, so there was not production and it was not of high quality), and substantial crop investments in organic produce via contracts with individual growers, as with John Mason who was a hothouse tomato grower in California. Then it bought a wholesale distribution company [Essene Traditional Foods] in Boyertown, Pennsylvania. With all those ventures, scattered near and far, The Well was (1) undercapitalized, and (2) it lost an incredible amount of money on some of its individual ventures, such as the organic carrots (nematode problems). Phil Parenti owned most of the stock at this time, but he did not have a controlling percentage. The other main stockholder was not a regular participant in the company; Roger does not remember his name. Roger had only stock options. The Well just folded up shop and disappeared; it was not sold to anyone. But the Pure & Sample brand name was sold to Jimmy Silver and John Fountain. Phil Parenti went to Monterey, California, and worked with his father in property development. Roger does not know where he is now. Address: Farley's Coffee Shop, #1315 18th St., Potrero Hill, San Francisco, California 94107. Phone: 415-648-1545.

2212. Coward, Lori; Barnes, N.C.; Setchell, K.D.R.; Barnes, S. 1993. Genistein, daidzein and their beta-glycoside conjugates: antitumor isoflavones in soybean foods from

American and Asian diets. *J. of Agricultural and Food Chemistry* 41(11):1961-67. Nov. [31 ref]

• **Summary:** This is a very important article. Isoflavones were first extracted with alcohol (80% aqueous methanol) and then the fat was removed from the extract with hexane solvent. Details of the isolation process are given.

“A method is described for the separation and analysis of isoflavone beta-glycoside conjugates and aglucones in various foods derived from soybeans... Asian fermented soy foods contain predominantly isoflavone aglucones, whereas in nonfermented soy foods of both American and Asian origin isoflavones are present mainly as beta-glycoside conjugates. Since the much larger estimated daily intake of these isoflavones by Asians compared to Americans is similar on a body weight basis to the isoflavones in soybean-containing diets which inhibit mammary tumorigenesis in animal models of breast cancer, it is possible that dietary isoflavones are an important factor accounting for the lower incidence and mortality from breast cancer in Asian women.”

Tamoxifen is an anti-estrogen used to therapeutically prevent the metastatic growth of breast cancer.

The results showed that most Asian and American soy products, with the exception of soy sauce, alcohol-extracted soy protein concentrate, and soy protein isolate, have total isoflavone concentrations similar to those in whole soybeans. Asian fermented soyfoods contain mainly isoflavone aglucones, whereas in nonfermented soyfoods of both Asian and American origin isoflavones are present mainly as beta-glycoside conjugates. The estimated daily intake of these isoflavones by Asians is similar on a body weight basis to the isoflavones in soy-containing diets which inhibit mammary tumorigenesis in animal models of breast cancer. Therefore, it is possible that dietary isoflavones are an important factor accounting for the lower incidence and mortality from breast cancer in Asian women.

In Taiwan, the average human consumption of “soy” is 35 gm/day per capita—according to M. Messina unpublished data.

“The concept of reducing cancer risk by chemoprevention has become an important aspect of current cancer research. It has been suggested that two so-called phytoestrogens, lignans and isoflavones, may play a role in the prevention of estrogen-dependent breast cancer and colon cancer.

Three tables show the isoflavone concentrations in various types of soyfoods. For each food, the content of the following is given: Conjugated genistin, conjugated daidzin, genistein aglucone, daidzein aglucone, total isoflavones, D/G ratio, percentage of genistein aglucones, and percentage of daidzein aglucones. After each food listed below we will show the total concentration “as is” and then (if given) on a dry weight basis.

Table 1 shows isoflavone concentrations (in mg per gram) in basic nonfermented Asian soyfoods: Soymilk

(0.252 / 3.256), Tree of Life tofu (0.417 / 2.031), Mori-Nu tofu (0.494 / 3.827), soy flour (1.338), soy powder (1.748), and soy nuts (2.363).

Table 2 shows isoflavone concentrations (in mg per gram) in fermented Asian soyfoods: Tempeh (0.430 / 1.130), miso (0.920 / 1.379), rice miso (0.404 / 0.721), barley miso (0.721 / 1.195), Shiromiso soup mix (0.708), Akamiso soup mix (0.882).

Table 3 shows isoflavone concentrations (in mg per gram) in other soyfoods: Soy sauce (0.023 / 0.090), soy cheese (0.050 / 0.105), Tofutti soy ice cream (0.032 / 0.092), Ice Bean soy ice cream (0.117 / 0.360).

Although flavonoids are found in many plants, vegetables, and flowers, isoflavones such as genistein and daidzein are found in just a few botanical families. This is because of the limited distribution of the enzyme chalcone isomerase largely to tropical legumes. Partly for this reason, isoflavones are a very minor part of American or British diets. Address: Depts. of Pharmacology and Biochemistry and Comprehensive Cancer Center, Univ. of Alabama at Birmingham, Birmingham, Alabama 35294, Mass Spectrometry Lab., Children's Hospital Medical Center, Cincinnati, Ohio 45229.

2213. Product Name: Mori-Nu Lite Silken Tofu [Extra Firm, or Firm].

Manufacturer's Name: Morinaga Nutritional Foods, Inc. (Importer). Made in Japan by Morinaga Milk Co. Ltd.

Manufacturer's Address: 2050 W. 190th St., Suite 110, Torrance, CA 90504. Phone: 310-787-0200.

Date of Introduction: 1993 November.

Ingredients: Extra firm: Water, soybeans, isolated soy protein, gluconolactone, calcium chloride.

Wt/Vol., Packaging, Price: 10.5 oz (297 gm) Tetra Brik Aseptic carton.

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 3 oz.: Calories 35, calories from fat 10, total fat 1 gm (2 daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 80 mg (3%), total carbohydrate 1 gm (< 1%), protein 6 gm, calcium 2%, iron 4%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Ad (full-page color) in *Health Food Business*. 1993. Oct. p. 37. "Mori-Nu. The lowest fat tofu in the world. The others are just plain tubby."

Talk with Tom McReynolds of Morinaga. 1993. Oct. 14. This product will be launched on 1 Nov. 1993. Distribution will start on Oct. 25. The product does not contain any Nichii Soy Flakes (as is implied in a spot in *Health Foods Business*, Oct. 1993, p. 64). As far as Tom knows, only White Wave and Tree of Life are presently using Nichii flakes to make tofu. The product contains both soybeans (grown in Iowa) and isolated soy protein (from Protein Technologies International). Morinaga has purchased the video of Tom Brokaw interviewing Hillary Rodham Clinton, they have

transcribed the parts about tofu and trying to work healthier eating into the White House. Brokaw ends the interview by saying: Perhaps we'll see tofu at a White House state dinner. Morinaga is doing a news release on the subject. Dr. Dean Ornish has already been invited to the White House to advise President Clinton on his diet. Ornish went in and spoke.

Letter (fax) from Morinaga. 1993. Nov. 2. Mori-Nu Lite–Extra Firm contains exactly 0.7 gm of fat and 36.6 calories per 84 gm serving, so that 17% of its calories come from fat.

Product (Extra Firm) with Label sent by Morinaga. 1994. Feb. 5. 4 by 2.5 by 1.75 inches. Tetra Brik Aseptic carton. Purple, yellow, red, and green on white. On front panel: "Only 1% fat." On one side is a recipe for Vegetable Stir Fry. Soyfoods Center Taste Test. The product has a very firm consistency the like white of a hard-boiled egg, and a very bland flavor.

Leaflet sent by Morinaga. 1994. Nov. 25. "See the Lite!" "Mori-Nu Lite is the lowest fat tofu in the world. We combined extremely low-fat isolated soy protein with rich whole-bean soymilk, and then added only enough water to maintain Mori-Nu's creamy smooth texture... Mori-Nu Lite has no cholesterol, and with only 1 gram of fat per serving, you get the highest protein to fat ration (6:1) and less calories (35) than any other tofu."

Prices at Safeway supermarket in Lafayette, California. 1995. Nov. 28. Mori-Nu (3 types): 11.9 cents/oz. Azumaya Chinese style (firm): 7.5 cents/oz. Thus Mori-Nu Tofu costs 59% more than Azumaya tofu.

2214. Westbrae Natural Foods. 1993. WestSoy–We know the importance of customer satisfaction (Ad). *Natural Foods Merchandiser*. Nov. p. 27.

• **Summary:** This full-page color ad states: "Westsoy is the most complete line of premium soy drinks on the market. Our focus is on innovative, quality products that meet your customer's needs." Also lists the many Westbrae "firsts."

Color photos show packages of: Westsoy Lite, Westsoy Low Fat Soy Drink, Westsoy Plus, Westsoy Lunchbox Plus, Lite Malted, Westsoy Original, Westsoy Lite Nondairy Creamer. Address: P.O. Box 48006, Gardena, California 90248.

2215. Jackson, David. 1993. Work with macrobiotics, Roy Steevensz, Grain Country, seitan, and amazake (Interview). *SoyaScan Notes*. Dec. 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** David comes from San Diego. I learned how to make seitan from Roy Steevensz in about 1978 when Roy when he was he was directing the East West Center on Melrose Ave. in Los Angeles. David would drive to Los Angeles each week, spend 3-4 days at the East West Center learning from and training and working with Roy, then return to San Diego. David also assisted in counseling and

learned to teach macrobiotics. They started selling seitan commercially in Los Angeles in either 1979 or 1980, after Roy had been at the Melrose Ave. location for about a year. David ended up co-directing the East West Center in Los Angeles. Roy Steevensz and David both made the seitan that was sold commercially in Los Angeles. Sometimes they would stay up all night making it. They also made amazake.

In about 1979-80 David invested \$80,000 in the East West Center for Macrobiotic Studies in Los Angeles. "I chose to invest in what Roy was doing at the time because I knew it would help change a lot of people. I admired Roy a lot, and I eventually duplicated Roy's operation in San Diego. That was the whole idea." With the \$80,000 the Los Angeles Center really started to take off. Initially David owned no shares, but in about 1980-81 they formed a corporation named SEN (Social Ecology Now) in which David, Roy, and Roy's wife, Marijke, owned shares.

On 2 Oct. 1981 David opened Grain Country, similar to Roy's Grain Country, in San Diego. It began a natural foods and macrobiotic retail store but soon it expanded to a restaurant and food manufacturing facility—all named Grain Country at 3448 30th St., San Diego 92104. He incorporated it and also had an East West Center for Macrobiotic Studies in San Diego. They started in one building and eventually expanded to four buildings (3442, 3444, 3446, and 3448 30th St.), one of which they owned. Even after starting Grain Country in San Diego, David continued to drive up to Los Angeles several days a week. David ran a live-in work exchange program. All the students (up to 20 at one time) who lived at Grain Country, worked there. By Nov. 1992 David was making seitan and amazake commercially at Grain Country. Then he taught the processes to Jim Brefield, who took over from him. "Jim was my first real right-hand person there. He started taking over all the things that I did and eventually ended up managing my store while I did mostly teaching and counseling. Nothing happened there without my stamp of approval; that's why we lasted so long. I kept my fingers on everything."

In 1989 David sold the Grain Country complex in San Diego to a man named Ira Green. He continued to make seitan until he went bankrupt in 1991. David stayed at the East West Center until Jan. 1991, when he moved to Prescott, Arizona. He has no study center in Arizona. He teaches out of his house and throughout the state. He goes to Phoenix every week to teach; they have just started a natural food store named Grain Country in Phoenix. One community in Arizona makes seitan and sells it to Annie at Gentle Strength Food Store in Tempe. David works for Mountain People's Warehouse 2 days a week as an outside rep. One of the foods he sells is seitan.

Roy Steevensz is now living at the Hopi Indian reservation in Arizona, northeast of Flagstaff. He went there originally about 4 years ago to try help them return to their roots because he felt a very spiritual connection with them.

There have been many, many problems. At one point he was actually kicked off the reservation. But he has a connection with one of the elders named Titus, who is over 90 years old; Roy healed Titus, who was dying. It is part of his lifelong spiritual quest. He is now growing corn. He is a true warrior and his teaching is very strong—too strong, too perfect for many people. He is not a very social person, and David has had "to go in and mop up a lot of the things he has done." Throughout Roy's life he has had a problem with his lack of ability to communicate well. David sees Roy often, admires him greatly, and considers Roy to be his teacher; that is one of the reasons David moved to Arizona.

Roy eventually had to leave Grain Country of Los Angeles because a rebellion from his workers; David tried to hold it together as long as he could. David feels that Roy was a great teacher in Los Angeles; he learned from Roy more than money can buy. "Money is not the object." The people who were there for money were not satisfied with what they were getting. But Roy had trouble communicating to his students what he was trying to do. Roy never exploited others for his own benefit. His motives were always pure and he did things for the right reasons. He was never out to enrich himself or exploit others. When he left on the "salt march" to Washington, DC, the Center in Los Angeles finally fell apart. Michio Kushi is more humble than Roy, who is a bit aggressive. David never hoped to and never did get back any of the \$80,000 he invested in Roy's enterprises. But he received much more than that in the way of valuable teachings. Address: P.O. Box 12412, Prescott, Arizona 86304. Phone: 602-776-8364.

2216. Meyers, Steven. 1993. Recent changes at Farm Foods, 21st Century Foods, Barricini Foods, and Kineret Acquisition Corp. (Interview). *SoyaScan Notes*. Dec. 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The many complex changes that have taken place recently with Farm Foods are very positive, and they give the company the working capital they need to enhance existing products and expand their product line. Farm Foods used to be a brand of Barricini Foods. During the past 2 months, Barricini, a publicly owned corporation, has changed hands. The assets of Barricini were purchased by a company named 21st Century Food Products, which was recently renamed Kineret Acquisitions Corp.

At one time Barricini was a large company with candy stores across the USA, especially on the East Coast. But now all those stores are basically gone. Daniel Lloyd knows the history best, but for a very rough history, Barricini was originally started by the two Barricini sisters in about the 1920s. At one point Barricini was purchased by the Southland Corporation, which owns 7-11 stores. Southland increased the number of Barricini candy stores to over 400. Then corporate decisions were made at Southland in about the 1960s and the number of stores began to decrease.

Southland then sold Barricini, and the company went in and out bankruptcy once or twice. Then the name Barricini and the rights to make the candy were purchased from the bankruptcy court by a group of investors in the early 1980s. Shortly thereafter, when Tofutti (soy ice cream) started to become very popular and widely known, this group of investors and Farm Foods (which was still located on The Farm in Summertown, Tennessee, and was looking for investment money) got together through two venture capitalists (Herman Fialkov and Vincent McKiernin of Barricini) who knew someone who was living on The Farm. Originally Barricini asked Farm Foods to make Tofulite (i.e., Tofutti II). Then when Barricini realized that Farm Foods also knew how to distribute and market it, the two companies merged in a 50:50 merger. Shortly thereafter they raised some money in a private placement, and about 6 months after that the company went public in about 1985. That structure remained unchanged until recently. Barricini Foods stopped producing Tofulite in about 1991 but continued to make Ice Bean. Tofulite sold well in mainstream food stores (Haagen-Dazs distributed the product starting in about 1986) but it was not profitable because of stores required slotting allowances and expected a level of advertising in mainstream stores support that was out of proportion to the product's sales. The advent of no-fat ice cream and frozen yogurt put additional pressure on the category of non-dairy frozen desserts. So Barricini realized that there was room for only one product in the category, and that was Tofutti, whose sales were several times as large as Tofulite's. So Barricini stopped making Tofulite.

Since that time Barricini has been looking for a new infusion of capital; they had many good ideas but no money to carry them out, and they had had to downsize the company which put quite a strain on their cash flow. Also Ice Bean needed new packaging and a lite version as well. They met a man named Irwin Simon who was a vice-president of marketing at Haagen-Dazs (where Barricini first met him) and then a vice-president of marketing at Slimfast. Irwin had a vision of trying to put together companies with good brand names who were niche marketers of food products. Barricini introduced him to the natural foods industry and the more he saw the more he liked it. It fit with his ideals and business concepts, and it is an increasingly dynamic and viable industry with a growing number of big companies moving in. For example Kraft may buy Health Valley.

On 23 August 1993 the big change took place. Irwin Simon created 21st Century Foods (he later renamed it Kineret Acquisition Corporation). He wanted to purchase a number of companies which now comprise three divisions of Kineret: Farm Foods (the natural foods division, which makes Ice Bean, the Organic Pita Classics products, Pizsoy products, etc.), Kineret Foods (pronounced kuh-NAIR-ut, the kosher frozen food company), and California Slim (which sells diet and weight loss products). Irwin had acquired

all the companies but Slimfast, and that purchase was contingent upon a public stock offering which took place in late November 1993. The offering raised between \$3 and \$4 million, which was the full amount they wanted. Some of the money goes to acquire the different brands and companies and some goes for working capital. Daniel Lloyd is now a vice president and general manager of Farm Foods, and Steven is vice president of operations.

Farm Foods' product mix has changed greatly this year and they are planning on expanding quite a bit during 1994. In early 1994 Farm Foods plans to launch Ice Bean Lite and there will be a new line of low-fat, low-calorie frozen entrees using soy. Address: Vice President of Operations, Farm Foods, Div. of Kineret Acquisition Corp., 49 Old Bloomfield Ave., Suite, Mountain Lakes, New Jersey 07046. Phone: 201-334-0101.

2217. Demos, Steve. 1993. New developments at White Wave (Interview). *SoyaScan Notes*. Dec. 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** White Wave is about to rent the Boulder Theater for a town party in May 1994 to show the people of Boulder what the company is doing. "We're renaming Boulder 'Tofu Town.'"

Steve recommends that Shurtleff go to Whole Foods Market's store in Berkeley, California, where there is now a White Wave Vegetarian Cuisine Center. They have a "shelf set" developed as the first prototype for the United States. The set is fully integrated into the store's dairy case; it is not a stand-alone unit. In Berkeley, the set is placed in between amazake and tortillas. There may or may not be dividers on both sides. It contains about 46 facings of White Wave products in an organized fashion, in groups such as meat alternatives, dairy alternatives, cheese alternatives, tofu, tempeh, etc. The term "Vegetarian Cuisine," which does not contain the word "soyfoods" or the word "protein," opens the products to a broader category and it elevates the foods to a higher level than just basic proteins. White Wave has had a dozen cartoon characters made up for the set; they deliver the basic information on soyfoods and ecology, soyfoods and cancer, soyfoods and heart disease, etc. There are individual 3 by 5 inch info-cards printed on both sides. Sources of more information are given on each card. White Wave installed their first sets during the first week in November in the 3 Whole Foods stores in the Bay Area—Berkeley, Palo Alto, and Mill Valley. Berkeley is the best of the three. During the first month, the lowest increase in sales was 160% and the highest was 1,000%.

"We are calling this 'category management' or 'category shelf management.' This is what Walmart is. This is the science of merchandising and marketing. It's a whole new game—and so exciting. We spent a year taking photos of natural and health food stores around the United States, and we realized that there was no organizational schematic to

the evolution which has taken place as products evolved from tofu to tempeh to soymilk, to second generation soy products, and now a new generation of vegetable protein products in which various proteins are blended/extended—e.g. wheat protein and soy protein, or products resembling milk or ice cream (like Rice Dream) made from rice.

White Wave will soon be coming out with a new line of gluten-based luncheon slices; another company will make some of these products. White Wave may perhaps buy another company.

“Concerning our new shelf set, we’re going into natural and health food stores and saying ‘We occupy 18 square feet (or that many cubic inches). Our turn rate is X, our profitability factor is Y, and our average sale price is Z. Here’s our product mix and here’s what we’re doing.’ You’ll see national ads on this in February.

“We’ll be ready to go into supermarket chains when they call us and say ‘We want your products and you don’t have to pay slotting fees.’ We will not pay slotting fees. You invest in either a pull or a push. I am against the push mentality. When the chains call you, it means that the market is ready for your products. If you push in, you run the risk of being premature. Legume is a good example of that.

Steve has visited a number of Safeway stores in California and he feels Safeway is very interested in his products and shelf set. Each set costs about \$500-\$700 per store in time and hardware and logo—not including the food products. So Steve must proceed slowly and carefully in getting into supermarkets. He will probably start with supermarkets in college or university towns. From there he will gather statistics on sales and profitability. He will move very slowly, starting with stores in markets with the right demographics, first down the West Coast, then across the Sun Belt, then over to the East Coast and up. Steve will probably have 3 sizes of sets. The smallest set will contain only the fastest moving items. Steve can get into the dairy case of a supermarket only if he can prove that he can deliver more profit per unit of shelf space. They will take a 30-35% margin, and he hopes to do \$60,000 in sales per store per year.

Right now the company is shut down and they are installing all new equipment. The equipment is made by a variety of manufacturers (some from Takai, some American, some German), and it will have a capacity of 1 ton/hour of tofu. They have just installed what is probably the largest curdling carousel in the United States. They made tofu on Dec. 16-17 to test the equipment, and Steve is very optimistic that the learning curve will be short. “Wataru Takai is arriving in Boulder today. Tomorrow all the big-time pasteurization and spiral chilling equipment will be installed. I’ve never seen a soyfoods company that uses this type of equipment. We also have fancy packing machines, a lot of vacuum packing and water packing machines.

“Sales of White Wave’s basic seitan, sold in a tub, are

increasing rapidly. We are already selling thousands of pounds a week.”

White Wave is now right in the middle of their wastewater nightmare. Fortunately the city of Boulder has given us the okay for our new construction and equipment. The plant will be done by the middle of January. The last phase is the solar employee lounge out front. The city has beaten up on us for the last year on environmental issues. Only Pat Calhoun’s persistence got us through it by wearing out the city’s bureaucracy. One day they threw their hands up and gave us all the permits.

“We are at a critical mass point as of 1 Jan. 1994. We have a new factory (high-output and very sanitary), a new production system, and a new marketing scheme and schematic in place based on reproducible, verifiable numbers. We are ready for takeoff. I’m very excited. We’re all dressed up for the party. I now have what we were dreaming about 15 years ago.”

Note: In the opinion of Soyfoods Center, White Wave is currently, and has been for at least the past 5 years, the most innovative soyfoods company in America. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3470.

2218. Randjelovic, Sladjan. 1993. New developments with tofu in Yugoslavia and Czechoslovakia (Interview). *SoyaScan Notes*. Dec. 29. Conducted by William Shurtleff of Soyfoods Center. [Eng]

• **Summary:** Randjelovic called from Serbia, in Yugoslavia, where he is setting up a tofu company that he plans to name Randjelovic. He is looking for source of organic soybeans. His friend named Vacek runs Sunfood in Dobruska, Czechoslovakia (about 75 miles east northeast of Prague near the border with Poland), and his friend is also an agent for Mitoku Macrobiotic Foods. In Prague, Czechoslovakia, someone is starting an automatic tofu plant using Takai equipment. Address: Randjelovic, D. Damjanovica #17, 11460 Barajevo, Yugoslavia. Phone: 381-11-610-088.

2219. Vegetarian Resource Group. 1993. *Vegetarian Journal’s guide to natural foods restaurants in the U.S. and Canada*. Garden City Park, New York: Avery Publishing Group. 2nd edition 1995. 3rd edition 1998. 4th edition 2005. *

2220. Arrowhead Mills, Inc. 1993. *The story of spelt (Leaflet)*. Hereford, Texas. 12 panels each side. Front and back. Color. Each panel 10 x 23 cm.

• **Summary:** A well written and researched leaflet, with many color illustrations. Spelt is an ancestor of our bread wheats; it is rich in protein. “As the number one United States supplier of organic foods, Arrowhead Mills is pleased to bring you Spelt Wheat and other heirloom grains.”

“For consumer information about membership in an

heirloom-grain conservation organization, send one dollar and a long, self-addressed envelope to The Kusa Society, P.O. Box 761, Ojai, CA 93024 USA.” Contains two recipes. Address: 110 South Lawton, Box 2059, Hereford, Deaf Smith County, Texas 79045.

2221. Arrowhead Mills, Inc. 1993. The story of quinoa (Leaflet). Hereford, Texas. 12 panels each side. Front and back. Color. Each panel 10 x 23 cm.

• **Summary:** A well written and researched leaflet, with many color illustrations.

“For consumer information about membership in an heirloom-grain conservation organization, send one dollar and a long, self-addressed envelope to The Kusa Society, P.O. Box 761, Ojai, CA 93024 USA.” Contains two recipes. Address: 110 South Lawton, Box 2059, Hereford, Deaf Smith County, Texas 79045.

2222. Arrowhead Mills, Inc. 1993. The story of te’f (Leaflet). Hereford, Texas. 12 panels each side. Front and back. Color. Each panel 10 x 23 cm.

• **Summary:** A well written and researched leaflet, with many color illustrations.

The botanical Latin name is *Eragrostis tef*. It is native to Ethiopia. “For consumer information about membership in an heirloom-grain conservation organization, send one dollar and a long, self-addressed envelope to The Kusa Society, P.O. Box 761, Ojai, CA 93024 USA.” Address: 110 South Lawton, Box 2059, Hereford, Deaf Smith County, Texas 79045.

2223. Arrowhead Mills, Inc. 1993. The story of amaranth (Leaflet). Hereford, Texas. 12 panels each side. Front and back. Color. Each panel 10 x 23 cm.

• **Summary:** A well written and researched leaflet, with many color illustrations.

This grain amaranth is a member of the genus *Amaranthus*. Some of the huge seedheads have measured 4.5 feet in length.

“For consumer information about membership in an heirloom-grain conservation organization, send one dollar and a long, self-addressed envelope to The Kusa Society, P.O. Box 761, Ojai, CA 93024 USA.” Address: 110 South Lawton, Box 2059, Hereford, Deaf Smith County, Texas 79045.

2224. Arrowhead Mills, Inc. 1993. The story of kamut (Leaflet). Hereford, Texas. 12 panels each side. Front and back. Color. Each panel 10 x 23 cm.

• **Summary:** A well written and researched leaflet, with many color illustrations.

Kamut is an ancient ancestor of durum wheat, with very hard and long kernels. The scientific name is *Triticum durum*; Kamut is a registered trademark.

“As the number one United States supplier of organic foods, Arrowhead Mills is pleased to bring you Kamut-brand Wheat and other heirloom grains.”

“For consumer information about membership in an heirloom-grain conservation organization, send one dollar and a long, self-addressed envelope to The Kusa Society, P.O. Box 761, Ojai, CA 93024 USA.” Address: 110 South Lawton, Box 2059, Hereford, Deaf Smith County, Texas 79045.

2225. Hawken, Paul. 1993. The ecology of commerce: a declaration of sustainability. New York, NY: HarperBusiness. xvi + 250 p. Index. 25 cm. *

• **Summary:** Preface. 1. A teasing irony. 2. The death of birth. 3. The creation of waste. 4. Parking lots and potato heads. 5. Pigou’s solution. 6. The size thing. 7. Private lives and corporate rights. 8. The Jesse Helms Citizenship Center. 9. The opportunity of insignificance. 10. Restoring the guardian. 11. Pink Salmon and Green Fees. 12. The inestimable gift of a future. Acknowledgments. Notes.

Note 1. This book was first published in serial form in the magazine *Inc.* in 1992.

Note 2. This is the earliest document seen (Nov. 2016) with “sustainability” (or sustainable) in the title. Address: Mill Valley, California.

2226. Levenstein, Harvey A. 1993. Paradox of plenty: A social history of eating in modern America. New York, NY: Oxford University Press. ix + 337 p., [8] p. of plates. Illust. (8 p. of plates). Index. 25 cm. [1473* endnotes]

• **Summary:** Contents: Prologue: Depression paradoxes. 1. Depression dieting and the vitamin gold rush (The New Nutrition, Victor Lindlahr, Gayelord Hauser, the willingness to eat for health more than for pleasure, Alfred W. McCann, Prof. Elmer McCollum and acidosis). 2. The great regression: The new woman goes home. 3. From Burgoon to Howard Johnson’s: Eating out in Depression America. 4. One-third of a nation ill nourished? 5. Oh what a healthy war: Nutrition for national defense [World War II].

6. Food shortages for the people of plenty. 7. The golden age of food processing: Miracle Whip *über Alles*. Note: Miracle Whip, developed by Kraft Foods in 1933, is a less expensive alternative to mayonnaise.

8. The best-fed people the world has ever seen? (Insta-Burger-King chain of early 1950s, Ray Kroc visits San Bernardino, the McDonald brothers, Clementine Paddleford). 9. Cracks in the façade: 1958-1965 (kitchen appliances do not reduce time women spend on food preparation, growing suspicion of the food industries, food additives, refined and processed foods, Gayelord Hauser). 10. The politics of hunger.

11. Nutritional terrorism (DDT and pesticides, Rachael Carson and *Silent Spring*, USDA, mercury in fish from the Great Lakes, Jerome Irving Rodale {ex-auditor for the

IRS “was quite unlike most of the others in the huckster-filled health food business.” Circulation of his *Organic Gardening and Farming* magazine soared from 60,000 in 1958 to 650,000 in 1970). “Soon the doors were open to the usual horde of health food advocates and fad diet promoters impatiently waiting for the moments when they could again hold center stage.” Gayelord Hauser, his women and his Five Wonder Foods, Adelle Davis, Organic foods, natural foods, health food stores, the government had sided with the medical establishment to keep the public from turning to vitamins—rather than to doctors—to solve health problems, the FDA and Food Faddism, vitamin advocates, Ralph Nader, agribusiness, cholesterol awareness, the AMA’s council on foods, National Heart Association, Linus Pauling bankrolled by Hoffmann-La Roche, the largest wholesaler of vitamin C, in 1971 Michael Jacobson helped found the Center for Science in the Public Interest, middle class was rapidly losing faith in the food industry and government).

12. The politics of food (The New Left vs. Ralph Nader, radicals, *Ramparts* magazine, Francis Moore Lappe, vegetarianism, Berkeley radical Alice Waters opens Chez Panisse, aphorism *Man ist was er isst* {Man is what he eats, by Ludwig Feuerbach, 1804-1872, German philosopher}, avoidance of meat and white foods, natural foods, Zen macrobiotic diet, Georges Ohsawa, Yin and Yang, Warren Belasco, brown rice, soy sauce, granola, Fred Rohe, Charles Reich, *Mother Earth News*, *Berkeley Barb*, “back to Nature,” organic foods, the women’s movement, LSD, Theodore Roszak, Frederick Stare sets up American Council for Health and Nutrition. Jean Mayer, reviling white sugar, John Yudkin, America’s puritanical streak, Robert Choate destroys sugar and sugar-laden breakfast cereals, the public grows to despise sugar).

13. Natural foods and negative nutrition (You are what you eat {1969}, *Fortune magazine* predicts convenience will win out over natural foods. Delaney Amendment, cholesterol and heart disease, loss of faith in the core of America’s postwar national credo: the ideal of the balanced meal and faith in the Basic Four, Senator McGovern and his committee’s special report *Dietary Goals for the United States* {1977-1978}, which called for a complete about-face in government nutrition policy. “All previous government efforts had centered on getting people to eat more of what was thought to be good for them. *Dietary Goals* emphasized eating less of what was thought to be bad for them”—what Levenstein calls “Negative Nutrition.” A great outcry came from the beef, dairy, and egg producers).

14. Darling, where did you put the cardamom? (The rise of gourmet, high ethnic, and upscale cuisines, French food, Julia Child, Craig Claiborne, snobbery, ethnic food boom, Oriental foods). 15. Fast food and quick bucks (Pizza, McDonald’s, Kentucky Fried Chicken, franchises). 16. Paradoxes of plenty. Abbreviations used in frequently cited periodicals.

Born in 1938, Levenstein’s first book was titled *Revolution at the Table: The Transformation of the American Diet*. This is a carefully researched, generally well written and very interesting cultural history of food and eating in the USA from 1930 to 1993—and of America’s ongoing food wars. However by trying to take a fair and balanced centrist position, and by trying to prevent value judgments from creeping in (e.g., a healthy, balanced diet is better than an unhealthy one), Levenstein no doubt disappoints, and perhaps even infuriates, all sides. His sources on natural and organic foods and vegetarianism are scant and often very negative. Address: Prof. of History, McMaster Univ., Univ. of Hamilton, Ontario, Canada.

2227. Pitchford, Paul. 1993. *Healing with whole foods: Oriental traditions and modern nutrition*. Berkeley, California: North Atlantic Books. xxii + 656 p. Illust. Index. 26 cm. 2nd ed. 1996. 3rd ed. 2002 (both by same publisher). [536 ref]

• **Summary:** Contents: 1. Origins. Part I: The roots of diagnosis and treatment. 2. Yin-yang and beyond. 3. Qi vitality. The six divisions of yin and yang: 4. Heat/cold—The thermal nature of food and people. 5. Exterior/interior: Building immunity. 6. Excess and deficiency.

Part II: Essentials of nutrition. 7. Dietary transition. 8. Water. 9. Protein and vitamin B-12.

10. Oils and fats. 11. Sweeteners. 12. Salt. 23. Condiments, caffeine, and spices. 14. Vitamins and supplements. 15. Calcium. 16. Green food products. 17. Survival simplified. 18. Enjoyment of food. 19. Food combinations.

20. Fasting and purification. 21. Food and children.

Part III: The five element and organ system. 22. Five elements: Seasonal attunement and the organs in harmony and disease. 23. Therapeutic use of the five flavors. 24. Wood element. 25. Fire element. 26. Earth element. 27. Metal element. 28. Water element.

Part IV: Diseases and their dietary treatment. 29. Blood sugar imbalance [diabetes]. 30. The stomach and intestines. 31. Blood disorders. 32. Cancer and regeneration diets. 33. Other degenerative disorders.

Part V: Recipes and properties of vegetal foods. 34. Vibrational cooking. 35. Grains. 36. Breads. 37. Legumes—Peas, beans, and lentils: Healing properties of legumes, improving the digestibility of legumes, techniques for cooking legumes, miso, tempeh, tofu. 38. Nuts and seeds. 39. Vegetables.

40. Sprouts. 41. Salads. 42. Seaweeds: Agar-agar, dulse, hijiki and arame, kombu and kelp, nori, wakame, Irish moss and Corsican (*Alsidium helminthocorton*; it is sold as a tea and discharges worms. 43. Soups. 44. Sauces. 45. Condiments: Chutneys and relishes. 46. Spreads and patés. 47. Pickles. 48. Grain and seed milks (incl. sesame seed milk, almond milk, almond milk shake, sprouted grain milk

{oats, rice, millet, barley}, cooked grain milk). 49. Rejuvelac and yogurt.

50. Fruit. 51. Desserts. Appendixes: Recipe locator. Bibliography (180 references, mostly alternative; Oriental philosophy. Chinese medicine: Theory and foundations. Chinese dietary therapy. Ayurvedic and Tibetan medicine. Western approach to nutrition. Healing the spirit and mind. Chinese herbology. Western herbology. Healing with food. Green foods. Amaranth. Seaweeds. Vegetarian, macrobiotic, vegan. Children. Ecology, politics, and ethics of food. Degenerative diseases and immunity. Toxins and radiation. Cookbooks. Food catalogs, guides, and references. Sources of data for tables, charts, and nutritional statistics). References and notes (356 refs, mostly scientific). Resources index (Incl. Soyfoods Center).

The following are listed in the index (f = most important pages): Acid-forming foods (p. 235f, 240). Aduki [azuki] beans (p. 26, 34, 50, 60, 68, 77, 178, 273, 305, 307, 319, 362, 467f). Amaranth (lots, 419-20f). Amasake (p. 98, 152-53, 155, 160, 163, 275, 287, 592f). Animal products (lots). *Aspergillus oryzae* (p. 592). Ayurveda (lots). Black sesame seed (lots, 492f). Black soybean (60, 68, 288, 317, 324, 327, 468). Bran (p. 332) and its role in relieving constipation (345-46). Buckwheat (lots, 422f). Buddha. Calcium (lots). Cancer. Cheese (but no soy cheese). Cholesterol. Cigarette smoking. Coldness, bodily. Dampness, bodily. Deficiency. Digestibility (Improving the digestibility of legumes, p. 471-73). Five elements system. Free radicals. Gerson, Max and cancer therapy (p. 41, 126, 162, 365-66, 381). Goiter. Gomasio [sic, gomashio]; sesame salt (p. 272, 566f). Heart / Heart/mind. Heat (lots). Hijiki. Ice cream (p. 291, 305 [no soy]). Job's tears (p. 381, 383). Kasha (buckwheat, p. 422). Kelp. Kloss, Jethro (p. 366, 381). Koji (p. 479). Kudzu (p. 22, 25, 29, 60, 289, 299, 309, 317, 414f). Lecithin (lots, p. 127, 470, 414f). Legumes (lots, p. 466-471, 473f). Macrobiotics (p. 3-4). Marijuana (lots). Menopause (p. 181-82, 362-364f, 441, 468, 497). Microwave cooking (p. 20). Milk). Mind, Chinese Zen concept of. Miso (p. 33-34, 60, 72-74, 78, 81, 90, 92, 98, 101, 105-06, 150, 159, 164, 195, 221-22, 272, 275, 315, 376, 479-82f; natto miso p. 482). Mochi (p. 436-37f). Mother's milk—to increase. Mucus. Nails, dry and brittle (p. 285). Oils (incl. soy oil, p. 138-41). Omega-3 fatty acids. Nori. Protein (lots). Qi [chi, p. 16-17]. Quinoa. Rice syrup. Schweitzer, Albert (365). Sea palm (p. 541). Seaweed (lots, p. 540-55f—see also Agar, alaria, arame, bladderwrack, Corsican, dulce, hijiki, Irish moss, kelp, kombu, nori, ocean ribbon, sea lettuce, sea palm, wakame). Seitan (p. 446-47). Sesame butter (p. 81, 492). Sesame seed (lots, 492f). Soybean (p. 52, 56, 60, 105, 124, 161, 178, 232, 235n, 250, 300, 466, 470f; children and soy products 253-54; soy sprouts p. 22, 34, 122, 291, 470f; see also miso, soy sauce, tempeh, tofu).

The section titled “Soybean” (p. 470) begins: “Cooling thermal nature; sweet flavor; strengthens the spleen-

pancreas; influences the colon; moistens conditions of *dryness*; supplements the kidneys; cleanses the blood vessels and heart, improving circulation; helps restore pancreatic functioning (especially in diabetic conditions); promotes clear vision; diuretic; lowers fever; highly alkalizing and eliminates toxins from the body; boosts milk secretion in nursing mothers. Also used as a remedy for dizziness, childhood malnourishment (especially in the form of tempeh and soy milk), skin eruptions, constipation, edema, excessive fluid retention and toxemia during pregnancy, and food poisoning. For the imbalances during pregnancy and for food poisoning, drink soybean juice (prepare as ‘aduki juice’ above). Soybeans are a natural source of lecithin—a brain food.

“Unless well-cooked, soybeans inhibit the digestive enzyme trypsin, making them [sic] difficult to digest. The fermentation process, such as used in tempeh, tofu, miso, and soy sauce, also eliminates the beans’ trypsin-inhibiting effect.

“Soybean sprouts are cooling with a sweet flavor. They are diuretic and used to treat spasms, arthritis, food stagnation, *heat*-type coughs and other heat conditions marked by one or more signs such as yellow tongue coating, yellow mucus, and scanty, dark yellow urine.”

Soy sauce (p. 34, 78, 81, 98, 105-06, 150, 159, 164, 195, 222, 272, 277, 315, 414f, 480). Spirulina. Sprouting (p. 232-33). Sprouts (lots, p. 528-30f). Steiner, Rudolf (p. 19-20, 504). Stomach (beneficial foods, stomach/duodenal heat and, strengthening food). Stress. Sugar (lots). Superoxide dismutase (SOD). Sweating—night sweats (p. 24, 117, 441). Sweeteners. Sweet rice (p. 433f). Tahini (sesame, p. 106, 225, 493). Tempeh (p. 22, 34, 56, 60, 96, 99, 105, 124, 216, 221, 242, 250, 290, 307, 310, 482-86f; vitamin B-12 and p. 98). Thirst. Tobacco. Tofu (p. 22, 25, 34, 55-56, 60, 68, 81, 105, 124, 242, 250, 290-91, 300, 303, 307, 310, 317, 327, 486-89f). Tomato. Tongue coating and digestion (p. 399). Umeboshi plums (p. 78, 159, 222, 272, 307, 414, 583f). Umeboshi vinegar (p. 414). Urinary incontinence and deficiency of kidney qi (p. 318-19). Urination, frequent, from kidney qi and yang deficiencies (p. 318). Valerian root. Vegan (p. 5, 95, 137, 261, 389, 502). Vegetarianism (p. 81-82, 95). Vitamin B-12. Vitamin E. Vitamin K. Wakame. Warming foods (p. 18-20, 26-27). Warts. Watermelon. Wind, bodily (foods which quell, 286-89; incl. black soybean, p. 468). Yang. Yin.

Talk with Heartwood Institute. 1997. Nov. 12. This is basically a massage school that also offers retreats. Paul's background is in the martial arts and massage. He graduated from a college after 4 years but the name of the college is not available. He also did 2 years of graduate work at an institution whose name is not available. The Institute sent their catalog/brochure. Address: Director, Heartwood Inst. Wellness Clinic and Oriental Healing Arts Program, 220 Harmony Lane, Garberville, California 95542. Phone: 707-923-5000.

2228. **Product Name:** Burritos brand Vegetarian Chili (With Textured Organic Soy Flour).

Manufacturer's Name: Little Bear / Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer's Address: 1065 East Walnut St., Carson, CA 90746. Phone: 310-886-8200.

Date of Introduction: 1993?

Ingredients: Filtered water, whole organic soybeans*, brown rice syrup (brown rice, water), tricalcium phosphate, expeller pressed organic canola oil*, sea salt, vitamin A palmitate, vitamin D-2, riboflavin (vitamin B-2). * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 1 liter (1.06 quart) Tetra Brik Aseptic carton. Retail for \$1.89 (7/92, Maryland).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 8 fl. oz.: Calories 150, protein 6 gm, carbohydrate 18 gm, fat 5 gm (percent calories from fat 33, polyunsaturated fat 3 gm, saturated fat 1 gm), cholesterol 0 mg, sodium 140 mg, potassium 265 mg.

New Product–Documentation: Talk with Bill Bolduc. 1993. Aug. 16.

2229. Macdonald, Bruce. 1994. Macrobiotic Wholesale Co. is now Macrobiotic Company of America (MCOA) (Interview). *SoyaScan Notes*. Jan. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bruce (who was one of the early important figures in Erewhon) bought this company from Kurt Schmitz on 15 Sept. 1993. Kurt, who is about age 65, had come to North Carolina from California to retire. He had worked at Hewlett-Packard for more than 20 years. He purchased the company (named Macrobiotic Wholesale Co.) in Aug. 1986 from Great Eastern Sun; Barry Rand negotiated the deal. At the time the company had sales of about \$170,000/year; now its sales are well over \$1,300,000/year and the last two months have set sales records. Bruce renamed it Macrobiotic Company of America. Bruce used to live in Vermont, but he now lives in North Carolina. Kurt is interested in possibly starting a miso manufacturing company in North Carolina—which has long been considered by macrobiotic teachers to have an ideal climate for making miso (hot summers, cold winters, somewhat humid). The American Miso Company is only 50 miles away. Bruce would like to move the company up to the northeast; he feels it is situated in the wrong place.

Macrobiotic Wholesale Company used to be a division of Great Eastern Sun. Great Eastern Sun sold products to distributors, whereas Macrobiotic Wholesale Company sold directly to retail stores. The distributors got upset with Great Eastern Sun for wearing two hats, so Great Eastern Sun decided to sell Macrobiotic Wholesale Company. Barry Evans still owns Great Eastern Sun.

Note: Half of MCOA is owned by Muso Shokuhin of

Japan. When William Shurtleff asked Bruce about this on 4 April 1997, Bruce confirmed that it was true. When the company was purchased from Kurt Schmitz on 15 Sept. 1993, Yuko Okada of Muso put up 95% of the money and Bruce put up 5%—using his own funds. Yuko borrowed all or most of the 95% to make the purchase, and MCOA is paying him back. Bruce agreed to manage the company in exchange for 50% ownership, which he still has. Muso owns the other 50%. He did not tell the true story to Shurtleff in 1994 because Muso wanted to keep this semi-confidential. Address: Owner, Macrobiotic Company of America, 799 Old Leicester Hwy, Asheville, North Carolina 28806. Phone: 704-252-1221.

2230. DeBona, Don. 1994. Early work with natural foods, macrobiotics, and soyfoods in America (Interview). *SoyaScan Notes*. Jan. 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Don was born in Eagle Pass, Texas, in 1955. He had “hung around natural food stores since high school.” While in high school, he worked as produce clerk at a natural foods store named The Powerhouse in his home town on Towson, Maryland. It was the town’s first natural foods store. They bought foods from Erewhon.

In 1977 Don graduated from a small Catholic college named Mount St. Mary’s College in Emmitsburg, Maryland. He got interested in macrobiotics through books (such as *Zen Macrobiotic Cooking* by Michel Abehsera) that same year several months after he graduated; he had been a vegetarian for about 6 months. His first job after college was in Virginia at Appalachian Outfitters, a store which outfitted people going on camping or river trips.

Don worked for Laurelbrook Foods in Maryland for about a year, starting in 1981. He left shortly after the company filed for Chapter 11 bankruptcy protection on 15 Feb. 1982, then he went to work on a Permaculture farm named Watkins Farm on the Maryland/Virginia border. Run by a man named Law Watkins, it was testing no-till agriculture, growing organic winter wheat, barley, soybeans and summer produce according to the principles set forth in Masanobu Fukuoka’s classic, *The One Straw Revolution...* After working there for a year and a half, in December 1983 he went to Great Eastern Sun (GES, which had started business in March 1982). GES was just starting to get involved with soymilk (Ah Soy) when Don arrived; taking charge of the soymilk was his first project at GES. Barry Evans hired Don and was actively running GES at the time. Marty Roth had just left for Westbrae when Don arrived; Don took his place as general manager/sales manager. John Belleme was still at American Miso Co. John Fogg designed the package for Ah Soy; Don invented the phrase “Nondairy Soy Beverage” which is now widely used on other soy beverages. After working at GES for about a year plus several months, Don and his wife went down to the

American Miso Company in Feb. 1985 to take over from John Belleme. Bob Ballard took Don's place at GES, but Don was the general manager of GES until Nov. 1993, when he hired John Swann. Don still owns part of GES (as well as part of American Miso Co., along with Barry Evans) and is paid by them, even though American Miso Co. is a separate corporation. Bean Mountain Soyfoods in North Carolina was shut down about 2 years ago; John Swann used to be in charge of Bean Mountain. John Fogg worked with John Troy for a while; they started a company named American Natural Foods. Then John Fogg did consulting for Arrowhead Mills, but 2-3 years ago he left the natural foods business and was writing books on motivation. Address: General Manager, American Miso Co., Route 3, Box 541, Rutherfordton, North Carolina 28139. Phone: 704-287-2940.

2231. Shurtleff, William; Aoyagi, Akiko. comps. 1994. *Wheat gluten and seitan—Bibliography and sourcebook, A.D. 535 to 1993: Detailed information on 462 published documents (extensively annotated bibliography), 363 commercial gluten and seitan products, 208 original interviews (many full text) and overviews, 104 unpublished archival documents.* Lafayette, California: Soyfoods Center. 347 p. Subject/geographical index. Author/company index. Language index. Printed 9 Dec. 1993. 28 cm. [922 ref]
 • **Summary:** This is the first bibliography ever published about wheat gluten or seitan, and the most comprehensive book ever published on this subject. It has been compiled, one record at a time over a period of 18 years, in an attempt to document the history of these two interesting foods and food ingredients. Its scope includes all known information about this subject, worldwide, from A.D. 535 in China to the present.

This book is also the single most current and useful source of information on this subject, since 95% of all records contain a summary/abstract averaging 207 words in length.

This is one of more than 40 bibliographies on vegetable proteins being compiled by William Shurtleff and Akiko Aoyagi. It is based on historical principles, listing all known documents and commercial products in chronological order. It features: 32 different document types, both published and unpublished; every known publication on the subject in every language—including 736 in English, 68 in German, 61 in French, 26 in Chinese, etc.; and 208 original Soyfoods Center interviews and overviews never before published. Thus, it is a powerful tool for understanding the development of gluten, seitan, and related products from their earliest beginnings to the present.

The bibliographic records in this book include 462 published documents and 104 unpublished archival documents. Each contains (in addition to the typical author, date, title, volume and pages information) the author's address, number of references cited, original title of all non-

English publications together with an English translation of the title, month and issue of publication, and the first author's first name (if given).

The book also includes details on 363 commercial gluten and seitan products, including the product name, date of introduction, manufacturer's name, address and phone number, and (in many cases) ingredients, weight, packaging and price, storage requirements, nutritional composition, and a description of the label. Sources of additional information on each product (such as references to and summaries of advertisements, articles, patents, etc.) are also given.

Details on how to make best use of this book, a complete subject and geographical index, an author/company index, a language index, and a bibliometric analysis of the composition of the book (by decade, document type, language, leading periodicals or patents, leading countries, states, and related subjects, plus a histogram by year) are also included.

Introduction (p. 7-8): Gluten is a complex protein (composed of gliadin and glutenin) found mainly in wheat, but also in corn, barley and rye. It is best known for its ability to give elasticity and cohesiveness to bread, allowing it to rise. Vital wheat gluten, a cream-colored, free-flowing powder, is most widely used to fortify flour and baked goods, but it also finds many other applications. One of the newest and most rapidly growing of these is its use as the main protein source in meatlike products.

Seitan is a Japanese word, coined in 1961 by George Ohsawa (Sakurazawa Nyoichi), a Japanese-born teacher of macrobiotics. He gave this name to a meatlike product developed by one of his students, Mr. Kiyoshi Mokutani. The product was first made commercially in 1962 by Marushima Shoyu K.K. in Japan. It was made by simmering raw wheat gluten in a broth, typically consisting of water, shoyu (soy sauce), kombu (a sea vegetable), and ginger. Seitan was first imported to the Western world in about 1969 by Erewhon, a macrobiotic and natural food company in Boston, Massachusetts.

The earliest publication seen that mentions the word seitan is a 34-page macrobiotic cookbook titled *Cooking Good Food*, published in 1969 by Order of the Universe Publications in Boston. The author, whose name does not appear in the book, is Jim Ledbetter.

Since 1969, interest in and consumption of seitan in the United States and Europe has increased steadily. It continues to be used mostly as an alternative to meat and the macrobiotic community deserves much of the credit for its growing popularity. This book gives details on 104 commercial seitan products that have been developed and launched, mostly in the United States and Europe, and cites 80 published documents (including 40 cookbooks or articles with recipes) in which seitan is discussed. 73% of the published documents are written in English.

The history of gluten can be divided into various

periods, a number of which are first documented in this book: Here are a few highlights.

Early History in China: The earliest Chinese reference seen to wheat gluten is in the *Ch'i-min yao-shu*, the world's earliest encyclopedia of agriculture, written by Chia Ssu-hsieh in A.D. 535. It describes *po to*, a type of noodle made largely from freshly-washed wheat gluten. By the Sung dynasty (960-1279) wheat gluten was being called by its present name, mien chin. It was widely used in place of meat, in various forms, by Buddhists in China. The first 17 citations in this bibliography, all published before 1600, come from China, as do 23 of the first 26 citations published before 1803.

Discovery by Scientists in the Western World: The earliest known reference to wheat gluten in the Western world was in 1745 in a Latin treatise titled *De Frumento* (Concerning Wheat), published in Italy. It describes how Beccari, a Professor of Medicine in the Anatomy and Chemistry Institute of Bologna, Italy, prepared a dough from wheat flour, then washed it with water to isolate the gluten. However as early as 1597 the term gluten had been used to refer to "The albuminous element of animal tissues" sometimes called animal gluten. In 1800 William Henry wrote in his book titled *An Epitome of Chemistry*: "Gluten forms the basis of the muscular or fleshy parts of animals." Numerous early observers noted that the gluten in wheat had distinctly meat-like or animal-like properties.

The first two English-language publications to mention wheat gluten appeared in 1803 in London. John Imison, in his *Elements of Science and Art* gave an excellent definition of wheat gluten. European chemists, especially those in France and Germany, took great interest in gluten, in its properties, and in the individual proteins of which it was composed. By 1900 they had issued more than 62 publications on the subject, compared with only 18 in the USA. In America, the first scientific publication on wheat gluten appeared in 1893, by Osborne and Voorhees in Connecticut.

First Use as a Food in the West in Diabetic Diets: In 1836 and 1841, the French scientist A. Bouchardat, while doing research on diabetes, discovered that gluten was good for use in diabetic diets—which were supposed to have little starch. He proposed feeding diabetics with gluten bread that contained only one-sixth the starch of regular wheat bread. His proposal caught on and for the next century gluten came to be widely used in Europe and the United States mainly in diabetic diets. Many commercial diabetic food products were manufactured. 48 records in this book discuss gluten in diabetic diets.

Seventh-day Adventists in America Discover Gluten: The first original publication on wheat gluten in the United States appeared in 1882. It was an advertisement for Sanitarium Foods published in *Good Health* magazine. This company was located in Battle Creek, Michigan, and

directed by Dr. John Harvey Kellogg, a famous Seventh-day Adventist physician who headed the Battle Creek Sanitarium. The ad mentions Gluten Wafers, Diabetic Food, and Gluten Food. The Seventh-day Adventists soon became pioneers in introducing gluten-based foods, especially meatlike products, to America. 256 records in this book relate to Adventists, including 174 commercial gluten products. In November 1929 La Sierra Industries in Arlington, California (founded and run by T.A. Van Gundy), introduced the world's first meatlike product based on wheat gluten. It was named La Sierra Soy Gluten. From this small beginning many other Seventh-day Adventist companies launched commercial meatlike products based on gluten: The two leaders were Worthington Foods (Worthington, Ohio; 67 products) and Loma Linda Foods (Riverside, California; 48 products).

Popularization of Seitan in America and Europe: All early seitan products in the Western world were made by members of the macrobiotic community. In America the first two commercial seitan products were introduced in Oct. 1972, made by Nik and Joanne Amartseff in Boston. Tan Pups, consisting of skewered deep-fried seitan in a breaded batter, were so delicious that just their aroma drew passers-by into the store. Piroshki (filled with seitan) were also innovative. America's third seitan product was Wheatmeat, sold as small meatball-like chunks in bulk. Its creator, John Weissman, made many of America's earliest and most innovative seitan products and he still owns the trademark on the term "Wheatmeat."

In Europe, the first three seitan products were all made by Jonathan P.V.B.A., founded and owned by Jos Van De Ponsele, who learned how to make seitan in Boston. They were Seitan (1978), Seitanburger (1979), and Seitan Pâté (1980). Since 1972 at least 62 commercial seitan products have been launched in the USA and 38 in Europe.

The Rise of Gluten Worldwide: Starting in the early 1960s interest in and use of gluten by cooks and food processors began to increase rapidly (see p. 335). The number of records in this book grew from 320 in the 1960s, to 476 in the 1970s, to 749 in the 1980s. In 1974 the first of many gluten cookbooks was published by LeArta Moulton. In 1979 the International Wheat Gluten Association was founded by 11 wheat gluten manufacturers; it now has 23 members worldwide. Today most wheat gluten is sold as vital wheat gluten, and used in baked goods or to fortify flour. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 510-283-2991.

2232. Shurtleff, William; Aoyagi, Akiko. comps. 1994. Soyfoods industry and market—Bibliography and sourcebook, 1985 to 1993. Lafayette, California: Soyfoods Center. 361 p. Subject/geographical index. Author/company index. Language index. Printed 11 Jan. 1994. Published Jan. 1995. 28 cm. [1985 ref]

• **Summary:** This is the second of the two most comprehensive books ever published on the soyfoods industry and market worldwide.

In May 1982 the first study of the burgeoning soyfoods industry in the Western world was compiled by Shurtleff and Aoyagi, and published by Soyfoods Center. In April 1985 the fifth edition of that book, titled *Soyfoods Industry and Market: Directory and Databook* (220 pages), was published. It contained statistics through 1984, the market size and growth rate for each soyfood type, rankings of leading soyfoods manufacturers of each soyfood type and the amount each produced, analyses, trends, and projections. This book is published to update the 1985 market study.

In the decade since 1984 the soyfoods market has continued to grow at a very healthy rate, with some soyfood types (such as soymilk) growing at a truly astonishing sustained rate—in both the USA and western Europe—as the statistics in this book show so vividly. In 1975 only 75 new commercial soyfood products were introduced in the USA, yet that number skyrocketed to 217 in 1979, reaching an amazing 422 new products in 1987.

During the decade from 1984 to 1994, Soyfoods Center has invested most of its time and resources in the production of SoyaScan, the world's largest computerized database on soyfoods, which contains more than 44,500 records as of Jan. 1994. This database also includes a wealth of carefully researched statistics and analyses of the soyfoods market; those from the start of 1985 to the end of 1993 are contained in this book. Its scope includes all known information on this subject, worldwide. Its focus, however, is statistics, analyses, and trends concerning the soyfoods industry and market in the United States and Europe.

In May 1990 Soyfoods Center conducted an in-depth study of the tofu market in Europe (137 pages), and in July 1990 of the soymilk market in Europe (261 pages). All original interviews and published records from both of these market studies, plus a summary of each study, are included in the present book.

The SoyaScan database is composed of individual records. One record might be an original interview with the head of the largest soymilk company in Europe, on the size and growth of the soymilk market in Europe, and new trends in that market, conducted by William Shurtleff of Soyfoods Center. Another might be a published article or an unpublished document concerning the growth of the market for soy yogurts or soy sauce in America.

This book documents the growth of each product category in every country worldwide. The book contains three extensive and easy-to-use indexes: A subject/geographical index, an author/company index, and a language index. These allow you to find the exact information you need on the soyfoods industry and market quickly and easily. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 510-283-2991.

2233. Lewis, David. 1994. Bean curd banner flies high over Tofutown. *Rocky Mountain News* (Denver, Colorado). Feb. 1. p. 33A, 38A. Business section.

• **Summary:** White Wave produces 2½ tons of tofu every working hour of every day. That's 50,000 pounds of tofu a day, 250,000 pounds a week, and 13 million pounds a year. White Wave sells its tofu and tofu spin-offs—Meatless Tofu Steaks, Dairyless Soy Strawberry Yogurt—in 50 states, Puerto Rico, Mexico, and Canada. Demos vows this is only the beginning. "I'm in this because this is a 100-year project. And I'm not going to be around to see the end of it." A large photo shows Ken Vickerstaff, White Wave's sales and marketing president, and Steve Demos, company president. *Boulder Daily Camera* food writer John Lehndorff coined the term Tofutown USA to describe Boulder. Demos thought up the White Wave logo while meditating in Santa Barbara in 1976. "I learned how to make tofu at a 76-day (meditation) intensive. Demos says that 15% of the people in Boulder, Colorado, consume tofu compared with a national average of 2-3%.

White Wave sales have risen 20% to 35% a year for the last 5 years, with 1993 revenues being about \$5 million. White Wave plans to create brand identity through its new merchandising format—Vegetarian Cuisine Centers. Piloted in three Whole Foods Markets in California, they increased White Wave sales 730% during their first 3 months in existence. Demos' present goal is "brand building." He considers that to be the strength and fortune of the company. "It's the concept of right livelihood. Can you come up with a career choice you and everyone who touches you benefits from? In the end you enjoy it and the world is better off with it than without it. Wealth without guilt. That's an achievable goal."

Note 1. This is the earliest document seen (March 2005) in which Steve Demos uses the term "right livelihood."

Note 2. This is the earliest document seen (Oct. 2013) that mentions the word "Tofutown," or that uses the word "Tofutown" to refer to Boulder, Colorado, or with the word "Tofutown" in the title.

Haru Yamamoto's Denver To-fu Company also makes tofu—a ton of it per day. Address: Rocky Mountain news staff writer.

2234. Roller, Ron. 1994. New developments with soymilk in America (Interview). *SoyaScan Notes*. Feb. 3. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Pacific Foods in Oregon has reintroduced and updated its own line under the brand Pacific Foods in three types: Ultra, Lite, and Select. One is fortified, one is light, and one is plain. They are selling these directly to distributors. Soy-Um is sold to a man named Jenkins in Chicago, Illinois, who used to be with Hormel Foods and who has a lot of connections in the grocery industry. J&G

stands for Jenkins and Gournoe. They are “marketeers.” There was some talk that Trader Joe’s was going to introduce a soymilk under their own label, but somehow they hooked up with J&G. Ron believes that Jenkins wants to sell this as low-cost, grocery brand style soymilk for food chains and the mass market. They are going after the low end of the market, and they have gained some shelf space because of their low price. The product is not for the natural foods market. Their products (in terms of flavor and ingredients) are styled after the Westbrae soymilk products.

But the biggest story is the impending entry of Morinaga into the U.S. soymilk market. Remember that Morinaga is basically a milk company and a very conservative one. It looks like they plan to build a plant to make tofu and soymilk in America and they are looking for a partner in the venture—in part because they don’t know the market that well, in part to reduce their risks, and in part to get extra volume to cover their overhead. But they want the controlling interest in the venture. They are talking with all the major U.S. soymilk manufacturers—especially Westbrae (which is looking for a partner, in part because their soymilk has been made in so many different places) and Pacific Foods. 90% of their tofu sales are in the mass market, and very little is sold to the natural foods industry. So they will probably also try to sell their soymilk to the mass market.

Bill Bolduc in Ohio makes plain, unpasteurized/unsterilized soymilk, then sends it up to Parmalat Foods (5252 Clay Ave., Wyoming, Michigan 49548. Phone: 616-538-3822). Parmalat is a huge and very significant Italian food company that is the biggest user of Tetra Pak Aseptic packaging in the world. They specialize in tomato products, milk, and pasta, and they are an expert at Aseptic packing. That have advertised their dairy milk in an aseptic carton via full-page ads in the *Wall Street Journal*. [Their corporate headquarters is: Parmalat USA, 500 Rt. 17 South, Hasbrouck Heights, New Jersey 07604.] In 1993 Parmalat bought White Knight Packing, which is a Tetra Pak co-packing operation. This was their entree to the American market—except that they previously had some distribution for their tomato products in America. Westbrae was a co-pack customer of White Knight. Parmalat then bought two dairies—one in Pennsylvania and one in Louisiana. They move very quickly and are very aggressive.

Note: Parmalat S.p.a. in Italy (43044 Collecchio, Parma, Italy) was interested in soymilk as early as May 1987. The two contact people at that time were Mr. Barilla and Dr. Alberto Rota. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2235. Roller, Ron. 1994. J&G, Inc., Soy-Um, and the price of soymilk in America (Interview). *SoyaScan Notes*. Feb. 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** This low-cost soymilk product and efficient

way it is distributed will probably usher in a new era of less expensive soymilk, create growth in the low-price soymilk market, and introduce soymilk to many non-traditional mainstream outlets outside its home base in the health-food market.

Ron has talked with the people at Jenkins and Gournoe who sell Soy-Um. They are able to sell soymilk so inexpensively [\$1.39 per quart at Trader Joe’s] because of their simple, efficient distribution system and the fact that they are a broker, which means they never own the product and they probably have no warehousing expenses; they may not even own delivery trucks. They probably just ship the soymilk directly from Pacific Foods. But whose truck stops at Pacific Foods? Maybe Trader Joe’s or a common carrier. The truck probably takes the soymilk directly to Trader Joe’s warehouse, then Trader Joe’s probably distributes the soymilk to their 40-50 retail outlets.

American Soy Products now sells Edensoy to Eden Foods (a master distributor), which sells it to many distributors. Large or regional distributors usually make a deal with the bigger retail outlets or chains (such as Whole Foods Markets) to sell products to the retail stores or chains on a cost plus basis. For example the distributor would take the cost at which they buy the product and add a flat 8% to determine the price at which they sell to those retailers. Then the manufacturer, or the master distributor, or the distributor, or the retail outlet could offer a discount to make the product even less expensive to the retail customer.

Westbrae has the same distribution structure as Eden Foods since both are master distributors. At some future point, both Westbrae and Eden Foods will have to look for ways to become competitive with products like Soy-Um—perhaps by reducing margins or becoming more efficient. Pacific Foods does not have to sell through a master distributor,—so they eliminate one link in the distribution chain—which puts them at an advantage in terms of price. It seems unusual that they would sell to J&G—unless J&G can reach new markets that Pacific Foods cannot reach. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2236. **Product Name:** EdenRice—Rice Beverage (Amazake Made from Koji) [Original].

Manufacturer’s Name: Eden Foods, Inc. (Distributor).

Made in Saline, Michigan, by American Soy Products, Inc.

Manufacturer’s Address: 701 Tecumseh Road, Clinton, MI 49236.

Date of Introduction: 1994 February.

Ingredients: Purified water, organic brown rice, rice bran oil, rice syrup, carrageenan, lemon juice, kombu (seaweed), Lima sea salt, calcium carbonate.

Wt/Vol., Packaging, Price: 1 liter (33.8 oz) Tetra Brik Aseptic carton.

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 8 fl oz.: Calories 110, calories from fat 25, total fat 3 gm (4% daily value; saturated fat 0.5 gm), cholesterol 0 mg, sodium 85 mg (4%), potassium 25 mg, total carbohydrate 21 gm (7%), protein 1 gm, calcium 4%, iron 2%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Talk with Ron Roller, President of American Soy Products (ASP). 1993. Two new beverages, Rice Blend and Rice Soy, were introduced at the Natural Products Expo East, Sept. 9-12, in Baltimore, Maryland. They are both made from real, traditional rice koji. The Rice Soy (made of amazake and soymilk) tastes better than soymilk. These are really good products that took a great deal of time and innovation to develop; they should be on the shelves of natural foods stores in about mid-October.

Talk with Ron Roller. 1993. Oct. 19. These new products are now expected to be in stores by December. Originally they were going to be named Rice Blend and Rice-Soy, but now the names have been finalized to EdenRice, and EdenBlend. The packages are now being printed; it takes 5-6 weeks to print the film. On 25 June 1993 Imagine Foods sent Ron a generic letter by certified mail notifying him that Grainaissance had accepted a license on Imagine Foods' patents. Ron called Tony Plotkin of Grainaissance and Tony said he was using a commercial enzyme in addition to the koji. Ron replied to Imagine Foods that ASP was using only koji and that they didn't violate their patents. Ken Becker of Imagine Foods continues to try to get American Soy Products to accept a license, in part because they are suspicious ASP is using a commercial enzyme or enzymes (such as glucosidase) in addition to koji—which ASP is not doing.

Talk with Ron Roller. 1994. Jan. 15. They have started making EdenBlend commercially; a little may be in the stores by now. Production of EdenRice will start tomorrow; it may not be in retail stores until February. Attorneys from Imagine Foods and ASP are still writing letters back and forth as to whether or not ASP's process infringes on Imagine Foods patent. ASP located an article by Hideo Shikata titled "Components in Amazake: Determination of Sugar Composition" (in Japanese). It states that 50-80% of the sugar in amazake produced by rice koji is glucose, whereas Imagine Foods claims that mostly maltose and little or no glucose is produced by koji, using the traditional method without adding enzymes.

Label sent by Ron Roller. 1994. Jan. 16. Tetra Brik carton. Red, green, and black on light yellow. "A refreshing, naturally sweet organic rice beverage."

Ad (1/3 page color) in *Vegetarian Times*. 1994. Dec. p. 32. "New alternative food beverages from the makers of Edensoy: EdenBlend and EdenRice." Photos show the package.

2237. Hauser, Rachel. 1994. 25 must-read books for retailers. *Natural Foods Merchandiser*. Feb. p. 70, 69.

• **Summary:** "Some combination of business, spiritual, ethical, environmental and health interests motivates most people who work in the natural foods industry. With that in mind, the staff at The Natural Foods Merchandiser culled our professional and personal bookshelves to provide a list of what we consider to be the 25 must-read books for those in the natural foods industry. We have tried to provide a broad spectrum, knowing that enhancing knowledge is essential for maintaining and broadening those underlying convictions."

This excellent list ranges from *Be Here Now*, by Ram Dass (1971) to *Diet for a Small Planet*, by Frances Moore Lappe (1971, 1991).

2238. Houy, Deborah. 1994. Organics: Flour power. *Buzzworm's Earth Journal (Boulder, Colorado)* 6(2):53+. Jan/Feb.

• **Summary:** As more people become aware of the negative effects of pesticides, demand for organically grown foods, such as wheat flour, has increased. In addition, more bakers are using flour from organically grown grain in their baked goods.

Discusses companies selling organically grown flour, including Walnut Acres (Penns Creek, Pennsylvania), Mountain Ark, Heartland Mills, and North Country Corp.

Paul Shaw, assistant general manager at "Walnut Acres Organic Farms" says the demand for organic flour is booming. Walnut Acres has a free catalog and sends organic flours and breads by mail.

2239. Jenkins, Kim. 1994. How J&G markets Soy-Um soymilk: The importance of flavor, price, and packaging (Interview). *SoyaScan Notes*. March 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** J&G, which was started in 1989, is a marketing company with headquarters in Chicago, Illinois. Kim's partner, Michael Gournoe, runs the Chicago office. Kim (age 44), who works out of Minneapolis, Minnesota, runs the business, finance, and marketing side of the business, and Michael does the creative design work. They are venture people, who do both active and passive investments, mostly in the food industry. Kim's background was with Hormel (the meat packer; Dick Nolton, the president, was Kim's mentor) and Michael now is quite well known for his creative design work in the food field. He and Michael only get involved with food or beverage products that they believe in—those which are healthy, good for people, and ones with a definite niche. They want all their products made with only natural ingredients and absolutely no artificial ingredients. That is they key for making products taste good. They look for high quality, excellent consumer value, and excellent flavor—but the flavor is most important. They know how to position products. They do work with some meat products;

they also market a smoked salmon from the Pacific northwest to the retail trade. They have more than 25 products. “We are a business company which exists for the purpose of forming strategic alliances with existing companies and entrepreneurial ventures. Our main objective is to identify market potential and achieve the maximum value for all the parties involved. We want to achieve unique positioning with a product and service. We are product strategists. Life is an open book test. Its marketing 101—getting back to the basics.”

The soymilk category is a very interesting one because it is healthy and non-dairy. Kim can’t drink milk due to a bronchial problem. Kim and Michael worked with Trader Joe’s [which has 50-55 retail stores in its chain] to create Soy-Um. Trader Joe’s has taken a deep interest in retailing soymilk. No other retail chain sells as much soymilk on a per store basis as Trader Joe’s. J&G wanted to develop a soymilk that tasted good to mainstream palates. He has found that most Americans do not like the flavor of most brands of soymilk. Three things keep most Americans from buying soymilk: Poor taste, high price, and poorly designed label. The price of many soymilks is too high because too many people touch/handle the product as it moves from the factory to the retail store. Soymilk is surprisingly inexpensive to make but most companies sell it for too high a price—except Pacific Foods, which undersells J&G by a significant amount (a fact that doesn’t bother Kim at all). J&G wanted to develop a good-tasting product in an attractive package (whose design communicates the product clearly to mainstream consumers) at a great price. With soymilk, J&G is not a broker; they take possession of the product and own the label. J&G hopes to sell soymilk in supermarkets (very soon) and in natural and health food stores. How does J&G deliver soymilk to Trader Joe’s so inexpensively? First, they buy the soymilk packaged from the manufacturer [Pacific Foods in Oregon], then they ship most of it to a warehouse (owned by some other company), rent space, and inventory it. They do not own any of their own delivery trucks or warehouses; they just ship the product FOB. They are merchants; they don’t want to own “brick and mortar.” They want soymilk to “mellow out” for at least 14 days in the package before it is sold; it tastes better after that time. It is not possible to bypass the warehousing step because of the size of the production run and the need for “mellowing out.” Trader Joe’s determines the price of the product, but they buy in huge quantities which entitles them to volume discounts.

Kim has heard that American Soy Products is making a large addition to their plant.

Update. Talk with SunRich customer support. 2004. March 19. Kim Jenkins now works as a manager for SunRich in their Minnetonka, Minnesota, office. Phone: 952-939-3958. Address: Minneapolis, Minnesota.

2240. Rose, Richard. 1994. The cheese alternatives industry

and market in America. Part I (Interview). *SoyaScan Notes*. April 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Note: We define cheese alternatives as those which contain a major protein source (such as soy protein or nut protein) in addition to or in place of dairy protein.

Milestones (arrived at jointly by Soyfoods Center and Richard Rose): The soy cheese and cheese alternative category in America started with Soyarella, which was introduced in March 1985. Though expensive, the product was a runaway success, in part because the label claimed (incorrectly) that it contained no casein or other dairy products. Its success alerted other soyfoods companies to the potential of soy cheese. The first major soy cheese to hit the market was Soya Kaas, introduced in Jan. 1986 by Richard McIntyre of Swan Gardens Inc. In June 1986 Mozzarella Style Tofu-Rella was introduced by Richard and Sharon Rose of Brightsong Foods; they had become interested in the category because of Soyarella (not Soya Kaas). The company later became Sharon’s Finest and the product was renamed TofuRella. In Oct. 1986 Original Pizsoy (a whole-wheat pizza topped with soy cheese) was introduced by Tree Tavern Products; It was the first product in which soy cheese was used as an ingredient. In Jan. 1987 Soymage was introduced by Soyco Foods, a Division of Galaxy Cheese Co.; This was Soyco’s first soy cheese product and the first soy cheese that contained no casein. In April 1987 NuTofu was introduced by Cemac Foods Corp. This was Cemac’s first soy cheese product. In April 1988 Soyco shreds and slices were introduced—the first soy cheese shreds and slices. In Jan. 1991 Fat-Free Soyco was introduced—the first fat-free soy cheese. In Dec. 1992 Almond Cheese was introduced by Wholesome & Hearty Foods—the first major non-soy cheese alternative. In April 1994 VeganRella (made from Brazil nuts) was introduced by Sharon’s Finest—a true non-dairy non-soy cheese with excellent flavor.

In the cheese alternatives market, about 98-99% of the products contain casein (milk protein, which makes the cheeses melt) and only 1-2% are truly non-dairy (free of casein). About 95% are hard cheeses and 5% are soft cheeses, mainly cream cheeses, About 95% are soy cheeses and 5% are nut cheeses without soy.

Big American food companies make basically two types of imitation cheeses. The first is a filled cheese in which vegetable oil is used to replace butterfat. The product is positioned as inexpensive rather than low-cholesterol. Roughly 98% of these products are sold to food processors, foodservice organizations, and restaurants, and only 2% to consumers. The market size is about \$500 million. The second is fat-free dairy cheese (the butterfat is replaced by non-fat ingredients such as gums), such as FREE made by Kraft or Healthy Choice from ConAgra. Both are widely sold in supermarkets to the tune of \$50 million to \$100 million.

The size of the natural foods cheese alternatives

market in the USA is about \$15 million/year at wholesale and \$25 million/year at retail; this is the equivalent of about 5 million lb/year. The largest manufacturers (Mfg.) and primary marketers (Mar.; they buy a private labeled cheese from a manufacturer who must sell exclusively to them) are: 1. Soya Kaas, Mfg., \$6 million/year wholesale. 2. Sharon's Finest, Mar., \$3 million/year wholesale. Their source is confidential. 3. Cemac / NuTofu, Mfg., \$2 million/year wholesale. 4. Galaxy / Soyco Foods, Mfg., \$2 million/year wholesale. 5. Phil Leisac & Sons of Portland, Oregon, Mfg. They are owned by or involved with Pacific Foods of Oregon, and make Almond Cheeze for Wholesome & Hearty of Oregon and Soy Gourmet for Patrick Cochran of Nutrition Specialties International, Inc. of Riverside, California.

The major secondary marketers of soy cheeses as such (they must buy from one of the above companies) are: White Wave and Rosewood Farms. Companies that make important foods that use soy cheese as an ingredient in foods are: Imagine Foods (Ken & Robert's Veggie Pockets), Farm Foods (Pizsoy and Pizsoy Pockets), Cedarlane Foods, Amy's Kitchen Inc. (Pot Pies), Rademacher-Worley Farms of Sonoma County (Solar Tacos). The main types of foods in which soy cheese are used as an ingredient are pizzas, pockets, and other. Since soy cheeses and other cheese alternatives are a major part of the natural foods market, any company that develops a product containing cheese must seriously consider using a cheese alternative, which contains little or no cholesterol or lactose, and usually less fat and calories.

The cheese alternatives market is has grown at the rate of about 20% a year for the past 3 years, but now it is starting to level off.

Most people who buy cheese alternatives (estimated 60% of the total) are those who prefer not to eat dairy products and mistakenly believe that these products are non-dairy products. This the market is based on consumer misunderstanding and deception. Labels promote "Cholesterol free and lactose free" because they don't want to say "dairy free." Yet only an estimated 20% of the products are purchased primarily because they are free of cholesterol, and lower in fat, saturated fat and calories. Another 20% are purchased for other reasons (such as lactose free). Of the buyers, an estimated 20% are vegans, 60% are vegetarians, and 20% other. As for outlets, an estimated 75% are sold at natural- and health food stores and 25% at supermarkets. Sharon's Finest sells their cheese alternatives at every Trader Joe's, and at many Lucky, Vaughns, and Ralphs supermarkets in the Los Angeles area. Most of the other manufacturers also sell in some supermarket chains, especially in their geographical region. Wildwood Natural Foods sells NuTofu at each of their sets in Safeway supermarkets in California. Continued. Address: President, Sharon's Finest, P.O. Box 5020 (616 Davis St.), Santa Rosa, California 95402-5020. Phone: 707-576-7050.

2241. Van Rysdam, Casey. 1994. New developments with Soya Kaas and cheese alternatives (Interview). *SoyaScan Notes*. April 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Soya Kaas, Inc., which was owned by Richard McIntyre and his wife, no longer exists. Previously it only existed on a piece of paper from the viewpoint of trademark registration. Soya Kaas, the cheese alternative, is now manufactured by a company named Swan Gardens in Atlanta, Georgia. "In February 1992, when the McIntyres decided to sell their business, American Natural Snacks (ANS) worked with them to structure an agreement that met the needs of both parties. We were both pleased with the result and it was a true 'win-win.'" Richard is no longer affiliated with Swan Gardens, but he continues to have a very good relationship with the company. ANS had been the exclusive national marketing and distributing company for the brand. So when Richard decided he wanted to leave the company, ANS was the logical choice to buy it (though they did not buy the building, which they still rent from Richard). From the standpoint of the trade and of consumers nothing really changed after the sale. The invoicing, the shipping, etc. remained the same. Swan Gardens is now an operating division and wholly owned subsidiary of ANS, and ANS is a wholly owned subsidiary of Tree of Life. Tree of Life is a publicly owned company because its parent company [Royal Wessanen, NV, The Netherlands] is publicly owned.

"Richard is an incredibly bright and innovative person. He is one of those rare people who can see a new idea, grab it, identify it, and make it a commercial reality. He had already visualized and developed his own soy cheese, Soya Kaas, and taken it past the laboratory stage when Soyarella was introduced. He did not get the idea from Soyarella. He both an excellent entrepreneur and a good manager and businessman. He built Swan Gardens into a strong, well-managed business."

ANS has two basic activities: Food manufacturing and contract packaging of bulk foods for sister companies that are distribution divisions (everything from rebottling of oils and Japanese shoyu and tamari to bulk trail mixes). They are a national manufacturer and marketer of confections, with lines like Carafection, Cocofection, Chocofection, Chatfields, products like carob and chocolate chips that are malt-sweetened and dairy free, alkaline-free cocoa powder. They sell these products nationally to both Tree of Life and to Tree's competitors. They have 5-6 national brands and about 50 products (SKUs), and Soya Kaas is one of the major brands.

Within the Soya Kaas family are the core items (12), bulk in 7-lb loaves, 2 shredded items, 3 cream cheeses, 2 Veggie Kaas spreads (without casein, but they have never promoted it as "dairy free"). A new item will be Soya Kaas slices; most sliced cheeses are extruded, not sliced, and they

are made on equipment that is extremely expensive—whether or not the slices are individually wrapped.

One of the challenges Casey's business has been marketing Soya Kaas fairly and honestly with respect to the milk protein issue, without detracting from its potential. The current labels always state clearly that the product contains casein which is a milk protein, and it does not say "Dairy Free" (which would be legal). Yet neither does it say "Warning! A cow died for this product" [which is, of course, not true]. His company has consumer flyers that tell the story of caseinate, explaining what it is, where it comes from, and why it is used in Soya Kaas products. Casey agrees that many people who consume cheese alternatives that contain casein think (mistakenly) that they are truly non-dairy products.

Casey wonders whether the soy oil used in many cheese alternatives is hydrogenated or unhydrogenated. He works very hard and it costs him more money to be sure that the oil in Soya Kaas is not hydrogenated. Consumers want unhydrogenated oil since they believe it is safer.

Follow-up letter (fax) of 6 May 1994 in response to enquiry. Over the last two years, as packaging ran out and they reordered or redesigned labels, they stated in the ingredients listing that casein is a milk protein. In July 1989 the Soya Kaas plant moved to its present location at 6029 Lagrange Blvd. in Atlanta. It had previously been at 218 Laredo Dr., Decatur, Georgia 30330. Address: President, American Natural Snacks, P.O. Box 1067, St. Augustine, Florida 32085-0410. Phone: 904-825-2057.

2242. *Natural Foods Merchandiser's New Product Review*. 1994--. Serial/periodical. Boulder, Colorado. Frequency: Quarterly. Vol. 1, No. 1 Spring (May) 1994.

• **Summary:** Accompanying each new product description is a black-and-white photo and a number to circle on a bingo card for more information. Address: Boulder, Colorado.

2243. Vegetarian and organic food. 1994. London: Mintel Ltd. *

• **Summary:** This new report, which sells for £295, shows that more than 10% of the UK population is vegetarian. The figure rises to 17% among teenagers. This "dramatic growth" is due to health and ethical factors.

Since 1988, sales of meat alternatives, such as tofu and Quorn, have grown from £6.6 million to £22.5 million, and sales of organic foods have increased by a factor of five. Overall sales of vegetarian foods increased from £8.8 billion in 1988 to £11 billion in 1992.

The report also notes that women are more likely to be vegetarian than men and that London has the highest proportion of people with a mainly vegetarian diet. Address: 18-19 Long Lane, London EC1A 9HE, England, UK.

2244. Hughes, James P. 1994. 1994 Michigan annual report—

Profit corporations: Eden Foods, Inc. Lansing, Michigan: Michigan Department of Commerce—Corporation and Securities Bureau. 2 p. May 12. 26 cm.

• **Summary:** Corporate name: Eden Foods, Inc.—corporation No. 187-885. 701 Clinton-Tecumseh Road, Clinton, Michigan 48236. Resident agent: Nancy Potter and Michael Potter. Nature of business: Wholesaler of organic foods. The corporation has 50,500 shares of common stock. 7 May 1992. Corporate officers and directors: President: Michael Potter. Secretary and Treasurer: James P. Hughes. Vice-President: William Swaney. Directors: Michael Potter, Swaney, and Hughes. Signed by James P. Hughes, Treasurer, on 12 May 1994.

On side 2 is a corporate balance sheet. Total assets are \$7,395,695. Address: Treasurer, Ann Arbor, Michigan.

2245. Rosset, Peter; Cunningham, Shea. 1994. The greening of Cuba: Organic farming offers hope in the midst of crisis. *Food First Action Alert*. Spring. p. 1-2. [1 ref]

• **Summary:** Contents: Introduction. Cuba before and after the collapse of the socialist bloc. Mobilizing science and technology to respond to the crisis. The alternative model vs. the classical model [of agriculture]. A Cuban NGO: The Cuban Association for Organic Farming. Conversion from conventional agriculture to organic farming. Elements of the alternative model. Management of crop pests: Biological control and biopesticides. An experiment the world should be watching. What can we do? (Donate money to Cuban groups or Food First, work to have the U.S. trade embargo lifted, travel to Cuba on a "Reality Tour" with Global Exchange {San Francisco}, order the book *The Greening of Cuba: A National Experiment in Organic Agriculture*, by Peter Rosset and Medea Benjamin).

Also discusses: The recent Torricelli Act to tighten the U.S. trade embargo. Rationing of consumer items has expanded dramatically since 1989. Per capita food intake may have dropped by as much as 30% since 1989.

Tables show: (1) Quality of life indicators in Latin America. Cuba is #1 (the best) in 8 of 13 categories, #2 in 3 categories, and #4 in one (average daily protein intake). (2) Basic elements of the classical model and the alternative model of agriculture. Translation of a chart circulated to all planning personnel by the Cuban Ministry of Agriculture.

Note: Peter Rosset, Executive Director of the Institute, holds a PhD degree in agricultural ecology from the University of Michigan. Address: Inst. for Food & Development Policy, San Francisco, California.

2246. Eden Foods, Inc. 1994. We've added something here (Antioxidants, vitamins & minerals) and cut something here (Ad). *Vegetarian Gourmet (Montrose, Pennsylvania)* No. 10. Summer. p. 3.

• **Summary:** This full-page color ad for Original Edensoy Extra shows a carton and a glass filled with the soymilk. At

the bottom of the page is a \$0.40 manufacturer's coupon. Edensoy is fortified with calcium and antioxidant vitamins Beta Carotene A, E, and D-2. Address: 701 Tecumseh Rd., Clinton, Michigan 49236.

2247. *Health Foods Business*. 1994. The Shansby Group buys Arrowhead Mills. July. p. 10.

2248. *Natural Foods Merchandiser*. 1994. Arrowhead Mills interest sold to investment firm. July. p. 7.

• **Summary:** On April 28 the Shansby Group purchased 24% of Arrowhead Mills' stock. Frank Ford, the company founder, owns 25%. A photo shows Ford.

2249. **Product Name:** Tofu Squeeze.

Manufacturer's Name: Unique Utensils (Product Developer-Marketer).

Manufacturer's Address: P.O. Box 3112, Littleton, CO 80161. Phone: (303) 797-6724.

Date of Introduction: 1994 July.

Ingredients: Stainless steel.

New Product–Documentation: Spot in *Vegetarian Times*. 1996. Nov. p. 16. This unique stainless steel utensil squeezes the excess moisture out of tofu. It locks the tofu into place with adjustable notches for desired consistency. A color photo shows the product pressing tofu.

Talk with Cindy Ellingboe of Unique Utensils. 1996. Nov. 1. This product was invented and designed by her husband, Bruce Ellingboe, and launched in about July 1994. It is made by a local craftsperson. The cost is \$9.95 + \$3.50 shipping = \$13.45 total. Since 1994 it has been sold mostly at a few natural food stores in Colorado (especially Alfalfa's Market). Unique Utensils is a small family business, run out of their home, and this is their only product.

2250. Fellman, Louis. 1994. History of pioneering work with tofu cheesecake, Sprucetree Baking Co., and Soy Delites. Part I (Interview). *SoyaScan Notes*. Aug. 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Louis played a major role in developing America's first commercial tofu cheesecakes—which were named Tofu Cream Pies and were delicious. The product was originally developed by Sprucetree Baking Co. in Maryland. From the outset, it was sold with two different toppings: Blueberry and strawberry. Louis was not with Sprucetree when the product was launched in about 1976 by Howard Grundland, who started and owned Sprucetree on Belair Road in Overlea, a suburb of Baltimore, Maryland. Several people helped Howard start the bakery, including Murray Snyder and Norman Zweigel. Louis does not know who first had the idea for the tofu pies and who developed the first recipe.

Louis started working at Sprucetree right after the first East Coast Macrobiotic Summer Camp in about August

or September 1977. [Note: In Oct. 1973 Sprucetree began operations on Belair Road in Overlea.] Sprucetree was making the tofu pies when Louis arrived in 1977 but it was only one of about 30 baked goods (including bread, cookies, other desserts, etc.) that they sold. Louis left Sprucetree twice. The first time was 6-8 months after he first arrived; he was lured back to New York City by Jim Guido, who used to own two East-West restaurants in the city. Louis worked there as a baker, and made tofu pies (which he now called "Tofu Cheesecakes") for the restaurant. He made many tofu cheesecakes and improved on the original recipe. John and Yoko Lennon used to come in to the restaurant (on 74th Street and Columbus Ave.) almost daily and enjoy Louis' tofu cheesecakes. The restaurant was crowded every night and was one of the hot, chic places to eat on the Upper West Side. Louis hired Alan Hoffman to be his assistant at the East-West restaurant. Alan later became the baker at Souen.

In about June 1978, after about 6 months in New York City, Louis returned to Sprucetree. He helped finance Sprucetree's move across town from Belair Road to 4105 Aquarium Place at Reisterstown Road in Baltimore. The company continued to make its tofu pies and other baked goods. In late summer of 1980 Louis found a new job as production manager at Erewhon Natural Foods. So he moved to Boston, Massachusetts, and soon hired Alan Hoffman (a baker at the Souen restaurant, who baked tofu cheesecakes using Louis' recipe) to be his assistant. Within 18 months he was married, with a child on the way, and Erewhon had declared bankruptcy. Next he worked briefly for Great Eastern Sun in North Carolina. Louis and his family moved to New Jersey where his mother was living. There he took jobs to make money, such as selling cars. At this time Tofutti was becoming famous; Louis (now living at 436 Jefferson Ave., Staten Island, New York) considered opening a tofu shop that made fresh tofu in New York City. He and Alan Hoffman even looked at some locations for the tofu company. While waiting for customers to come into the car showroom, he planned a company to make tofu pies which would be profitable and widely distributed. He found some friends who had a food shop in northern New Jersey with an oven and mixing machines. In 1983 Sprucetree stopped making tofu pies/cheesecakes. Continued. Address: Abraham's Natural Foods, P.O. Box 4201, Long Branch, New Jersey 07740. Phone: 908-229-5799.

2251. Fellman, Louis. 1994. History of pioneering work with tofu cheesecake, Sprucetree Baking Co., and Soy Delites. Part II (Interview). *SoyaScan Notes*. Aug. 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** So in about January 1985 Louis started a company named Soy Delites, Inc. that made nothing but tofu pies. Several friends invested money. "I did what a lot of people do. I took every credit card and maxed it out to the limit, then got on my knees and prayed every night. We went

through some trials and tribulations like many companies do.” At first he sold only whole pies, but then he realized he needed to sell packaged, individual serving. Eventually he found a company that made little wedge-shaped containers for pie slices. Louis moved his business into a bagel bakery in Matawan, near where he was living. Then Louis started baking the pies in little round 6-ounce tins with a little plastic lid on each. With a nice label and the new size, the product started selling well. He also made 6-inch pies for people who wanted something bigger. Fillings included banana-almond, carob-coconut, and mint carob chip. Toppings included strawberry, blueberry, raspberry. Richard Worth, who started Sorrel Ridge, made very thick batches of his preserves in 3-gallon containers as toppings for his tofu pies. When Richard left the company, it became very difficult to get a good topping that Louis did not have to cook.

Neshaminy Valley distributed the product from the outset, and a Boston distributor back-hauled the tofu pies to Boston, Massachusetts, where they sold well at Bread-and-Circus. But Louis couldn't get his products into supermarkets or mass market stores. He was making a very modest living, but the satisfaction was there. Eventually Louis bought his own shop for Soy Delites at 568 Broadway, Long Branch, New Jersey. Then he started distributing Mediterranean foods (hummus, tabbouleh) made by another company.

In about 1988 Mark Brancato, who had a concession at the Delacorte Theater—free Shakespeare in the Park, approached Louis and they worked together to develop improved Mediterranean foods. Louis made these foods and first sold them to Mark in the summer of 1988. Then he took some samples to some of his customers. “They loved them. They didn't want the brand I was distributing any more.” The demand kept increasing. Meanwhile, Louis was having problems getting delivery of tofu from Nasoya. So he started buying his tofu from Jeff Connerton of Fresh Tofu in Easton, Pennsylvania. The quality was inconsistent. Finally he looked at the who situation and realized that the tofu pies were not carrying their own weight. So he let them die. Louis made his last tofu pie in about 1988-89.

The tofu cheesecakes sold well, but there were several problems in making them profitable. First their production required a great deal of labor and therefore were not as profitable as Louis had hoped they would be. Second, the packaging was difficult because each pie was so delicate. He sold them refrigerated, but some stores kept them in the freezer, which hardly changed the quality at all. They were distributed by several distributors—but not by enough of them.

What are they keys to selling tofu cheesecakes profitably? (1) Find a good source of high quality, reasonably priced tofu, ideally one that has kosher certification. Find an acceptable sweetener. Maple syrup makes by far the most delicious tofu cheese, but it is too expensive. So Louis used honey, which he detests, both in terms of flavor and

philosophy. Rice syrup is not sweet enough. Rice syrup, brand-named Rice Nectar, is now very readily available on the East Coast, made by T&A Gourmet. Perhaps a mixture of maple syrup and Rice Nectar would make a good sweetener. (2) Use the proper mixer and blade to make the tofu filling very smooth; Louis used a Stefan model made in Germany, not a Hobart VCM. (3) Develop good packaging for the product. (4) Get good distribution for the product, which hinges very much on the packaging, freshness, and shelf life.

In 1992 Louis changed the name of his company to Abraham's Natural Foods, whose main products are Mediterranean-style foods like hummus, tabbouleh, baba ganouj, etc. The market for these latter types of foods was much larger than the market for tofu pies. For a while he made both the tofu pies and the Mediterranean-style foods. Louis' partner from Sprucetree, Howard Grundland, went out of business (he was divorced, and moved), so Louis took over the production of Howard's Sweet Rice Cookies (made with a flour from mochi / glutinous rice). The original recipe, which is macrobiotic, came from Aveline Kushi or Murray Snyder. But the tofu pies were not as profitable as Louis had hoped they would be. So the demand for the hummus and other products basically squeezed out the tofu pies. The Bridge (in Middletown, Connecticut) is now a distributor of Louis' products. Few companies can survive on one product: The companies that make Tabasco Sauce, Pepsi, and Coca-Cola are exceptions.

Louis still pays Howard a small royalty on the Sprucetree Sweet Rice Cookies—which are still selling very well. As of Aug. 1994 Howard Grundland can be reached at 410-239-9791. Murray Snyder (phone: 212-308-3818) is in Manhattan, New York, running a macrobiotic center where he does teaching and consulting. Mark Medoff was planning to go to law school. Louis has been out of the organized macrobiotic scene for years. Address: Abraham's Natural Foods, P.O. Box 4201, Long Branch, New Jersey 07740. Phone: 908-229-5799.

2252. Stevens, Liz. 1994. You call this milk? Yes, there are palatable alternatives to the real thing. *Detroit News*. Aug. 30. p. 3D, 12D.

• **Summary:** An overview of soymilks and rice milks in America. Address: Michigan.

2253. Franke, Adrian A.; Custer, Laurie J.; Cerna, C.M.; Narala, K.K. 1994. Quantitation of phytoestrogens in legumes by HPLC. *J. of Agricultural and Food Chemistry* 42(9):1905-13. Sept. 1. [59 ref]

• **Summary:** “A fast, sensitive, and precise method is presented for the efficient extraction and quantitation of coumestrol, daidzein, genistein, formononetin, and biochanin A from foods by diode array reversed-phase HPLC analysis using flavone as internal standard.” Using this method, the level of phytoestrogens in more than 40 foodstuffs, mostly

legumes, were determined.

“High levels of daidzein and genistein were found in soy products and black beans;” total daidzein and genistein, ranged from 0.3% to 1.4% relative to dry weight.

Table 4, titled “Total phytoestrogen levels of analyzed food items” (p. 1910) gives values (in mg/kg of food material) for daidzein, genistein, coumestrol, formononetin, and biochanin A. Soy-related foods analyzed include soybeans seeds (incl. organically grown in USA from Arrowhead Mills), green vegetable soybeans (raw or boiled), soybean hulls, soy flour, and tofu. Address: Cancer Research Center of Hawaii, 1236 Lauhala Street, Honolulu, Hawaii 96813.

2254. Belleme, John. 1994. New developments with rice beverages and natto (Interview). *SoyaScan Notes*. Sept. 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** At the recent Natural Products Expo on the East Coast there was a big battle of the rice beverages. Westbrae has just launched two new rice beverages in aseptic cartons with spouts; one is regular strength and the other is concentrated. This may be the first natural foods product in an aseptic carton with a spout. Imagine Foods then switched to a carton with a spout. Then Imagine Foods put out a big poster explaining why their Rice Dream is superior to Westbrae’s. John prefers the flavor and texture of Rice Dream.

John’s main business is now exporting to Mitoku. There is a big demand for organically grown soybeans in Japan. John has a standing order from Mitoku for 1,000 tons of small-seeded organically-grown soybeans to be used in Japan for making natto. Tommy Carter at North Carolina State University in Raleigh is breeding natto-type soybeans. Charles Kendall, a natto manufacturer in Massachusetts, is now testing the soybeans that Carter breeds. It is a nice relationship. Address: P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

2255. Snyder, Murray. 1994. Tofu cheesecake, Marcea Newman Weber, and macrobiotics (Interview). *SoyaScan Notes*. Sept. 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Murray remembers that Sprucetree Baking Co. made a tofu cheesecake, but he does recall being the source of the recipe. He was the originator of the Sweet Rice Cookie—which Sprucetree also made. When Murray thinks of that cheesecake, he thinks of Marcea Newman (who was married to Dan Weber in December 1982 in Australia, so her name is now Marcea Weber. She and Dan and her children live in Faulconbridge, NSW, Australia). Marcea is a native of New York, but in about 1969-1970 she went to California to study macrobiotics (perhaps with Herman or Cornelia Aihara); she ended up at a macrobiotic study house in San Francisco run by Nan and Dave Schleiger. Murray first met

Marcea in California, then she returned to New York.

Murray arrived in Boston on Valentine’s day in Feb. 1971. He stayed there studying macrobiotics until Oct. 1972. A little later in 1971 Marcea Newman moved to Boston from New York. He and Marcea got their own apartment and lived together in Boston during 1971 and 1972. At this time Marcea was baking (very carefully testing and converting old family recipes to macrobiotics; her mother was an excellent baker) and she taught Murray how to bake. At the time she did not sell her baked goods. It was from some recipes that she gave Murray that he evolved into the Sweet Rice Cookie, the Babka, etc. Using recipes given or taught to him by Marcea, Murray rented out the kitchen in the Erewhon warehouse and started to do some baking.

In 1974 Marcea’s pioneering book titled *The sweet life: Marcea Newman’s natural-food dessert book* was published. It contains a recipe for “Cheesecake Tofu Pie” (p. 37), as well as many other innovative desserts and dairylike products that use tofu as a major ingredient. “Marcea was the person who developed the Tofu Cheesecake that Souen, a macrobiotic restaurant in New York City, eventually made and sold. She was very friendly with them and she lived nearby in New York. She also knew the people at The Caldron restaurant.”

Murray still has a book of large-scale recipes for baked goods that he made at Erewhon from 1971 and later gave to Howard Grundland. It contains recipes for Sweet rice cookies, Dried fruit square, Babka peanut square, Chestnut bar, Kantan cake, Apple crunch, Apple-tahini juice pie, Rice bread. There are no tofu recipes in that book.

Murray can think of only two ways that he could have been the source of the recipe for tofu pie [cheesecake] made by Sprucetree starting in 1975 or 1976: (1) He suggested that Howard Grundland use the recipe in Marcea Newman’s book *The Sweet Life*; (2) He brought Howard a tofu cheesecake made in New York City by either The Caldron or Souen; (3) He could have learned the recipe from his ex-wife, Pam. Note: For more on America’s first tofu cheesecake see letter from Marcea Newman Weber, Oct. 1994.

People that Murray remembers living in Boston during 1971 and 1972 were Michael Rossoff, Lenny Jacobs, Jim Ledbetter, Eric Utne and his brother (Tom?), Phil Levy, Paul Hawken, Bruce Gardner, Tom Hatch, and Matt Chait. Matt Chait used the Erewhon kitchen before Murray began baking there. Matt developed the Ricycle, which were bikes with food trays that went out to the colleges. Tony Harnett also worked in that kitchen; he went on to do Bread and Circus. Matt and Murray created Macrojacks—the original caramelized popcorn with barley malt, raisins, and peanuts “which is now made by 2-3 other companies and sold all over the place.” In late 1971 or early 1972 they had purchased their heat sealer, boxes, and labels, and they began to make and sell Macrojacks—fairly large quantities. They were all ready to make this into a big business, but

circumstances prevented that from happening.

Murray was in Brazil from Oct. 1972 to April 1973. He returned to Baltimore, Maryland, and in 1973-75 he probably made trips up to New York. When he thinks of early tofu desserts, he thinks of the cheesecakes made at Souen (in New York City; it was started and owned by Yama, a Japanese man) and The Caldron (in New York City; it was originally owned by a man named Marty Schloss, plus his wife, Glory, and mother [Seena], who were a good friend of Marcea's). The Caldron had an extensive baking operation, and they may have made a tofu cheesecake even before Souen. Whenever Murray went to New York he would always go to The Caldron to see what innovative new products they had, and he would always bring a number of items back to Baltimore for people to taste test. Marcea would probably remember if The Caldron was known for making a cheesecake, and when and where they got the idea and recipe.

Murray agrees that a remarkably large percentage of macrobiotic students and teachers in the early days were Jewish. He would guess that in 1971-72 roughly 30-35% of the macrobiotic students in Boston were Jewish. "One reason is that many Jewish people of that era were seekers. They were looking for answers; they wanted to know what life was all about and how they could help society. There were unexplained things that were not being talked about in their religion, culture, schools, etc. Historically, there is a strong thread of humanistic ideals within the Jewish culture.

The macrobiotic movement, as he used to know it, is presently very stagnant. Many old problems have never been resolved. Not everybody wanted to follow a strict, Japanese model—and rightly so. "But I think more people are eating what we would consider to be macrobiotic-type food and loosely following what we consider to be a macrobiotic diet. There is definitely a lot of literature and books being sold under the guise of macrobiotic education. Somewhere down the line, macrobiotics may even become invisible because the basic tenets are going to be integrated a lot of educational and wholistic teachings." Murray is a macrobiotic counselor and teacher, but he is "trying to offer a much broader, more flexible, more embracing way to present macrobiotics without creating a dogma."

Note: Call from Howard Grundland. 1998. Aug. 31. Murray Snyder died recently of throat cancer. Address: Macrobiotic Holistic Health Care, 157 East 61st St., 5th Floor, New York, NY 10021. Phone: 212-308-3818.

2256. Business Trend Analysts, Inc. 1994. The health and natural food market: Past performance, current trends, and opportunities for growth. 2171 Jericho Turnpike #342, Commack, NY 11725. 325 p. Sept. Price \$995.00. *

• **Summary:** Chapter 3 of this report, the first of seven chapters that discuss individual product categories, is titled "The Market for Soy Foods: An in-depth analysis of

historical, current, and projected sales. Trends in the U.S. market for soy foods. Manufacturers' total sales of soy foods. Manufacturers' sales of soy foods, by distribution channel. Total retail sales of soy foods. Retail sales of soy foods, by distribution channel. Retail sales of soy foods, by type: Soy sauce, tofu, second generation, soymilk, miso, soynuts, tempeh. Worldwide soybean production, total and per capita. U.S. production of soybean oil. New product introductions in the market for soy and vegetarian foods, including names of manufacturers, brand names, and product descriptions.

Under "Report Highlights and Special Features" we read that after the 3-year recession, most product categories posted strong gains, but "several segments failed to cash in on the growth bonanza. Manufacturers' sales of soyfoods were up a meager 2½%, while the market for frozen health foods declined slightly... One-third of consumers under the age of 35 feel it is extremely important that the food products they purchase are natural; the percentage is even higher among older consumers. Over 40% of adults believe they will contract heart disease or cancer." Today 68% of adults are overweight, up from only 58% a decade ago.

Overall report Contents: 1. Executive summary. 2. Overall market dynamics (including Soyfoods). 3. The market for soy foods. 4. The market for herbal teas. 5. The market for dairy foods. 6. The market for grains and cereals. 7. The market for frozen foods. 8. The market for snack foods. 9. The market for groceries. 10. The health food consumer. 11. The health/natural food store industry. 12. Competitor profiles. 13. Industry directory. Address: Commack, New York. Phone: 516-462-2410.

2257. Kimura, Takuji "Tak." 1994. Edamamé in America (Interview). *SoyaScan Notes*. Oct. 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Mr. Kimura is a food broker representing Yamato Flight Kitchen (serving meals on airlines). He sells sushi to Price/Costco (Costco bought out Price Club in late 1993). He also demos and sells quite a bit of Yamato's traditional (in-the-pods), boiled, packaged edamamé in California at natural foods stores (such as Whole Foods Market, and Bread of Life), upscale supermarkets (such as Andronico's Park and Shop), and other places such as Berkeley Bowl and Monterey Market (a huge produce market that is busier than Berkeley Bowl). The green soybeans are grown in Oregon by Nishimoto. Yamato buys them frozen from Nishimoto, then boils them in salt water in the pods.

Tak sold his first package of edamamé on Saturday, May 27, 1994 at Whole Foods Market in Berkeley, California. He remembers it clearly, because the store was almost empty. When he asked why, someone explained that it was the Memorial Day weekend. His edamamé come in an 8 oz package, are sold in the refrigerated produce section, have a shelf life of about 5 days, and retail for \$2.88. Nowadays,

he can often sell 30 packs per hour. On the product label is written Yamato Eda Mame (Boiled Soy Beans). Many of the buyers have tasted the product previously at a sushi bar. He sees edamamé as a new trend in America.

He understands that Nishimoto is growing these edamamé in Oregon as part of a joint venture, then is exporting the edamamé from Oregon to Japan. They can compete with imports from Taiwan because the soil in Taiwan is dirty, and the country has a poor environment, and black spots have been found on the pods. Address: 1810 "C" Farm Bureau Road, Concord, California 94519. Phone: (510) 687-2422.

2258. Roller, Ron. 1994. Breeding soybeans to use for making soymilk in America. Part I (Interview). *SoyaScan Notes*. Oct. 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron finds that 1 pound of soybeans yields roughly 8.8 pounds of regular non-flavored soymilk and 11.88 pounds of lite soymilk. For regular soymilk, the solids content of flavored soymilk is less than that of "original" or dairylike soymilk. In 1993 an estimated 9.8 million gallons or 81.6 million lb of soymilk were sold in the USA and Canada. Of this, about 80% was regular and the rest was lite. To make this much soymilk required about 8.78 million lb or 146,333 bu or 3,982 metric tons of soybeans. Almost all of these soybeans were organically grown. Soyfoods manufacturers have to pay about 70% more for organically grown soybeans than for non-organic.

Ron knows that most soybean breeders are breeding soybeans for food uses—especially large-seeded food-grade soybeans for the export market. Many of the large-seeded soybeans are selected for high sugar content and processability (cooking with the seedcoat on, dehulling, etc.). Ron has contacted almost all the seed companies and has asked them for "food use clear-hilum soybeans." They say they are working on such products but say they are all sold to Japan. These seed companies are generally working on large-seeded, high-protein, Vinton-type, clear-hilum soybeans. Ron does not think most companies are interested in phytochemicals yet, but Prof. Maurice Bennink at Michigan State is studying the effect of genistein on colon cancer.

Enrei is a very large-seeded Japanese soybean, with a clear hilum, high sugar content, good taste, and seedcoat that is suitable for both harvesting and dehulling during processing. There is an Enrei industry (association and breeding program) in Toyama, Japan. They treat this variety as if each bean was a gold nugget. They hand-cultivate the plants. Ron has had Michigan State working on Enrei soybeans in their breeding program, and he is developing a program to grow it.

When Ron chooses a soybean variety for making soymilk, the most important factor is the taste of the resulting soymilk. For good taste he wants a soybean with

high sugar content, high protein, and relatively low fat—but he is not sure what causes a soybean to taste good. A panel of 5-6 experienced people from American Soy Products (ASP) tests the soymilks in a 4-5 sample blind test, always with the same control sample—where the control sample is their basic soybean, that every panelist can distinguish from the other samples every time with no problem whatsoever. Second is the protein and oil content of the soybean: high protein, low fat. Third is availability of the seed. Fourth is the price. They pay a premium of 60-70% above the Chicago Board of Trade (CBOT) price for specialty, organically grown soybeans. In 1994 the price went as high as \$18/bushel, but it used to be \$8-9. Many people are willing to pay high prices for organically grown Vintons, but Ron is not willing to pay that for Vintons, he doesn't buy them. But there are other soybeans he will pay more for. Other factors: The region in which it will grow. Processability (easily dehulled and does not produce much foam when cooked). Clear hilum. Large seed size. Many of these characteristics are interrelated. In terms of the agronomic characteristics: Seed yield, including disease resistance, lodging and shatter resistance, emergence, etc.

Ron contracts directly with farmers for all the soybeans he buys. Some varieties he uses are confidential, others are not. ASP developing varieties that they do not want their competitors to know about. He also buys some varieties bred by Pioneer Hi-Bred: his growers can go to their local elevator and buy that seed. Ron generally tells the farmers with whom he contracts to grow his soybeans what varieties he would like them to grow and where they can go to buy those varieties. Once he tells this to the farmers, the farmers generally tell the industry and ASP's competitors often grow the same varieties. "We are continually testing soybeans to find the best ones for our process and product. It's more selection than breeding. We're taking a number of soybean varieties and storing them in specific bin locations, then blending the varieties to create or maintain a certain, consistent taste and product." Ron generally buy's large-seeded soybeans (but not the biggest), because experience has shown that they taste best, and the sugar content seems to have something to do with the good flavor. But for one variety, the flavor changes from field to field, and from one growing area to another. As ASP's demand for soybeans has grown, so has their growing area, and this requires the use of more varieties of soybeans. Moreover, Ron would not take the risk of growing all their soybeans in one geographical area—since they could then all be destroyed by flood, frost, drought, etc. A good soybean for soymilk must yield well for the farmer and make good soymilk. Continued. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2259. Roller, Ron. 1994. Tetra Pak's new TBA Slim Re-cap aseptic carton (Interview). *SoyaScan Notes*. Oct. 13.

Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Tetra Pak has a new carton named TBA Slim Re-cap (available only in the slim form) that is the equivalent of the Combibloc Pour 'n Seal. You open the Re-cap, pull the foil seal off, then when you are done just close the Re-cap—rather than pushing the spout down into the liquid as you must do with Combibloc. The spout is shaped in such a way that air can enter when you are pouring.

Combibloc came out first, but only in a high-acid version. Both are good. Combibloc doesn't have many low-acid filling machines. Yoo-Hoo chocolate milk was the first one out.

Westbrae is using the Tetra Pak carton. Ron thinks that Westbrae's product is just now starting to arrive in natural food stores. It will be interesting to see how the new packaging is received. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2260. Roller, Ron. 1994. Breeding soybeans to use for making soymilk in America. Part II (Interview). *SoyaScan Notes*. Oct. 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** How often does Ron change the soybean variety he uses? He has several base varieties, which are kept secret and which he tries to build on. Every year he tries to find new soybean varieties which are like the base varieties but which will grow in other geographic areas. Moreover the acreage for a particular variety must be expanded slowly as it proves itself both agronomically and from a food point of view. When Ron contracts with a farmer he contracts bushels, not acres. That is, guarantees to pay a certain amount per bushel if the farmer plants a certain number of acres, never just a certain amount per acre planted. This way, both sides take a risk: If the farmer has a large yield, then Ron must buy more soybeans than he wants to. ASP has been hurt before by contracting acres, when there was a flood or frost. Each farmer must get certified, which pretty much guarantees that he has grown the soybeans organically. After a while, ASP knows which growers it can trust, and they become part of ASP's steadily expanding grower base or network.

There are probably very few U.S. soyfood manufacturers that have enough volume that they need to contract directly with farmers. But those that are big or have a large need for organic soybeans must contract directly with farmers to assure themselves an adequate supply of the type of soybeans they want.

Ron would be very interested to know more about how the composition of a soybean affects its flavor. He has a good deal of respect for Pioneer Hi-Bred Seed Co. He thinks they have good seeds, a good staff and research department, and a good distribution system. And they have generally been reliable. They have helped Ron find soybeans for certain

growing areas that they sell. He likes the fact that they are national, spanning the breadth and width of the U.S. soybean growing area, and selling all maturity groups. However, 3-4 years ago, Pioneer Seed Co. got into the cultivation, cleaning, bagging, and export of organic soybeans—with their Better Life program (no pesticides or herbicides, but they can use chemical fertilizers). So they began to compete with Ron for organic farmers to grow their seeds, and they pay the farmers more than Ron does.

Pioneer has a pretty extensive base of soybean customers in Japan for regular soybeans, Better Life soybeans, natto beans, large-seeded soybeans, and organic soybeans. Their Specialty Crops Division has penetrated the Japanese market in many areas. Their employees travel frequently to Japan, they speak Japanese, they have an office there, and they're plugged in. They study those industries in Japan, find out what they want, then they come back and try to breed that into a soybean. As far as Ron can tell, Pioneer is the leader in breeding soybeans for food uses in terms of both volume and specific varieties.

Another company doing research in this area is Jacob Hartz Seed Co. in Arkansas. They are working on some large-seeded soybeans but they are having a lot of trouble. Ron has a low opinion of the soybeans Hartz breeds for making natto; he studied that market intensively.

There has been a demand from Japan to supply some organic beans, so many of the U.S. companies that supply soybeans to Japan have begun small organic programs (not because they want to—they hate it), just to satisfy their Japanese customers. Even though Mitsui or Mitsubishi or Marubeni don't want a lot of organic soybeans, they want enough in a tight market to drive the price way up. It was because of the Japanese demand plus a small soybean crop that organic soybean prices were so high in 1994. Country Life went out of business, with unpaid debts of \$400,000 to \$500,000. Some of the farmers formed cooperative marketing groups; they grow varieties desired by the Japanese, and pool their resources in cleaning and bagging, so they can export containers to Japan and eliminate U.S. middlemen or soybean brokers. Ron feels the price for organic soybeans will stabilize at about \$10-\$12 per bushel.

If Ron worked closely with a soybean breeder and seed company, he would want the right for the farmers with whom he contracts to be able to buy the seed from the seed company. His company is unique in having a large number of cooperating organic growers, and that gives ASP the lowest price and highest quality. If Ron contacts the growers early and tells them what ASP will pay per bushel of organic beans, that becomes the standard base contract price for other companies too. Word travels fast. Nichii buys directly from soybean farmers, but Ron thinks Vitasoy buys from a middleman (a soybean broker or trading company such as Pacific Soybean and Grain). Some soyfoods manufacturers buy through soybean brokers—the biggest of which are

Pacific Soybean and Grain, American Health and Nutrition, and Purity Foods. Domestic soyfoods manufacturers get deluged with calls from farmers who want to grow soybeans just for them at a premium price and sell direct without a middleman. The middlemen or soybean brokers tend to survive on export business.

This is a very complicated issue—particularly seen from the viewpoint of a seed company that wants to breed better soybeans for food uses. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2261. Demos, Steve. 1994. White Wave has moved into a new stage of management and development (Interview). *SoyaScan Notes*. Oct. 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** “Our Tofutown party [on 28 May 1994, in Boulder] was an acknowledgment to ourselves that we are now out of adolescence. It was, to me, a coming out. My whole management style has changed, everything about the company has changed. We have pushed ‘empowerment’ down the ladder. We are now running much more statistics and teamwork. We are now becoming a managerial rather than an entrepreneurial company—though I continue to be an entrepreneur. We have begun bringing in professional managers. Our sales team is now headed by a man who once worked for General Foods. He is a start-up specialist, who has taken four companies from \$4 million to \$25 million. His name is Ken Vickerstaff, and he joined White Wave one year ago as vice-president of sales and marketing. We have become a marketing-driven company; we are no longer a manufacturing-driven company.”

“The major change has been the introduction of the Vegetarian Cuisine (VC) centers, which started in mid-1993. We have also set up a new national brokerage network. Then we went out and began introducing the Vegetarian Cuisine centers to the supermarkets. White Wave has had VC centers in supermarkets for about 5-6 months, and now has a total of about 125 centers in place in all kinds of food stores. Whole Foods Market has been our biggest failure because we cannot get champions at the store level. You need champions at every level. For example, we put a VC center into Alfalfa’s natural foods supermarket in Boulder and sales rose 35%—even though they already called all the products. We recently put VC shelf set into our local Safeway; we were doing 18 cases a week, but this rose to 52 cases.” White Wave is now on the East Coast. They wanted to do a test in a distance market. They were at the Food Emporiums and Tops in New York. White Wave has now developed a financial formula which tells how many revenue dollars a supermarket will generate per linear foot from the sales of these products. Then can scale it 12, 14, 24, 32 feet etc. They must carry the products that White Wave specifies at given prices from specified distributors. The brokers check each week that the

shelf sets and info cards are up and look right. They have a formula. “We could place this in 600 supermarkets in 2 weeks if we let it loose—but we are afraid to. The buyers are ready, but we do not believe the products or the consumers are ready. So we are choosing the markets where we believe the consumer base is big enough—Fred Meyers in the Pacific Northwest, Raley’s in California, etc.

Whole Foods Markets have been disappointing because they do not have top-down management—largely a counterculture backlash to big business. They have a corporate culture where every one is autonomous; everybody makes important decisions. “It is idiosyncratic to our generation. The natural food stores have built their business on a corporate culture that identifies with personal power.” So White Wave has to sell people in every store on their VC centers. At King Soopers, the VP sends out a letter that says, in effect, ‘Put in the White Wave VC centers by Tuesday or I’ll fire you.’

“It’s a fun chess game—in part because, from another point of view, our industry and our company are still in the start-up phase.” Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3470.

2262. Kimura, Takuji “Tak.” 1994. Re: Work with édamamé in America. Letter to William Shurtleff at Soyfoods Center, Oct. 16. 5 p. Handwritten, with signature.

• **Summary:** Mr. Kimura was very encouraged to read Soyfoods Center’s *Edamamé: Bibliography and Sourcebook*. He was especially interested in the special report on Minnesota Edamamé. “Because, I myself, conduct demos, averaging 1 hour, to 2 hours at the most, at natural food stores such as Whole Foods Market, Bread of Life, Living Foods, Andronico’s (Park & Shop), Berkeley Bowl & Monterey Market (produce store) & am enjoying tremendous responses. Normally 1 out of 100-150 customers responds ‘Yeah, I hate it!’ 99% of customers have never seen or tried it before, but once they eat edamamé, 50% buy. 1% normally respond ‘I had it at Sushi Bar & always wanted to buy it but did not know where it was available.’

“As I briefly explained to you on the phone, I’ve been a food broker representing Sushi Vendors (5 vendors for each area like Yamato for Bay Area, Arigato for Marin County, etc.) for Price Costco but always feel what if something, sometimes goes wrong. All I’m doing is keeping ‘all eggs in one basket.’ Then I came up with an idea that I must sell what the others or big companies do not sell. What? No way! But I remembered well about you, roughly 20 years ago you wrote a book on tofu which I still have and not many people paid much attention to tofu in those days, the mid-’70’s, right? But what now? Every store carries tofu. Well then, what about Soy Bean related products? I went to many natural food stores but everyone had soy bean related products already. How about soy bean before processing?”

The answer was very simple and obvious, 'Eda Mamé.' 1st I presented sample products to the Whole Foods buyer, & his response was he would carry and authorize to retail out of one of 4 stores provided I conduct demo. So I did at Mill Valley where not many people know me. It was kind of embarrassing at that time, early this year. On the 1st day, I sold out 40 packs of 8 oz size in just a matter of one hour on Saturday. Then I was told to bring twice as many the following Sat., which I did & sold in 1½ hours. Not realizing that Mill Valley had different demography [demographics] from Berkeley, I was over confident. I Presented this program to Andronico's & attempted to sell 80 packs on Friday at their Telegraph Ave. store. God! What a disaster, only 24 sold in 3 hours. This yo-yo game went on & on & on but now Whole Foods still sells an average of 50 packs a day at 3 stores, except Mill Valley does 140 packs on Saturday and Sunday!

"Apart from what I did, this principal I represent is interested in purchasing a vacuum injection packing machine, which costs roughly \$70,000 from Italy. Of course, it's not just for Eda Mamé but also for Sushi & Bento. Sushi & Bento are not required to provide with nutritional facts at this time but Eda Mamé need nutritional facts. I wonder if our current label is accurate because it did not agree with your information... I would appreciate your advice before Yamato goes into a new label printing which will be more like Azumaya's tofu package film." Tak would also like to sell books by Shurtleff & Aoyagi.

"Look forward to a happy and long lasting business relationship with you & your organization... I treasure this [edamamé] book. Thank you again!" Address: 1810 "C" Farm Bureau Road, Concord, California 94519. Phone: (510) 687-2422.

2263. Product Name: UltraSoy (Soy milk, Non-Aseptic) [Original, or Vanilla].

Manufacturer's Name: Ultra Beverages.

Manufacturer's Address: 4015 Cherry St., Cincinnati, OH 45223. Phone: 1-800-514-3683.

Date of Introduction: 1994 October.

Ingredients: Purified water, whole soybeans, brown rice, oat bran, malted cereal extract, tricalcium phosphate, sea salt, vitamin A palmitate, vitamin D-2.

Wt/Vol., Packaging, Price: ½ pint, quart, and half gallon. Recommended retail: \$1.29 to \$1.59 per quart, or \$2.89 per ½ gallon.

How Stored: Refrigerated. Dated 60 days from pack date at 36-42°F.

Nutrition: Fat: 1%.

New Product–Documentation: Ad (1/3 page, black-and-white) in *Natural Foods Merchandiser*. 1994. Dec. p. 20.

"A refreshing new approach to soy milk. UltraSoy. In your dairy case. Made with brown rice & oat bran. Fortified with vitamins A & D and calcium. Low temperature pasteurization

[less than 180°F for 15 seconds] for a refreshing flavor unlike aseptic products. Preferred in taste tests by 75% over leading brands. 21 day shelf life. 7 days after opening. Distributor inquiries welcome." A photo shows 3 sizes of cartons.

Talk with Bill Bolduc, owner of Ultra Beverages. 1995. Jan. 23. He spent an entire year developing this product, which was introduced at the Natural Products Expo at Baltimore in Sept. 1994, and first sold commercially on 1 Oct. 1994 to Alberts. The product has a shelf life of 21 days if stored at 35°F, the recommended temperature. The secret is an extremely sanitary, clean manufacturing plant. The product is sold at a few Fresh Fields stores and they are about to get into the Whole Foods chain. They plan to have a booth at the NFM show in Anaheim and they will try for distribution on the West Coast. The product is now often sold on special at \$0.99 per quart. The recommended retail price is \$1.29-1.49/quart. The oat bran acts as a stabilizer and antioxidant. He still packs for Westbrae and produces some of Westbrae's soy milk. In consumer taste tests in the Dayton, Ohio, area, when UltraSoy (original flavor with low temperature pasteurization) was compared with Edensoy and Westsoy, 75% of the participants said they preferred UltraSoy. Bill is thinking about introducing a product with high temperature pasteurization so he can get a longer shelf life and wider distribution—even though that means a loss of flavor. Bill presently owns 92% of the shares in Ultra Beverages; organic farmers own the other 8% for which they paid \$82,500. Now Bill is looking for additional capital.

Product specifications and description sent by Peggy A. Maus of Ultra Beverages. 1995. Feb. 2.

2264. Morano, Jim. 1994. The patent for making rice syrup owned by California Natural Products may not be valid because of prior art (Interview). *SoyaScan Notes*. Nov. 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Jim has a PhD in food science from Rutgers University, as well as an MBA and a Master's degree in philosophy from Rutgers. His business, Innovative Sweeteners, manufactures organic malt extract, sweet sorghum syrup, and corn syrup from grits. He wants to start making rice syrup using commercial enzymes, he has found a customer for this product, and he has done considerable research on the process. He was recently told by Pam Sander of Zumbro, Inc., that her company has started to make rice syrup using commercial enzymes. They were challenged by California Natural Products (CNP, which has two patents on the process) but CNP dropped their challenge and essentially backed down [Note: Not correct; see interview with Pam Sander 16 Nov. 1994].

He has also talked with Tony Plotkin of Grainaissance, Bob Kennedy of Chico-San, the man who developed Kennedy's enzyme process for making rice syrup, and several men from H.J. Heinz who were closely involved in the purchase of Chico-San. Jim knows the Heinz and many

people who work there. Chico-San once made rice syrup in California. [Note: Chico-San started to make rice syrup (*amé*) in 1972. A fire in 1972 destroyed the Chico-San plant located at Chico, California, and set back the company's marketing efforts 5 years]. Originally they made it using the traditional koji method, but then in about 1974 Kennedy decided to switch to using commercial enzymes because of the difficulty in using koji. Over a period of time, Kennedy had three plants in California for making rice syrup; Jim thinks the first one burned down. He had to move his operations to a new third plant when sales of Rice Cakes started to take off.

In 1974 a man named Carl Abbot, a very smart technical person, was loaned to Chico-San by a local nut company. The owner of the nut company owned a portion of Chico-San at the time. He looked at the koji enzymes, which were basically fungal alpha amylases, and he found several companies that sold those enzymes, as extracts of the *Aspergillus oryzae* in koji. By choosing alpha amylase as the main enzyme, he kept the high level of maltose in Chico-San's new rice syrup made with enzymes. Then he added another enzyme, a high-temperature alpha amylase that helped to liquefy the rice at very high temperatures. So in 1974-76 Carl developed the procedures and enzymes to switch from koji conversion to enzymatic conversion.

After a while, Chico-San's rice cake business began to grow so fast that the rice syrup business became a nuisance. He had to concentrate on making rice cakes, so Peter Milbury found CNP, and Chico-San contracted with CNP to manufacture their rice syrup, and guaranteed to buy and certain minimum amount each month. CNP could not sell this rice syrup to any else, and Chico-San kept ownership of the process. At that time, Chico-San taught CNP how to make rice syrup using enzymes.

In 1984 the rice cakes were selling so fast that Bob Kennedy had the opportunity to sell Chico-San to H.J. Heinz. The man who was mainly responsible for evaluating then buying Chico-San, Ken Smialek (pronounced SMAI-lek), is now the director of H.J. Heinz's operations in Australia. Working closely with him was Jim Fox, a technical expert, who no longer works with Heinz. He lives in Indiana and works as a private consultant. Jim has talked at length with Jim Fox about Chico-San Rice Syrup. Jim's attorney have told him that if he were to make rice syrup using enzymes, CNP would probably not be able to win a legal challenge.

Heinz bought Chico-San mainly for their rice cake; at first they couldn't decide what to do with the rice syrup business. Jim Fox went to California, talked with Cheryl Mitchell of CNP, and explained that rice syrup was not of much use in the regular food industry because it was not sweet enough. She said that she knew how to make it sweeter (she was probably referring to the use of glucosidases or gluco-amylases to develop glucose) but Bob Kennedy never wanted any glucose in his products because he felt that the

natural/health foods industry would not be attracted to such a product since consumption of the glucose by a diabetic could stimulate his or her body's production of insulin which could lead to insulin shock.

When Heinz bought Chico-San they automatically became responsible for all of Chico-San's contractual obligations—including the one to purchase a certain amount of rice syrup from CNP each month. So Heinz said that if CNP would relieve Heinz of its obligation to buy rice syrup, Heinz would give CNP in exchange all rights to make and sell rice syrup. Kennedy now feels he made a big mistake by selling the rights to Rice Syrup to Heinz—something they never really wanted.

CNP was issued the first rice syrup patent in May 1988. But 3 months earlier, in February 1988, William Shurtleff interviewed the Mitchell's about their rice syrup. Pat said: "We did not want to come out with another Grainaissance type product. We wanted a really fine tasting product. Grainaissance has what we consider a lot of negative characteristics, such as a glucose bight. Apparently he [Tony Plotkin, owner of Grainaissance] is using some type of glucose enzyme. Some people like things very sweet." Jim notes that if he can show that Tony was using a glucose-generating enzyme prior to the filing of the first CNP patent, the CNP patent is null and void—because of prior art. Jim has asked Tony about this, but he is unable to discuss it because of his agreement with CNP. But if CNP were to take Jim to court over making rice syrup with enzymes, Jim would simply ask his attorney to depose Tony, who would be required by law to tell the truth—despite his agreement with CNP.

Jim holds numerous patents and he has found by long experience that avoiding an existing patent is five times more difficult than writing a novel patent. He has spent more time researching prior art and ferreting around than he would have if he had written the patent himself. Address: PhD, owner of Innovative Sweeteners, 1 Kingsbridge Road, Somerset, New Jersey 08873. Phone: 908-545-5544.

2265. Kennedy, J. Robert. 1994. How rice syrup and grain syrup came to America from Japan (Interview). *SoyaScan Notes*. Nov. 14. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Chico-San was launched on 6 March 1962 in Chico, California, as a retail store and a wholesale business, capitalized with \$10,000. The first Yinnies grain syrup (rice and barley) and Yinnies (rice syrup candies) that Chico-San sold in America were made in Chico-San's food plant at 1262 Humboldt Avenue, in Chico, California, and sold in about 1971. The Yinnies syrup was on the market about 2-3 months before the candy. The candy was made by boiling down the syrup a little more, then pulling it like taffy using a regular taffy-pulling machine (Bob's idea, never conceived of in Japan). So already Bob had developed two American

innovations: Growing koji on brown rice, and pulling Japanese-style rice candy to give it a texture like taffy. Bob recalls that the demand for the Yinnies syrup (which was used as an all-purpose natural sweetener, especially by macrobiotics) was greater than the demand for the Yinnies confection. These macrobiotic products were made using the traditional Japanese koji process, except that the koji was made from organically-grown brown rice, grown by the Lundberg Brothers at Wehah Farms in Northern California.

Bob used to visit Japan 2-4 times a year in the early 1970s, because Chico-San was importing a large number of Japanese food products and Bob went to visit the farmers and suppliers. During these visits, Lima Ohsawa took him to visit several traditional Japanese shops that made rice syrup (*amé* or *mizuamé*) from koji. Bob observed carefully and took a few notes, which may still be in his diaries (which are in storage). He may have ordered a few samples from Japan, but they were not sold in America.

Bob dabbled and experimented with making rice syrup for at least two years before the product was launched commercially. During this time he learned how to make koji and rice syrup mostly from Mr. Junsei Yamazaki who had emigrated to Chico from Japan in 1963 (sponsored by Bob Kennedy) to make miso and natural shoyu for Chico-San. After graduating from Tokyo Agricultural University, Yamazaki had been a rice farmer in Japan for 17 years. In 1964 he began his first experimental production of miso and shoyu in Chico. His first large batches were made in mid-1970. Since he had to make koji for both miso and shoyu, it was an easy step to make rice koji for amazake. The amazake was cooked, filtered (to removed the fiber), then simmered slowly to yield rice syrup—a slow but relatively simple process. By the late 1960s or early 1970s Yamazaki was making small batches of rice syrup on an experimental basis in the back room at the Humboldt Ave. plant. By 1971 production of rice syrup was in full swing; it was sold in a 12 oz. glass jar and labeled “Yinnies Grain Syrup.”

On 14 Sept. 1972 disaster struck. A fire at the Chico-San plant and warehouse at 1262 Humboldt Ave. destroyed 90% of the company’s natural food inventory worth approximately \$350,000. The company moved to 2244 West First Street in Chico and struggled to get back on its feet. For several months, they continued to make Yinnies syrup from koji in the traditional way in a newly-built koji room. But the demand for this syrup was much greater than the amount that could be made using the traditional koji process. Bob had a friend named Carl Abbott, who worked at a nearby nut plant (Continental Nut Co.) and was also a very bright food chemist. So right after the fire Bob asked Carl if he could do some research to find a way to expand output of rice syrup using natural enzymes with organically grow brown rice to maintain the natural quality and without addition of chemicals—such as caustic chemicals. Carl met with experts at Miles Laboratories (who had never worked with brown

rice before), determined the best commercial enzymes, then made adjustments in cooking times and temperatures to fit the needs of the enzymes. Bob is not sure, but he recalls, two enzymes were purchased from Miles: Alpha-amylase to liquefy the rice, and gluco-amylase to break down the rice carbohydrates into sugars (mostly maltose). When Chico-San switched over to using commercial enzymes with brown rice to make rice syrup, they discontinued the use of koji.

In 1971 and 1972 sales of Chico-San’s rice cakes began to increase dramatically. After the 1972 fire, it took the company about a year to get back to manufacturing any significant volume of rice cakes. By 1973 the demand for rice cakes was growing like mad. Bob had to build new and better machines that could keep up with the demand. Sales of Yinnies syrup were also growing nicely. Then the company ran out of space at the location on West First Street. So on 1 Jan. 1979 the company moved its Rice Cake machines back to the original address at 1262-1266 Humboldt Ave.—which had been renovated after the fire, and on which Chico-San now had a 10-year lease. Chico-San retained 6,000 square feet of its location on West First Street for the manufacture of Rice Syrup. At about that time Bob met Pat and Cheryl Mitchell, owners of California Natural Products (CNP) in Manteca, California. They were making various syrups, but definitely not from rice.

Note: Robert Nissenbaum of Imagine Foods (23 Nov. 1994) strongly disagrees with this 1979 date. He is certain that in the summer of 1984 he visited the Chico-San plant that was making rice syrup. It was located in Chico, in a sort of garage at the end of an alley. He was buying rice syrup from Chico-San at the time for use as a sweetener in amazake he was making in Missouri, and he wanted to find out why the quality was so inconsistent. He thinks that CNP first began making rice syrup under contract for Chico-San after August 1984.

Bob Kennedy decided to contract with CNP for production of all his Rice Syrup. Bob sold all Chico-San’s Yinnies syrup equipment to Pat and Cheryl; this equipment was compatible to whatever they were doing. He also told them all his secrets for making brown rice syrup and had them sign a non-disclosure agreement and a contract which stated that CNP would make rice syrup only for Chico-San. Chico-San guaranteed in writing to buy a specified amount of rice syrup. “Everything went fine until I sold the business to Heinz.”

When Heinz bought Chico-San on 16 Nov. 1984, they wanted it all or nothing. If they decided after six months that there were parts of the business they did not want, Bob could buy those parts back. Chico-San carried \$100,000 to \$150,000 inventory of Japanese food imports. Bob expected to be able to buy back the Yinnies syrup business if Heinz decided not to pursue it, but the contract wording, unfortunately for Bob, allowed Heinz to essentially trade the rice syrup business to CNP. Bob lost track of what was

happening between Heinz and CNP. He was supposed to work for Heinz as a consultant for about a year, but he didn't like it so he asked to be released from that obligation—which they did after about 3 months. “If I had had a crystal ball at the time, I would have kept the rice syrup business, but at the time I did not think much about it. I was really a little burned out with Chico-San. I was doing 10-12 hours a day for years. It was quite a relief to be free of it.”

Bob Kennedy knew about Robert Nissenbaum, who was developing Rice Dream non-dairy ice cream before Chico-San was sold to Heinz. Chico-San was shipping hydrolyzed rice (made by CNP) to Robert Nissenbaum before Nissenbaum was aware of CNP. [Note: Robert Nissenbaum—see interview of Nov. 1994—says he bought only rice syrup from Chico-San, and he became aware of CNP at about the same time as Chico-San, before CNP was processing rice]. Then Chico-San was sold to Heinz in Nov. 1984 and Rice Dream (made with rice beverage from CNP) started to be manufactured in Palo Alto, California, in Jan. 1985. Address: Chico, California. Phone: 916-891-0970.

2266. Sander, Pamela A. 1994. Litigation between Zumbro, Inc. and California Natural Products concerning patents on rice milk (Interview). *SoyaScan Notes*. Nov. 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Zumbro has begun making a hydrolyzed rice product. California Natural Products (CNP) began threatening Zumbro plus different customers and brokers saying that they would sue Zumbro, and then they would sue the customers and brokers if they bought this rice product from CNP, since Zumbro was violating CNP's patents. Zumbro told CNP many times that they were not violating CNP's patents, but though Zumbro tried, they couldn't come to an agreement. So Zumbro sued CNP in the Minneapolis circuit court in Minnesota, in order to resolve the problem and to get a summary judgment that Zumbro was not violating CNP's patents, that the CNP patents were not valid, and that CNP was interfering with Zumbro's business. The two companies fought over this matter for about a year in court. “CNP fought the entire time to get the case dismissed. In the end CNP did get the case dismissed in Sept. 1994 on the grounds that they do not do business in Minnesota. Now they could conceivably sue us in California, but I feel fairly certain they won't, because they didn't ask for the case to be transferred to California. They fought so hard to have the case dismissed that I think they don't want this to come out.”

During the case Zumbro sent CNP considerable information on amazake, rice syrup, and related subjects obtained in a search of the SoyaScan database. Zumbro also interviewed a number of people mentioned in that search, including Bob Kennedy, Peter Milbury, Joel Wollner, etc.—all of whom said that this process was prior art, that Chico-San had taught the basic process to CNP, and that they would testify as such. Zumbro also sent information obtained in

these interviews to CNP. “We told CNP that this enzyme process predates you, and we can document that and we have witnesses who will testify. We want to discuss this in court. We tried to come to some agreement with them before the suit, and even during the suit. Let's agree on the amount of glucose we can have in our rice product. Your patent says 'about 5% or more of glucose,' so let's go to 4½%. But they said 'about 5% also includes 3%.' They would let us have up to 3% glucose, but no more. They argue that amazake contained very low glucose and that their invention was to have higher glucose. But we have tested the glucose levels on commercial amazake products and they have high glucose, like 60%. So we feel it is incorrect to say that typical amazake contains less than 5% glucose.”

Although CNP won the suit (arguing that they could not be sued in Minnesota) and did not back down, Pam feels that CNP would not like the matter to become widely known. “I don't expect to hear from them again about this matter. I think we're done, and I don't think they are going to sue us. I think there are so many people coming out with similar rice products, that they will not be able to sue everybody. Also, a company named Habib Arkady makes rice syrup in Pakistan, and have for many years. Gaffar Habib, the president, says the CNP patents are ridiculous. He went around with them on this several years ago and they finally backed down, and have not bothered him since.”

Update. 1997. Jan. 16. Pam Sander left Zumbro in spring or summer of 1996 to start her own company, The Big Map Company, which makes large maps. Phone: 507-775-7130. She is no longer in the food business. Address: Vice President R&D, Zumbro, Inc., Route 1, Box 83, Hayfield, Minnesota 55940. Phone: 507-365-8400.

2267. Nissenbaum, Robert. 1994. The early work of Imagine Foods with Chico-San, California Natural Products, and enzymes in making Rice Dream. Part I (Interview). *SoyaScan Notes*. Nov. 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In March 1983 Robert started making amazake, using the traditional koji method, at a company named Imagine Foods, Inc., Moniteau Farm, Jamestown, Missouri. As an additional sweetener he added Yinnies syrup, a rice-based syrup made by Chico-San in Chico, California. Robert was also buying organically-grown rice from Chico-San. Chico-San bought this rice mostly from Mike Polit of Polit Farms in Maxwell, California. To this day, Robert buys all his organic rice from Mike Polit. The story of why Chico-San left Wehah Farms in the early 1970s is a story of its own. Paul Hawken of Erewhon went to Lundberg and asked to buy their organic brown rice direct, rather than going through Chico-San. Note: The 1975 Erewhon catalog lists Wehah Farm as its supplier of organic and non-organic brown rice. Peter Milbury claims that Wehah broke its exclusive contract with Chico-San. From that point, Chico-San became very

upset at Wehah Farm, so Chico-San developed new sources, primarily Polit Farm. Then Mike Polit started developing other organic farmers in the area. The Lundberg brothers of Wehah did the same thing; they do not grow all the organic rice they sell. Polit and Lundberg became arch competitors.

In June 1984 Imagine Foods launched Rice Dream, a non-dairy frozen dessert, based on their traditional amazake (made from koji) and sold in hard packs (not soft serve). They sold it in the Midwest and the product seemed to have excellent potential. Robert had become good friends with Peter Milbury, who was Chico-San's operations manager. Robert told Peter that he would have to do something to expand his production of amazake. At the time Chico-San was selling very little rice syrup. Robert said: "Whatever you are doing to make Yinnies syrup, we could probably do something similar to make a product like our amazake." They talked about this for several months.

In early June of 1984 Imagine Foods took Rice Dream to its first trade show in Atlanta, Georgia. They wanted to introduce the product nationally. At that show, every major distributor in America wanted to sell Rice Dream. But Robert could not supply this huge new demand from his little plant in Missouri that used a traditional koji process. Peter Milbury was at the same show, as was Joel Wollner, who was doing some consulting work for Chico-San, though he was not employed by Chico-San. Wollner was involved with Mountain Ark, a macrobiotic trading company and community in Fayetteville, Arkansas, a rice farming center. Bob Kennedy was thinking of putting up the money to start making more macrobiotic products in America rather than importing them from Japan, and he was thinking of making these products in Fayetteville. In about May, Joel had learned about Kennedy's ideas from Peter Milbury. So Joel visited Robert's booth at the show in Atlanta, and he and Robert started talking about Fayetteville. Peter invited Robert to visit Chico-San in California after the show; he said they could talk about new possibilities for cooperation in Fayetteville or California or Missouri. Neither Chico-San or Nissenbaum knew anything about California Natural Products (CNP) at this time.

So in late June of 1984 Robert visited Chico-San see how they made the Yinnies syrup (rice syrup) that he used in his amazake, and to see why their quality was so inconsistent. He met Bob Kennedy for the first time. He was taken to a building that was "like a big garage" at the end of an alley in Chico. It was in a different part of town from Chico-San's rice cake plant and other operations. "It was not a pretty sight. They had almost no control over what they were doing. Technically, the operation was a disaster. They just didn't know what they were doing. I was really surprised to see the way it was produced." Robert recalls visiting this plant twice. Chico-San wasn't selling much rice syrup in part because of the inconsistent quality, and in part because they didn't have the time or money to invest in improving the

rice syrup process—since all their resources were going into making rice cakes. "We got a different product every time we received a shipment." Robert has heard of Carl Abbot (the man who developed Chico-San's process using commercial enzymes), but he never met him.

For the next several months Robert, Peter Milbury, and Bob Kennedy discussed possible ways of working together so that Imagine Foods could expand its production of amazake. One idea that looked promising was Imagine Foods making its amazake and Chico-San making its Yinnies rice syrup at the same plant (which they would construct, with Chico-San providing most of the funding) in Fayetteville, Arkansas. Then one day Robert got a call from Peter Milbury, who said that all plans (including those involving Fayetteville) would have to be put on hold because Bob Kennedy had received an offer to buy the company. At about that time Quaker Oats bought Arden, which was the only other maker of rice cakes in America and thus Chico-San's biggest competitor. That is what precipitated the sale of Chico-San to Heinz. Peter was concerned about his job. Robert told Peter he could not wait, but as asked Peter to keep him posted of new developments. A few days later Peter called Robert again, and said, "There is a couple name Pat and Cheryl Mitchell of California Natural Products (CNP), who I have met at natural food trade shows. I know that they have food processing equipment that they are not using all of the time. Would you like me to call them." Robert said "yes." So Peter talked with them and called Robert back to say that Pat and Cheryl were not interested. But after Pat and Cheryl thought about the matter for a few days, they called Peter back and said, "Let's talk about it."

At the time Pat was basically a big produce farmer in central California and Cheryl had a PhD in food chemistry. Pat's father, Bill Mitchell, who worked for General Foods, had been one of America's foremost food scientists and developers of food products. He had roughly 50 food patents, and had been in on the original Jello and pudding patents, and in the development of Cool Whip. He got Pat and Cheryl interested in making various food products. Bill was interested in inulin, which was a pharmaceutical product used to treat diabetics—and was the main product used before the synthesis of insulin in 1920. All U.S. supplies were imported from Israel and it was very expensive. Bill encouraged Pat to grow the dahlia plant from which inulin was extracted, then Bill would try to figure out a way to extract the inulin less expensively using a sort of malting process. Almost by accident, while making inulin into a syrup, Bill and Cheryl found that if they dried the syrup the resulting product had a flavor like grain coffee. So they decided to approach the natural foods industry to see if they could sell this grain coffee. They started going to natural foods trade shows and Peter Milbury met them at one of these shows. At that time, CNP was not using enzymes in food processing operations, but Cheryl had been a consultant

for General Foods and other food companies and she was very familiar with enzymes. Continued. Address: President, Imagine Foods Inc., 350 Cambridge Ave., Suite 350 Palo Alto, California 94306. Phone: 415-327-1444.

2268. Nissenbaum, Robert. 1994. The early work of Imagine Foods with Chico-San, California Natural Products, and enzymes in making Rice Dream. Part II (Interview). *SoyaScan Notes*. Nov. 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: Robert is not sure whether he met Pat and Cheryl Mitchell before or after they first visited Chico-San in the summer of 1984. When they first visited Chico-San's plant that made rice syrup in Chico, she was appalled. But she knew about enzyme technology and she thought that their company, California Natural Products (CNP) in Manteca, California, could make the product. Peter Milbury felt that Rice Dream (a non-dairy ice cream made from amazake) had a great deal of potential and he convinced Bob Kennedy that transferring the production of Yinnies rice syrup to CNP was a good idea. Nobody knew what would come of Heinz's offer to buy Chico-San, but after Pat & Cheryl talked with Bob Kennedy he "agreed that the Yinnies syrup operation was a mess" and decided to make the transfer to CNP. Note that Chico-San never made Rice Dream base.

In 1984 (before Heinz made its offer to buy Chico-San) Pat and Cheryl moved the rice syrup equipment from Chico to CNP in Manteca. They were still basically in the farming business and their entire food processing operation was a very small business they did as a "side business"—since Pat was looking for a way to get out of farming. Robert does not know if the Mitchells bought Chico-San's rice syrup equipment or not, but much of it turned out to be worthless and he is quite sure that if any money was involved in the transaction, it was not much. CNP signed a contract with Chico-San stating that Chico-San would buy a minimum amount of Yinnies rice syrup from CNP each month. CNP only got into this business of processing rice because Rice Dream, made by Imagine Foods, looked like it had real potential. Robert went to California and met Pat and Cheryl, who were very skeptical about Chico-San and rice syrup. But the three of them soon got along very well together, and Robert soon convinced them to get involved because of Rice Dream's potential, based on promises from big natural foods distributors. Robert had to buy all of his Rice Dream base, made by CNP, through Chico-San, and he agreed to buy a certain minimum amount of this base each month. At the time, Robert also told the Mitchells that he was making a beverage product, traditional amazake (Robert made the koji by hand), and that he wanted to find a way to produce it on a much larger scale. He knew that he would not be able to continue making it in the traditional way as volume expanded. "I knew there must be some way to make this rice

beverage without using koji. [Note: Robert prefers the term "rice beverage" to "rice drink]. I spent a lot of time talking with Betty Stechmeyer of GEM Cultures (from whom we were already buying our cultures) about the possibility of inoculating the rice directly with koji spores, without growing the mold on it first. We ran many experiments. At the time I was not aware that commercial enzymes were the answer to our problem. When I got involved with Chico-San I asked them how they made rice syrup, but they declined to reveal their secret (they were using commercial enzymes, but they had 'koji' on their labels and in their catalogs). I began to suspect they were not using koji."

When Kennedy sold Chico-San to Heinz in Nov. 1984, Heinz automatically took over Chico-San's contract and obligations with CNP, and they had to send CNP a check every month—which Heinz disliked. Imagine Foods was required to buy its minimum amounts of Rice Dream base through Heinz. To Heinz, Rice Dream looked like a minuscule product. During this time, Pat, Cheryl and Robert were developing a very close personal and business relationship. Together (and without Bob Kennedy) they developed a completely new and innovative process for making Rice Dream base using commercial enzymes. "We started literally by hand, from scratch, using buckets, trying to make the new Rice Dream base at CNP—even before Chico-San's plant was set up in Manteca. I spent days working on the process during the fall of 1984. I didn't know if an enzyme method would work. I had a sense for the product and the Mitchells had some technical expertise I lacked. It was a good fit."

On 16 November 1984 Bob Kennedy sold Chico-San to Heinz. At this time, the experiments that Robert and the Mitchells were conducting at CNP were looking more and more promising. In late 1984 Robert moved Imagine Foods from Jamestown, Missouri, to Fayetteville, Arkansas. In about December 1984 the Rice Dream base was good enough that CNP began sending it to a dairy plant in Palo Alto, California, for experiments in making this new base into Rice Dream non-dairy frozen dessert. In the meantime, Imagine Foods was still making Rice Dream in Missouri or Arkansas using the traditional koji process.

In January 1985 the new Rice Dream non-dairy frozen dessert was launched commercially, in hard-pack pints in seven flavors: Vanilla, carob, strawberry, lemon, carob chip, orange, and carob almond. The base was made for Imagine Foods, using the new enzyme process, by CNP, and shipped in a large stainless steel tanker. The actual frozen dessert was made by Peninsula Creamery at 900 High Street, in Palo Alto. Koji was no longer used. The use of commercial enzymes increased the glucose content of the product, obviating the use of maple syrup. Robert still lived in Fayetteville (probably) but he traveled frequently to Palo Alto.

Robert, Pat and Cheryl all hoped to have Heinz out of

the picture as soon as possible, so they all acted as a sort of thorn in Heinz's side. Within about 6 months after Heinz bought Chico-San almost everyone who had formerly worked for Chico-San (including Kennedy and Milbury) had left Heinz. The only person who stayed with Heinz a little longer was Bob Kennedy's daughter, Gail. Heinz eventually closed down the offices in Chico. Heinz soon realized that though they had a contract to buy rice syrup from CNP, they were hardly selling any. Sales of Rice Dream base were small in Heinz's eyes. So Heinz had to pay for a product they did not want. Pat Mitchell, who is a relentless negotiator, finally convinced Heinz to get out of the rice syrup business because their involvement made no sense to anyone. Continued. Address: President, Imagine Foods Inc., 350 Cambridge Ave., Suite 350 Palo Alto, California 94306. Phone: 415-327-1444.

2269. Nissenbaum, Robert. 1994. The early work of Imagine Foods with Chico-San, California Natural Products, and enzymes in making Rice Dream. Part III (Interview). *SoyaScan Notes*. Nov. 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Robert has about four letters in his "nostalgia" file documenting key events relating to Heinz and CNP from the summer of 1985 on. A letter dated 31 July 1985 from Pat Mitchell to Joe Ward (a major figure at Heinz) summarizes the problems that exist between CNP and Heinz as CNP understands them. Representatives of the two companies met at CNP on 30 July 1985. Heinz had a contractual obligation to CNP for a specified amount of money, of which a certain amount is still due and which Heinz wishes to terminate. "Because Heinz has not actively marketed the rice syrup and has no apparent intention of doing so in the immediate future, CNP would be agreeable to the proposed termination of the agreement. CNP's commitment to mere contractual minimums as opposed to twice the minimums as originally promised by Chico-San has caused a financial burden to CNP. CNP would be agreeable to the purchase by Heinz of a right-of-refusal on future rice syrup business prospects exclusive of those customers already provided on a list by CNP to Heinz." Many natural foods companies wanted to buy rice syrup from CNP because the quality was so much better. But CNP felt that Heinz was doing nothing to develop this market, so they didn't want to pay Heinz for product sold to customers that CNP had found and developed. "It is understood by Heinz that upon termination of the agreement with Heinz that CNP will be relying on the Imagine Foods account for a specified number of dollars per week. The only way for CNP to survive economically would be to have the Imagine Foods account. Without the Imagine Foods account, CNP has no choice but to enforce the current contract with Heinz and accept the minimums." In short, Imagine Foods was buying more than its required minimums, whereas Heinz was not. Yet Heinz was trying to have the best of

both worlds. They wanted to void their obligations to buy at least a minimum amount of rice syrup from CNP, yet they still wanted to take of a cut of the increasing sales of Rice Dream base to Imagine Foods. "CNP recognizes Robert Nissenbaum of Imagine Foods as having certain rights of inventorship to the process and formula of the amazake developed in conjunction with CNP for Imagine Foods. CNP also recognizes Robert Nissenbaum as having full product rights making a non-dairy ice cream from amazake since he originally approached Chico-San with the concept and product that he was already making. It should be noted that Robert Nissenbaum of Imagine Foods has already indicated his dissatisfaction with regards to the pricing and service structure that is currently being received from Heinz. It is a possibility that Imagine Foods for economic reasons will seek out, within months, the other two companies currently in amazake production to make his formula." Robert felt that he was not getting his money's worth from Heinz; all they were doing was taking a percentage of sales (Robert had to send his payments directly to Heinz rather than CNP) and doing nothing in return. It was just a nightmare. So Robert was threatening to void the contract, which said that things had to be done to the satisfaction of both parties.

A letter dated 9 Aug. 1985 from Marianne McCullough, marketing manager of Chico-San in Pittsburgh, Pennsylvania, written on Chico-San stationery, to Robert Nissenbaum in Fayetteville, Arkansas, states that Chico-San will not pursue negotiations with Imagine Foods for a long-term contract. Agreement in principle has been made with CNP to service Imagine Foods directly, effective date of August 19, 1985, per signed agreement with CNP. In the meantime, Imagine Foods will continue to order through Chico-San's Pittsburgh center.

Within a month or two Heinz was no longer involved with CNP or Imagine Foods. For the first time, Imagine Foods placed its orders directly with CNP and paid its bills to CNP.

In 1986 Robert moved to Palo Alto, taking his company with him. Then in September Imagine Foods moved from 299 California Ave., #305, Palo Alto 94306, to 350 Cambridge Ave., Suite 350, Palo Alto 94306. Address: President, Imagine Foods Inc., 350 Cambridge Ave., Suite 350 Palo Alto, California 94306. Phone: 415-327-1444.

2270. Nissenbaum, Robert. 1994. Imagine Foods, Westbrae, rice drinks, and the pour spout carton (Interview). *SoyaScan Notes*. Nov. 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Imagine Foods and Westbrae launched a commercial rice beverage in a pour spout carton at about the same time. Pacific Foods, where Rice Dream (non-dairy beverage) is currently being packed in aseptic Tetra-Brik cartons, made an agreement with Tetra Pak about a year ago to get new filling machinery that will package in a carton that

has a pour spout. Pacific Foods was told they would have the second machine in the USA that filled this new carton; Steuben Foods (1150 Maple Road, Elma [near Buffalo], New York 14059) got the first machine. Pacific Foods planned to be the first rice beverage on the market in the new pour spout container. Ever since Robert began working with Tetra Pak 5 years ago, he has been encouraging them to improve their package. Tetra Pak was spurred to introduce the new package after Combibloc introduced it first.

Westbrae was having their aseptic packaging done by White Knight Packing [in Grand Rapids, Michigan], which is owned by a very large company in Europe [Parmalat]. When Westbrae found out that Pacific Foods would soon be getting equipment to package with a pour spout, Westbrae contacted White Knight, which in turn contacted their parent company saying that Westbrae wanted to get the pour spout packaging as fast as possible. So the president of Parmalat went to Tetra Pak, and since his company was Tetra Pak's biggest customer, he was able to say "I have to have one of these new machines." So Tetra Pak went around the normal channels and got White Knight a new machine very quickly at about the same time that Pacific Foods got theirs. Pacific Foods was very upset about this.

Westbrae's new rice beverage in the pour spout carton was probably on the market in late September 1994, a week or so before Imagine Foods' rice beverage, but Imagine Foods' product was on the market first on the West Coast.

Westbrae's rice beverage is made from rice syrup (made by California Natural Products, CNP, in Manteca, California) and rice starch. Westbrae has been buying rice syrup from CNP for a long time, to use as a sweetener in their soymilk products. [Note: In fact, on a solids basis, Westbrae buys about as much or perhaps even more rice hydrolysates from CNP as Imagine Foods does.] About 7-8 years ago Imagine Foods tried making a product using the same ingredients (from CNP) that Westbrae is making now; but CNP's ingredients are much better now. One reason Robert decided not to use this approach because of the high content of glucose in the product. Address: President, Imagine Foods Inc., 350 Cambridge Ave., Suite 350 Palo Alto, California 94306. Phone: 415-327-1444.

2271. Nissenbaum, Robert. 1994. Imagine Foods' future plans (Interview). *SoyaScan Notes*. Nov. 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Imagine Foods has decided to install their own Tetra Pak line at California Natural Products (CNP) so they don't have to ship their rice beverage to Pacific Foods of Oregon to have it packaged. That will cut the cost of making Rice Dream. They now have a really good source of organically grown rice, which they buy directly from the farm, and they do all their own rice milling. It is a really good situation with great efficiency at the CNP plant. Imagine has been planning to do this for a long time since

they have developed a very significant international market for this non-dairy beverage—especially in Europe. They are designing an international package. It still makes sense to manufacture the product in one place in the USA—at CNP. Address: President, Imagine Foods Inc., 350 Cambridge Ave., Suite 350 Palo Alto, California 94306. Phone: 415-327-1444.

2272. Imagine Foods, Inc. 1994. Imitation is the highest form of flattery. (But you don't have to settle for it) (Ad). *Natural Foods Merchandiser*. Nov. Insert glued in after p. 26.

• **Summary:** The front of this color 8½ by 11 inch insert ad shows a large carton of Rice Dream. On both sides of it are cartons of four imitations, named "Rice This-New" "Rice That-So Incredibly Sweet," "Rice Drink Knock Off-Westward Ho," and "Brand X Rice Syrup Drink." The text begins: "Have you noticed that several soy milk companies have been introducing rice drinks lately" This new enthusiasm for a beverage we pioneered may have something to do with the fact that Rice Dream has become the best selling alternative to milk in the natural food store.* (Footnote: *"Based on a poll of leading natural food distributors). Why? Superior quality and taste. And try as they might, other rice beverages can't duplicate Rice Dream—we have two U.S. patents to guarantee it."

The back of this ad is titled "Rice Dream vs. Westbrae's Rice Drink." A table shows the differences. Westbrae's drink is said to be reconstituted from concentrates. The main ingredient is high glucose rice syrup. It is thickened by adding rice starch and carrageenan. The Westbrae drink contains 50% more fat than Rice Dream.

This ad also appeared in *Vegetarian Times* (Dec. 1994, p. 5; Feb. 1995, p. 3).

Talk with Robert Nissenbaum of Imagine Foods. 1994. Nov. 23. This ad is saying that Rice Dream, including all of its different flavors and varieties (SKUs), is the best-selling brand of milk alternative in U.S. natural food stores nationwide (ahead of Edensoy, which is the best-selling brand of soymilk, including all its different flavors and varieties). It is not saying that more rice milk is sold in U.S. natural food stores than soymilk. Imagine Foods' best-selling single product (SKU or stock-keeping unit) is Rice Dream Original, followed by Rice Dream Vanilla. Many major U.S. distributors have reported to Imagine Foods that these two products are, in many cases by far, the two best-selling products among ALL products of all categories sold by that distributor. In both Mountain People's Warehouse and Nature's Best, which are the two largest western U.S. regional distributors, these two products are the two best-selling single products for both distributors. Likewise in every one of the other large distributors (Tree of Life, Cornucopia, Stow Mills, etc.), Rice Dream is among the top SKUs. Since Tree of Life tends to promote its own brands, Rice Dream products may not be the very top SKUs, but they

are very high on the list. Address: Palo Alto, California.

2273. Soyfoods Association of America. 1994. Get the soy edge (Ad). *Vegetarian Times*. Nov. p. 71-74.

• **Summary:** This 4-page advertorial, with 17 color photos, is sponsored by the following organizations: ADM, DevanSoy Farms, Inc., Eden Foods, Inc., Lightlife Foods, Lumen Food Corp., Morinaga Nutritional Foods Inc., Soyfoods Association of America, Tofutti Brands Inc., Worthington Foods.

“Did you know you can fit soy into your diet without giving up your favorite foods? Try soy burgers, soy ice cream, soy yogurt, soy hot dogs, soy flour, soy cream cheese, soy sausage, soy chili, soy frozen juice bars, soy margarine, soy milk, soy tacos, soy sour cream, soy sloppy joes, soy ‘chicken’ patties...” Address: Palo Alto, California. Phone: 415-327-1444.

2274. **Product Name:** Westbrae Rice Drink (Non Dairy) [Only 1% Fat, and Concentrate; Plain, and Vanilla].

Manufacturer’s Name: Westbrae Natural Foods (Product Developer-Distributor). Made in Manteca, California, by California Natural Products.

Manufacturer’s Address: Carson, CA 90746.

Date of Introduction: 1994 November.

Ingredients: Plain: Rice base (filtered water, brown rice syrup, rice starch), expeller pressed canola oil, tricalcium phosphate, pea protein, natural flavors, sea salt, carrageenan, vitamin A palmitate, vitamin D-2, riboflavin.

Wt/Vol., Packaging, Price: 1 quart Tetra Brik Aseptic carton. Retail for \$1.69 (12/94, California).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per cup (240 ml): Calories 100, calories from fat 25, total fat 3X gm (5% daily value; saturated fat 0.5 gm), cholesterol 0 mg, sodium 70 mg (3%), total carbohydrate 18 gm (dietary fiber 0 gm, sugars 16 gm), protein 1 gm. Vitamin A 10%, calcium 25%, vitamin D 25%, vitamin C 0%, iron 0%, riboflavin 25%, vitamin E 2%, phosphorus 10%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Ad in *Natural Foods Merchandiser*. 1994. Nov. p. 11. “Wake up! You don’t have to dream any longer.” This is a full page color ad for two new Westbrae Rice Drink products: Only 1% Fat, and Concentrate (which makes 2 quarts). Both products are in a new “Easy Pour” aseptic carton, with added calcium and vitamins A&D. The word “dream” in the ad’s title refers to Rice Dream, the leader in the rice beverage category. A color photo shows the two colorful quart packages of Rice Drink against a blue background on a blue and white tablecloth, with glasses of milk, a bowl of cereal topped with berries, and assorted fruits in the foreground.

Product (1% fat in plain and vanilla flavors) with Label purchased at Berkeley Natural Grocery Co., California. 3.5 by 7.75 by 2.25 inches. Tetra Brik Aseptic carton. Note

this new tall, slim carton with a new easy-pour reclosable cap. Blue, white, red, and black. Photo of white rice drink being poured from a pitcher into a glass, against a light blue background. “Only 1% fat. Rice drink. A cholesterol free food. Tastes great! Non dairy drink. New easy pour. Reclosable spout. With calcium and vitamins A&D. Not to be used as an infant formula.” On one side is a message from President Andrew H. Jacobson titled “We’re here for life.”

2275. Westbrae Natural Foods. 1994. Wake up! You don’t have to dream any longer (Ad). *Natural Foods Merchandiser*. Nov. p. 11.

• **Summary:** This is a full-page color ad for two new Westbrae Rice Drink products: Only 1% Fat, and Concentrate (which makes 2 quarts). The word “dream” in the ad’s title refers to Rice Dream, the leader in the rice milk category. A color photo shows the two colorful quart packages of Rice Drink against a blue background on a blue and white tablecloth, with glasses of milk, a bowl of cereal topped with berries, and assorted fruits in the foreground. Address: P.O. Box 48006, Gardena, California 90248.

2276. *SoyaScan Notes*. 1994. Soymilk and cow’s milk prices in California, December 1994 (Overview). Dec. 10. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Since 1987, every other year, Soyfoods Center has conducted a survey of the prices of soymilk and cow’s milk in California. In Dec. 1994 at Berkeley Natural Grocery Co., a large natural food store at 1336 Gilman St. in Berkeley, California, unflavored (plain or original) soymilk made from organically grown soybeans retails for the following prices: Westsoy Lite plain 1% fat liter \$0.99 (the equivalent of \$0.899/quart), Vitasoy creamy original liter \$1.49 (\$1.35/quart), Pacific Foods liter \$1.69 (\$1.53/quart), Vitasoy Lite original liter \$1.89 (\$1.715/quart), Edensoy original liter \$1.99 (\$1.88/quart). The most expensive soymilk is Health Valley Soy Moo at \$2.35/quart.

At Trader Joe’s, a gourmet and natural foods chain in California, Soy-Um quart (plain, vanilla, or chocolate) retails for \$1.39. Edensoy vanilla liter retails for \$1.59. Rice Dream Enriched Non-Dairy Beverage (a non-soy rice beverage) retails for \$1.29/liter (but \$1.59 with reclosable spout).

The average price of the quart equivalents of the 6 least expensive soy beverage brands is \$1.46 a quart. This is \$0.46 per quart lower or 24.0% lower than the \$1.92 in Dec. 1992.

Cow’s milk (fortified with vitamins A and D) sells for the following prices at the Safeway supermarket in Lafayette, California: (1) Nonfat: \$0.85/quart or \$1.42/half gallon or \$2.74/gallon; (2) Extra light (1% fat; protein fortified): \$0.89/quart or \$1.51/half gallon or \$2.86/gallon; (3) Low-fat (2% fat; protein fortified): \$0.89/quart or \$1.27/half gallon; (4) Whole: \$0.89/quart or \$1.51/half gallon. The best-seller among these is non-fat in half gallons.

Thus in Dec. 1994 soymilk in liter cartons is, on

average, 1.71 times as expensive per unit volume as nonfat dairy milk purchased in quarts, 2.05 times as expensive as in half gallons, and 2.13 times as expensive as in gallons. In Dec. 1992 a quart of soymilk was 2.78 times as expensive as a quart of the best-selling cow's milk. So in the last 2 years the price of soymilk has fallen significantly relative to that of cow's milk.

In Oct. 1987, after most soymilk brands were available in liter or quart sizes, soymilk retailed, on average, for \$1.88/quart and cow's milk for \$0.55/quart; thus soymilk was 3.42 times as expensive per unit volume as dairy milk purchased in quarts—compared with just 1.71 times as expensive in Dec. 1994. Since 1987, the average price of soymilk has decreased by 22.4%, while the average price of cow's milk has increased by 54.5% on a quart basis. So the price of soymilk has decreased by 50% relative to the price of cow's milk in quarts over the last 7 years.

2277. Deming, John W., Jr. 1994. Work with Erewhon and the natural foods industry, 1969-1971. Part I (Interview). *SoyaScan Notes*. Dec. 28-29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** John was born on 27 June 1947 in Tacoma, Washington, where his parents were stationed after World War II, though they came from the South. His mother, who was from Arkansas, was the daughter of the founder of Murphy Oil, and the sister of the man who made it into a Fortune 500 company. So John's family was in petroleum business and quite wealthy. Coincidentally, Murphy Oil is also a major soybean grower. John grew up in Louisiana. He attended Tulane University in New Orleans, Louisiana, until 1967, majoring in English. He spent his junior year in Europe (Wales and Spain), then returned to Tulane. He was active with SDS and psychedelics, then dropped out in early 1969.

Buying an old Volkswagen bus with tuition money from his parents, he drove to Vermont. There he helped to develop one of the first communes in Vermont—named Johnson's Pasture and located 15 miles west of Brattleboro—and played a key role in making it work. There were no "macroids" [followers of macrobiotics] in the commune. In May 1969 Deming met John and Chris Abrams at the commune; they would later introduce him to macrobiotics and become close friends. Realizing he had some money from an inheritance (he began to receive substantial amounts of money from various trusts starting at this time) and tired of the commune, he decided to move to California. "That was where the hippie scene was most intense, and I wanted to do my own thing." So he got in a Volkswagen bus with 9 other people and drove to Mendocino County, California.

There, in Sept. 1969, he used part of his inheritance to purchase (from his great aunt who lived in Berkeley) 55 acres of beautiful land, an old fishing camp on the Noyo River and on the Skunk Railroad Line west of Fort Bragg,

California. On the land he started his own commune and lived lightly on the land (which had no electricity) until Aug. 1970. In the summer of 1970 John and Chris Abrams came to California to live with John on his land. (John's father was a well-known heart surgeon and professor at Harvard Medical School). Chris developed terrible eczema on her hands soon after they arrived, but she cured it with a 10-day rice diet—based on the macrobiotic teaching of George Ohsawa. She gave John Ohsawa's book *Zen Macrobiotics*, which he read in one or two nights. This was his introduction to macrobiotics. "I was so taken by the book and so impressed by Chris and by the cure of her eczema, that I decided very quickly to dedicate much time and energy to the philosophy and diet of macrobiotics. I got deeply into it. I read everything George Ohsawa wrote and I was just floored. I went for the whole thing hook, line, and sinker. I wanted to save the world and I thought that this was the way to do it. After using pot all summer, I went on a 10-day rice diet. I had never felt better in my entire life." John now had long hair and a big beard. He soon began to visit Herman Aihara about every two weeks and to learn about macrobiotics from him. After a while, John was the only person left on the land, so in late 1970 he decided to give it to Herman Aihara. Herman later cut down all the redwood trees, sold them for cash, and finally sold the land for cash.

John got into the natural foods movement in 1970. New England, New York, and California were hotbeds of this new-age, vegetarian type activity and John wanted to bring it to the South. He hoped to become a leader of this movement. So he drove to Jackson, Mississippi, where he met a Jewish woman named Renée Rosenfeld, about 55 years old from Belgium, who was really into macrobiotics. They started a little macrobiotic restaurant in her house; they typically served 5-6 people lunch that they prepared themselves. After about 2 months, in Nov. 1970, they started a small natural foods store (about 3,000 square feet, paid for by John) named the Singing River Granary. It was successful as a business. At his store John read a short essay by Paul Hawken published as a brochure, which he felt was the best single statement he had seen about why he was interested in macrobiotics and what the philosophy meant to him. John thought, "I've got to meet this guy Paul Hawken. He has a gift with words." One day in early 1971 Roger and Susan Hillyard from Erewhon drove into town to find out who was buying so much macrobiotic food from Erewhon. Roger was going from Boston to Los Angeles to set up Erewhon—Los Angeles. He loved the store and he said "Any time you want to come to work with us, you're welcome." John took a trip to visit Erewhon—Los Angeles, arriving right after the big earthquake struck the San Fernando Valley near Los Angeles on 9 Feb. 1971. He liked what he saw. Aveline was there, living in a big macrobiotic study house with Tom DeSilva and others. Returning to Mississippi, John sold Singing River Granary in Aug. 1971, moved to Los Angeles, and went to

work with Erewhon. He began by helping Jim Gronemeyer (a very colorful figure) to expand the Erewhon retail store. John met Paul Hawken when Paul came to Los Angeles and invited all the Erewhon employees down to a beach house he had rented at Carlsbad (about 80 miles southeast of Los Angeles). Dora, Paul's wife, was also there, wearing a bikini on the beach, about 6 months pregnant, and looking lovely.

In mid-Sept. 1971 John flew to his cousin's wedding in Boston, then visited the Erewhon warehouse (at 33 Farnsworth St), where he talked to "Big Bill" Garrison, the manager, who offered John a job. "I realized that here I was in Boston at the center of the center, the heart of the heart of everything. A stoned-out hippie in Tucson, Arizona, once told me that Michio Kushi knows more about the Universe than any other person on the planet. I knew I wanted to study with Michio." Continued. Address: 555 Bryant St. #255, Palo Alto, California 94301. Phone: 415-853-1231.

2278. Deming, John W., Jr. 1994. Work with Erewhon and the natural foods industry, 1972-1973. Part II (Interview). *SoyaScan Notes*. Dec. 28-29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: So after 2 months in Los Angeles, John moved to Boston, arriving on 1 Oct. 1971. Other people who were there when John arrived were Bill Garrison, Jimmy Silver, Bill Tara, Paul Hawken and his wife Dora Coates Hawken, and Judy Coates. John moved into the macrobiotic study house on Gardner Road that was under the direction of Jimmy and Susan Silver. He began to work at the Erewhon warehouse. There he met Judy Coates, Dora's elder sister, who was the cook at the Erewhon warehouse. "She was cute as a button, and she was the girl that everybody had their eyes on—though her boyfriend at the time was Norio Kushi. She was just popping around, cooking these great meals."

After 2-3 months of living at the Gardner Road house, John was invited by Aveline Kushi to move into the Kushi house at 62 Buckminster Road in Brookline. John considered this an honor and accepted. Shortly thereafter he grew to know Paul Hawken better. After John had worked for about 3 months in the warehouse (it was run very efficiently and everybody worked very hard), in early 1972, Paul called John into his office and asked him to be Erewhon's first official "salesman." However John was to take no orders, but instead be Erewhon's "ambassador." He would just visit natural foods retail stores across New England and talk about Erewhon's philosophy and products. He drove around in the snow and usually spent the night with one of Erewhon's customers. By the spring of 1972 John had had enough of the job, so Paul asked him to co-manage the Erewhon retail store (which was having problems) at 342 Newbury St.—together with Wesley and Jane. John soon became the sole manager—at \$2.50/hour. "That's where I really came into my own." The store began to do very well financially. Sales

doubled. Paul and John became very close friends. "He was a great guy. Just a wonderful guy, and so charismatic. We felt like together we could take this company to the moon. He urged me to get involved with Judy Coates. The macrobiotic community was very in-bred."

On 27 June 1972 John celebrated his 25th birthday, and to his great surprise discovered that funds from a trust were now available to him. During the next few months he decided to give, then (at Paul Hawken's wise insistence) to loan roughly \$50,000 to Erewhon—at a time when Erewhon was facing its first major financial crisis. John's loan saved the growing company. He and Judy Coates were married in Aug. 1972 in Boston. Paul Hawken and John Deming married sisters, Dora and Judy Coates. John and Judy went to live in Allston, Massachusetts (not far from Boston); Nik and Joanne Amartseff moved in with them. John remembers Nik as a very interesting person whose ancestry was Russian and East Asian. John and Judy's first child, Lhianna, was born in Boston on 27 Sept. 1973.

At some point in about the fall of 1972 John talked to Paul about his wish to invest \$150,000 (a new portion of his inheritance from trusts from his parents and grandparents that had recently become available to him) in Erewhon in exchange for stock. Erewhon was in financial difficulty and needed the money. "We were all new-age guys and we were saying, 'We're doing this for the good of humanity, we don't care about the money.' We were going to set up a foundation, and set up a village outside of Boston where all the people would live and work in harmony on a farm. We had great dreams. I was a good right-hand man to Paul." Paul also worked with a company named Advest, a venture capital company in New England, that planned to raise \$350,000 in a private stock offering for Erewhon. But at the last minute Michio Kushi nixed both deals; apparently he wanted to be the sole owner of Erewhon. Paul Hawken believed that he owned 25.5% of Erewhon and Michio told him repeatedly that he did, but John thinks Michio would never give Paul a document which proved this ownership. Whenever Paul would broach the matter, Michio would create some kind of an excuse, such as saying to him, "Well, actually we're all in this together. There's not really any need to put it down on paper." There was also a little naiveté on Paul's part. John is quite sure that Paul did not actually own any Erewhon stock.

In the Aug. 1973 issue of *East West Journal* Paul Hawken wrote a long, excellent article about Erewhon titled "Erewhon: A biography. The view within." He had some nice words for John Deming: "If there is one person who is 'most' responsible for Erewhon being here today and not bankrupt, it is John Deming, who brought a sense of joy and happiness wherever he went in the company. He assumed the manager's position at the retail store and made it the finest part of the company. His positive attitude was in contrast to the apprehension that all of us shared about the future. He gave Erewhon some money without which we would surely

have failed. On his twenty-fifth birthday John came into a trust which sort of blew his mind. He had known nothing about it. He wanted to just give it to Erewhon, but it is on the books as a loan. It came just in time to pay back overdue creditors and panting bank officers.”

John left Erewhon in late 1973, at the same time Paul Hawken left. Paul went to Findhorn alone in Scotland, came back to the USA and told John how great it was. Paul and Dora lived for 2 months in John and Judy’s house in Lexington, Massachusetts. There Paul and John went into business together, starting a little rice brokerage company named Winton-Gerard (after their two middle names). They sold organically grown brown rice. Then in Nov. 1973 they went back to Findhorn together with their wives and children. Dora was pregnant with her second child, Iona Fairlight Hawken, a girl; her first child was Palo Cheyenne Hawken, a boy [born in 1972]. They were in Scotland for the winter solstice in Dec. 1973, watching the sun barely rise then set in a period of 2-3 hours. Peter Caddy had a charismatic personality. John was the head gardener at Findhorn for the last 2-3 months he was there. To grow those huge vegetables, “We trenched down about 3 feet and put in this incredibly powerful, all natural compost of seaweed and manure. I don’t think it was the elves and fairies that grew those huge vegetables. During the summer the sun is in the sky almost 24 hours a day for 2-3 weeks.” John and Judy returned to America after the summer solstice in 1974.

John and Paul continued to run their rice brokerage company from Findhorn, had many misunderstandings, and later had a big blowup. “Looking at it later, I was very self righteous, and I think we were equally at fault. I would even be willing to shoulder more of the blame. Paul wasn’t an easy guy to work with.”

“I’m very proud of what we did at Erewhon in Boston and the people I worked with. It was one of the high points of my life. The esprit de corps that we had rolling back then was superb. For the rest of my life I have been searching to find that same kind of feeling we had. It was a privilege to work with Paul Hawken and to get to know him as well as I did, even though we had a tremendous falling out later. I went through a period of about ten years when I absolutely hated the guy. But now I like and admire him very much. “The two people who deserve the most credit for Erewhon are Paul Hawken and Michio Kushi. Continued. Address: 555 Bryant St. #255, Palo Alto, California 94301. Phone: 415-853-1231.

2279. Deming, John W., Jr. 1994. Work with Erewhon and the natural foods industry, 1975-1978. Part III (Interview). *SoyaScan Notes*. Dec. 28-29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: In 1975 John got involved with Erewhon again, when the company decided to sell its West Coast operations. John had a lot of dealings with Ty Smith,

and he loaned some money. It is an unpleasant memory for John. He had met John Fountain when Fountain was living in Michio Kushi’s home and studying macrobiotics in Boston, Massachusetts, in the 1972. Fountain ran an ice cream factory in Southern California. They became close friends and are still close friends—Fountain got Deming interested in the philosophy of Andrew Galambos. Deming and Fountain reconnected over an interest in buying Erewhon L.A. “We had decided to go into business together. We looked around, one thing led to another, and we finally decided to buy Erewhon—Los Angeles. I financed the purchase.”

On 1 Aug. 1975 Erewhon, under Ty Smith, sold substantially all of its assets used in operations in California. The selling price was \$350,000, payable as follows: \$100,000 in cash within 15 days of closing, \$100,000 due 90 days from Aug. 15, \$50,000 due in 3 installments in January, April, and July 1976, and \$100,000 due in quarterly installments of \$12,500 each from 31 Oct. 1976 to 31 July 1978. John Fountain was responsible for coming up with all this money.

“I thought I was purchasing it jointly with him, but it turned out I wasn’t; I discovered that I was basically a passive investor in John Fountain’s venture. I had a lot of respect for John’s business talent which, it turns out, was somewhat misplaced. I let John run the business, but I felt very frustrated. If the company had made a lot of money, I would have made a lot too. But the company never made any money. I was pretty naive, though John Fountain didn’t do anything dishonest. It was probably the stupidest business decision of my entire life. The basic problem was that at the time Erewhon was a declining business. Other people were coming along and doing everything better. Erewhon West had financial troubles trying to compete with Nature’s Best and K&L (Kahan & Lessin)—big, established distributors. Erewhon was essentially a middle man, and that was the problem; the middle men were getting squeezed out of that business.”

During this time, John and his family were living in Pacific Palisades. He was studying the philosophy of Andrew Galambos (a brilliant, complex, and learned astrophysicist) largely by listening to him talk. The basis of Galambos’ philosophy was the concept of non-coercion. John notes: “Very briefly, the free market is simply the phenomenon that emerges from *all* non-coercive interactions between human beings (and ultimately all animals). The political state is the phenomenon that emerges (or results) from all coercive interactions. Property is a human being’s body (biological entity) and all non-procreative derivatives thereof. Coercion is any attempted interference in the property of another without that other person’s (the owner’s) permission.”

John Fountain attempted to apply the ideas of Galambos among employees in the daily operations of Erewhon West. For example, he tried to credit and pay people for their ideas to the extent that these ideas contributed to the success of the

business.

That year Deming and Fountain decided to expand Erewhon by opening another retail store—to be named the Erewhon Natural Grocery. Deming, who was living in Irvine, built (from the foundation up) the ultimate natural foods store in nearby Santa Ana, California, about 30 miles southeast of Los Angeles. It was located in South Coast Village, a little shopping center associated with South Coast Plaza—the largest shopping center in Southern California. John’s dream was that this would be the first of a chain of beautiful natural foods retail stores, named Cuisine, which would also cater to the gourmet food crowd. In retrospect, John spent much too much money in building this beautiful store—which came to represent another bad business decision. He hired Bill Bolduc to manage the store, and also hired a professional produce manager. The store opened in Jan. 1977. John and Judy’s second child, Emily, was born on 10 June 1977. At the end of the summer of 1978 John and his wife Judy separated. Continued. Address: 555 Bryant St. #255, Palo Alto, California 94301. Phone: 415-853-1231.

2280. Deming, John W., Jr. 1994. Work with Erewhon and the natural foods industry, 1979 on. Part IV (Interview). *SoyaScan Notes*. Dec. 28-29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In late 1979 John Fountain was obligated to come up with some money for John Deming. Being unable to, Fountain had to relinquish the company to Deming. Deming fired Fountain and ended up taking over Erewhon L.A. under very bad circumstances (“which again proved to be a very dumb mistake”), brought in some professional business consultants to look at the entire operation, we tried several different things but nothing worked the way John wanted to see it work, so John decided to liquidate the entire company and get out. Deming proceeded to sell off the assets piecemeal. There was an Erewhon Natural Foods retail store in Northridge. Fountain sold that store to Deming, and the same day Deming sold it to Tree of Life West. John does not think he made a profit on the sale. Deming found difficulty selling the Erewhon retail store at 8001-03 Beverly Blvd. in Los Angeles, partly because the store was somewhat run down. John Deming (d.b.a. Erewhon–Los Angeles) needed to meet a payroll payment, so he offered to sell the store to Tom DeSilva if he could make the down payment they were asking. Tom got Tyler Smith and Jeffrey Flasher to go in as partners with him and they bought the store. On 13 Jan. 1980, the new owners took over.

Deming sold another large part of Erewhon–Los Angeles to an East Coast vitamin company (sort of a competitor to GNC) that was a division of the same company that owned Marvel Comic Books.

Jimmy Silver and Jeff Hilgert bought the remaining assets from John Deming and in June 1980 they transformed Erewhon West into Pure Sales. Then they defaulted on their

payments to Deming, after writing him a note saying they weren’t going to pay him for various reasons. John was infuriated—it was the last straw. John sued Silver and Hilgert for the money they owed under the contract. They countersued him for \$1.5 million. That scared John, so he proposed that they just forget the suits. He got no more money from Silver and Hilgert.

Also in 1980 John and his wife, Judy, were divorced. The divorce was not related to John’s financial problems. He still feels that Judy is great person. “Her mother’s a saint. I love her dearly. And you’ll never hear a bad word from me about Judy. She is just a fabulous person, and she has been a great mother to our children.”

John returned alone to Boston, Massachusetts, in the spring of 1981 and “basically went into a depression for about a year and that caused me to change my life. I really thought everything through. There were 2 or 3 week periods when I didn’t get out of bed except to get food. I wasn’t married. I had only one close friend (a fellow named Kristen Carlson) but I was ashamed of my poor state of mind and did not allow him to know how bad of I was. Several other friends I had weren’t interested in seeing me because I was such a downer. That was probably the most important year of my life because I came out the other end of it realizing that you’ve got to be master of your own fate. You’ve got to learn—learning is the only option we have in life—and just keep learning and growing. Since that time my life has done nothing but get better and more successful in all ways.” Sober self analysis made John feel down. “I got out of it by dropping that sober self analysis and learning how to think more clearly about life. I read a book by David Burns titled *Feeling Good* and I think that was the turning point of my life. I learned that my feelings were more or less derived from my thoughts.”

After 10 years of being single, John married again in 1988 to a Korean-American woman named Tabitha Lee; they have a 7-month old baby.

John is now thinking seriously about getting back into the natural foods business, in the nutritional supplement market, with some very professional people. They are engaged in negotiations right now.

John believes that one should live without in any way coercing others, and that society should be governed by that principle. He feels that gratitude is one of the most important things in life.

“I believe any social movement is dangerous the moment it turns to political organization or organizations (hence coercion) to achieve its ends. The whole environmental/new-age movement has turned into a horror story. I think the environmental movement is one of the most dangerous forces on the earth right now. There is a very serious and long-term danger to the environment. But the environmental movement response will, I think, cause more pollution and environmental degradation because they call

for more and more government control and regulations. Yet bureaucrats generally don't care about the environment. I think Newt Gingrich and the Chamber of Commerce are just as dangerous in this regard as the environmental movement. Idealists often turn to coercive means, without understanding the social ramifications of coercion—which are horribly dangerous. For example, they want to force everybody to recycle. I also think the women's liberation movement is another very dangerous movement." There were and are very good reasons for concern by women about the way they have been traditionally treated, but their response has been really dangerous. "I am a strong libertarian. I don't even believe in voting. I think it's dangerous." Address: 555 Bryant St. #255, Palo Alto, California 94301. Phone: 415-853-1231.

2281. **Product Name:** Organic Tofu—Extra Firm, with Dulse.

Manufacturer's Name: Twin Oaks Community Foods.

Manufacturer's Address: Route 4, Box 169, Louisa, Virginia 23093. Phone: 703-894-4112.

Date of Introduction: 1994.

Ingredients: Water, organic soybeans, and natural nigari derived from sea water.

Wt/Vol., Packaging, Price: 16 oz.

How Stored: Refrigerated.

New Product—Documentation: Label sent by Jon Kessler. 1996. Jan. 29. "Twin Oaks Community Foods tofu is made by people who live and work together. We are a worker-owned cooperative that is dedicated to cooperation, equality, and non-violence. We take pride in producing this extremely satisfying, premium tofu." A small, round, purple and white sticker that reads "with Dulse" is affixed to the front panel. Another larger round sticker says "Virginia's Finest—Virginia Agriculture." The product is certified organically grown by VAFB in Charlottesville.

Talk with Jon Kessler. 1996. Feb. 9. Bean Mountain Natural Foods (in Weaverville, North Carolina) was one of the first companies in America to make tofu with dulse, and they were making this product when Jon bought their company. The dulse is mixed with the curds before pressing. Jon buys his nigari from Great Eastern Sun, who gets it from Mitoku.

2282. Oser, Marie. 1994. Luscious low-fat desserts. Montrose, Pennsylvania: Chariot Publishing, Inc. 124 p. Foreword by Scott W. Sanders, PhD. 21 cm. [18 ref]

• **Summary:** The many recipes in this vegan cookbook are low in fat (only 3 grams of fat per recipe), use no dairy products or eggs, and contain no cholesterol. Twenty-five attractive full-page color photos show the prepared recipes. The glossary of ingredients contains entries for the following soy ingredients:

"Lite silken tofu—a reduced-fat form of silken tofu. It is sold in aseptic packages in large supermarkets and natural

food stores. Lite silken tofu has 75% less fat than regular silken tofu and does not sacrifice flavor or texture."

"Silken Tofu—a smooth-textured, custard-like tofu that is sold in aseptic packages and is available in most supermarkets and natural food stores. Like regular tofu it is made from soybeans. Silken tofu is an effective egg substitute when used in ¼ cup tofu to one egg proportions. It is also available in soft, firm and extra firm consistencies. I prefer the extra firm consistency."

"Soy buttermilk—a good substitute for dairy buttermilk in baked goods. It is made by adding 2 tablespoons of lemon juice to 1 cup of soy milk."

"Soy milk lite—a reduced fat soy milk that is 1% fat. It is available in large supermarkets and natural food stores." Soy milk lite was first introduced in the USA in March 1990 as WestSoy Lite. Also in 1990 it was introduced in Australia as Sanitarium So Good Lite.

The glossary also defines "Rice milk" as "a delicious non-dairy beverage with a mildly sweet flavor that can be used in place of dairy milk and soy milk. The Rice Dream® brand is available in both original (plain) or vanilla flavors and contains 1% fat and no cholesterol."

It also defines the following sweeteners: Barley malt syrup, brown rice syrup, date sugar, FruitSource (made from grapes and grains), maple syrup, Mystic Lake fruit sweetener, natural applesauce, and Sucanat (granulated organic sugar cane juice).

At the listing for "Tofu" in the index, we are asked to "see lite silken tofu,"—which is used in 33 dessert recipes—including the following (listed alphabetically): Almond streusel cake. Apricot almond custard Austrian apple torte. Banana cream pie. Blueberry custard pie. Chocolate dream pie. Chocolate truffles. Classic pumpkin pie. Lemon yellow icing. Peaches 'n cream parfait. Raspberry banana mousse. Strawberry Nice Cream (creamy frozen dessert like ice cream).

In the introduction to the chapter on cakes, the author says: "One way I achieve a rich cake without eggs or dairy is to use lite silken tofu. Its creamy, custard-like consistency is perfect for replacing the eggs and milk found in traditional cakes. And its low-fat profile will keep you coming back for seconds.

A small color photo on the back cover shows Marie Oser, who has been a vegetarian since 1971. She left a career in TV advertising to pursue her interest in food and nutrition.

Note: The words "low-fat" are hyphenated on the cover but not on the title page. Address: Agoura Hills, California 91391. Phone: 818-707-7353.

2283. Pennington, Jean A.T.; Church, Helen Nichols. eds. 1994. Boves and Church's food values of portions commonly used. 16th ed. Philadelphia, Pennsylvania: J.B. Lippincott Co. 257 p. 1st ed. was 1937. 2nd ed. was 1939. 10th ed. was 1966. [62 ref]

• **Summary:** A highly valued source of reliable nutritional information. Widely used for planning nutritious institutional menus.

Soy is mentioned on pages 62 (shortenings), 63 (soybean oil, regular and hydrogenated), 83 (soy muffin, with soy flour replacing 25% of the white wheat flour), 84 (soy pancake, with soy flour replacing 25% of the white wheat flour), 73 (soybean flour, regular and defatted; whole wheat and soy flour), 114 (meat analogues made by Loma Linda and Worthington Foods), 116 (soybean milk in liquid, concentrate and powder forms), 119 (soy bean nuts [soynuts]), 126 (soy sauce), 142 (soybean mayonnaise, regular and imitation; spread and stick of soybean and palm), 158 (soybean sprouts; soybeans immature [edamame]), 163 (soybean protein). Address: 1. Formerly Instructor of Nutrition, City College of San Francisco, San Francisco, California [Now with U.S. Food and Drug Administration, Washington, DC]. Phone: 202-245-1064.

2284. Rosset, Peter; Benjamin, Medea. eds. 1994. *The greening of the revolution: Cuba's experiment with organic agriculture*. Melbourne, Victoria, Australia: Ocean Press. 88 p. 22 cm. No index. [19 ref]

• **Summary:** Contents: Introduction. 1. Economic development and agriculture in Cuba. 2. The crisis and emergence of a new model. 3. Management of insect pests, plant diseases and weeds. 4. Soil management: A key to the new model. 5. Mobilizing labor. 6. Generating and using knowledge. 7. Conclusion. Literature cited. Members of Fact-Finding Mission to Cuba (Nov. 1992).

Table 1, p. 10, gives comparative statistics on Cuba in 1989 before the collapse of the Socialist Bloc. Food and Health and Cuba's rank in Latin America: Daily calorie intake per capita #2. Daily protein intake per capita #4. Infant mortality #1 (lowest). Life expectancy #2. Doctors per person #1 (most doctors).

Education: Adult literacy #3 (92.4% vs. 95.7% for the USA). Secondary school enrollment #1 (85% vs. 99% for the USA). Teacher:pupil ratio #1 (21:1 vs. 24:1 for the USA). Percentage of university students who are women #1 (54% vs. 50% for the USA).

Economy, Agriculture, and Science: GNP per capita #3 (\$2,000 vs. \$19,840 for the USA). Grain yield #2. Population per scientist or engineer #1 (most scientists). Movie attendance per person per year (#1, 8.5 times). Theater attendance per person per year (#1 in the world, 2.6 times). Museum attendance per person per year (#1, 0.8 times). Physical Quality of Life Index—as evaluated by Overseas Development Council #1 (11th worldwide, USA is 15th). Address: 1. Entomologist and Agricultural Ecologist, Stanford Univ., Stanford, California; 2. Cofounder, Global Exchange, San Francisco, California.

2285. Shurtleff, William. 1995. *The contribution of Erewhon*

to the natural foods industry in America (Overview). *SoyaScan Notes*. Jan. 9. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Erewhon Trading Company was the key pioneering company in the U.S. natural foods industry. It played a major role in creating this new industry and for many years was the leader in new ideas, product development, and distribution. Even though Michio Kushi started Erewhon, Paul Hawken was the company's heart and soul, and the main visionary; If Michio had built Erewhon according to his vision, it would have ended up much more Japanese. Paul was the pioneer in conceiving the early structure of the natural foods industry. Most of the natural food stores were based on the country store motif of 342 Newbury St., and many of the early natural foods distributors were built on the same model as Erewhon with much the same product line.

Paul focused on developing organically grown foods, finding and training farmers to grow such foods, and making each a commercial reality for Erewhon. Address: Founder and Director, Soyfoods Center, Lafayette, California 94549. Phone: 510-283-2991.

2286. Tara, Bill. 1995. *Early work with Erewhon and natural foods (Interview)*. *SoyaScan Notes*. Jan. 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bill Tara was born and raised in Santa Cruz, California. Bill and Paul Hawken were roommates in San Francisco, living in a studio in the warehouse district. Paul was single and Bill had a girlfriend named Renee. Bill and Paul worked together, doing light shows for rock and roll concerts. They also produced some concerts together. They began practicing macrobiotics together in San Francisco in about mid-1966. They learned about macrobiotics from Roger Hillyard (who was also doing light shows in San Francisco), who gave Paul the little yellow-covered book by George Ohsawa titled *Zen Macrobiotics*. Paul started following the diet as prescribed in the book in an attempt to cure his asthma. Bill became interested in macrobiotics at about the same time because he had always been interested in Eastern philosophy, but he had never realized that it might be applied to diet and food. Peter Milbury was also in San Francisco and interested in macrobiotics.

Paul left San Francisco in about mid-1967 to visit a rock and roll club in Washington, DC, for whom he was designing a light show. After that meeting, he went to Boston to meet with Michio Kushi. He was impressed, so he returned to San Francisco, settled his affairs, and moved to Boston. A month or so later, Bill and his girlfriend Renee also moved to Boston, where Bill began to work at the Erewhon retail store at 303-B Newbury Street (below street level).

In Nov. 1968, on Thanksgiving day, the Erewhon retail store moved up and across the street to a much bigger and nicer location at 342 Newbury St. The next day, after moving

the store and attending big party to celebrate the move, Bill left Boston for Chicago to start his next venture. Michio has asked Bill if he would like to go to Chicago to help set up a macrobiotic store and center. Several people in Chicago were already interested in macrobiotics—Vincent (a jeweler) and Lillian Barseviech (who later went to Boston and lived and cooked in the Kushi house for a long time). Bill found the idea to be interesting and it also gave me an opportunity to do a little teaching about macrobiotics, which was becoming his main interest. In downtown Chicago, several weeks after arriving (in December 1968) Bill opened a little macrobiotic food store, named the East West Center, on the tenth floor of an office building in the Loop. Vincent and Lillian had the space ready when Bill arrived with a stock of foods from Boston. He sold foods, gave lectures several nights a week, and organized potluck dinners. Later John Palumbo (a shiatsu practitioner, still works in Chicago as a shiatsu therapist) also starting giving some talks.

After about 9 months, in the autumn of 1969, Bill received a call from Aveline Kushi in Los Angeles, who asked him if he would go to Los Angeles to help her there. Again, he liked the idea so he moved to Los Angeles, taking up residence in the study house started by Aveline at 7511 Franklin Ave. He was soon at work starting another macrobiotic and natural foods retail store, called Erewhon—Los Angeles, at 8001 Beverly Blvd. He started the store because Aveline felt the need for a good place to buy macrobiotic food in Los Angeles—and because he was bored. Two students of macrobiotics, Don Honoroff and John Fountain, found the store location; they were two of the first students to live at Aveline’s study house. Bill did the carpentry and soon opened the store in about September 1969. In October Bruce Macdonald arrived from Boston and helped Bill finished construction, building a walk-in and build more shelves. Bruce took over as manager of the store almost immediately. Bill focused on building up a wholesale distribution company, driving food up and down the Pacific Coast. Since the store was not capitalized at all, Bill needed to sell food fast to pay the bills. Distribution began in about November 1969, as soon as they got their first drop shipment of natural foods from Japan. Paul Hawken, who was in Japan, arranged to have part of a container dropped in Los Angeles, then the rest shipped on to Boston. That was probably the first shipment that Paul supervised from Japan. The first food was wholesaled on a delivery basis. Bill got a pick-up truck and, as driver, began delivering to about 10 small natural food stores, often run by hippies, in Santa Barbara, San Luis Obispo. He sold the food out of the back of the truck—cash and carry. “Come out to the truck and look what we’ve got here.” Without knowing it, Bill had started America’s second natural foods distributing company—After Erewhon—Boston. Erewhon—Los Angeles also bought foods from Arrowhead Mills and a few sources in California. Bill also taught macrobiotic classes in the big living room of

Aveline’s study house. Other speakers included Jacques Delangre, Herman Aihara, and Teizo Okada (of Muso Shokuhin). Bill also taught some classes up the Pacific Coast, as in Santa Barbara (surfers had a little natural foods store) and San Francisco (at a house where Peter Milbury lived on the Panhandle). Bill taught things he had learned from Michio Kushi’s lectures and George Ohsawa’s books.

After about 9 months in Los Angeles, Bill returned to Boston and started to work at the Erewhon warehouse that was just about to open at 33 Farnsworth Street. He helped renovate the building. Other people who Bill worked with were Roger Hillyard, Wally Gorell, Jim Docker, and a guy named Richard (from New York) who eventually started Erewhon Farms. Erewhon Farms was composed of a group people who went back to the land near Keene, New Hampshire, started a sort of commune with a little natural foods retail store, and were growing produce (such as kabocha and daikon) organically for Erewhon. They struggled there for several years and then dispersed.

After Paul Hawken returned from Japan, he (and maybe Roger Hillyard) began to push for a stock option program in Erewhon for the people who had worked for the company for a long time, basically free of charge. Nik Amartseff was included in these talks, since he had brought in a lot of expertise. That is when the trouble started. Michio said, “We’ll work this out, but right now the company is willing to give all of you a kind of bonus. You can either decide to travel for a while at Erewhon’s expense, or you can take a cash payout.” Bill decided to travel, so Erewhon agreed to send him around the world, and to pay both his transportation and living expenses. That is when he made his first trip to Europe (including London), across the Middle East, and into India. He was supposed to collect information for the company on business opportunities in various countries, what products were available, etc. Address: Nova Healing Arts, 370 South 43rd St., Boulder, Colorado 80303. Phone: 303-499-7234.

2287. McFadden, Barclay. 1995. History of Llama, Toucan & Crow, Lama Trading Co., and Stow Mills (Interview). *SoyaScan Notes*. Jan. 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Llama was started Jan. 1973 by Bob Swanson as a little nameless natural food distributor in the basement of The Good Life, a natural food retail store in Brattleboro, Vermont. Swanson was employed as a clerk at the Good Life. The distribution operation started because The Good Life found it difficult to get good natural foods as far north as Brattleboro; Balanced Foods was the only distributor of any consequence in the area at the time, and their service was irregular, their products were expensive, and they carried more pills than foods. Swanson would drive his pickup down to New York and buy foods from a distributor named Motel (run by a man named Lenny). Soon other natural food

stores learned of Swanson's activities, contacted him, and he began buying for those stores as well as for The Good Life. Soon Swanson's natural foods distribution business outgrew the basement of The Good Life, so in 1974 he moved his operations into a small building in Greenfield, Massachusetts, located about 20 miles south of Brattleboro.

Bob Swanson, Howard Rower, and one other person [George Hannides, pronounced HAN-uh-dees], had all put money or sweat equity into the company as it was getting started. They were having a difficult time agreeing on a name. Barclay has heard that when they couldn't come to an agreement, they each decided to choose their favorite animal. Barclay thinks that Swanson chose the llama, he would bet that Rower chose the crow, and the third person must have chosen the toucan. So the company was named Llama, Toucan & Crow. In 1975 the company moved back to Brattleboro, where they bought an old 5-story frame building at 21 Frost St. The building was a logistical disaster, and it was not the same building that Bob Swanson had occupied prior to moving to Greenfield. They had their own flour mill.

In late 1975 and early 1976 the company got into financial difficulty. In May 1976 Barclay bought 95% of the business from Swanson, Rower, Petty Perry (the former owner of the Good Life), and many small shareholders. Some of the original shareholders kept the remaining 5% of the stock, but Barclay bought them out 7-8 years later. Barclay acquired Llama immediately after graduating from the Business School at the University of Virginia. He had some experience in the food business while working for Distribuco, an institutional food service distributor in California. He also spent a year in the cotton business.

One of the first things Barclay did after becoming the majority shareholder was to change the company name to Llama Trading Company.

In 1976 Jane McFadden, Barclay's wife, opened a natural food store named Llama, Toucan & Crow in downtown Brattleboro, Vermont, but it had no financial connection with the wholesale distributing company which had formerly had the same name. Nor was Jane ever actively involved with Barclay's distributing company.

In the spring of 1977 Barclay moved his distributing company to 33 Riddell St. in Greenfield because that was the only building he could find in the area that was suitable, i.e. that was large enough, that the company could afford, and that was located reasonably close to where the company's employees lived. The company stayed in Greenfield for a few years, but then outgrew their building.

In 1979 Bill Miller decided to sell Stow Mills. The company was an old-line pill distributor that was started in 1969. Since Stow had a large share of the food supplement business in the region and Llama carried almost exclusively food products, Barclay thought that a merger would make a lot of sense. He knew he could hold onto his natural food customers, but he was not sure he could hold onto Stow's

pill customers, so he decided to keep the Stow Mills name for the company formed by the merger, even though Llama bought Stow. Richard Youngman had joined Barclay as a shareholder at the time they bought Stow Mills; Richard is still a shareholder.

In 1980 the new Stow Mills moved back to Brattleboro, Vermont, relocating on Quinn Road. In 1981, after Erewhon declared bankruptcy, Stow Mills purchased Erewhon's inventory plus a little extra for good will for less than \$100,000. Stow Mills picked up most of Erewhon's natural foods store accounts. In about 1984 Stow Mills bought (at a liquidation) the remains of New England Health Foods, a distributor that had started in about 1979. In 1986 Stow bought New England Organic Produce from Gene Fialkoff. In 1988 Stow moved from Brattleboro to Chesterfield, New Hampshire (relocating on Stow Drive). In 1991 Stow bought Beautiful Foods, a distributor in Philadelphia.

During these years, about 70-80% of the company's growth has been internal and the remainder has been as a result of acquisitions. In the summer of 1993 Stow opened a new facility (a distribution warehouse plus offices) near Gettysburg, Pennsylvania.

Today Stow is primarily a natural food distributor, with about 85% of their sales being of natural foods, and with most of the rest of being supplements. Stow is the second largest natural foods distributor in America, after Tree of Life. Stow and Tree (through Balanced Foods, which is owned by Tree) are strong competitors in New England, the Northeast, and the Mid-Atlantic regions.

Barclay does not know how to contact Bob Swanson. Address: CEO, Stow Mills, Inc., P.O. Box 301, Stow Dr., Chesterfield Corp. Park, Chesterfield, New Hampshire 03443. Phone: 603-256-3000.

2288. Rower, Howard. 1995. History of The Infinity Company and Infinity Foods. Part I (Interview). *SoyaScan Notes*. Jan. 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Howard grew up in a Jewish family in Boston, Massachusetts. In about 1964 or 1965 he got interested in macrobiotics. John Hammond, his next door neighbor and a blues singer, was involved in macrobiotics and he told Howard about it one day. So Howard went to the Ohsawa Foundation in New York City, which was run by Irma Paule in those days. He bought some groceries from her and began practicing macrobiotics. George Ohsawa came to New York in 1965 for a summer camp (See Kotzsch 1985, p. 137) and Howard met him. "Ohsawa said he was looking for a guy like me and he wanted me to grow rice in New York state. I found out that was a pretty impossible task so I asked him to pick something easier. He said 'Okay, grow kuzu.' I said, 'Okay, when you get back to Japan, send me some kuzu plants.' And he said, 'Oh no. That's not the Zen way. The Zen way is for you to do it yourself, now.' I spent about

6 months finding out what a kuzu plant was. Finally I got some old agricultural bulletins that described how good kuzu was, then later described how bad it was. I finally managed to find somebody in the South who dug up some kuzu in the winter and sent it to me. I grew it in my garden in New York. The next year when Ohsawa came, I sat him down under this huge kuzu vine, like an arbor, at the back of my house. I said 'There's the kuzu you wanted.' I took some of the kuzu roots and actually extracted kuzu from them and put it in a test tube. I showed it to Ohsawa, told him it was the first kuzu ever extracted in New York, and gave him the test tube. He was astonished and delighted. He said, 'Now we have to begin to work. I knew I was right. You *are* the man I'm looking for. You must begin to import macrobiotic food products from Japan at once. I will ship them to you.' So we started this relationship and in 1965 I began importing foods from Ohsawa in 1965. He used to send me tamari [soy sauce] and miso in beautiful little 18-liter wooden kegs, tied with rope." Howard sold these products to health food stores and to Michio Kushi.

Also during 1965 Howard read a book about grain and he got very interested in freshly-ground flour. A grain of wheat is alive, but as soon as you mill it, it dies. After 5 days the taste and nutritional value have both declined. So people should mill flour, then keep it refrigerated, and use it as soon as possible. So Howard bought a little home flour mill, and set it up in his house. He ground some wheat flour, his wife made some bread, and they really liked the bread. They served the bread to friends who came to dinner, then they wanted fresh flour, so he made flour for them. Pretty soon he was delivering flour to people, then a health food store wanted to sell it, so he had a label made, even though he didn't have a company name at all. So he threw the *I-Ching* to help him choose a name. The hexagram was "Perseverance Furthers." He was going to name the company "Thomas J. Perseverance" so it would sound like a real person. His brother, who was visiting at the time, said "That's a stupid name. You might as well call it Infinity if you're going to have a dumb name." Howard liked the name Infinity, and decided to name his company The Infinity Co. However, later he did have some labels printed on which Perseverance Foods was the company name—just for fun. He once had a lawyer named Bill Pratt, so he sold "William Pratt Old Barrister" brand honey. One of his children pinched his thumb in the flour mill at home and his wife became concerned that a more serious injury could happen. Moreover everything in the house began to dusted with a thin layer of flour.

Howard started The Infinity Company in about 1965 at 188 Duane Street in New York, in the lower Manhattan neighborhood named Tribeca. It distributed, imported, and manufactured natural foods. George Hannides (pronounced HAN-uh-dees) came to work with him, and he later became a minor working partner.

Howard had a friend who practiced karate in a loft at 188 Duane Street, and his landlord gave Howard a small space that had a desk in it on another floor of the same building. So Howard moved in his mill and started doing business as The Infinity Company. Within 2-4 years Howard incorporated the company and changed the name to The Infinity Food Company. Then the health food stores began asking Howard to make other kinds of fresh flour, such as rye flour or corn meal. He did, and soon the product line had expanded to 250 different products. Eventually he had two 30-inch flour mills plus a 24-inch mill and some little 8-inch ones. He had a room full of mills, and milling was a large part of Infinity's manufacturing business. In addition, at one point, the company was getting truckloads of dried fruit and of fruit juices from California, plus jams and jellies made without sugar from the City of Industry, California.

"Michio Kushi was operating out of a house on Harvard Square in Cambridge. He was selling groceries in the hallway. He had started out in New York, then he ran into some kind of terrible financial trouble. He fled to Cambridge to avoid his creditors. His wife, Aveline, ran the business and he was the guru. In the early days, Michio was Erewhon's biggest asset. He used to go around and lecture, then people would say 'Where can we get this food,' and he'd say 'Go to Erewhon.'" Howard is not sure whether or not he ever sold products to Erewhon in the early days. Howard is not sure whether or not he began importing foods before Erewhon. "Erewhon didn't have any kind of an operation going on when I had my warehouse. They became important later. In the beginning, they may have been getting some products from Ohsawa in Japan at the same time I was. Erewhon was located in the Kushi house in Cambridge, where a few of the real loyal macrobiotics lived with the Kushis and helped to pay the rent. They had sort of a grocery display in the hall, and they sold some foods. In the early days, Erewhon bought miso, tamari and other typical macrobiotic products from Infinity." Continued. Address: 84 MacDougal St., New York, NY 10012. Phone: 212-982-3620.

2289. Rower, Howard. 1995. History of Llama, Toucan & Crow and its relationship to The Infinity Food Company, Inc. (Interview). *SoyaScan Notes*. Jan. 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In about 1965 Howard started The Infinity Food Company in New York City, as a distributor of macrobiotic and natural foods. "My totem animal is the crow. I've always been a crow, since I was a tiny child. Everyone knows what animal they are with hardly any reflection." A guy named Bob Swanson showed up one day when Infinity was located at 173 Duane St. Swanson came from the mountains, and he was a llama. He told us that he had friends who had natural or health food stores up in the north. "When they want your food, they either have to come and see you, or you have to ship to them, and the whole thing is a pain in the neck for

them. So I want to distribute to them, but I have no money, yet a lot of energy. Can we work something out? Will you give me a break in the price.”

“I asked him what animal he was and he said he was a llama. Then I introduced him to my partner, George Hannides (pronounced HAN-uh-dees), who was a toucan; he has a great nose and he’s really proud of it. So we said, “All right, let’s go partners. We’ll set something up. We rented a truck, formed a company named Llama, Toucan & Crow, and put up \$2,000. Each of the three of us put up \$600 and the Infinity Company put up \$200; that’s how we divided the stock. Swanson called up all these health food stores in an area that he thought he could reach, and got orders from them. We gave him (and only him) a 5% discount off our catalog price, the price paid by the retail stores. He charged the stores he sold to our catalog price plus 5 cents a pound. For \$2,000 we rented a truck and got a telephone so that he could operate out of the cellar of The Good Life. Bob would come to New York City once a week with the truck, fill it up, then deliver the foods. We three were sworn to secrecy about the price break we were giving him. Then he went to Mottel Sugar and Baking, told Mottel that he had started a little company, and asked if he could buy at 5% off Mottel’s catalog price. Mottel said ‘sure.’ But if Mottel had ever known that we at Infinity owned the company with him he never would have done it, because we were competitors with Mottel. There was an interesting guy named Mottel—that was his first name (Mottel is apparently Jewish for Morris) and everybody called him Mottel—in the pushcart days in the lower East Side. But his real name was Morris Marks. He came to America early in this century. I knew him from when he was 80 until he was almost 90 years old. Mottel had a son named Jack Marks (who was somewhat mentally retarded and ne’er-do-well) and a son-in-law named Lennie. Mottel brought Lennie (a licensed electrician) into his big, profitable business to run it. Mottel worked hard every day. He was under 5 feet tall and he was really skinny. He would point at you with his forefinger when he was talking and to emphasize what he was saying he would hit you in the chest with his outstretched finger, bam, bam, bam, until it would begin to hurt. People really feared him. Moreover, he would never give credit to buyers, but required cash payment on the spot. He used to say. “I went to fart the other day and shit in my pants. If I can’t trust my asshole, I can’t trust you. You don’t get any credit.” Imagine an 80-year old man saying this to you with a Russian accent while poking you with his finger.

Then Bob went to Bazzini, a manufacturer and distributor who specialized in nuts and nut butters, and Bazzini gave him the same deal. He also went to the Cabot Vermont Cheese Cooperative and he bought cheese, which he then sold in New York.

Swanson worked for a few months at The Good Life, then he rented a warehouse in Brattleboro, then he moved

Llama to a bigger warehouse in Greenfield, Massachusetts. The company began to accumulate an inventory after a while. Other people gave them credit then they did a couple of really sharp deals with trucks. Lennie sold two old trucks to Swanson, then Swanson used them as down payment on brand new trucks, but they kept the refrigerated bodies and put them on brand new chassis. Within 1-2 years of its founding, Llama had refrigerated distribution. They began distributing farther and farther west.

Howard did not pay attention to the details of Llama’s operations in Massachusetts and Vermont because he was busy in New York City running Infinity. Besides, it was a secret; no one knew Howard was a stockholder in Llama. Everyone thought Bob Swanson was the sole owner. Llama moved back to Brattleboro into an old wooden book distributors warehouse; he thinks it later burned down. Then there was a big strike within Llama. The workers felt that they should own the company. A guy named Morgan was the head communist. Swanson couldn’t take it when all his buddies, these commune hippies, rose up against him. He disappeared, then he came back and resigned. Suddenly Howard became the chairman of the board of Llama. “George and I put down the strike and sold Llama to Barclay McFadden, who had a little money that he had inherited. He wanted to run the company, and felt he could, and by then George and I had had enough.” Howard was not aware that there were other shareholders in Llama besides himself, George, and Bob. After selling his shares for a reasonable sum, Howard lost track of the history of Llama. Address: 84 MacDougal St., New York, NY 10012. Phone: 212-982-3620.

2290. Rower, Howard. 1995. History of The Infinity Company and Infinity Foods. Part II (Interview). *SoyaScan Notes*. Jan. 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** “A Rabbi came and inspected, and we had a kosher seal on everything, because there were Hassidics who wanted to become macrobiotic and couldn’t eat our food unless it was certified by a Rabbi—who we paid \$500 a year.” As he spent time with owners of health food stores, he became interested in organically grown foods. Then he began importing—peanut butter in 500 lb pails from Argentina because the peanuts there were grown without any chemicals.

Within the first two years Jason Hammond, John Hammond’s younger brother, began to work for Howard. John Hammond also worked with Howard for a while, milling flour. The company grew very quickly. So Infinity was moved from 188 Duane St. to 171 Duane St., then to 173 Duane St., and finally in about 1974 to a 30,000 square foot warehouse 157 Hudson St. By this time Infinity was a big macrobiotic and natural food distribution company.

In April 1966 George Ohsawa died. Shortly thereafter

Howard went to Japan. He found that Ohsawa did not own or control any companies. “He just went around to traditional Japanese food manufacturers whose methods he liked, he bought the foods and just re-sold them to me.” Mitoku and Muso still operate this way, as trading companies. So Howard traveled around to visit various food producers, made contracts with them, and began importing directly from them.

In about 1967 Bob Kennedy from Chico-San in California came to New York and offered to buy Infinity Foods. “He felt we were a threat to each other. He feared me as a competitor and wanted to eliminate me. Erewhon wasn’t that big yet; they only started in April 1966.

In 1968 Howard got involved with scientology and “that just destroyed my life. It was also the downfall of Infinity Foods. It took all of my energy, and eventually I had no energy left to run my company. So in about 1976, the year the company had its largest sales ever, I just went out of business. I declared bankruptcy and closed the doors. It was the saddest day in my whole life. It was horrible. George Hannides’ doctor told him that if he kept working at Infinity his wife would soon be a widow, so he left, exhausted from the stress, and started selling restaurant equipment. And Jason Hammond was in the army by then. I still have scars from that. My whole family does. It’s a terrible and scary thing. You just have to really be careful.”

Howard didn’t even try to sell his growing company which was in a growing industry. “When one is half crazed from being part of a religious cult, one isn’t really sane. I wasn’t trying to get out. I was trying to focus on straightening my life out when actually my life was already straightened out. It was a terrible trap. In the end I had to choose between scientology and Infinity, my company, and I chose the wrong thing. I lost it. It’s really sad. I feel like I’ve always been in a hole, and always climbing out of the same hole. I’m just like anybody else. I just lead my life. I just keep trying to move forward.”

Howard describes himself as a “pack rat” and a Gemini. He has an entire warehouse full of “stuff,” including documents, including some early catalogs from Infinity. Howard now owns and manages real estate in lower Manhattan, and he raises beef cattle on a big ranch (1½ million acres) in Central Australia. He had a gallery in Soho where he sold Australian aboriginal art; he closed it 3 months ago but he plans to re-open it soon in Tribeca. Long after he closed Infinity, Howard spent time in Australia with aboriginal people, and he has been adopted by an aboriginal family. Now he rarely goes to his offices any more. He now runs his businesses mostly from his home at 84 MacDougal St. in Greenwich Village by talking with secretaries by phone. Address: 84 MacDougal St., New York, NY 10012. Phone: 212-982-3620.

2291. Bolduc, Bill. 1995. Work with natural foods in

California, including Erewhon (Interview). *SoyaScan Notes*. Jan. 23. Conducted by William Shurtleff of Soyfoods Center. • **Summary:** Bill left Eden Foods in 1973. Then he spent some time in India, where his spiritual teacher, Muktananda, had an ashram in Ganeshpuri. Shortly after returning to America, he helped a fellow from Ann Arbor, Michigan, start an business importing products (such as incense) from India to be sold at Muktananda’s ashrams around America.

Then he was contacted by John Deming, who asked him to help build, open, and manage his state-of-the art natural foods store in Santa Ana, California, about 30 miles southeast of Los Angeles. Bill moved to California in 1 Oct. 1976 to begin work on renovating the inside of the building, which was part of a small shopping mall named South Coast Village. He and his wife flew to California and rented a house nearby. The interior of the store was gorgeous, with custom bulk bins built specially for the store, etc. Bill hired the staff and the store (named something like Erewhon Natural Foods) opened in Jan. 1977. As manager, Bill was responsible for making the store profitable. By about Feb. or March 1977, Bill had mapped out an entire solid advertising and promotional program, with sales projections and all. He asked Deming how much money he could spend on advertising. Deming said he was sorry but had no money to spend, not even for printing leaflets to distribute by hand. Bolduc quit on the spot. He had no idea of the other financial problems related to Erewhon–Los Angeles that Deming was facing at the time.

After leaving Deming’s store, Bill did a few odd projects, then in about August 1977 was hired on a project basis to help Phil Parente / Parenti to ease out of Pure & Simple in San Jose–after Roger Hillyard quit. He worked in and around a huge warehouse in San Jose; there was still a sprouting operation and they made nut butters. All of the operations staff left San Jose in Dec. 1977 so no shipments were made after that, but the accounting staff stayed as the business was being closed.

After that Bill was hired as marketing manager by Larry Brucia at Marin Foods. He had an office in San Rafael and commuted to the store across the San Rafael bridge. Bill worked at this job for several years, then he had to move back to Cincinnati with his two boys (of which he had custody). Address: Owner, 4015 Cherry St., Cincinnati, Ohio 45223. Phone: 1-800-514-3683.

2292. Silver, Jimmy. 1995. Purchase of the Erewhon and Pure & Simple brand names from John Deming (Interview). *SoyaScan Notes*. Jan. 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** From the day that Jimmy began to work for Erewhon–Los Angeles in 1976, he always believed that John Fountain owned the company and that John Deming was only an investor. “For years, John Fountain ran that company into the ground. I have no idea why Deming wasn’t paying

attention to what was happening. Then Deming showed up and said to me ‘Listen, this company really belongs to me, and I need to know what you think about what’s happening.’ I told him, then he said ‘I’m going to get rid of Fountain and I really need to have you stay. It’s going to be a great opportunity for you.’ But when he found out what was really happening, and there was going to be work involved, he became somewhat dismayed by the whole thing. It was totally bizarre.”

So Jimmy stayed on and worked for John Deming, who sacked John Fountain in late 1978 or early 1979. Jimmy then hired Jeffrey Hilgert. In early 1980, Jeffrey negotiated with Shade Foods (a maker of yogurt toppings in Belmont, California) for Erewhon–Los Angeles to buy the Pure & Simple name, plus a few jam products, from Shade. No physical assets were purchased. Payments were made over a period of several years.

Jimmy had recommended to John Fountain that Erewhon–Los Angeles be converted from a wholesale distributor to a master distributor of branded products that were sold nationally. When John Deming came in, he liked the idea and told Jimmy to make the change. So Jimmy arranged for K&L, Nature’s Best, and many other distributors to take on the line of products that Erewhon–Los Angeles had formerly distributed for itself. The Erewhon–Los Angeles warehouse and offices were moved from Vernon to Santa Ana, California. The Santa Ana warehouse was much smaller—no more than 8,000 square feet. It housed only the imported Japanese products and Johnson’s Spaghetti Sauce.

When Jimmy and Jeff Hilgert bought Erewhon–Los Angeles from John Deming in mid-1980, they basically wanted the right to use two names: Pure & Simple, and Erewhon. Erewhon–Los Angeles was a very small company, with sales of only about \$35,000 a month at the time, and there were large debts which Silver and Hilgert agreed to pay off for Deming. “He said, ‘I have to have this amount of money’—which was a ridiculous sum. He should have just given us the company and walked away. It wasn’t really worth anything, except that it had these two valuable names—if it could control them.

“John presumably had an agreement with Michio Kushi which allowed him to use the name Erewhon in exchange for paying royalties—a percentage of the sales of the business—to Michio. This is what all the subsequent problems hinged on. After Erewhon went bankrupt, they informed John (without our knowing it) that they were going to require us to stop using the Erewhon name—because we had no right to it, because Deming had never executed the appropriate documents with Michio and wasn’t paying Michio any royalties. The agreement that John had told us he had with Michio—that he had sold us—did not exist! By the time we discovered this, we had already paid him something like \$80,000 to \$100,000. I didn’t find out until much later that

Erewhon notified him that they were going to withdraw the use of the name from him. At that point, John came to us and said ‘Look, you still owe me several hundred thousand dollars for the business, but I’d like to accelerate the payments because I really need cash, and in exchange I’ll reduce the amount of money you owe me to \$250,000.’ He wanted us to pay the balance due over 6 months rather than over something like 5 or 10 years. So we began accelerating the payments. He knew that both he and we would be sued by Erewhon, but we didn’t know it. After we had paid him \$180,000 of the \$250,000, Erewhon sued us. We went to John and asked him to defend us against the Erewhon suit since we still believed he had this agreement with Michio. Even though we had paid him \$180,000 and were in the process of paying the rest, he refused to defend us. He told us it was our problem, that he didn’t think it was a productive use of money, and that he thought he thought we should just walk away from it. So Jimmy hired a lawyer to defend himself, and asked John to produce a copy of his signed contract with Michio. I guess we neglected to scrutinize his agreement with Michio at the beginning because we trusted him and he had been using the Erewhon name for years. John did show us a copy of a written agreement at the time we made the deal, but the agreement had time frames on it, and it had to be renewed and renegotiated, and he said he was in the process of doing that. I learned a lot from this experience, but the tuition was high.

“In June 1980 we signed the agreement to purchase Erewhon–Los Angeles from John Deming, then we renamed it Pure Sales, which had two major lines of branded products: Erewhon, and Pure & Simple—plus Johnson’s Spaghetti Sauce. At the same time we were paying Deming, we were also paying Shade Foods for rights to use the Pure & Simple name. We took Deming’s business from \$35,000 sales a month to about \$350,000 a month within about a year.

Concerning names: Erewhon–Los Angeles had been a natural foods distribution company in Vernon, California, run by John Fountain. There was a time when Jimmy used both the names Erewhon–Los Angeles and Erewhon West, then Erewhon West took precedence as a name when the company became a master distributor of branded products and its products began to be distributed nationwide. The name change took place before Erewhon–Boston declared bankruptcy.

“After Erewhon refused to allow us to use the Erewhon name, we had to come up with a new name and re-label all our products in 90 days at a cost of something like \$50,000 to \$90,000. I called the pasta “Johnson’s” and the tamari So’ Tamari, So’ Pasta, etc.” John had had his lawyer, Fred Marks, write several very specific sentences into the agreement describing the conditions under which we would not have to pay John. There was a hearing in Boston, Massachusetts, and we had to go before a bankruptcy judge there. When we lost the lawsuit, because there was no valid agreement

between Deming and Kushi, our lawyer asked the judge to issue the order in the language that Deming's lawyer had written into our contract. And he did and the judge did. We got a court order losing to Erewhon but it was worded in John's lawyer's language. So we went back to John and said 'We're not going to pay you for the balance due.' We told him we thought he should pay back the \$180,000 we had already paid. He refused. After a month or two he sued us for the \$50,000. So we counter-sued him for everything that we had paid him plus our costs of relabeling—a total of about \$250,000 to \$350,000. John came to us and said that he would drop his suit if we would drop ours. We did not pursue our case because we wanted to focus on our booming business and we did not have the resources to prosecute a lawsuit—nor were we willing to go through the emotional energy drain. So we walked away from it. John had lots of money and for him the whole thing was like a monopoly game. Address: President, Pure Sales, P.O. Box 5116, Irvine, California 92716-5116. Phone: 714-540-5455.

2293. Oates, Bill. 1995. History of The Good Life, and Llama, Toucan & Crow (Interview). *SoyaScan Notes*. Jan. 25. Conducted by William Shurtleff of Soyfoods Center. • **Summary:** It was Bill's idea to start The Good Life, which opened in March 1971 as a natural food retail store at 80 Main Street in Brattleboro, Vermont. Brattleboro was a very active center of the counterculture in the late 1960s and 1970s. In 1964-65 he had lived in Indonesia, where he was doing research for his PhD dissertation on a peasant revolt in West Java, and he grew to be very fond of tempeh. Back in the USA, he entered academia at Lyndon State College in Lyndon, Vermont, teaching Chinese and Southeast Asian History during the Vietnam War. Bill was partners in The Good Life with Peter Strong and Patricia Perry. Bill and Peter were hippies at the time. Peter, who had been a student of Bill's, had worked with David Hatch, who owned and ran Hatch's, in Saint Johnsbury, Vermont. Hatch's may have been the earliest natural food store in Vermont; they did not carry supplements. For a while Peter Strong ran Hatch's.

When the three partners opened The Good Life in March 1971 they sort of used Hatch's as a model. Many of their original employees came from the Total Loss Farm Commune at Packer's Corners in Halifax, Vermont. The commune still exists (they used to make many baked goods for The Good Life), and a book was written about the group. There were some problems in getting good quality natural foods. The Good Life didn't carry vitamins or supplements. Like Hatch's, they would buy some foods from Erewhon in Boston, Massachusetts (Paul Hawken served as a wise advisor for them), and they would also drive a van farther south to New York City, where they would buy from Richter Brothers, Bazzini Nut Co. and others. In New York they would go to Chinatown and buy tofu from a Chinese manufacturer on Mott St. [probably Fong-On]. Prices of

some goods were lower in New York City, Erewhon didn't carry everything, and "frankly they were very disorganized as a business. Paul Hawken was more of a thinker than a manager—a fascinating person." They were buying hard red winter wheat (organically grown) from Ted Whitmer in Montana. They would pay 8-9 cents a pound for the wheat plus 7 cents a pound to have it shipped to Vermont. Ted Whitmer said that if they bought a truckload of 40,000 lb, they could have it shipped on a back-shipment under an exemption for agricultural products; the ICC was still setting rates for freight shipments. So The Good Life took the plunge and in June or July of 1971 bought a 40,000 lb shipment of winter wheat from Whitmer, and paid only 2¼ cents per pound to have it shipped to Brattleboro. So the cost delivered to their store was about 11¼ cents per pound—a great price, compared with the 19-20 cents per pound they would have to pay for Deaf Smith organic wheat from Erewhon [purchased by Erewhon from Arrowhead Mills in Texas]. Ted Whitmer gave The Good Life his list of all his wheat customers (about 25, including a nunnery and some co-ops) in the New England area to help his customers reduce freight costs. So The Good Life contacted all of Ted's customers and started selling their organic wheat to other food stores and groups for 14-15 cents per pound. Most of the stores picked up the orders of wheat at The Good Life, but some of it was delivered to the stores. All the wheat was sold within a month. The origin of Llama, Toucan & Crow can be traced directly to this shipment of wheat. Bob Swanson joined The Good Life as an employee after the first big shipment of wheat, and he used to do a lot of the driving. By the second year, the Good Life contracted with Ted Whitmer to buy 500,000 lb of his wheat, with payment in advance.

Since The Good Life was selling wheat to a growing number of stores, they wanted to buy other foods as well. They drove to New York and picked up several thousand pounds of food each week at special discounted prices, as the retail store thrived. They began to sell some of this food from New York at wholesale prices to customers who purchased wholesale wheat. So they soon found themselves in the wholesale business, and by early 1972 they were delivering foods at wholesale to more than 5 accounts. Then they discovered that the commodities law that enabled them to ship large amounts wheat inexpensively from Montana, would also allow them to ship other foods, such as dried fruits from California, at ridiculously low prices. So they put together a 40,000 lb shipment of dried fruits from California, consisting mostly of dried organic dates, then used organic raisins and other fruits to make a total of 40,000 lb. Now they were really in the wholesale business. Bob Swanson's job expanded from just delivering the food to taking the orders and ordering the food. By the end of 1972, The Good Life found itself with a thriving wholesale business, doing about \$3,000 to \$4,000 a week—about the same as the retail

store. They were making two delivery runs a week, one north to Vermont and New Hampshire, and one south to Connecticut and Massachusetts. And people still came to The Good Life to pick up their supplies—at excellent prices. The tail was now wagging the dog. By this time Peter had gone off to Nepal—to discover himself. Patricia and Bill were running the retail store, which had always carried, in addition to natural foods, imported cheese and wines. They sold no vitamins until many years later. Bill and Patricia decided that, as from the outset, they wanted to be in the retail store business, so they said to Bob Swanson, “If you want this wholesale business, it’s yours, free of charge.” Why free of charge? “It was right, and it was the right thing to do. You’ve got to remember, this was the early 1970s.”

Bob accepted their offer, and in Jan. 1971 he began running the business out of the cellar of The Good Life for several months, until he located a very tumble-down warehouse facility for his new company in Brattleboro, at 21 Frost Street. The building has since been demolished. It had been owned by DeWitt Beverage Company, a beer distributor, and Swanson’s business occupied only one floor of about 5 floors. Swanson operated out of this location for about 8-9 months, then he moved the company down to Greenfield.

Bill has no idea how to contact Bob Swanson now; later Bob went to his home town in Woodbury, Connecticut, where he helped a friend run a natural food store. Then he may have moved to Colorado. Peter Strong, who is now somewhere in Texas, might know how to reach Swanson.

When Barclay McFadden purchased Llama, Toucan & Crow, he had no background in the natural food business. Bill thinks that he was in the military, perhaps either a career officer or he may have been a graduate of West Point.

Bill and his wife now have a consulting company that works with country inns and bed-and-breakfasts in Vermont—mainly helping them to get started or to buy. Address: Box 1162, Brattleboro, Vermont 05302. Phone: 802-254-5931.

2294. Mountain Ark Trading Company. 1995. Mountain Ark Trader [Mail order catalog]. Fayetteville, Arkansas. 70 p. 28 cm.

• **Summary:** By Jan. 1995 this catalog has a glossy cover, is 70 pages long, and 8½ by 11 inches in size. Address: P.O. Box 3170, Fayetteville, Arkansas 72702. Phone: 1-800-643-8909.

2295. Westbrae Natural Foods. 1995. Only Westbrae... No other brand has 100% organic non dairy beverage (Ad). *Vegetarian Times*. Jan. p. 7.

• **Summary:** This full-page color ad shows the front of a large carton of WestSoy 100% Organic Non Dairy Beverage (Original, only 2% fat), with a convenient new pour spout. It also has a free book offer: Buy 4 quarts of WestSoy and get a free copy of *Earl Mindell’s Soy Miracle*. A photo shows Earl

Mindell. “Find out how phytochemicals like isoflavones, that help protect plants from disease, may also help prevent chronic illnesses in humans. These same isoflavones, particularly genistein, are found in abundance in soy.”

This ad also appeared in the March 1995 issue (p. 7) of this magazine. Address: P.O. Box 48006, Gardena, California 90248.

2296. Montanaro, Pamela. 1995. Revolutionary developments with soymilk in Cuba. Part I (Interview). *SoyaScan Notes*. Feb. 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Cuba now has at least 15 factories in operation that make a soy yogurt drink for children. The goal is to have 37 factories in operation by the end of 1995. Leaders of the project believe these 37 factories will be sufficient to provide at least 2 liters per week of soy yogurt drink to all Cuban children ages 7 to 14. Given that the population of Cuba is about 11 million and 23% of the population is under the age of 15, there are roughly 1.1 million kids eligible to receive free soymilk. So Cuba plans to be producing about 2.2 million liters of soymilk a week by the end of 1995. Amazing!

Pam coordinates the Freedom to Travel Campaign for Global Exchange (based in San Francisco). They had decided to do a trip to Cuba during the first week in October, 1994, where the itinerary was focused on projects related to sustainable development—such as organic agriculture, alternative energy, alternative medicine, the bicycle revolution, etc. The trip would also be a “Travel Challenge,” since the U.S. government presently prohibits most Americans from traveling to Cuba, and from investing in or spending U.S. dollars in Cuba. In 1962 the U.S. imposed an export embargo against Cuba, severely damaging the economy. This unilateral embargo, which is still in effect, prohibits even the export of food or medicine from the USA to Cuba. Stiffer trade sanctions enacted by the U.S. in 1992 made things even worse. The only other country that has consistently voted with the USA at the United Nations in favor of this embargo is Israel—and Israel is now operating the largest citrus plantation in the world in Cuba, and also benefitting greatly from investments in Cuban textiles, etc. for export. The “Travel Challenge” is designed to expose U.S. anti-Cuba policies and invite public debate in the USA about their usefulness. The Soy Cubano! project is part of a larger campaign to get food and medicine exempted from the U.S. trade embargo against Cuba. Pam recently met with the staff of Senator Paul Simon (Democrat from Illinois) who is about to introduce a bill that would exempt food and medicine from all U.S. embargoes.

While on this trip in Oct. 1994, Pam met and had a long talk with Dr. Alberto Ortega-Jhones, who is head of Cuba’s new soyfoods research project (Address: *Instituto de Investigaciones para la Industria Alimenticia*, Carreterra al

Guatal, Km. 3½, La Lisa, Havana, Cuba. Phone: 29-9110). Dr. Ortega is a Cuban-born national in his late 40s or early 50s; Pam found him to be “so moving, kind of like a saint in my eyes, very sweet and modest.” One of the vice-directors at the Cuban Food Research Institute in Havana, he was involved for several decades in dairy food research. He was an expert in the subject, studied all over the world, and speaks very good English. He said that since the “Special Period” of austerity started in 1989, production of cow’s milk has been cut to about 20% of what it used to be. To provide an alternative protein drink, the Cuban Ministry of Agriculture made soyfoods a priority, and started to seriously divert resources into the soy yogurt drink project. By May 1994 Dr. Ortega’s project developed soymilk technology and a recipe that was efficient to produce and that Cuban children liked. Dr. Ortega said he believed that “soy protein is the protein of the future” and he feels the Cuban soymilk project and its technology could serve as a model for Third World countries.

Cuba has about 100 factories across the country that produce dairy products. Dr. Ortega was one of the leaders involved in setting up these plants and in launching the program that has provided one liter of cow’s milk per day on the ration to every Cuban child between the ages of 7 and 14. This milk went to families, not to schools, so that family members could share the milk if desired. People 65 and over also got a liter a day.

From Dr. Ortega, Pam learned that Cuba was developing a number of facilities to manufacture a soymilk yogurt drink. Each facility was located inside a former cow’s milk dairy, and was based on converting former dairy equipment to soymilk production. Cow’s milk is being phased out. By Oct. 1994 three soy factories were already operating in Holguin, Santiago and Pinar del Rio. Pam visited the latter factory. While in Cuba, she also tasted a soy-based hard cheese and a cream cheese.

The refrigerated soy yogurt drink is packed in liter bottles, and sent to the neighborhood grocery shop (*bodega*). Cuba is on a ration system and the soy protein drink is available on the ration, so people go to their neighborhood bodega, present their ration card, and pick up their rations, including the soy yogurt drink. This drink is very thick—more like kefir or a milk shake than milk. It apparently has a low pH, which extends its shelf life—and most people in Cuba now have a refrigerator. After finishing the soymilk, a family returns the bottle to the bodega for recycling.

Cuba presently imports most of the soybeans used to make its soy yogurt drink from Canada and Brazil. Pam learned from Chuck Haren of Plenty Foundation that, at one point in its history, Cuba had developed a soybean variety that was especially well suited for tropical climates at that latitude. Plenty used to grow this variety in Dominica. By Oct. 1994 agricultural co-ops in Cuba were starting to grow soybeans under contract for the soy yogurt drink factories.

When Pam returned to the USA from Cuba she decided to try to help the Cuban soymilk project. So in October 1994 she established a new company named Soy Cubano! Company—the Cuba Soyfood Company, which would try to raise \$50,000 to help fund another soymilk plant in Cuba by selling “honorary shares” to Americans interested in investing in the health of Cuban children. For a description of the company and its shares see Global Exchange 1994. As of Feb. 1995 Soy Cubano! had raised several thousand dollars. They have not yet sent the money to Cuba, since they are hoping that the Cuban government will allow it to be considered a direct business investment—thus creating the opportunity for a test case to challenge the U.S. embargo. If that does not materialize, the money will be used to make a direct cash donation—which is also “trading with the enemy.”

One “Honorary Share” in Soy Cubano costs \$5. Anyone who is interested in “investing” can contact the Food and Medicine Campaign at Global Exchange in San Francisco. Remember, however, that doing this involves a big risk because the penalty, if the U.S. government should choose to arrest anyone for “trading with the enemy,” is up to 10 years in prison and a \$250,000 fine. Pam says of Soy Cubano! “It’s been kind of a magical project. It has so many dimensions to it and so many fine people are involved.

When Pam returned to Cuba in November 1994, eleven soymilk factories were in operation; she goes to Cuba roughly 5-6 times a year. Dr. Heshan Ragab, M.D., is working with Pam on this project. Pam has read Mark Messina’s book, *The Simple Soybean and Your Health*. She found it “incredibly enlightening,” and has purchased several copies of it since and given them to key people, including Dr. Ortega. Continued. Address: Coordinator of Soy Cubano! Company, Food and Medicine Campaign, c/o Global Exchange, 2017 Mission St. #303C, San Francisco, California 94110. Phone: 415-255-7296 or 415-558-8682.

2297. Beeman, Randall. 1995. Friends of the Land and the rise of environmentalism, 1940-1954. *J. of Agricultural and Environmental Ethics (Guelph, Ontario)* 8(1):1-16. March. *

• **Summary:** “Abstract: The rise of the postwar environmental movement is rooted in the development of ecological consciousness within intellectual circles as well as the general public. Though many commentators cite the 1960s as the focal point of the new environmentalism, the ecological ethic had actually evolved by the 1930s in the writings and speeches of both scientists and public commentators. Agricultural conservationists led the way in broadcasting the message of ecology. Friends of the Land, an agriculturally-oriented conservation organization formed in 1940 and active through the 1950s, is an interesting example of how the agricultural community was an integral component in the rise of environmentalism. While Friends of the Land flourished only for a brief period, its goals and the ideas that the group represented illustrate how the ecological

ethic was burgeoning by the early-1950s. Furthermore, the history of Friends of the Land is an important chapter in the ongoing quest for ecological agriculture and societal permanence.” Address: Dep. of History, Iowa State Univ., 603 Ross Hall, 50011-1202 Ames, Iowa.

2298. Smith, Michelle. 1995. Minutes of Soyfoods Association of America general meeting. Held March 11 at the Anaheim Convention Center. San Francisco, California. 3 p. Unpublished typescript.

• **Summary:** The general meeting, which lasted from 8:30 to 10:00 a.m., was followed by a board of directors meeting (10:00 to 11:30). Mark Messina reports that the United Soybean Board (USB) is sponsoring dietitian seminars in 26 cities across the USA. The budget for each seminar is \$8,000. Manufacturers can exhibit products at seminars for a fee of \$75 per table. The 2nd Annual Soyfoods Symposium will be held in Brussels in 1996. The \$200,000 needed to fund the project will hopefully be raised mostly through the private sector.

Tim Redmond notes that SAA has budgeted \$16,000 to conduct a nationwide consumer survey on soyfoods. The first portion of the survey was sent to 20,000 consumers. Of the 15,000 that responded, 2,000 people (13.3%) said they eat soyfoods at least once a week. The second portion of the survey, consisting of a 4-page legal-size questionnaire, will be sent out by mid-March to 1,000 of the 2,000 regular soyfood consumers. Responses should be back in 4 weeks, and will be tabulated. The report will be written by Starr Track [Sarah & Peter Starr]. The survey committee will review and finalize the report which will then be available to the public.

New people and companies present at the meeting were Myron Cooper of Westbrae, Allan Routh and Raquel Supallo of SunRich, Gil Garcia of Tofu Shop, Ed Pedrick and Elmer Schettler of Devansoy, Richard Eluk of Clofine, Jack Painter of ADM, Yvonne Lo and Jan Remak of Vitasoy, Sarah and Peter Starr of Starr Track, and Suzanne Shelton Foley of the Shelton Foley Group. Address: Executive Director, Soyfoods Assoc. of America, One Sutter St. #300, San Francisco, California 94104. Phone: 415-393-9697.

2299. Pratt, Steven. 1995. Copy cows: Soy- and rice-based drinks stand in for milk, but with nutritional consequences. *Chicago Tribune*. May 10. p. 3.

• **Summary:** Discusses and gives comments on Rice Dream, Naturally Tofu (Sovex), EdenSoy Extra, and Almond Mylk. Address: Tribune Staff Writer.

2300. Hannon, Kerry. 1995. Pure and unadulterated: Sales are soaring at organic food producer Walnut Acres. *U.S. News & World Report*. May 15. p. 86, 91-94.

• **Summary:** This article is part of “Health Guide 1995,” a cover story on health, nutrition, and fitness. Walnut Acres

Inc., in Penns Creek, Pennsylvania, is the largest producer in the USA of organic food sold by mail order, with 350 products in its catalog. Business is booming and sales soaring as health-conscious consumers switch to natural, organic foods. Sales jumped from \$6 million in 1991 to nearly \$8 million in 1994. In 1994 about 700 tonnes of organic, pesticide-free produce was grown on the farm, three times as much as in 1990. Sales of beef, chicken and eggs, raised without the usual hormones or antibiotics, have doubled since 1989.

Today Walnut Acres has more than 100 employees. Each year about 30,000 visitors tour the plant (of 100,000 square feet) located in the old stable. There the cannery makes 60 cans of soup a minute and the stone mill grinds 1,000 pounds per hour of whole-wheat flour. Some 93% of American consumers want unadulterated food.

Consumers who are still in the mainstream, are now able to buy natural and organic foods in their supermarkets—such as Safeway in California. Whole Foods Market operates a chain of 39 supermarket-size natural food stores in nine states. Fresh Fields, founded in 1991 and based in Rockville, Maryland, now sells its “Good for You Food” at 16 similar stores in five states.

In 1994 sales of natural foods totaled about \$7.3 billion, up 17% from the year before double what it was in 1987. Sales at mainstream grocery stores have been flat. Paul Keene says that since he and his wife started Walnut Acres in 1946, they have “moved from the lunatic fringe to the leading edge of agriculture.” Not long ago, he recalls, they were regarded as “kooks or commies” [communists]. At one time crosses were burned on their property and other time dynamite was tossed onto the land. At age 84, Paul Keene is “so spry that he may be his own best advertisement.”

Robert Anderson, Keene’s son-in-law, is now president of Walnut Acres.

The article discusses the difference between “natural,” “organic,” and “certified organic,” and the debate over the nutritional benefits of organically grown foods. One sidebar, titled “Looking beyond beta carotene,” discusses phytochemicals, which have little or no recognized nutritional value, yet powerful health benefits. James Duke, PhD, recommends whole foods over pills, and his recipe for “Genistein gumbo” soup includes soybeans and tofu. Another sidebar, “Nouvelle veggie cookbooks,” states: “No tofu: Unlike the groovy granola manuals of the 1960s, many new books ignore ersatz meat dishes like ‘filet of tofu,...’”

A large photo shows a Holstein cow (which grazes in spacious, organically grown pastures) with the farm in the background.

2301. *U.S. News & World Report*. 1995. 1995 health guide. May 15. p. 76-78+. *

• **Summary:** This is part of a cover story on health, nutrition, and fitness. The article discusses: The mental benefits of

aerobic exercise. Personal-training software. The success of Walnut Acres, a producer of organic food products. The health benefits of phytochemicals. Vegetarian cookbooks. Drug treatments for obesity. Over-the-counter drugs that have been banned by the U.S. Food and Drug Administration (FDA).

2302. Feldman, Nick. 1995. New developments at Nutrisoya (Interview). *SoyaScan Notes*. May 16. Conducted by William Shurtleff of Soyfoods Center. [Eng]

• **Summary:** Giles Goulet is no longer president of Nutrisoya. In Oct. 1993, he sold his shares to Nick Feldman and one other person, then he (Giles) left the company in Aug/Sept. 1994. Nick is the new president. As soon as Mr. Goulet was out of the company, it started doing very well, and it is still doing well. Mr. Goulet had big ideas but they were not feasible. He did not know the market and was not skilled at marketing.

Nutrisoya got its company name from a brand name owned by Victor Food Products, Ltd. in Scarborough, Ontario. "We had our lawyers take care of that." But Nutrisoya did not buy the company Victor Food Products.

Nutrisoya built its own soymilk plant using components from various sources, including many pieces made by Alfa-Laval. "If you have the right engineers who know something about making good-tasting soymilk, with a few modifications, we have been able to make a soymilk with no beany flavor."

Nutrisoya has never had a Tetra-Brik machine in house; they have their soymilk products packaged in Tetra-Brik cartons by a very large co-packer in Canada. Nutrisoya's competition in soymilk comes largely from Edensoy and from Pacific Foods "which now has a 3rd generation Tetra Pak machine, with the re-cap capability, though supposedly they have not yet perfected the technology." Nutrisoya is the biggest soymilk manufacturer in Canada, with little competition in soymilk from other Canadian companies.

Soymilk products: They no longer make Chocoya; even though it is a great product, it was marketed incorrectly, more like a dairy milk. Since the word "Soya" did not appear on the front panel, consumers often thought it was a dairy milk and so they were not willing to pay a little more for it. It was sold on the shelf in Quebec next to a dairy milk named Chocayo, which retailed for \$0.30 less per 3-pack. He plans to introduce it again some time. Nutrisoya still makes their Natura (pronounced nah-TUR-uh) line of soymilks in strawberry, vanilla, and original flavors, in aseptic Tetra Brik cartons. Nick has a brand new soymilk product named Nutrisoy that he is ready to launch in 1 liter Tetra Brik cartons. "We've been working on it for quite a while. I just have to press a button and it will be out in 2½-3 weeks. It has the exact same ingredients as Edensoy, except it is lower in fat, and has a more neutral taste and a better nutritional profile. The Nutrisoy line, which will start with vanilla and

original flavors, will probably end up replacing the Natura line." Nick would ideally like to package the new line in re-cap Tetra Brik cartons like Pacific does, but that package is not available to him. "I'm a little bit scared to invest a lot of money in a product and its packaging that is going to be competing against other products that have more advanced packaging," the re-cap pack. So Nick hasn't decided when, or even if, he will "press the button." The big question is this: What percentage of consumers, who are less cost conscious, are willing to pay about 20% more at retail for the re-cap pack. Bill suggests that Nick contact Tetra Pak and ask to see their market research on this question. Most of Tetra Pak's film for all of North American is made at a plant in Aurora, Ontario (near Toronto). A plant in Denton, Texas, specializes in the new re-cap packaging. The Natura soymilk line is made more for the supermarkets in Quebec, which sell 10-15% of the total volume. In British Columbia a lot of soymilk is sold in supermarkets. Nick feels his new-formula Nutrisoy soymilk will give him a big advantage over Edensoy. Eden has to pay a 5% duty on soymilk shipped into Canada, plus large transport costs. So a Canadian distributor receives Edensoy at \$19 a case, versus only \$13 a case (32% less) for Nutrisoy. Nick is concerned that Edensoy is coming out in a re-cap package.

Tofu: Nutrisoya is the largest tofu manufacturer in Eastern Canada, but Sunrise is the largest tofu maker in all of Canada. They now makes 3 types of tofu, all curded with magnesium chloride and extra firm in texture: Natural, Fine Herbs (*Fines Herbes*) and Pimento & Onion (*Piment-Oignon*). The two flavored products were introduced in about 1990. They do not make an almond tofu. They package all their tofu products with a \$120,000 Multivac vacuum packaging machine that they own. He likes vacuum packing; Nutrisoya sells a lot of their tofu to supermarkets, and this packaging seems to give a longer shelf life and a neater package. He also plans to buy a water-pack machine.

Nutrisoya makes most of its money from its tofu products; the competition in the soymilk market from Eden Foods and Pacific Foods (who Nick believes is dumping product in Canada) leads to low profit margins. Plans for new tofu products: Nick would like to introduce soft tofu curded with calcium sulfate. Most Caucasian Canadians now buy tofu curded with magnesium chloride (nigari); it is now a \$1.4 million market. Note: Most of the tofu sold in the USA is curded with calcium sulfate because it is a good source of calcium, and is less expensive and much easier to make. Address: President, Nutrisoya Inc., 4050 Pinard, St.-Hyacinthe, QUE, J2S 8K4, Canada. Phone: 514-796-4261.

2303. Allen, Andrea Horwich. 1995. Can isoflavones give soy mainstream acceptance? *Food Product Design*. May. p. 20-21.

• **Summary:** Researchers now believe that a family of phytochemicals present in soy, called isoflavones, may

actually reduce the risk of atherosclerosis by preventing the formation of plaque on artery walls. One isoflavone, genistein, which is present only in soy, also fights cancer by inhibiting the growth of cancer cells. Genistein appears to mimic the effects of estrogen so that the body produces less of that hormone, thus reducing the risk of estrogen-dependent cancers, especially breast cancer. One study of Japanese men suggests that those who eat a diet high in soy protein have a lower incidence of prostate cancer.

Representatives from Morinaga Nutritional Foods, Westbrae, and Pillsbury Green Giant are trying to take advantage of the new discoveries by educating their customers. The FDA seems unlikely to be ready to approve a soy-related health claim such as “Includes your daily intake of soy.” ADM, who makes the Green Giant frozen burgers, is said to retain Mark Messina, PhD, as a consultant. A large photo shows a carton of WestSoy Low Fat Soy Drink (Vanilla). Address: Assoc. Editor.

2304. Packaged Facts. 1995. The meat and dairy alternatives market. New York, NY: Packaged Facts. xii+ 162 + 42 + 6 p. May. 28 cm.

• **Summary:** In 1994 retail sales of these products reached an all-time high of \$286 million, and these sales are projected to top \$660 million in 1999. This very interesting report can be ordered from Packaged Facts, 625 Avenue of the Americas, New York, NY 10011. Phone: 212-627-3228. Price: \$2,150. The authors were Sarah and Peter Starr, though their names do not appear in the report. The product director was David Lumis.

Contents: Part I: The products. Scope of the report (Vegetarian products sold as meat or dairy alternatives, products not covered), history of the industry (an emerging market, part of the vegetarian movement, soybeans—an ancient food of Asia, soybeans arrive in the new world in the 18th century, Kellogg family starts health foods industry, makes first meat analogs, Seventh-day Adventists and others produce tofu and meat alternatives in the 1920s, Henry Ford early proponent of soybeans, meat analogs commercially developed in the United States in the 1940s, non-dairy beverages, growth of “Americanized” meat and dairy analogs booming), product definition (foods used to replace meat or dairy products, description of ingredients—tofu, tempeh, soymilk, okara, soy protein concentrates and isolates, textured vegetable protein, wheat gluten and seitan), product categories (three main categories of meat and dairy alternative products, meat alternatives, dairy alternatives, prepared meals), government regulations (the FDA and FTC, NLEA labeling considerations {went into effect in May 1994, making the USA the world’s first country to have mandatory nutrition labeling}), soy protein allowed in meat products without special labeling, bovine growth hormone), industry associations (the Soyfoods Association of America, the American Soybean Association, the Vegetarian

Awareness Network).

Part II: The Market. Introduction (Retail sales of meat and dairy alternative products by category—1989-94—graph, retail sales of dairy alternatives products by segment—1989-94—graph), market size and growth (market is difficult to monitor, 1994 retail sales estimated at \$286 million, dairy alternatives surpass \$142 million, meat alternatives soar to \$132 million, prepared meals grow steadily to over \$12 million, estimated retail sales of meat and dairy alternative products by category—1989-1994—table, growth in milk substitutes segment leveling off but still in double digits, cheese alternatives segment also experiences slight slow-down in 1994, non-dairy desserts—a slow-growth segment, estimated retail sales of dairy alternative products by segment—1989-1994—table), factors in market growth—overall market (maturing population and interest in nutrition, new dietary guidelines, medical community accepts plant-based diet, studies show vegetarian diet equals a healthier—longer life, soy might help to prevent heart disease and cancer, consumers now approve of vegetarian diets, increased demand for vegetarian foods, youth adopts meatless meals, exposure through foodservice, mass market begins to support meat and dairy alternatives, products in wider distribution, innovative new products, improved technology equals better taste, increased funding for soyfoods through foreign capital, pricing continues to limit market, image—taste and texture still a problem), factors in market growth—meat alternatives (concern about health hazards of meat, fat calories targeted by labeling law, an alternative to chicken and fish, ecological and social considerations will propel meatless meals, meatless meals difficult to handle by foodservice), factors in market growth—dairy alternatives (milk substitutes enter dairy case, awareness of lactose intolerance on the rise, taste profile limits acceptance, cheese alternatives—are they healthier?, projected retail sales of meat and dairy alternative products by category—1994-1999—graph {p. 34}, projected retail sales of dairy alternative products by segment—1994-1999—graph {p. 35}), projected market growth (overall market to reach \$662 million in 1999, meat alternatives and prepared meals to lead growth, projected retail sales of meat and dairy alternative products by category—1994-1999—table, growth of milk substitutes and other dairy alternatives expected to slow somewhat by 1999, projected retail sales of dairy alternative products by segment—1994-1999—table), market composition (meat alternatives will outsell dairy alternatives, share of sales by product category—meat and dairy alternatives—graph, soy-based ingredients most frequently used in meat-like products, protein ingredients used in meat-like products by number of products made with ingredient—1990-1992—table, bulk of dairy alternative sales from milk substitutes, share of sales by product segment—1989 vs. 1994—graph, sales by retail outlet, share of sales by retail outlet—meat and dairy alternatives—1994—graph).

Part III: The marketers. The marketers (About 30 significant marketers—most small, major companies move into the market, meat alternatives—other mass-market players, meat alternatives—natural foods players, the leaders in milk substitutes, cheese alternative market leaders, the leaders in non-dairy desserts, prepared meals market leaders, selected marketers and brands of meat and dairy alternative products—chart), market and brand shares (mass-market leader Worthington Foods challenged by ADM/Pillsbury Green Giant Harvest Burger, wholesome and hearty growing fast, Boca Burger boogies by the Bystanders, marketer and brand shares of meat alternative products sold through supermarkets—1993 vs. 1994—table, natural foods sales of meat alternatives more fragmented, Worthington is leader in natural foods stores, White Wave and Lightlife hold second and third place, estimated marketer and brand shares of meat alternative products sold through natural foods stores—1994—table, many small regional players capture local markets, Eden Foods leads in milk substitutes, estimated marketer and brand shares of milk substitute products mass-market and natural foods stores—1994—table, Imagine Foods' Rice Dream is leading rice beverage, other vegetable beverages, Tree of Life's Soya Kaas holds leading share of cheese alternatives market, estimated marketer and brand shares of cheese alternative products sold through natural foods stores—1994—table, Tofutti holds top market share in frozen desserts, Fairmont Foods establishes lead in supermarkets, marketer and brand shares of prepared meals sold through supermarkets—1994—table, natural foods prepared meals—many brands and no one leader), competitive situation—overall market (marketers compete primarily through new product introductions, growth through mergers and acquisitions). Continued.

2305. Packaged Facts. 1995. The meat and dairy alternatives market (Continued—Document part II). New York, NY: Packaged Facts. xii+ 162 + 42 + 6 p. May. 28 cm.

• **Summary:** Contents: Continued from p. vi. Part III: The Marketers. Competitive situation—meat alternatives (Worthington pioneers Seventh-day Adventist vegetarian market, Miles Laboratories acquires Worthington—places Morningstar Farms in mass market, tofu drives natural foods market, soy frank marketers exploit tofu opportunities, tempeh—another meat alternative ingredient gains interest, wheat-based alternative seitan expands presence, Worthington places tofu patties in natural foods stores—changes hands again, Wholesome and Hearty develops foodservice distribution, meatless burger market heats up, patty competition fierce in natural foods arena, ADM/Pillsbury alliance brings soy burgers to mass market, Worthington fights back, category differentiates in the early 1990s, soy attacked by soy-free burger companies, meat alternative marketers cut the fat, low-fat sausages and franks, tightly targeted vegetarian fun foods and snacks, mass-

market companies introduce ground meat analogs, natural product companies follow suit, Wholesome and Hearty seeks retail growth, others seek lucrative foodservice market), competitive situation—milk substitutes (early market limited to ethnic community, Edensoy a big hit—Vitasoy responds, new lines introduced, competition—domestic manufacturing and larger containers bring down soy beverage prices, flavors and packaging distinguish early products, Westbrae introduces first low-fat soymilk, fortification has become key selling point, Eden's fortified product suits strict vegetarians, new package sizes expand market, re-closable—easy to pour, rice beverages—line extensions grab shelf space, Wholesome and Hearty's almond beverage, 100% organic products, a fresh—new market—some products shift to dairy case, mass-market interest), competitive situation—cheese alternatives (Seventh-day Adventists start category, first natural foods cheese alternative, Soyarella, not dairy-free, handful of marketers compete on price in natural foods arena {Soya Kaas, TofuRella by Brightsong / Sharon's Finest, Cemac Foods, Galaxy Foods, White Wave}, new products parallel dairy-based mass market, a move toward lower fat and fat-free, seeking the most melt-able cheese, Sharon's finest finds innovative ingredients, marketers target vegan market), competitive situation—non-dairy desserts (Tofutti dominates, dairy-free puddings—one major player {Imagine Foods sells a rice-based non-dairy pudding}, non-dairy yogurt has yet to catch on—but White Wave's Dairyless, a non-dairy soy yogurt, seems to be the only major natural foods brand in this category), competitive situation—prepared meals (flavored tofu and seitan expanded into meals, Legume is early innovator, cheese alternatives in prepared meals, other companies dive into prepared meals, action has been in natural foods, supermarket products have not succeeded), competitive profiles (The Archer Daniels Midland Co.—Grand Metropolitan PLC—Pillsbury division partnership, Amy's Kitchen Inc., A&A Amazing Foods Inc., Boca Burger Co.—Sun Foods, Eden Foods Inc., Fairmont Foods of Minnesota Inc., Fantastic Foods Inc., The Hain Food Group Inc., Imagine Foods Inc., Lightlife Foods Inc., Sharon's Finest, Tofutti Brands Inc., Vestro Natural Foods Inc., Vitasoy—USA Inc., White Wave Inc., Wholesome and Hearty Foods Inc., Worthington Foods Inc., Yves Veggie Cuisine Inc.), marketing trends (updated packaging, burger market segmenting into natural and mass market, Worthington—a master at working both markets, hamburger look-alikes crossing back into natural foods, veggie patties crossing into mass market, nostalgia—creating brand loyalty, marketers expanding into other categories, moving into the frozen breakfast section, retail displays, pushing into new distribution channels), new product trends (new—improved packaging, light and healthy, product names emphasize healthy, fat-reversal—mass-market burger-substitutes gaining fat, ground meat alternatives, new flavors and varieties—many gourmet and upscale, ethnic—especially

Mexican and Southwestern, convenience, technology produces better mimics, mixing soy with grains and other ingredients, mainstreaming health foods, natural ingredients preferred—organic even better, selected new product introductions—meat and dairy alternatives—1994–March 1995—chart), advertising expenditures (most advertising not measured, specialty magazines are preferred medium, radio is another alternative, little consumer advertising, Worthington outspends competition, ADM–Pillsbury spends millions to launch Harvest Burger in 1994, Eden Foods targets mass market, Fantastic Foods’ first major spending), advertising positioning (good health is overlying theme, and fat is prime concern, vegetables are a solution to a bad diet, milk substitutes advertised to lactose-intolerant market, highlighting a sense of the familiar, foods children love, traditional burger images used to woo mass market, vegetarian appeal used for meatless patties, organic is important feature in natural foods, examples of consumer advertising), consumer advertising (consumer promotions not heavily used, money-off coupons from several companies, new lines offer more generous rebates, recipes and books educate consumers, in-store promotions—the White Wave Center, marketers join forces in advertorial, sponsoring sports events—a healthy fit, 25 years of earth day, non-profit tie-ins, Turtle Island’s recycling program, other types of promotions, examples of consumer promotions), trade advertising and promotions (three key trade publications, trade ads also used as consumer ads, trade ads scheduled to run in convention issues, trade ads announce growing business, editorial promotions, reaching retailers, example of trade ads). (Continued).

2306. Packaged Facts. 1995. Retail sales of dairy alternative products by segment: 1989–1994 (in million dollars) (Document part). In: Packaged Facts. 1995. *The Meat and Dairy Alternatives Market*. New York, NY: Packaged Facts. 162 + 42 + 6 p. See p. 18. May. 28 cm.

• **Summary:** Sales of milk substitutes (mostly soy and rice milks, in million dollars) rose from \$46.0 in 1989 to \$72.0 in 1991 to \$96.8 in 1993 and \$108.4 in 1994.

Sales of cheese alternatives (in million dollars) rose from \$12.0 in 1989 to \$17.3 in 1991 to \$25.0 in 1993 and \$28.8 in 1994. The average annual sales growth for this period was 19.1%.

Sales of non-dairy desserts (in million dollars) rose from \$4.0 in 1989 to \$4.5 in 1991 to \$5.0 in 1993 and \$5.2 in 1994. The average annual sales growth for this period was 5.4%.

The combined sales of these three dairy alternative product categories (in million dollars) rose from \$62.0 in 1989 to \$93.8 in 1991 to \$126.8 in 1993 and \$142.4 in 1994. The average annual sales growth for this period was 18.2%.

Concerning the accuracy of these figures, page 19 notes that sales in these markets are difficult to quantify

because a large share of retail dollar volume moves through natural foods stores, where sales are mostly untracked, and because various information sources define meat and dairy alternatives products differently. Therefore these “estimates are based on information provided by Soyatech, Inc., the Soyfoods Center, Information Resources, Inc., the natural foods trade, and various manufacturers.”

A table (p. 53) shows estimated market shares of major manufacturers of milk substitute products sold through the mass-market and natural food stores in 1994: (1) Soymilk: Eden Foods (Edensoy) 48%. Vestro Foods (Westsoy, Westbrae) 30%. Vitasoy 12%. Pacific Foods of Oregon 7%. Other 3%. (2) Rice beverages: Imagine Foods (Rice Dream) 85%. Vestro Foods (Westbrae Rice) 10%. Eden Foods (Eden Rice) 5%. (3) Potato beverages: A&A Amazing Foods (Vegeicious) 100%. (4) Almond beverages: Wholesome & Hearty Foods (almondMylk) 100%.

A second table (p. 54) shows estimated market shares of major manufacturers and marketers of cheese alternatives sold through natural food stores in 1994: Tree of Life (Soya Kaas) 41.5%. Sharon’s Finest 20.7%. Soyco Foods (Soyco, Soyimage) 12.7%. Cemac Foods (Nu Tofu) 12.7%. Other 12.4%.

Pages 54–55 state that Tofutti commands about 80% of the frozen non-dairy dessert segment. The remaining 20% is controlled by Imagine Foods (frozen Rice Dream), Turtle Mountain (Sweet Nothings and Living Rightly), and The Hain Food Group (Farm Foods Ice Bean).

2307. Lazzaro, Don. 1995. History and current status of soymilk in Australia (Interview). *SoyaScan Notes*. June 6. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ceres Natural Foods is their holding company and Pureharvest is their trading name. They made this name change in 1982 since they found the word Ceres was difficult for many people to pronounce. The first soymilk they imported to Australia was made by Saniku in Japan and imported from Mitoku.

Don is interested in macrobiotics. In early 1979 he took over the running of a small macrobiotic and natural foods retail store in Melbourne named Ceres Wholefoods. The only way he could make it viable was to try to buy at better prices, so in April 1979 he started a wholesale and import company, which he named Ceres Natural Foods, also in Melbourne. There was a company named Real Foods (run by Michael Pels) in New South Wales, Australia, that was importing, through Mitoku in Japan, tamari, soy sauce, miso, tofu, etc. Real Foods was the first company in Australia to import foods from Mitoku in Japan.

Don knew Michael from when they both used to live in Sydney in about 1978. Michael purchased some rice cake machines (the same kind used by Chico-san) through Mitoku from Airin Co. These machines were very poorly engineered and constructed. Michael has already sold 168 of these

machines to Quaker.

When Don took over the Ceres Wholefoods retail store in 1979, he approached Michael and asked to be the distributor in Victoria of the food products Michael was importing from Japan through Mitoku. Michael said okay, and Don began distributing. Don asked Michael to import some soymilk from Mitoku, which he did in mid-1980. The stick-on label over the Japanese label said Ceres Natural, in Choc-Malt and Natural flavors. But the first soymilk in Australia was imported from Japan in about 1977-78, through Muso by 3-4 health food stores named Russel's; it was made by Marusan in a stand-up plastic pouch. Not much of it was sold. In about 1980-81, Michael decided to get out of the whole import business in order to focus on making rice cakes. So Mitoku Mr. Kazama and Chris Dawson asked Don to become their importer in Australia. Don also ran a 3rd company, a center that provided information and advice on macrobiotics.

Jim Wilson, who was running Spiral Foods in Australia, had been importing from Mitoku. He convinced Mitoku not to sell to Don, his competitor; Mitoku agreed. Mitoku then approached Saniku, and in about 1981 Don began importing soy milk made by Saniku through Mitoku. Don sold it under the same label he had used before. The Muso started to import some soymilk packaged in Tetra Brik cartons through Spiral Foods. Don got the same product from Kibun, and on it began to use the name Pureharvest.

In short: Four companies pioneered in importing soymilk to Australia: Real Foods, Russel's, Spiral Foods, and Ceres Natural Foods. There was also a little relatively beany Chinese soymilk sold in the ethnic Chinese market. Ceres, as a result of its Tetra Brik package, managed to get fairly good distribution into the grocery / supermarket trade, starting in late 1983 or early 1984. By this time Ceres was by far the biggest seller of soymilk in Australia. They were importing five 20-foot containers per month of the Kibun soymilk product. Ceres was actively promoting this soymilk, doing trade shows, etc.

In 1986 Ceres was approached by a small soymilk maker named Australian Natural Foods (ANF) in Sydney; basically they had old machinery and were in trouble. They approached Don asking if they could make a soymilk for him. They worked out an exclusive deal and formula, and in Nov. 1986 Ceres launched this as Aussie Soy in its first 1 liter package, in Tetra Brik. Sales shot up. It was trucked in a dairy tanker to Bon Lait in Victoria (almost 1,000 miles away) where it was packaged in a dairy that had a Tetra Brick packaging machine. In about 1990-91 ANF first got its own Tetra Brik packaging machine. That same year ANF launched its own soymilk product, named So Natural, to compete with Sanitarium's So Good. It is made from whole soybeans, and is very similar to the Aussie Soy product they have long made for Don.

As early as 1980 Sanitarium Foods was importing

Soyalac in tins / cans. They sold it mostly to Seventh-day Adventists through their own retail stores. Then in April 1987 Sanitarium Foods launched their own So Good soymilk (made from a blend of soy protein isolates, made and packaged by dairy companies) in Australia. They went into it in a big way, with a national campaign. It was the best thing that ever happened to Don and Ceres, because this campaign grew the market dramatically. By April 1987 Ceres was selling 10,000 cartons / month of their Aussie Soy, not including their Japan imports. One year later the figure had skyrocketed to 60,000 cartons / month, increasing to 152,000 on year after that.

Nevertheless, according to the *Australian Grocery Industry Marketing Guide* (1995), Sanitarium has 71% of the dairylike (unflavored) Australian soymilk market, followed by Vitasoy at 7% (they launched in about 1991, and have done a very aggressive marketing campaign), then So Natural (made by ANF) at 5%, Sun Gold at 5%, and Aussie Soy at 4-5%. Of the total Australian soymilk market, flavored soymilks account for only about 5% of the total; the remaining 95% is dairylike; its a milk alternatives market. Each of the three major supermarket chains in Australia (Woolworth's Safeway, Franklin's, and Cole's) has its own soymilk brand. Franklin's has an isolate soymilk made by ANF, starting about a year ago. Sun Gold, made by Associated Dairies of New South Wales, is almost identical to So Good, made by the dairy company that used to mix Sanitarium's product. In about 1990 Sanitarium set up their own soymilk mixing and packaging factory.

Today the soymilk retail market in Australia is \$45 million, with a population of only 17 million people. This is huge on a per capita basis. This market has three main segments: (1) Middle class, educated, with some allergies—70%. (2) Age 50 and older, concerned with cholesterol—20%. (3) Natural foods and vegetarian—10%.

In late 1993 and early 1994 Don approached Berrivale Orchard Ltd. (a cooperative of fruit growers, headquarters in Berri, South Australia) to see if they would be interested in making a soymilk product for Ceres / Pureharvest—because Don's relationship with ANF had become intolerable.

In 1979, to get tofu to sell at his retail store, Don used to go to Chinatown in Melbourne twice a week. He bought it from a little Chinese company (whose name he does not remember) located opposite Victoria Market. He would take a couple of buckets and carry it home in bulk, under water. Address: Pureharvest, 15 Ardena Ct., East Bentleigh, Victoria 3166 Melbourne, Australia.

2308. Kimura, Takuji "Tak." 1995. Update on edamamé in America (Interview). *SoyaScan Notes*. June 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Mr. Kimura is a food broker, who demos and sells quite a bit of Yamato's boiled, packaged edamamé in California. Interest in and orders for edamamé are growing

rapidly. Mrs. Gooch's plans to carry the product in all of their stores. In northern California it is sold at 7 Whole Foods Markets (incl. 2 Bread of Life, which Whole Foods just purchased), at Living Foods (recently bought out by Wild Oats), at 6 Andronicos (4 in Berkeley), Tower Market (1 store), Monterey Market (in Palo Alto), Cala Foods in San Francisco (in 5 of their 26 stores). When Mr. Kimura is invited to do a "road show" and set up in front of a store (recently at 19 Price/Costco locations), he easily sells 100 packs a day. Yamato has only an 8-ounce size, but many customers want a 1 pound size. It comes in a vacuum pack with nitrogen, but the film is not strong enough to allow ten packs to be stacked. Address: 1810 "C" Farm Bureau Road, Concord, California 94519. Phone: (510) 687-2422.

2309. Evans, Barry. 1995. The American Miso story. In: Great Eastern Sun. 1995. Pricelist. Effective June 5, 1995. 37 p. See p. 2-3.

• **Summary:** "This spring, as we complete our sixteenth year of operations at the American Miso Company, we are moved to reflect back on the path we have traveled to reach this point. In the spring of 1979, a group of people approached Michio and Aveline Kushi with the idea of forming a new company to produce miso in the United States using traditional methods and only the finest organic ingredients. With the Kushi's enthusiastic support, the Erewhon Miso Company was created to supply Erewhon with miso to distribute throughout the United States. From this distant perspective, it is difficult to remember how powerful a force Erewhon was in the natural foods industry at that time. Dominating the market in the Northeast, Erewhon was the largest distributor of natural food in the United States with strong connections to distributors for its name brands in other regions.

"With Erewhon as our partner, master distributor, and a major investor, we moved ahead confidently with our plans to build a miso factory in the Piedmont Region of North Carolina. The Kushis entreated Akiyoshi Kazama, founder of Mitoku Trading Company, a major supplier then as now of high-quality Japanese natural food to the U.S. market, to put aside any narrow concerns of self interest and find us someone to train our would-be miso makers in the rapidly fading art of traditional miso manufacture. In a selfless spirit of international cooperation, Mr. Kazama searched for someone who still made miso the old-fashioned way, yet was open-minded enough to invite strangers into his home (literally).

"After many false starts amid a lengthy search, Mr. Kazama finally located, in the mountains of Yaita Prefecture north of Tokyo, Takamichi Onozaki, a country miso maker of the old school. Mr. Onozaki, generously opening his home and his heart to *gaijin* [foreign] seekers after knowledge from half a world away, agreed to house and train an American couple, John and Jan Belleme, for an entire miso-

making season. From November, 1979, until June, 1980, Mr. Onozaki taught his students all the miso lore he had accumulated from a lifetime of miso making in his small, rural miso factory staffed entirely by local farmwives. This was intermediate technology with a vengeance!

"Upon the Bellemes' return to America, we rapidly constructed our factory building near Rutherfordton, North Carolina, and Mitoku arranged to ship us our new equipment from Japan. By late 1980 we had begun to make our first experimental batches of rice miso. As the miso slowly aged in its huge cypress vats, great events developed hidden from our eyes which were to have a profound effect on the young Erewhon Miso Company. In July, 1981, Michio and Aveline Kushi journeyed to Rutherfordton for the official christening of the miso plant. The beautiful and joyous ceremony left not a dry eye in the gathering; later we discussed Erewhon's ambitious plans to package and market the rapidly ripening miso.

"A glorious road into the future seemed to lay open before us, but Erewhon's financial condition was rapidly deteriorating as too rapid expansion took its toll on a company stretched to the limit by its success. One month later we received the stunning news that Erewhon had filed for bankruptcy. In one of the saddest stories we have ever had the misfortune to be a part of, the Kushis lost control of the company they had nurtured from its birth, and we lost our only customer, a major investor, and our major source of inspiration and guidance.

"At first we were devastated by the blow fate had dealt us, but we had nowhere to go but forward as we had already made a huge financial and emotional investment in our project. Severing our ties to the past, we renamed our enterprise the American Miso Company and began a desperate search for marketers for our product. When we were unable to find anyone to help us, we resolved to set up our own marketing company and do the job ourselves. Thus, out of the direct necessity, Great Eastern Sun was born in December, 1981. Mitoku, itself almost destroyed in the storm of the Erewhon disaster and eager to rebuild, agreed to export Japanese natural food to Great Eastern Sun. GES processed its first order in April, 1982, and sold the first American Miso in September of that same year.

"In the fall of 1981, Mr. Onozaki came to Rutherfordton on an inspection trip to see exactly how well his students had learned their lessons. He stayed and worked in the factory alongside our own crew, patiently reviewing our practices and refining our procedures until he pronounced himself fully satisfied. He had never left Japan before in his life. In the fall [sic, spring] of 1982, Mr. Onozaki dispatched his daughter and son-in-law to America to work for several months in the miso factory just to make absolutely certain that everything remained kosher. In late 1985, John and Jan Belleme turned over the operation of the factory they had built to their successor, Don DeBona, who remains as miso

factory manager to this day. Three books and many projects later, the circle comes round again as the Bellemes are now Mitoku's U.S. representatives.

"Although our miso was sold only in bulk for its first two seasons, our familiar tubs with the Miso Master logo soon arrived on the scene and sales slowly but steadily grew. Starting with eight barrels, we added six in 1986, seven in 1989, five in 1991, and fifteen more in 1993 for a total of 41 of these leviathans, each holding over four tons of two-year miso. In order to house our expanding activities, we built a second factory building as big as the first in 1992, and we are already experiencing a shortage of space once again as demand continues to grow. Two years ago we began to export our miso to Europe where it is distributed by Lima throughout the continent. The American Miso Company story continues on into the future." Address: Owner, Great Eastern Sun, Asheville, North Carolina 28806. Phone: 704-252-3090.

2310. Great Eastern Sun. 1995. Pricelist. Effective June 5, 1995 [Mail order]. Asheville, North Carolina. 37 p. 28 cm.
 • **Summary:** Contents: Catalog information. Miso Master organic miso (traditional, mellow, or sweet). Sweet cloud organic sweeteners. Haiku organic Japanese tea. GES organic English tea. Emerald Cove sea vegetables. Emperor's Kitchen condiments (soy sauce, vinegars, ume plum products, toasted sesame oil, mirin, dried vegetables, shiitake mushrooms, beans, seeds, grains, dry condiments, Atlantic sun-dried sea salt). Traditional Japanese macro pasta. Traditional Japanese specialty items (misos, candies, seaweed and ume, organic pasta, liquid condiments, specialty products {snow-dried tofu, HamaNatto, Zenryu fu (round cakes of wheat gluten), shonai fu (flat sheets), organic brown rice koji, organic nuka rice bran, organic brown rice dinner with azukis [azuki beans], or with vegs, mochi (4 types), noodles (some or bifun rice noodles), ume products, teas, pickles (incl. natto miso chutney)}, personal care products, kitchenware, knives). Address: 92 McIntosh Road, Asheville, North Carolina 28806. Phone: 704-252-3090.

2311. Jacobi, Dana. ed. 1995. The natural health cookbook: More than 150 recipes to sustain and heal the body. New York, London, Toronto, Sydney, Tokyo, Singapore: Simon & Schuster. 271 p. . June. 25 cm.
 • **Summary:** This is a selection of the best recipes published in *East West Journal*, compiled by Dana Jacobi, Dan Seamens, and the editors of *Natural Health* magazine. The recipes are generally low in fat, free of white sugar and other refined foods, and nutrient dense, based on grains, legumes, and vegetables; some contain fish and shellfish. Chapter 4 is titled "Seitan, tempeh, and tofu." Miso and soy sauce are used throughout as seasonings.

Contains recipes for Amasake dressing (p. 153), and Amasake scones (p. 191). Amasake (or Amazake) is defined

in the Glossary of ingredients (p. 243). Address: New York City, NY.

2312. *Natural Foods Merchandiser*. 1995. Soyfoods Association elects officers. June. p. 14.

• **Summary:** The SAA recently announced the results of elections held at Expo West in Anaheim last March. Rick McKelvey of Lightlife Foods (Greenfield, Massachusetts) was elected president, Myron Cooper of Westbrae Natural Foods (Gardena, California) was elected vice president, and Dan Burke of Pacific Soybean & Grain (San Francisco) was re-elected treasurer. Continuing on the board are: Peter Golbitz of Soyatech, Inc.; Yvonne Lo of Vitasoy, U.S.A.; Tom Redmond of American Soy Products; Jack Painter of Archer Daniels Midland; Mark Messina, PhD; Harry Tanikawa for House Foods America; Lester Wilson, PhD, of Iowa State University; and Mike Rohan of the American Soybean Association.

2313. Natural lifestyle magazine and mail-order market. Spring. 1995. Asheville, North Carolina: Natural Lifestyle Supplies. 55 p. Catalog. 28 cm.

• **Summary:** A macrobiotic mail-order catalog with several nice articles, it sells many types of soyfoods and related products, including the full line of Kushi Cuisine, organic soybeans (yellow and black), Rice Dream soymilk (p. 27), Edensoy soymilk, Westbrae Maltededs, Nasoya Vegi-Dressings, Nayonaise, Farmhouse Tekka, organic soy sauce, fresh tofu, snow-dried tofu, organic miso (from Miso Master and Japan-Onozaki, and Hacho Miso), instant miso soups (Mitoku and Fantastic Foods), South River American Miso, and tamari roasted nut mix.

Plus: Mochi, kuzu, sea vegetables, shiitake mushrooms, umeboshi and ume "plum" products, azuki beans, amazake, Corona hand mill, water filters, organic cotton clothes, cookbooks, etc.

Publisher: Tom Athos. Editor and graphic design: Debbie Athos.

On page 5 is a nice ½-page article, "Dr. Spock goes macrobiotic." It begins: "I've been practicing transcendental meditation twice daily since my late seventies. I swim every day, and I try to take short walks after meals. I go to bed at 9 p.m. and get up at 5 or 6 a.m. I do 50 minutes of Yoga stretches each morning. Mary gives me daily massage for my weakened legs. I've been eating a macrobiotic diet for two years. It includes practically no fat, no meat, no sugar and no dairy products. I lost fifty pounds in the first few months and I was eating as much food as I wanted.

"Turning point: Until a few years ago, my health had gradually deteriorated, beginning with a heart arrhythmia at age 65. In 1987 my heart stopped altogether, long enough to drop me face first on the marble floor of the Copley Plaza Hotel in Boston. So they sewed a pacemaker under my skin, with an electric wire into my heart to keep it beating

adequately. Three years ago I had a brief stroke-like episode that reduced my talk to gibberish for 15 minutes, and I was put on a blood thinner to prevent a more serious stroke. My legs were gradually getting weaker and less coordinated; the neurologist said it would be progressive. For a year I had repeated attacks of severe bronchitis that required antibiotics; that scared my internist. In 1991, I was introduced to a Belgian-trained physician who had become a macrobiotic counselor. He put Mary and me on a macrobiotic diet." His health improved steadily. "I feel much more alive and alert. After dropping 50 pounds, I lost all my subcutaneous fat, so I get cold easily,... My cholesterol level has gone from over 200 to 123; Mary's was 285 and is now 124. We found that our annual pharmacy bill went from \$5,000 to \$780."

"Once you decide to take your healing into your own hands, any sense of powerlessness and hopelessness ebbs away." Address: 16 Lookout Drive, Asheville, North Carolina 28804-3330. Phone: 1-800-752-2775.

2314. Smith, Patricia. 1995. Tyler Smith and Erewhon, Los Angeles (Interview). *SoyaScan Notes*. July 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Tyler Smith negotiated the sale of Erewhon, Los Angeles, to John Deming and John Fountain. Tyler recently told Patricia that when John Deming and John Fountain took over Erewhon, Los Angeles, it was their intent to use it to test the ideas of Andrew Galambos in practice. John Fountain tried to apply the ideas of Galambos among employees in the daily operations of the company. Patricia could feel the changes immediately—even though she didn't find out until much later that John Deming owned the company. "We were all committed to Erewhon as a macrobiotic food company." New words and language started to be used. Patricia eventually took Galambos' basic course.

Tyler first met Michio Kushi through a series of lectures at Stanford University in May 1968; the lectures were organized by William Shurtleff as part of an Esalen at Stanford program, of which he was head. Tyler was a first-year student at Stanford Law School at the time. Address: Radical Food, P.O. Box 952, Mill Valley, California 94942-0952.

2315. Van Rysdam, Casey. 1995. New developments at the Soya Kaas factory (Interview). *SoyaScan Notes*. July 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The Soya Kaas manufacturing facility recently moved to new address: Swan Gardens, Inc. (A Tree of Life Company), 1220 Six Flags Road, Suite B, Austell, Georgia 30001. Phone: 404-745-0502. Fax: 404-745-0610. The new location is about 5 miles from the former one at 6029 La Grange Blvd., Atlanta, Georgia 30336. Richard McIntyre had owned the former building in Atlanta, and Swan Gardens leased it from him until about 5 months ago. The new facility, which is also leased, occupies 25,000 square feet,

and is extremely sanitary, with ceiling panels that wash, and separation between the wet and dry production areas, improved air flow (so that outside air is less likely to blow into the production area), etc.; this improves the company's GMP ("Good Manufacturing Practices") significantly. As before, *Escherichia coli* tests are run on every batch. The space is used mostly for manufacturing, dry warehouse, cooler, boiler, maintenance shop and a small amount of office space (1,500 square feet). All administrative and sales work continues to be done in St. Augustine, Florida. 1995 has been a great year for sales of Soya Kaas. The new plant, formerly a warehouse, gives plenty of room for expansion.

On all Soya Kaas labels, in the ingredients statement, casein is listed as "caseinate (a milk protein)." Terminology such as "non-dairy" or "dairy free" is completely avoided. The changeover was complete by the time the new NLEA labeling requirements went into effect. In addition, in response to enquiries, the company sends out a little leaflet (2-3 paragraphs) which explains that "caseinate is pure milk protein with the lactose removed mechanically." It gives a milk-like stretch, etc. They send out a similar sheet on lactic acid, which is also an ingredient in Soya Kaas. Unfortunately a few consumers still do not understand clearly the meaning of "a milk protein." Address: President, American Natural Snacks, P.O. Box 1067, St. Augustine, Florida 32085-0410. Phone: 904-825-2057.

2316. Landy, Craig. 1995. Seedex Inc., a subsidiary of Mitsui & Co. (USA) Inc., is growing green vegetable soybeans in Longmont, Colorado (Interview). *SoyaScan Notes*. Aug. 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Seedex probably has less than 100 acres, and they expect to be able to harvest 7,000 to 10,000 lb of green vegetable soybeans (edamamé) this year. Dr. Akio Suzuki is the president of Seedex, Inc. (subsidiary of Mitsui & Co. (USA) Inc., 1350 Kansas Ave., Longmont, Colorado 80501. Phone: 303-678-7333). Craig plans to meet with Dr. Suzuki on August 27 in Chicago, Illinois. Mr. Suzuki claims that the Colorado environment (dry and sunny) is especially well suited to growing delicious edamamé with a high sugar content. They are hand harvesting the crop since they do not have machinery that would leave the pods undamaged.

Craig got on the trail of edamamé from Gary Brown at Arrowhead Mills; Gary introduced Craig to Dr. Dwayne Johnson of the Dep. of Soil and Crop Science (Alternative Crop Project) at Colorado State University, Fort Collins, Colorado (Phone: 303-491-6438). Dwayne introduced Craig to Akio—all within an hour. Craig thinks that edamamé have great potential as a food ingredient in the USA; perhaps they could be roasted, or pureed. Address: Sales & Marketing, T&G Food Ingredient Services, 4220 Commercial Way, Glenview, Illinois 60025. Phone: 1-800-288-1012.

2317. Schwartz, Arthur. 1995. The Schwartz that ate N.Y.:

Soy vey! Who has great soy dishes. *Daily News (New York)*. Aug. 8. Food section. p. 4.

• **Summary:** The title of the left column is a play on words using the Yiddish term “Oy vey!” which means something like “On no, not more.” The author, is luke-warm about his subject: “Big news. Soybeans are good for us. Like we didn’t know it already.” A sidebar gives a brief definition of each of the different types of soyfoods.

The right column lists New York City restaurants that serve great soy dishes: Josie’s, Golden Unicorn (Chinese), Angelica’s Kitchen (macrobiotic), The Fashion Cafe, Zen Palate. Part II is for takeout: Healthy Pleasures, Natural Frontier, Whole Foods.

The recipe of the week is Quick tofu hoisin. A table lists various soyfoods and the amount of protein contained in each.

Note: Arthur hosts a talk show titled “Food Talk” on WOR radio in New York. On Tuesday, Aug. 8, at 12:30 p.m. Dana Jacobi was his guest to talk about soyfoods. She invited listeners to send a SASE to Soyfoods Center for free tofu recipes and a free catalog of publications. About 150 listeners responded.

2318. Evans, Barry. 1995. Chronology and history of Oak Feed Miso, Inc. and American Miso Co. of North Carolina. Part I. 1947 to 1979 (Interview). *SoyaScan Notes*. Aug. 25. With follow-up talks on 4 Dec. 1999, and 29 June and 2-7 July 2000. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Barry was born on 25 Feb. 1947 in Reading, Pennsylvania. His father was in the army reserves. He has been an avid reader since he was about age 9. He did very well on his SAT exams, and entered Princeton University in the fall of 1965 on an ROTC scholarship; there he majored in history, a subject in which he is deeply interested to this day. After 3 years he left Princeton (in a squabble over a project) and attended Temple University in Philadelphia for one year. Returning to Princeton for a fifth year in college, he graduated in 1970. He has been a “natural foods enthusiast” since he was in college. He entered the U.S. Army in Feb. 1971, living off post at Fort Knox (Kentucky), formally applied as a conscientious objector, and was honorably discharged in Aug. 1972 with full veteran’s benefits. He returned to Temple Univ., enrolled in a PhD program in history, but left after 3½ semesters. In June 1974 he became a vegetarian—though he regularly eats fish. In 1977, while living in Coconut Grove, Florida, he first heard about macrobiotics and heard Michio Kushi speak in Coconut Grove. He became a devoted follower of macrobiotics, which he still is. Barry heard about the miso venture through Kathy Kashdan, his housekeeper, who was the sister of John Belleme’s ex-wife. Sandy Pukel (pronounced puy-KEL), who owned the Oak Feed Store, was the pasha (local chieftain) of the large macrobiotic community (satrapy) in

Coconut Grove. Sandy was also extremely close to Michio, and they were often in touch. Sandy was probably Michio’s closest friend among American followers of macrobiotics. The day after Michio’s lecture, Barry went to Sandy’s Oak Feed Restaurant (where he had previously spent much time) and asked to see John Belleme, the manager of Oak Feed Store, who was seated at a table in the Oak Feed Restaurant with Sandy Pukel, talking with Edmund Benson about the miso company idea. Barry walked over to the table and introduced himself, and said he might like to be involved with the miso company; neither he nor John knew one another, but their paths were soon to become deeply intertwined.

1978 fall—Sandy Pukel, John Belleme, and Michio Kushi start to discuss the idea of a miso manufacturing company in America. John Belleme became interested in this idea in the fall of 1976 in Brookline, Massachusetts.

1978 fall—Various people buy shares in the new miso company. Jim Kenney \$5,000. Frank Head intended to buy shares, but never did. At either that time or later Edmund Benson invested about \$25,000 of \$50,000 that he had formerly pledged.

1978 fall—Pukel and Belleme make a deal through a real estate agent to buy the property in Rutherfordton, North Carolina, on which the American Miso Co. now stands. As Barry recalls, this was the very first concrete move toward starting a miso company other than John taking Japanese Berlitz lessons, which he started at about the same time. They bought something like an option on the property. They put something like \$1,000 to \$5,000 down as good-faith money and had about 6-12 months to come up with the rest of the down payment of \$15,000 to \$20,000. John Belleme rode up to North Carolina on his motorcycle to help make the down payment and sign the original land deeds *before* Barry invested any money. Maybe John also rode up again later.

1979 Feb. 28—Oak Feed Miso, Inc. is incorporated. The initial directors and officers are Sanford J. Pukel (President, 3030 Grand Ave., Coconut Grove, Florida 33133) and John Belleme (Secretary-Treasurer, 5490 W. 1 Ct., Hialeah, Florida 33012). It is not clear who owns how much stock at this time. Oak Feed Miso was discussing a joint venture with Erewhon to establish the actual factory, which would then be called the Erewhon Miso Co.

1979 April—Five of the six months have passed. Barry (now age 32) becomes involved as an investor in the miso company, contributing initially \$50,000, which more than covers the urgently needed down payment. He thinks Sandy could have found a way to make the next land payment without his money, but perhaps not easily. Barry had not been previously involved in the miso project in any way. Barry believes that by this time Sendai Miso-Shoyu and Mitoku (Mr. Kazama) had very little interest in serious participation in the Erewhon Miso Co. Michio may have

wanted them to be involved, but they did almost nothing to demonstrate their interest. At best they may have said “keep us posted.” But nothing ever happened.

1979 Oct.–John and Jan Belleme leave for Japan to study miso making. After “camping out” in Mr. Kazama’s office for a while, he ends up studying with Mr. Onozaki. Barry’s investment helps, but the checks sent to the Bellemes in Japan are written by Sandy Pukel on the Oak Feed Miso account.

1979 Nov. 18–Barry is in a horrific bicycle accident in Pennsylvania. He flies over the handlebars, into a field, breaking 5 vertebrae and 9 ribs. After a 14-hour operation, he spends 6 months flat on his back in the hospital and 1 year in a full-body cast. He was paralyzed from the waist down for quite some time. He did not eat one bite of hospital food; he had all natural-food meals brought in. Continued. Address: Owner, American Miso Co., Inc. and Great Eastern Sun, Asheville, North Carolina 28806. Phone: 704-252-3090.

2319. Evans, Barry. 1995. Chronology and history of Oak Feed Miso, Inc. and American Miso Co. of North Carolina. Part II. 1980 (Interview). *SoyaScan Notes*. Aug. 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: 1980 June–John and Jan Belleme return to the USA from Japan. A letter shows that by late summer John had started to order miso-making equipment. Barry is sure that the wooden vats come from Arrow Tank Co. (Buffalo, New York) the only traditional barrel maker left in the United States—a very interesting place. The vats are all traditionally made, from old recycled wine barrels and other old wood. Over the years, the miso company has bought all its vats from Arrow Tank Co. The first 35 vats were cypress, but when those ran out, the next five were fir (they took a long time to season), and last 5-6 were redwood (they worked better).

Concerning Joseph and Patricia Carpenter: Barry never met them and he understands that their being asked to leave when the Bellemes returned was a traumatic, landmark event in their lives. Barry was once in prison for 32 months, and was on probation for three years after that, and was awaiting prison for 2 years before he actually went. But when it was over, he let it go and went on with his life. After John returned from Japan, Barry heard about the Carpenters situation from John and Sandy, who said (generally) that they had not done much while they were there, and they did not seem very motivated. But, in all fairness, maybe they didn’t have any clear instructions as to what they were supposed to do. For him, their whole role in the miso company was always very hazy. But until Barry took a hand in things, the whole company was very “loosey-goosey.” Nobody had any clear instructions as to what was to be done. Only John and Jan Belleme know the details of what actually happened. Sandy is a “conflict avoider” so he would have been ambiguous. John was not a conflict avoider. John, who

was never a hippie and was very yang after his stay in Japan, came back to find these two hippie types on the land. “This culture clash may have had a lot to do with it.” Also, there was only one house, so the two families would have had to live together.

1980 summer—Each time the company needed more money, they would come to Barry—since he was the only one they knew who had any and was willing to invest it. This summer, when the building had to be constructed, the equipment ordered and paid for, and land payments made, Barry started to invest a lot more money, and to own more and more shares. When he invested his second \$50,000 he began to pay more attention to who else owned shares. “As I began to sniff the wind a little more, I sensed that I was surrounded by phantom shareholders, and was the only one actually investing any money.” Sandy and Michio didn’t want Barry to be on the board of directors, and they wanted his stock to be Class B, which did not enable him to vote—even though he was now the leading investor. Barry confronted Michio on this while on an airplane en route from Boston to Florida; Sandy was also on the plane. Barry made it plain that he would not invest any more money (he was being asked for about \$90,000 more) unless he could be on the board of directors, and all the stock (not just his) would be voting stock. Michio and Sandy reluctantly agreed. All this came to a head at an important meeting in Miami in the summer of 1980, shortly after John and Jan returned from Japan.

When the Belleme’s returned from Japan, people began to realize that this miso company might really happen. Negotiations had been taking place throughout 1979 and 1980. Three or four versions of an ownership contract / agreement had been presented but never signed; there would be 14-15 more over the next year, and none of those was ever signed either. The negotiations ended with Erewhon’s bankruptcy. The discussions were really between the Erewhon group (comprised of Michio, Aveline, Morris Kirsner—their attorney—and Evan Root) and the Oak Feed Miso group (comprised now of Barry, John and Jan Belleme, and David Young—their attorney). Sendai Miso-Shoyu and Mitoku were not even mentioned; they were out of the picture. Mr. Kazama, owner of Mitoku, probably feared and doubted the potential new American miso company. “The issue was: Who would control the company, Erewhon or us? And how many shares would each person or company own?” Each group wanted to own a majority of the shares. This meeting went on for several days at various places, including restaurants, the Oak Feed Store, and the office of David Young—the Oak Feed Miso group’s attorney. Note: See also meeting of 27 Sept. 1981.

Barry, who was on crutches, flew in from Reading, Pennsylvania, accompanied by his close friend and confidant, Saul Goodman, a macrobiotic healer and shiatsu practitioner. Barry could not travel by himself, and this was the first

trip he had taken after his bike accident. David Young was concerned that the Oak Feed group was being asked to put up almost all of the money yet would not have control; yet he was ambivalent. Sandy Pukel was a member of the Oak Feed Miso group, but he was also ambivalent; he was really on Michio's side. He felt that Erewhon's participation was absolutely vital, and whatever had to be given up to get that participation was appropriate. Everyone should trust in Michio, and Michio would provide.

Sandy was and is one of Michio's closest friends and confidants in the whole world. Sandy and Mona Schwartz were the co-heads of the Florida Macrobiotic Association. An excellent macrobiotic teacher and cook, Mona ran a study house in the Miami area, where Barry ate many of his meals for the first several years that he was practicing macrobiotics. So did Dr. Keith Block. Mona first told Barry how close Michio and Sandy were, and how much each influenced the other's thinking.

Barry recalls that Michio and his attorney, Morris Kirsner, were so demanding and unreasonable in what they wanted that even Sandy hesitated. He wanted to give them more than Barry and John, but he didn't want to give them everything they wanted. Negotiations dragged on and on because they were taking this unrealistic negotiating stance. So it was easy for Barry and John, who saw increasing signs of weakness in Erewhon, to begin to fight a war of attrition and prevent anything from happening.

The Board at that time had five members—including John Belleme, Sandy Pukel, Edmund Benson, Barry, and one other person—which was probably not Michio. Only four other people besides Barry invested money in the miso company: Edmund Benson \$20,000, Frank Head (who started Mountain Ark) \$5,000, the Japanese cook at the Oak Feed Restaurant (Yozo Masuda) \$10,000, and Jim Kenney \$5,000. Barry bought out the first two, and Jim died before the company began operations. Sandy Pukel, as one of the company's founders, got a number of "founders shares" for free, which Barry eventually bought back from him.

1980 fall—A document shows that at this time "John and Jan go on Erewhon payroll and start construction of Erewhon Miso in Rutherfordton, North Carolina." They begin by leveling the land. They went on the payroll of the Erewhon Trading Co., not the Erewhon Miso Co., since the latter company did not have a payroll and never really existed. Of course, Michio and Aveline owned Erewhon and all or most of its stock. Barry recalls that Erewhon was supposed to put up a certain amount of money for their share of the joint venture, and then provide the additional services of buying all miso made by the new miso company, packaging, and distributing it.

Barry recalls that much of the automatic miso-making equipment came from Japan—some or all of it from the Fujiwara Brewing Co. in Hiroshima. John visited them in 1983 when the miso company was considering adding a soy

sauce plant near the miso plant. Continued. Address: Owner, American Miso Co., Inc. and Great Eastern Sun, Asheville, North Carolina 28806. Phone: 704-252-3090.

2320. Evans, Barry. 1995. Chronology and history of Oak Feed Miso, Inc. and American Miso Co. of North Carolina. Part III. 1981 to 1982 (Interview). *SoyaScan Notes*. Aug. 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: 1981 Jan. 31—Oak Feed Miso, Inc. IRS tax returns (for the fiscal year ending Jan. 31) show losses of \$89,000 for the last year with no sales. Note: The land was purchased on a mortgage, with about \$20,000 down payment.

1981 March—The miso building is essentially complete, but some equipment still had to be ordered—from Japan and the USA.

1981 early—Michio and Aveline Kushi can see that Erewhon is heading for bankruptcy. They try urgently to raise money. Sandy Pukel loans the Kushis \$100,000—and thereby wins their eternal gratitude and friendship. Sandy never gets the money back. Barry is upset, because he believes that this was money he gave to Sandy as his investment in the miso company. Essentially, Barry then had to give Sandy more money which he finally did invest in the miso company—as follows: Sometime later in 1981, to make things more complicated, Sandy (who is now short of cash) asks Barry if he would be willing to invest in Oak Feed Store and Restaurant with the understanding that Sandy will use the money to buy the shares he had pledged to buy in Oak Feed Miso, Inc. Barry accepts the deal, and Sandy invests the \$80,000 to \$90,000 in Oak Feed Miso—which makes Barry happy.

1981 July—The opening ceremony for Erewhon Miso Co. is held at Rutherfordton, North Carolina. This was "the crowning moment of the early phase of the miso company. We were all still together at that point, including Michio. We had a big, beautiful sign out on the road in front of the factory, put up for the opening ceremony, that read 'Erewhon Miso Co.'—even though that was never the name of the company. The delegation from Erewhon was Michio, Aveline, and Evan Root. Evan was overwhelmed by the emotion of it—all just crying like a baby. John and Jan Belleme were there, as was a woman from Asheville who did the photography. Sandy Pukel must have also been there, though Barry has no clear recollection of this. Yet tension between Barry and Sandy had been growing. "Without Sandy and Michio, the project never would have happened." By now many people could see that Erewhon was headed for bankruptcy, but "Even at the time of the opening, everyone thought Michio would pull another rabbit out of his hat in the end," to save Erewhon. In late summer and early fall Barry attended several meetings called to discuss Erewhon's perilous financial condition. These meetings were all held in the area of Boston, Massachusetts, sometimes in the office

of Morris Kirsner, the Kushi's attorney. Barry was invited largely because they hoped he would help bail out Erewhon.

1981 Aug.—John and Jan Belleme start making miso in North Carolina; the soybeans and grains are contributed by Erewhon Trading Co. But by August or September the Kushis can see that Erewhon's bankruptcy is imminent, so they stop sending John his paycheck and additional raw materials. This creates a crisis; everything must be rethought with Erewhon out of the picture. John may have sent out feelers to Westbrae and Eden to see if they wanted to take over Erewhon's role as distributor of the miso—they didn't.

1981 Sept. 27—At an annual meeting of Oak Feed Miso, Inc. all shares are converted to Class A voting shares. Major shareholders are: Barry Evans 1400 shares. Sandy Pukel 1400 shares. John Belleme 900 shares.

1981 Nov. 18—Erewhon Trading Co. files for bankruptcy protection under Chapter 11 of the federal Bankruptcy Act. For the next several months, "various wolves were circling around, trying to grab hold of the half-dead body. Finally U.S. Mills and Nature Food Centres Inc. grabbed it and dragged it off to its lair." As part of the deal, Michio had to agree that he would only do endorsements through the new owners. So Michio, who had lost control of his own destiny for quite some time, could not be involved with the miso company any more. Barry thinks Sandy realized that and his heart went out of the miso company project at that point. Consequently, all deals between the miso company and Erewhon come to an end. Barry thinks that Erewhon Trading Co. invested a total of about \$15,000 in the miso company in the form of payments and miso ingredients. After Erewhon was purchased out of bankruptcy, the new owners, Chuck Verde and Cynthia Davis, never got this investment back. When they called, Barry took the position that the costs and difficulties the miso company had endured because of Erewhon's collapse were much greater than \$15,000. Barry added that if they took the matter to court, he would sue them for breach of contract. In fact, the miso company barely survived that collapse.

Over the past four months Barry, who admires Michio as a spiritual leader, has come to realize that he cannot be counted on to help establish the new miso company. He has grown tired of all the difficulties with Erewhon and Michio; as a practical businessman, he was "a nightmare."

1981 late—Marty Roth now enters the picture. When John Belleme left his job as manager of Oak Feed Store to study miso in Japan, Jim Kenney took over from him. Jim was an epileptic; while traveling on vacation in East Asia about a year later, he died tragically at about age 27—Barry heard he choked on the seed of an umeboshi salt plum that he was using to try to control an epileptic fit. So in about July or August 1981 Sandy brought in Marty Roth, who had been running the Natural Cafe in Santa Fe, New Mexico. Marty was soon working as manager (or assistant manager) of Oak Feed Store. Marty (a very inventive and creative guy) and

Barry (a co-owner of the store) quickly find they get along well and work together effectively. Marty didn't want to stay in Miami, and his job with Sandy wasn't working out. When Marty told this to Barry, Barry said that he was planning to establish his own import company in North Carolina, and that company was also going to take over distribution for the miso factory. It is not crystal clear to what extent Barry lured Marty away from Oak Feed Co. and to what extent Marty would have left anyway.

1981 Dec.—Great Eastern Sun (GES) is organized. The first employee and manager is Barbara Arrow, who arrived in Dec. 1981.

1982—Jan. GES orders its first container of natural foods from Mitoku (Mr. Kazama) in Japan.

1982 Jan. early—Marty Roth moves from Florida to North Carolina to run Great Eastern Sun (GES)

1982 Jan.—Barry makes another investment in the miso company and thereby replaces Sandy Pukel as the largest shareholder. Barry buys out remaining shareholders—except Jim Kenney who is no longer living. Sandy proposes to Barry a deal whereby he would trade Barry all of his stock in the miso company for all of Barry's stock in Oak Feed Store. Barry accepts, but with the added condition that Barry could import goods from Mitoku in Japan.

1982 Jan. 4—Barry Evans sends out a letter on American Miso Co. letterhead to potential customers that begins: "Dear Friends—We at The American Miso Company are proud to announce the opening of our miso shop in Western North Carolina." It ends: "The Lindenself Foundation, doing their business as Linden's Elf Works, located in Piedmont, North Carolina, has been appointed as the sole agent in marketing and distribution of The American Miso Company brand products... Your phone contact is John Troy at... 919/364-2723. Enclosed is the Linden's Elf Works distributor price sheet which includes all the pertinent information for your upcoming Spring catalogue. With kindest regards, Barry Evans, President." When Marty Roth sees this announcement, he argues that GES should distribute AMC's miso; Barry agrees. So John Troy and Elf Works never did distribute any AMC miso.

1982 Jan. 31—Oak Feed Miso has losses of \$67,000 for the previous year with no sales. Total loss: \$157,000.

1982 Feb. 26—Sandy Pukel and Barry Evans sign an agreement whereby Sandy gets out of Oak Feed Miso and Barry gets out of Oak Feed Store and Oak Feed Restaurant by an exchange / trade of stock. Barry recalls that Sandy left the miso company reluctantly for two reasons. First, because he saw the miso company as "his baby" and he liked to be in control—not so much because he saw it as a company with a bright and profitable future. And second, because Michio wasn't involved any longer, and couldn't be because of what had happened to Erewhon. Barry never asked Sandy (or any of the other shareholders) if he could buy their shares. They all approached him with the idea. First, for example, Edmund

Benson wanted to get his money back, so Sandy bought his stock. Yozo Masuda's stock was included in the deal with Sandy.

1982 March 22—Great Eastern Sun is incorporated.

1982 April 19—At the annual meeting of the shareholders of Oak Feed Miso, the name is officially changed to American Miso Co. This change is filed with the state of Florida on 5 May 1982, and signed by Barry Evans and Janet Belleme. The final stamp of filing is 19 May 1982. Barry notes: "In numerology, this date (May 19) is a 44 number, since $5 + 19 + 1 + 9 + 8 + 2 = 44$. Forty-four is the number of ultimate business success." Barry did not plan to incorporate the company on this date. "It was just the order of the universe."

1982 May 18—Great Eastern Sun sells its first food products to a natural food store; they were imported from Japan.

1982 mid- to late- The principals of the American Miso Co. are now Barry Evans, John and Jan Belleme, and Mrs. Kenney. Barry started with 1,400 shares, got 1,400 from Sandy, 100 from Yozo, 250 from Edmund, and 200 from Gary Dukeman (a friend of his)—for a total of 3,350. John and Jan had about 850 shares. John had been given about \$20,000 worth of shares as a founder of the company, and because he went to Japan to learn how to make miso, and because he had worked for a modest salary (less than \$20,000/year) as a miso maker in North Carolina. Mrs. Kenney had 50 shares. On a percentage basis, Barry owned 78.9% of the miso company, John and Jan Belleme owned 20%, and Mrs. Kenney owned the rest. Continued. Address: Owner, American Miso Co., Inc. and Great Eastern Sun, Asheville, North Carolina 28806. Phone: 704-252-3090.

2321. Evans, Barry. 1995. Chronology and history of Oak Feed Miso, Inc. and American Miso Co. of North Carolina. Part IV. 1983 to present (Interview). *SoyaScan Notes*. Aug. 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: 1983 Oct. 1—Barry desires to buy and John and Janet Belleme desire to sell all their 900 shares in the American Miso Company. John agrees to work as a consultant for 6 months and to train a person to take his place. Barry wants to run the company in a more "commercial" way than John does, starting with major price increases.

1984 Jan. 31—American Miso Co. has gross receipts or sales last year of \$61,941, annual losses of \$68,367, and total losses from day one of \$306,633.

1985 Jan. 31—American Miso Co. has sales last year of \$107,000, annual losses of \$21,000, and total losses from day one of \$327,000.

1985 Dec.—John Belleme leaves American Miso Co. because of a conflict with Barry Evans. Don DeBona, who arrived in the spring of 1985 and worked with John for 6 months, takes over. A year or two before John left, Sandy

purchased his shares in American Miso Co.—because John wanted him to. John felt that Barry was making decisions with which he did not agree, and that he shouldn't have to suffer financially if they turned out to be bad decisions. Barry did not want John to leave, but neither did he want John to be in control of the business. Barry recalls that there was a big conflict and bad feelings between him and John at the time John left.

1986 Jan. 31—American Miso Co. makes its first profit during the past year of \$22,000. Gross revenues or sales were \$214,000 and total losses from day one decrease to \$304,000. Notice the big jump in sales. Barry instituted a 50-70% price increase, over John's protests. Note: Barry never went to business school, but he learned to be a good businessman in the "school of hard knocks."

1987 Jan. 31—Sales last year of \$262,000, profit of \$101,000 (up 4.6 fold), and total losses to date of \$203,000. Now—sales only for the following fiscal years: \$252,000 in 1988, \$275,000 in 1989, \$315,000 in 1990.

Then the fiscal year end changes to Aug. 31 to coincide with that of Great Eastern Sun. Sales are \$161,000 in 1991, \$392,000 in 1992, \$435,000 in 1993, \$505,000 in 1994, and \$550,000 in 1995. In 1995 the total losses carried forward go to zero for the first time. In other words, including his salary, Barry first broke even this year.

1992 Jan. 2—Barry takes a federal vacation, returning to the company on 1 Sept. 1994.

1997 Oct.—Don DeBona decides to leave AMC. The broad issue was control. It was a sad day for Barry. Don owned no shares in the company and, after having been there for ten years, he wanted to own a significant part of the company, and be able to build up equity, if he was to continue. Barry was unwilling to give him that ownership, so he quit—but continued to live in his house on the property. "It was not a very pleasant parting."

2000 July—In the early years, no koji was made each year during the hot months, from about June until August or mid-September. Now, however, the koji-makers are so skilled that they make it during those months, but outside of the koji room on open tables. This helps to meet the steadily growing demand. Today, with a crew of eight (including 4 packagers), AMC makes about 350,000 lb/year of miso (about 7,600 lb/week) and might possibly be able to expand this to 450,000 lb/year with its existing buildings.

2000 July—Almost all the early American Miso Co. records (including payables, receivables, invoices, payroll records, etc.) are kept in many cardboard boxes in a storage area in Asheville—but they are not well organized. Records from the first year or two (1979-80) may be missing entirely. One of these days Barry would like to get these AMC records organized. may be missing. The Great Eastern Sun records are intact from the beginning and are well organized.

Barry: "I have tried to tell you this story in a fair and dispassionate way. No one should think that I was the dogged

person hanging on, or the prime mover of everything. But it was really just the flow of circumstances. I was just swept along, and countless times I was scared to death and wished I had never gotten involved, and spent sleepless nights ruing the fact that I had made such a fool out of myself, and thought things would never work out, and would end in disaster.” But actually the company has experienced nice, steady growth.

Note: Barry planned to buy South River Miso Co. within 1-2 weeks after this interview and was 90% sure the deal would go through—but it never did. Address: Owner, American Miso Co., Inc. and Great Eastern Sun, Asheville, North Carolina 28806. Phone: 704-252-3090.

2322. Mountain Ark Trading Company. 1995. Catalog—September-December 1995 [Mail order]. Fayetteville, Arkansas. 30 p. 27 cm.

• **Summary:** Soy-related products in this mail order catalog include: Miso, soy sauce, tempeh, tofu, black soybeans, yellow soybeans, tofu dressings, natto miso. Also: Sea vegetables, amaranth, quinoa, teff, blue corn. The general manager is Nick Masullo. Address: P.O. Box 3170, Fayetteville, Arkansas 72702. Phone: 1-800-643-8909.

2323. *Natural Food and Farming (Atlanta, Texas)*. 1995. Bio-dynamics: The legacy of Ehrenfried Pfeiffer. 41(2):1, 5. Aug.

• **Summary:** A biographical profile of Ehrenfried Pfeiffer.

Note 1. Bill Francis is now Executive Director and Editor and Lisa Arnold is Secretary / Treasurer of Natural Food Associates.

Note 2. This is apparently the last issue of this pioneering periodical. The issue contains 16 pages and is 8½ by 11 inches in size. Address: Natural Food Associates, U.S. Hwy 59. P.O. Box 210. Atlanta, Texas 75551. Phone: 903-796-3612.

2324. *Natural Food and Farming (Atlanta, Texas)*. 1995. Bio-dynamics: The legacy of Ehrenfried Pfeiffer. 41(2):1, 5.

• **Summary:** An excellent biographical profile.

Note: This is the last issue of *Natural Food and Farming* published by Natural Food Associates, U.S. Hwy. 59, P.O. Box 210, Atlanta, Texas 75551. Phone: 903-796-3612.

2325. Barat, Chandri. 1995. Celentano copies Legume line of vegetarian frozen entrees with tofu (Interview). *SoyaScan Notes*. Sept. 6. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** About fifteen years ago Chandri and Gary Barat went to Celentano with an idea for a line of vegetarian frozen entrees with tofu. They worked with Dominic Celentano, Sr., a pioneer in the frozen food industry and the first to put frozen Italian entrees in food stores about 50 years ago. They both admired this hard-working, honest man of

integrity, who told them: “A man’s handshake is his word. You can have all the paper in the world, but if the good will of the parties isn’t involved, it doesn’t mean anything.” He told them “he would never do a tofu item, and he would never compete against them.” Though he is a right-wing conservative who jokingly calls Chandri “Mrs. Lenin,” he made a real personal mark on the Barats because of the many values of his they admired.

Before Legume had its first public stock offering, the Barats and their attorneys developed and signed a very professional 30-page legal contract with Celentano; it stated that Celentano would not divulge any of Legume’s confidential information, including proprietary formulas, recipes, etc., but it did not contain a “non-compete agreement.”

When Dominic’s son, Dominic Jr., took over his father’s place as head of the company, he decided to try to introduce a low-fat version of the company’s traditional Italian frozen entrees to the natural- and health food market. He did this in part because profit margins were decreasing from the big chains like Shop Right, and because he noticed the success Legume was having in this market. The products (Cheese Ravioli, Cheese Lasagna, etc. with white flour and regular cheese) were well accepted and widely distributed. These were purchased by retailers in part because the natural foods industry is losing its identity by buying products that contain white flour, white sugar, etc. Chandri and Gary had no problem with this. But then the son did something that Chandri and Gary feel was unethical, if not treacherous. Even though it did not violate any written agreements, it clearly violated a verbal agreement given with a trusted handshake. In early 1995 Dominic Jr. launched a line named “Celentano Vegetarian Selects” consisting of four vegan frozen entrees with tofu that were very similar to those they had been making—and were still making—under contract for Legume since 1983. The four products were: Manicotti Florentine (resembling Legume’s Tofu Manicotti, made by Celentano since Feb. 1983), Stuffed Shells Florentine (resembling Legume’s Stuffed Shells Provencale, made by Celentano since Dec. 1983), Lasagne Primavera (resembling Legume’s Vegetable Lasagna, made by Celentano since Dec. 1983), and Eggplant Rollettes.

Celentano’s introduction of these four products has hurt the sales of Legume’s frozen tofu entrees tremendously. Celentano’s sells his entrees at prices lower than Legume can afford and he promotes them extensively.

Chandri laments: “It is a very unfortunate situation. We still have a close relationship with the father, Dominic Sr., who loved to mock tofu: “It’s just like cardboard. Who would eat it?” When we went to talk to the son, we said, ‘Your father swore to us he would never...’ The son replied: “My father doesn’t have the authority to speak for this business.” The son came on with the wife of the mayor of New York City introducing his non-dairy vegetarian line.

Celentano even uses tofu made by White Wave, the same manufacturer that has supplied Legume all these years.

The Barats would like to leave Celentano and find a new manufacturer for their products, but that is hard because Celentano is very automated. They are also reluctant to leave as long as the father is alive; but he is in his mid-70s and is not well. Chandri is sure that the son will kick Legume out the day after the father dies. The last time Chandri visited him in his office, “he almost picked me up and threw me out, even though I thought I was being quite polite. He said: ‘This is my office, you’re in it, and there’s the door.’”

Three or four years ago Legume began to private label their Manicotti Florentine for Trader Joe’s, and is still on the market and selling very well. They have also made other products for Trader Joe’s (Stuffed Shells, Classic Manicotti—without the spinach) but they have come and gone.

Legume’s best selling products at present are Vegetable Lasagna, Manicotti Florentine, and the new line of canned products. They also still make Barat Bars (chocolate) but they are a relatively small item. They also have a Veggie Protein Cutlet.

Update: 1996. According to one industry insider the above story does not sound quite right because Dominic and his wife “still run Celentano with an iron hand.” Address: P.O. Box 609, Montville, New Jersey 07045. Phone: 201-263-1013.

2326. *Natural Foods Merchandiser*. 1995. New Hope celebrates 20th anniversary. Sept. p. 6.

• **Summary:** New Hope Communications celebrated its 20th anniversary on 1 August 1995. The first issue of the company’s flagship publication, *Natural Foods Merchandiser*, was published in Feb. 1979. “Originally started by Doug Greene as a publishing representative firm in Santa Monica, California, the company relocated to New Hope, Pennsylvania, in 1980 and then moved to Boulder in the summer of 1988.”

The company organizes what have become the industry’s largest trade shows and conventions, Natural Products Expos East and West. The first Expo was held at Anaheim, California, in 1981 with 234 booths and 3,000 attendees. This year’s Expo West drew more than 18,000 industry members to 1,350 booths.

The company’s latest venture is the purchase and renovation of the historic Boulder Theater (see June NFM, p. 6). A photo shows New Hope Communications founder and CEO Doug Greene in a natural products store in 1984.

2327. Albertson, Ellen. 1995. Super soy: The newest miracle food. *Self*. Oct. p. 148-151, 204. [1 ref]

• **Summary:** The subtitle continues: “Okay. One more time. Scientists are telling us they’ve found the nutritional Holy Grail, a simple food that prevents heart disease and cancer. Do we believe them? Yes!”

“Soy may be so effective that it actually crosses the line from nutritional to medicinal.”

This article begins with a summary of the meta-analysis by Dr. James Anderson published in the *New England Journal of Medicine* (3 Aug. 1995). It reported soy in the diet can significantly lower high cholesterol.” It also notes that: (1) “Genistein, a powerful natural chemical unique to soy,” may stop the growth of cancer cells. (2) The natural estrogens in soybeans may “help alleviate postmenopausal symptoms.” In Japan, where soy is typically eaten daily, there is no word for “hot flashes.”

Photos and definitions of various soyfood products are given: Tempeh, soy flour, tofu, textured vegetable protein, soy milk. A section titled “15 delicious ways to add soy to your diet,” gives serving suggestions for these and other soyfoods at breakfast, lunch, snack, and dinner.

A full-page table on p. 204 rates the best (B) and worst (W) of the following, with nutritional information, taste, texture, and comments: Hot dogs: B—Yves Veggie Cuisine Tofu Wieners. W—Soy Boy Right Dogs. Burgers: B—Boca Burger. W—Green Giant Harvest Burger. Sausage: Lightlife Lean Links Italian Sausage. W—Fantastic Foods Nature’s Sausage. Bacon: B—Yves Veggie Cuisine Canadian Veggie Bacon. W—Lightlife Fakin’ Bacon. Luncheon Meat: B—Yves Veggie Cuisine Deli Slices. W—Lightlife Smart Deli Thin Slices—Roast Turkey Style. Plain soy milk: B—Westbrae Natural WestSoy 1% fat. W—Edensoy Extra. Soy cheese: B—Sharon’s Finest Cheddar Style TofuRella. W—Soymage Cheddar Style Cheese Alternative. Chili: B—Midland Harvest Chili Fixin’s. W—Fantastic Foods Vegetarian Chili. Pizza: Nature’s Highlights Rice Crust Pizza. W—Farm Foods Pizsoy Cheese Style. Frozen Dinners: B—Amy’s Tofu Vegetable Lasagna. W—Hain Pure Foods Pepper Steak. Dessert: B—Living Lightly Chocolate Almond Non Dairy Frozen Dessert. W—White Wave Dairyless Vanilla “Yogurt.”

2328. Rose, Ronit Addis. 1995. Groceries go green: natural food stores are winning converts by the cartful. *Vegetarian Times*. Oct. p. 77-78, 80-82.

• **Summary:** Discusses Whole Foods Market, the largest natural foods chain and the only publicly held company. Its sales have jumped 334% since 1991 to \$402 million.

“Whole Foods’ main competitor is privately-owned Fresh Fields based in Rockville, Maryland. Fresh Fields has 15 stores in five states, and about \$200 million in annual sales. On the next tier of natural foods supermarkets is Wild Oats, with 14 stores and six more planned for 1996, which has about \$120 million in sales a year; and Alfalfa’s, with eight stores, three more set to open soon and about \$100 million in projected sales this year. Both chains are based in Boulder, Colo.

“These stores have indeed changed the face of natural foods retailing—perhaps all food retailing—forever.”

2329. **Product Name:** Tree of Life Tamari, and Shoyu.

Manufacturer's Name: Tree of Life, Inc. (Marketer-Distributor). Made in Richmond, Virginia, by San-J International.

Manufacturer's Address: St. Augustine, FL 32084.

Date of Introduction: 1995 October.

Ingredients: Incl. organic soybeans.

How Stored: Shelf stable.

New Product–Documentation: Spot with photo in NFM's New Product Review. 1995. Fall. p. 6. "Tree of Life" has introduced domestically made Organic Wheat Free Tamari and Organic Shoyu. Both new products are made with organic soybeans. The tamari has the sodium content reduced by 25%.

2330. **Product Name:** Tree of Life Ready Ground Tofu [Savory Garlic, or Hot & Spicy].

Manufacturer's Name: Tree of Life, Inc. (Marketer-Distributor).

Manufacturer's Address: St. Augustine, FL 32084.

Date of Introduction: 1995 November.

Ingredients: Incl. tofu.

How Stored: Refrigerated.

New Product–Documentation: Spot with photo in NFM's New Product Review. 1995. Winter. p. 3. "Tree of Life" has introduced two new flavors to its Ready Ground Tofu line of "vegetarian hamburger substitutes." The product works well in many different recipes including lasagna, burritos, and stuffed peppers.

2331. Ledvinka, Ferro. 1995. Introducing macrobiotics and soyfoods to Italy (Interview). *SoyaScan Notes*. Dec. 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ferro was a pioneer of macrobiotics in Italy. In the process he also helped to introduce soyfoods, especially to Florence. He first learned about macrobiotics when he read a book on macrobiotics in Italy. He started eating a macrobiotic diet. In Rome there was a macrobiotic center founded and run by Marquesa Parvolo, who had been cured of leukemia or a blood disease by George Ohsawa several years before. In 1971 he heard a lecture at this center in Rome by Rob Dobrin, who gave him Michio Kushi's address in Boston, Massachusetts. In the summer of 1972 he traveled to Boston to study macrobiotics, and there he learned how to make tofu and seitan. After leaving the USA, he returned to Italy, living in Rome. From there he worked to spread macrobiotic food and philosophy to all major Italian cities.

In Jan. 1977 Ferro went to Japan to work with Mr. Kazama at Mitoku, exporting macrobiotic foods to Italy and other European countries. The first Italian company to order these foods (including Japanese miso and tamari) was ProBios in Florence. They were followed by two Italian Macrobiotic Centers, located in Rome and Milan. In Oct. Ferro left Japan, returned to Italy, lived in Rome for a while,

then moved to Florence, where he established the pioneering Fondazione Est-Ouest at via de Serragli 4, in Florence. This was a combination macrobiotic restaurant and macrobiotic study center. Ferro also worked for a while with ProBios. He taught various people to make tofu, seitan, and tempeh—but none of the restaurant customers would buy or eat these strange new foods. So Ferro decided to fry them and serve them as a snack, free of charge, before each meal. A Tuscan proverb says that "Even a slipper, if fried, tastes good." In this way people in Florence started to eat these new foods. The restaurant made and served these foods from about 1982 to 1985. Then people who were working in the restaurant moved to another place, became independent, and they started a small food factory named Soyalab. The founder of Soyalab, Matteo Iacovelli, is now the chairman of the Kushi Institute in Milan. Another person who helped a lot on the way was Alfredo Ingannamorte. These people learned how to make tofu and tempeh in Boston. Alfredo studied at the Kushi house in Becket. Matteo worked at a macrobiotic restaurant (Open Sesame) in Brookline Village. Address: Via Pellicceria 6, 50123 Firenze (Florence), Italy. Phone: 055-827 274.

2332. EarthTrade Inc. 1995. EarthTrade, Inc. announces 3rd quarter sales. Innovative business shows 147% increase in revenues (News release). 1814 Franklin St., Suite 710-E, Oakland, California 94612. 6 p. Dec.

• **Summary:** "EarthTrade has become a leader in the conversion to organic farming in Latin America by working in a close partnership with small farmers and farm cooperatives. Together they are showing that sustainable agriculture makes economic as well as environmental sense, marketing their goods throughout the U.S., Canada, and Europe."

"The company's cumulative revenues for the 9-month period through September 1995 were \$2,232,246, compared to sales in the same period in 1994 of just over \$903,000 and \$1.36 million in total revenues for 1994." Michael Davis is the company's CEO and President. EarthTrade, which works with 2,500 small farmers and farm cooperatives in Central America, Mexico, Canada, and the United States, has offices in New York City, Oakland (California), and San Salvador. It is a member of OCIA (Organic Crop Improvement Association). Address: Oakland, California. Phone: 510-987-7222.

2333. Holt, Stephen. 1995. A soya-based dietary supplement to lower blood cholesterol and promote cardiovascular health. *Alternative & Complementary Therapies* 1(6):373-76. Nov/Dec. [5 ref]*

• **Summary:** A table (p. 376) is titled "Selected soya products for which specific health benefits have been proposed." Four products are listed, and for each the product name, purpose, and source (manufacturer or distributor) is given. The

products are (1) Genista, from Life Services Supplements, Inc. (Neptune, New Jersey) and CartiLife, Inc. (New York, NY). (2) Earl Mindell's Soy Miracle range of products from Free Life International (Milford, New Jersey). (3) Soya products of General Nutrition Corporation (GNC, Pittsburgh, Pennsylvania). (4) NGR/Shaper from H.S.N. (Saint Petersburg, Florida).

Dr. Holt concludes that the use of approximately 25 gm/day of soy protein isolates in an ideal format will provide an excellent primary dietary option for the hypercholesterolemic patient. This should be accompanied by appropriate lifestyle changes under the supervision of a health care professional. Address: President of Natus, Inc., 23-88 28th St., Long Island City, New York 10538.

2334. **Product Name:** Edensoy Extra: Organic Soy Beverage [Vanilla with Vitamin B-12].

Manufacturer's Name: American Soy Products, Inc.

Manufacturer's Address: 1474 N. Woodland Dr., Saline, MI 48176. Phone: 800-248-0301.

Date of Introduction: 1995.

Ingredients: Purified water, organic soybeans, malted cereal extract, vanilla extract, calcium [calcium carbonate], kombu (seaweed), Lima sea salt, vitamin E, beta carotene, vitamin D-2, vitamin B-12.

Wt/Vol., Packaging, Price: 1 liter (33.8 oz, 1.06 quart) Tetra Brik Aseptic carton.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: This product is distributed by Eden Foods, Inc., Clinton, Michigan 49236. Label sent by Eden Foods. A color photo on the front panel shows yellow sunlight drifting down through a forest.

2335. Nguyenle, T.; Wang, W.; Cheung, A.P. 1995. An investigation on the extraction and concentration of isoflavones in soy-based products. *J. of Pharmaceutical and Biomedical Analysis (Oxford)* 14:221-32. *

• **Summary:** Gives levels of daidzein and genistein in Infant formulas: Isomil (ready to feed), Nursoy (liquid concentrate), Prosobee (liquid concentrate). Soy flours (Central Soya–Soyafuffy), Centex, Promax, Promax plus, ADM–Nutrisoy, TVP, Acron-F, Acron-S, Cargill Protein Products -200/20, 200/70, Arrowhead, Molly Farm, Sun Ridge Farm, Soy drink, Tempeh, Soy protein concentrates (Procon, Promine), TVP (Response).

2336. Lovegren, Sylvia. 1995. Fashionable food: Seven decades of food fads. New York, NY: Macmillan. *

2337. Mindell, Earl. 1995. Earl Mindell's soy miracle cookbook: 70 simple, tasty ways to add soy protein to your diet. New York, NY: Simon & Schuster. A Fireside Book. 91 p. No Index. 22 cm.

• **Summary:** The title page states that the recipes in this book

were previously published in *Earl Mindell's Soy Miracle* (1995). At the end of each recipe is the source. Many of the recipes were developed by Judith Eaton, M.S., R.R., and Karen Lefkowitz, M.S., who have been tofu advocates for many years. "Judith and Karen run Nutrition Services, a consulting firm in Pomona, New York.

Contents: Salads. Spreads, dressings and sauces. Soups. Main dishes. Breads and breakfasts. Desserts.

The main soyfoods used—in descending order of predominance—are: Tofu (in 47 recipes). Soymilk (13, incl. Vitasoy and Edensoy). Tempeh (8). Texturized soy protein (3). Soy flour (3). Natural Touch okara patties (2) Miso (1). Soy sauce is used here and there as a seasoning.

Note: This is not a vegetarian cookbook. Ground beef, chicken, crabmeat etc. are used in a relative small proportion of the recipes. Address: R.Ph, PhD, registered pharmacist and Prof. of Nutrition at Pacific Western Univ. in Los Angeles. He lives in Beverly Hills, California.

2338. Olgeirson, Ian. 1996. Boulder tofu company expanding product line: White Wave hopes boomers guzzle soy milk. *Denver Business Journal*. Jan. 4. p. 3A, 17A.

• **Summary:** White Wave got its first big break almost 20 years ago when a King Soopers' buyer agreed to stock its products in two stores on a trial basis. "If the tofu did well in the Boulder markets, King Soopers pledged to put White Wave in all of its Colorado outlets. 'Every morning we delivered tofu to the stores,' said president and founder Steve Demos,' and every afternoon I sent my employees out to buy up the remaining stock... Demos [age 46] may not adhere to such guerilla marketing tactics anymore, but the charismatic titan of tofu hasn't lost his zest for the natural foods business... Demos has built his company into the nation's largest industrial seller of tofu, making 150,000 pounds a week on the Boulder factory."

Now he's "preparing to launch a soy milk product called Silk and a line of vegetarian entrees aimed at turning White Wave into the Dannon Yogurt of the soy by-product world. 'I will be called a heretic and then I will be called a genius,' Demos said.

Sheryl Lamb, a sales manager with Mountain People's Warehouse, anticipates a tremendous demand for Silk and for the line of vegetarian entrees called Full Moon Cafe. Demos' primary goal is to establish brand equity for White Wave. A photo shows Demos, dressed casually, leaning against a tree.

2339. Benda, Walter. 1996. New developments at Mitoku (Interview). *SoyaScan Notes*. Jan. 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Walter worked for Mitoku in Japan for about 3 years. Mitoku's business has been severely hurt by the yen-dollar exchange rate, and the fact that Japanese exports are becoming much more expensive for foreigners. So Mitoku is now trying to import food products and organically grown

ingredients, but they don't have a very good domestic distribution system for imports yet. When he left recently, Mitoku was downsizing. At the beginning of 1995 there were 10-11 employees, by the end of the year there were only 7. Sometimes Walter had the feeling that Mitoku was very close to going out of business. In addition, macrobiotics seems to be decreasing in popularity worldwide. There is less interest, fewer teachers, and fewer new people joining the movement. Walter believes that macrobiotics has become too rigid and too focused on Japanese style food.

Mitoku's two main customers are Westbrae in California (for instant ramen), and Great Eastern Sun in North Carolina. The three main countries to which Mitoku exports are USA, Italy, and the UK. But the UK is complicated. Chris Dawson, who still works as director of Mitoku at the Mitoku office in Japan, purchased Clearspring about 2 years ago. Clearspring was Mitoku's biggest customer in the UK. Dawson now imports a lot of Mitoku products to England via Clearspring then re-ships it to other customers throughout Europe. Address: P.O. Box 583, Max Meadows, Virginia 24360. Phone: 540-637-3799.

2340. *SoyaScan Notes*. 1996. New soymilk manufacturer in America! Cathay Industrial in Los Angeles, California (Overview). Feb. 7-9. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Mr. Shoan Yamauchi bought a brand new building in early 1995 for his son Jon, who has a background in food science and technology, and who started Cathay Industrial in this building at 2121 East 8th St., Los Angeles, California 90021. Phone: 213-623-8126. House Foods needed more space to make tofu so they sold their soymilk manufacturing equipment to Cathay, and in Feb. or March 1995 Cathay began to make the soymilk used in Westbrae Malted. Cathay also soon began to make soymilk (for use as a beverage) for Wy Ky Foods and for AFC—both companies run by Chinese-Americans. They have always made only soymilk; they do not make any tofu. However they do have their own brand of Cathay Tofu, which is made for them by House Foods & Yamauchi, and which their Cathay Distributing Co. distributes. Boon Nakornratana, a native of Thailand, worked for Mr. Yamauchi for almost 20 years. When Mr. Yamauchi bought this new building, Boon came here with Jon Yamauchi. Mr. Shoan Yamauchi is now semi-retired. He visits Cathay about once a week, and visits House Foods & Yamauchi 3-4 times a week.

Note: Westbrae's soymilk is now made in 3 different locations. Cathay Industrial makes only the soymilk used in Westbrae Malted. For the past 3 years, part of Westbrae's soymilk has been made by Bill Bolduc and packaged by White Knight, a Tetra Brik packager in Grand Rapids, Michigan. The rest has been made and packaged by Pacific Foods of Tualatin, Oregon.

Update: Feb. 27. Nancy Knudsen, whose father owns the

juice company, has started her own company named Healthy Harvest. She is talking with Cathay about making a soy & rice beverage for her.

2341. Brawerman, Mark. 1996. Changes in the frozen food case in natural food stores. The fall of Ice Bean (Interview). *SoyaScan Notes*. Feb. 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** A major change in the frozen food section of natural- and health food (NHF) stores took place about 3-4 years ago when Whole Foods Markets began to carry ice creams that contained sugar. Prior to this time, sugar was a taboo ingredient in natural food stores. Suddenly many NHF stores began to carry Ben & Jerry's and Haagen-Dazs, both sweetened with sugar. There is now a new sugar standard in many NHF stores.

At about the same time, the first organic dairy products began to become available. Most natural- and health food stores have relatively little space for frozen foods, yet in recent years there has been an explosion of frozen food products competing for this space. Competition is fierce, including off-invoice discounts, etc. In any given month, about 10% of these products will be on sale.

About 3-4 years ago Mark introduced his line of Living Lightly soymilk ice creams (he changed the name to Living Rightly in 1994) that were sweetened with fruit juices and contained no added fat. Only 8% of the calories came from fat and taste tests showed that these products tasted better than Ice Bean. Within one year Ice Bean was dead; it died before Farm Foods was purchased by Hain. Now the 3 best-selling non-dairy ice creams in NHF stores are Rice Dream, Tofutti, and Living Rightly. Address: 211 S. Poinsettia Place, Unit 3, Los Angeles, California 90036. Phone: 213-469-2255.

2342. PaineWebber. 1996. Whole Foods Market: rating change. San Francisco, California. 20 p. Feb. 29. 28 cm.

• **Summary:** A detailed analysis of Whole Foods Market, the dominant player in natural products retailing, with many tables and graphs. The new rating is "Attractive."

2343. Kushi, Aveline. 1996. Re: Celebration of Erewhon's 30th anniversary at Anaheim. Letter to Friends of Erewhon—in Japanese, Feb. 3 p. Handwritten, with signature on letterhead.

• **Summary:** This 3-page form letter in Japanese is unusual, above all since Erewhon declared Chapter 11 bankruptcy in Nov. 1981. It was then purchased by U.S. Mills. Why would the founder of a bankrupt company celebrate its 30th anniversary? Erewhon was founded in April 1966. Address: 62 Buckminster Rd., Brookline, Massachusetts 02146. Phone: (617) 232-6876.

2344. Ott, Katherine. 1996. Re: Interest in the possibility of

adding Michio Kushi's papers and materials to the archival collections of the National Museum of American History, at the Smithsonian Institution. Letter to B.G. Mancini at the Kushi Institute, P.O. Box 7, Becket, MA 01223, March 4. 1 p. Typed, with signature on letterhead.

• **Summary:** "It was a pleasure to speak with you recently about the work of Michio Kushi. We at the National Museum of American History, Smithsonian Institution, are interested in the possibility of adding Mr. Kushi's papers and materials to our collections. The kinds of things we are most interested in include: manuscripts; notebooks; correspondence; photographs; objects used in diagnosis, treatment, food preparation, or otherwise unique to Mr. Kushi's system; video and audio tapes of his work; and records and reports chronicling both the philosophical and business growth of macrobiotics. It would be helpful to know the potential size of Mr. Kushi's collection and to have more specific information about the nature of the materials. His donation would be made available to researchers, students, and the general public free of charge, as part of the national collections here at the Museum.

"We are well aware of the importance macrobiotics has had upon American nutrition and lifestyle over the years, as well as the importance of Mr. Kushi to it."

Talk with Katherine Ott. 1996. July 22. Her Division has not yet decided whether or not to add the Kushi papers to their collection. Money must be found to finance the accession and cataloging.

Talk again with Katherine Ott. 1997. Feb. 24. She is personally *very* interested in having the Smithsonian acquire the Kushi papers for its archives center. The acquisition has not yet been approved, but she is 99% sure it will be. It is taking a little longer than usual because of the size and importance of the collection, and the "controversy around macrobiotics," and also because Katerine is only at the Smithsonian one day a week. The Kushis have been willing to help organize the collection and finance its cataloging, which has helped a lot. The Smithsonian budget is so small it is depressing, and they have a huge backlog of uncataloged materials. Her field is "History of Medicine-Objects." Traditionally in the area of medical science, the Smithsonian has collected "Big Science and Technology," and they are very conservative. She has been working to educate her co-workers on the importance of alternative health care and practice. This is an area that appears to have a bright future in America, yet the Smithsonian has very little material about it; it is a field in which macrobiotics was clearly a pioneer. Erewhon was also an interesting and important business which played a leading role in the "transformation of the American diet" and the interest in whole foods, and the archives center also collects important businesses records. The Smithsonian already has a fellowship program and she would like to raise money for a research fellowship to study the material on macrobiotics, alternative

health care, and natural foods—with the goal of writing a history of the subject. Address: PhD, Div. of Science, Medicine and Society, National Museum of American History, MRC 627, Smithsonian Institution, Washington, DC 20560. Phone: 202-357-2413.

2345. Macdonald, Bruce. 1996. New developments at Macrobiotic Company of America (MCOA). Acquisition of Mountain Ark Trading Co. in Fayetteville, Arkansas (Interview). *SoyaScan Notes*. March 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bruce's Macrobiotic Company of America (MCOA) used to sell tofu kits to Mountain Ark but then they stopped re-ordering because they planned to sell the company. When Mountain Ark was under the stewardship of Frank Head and others they were macrobiotic oriented. But 3½ years ago Frank sold the company to Ozark Cooperative Warehouse in Fayetteville. "There wasn't a person in that organization that ever had a bowl of miso soup in their life—I don't think. So they began to steer the company away from macrobiotics toward a mainstream natural food company. One of the first things they did was to put in a line of tomato products. So their macrobiotic customers began to run away."

MCOA acquired Mountain Ark on 1 Feb. 1996. Bruce purchased the company name, toll-free phone number, and mailing list of 5,700 customers. He did not purchase any of their inventory. The company is now located at 799 Old Leicester Highway, Asheville, North Carolina 28806—at MCOA. Phone: 1-800-643-8909. Bruce plans to carry the tofu kit on a regular basis—though it sells slowly. The kit is imported from Japan. The cost changes with each container imported. It retails for about \$20-25.00. In Oct. 1993, Mountain Ark sold the kit for \$36.99 + \$4.95 shipping.

The innovation of this whole scenario is that, over the last 10 years or so, all of the companies that were involved with macrobiotics either went bankrupt or ran away from it. When Bruce took over MCOA 3 years ago he changed its direction and went headlong into becoming the largest variety supplier of macrobiotic foods on the planet. The company started to grow—even in the big natural foods stores—such as Fresh Fields. Macrobiotic foods is the most misunderstood category in the health food industry. For the big stores he printed up a best-seller list of 200 items that could be put in a "macrobiotics section." Now Bruce is in the process of putting macrobiotic sections in all the Fresh Fields stores. "Because we import direct then distribute direct to retail stores, we are able to offer them prices on these foods that are 25-30% less than a normal distributor. The old way of doing business was, for example, Eden Foods imports it, marks it up 30 or 35%, and sells it to Cornucopia, who marks it up 25-30% and sells it to the store." His wholesale and retail catalogs have a great selection of foods. The only difference is that the retail prices are 10% higher. These low

retail markups give a real break to macrobiotic consumers. MCOA also provides information by phone.

Note: MCOA is owned equally by Muso Shokuhin of Japan and by Bruce Macdonald. Address: President, Macrobiotic Company of America, Asheville, North Carolina 28806. Phone: 704-252-1221.

2346. Macdonald, Bruce. 1996. Big problems at Kushi Macrobiotics (Interview). *SoyaScan Notes*. March 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Michio and Aveline have big problems on their hands at their new company Kushi Macrobiotics. “Basically, you’ve got a bunch of high rollers from the commercial food industry thinking that, with slick packaging and cheap ingredients, they can create a product line that is double the price of Fantastic Foods’ and not nearly as good in quality... They just don’t have a clue of the sophistication of the natural foods shopper. They’ve got five guys each making \$125,000 a year, and they haven’t sold a thing yet. Norio Kushi is making \$80,000 a year, and he is barely at the level of knowing how to brush his teeth in terms of business experience.”

Its just amazing. They raise \$1 million privately to start off with. They blew through that with surveys, etc. As Jimmy Silver said aptly, ‘Basically what they found out with their million dollars was that people weren’t interested in what they were selling.’ What they are doing is basically the antithesis of what macrobiotics stands for. Then they proceeded to use no organic ingredients and made it a corporate policy to not use anything from Japan—except brown rice vinegar, of which they are buying a low quality product from Eden Foods. They then raised 6 million with a public offering, and now have less than \$4 million left. They are going through money like crazy. They have a 40,000 square foot warehouse in New Jersey, with 10,000 square feet of offices and 3 people in there. None of the distributors that Bruce knows have picked up the Kushi line.

One little disaster got the president fired. They did a line of 4-5 bean dishes. Some jerk didn’t realize that you don’t add salt to beans when you cook them. So they advertised a 25-minute cooking time on the package; well you could cook this for 25 years and it would never be right. So this guy ordered a production run worth hundreds of thousands of dollars, without checking it with Michio, who is in charge of quality control. It is all garbage.

So 3 weeks ago Aveline called up Bruce in a panic. She thought she was creating another Erewhon. There is a peculiar lack of judgment throughout this whole process. Since Michio is in charge of quality, they do production runs of the whole line and then they send the finished products to Michio. Aveline tried tasting this bean dish and a few others and she was horrified, just beside herself. She says to Bruce, “We want to buy your company.” Bruce says, “Okay, \$5 million and you can have it.” Bruce went to the Kushi’s

home in Brookline and spent 3 days with them. Aveline looks better and healthier than she has in years. They are now planning to go an acquisition binge; the first company they have their sights on is some cracker company. “I laid out a plan for them, including a major change in the 7-member board of directors. Michio can remain as chairman. You can keep three of the ‘financial wizards’ on the board, but the other three have got to be Yuko Okada (of Muso Shokuhin), Christopher Dawson, and me. We’ll take all the losses at the beginning, then turn the company into a worldwide macrobiotic company.”

Bruce’s Macrobiotic Company of America is doing very well financially. When he acquired it, sales were less than \$900,000 a year. This year he will probably do \$3 million. Everyone from Lenny Jacobs on down told Bruce that macrobiotics was dead. True, it has changed, but it alive in new ways. For example, a guy name Horse Schultz is the chairman of the Ritz-Carleton Hotel Chain; he is having his chefs trained at the Kushi institute, and has sent out a memo to all of his hotels worldwide that by a certain date they will be offering macrobiotic quality meals at all hotels in addition to the traditional fare. They are converting one hotel at a time. Bruce is now flying miso down to Cancun. Horse Schultz’s cancer is now in remission. Address: President, Macrobiotic Company of America, Asheville, North Carolina 28806. Phone: 704-252-1221.

2347. Yoshihara, Yasuo. 1996. Update on Shin-Mei-Do Miso Co. (Interview). *SoyaScan Notes*. March 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Yasuo speaks with a slight Japanese accent. Shin-Mei-Do Miso Co. is active and growing. They make brown rice miso and barley miso, each sold in 450 gm and 4.5 kg plastic tubs. Lulu does the bookkeeping. The demand for their miso on the west coast of Canada is increasing so they stopped distributing to Eastern Canada. Within the last week a person from eastern Canada called him about starting a miso factory in eastern Canada, and he had a similar enquiry last year. He may be interested in teaching potential miso makers as an apprentice for pay—depending on the conditions. Shin-Mei-Do sells all of its miso to natural foods wholesalers. Amano in Vancouver makes most of the miso sold in Oriental food stores in British Columbia. Moreover, a huge amount of miso (many tons) is imported from Japan. Westbrae packages imported Japanese miso and has nothing to do with Amano—as far as Yasuo knows. Yasuo doubts that Amano ever made miso for Westbrae. Yasuo has never made miso to be sold under another brand. Shin-Mei-Do is basically still a very small operation. Yasuo does not want to become a big company where the miso is made largely by machines. Address: Shin-Mei-Do Miso Co., 5 Wren Road, Denman Island, BC, Canada V0R 1T0. Phone: 604-335-0253.

2348. Kushi, Aveline. 1996. The party for Michio and Aveline at Anaheim and the upcoming Smithsonian exhibition (Interview). *SoyaScan Notes*. March 23. Conducted by William Shurtleff of Soyfoods Center.
 • **Summary:** Patricia Smith organized a party for Michio and Aveline to celebrate the 30th anniversary of the founding of Erewhon in Massachusetts. About 20 people came. Unfortunately Paul Hawken and Bill Tara were unable to be there.

Michio just received a letter (fax) from the Smithsonian Institution that they wish to consider doing an archival collection of his personal papers. Address: 62 Buckminster Rd., Brookline, Massachusetts 02146. Phone: 617-232-6869.

2349. *SoyaScan Notes*. 1996. Interesting new developments at the Natural Products Expo West (Anaheim, California, March 15) (Overview). March. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** The big development was the introduction of two refrigerated, extended shelf life (ESL), gable-top, regional soymilk products. One was Silk, by White Wave, and the other was by Nancy Potter.

Kushi Macrobiotic Corp. is in the process of changing its name to Kushi Natural Foods Corp.

An aseptically packed non-dairy beverage named "Organic Oat Milk" was also introduced (with T-shirts) from Sweden. It tasted good. The U.S. distributor is Nordic Farmers, 4848 South Highland Dr., Suite 211, Salt Lake City, Utah 84117. Phone: 801-272-9759. But as of May 17 they have not yet gotten any product in stock.

Michael Potter was conspicuous by his presence at the show. He had a physical problem (perhaps some type of palsy—not a stroke; one half of his face froze up and it was very noticeable), but it has since gotten much better, though there is some lingering effect. When he was in jail, he had an altercation with someone and his head was smashed against a desk; at the time it injured one of his eyes, which has never been quite the same again. He swiped a shuttle van and was soon in handcuffs. Several weeks after the show, during the week of April 4-8, Michael was in San Francisco (where his son Ki lives) talking with his Japanese partners in American Soy Products (ASP) about investing more money in the company to expand the size of the soymilk plant in Michigan; the plant is apparently running at near full capacity.

2350. **Product Name:** WestSoy Lite: Non Dairy Soy Beverage [Plain, Vanilla, or Cocoa].

Manufacturer's Name: Westbrae Natural Foods (Product Developer-Distributor). Subsidiary of Vestro Natural Foods.

Manufacturer's Address: 5701 South Eastern Ave. Suite 330, Commerce, CA 90040. Phone: 213-722-9817.

Date of Introduction: 1996 March.

Ingredients: Filtered water, organic soy beverage* (filtered

water, organic soybeans*), brown rice syrup, sea salt. * = Organically grown and processed in accordance with the California Foods Act of 1990.

Wt/Vol., Packaging, Price: 64 fluid oz (1.89 liter) Combibloc Aseptic carton. Retails for \$1.99 (1997/12, Concord, California).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 1 cup (8 fl oz = 240 ml): Calories 100, calories from fat 20, total fat 2 gm (2% daily value; saturated fat 0.5 gm), cholesterol 0 mg, sodium 120 mg (5%), total carbohydrate 15 gm (dietary fiber 0 gm, sugars 11 gm), protein 3 gm. Vitamin A 0%, calcium 2%, vitamin C 0%, iron 2%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Note: This is the first U.S. soymilk product seen sold in a half gallon carton. Talk with Richard Rose. 1996. April. Westbrae introduced a half gallon soymilk at Anaheim. Richard thinks that Pacific Foods no longer makes any soymilk for Westbrae; it may now be made in several places, including perhaps by Parmalat in Michigan. This product is sold in a half-gallon Combibloc carton. Tetra Brik does not have a 64-ounce low acid capacity in the USA.

Product with Label (Plain) purchased from Trader Joe's in Concord, California. 1996. Nov. Retails for \$1.99. 6.5 inches. Orange, blue, red, and black on white. Close-up photo of milk being poured from the front of a pitcher into a glass. "New Pour 'n Seal! 1% fat. 50% less fat than Original WestSoy. Lactose Free. A cholesterol-free food."

2351. Roller, Ron. 1996. Update on the soymilk industry and market in the USA (Interview). *SoyaScan Notes*. April 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In October 1993 Ron estimated (based on a lot of reliable information he had collected) that the size of the soymilk market in the USA and Canada was 9.8 million gallons, up from 8.1 million gallons in 1992. Now he would estimate (without a lot of reliable facts) that this market is about 15 million gallons. Since Dr. James Anderson's article appeared in the *New England Journal of Medicine* on 3 August 1995, and especially during the last 6 months, the soymilk market has expanded rapidly, almost exponentially. Many new consumers have started to drink soymilk, largely for its health benefits. Because of this significant expansion in the customer base, more soymilk is being sold in supermarkets. Ron estimates that about 15% of Edensoy is sold in supermarkets. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2352. Roller, Ron. 1996. Soymilk in extended shelf life (ESL) gable-top cartons (Interview). *SoyaScan Notes*. April 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron looked at the Tetra Rex ESL program

several years ago and discussed the new packaging technology in a SoyaScan interview on 4 Sept. 1993.

Two companies introduced America's first soy milk products in an ESL gable-top carton at the Natural Products Expo at Anaheim in March 1996. White Wave launched Silk, and Nancy Potter, the sister of Michael Potter (founder and CEO of Eden Foods) introduced Healthy Harvest. So Nancy is now in competition with her brother. Ron does not know who makes Nancy's soy milk.

Packaging products in ESL cartons is very expensive, and there are not many ESL machines in the USA. ESL is a technology midway between that of aseptic Tetra Brik packaging and the traditional Pure-Pak gable-top cartons. First ESL involves a UHT (ultra-high temperature) process. Second, the packaging blanks are much more sophisticated than traditional Pure-Pak blanks because they contain a foil layer and they are sterilized with hydrogen peroxide; Ron has heard a rumor that they are irradiated. Finally, ESL has a head space whereas Tetra Brik does not.

Though ESL soy milk is often called a "fresh" product, that would be stretching the meaning of the word "fresh." ESL soy milk made and sold regionally is a threat to aseptically packed soy milk. It involves a different distribution system—one which uses refrigeration. Eden Foods does not sell any refrigerated products, so it would be difficult for Eden to get into ESL. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2353. *SoyaScan Notes*. 1996. Big changes at Muso (Overview). April 18. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Muso's business has been severely hurt by the yen-dollar exchange rate, and the fact that Japanese exports are becoming much more expensive for foreigners. So Muso is now trying to import organically grown foods and ingredients—such as organically grown soybeans.

2354. Saekel, Karola. 1996. Tallying the tofu. *San Francisco Chronicle*. April 24. Food section. p. 2, col. 5.

• **Summary:** This article gives the results of a special taste panel which rated the flavor and texture of ten brands of tofu sold in the San Francisco Bay Area. The article begins: "Thanks to better nutrition information and the availability of good and easy recipes, tofu has escaped from its niche as a strictly ethnic and/or health fanatics' food and found its way into many Western kitchens."

The rankings: 1. Trader Joe's tofu (19 oz, \$0.89 = \$0.75/lb!). 2. Hinoichi (14 oz, \$1.09). 3. Wo Chong (14 oz, \$0.79). 4. Global Protein Foods (12 oz, \$1.89). 5. Golden Gate (19 oz, \$1.63). 6. Soy Deli (made by Quong Hop & Co., 12 oz, \$0.99 to \$1.39). 7. Mori-Nu (shelf-stable, 10.5 oz, \$0.85 to \$1.29). 8. Kikkoman (shelf-stable, 10.5 oz, \$1.29). 9. Azumaya (14 oz, \$0.98 to \$1.19). 10. Wildwood Natural

Foods (16 oz, \$1.39 to \$1.59).

Note: This is the earliest (and only) English-language document seen (April 2003) that uses the term "health fanatics" (or "health fanatic"). Address: Chronicle staff writer.

2355. *Packaged Facts*. 1996. The health and natural food stores market. New York, NY: Packaged Facts. 150+ p. June. 28 cm. *

• **Summary:** "Internal and external competition intensifies in \$7.1 billion market" in 1995.

Note: This report was updated in Aug. 1998 with a slightly different title: "The U.S. health and natural food stores market." The number of pages was increased to 280+.

2356. Tyler, Jim; Neville, Jan. 1996. *Wellspring Natural Food Co. Mail order catalog*. Amherst, Massachusetts: Wellspring. 32 p. 28 cm.

• **Summary:** This is the first issue of this catalog, and Wellspring started in 1996. Soy-related products include: Miso, shoyu, black soybeans (from Hokkaido, Japan), yellow soybeans (organic), azuki beans, snow-dried tofu, kuzu, miso ramen, kinako, natto miso chutney, tekka miso, soy milk, and amasake.

Jim has been a macrobiotic teacher and counselor since 1975-76 and Jennifer was a chef at the Kushi Institute. Main competitors include Gold Mine and other such companies. This catalog is service oriented, easy to use, and more than 80% of the products have lower prices than the competition. Address: P.O. Box 2473, Amherst, Massachusetts 01004. Phone: 1-800-578-5301.

2357. Routh, Allan. 1996. SunRich, soy milk, Davisco, St. Peter Creamery, Prosource, and Northern Milk Products in Alexandria, Minnesota (Interview). *SoyaScan Notes*. May 3. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Allan (whose surname rhymes with "south") is CEO and one of the owners of SunRich. His company manufactures both liquid and spray-dried soy milk at a plant in Alexandria, Minnesota. They own this plant as part of a joint venture with Northern Milk Products. The company in Alexandria is named Northern Milk Products, but in the '95-'96 Soya Bluebook Plus the company name is given as Prosource, Inc. (P.O. Box 1058, 601 Third Ave. West, Alexandria, MN 56308. Phone: 612-763-2470). Sales are handled through SunRich.

Question: What happened to St. Peter Creamery, of St. Peter, Minnesota?; they introduced Soy Supreme Spray-Dried Soy Milk Powder in Dec. 1984 and Soy Supreme Spray-Dried Tofu Powder in July 1985. Answer: Allan used to be part of the soy process with St. Peter Creamery (located in St. Peter, Minnesota), which was owned by the Davis family and which is no longer in business. The Davis family also owned LeSeur Cheese and Lake Norden Creamery; all

these companies (including St. Peter Creamery) are now named Davisco. Stan Davis, the main man, is now retired, but his sons and grandsons are involved. The soy part of the business (the Oberg Division of St. Peter Creamery) was a joint venture between St. Peter and Ed Oberg, and Lou Osterbur. Dr. E.B. Oberg had some patents when he was at Carnation. These patents were only part of the complex, which included “know-how” and process subtleties that made the product taste so good. Like every spray-drier and custom spray-dried in Minnesota and the Midwest, St. Peter was an old dairy plant and a custom processor. This sort of plant used to belong to coops, then individuals would buy them. St. Peter installed its own soymilk. They made soymilk from whole soybeans, then spray-dried it. Soymilk ceased being made at St. Peter in about 1989 because St. Peter decided they wanted to go a different direction and soymilk sales weren’t really taking off. The soymilk equipment was partially moved to Northern Milk Products in Alexandria, Minnesota—located about 150 miles northwest of St. Peter. More precisely, they reconstructed a soymilk line in Alexandria that they thought was a little better than what they had at St. Peter. Allan has been with Minnesota Waxy (which started as a corn company) from the early days. Minnesota Waxy purchased the process from Oberg and Osterbur, and Northern Milk owned the physical plant.

Now Allan’s joint venture company makes Soy Supreme, which used to be St. Peter Creamery’s main soymilk product, made at their plant. But when the general manager at St. Peter, Dennis Anderson, decided to go into business for himself, he bought 3-4 plants—one of which was in Alexandria. So they moved the process to his plant in Alexandria. Basically the same technology that was used to make Soy Supreme (a dry product) is now also being used to make a liquid product, but Allan thinks his company has made significant improvements compared to E.B. Oberg’s product.

SunRich is not really company with its own retail products. They sell foods to food manufacturers. They supply Westbrae with soymilk. They have made most of Westbrae’s soymilk for a while—a number of tankers each week. They also have other soymilk clients. Most of their spray drying of soymilk is done in the neighboring town of Bertha, but they also have two spray driers in Alexandria. Northern also processes some milk products in Alexandria, and they do some specific separations on oats for customers like Quaker Oats. Zumbro, which is a similar company to Northern Milk in Alexandria, does not spray dry the milk made in Alexandria. Dennis Anderson is still in Alexandria.

Minnesota Waxy (recently renamed SunRich) has always been a specialty grain company. Initially their main product was waxy starch corn, which contains an all amylopectin starch; it has a much larger starch molecule than regular amylose starch or common corn starch. Waxy starch is used in many food applications, such as those that

must be freeze-thaw stable, or products that must hold more flavor that is more available. It has many desired functional properties, and can be used to strip cholesterol from eggs. They also grow about 800,000 bushels of specialty, identity preserved soybeans per year, representing about 30% of their total specialty grain business. The soybeans are sold to soyfood manufacturers in both Japan and the USA. All of their corn and soybean production is contracted with farmers. SunRich is a corporation that has about 200 farmer shareholders; it is not a co-op. They have been in business for almost 20 years, and now they contract with a lot of non-shareholder farmers as well all over the Midwest. About 5% of SunRich’s business is in organically grown crops, especially soybeans, and they are emphasizing it more and more.

Talk with Allan Routh of SunRich. 1997. April 18. He used to work with Davisco (St. Peter Creamery) making soymilk solids, but that was years ago. They have been out of that business for 5 years or more. Northern Milk Products is now named Northern Food and Dairy; it is owned by Dennis Anderson in Alexandria, Minnesota. Allan now jointly processes a lot of soy solids products with them. Prosource is one individual who works out of Northern Foods and Dairy; he does processing up there too. Allan’s products are doing well. “Our biggest struggle is just to get big enough to support them.” Address: CEO, SunRich Inc., P.O. Box 128, Hope, Minnesota 56046. Phone: 1-800-342-6976 or 507-451-3316.

2358. *SoyaScan Notes*. 1996. Who is making Westbrae’s soymilk (Overview). May 3. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Until recently, Westbrae’s soymilk (not including its Malted) was being made by several different companies in different parts of the USA: (1) Most of it was made by Pacific Foods of Oregon, in Tualatin, Oregon. (2) Some of it was made by Nutricia at the old Loma Linda Foods plant in Mt. Vernon, Ohio. (3) Not long after that plant was taken over by Carnation / Nestle, Westbrae’s production was shifted to Bill Bolduc in Ohio. In mid-1993 he purchased a small soymilk plant at which he made plain, unpasteurized/unsterilized soymilk, then sent it northward to Parmalat Foods (5252 Clay Ave., Wyoming, Michigan 49548. Phone: 616-538-3822). Parmalat is a huge and very significant Italian food company that is the biggest user of Tetra Pak Aseptic packaging in the world. Parmalat packaged the soymilk for Westbrae. As of May 1996, none of the above 3 companies make soymilk for Westbrae any longer.

Then in mid-1995 Bolduc was forced to declare bankruptcy, and apparently the relationship between Westbrae and Pacific Foods was not satisfactory for Westbrae. So Westbrae approached Raj Gupta at ProSoya Inc. in Ontario, Canada. In late April 1996 ProSoya started to make Westbrae’s soymilk, apparently using their full

capacity of 1-2 tankers a week, which is about 45,000 pounds or 20,000 liters a week. The product is probably shipped to Farmland Dairies, a packer in New Jersey, where it is packed in Westbrae's new 2-liter Combibloc cartons. ProSoya in Ottawa is also obligated to do quite a bit of R&D work for the Canadian government. It is not clear why or what kind of compensation they receive for this.

The rest of Westbrae's soymilk is made by Northern Milk Products (related to SunRich) in Alexandria, Minnesota. Several tankers a week are shipped to Parmalat in Michigan.

ProSoya would like to set up a soymilk plant with Westbrae (probably in the USA) on a joint venture basis.

2359. Roller, Ron. 1996. How American Soy Products (ASP) disposes of the okara resulting from making Edensoy (Interview). *SoyaScan Notes*. May 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** ASP is the largest manufacturer of soymilk in North America. Located in the rural city of Saline, Michigan (population 6,500; about 9 miles south of Ann Arbor), they are bounded on the south and west by diversified agricultural land. The ASP plant produces about 1,000 lb/hour of okara, which contains on average 80% water (range 78-82%) and 6.7% protein. The okara comes out of a high-speed decanter. 100 lb of dry soybeans yields 75-100 lb of okara. Ron has an arrangement with one farmer, who owns two large trucks, who comes to the plant each night in one of the trucks, leaves it under the okara spout, and drives the full truck away. These two trucks are used only for hauling okara. ASP pays this man a significant amount of money (which is confidential) each year to haul the okara; in fact Ron estimates that the money may be of more value to the farmer than the okara itself. Ron estimates that this farmer composts about 90% of the okara and adds the remaining 10% to feed for his milk cattle. Cattle are pretty sensitive to a change in their diet, and the wet okara is hard to mix. Ron believes it would be much more difficult and expensive to dispose of okara from a city plant than from his in the countryside.

All of the okara must be hauled away regularly every day. This is the most important thing! The operation must be organized and the person doing the hauling must be reliable. If he missed even one day, it would be a nightmare! The okara piles up so fast and Ron would have no idea of what to do with it. The local dump wouldn't take it. The okara freezes in the winter and ferments (putrefies) in the summer.

The amount of okara that ASP produces each year is steadily growing, so Ron is now doing research and planning for the future. The best option appears to be drying the okara then selling it as an ingredient in organic livestock or pet feeds—but they have not yet found a dependable outlet, and dependability is—again—the key. With a dependable outlet, Ron believes they could pay for the drier and make money on it. They have also looked at pelletizing. Drying requires

both a large initial investment in a continuous process operation (ideally made with stainless steel so the dried okara would be food grade) and use of a large amount of energy to remove all that water. On a moisture free basis, okara contains 34% protein (of very high quality) and 49% carbohydrates. Okara with 10% moisture (a realistic figure after drying) contains 32% protein and 37% carbohydrates. Outlets for dried okara in food might include use in a burger, in breads and muffins, etc. Worthington Foods has made their Natural Touch Okara Patties since March 1984; okara is the 4th ingredient in order of predominance. Northern Soy has made Soyboy Okara Courage Burger since April 1995; okara is the 3rd ingredient. Many companies make Soysage. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2360. Kotsch, Ronald E. 1996. *Erewhon at thirty: A pioneer and standard-setter in the natural foods industry celebrates an anniversary*. Needham, Massachusetts: U.S. Mills. 7 p. May. Illust. 28 cm. [1 ref]

• **Summary:** A good, concise history of Erewhon.

"In April 1966 the Kushis opened a retail shop in a tiny basement storefront on Newbury Street in Boston. The store, run by transplanted New York actor Evan Root, was named after the novel *Erewhon* by British writer Samuel Butler. In *Erewhon* (an anagram for the word 'nowhere'), Butler describes an imaginary island in which lawbreakers are put in a hospital and where people who get sick are put in jail. Since the story reflected the Macrobiotic principle that each person was responsible for his or her health, the name seemed appropriate. In the rustic, cramped store, plank shelves resting on cinder blocks were filled with hand-lettered brown paper bags of rice, grains, flour, and beans. During the summer of 1967 when I tended the store, daily receipts averaged about twenty-five dollars."

In the fall of 1967 Paul Hawken and "several other veterans of the San Francisco 'Summer of Love' arrived in Boston to study and work with the Kushis. They took over the running of Erewhon, moved the store to larger, brighter quarters across the street, expanded the product line, and began a mail-order business. Idealistic, smart, energetic, and hard-working, these and other young men and women dedicated themselves to Erewhon as a means to improve the quality of the nation's food and thus to improve the national health and well-being. Over the next decade, Erewhon grew into a large and important retailer, manufacturer, and distributor of natural foods. In 1971, it had sales of about \$500,000, and in 1977 it had gross sales of about \$10 million. During this period the average age of Erewhon's employees was about twenty-two!"

One interesting illustration shows the front of the Erewhon Trading Co. store on Newbury Street in Boston, Massachusetts. This illustration appeared in the October

1980 issue of *Erewhon Monthly*, the newsletter of the Erewhon distribution company.

There follows a good discussion of Erewhon's contributions to the natural foods industry. Address: Massachusetts.

2361. Messina, Mark; Messina, Virginia. 1996. *The dietitian's guide to vegetarian diets: Issues and applications*. Gaithersburg, Maryland: Aspen Publishers, Inc. xi + 511 p. Index. 24 cm. [1939 ref]

• **Summary:** Contents: Preface. Acknowledgments. Part I: An overview of vegetarian diet. 1. Demographics and definitions: History of vegetarianism, profile of vegetarians, types of vegetarian diets. 2. Health consequences of vegetarian diets: Differences in dietary components of vegetarian and nonvegetarian diets, cardiovascular disease, hypertension, cancer, diabetes, obesity, kidney disease, renal stones, gallstones, diverticular disease, other conditions, the dairy connection, phytochemicals, conclusion.

Part II: Vegetarian nutrition. 3. Protein: A historical perspective on protein, protein requirements, vegetarian diets and protein digestibility, assessing protein quality, plant proteins and nitrogen balance, protein complementarity, conclusion. 4. Calcium: Osteoporosis, calcium and osteoporosis, calcium absorption and the RDA, calcium excretion, bone health of vegetarians, meeting the calcium RDA on plant-based diets, plant sources of calcium, other factors that affect bone health/fracture rate, conclusion. 5. Minerals: Iron, zinc, selenium, copper, magnesium, phosphorus, manganese, iodine, sodium, chloride, potassium, fluoride, chromium, molybdenum. 6. Vitamins: Vitamin B₁₂ (cobalamin), riboflavin, vitamin D, vitamin B₆, vitamin B₁ (thiamin), niacin, folate, biotin, pantothenic acid, vitamin C (ascorbic acid), vitamin A, vitamin E, vitamin K. 7. Food guides for vegetarians: A history of food guides, developing food guides for vegetarians, vegetarian food guides, appendix 7-A—food guides for vegetarians (food guide for lacto-ovo vegetarians and vegans, the 1-2-3-4-5 vegetarian food guide, American Dietetic Association's vegetarian food guide, the vegetarian food pyramid, the vegetarian food pyramid, macrobiotic food guide).

Part III: Vegetarian diets throughout the life cycle. 8. Pregnancy and lactation: Weight gain and calorie needs in pregnancy, weight gain in pregnant vegetarians, meeting nutrient needs of pregnancy on a vegetarian diet, meal-planning guidelines, adolescent pregnancy, potential complications of pregnancy, common conditions of pregnancy, vegetarians and lactation, appendix 8-A—food guides for pregnant and breast feeding vegetarians (food guide I, food guide II). 9. Vegetarian diets in infancy: Growth in vegetarian infants, vegetarian diets during the first six months of infancy, solid foods for vegetarian infants, comparison of sample menu plans for 9-month old vegan and omnivore infants, potential concerns in infant feeding,

macrobiotic diets in infancy, fatty acids in the diet of vegetarian infants, conclusion. 10. Preschool and school-age children: Growth of vegetarian children, diets of vegetarian children, protein, fat, calcium, vitamin D, vitamin B₁₂, iron, zinc, guidelines for meal planning for vegetarian children, milk in the diets of vegetarian children, counseling parents of vegetarian children, vegetarian diets for school-age children, school lunch, bag lunch, appendix 10-A—meal-planning guidelines for children (other food guides). 11. Vegetarian diets for adolescents: Growth of vegetarian adolescents, nutrient needs of vegetarian adolescents, meal-planning guidelines for vegetarian adolescents, eating disorders. 12. Vegetarian diets for older people: Dietary status of older vegetarians, nutrient needs of older vegetarians, meal planning for older people.

Part IV: Practical applications for counseling vegetarians. 13. Counseling vegetarian clients: Dietary assessment, counseling clients to plan menus based on vegetarian food guides, vegetarian diets as dietary therapy, reducing fat in vegetarian diets, reducing food costs on vegetarian diets. 14. Diabetes: Diet therapy for diabetes, vegetarians and diabetes, the diabetic exchange lists, appendix 14-A—exchange lists for meal planning. 15. Vegetarian diets for athletes: Vegetarian diets and athletic performance, nutrition needs of athletes, risks of amenorrhea in female vegetarians and female vegetarian athletes. 16. Vegetarian food preparation: Preparing grains, preparing beans, using tofu, using textured vegetable protein, using egg substitutes, cooking with sweeteners.

Glossary of vegetarian foods. Resources on vegetarian diet: Vegetarian resources for dietitians, resources for vegetarian clients, on-line services, mail-order vegetarian foods.

Appendixes. A. Fiber, cholesterol, and macronutrient intakes of adult vegetarians and nonvegetarians. B. Lipid levels in adult vegetarians and nonvegetarians. C. Blood pressure of adult vegetarians and nonvegetarians. D. Anthropometric data of female adult vegetarians and nonvegetarians. E. Anthropometric data of male adult vegetarians and nonvegetarians. F. Intake ratios of N-6 to N-3 fatty acids on vegetarian and non-vegetarian diets. G. Protein, calcium, phosphorus, sodium and potassium intakes of adult vegetarians and nonvegetarians. H. Iron intake and status of vegetarians and nonvegetarians. I. Mineral intake of adult vegetarians and nonvegetarians. J. Water soluble vitamin intake of adult vegetarians and nonvegetarians. K. Fat soluble vitamin intake of adult vegetarians and nonvegetarians. L. Fiber, cholesterol, and macronutrient intakes of vegetarian and nonvegetarian school-age children and teenagers. M. Water soluble vitamin intakes of vegetarian and nonvegetarian school-aged children and teenagers. N. Fat soluble vitamin intake of vegetarian and nonvegetarian school-aged children and teenagers. O. Mineral intake of vegetarian and nonvegetarian

school-aged children and teenagers. P. Fiber, cholesterol, and macronutrient intakes of elderly vegetarians and nonvegetarians. Q. Water soluble vitamin intake of elderly vegetarians and nonvegetarians. R. Mineral intake of elderly vegetarians and nonvegetarians.

The information on vitamin K is excellent and extensive (despite one small error): Table 6-12 (p. 197) gives the vitamin K content of selected foods. The content of soybean oil is 77 micrograms per tablespoon (not milligrams as stated). Other rich sources are (per ½ cup cooked): Lentils (261 mcg), kale (179 mcg), spinach (141), broccoli (119). The source of these statistics is: USDA Provisional table on vitamin K content of foods. 1994. Hyattsville, Maryland: USDA.

Index listings for individual soyfoods: Tofu: p. 38-82, 392. Tempeh: p. 391. Soymilk: p. 214-15, 284-85, 391. Miso: p. 389. Soy cheese, soy flour, soy yogurt, soybeans, soynuts, Take Care (fortified soy protein beverage sold in powdered form), tamari: p. 391 (Glossary of vegetarian foods). Address: 1. PhD; 2. MPH, RD. Both: Nutrition Matters, Inc., 1543 Lincoln St., Port Townsend, Washington 98368. Phone: 360-379-9544.

2362. Eden Foods, Inc. 1996. Eden Foods protests USDA's proposed organic standards (News release). 701 Tecumseh Road, Clinton, MI 49236. 1 p. June 4. Accompanied by 4-page letter to Hon. Daniel Glickman.

• **Summary:** "Clinton, Michigan–Eden Foods has informed U.S. Secretary of Agriculture Dan Glickman of its objection to the fact that, as now proposed, the national standards for organically grown food under the Organic Foods Production Act of 1990 would bar Eden Foods, or any other company, from informing the public that it upholds higher standards for certified organic food than those proposed by the USDA. For over 25 years Eden Foods has worked closely with 180 family farms in developing standards for growing and processing organically grown food; for independents third-party inspection and certification; and for audit trail record keeping. The natural food consumer has come to expect this high level of protection and authenticity for organically grown food. These standards and practices are consistent with those in place in Europe, Canada, South America, Asia, Australia, Mexico, and India. These standards currently in force further the development of sustainable agriculture by providing incentive for improvement. The federally proposed organic standards remove incentive to improve and make federally mandated minimum standards the maximum by outlawing any communication in the U.S.A. about higher standards. Mr. Michael Potter, Chairman of Eden Foods, states, 'As proposed, the federal organic standards set back the organic food movement thirty years. They allow the use of food additives and processing aids heretofore never allowed. At the same time they make it illegal to communicate about our, or anyone else's, higher standards.

The proposed federal standards would severely undermine this country's sustainable agriculture movement, and be the laughing stock of the international organic farming community.'"

Note: In the summer of 1970, Bill Bolduc of Eden Foods established Eden's first contact with an organic food grower—Bill Vreeland of Ypsilanti, Michigan, who grew organic wheat and soybeans. The two Bills drew up a contract and Bolduc soon made Eden's first direct purchase of organically grown wheat, which the company milled and sold. Soon Bolduc also purchased organically grown soybeans, corn, and rye from Vreeland. These crops, organically grown in Michigan, are shown in the Eden Foods Wholesale Pricelist of 26 July 1971, so they must have been grown during 1970. Address: Clinton, Michigan.

2363. *SoyaScan FactSheet*. 1996. Non-dairy products (alternatives to dairy products), which are good tasting and widely available (Overview). June 22. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** About 30 million Americans are lactose intolerant. Between 4% and 6% of infants develop allergies to the proteins in one or more foods, with cow's milk being the most allergenic. And many other people have moral or philosophical objections to drinking milk (e.g. widespread use of antibiotics, use of genetically engineered Bovine Growth Hormone [rBGH, made by Monsanto], the suffering of calves when forcefully removed from their mother, etc.). Until quite recently, these people had to live without dairy products, but now that has all changed—thanks to soyfoods, which are widely available and usually quite delicious.

Foods marked with one asterisk (*) are sold at most natural food stores and some health food stores and supermarkets (look in your Yellow Pages at "Health & Diet Food Products—Retail"). Foods marked with two asterisks are also sold at most supermarkets.

If you use dairy alternatives regularly, you can save money by making them yourself: See the index of *The Book of Tofu* by Shurtleff & Aoyagi (Ballantine Books edition) for carefully tested, home-scale recipes for soymilk, soy ice cream, soy yogurt (from soymilk or from tofu), tofu, cream cheese, sour cream, whipped cream (from tofu or soymilk), tangy tofu cottage cheese, tofu icing, frozen-banana tofu shake, soymilk kefir, soy mayonnaise (from tofu or soymilk),

Soymilk* is the most popular type of dairy alternative. It is sold in many flavors, often fortified with calcium, vitamin D, antioxidants, etc. in quarts and half gallons. It costs about 1.7 times as much as milk (so if a quart cow's milk costs \$1.00, a quart of soymilk will cost about \$1.70). Popular brands: Edensoy, Westbrae, Westsoy, Vitasoy, So-Yum, Silk, and Pacific Foods. For a tasty soymilk shake, try Westbrae Malted. Rice Dream is a delicious non-dairy rice milk and also an ice cream; both products are made by Imagine Foods. Many other brands of rice beverage (some of whose quality

we think is not as good) are also available.

Soy ice cream* is sold in an outrageous variety of flavors and forms. Hard-pack pints are the most popular, followed by soft-serve, ice cream sandwiches, etc. Popular brands: Tofutti, Living Rightly, Sweet Nothings (fat free), and Ice Bean. Rice Dream is a delicious rice-based non-dairy ice cream.

Soy yogurt* is sold in typical small yogurt cups, in a wide variety of flavors. The most popular brand is White Wave Dairyless. Try their Lemon-Kiwi flavor! Most soy yogurts are fermented/cultured with live cultures, but some are like a parfait (not fermented) made by blending silken tofu, fruits, and a sweetener.

Tofu**, the world's most popular soyfood, is now sold at very reasonable prices in most supermarkets across America. It makes an excellent replacement for cheese in many dishes where the cheese is not required to melt: Salads, sandwiches, in Lasagna for the ricotta cheese, etc. You can also use tofu to make your own soy yogurts and ice creams at home.

Soy cream cheese*. These products, based on tofu, are delicious and moderately priced. Our favorite brand is Tofutti Better than Cream Cheese, which comes in flavors such as Garlic & Herb, French Onion, Herbs & Chives, Plain, Wildberry, or Smoked Salmon. Some bagel shops (such as Noah's Bagels in Northern California) sell this product. VeganRella Cream Cheese (in plain & onion & dill flavors) uses more natural ingredients (no hydrogenated oils, or mono- or diglycerides).

Soy sour cream*. Again, this product is based on tofu. Our favorite brand is Tofutti Sour Supreme—Better than Sour Cream.

Soy cheese* is our least favorite dairy alternative. Most brands contain *casein* (the protein from cow's milk), which allows them to melt, but which also (technically) disqualifies them from being a truly non-dairy product. A few brands are truly non-dairy but they melt in a sort of thick puddle. Top brands with casein: Soya Kaas, TofuRella, Zero-FatRella, HempRella (soy free), and AlmondRella (soy free). Top brands without casein: VeganRella (2 flavors), Soymage.

Soy-based infant formula. Available at most pharmacies and many supermarkets, this is a carefully formulated and regulated product designed to meet the critical needs of infants when served as the sole source of nutrition. It is widely fed to infants who are allergic to cow's milk. But note that 15% to 50% of infants with cow's milk allergy will also develop allergies to soy protein. Soy protein was recently ranked 11th among foods in terms of allergenicity; animal proteins such as milk and eggs remain the most allergenic foods.

Whip Topping**. Sold as “non-dairy whip topping” at most supermarkets, as far as we know, these all contain casein or sodium caseinate from cow's milk. Leading brands: CoolWhip.

For more information on non-dairy products on the World Wide Web, go to <http://www.rella.com>. This website is produced by Sharon's Finest in California.

2364. Roller, Ron. 1996. New developments at American Soy Products (ASP) (Interview). *SoyaScan Notes*. June 28. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Seikensha is no longer one of the five partners that own ASP; they are still in business but they decided to sell their shares back to the remaining 4 partners—perhaps because they felt they could use the money in more productive ways.

The ASP plant at Saline is now running at full capacity—3 shifts, 24 hours a day. A smaller expansion at the plant has just been completed; they added building space and equipment that was more closely related to packaging than to soymilk. They added some tank capacity, utility chillers, etc. that helped to increase the current capacity and went a long ways toward helping to utilize additional capacity in the future. Packaging capacity, sterilizing capacity, and *Jun* (soymilk base) capacity are all separate but they all need to work together. They now have more packaging capacity than they have production capacity; they could package more product if they could make it.

ASP has a new Tetra Brik Aseptic packaging machine, a TBA-8 filler that puts a pull-tab over the hole. A separate piece of packaging line equipment puts on the plastic cap after the package comes out of the filling room. The cap is stuck on over the pull-tab. The package looks exactly the same but it now has a reclosable cap; you can't retrofit the old machine to give it capping capability.

Soon ASP plans to make a big expansion in the plant. Michael Potter recently sent a letter to Eden distributors to address that issue.

Bill Bolduc is now in Los Angeles, California. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2365. Harvest Direct, Inc. 1996. *Harvest Direct: Food you can live with* [mail order catalog]. Knoxville, Tennessee. 16 p. 27 x 16 cm.

• **Summary:** Contents: Salad dressings. Meals in a minute (Fantastic Foods). Ground meat alternatives (Protean—The versatile replacement for ground meat, Harvest Direct). Soups, spices, condiments. TVP. Ribs, tofu & tofu meals (Fantastic Foods, Mori-Nu, Arrowhead Mills). Meat Alternatives (Worthington Foods, Fantastic Foods). Soup & meal cups. Beans & Beano. Pasta & sauces. Breads & baked goods. Substitutes for sugar, eggs & fat. Dairy alternatives. Baby foods. Glassware. Gift baskets.

On the cover are nine round, dark brown patties arranged in a circle on a blue and white plate. In the center is a sliced red grapefruit, with a strawberry at its center, blueberries scattered around the periphery, and one sprig of

celery. Address: P.O. Box 988, Knoxville, Tennessee 37917. Phone: 1-800-835-2867.

2366. U.S. Mills. 1996. Erewhon 30th anniversary mug (Memorabilia). U.S. Mills Inc., 395 Eliot St., Newton, Upper Falls, MA 02164-1131.

• **Summary:** This beige mug, with a sturdy handle, is 3.75 inches high and 3.125 inches in diameter. On one side, in red and purple letters, is written "1966–1996 Erewhon. The quality standard for 30 years." Above that are three ears of wheat in purple, green, and blue. On the other side, in red letters, is written "Bill Shurtleff." Address: Newton, Upper Falls, Massachusetts. Phone: 617-969-5400.

2367. U.S. Mills. 1996. Erewhon's 30th anniversary (T-shirt). U.S. Mills Inc., 395 Eliot St., Newton, Upper Falls, MA 02164-1131.

• **Summary:** On the front of this large black T-shirt, in gold, red and purple letters, is written "1966–1996 Erewhon. The quality standard for 30 years." Above that are three ears of wheat in purple, green, and blue. Nothing is written on the back of the T-shirt. Address: Newton, Upper Falls, Massachusetts. Phone: 617-969-5400.

2368. **Product Name:** Westbrae Natural Rice Beverage (Half Gallon, Non Dairy) [Vanilla].

Manufacturer's Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer's Address: Gardena, CA 90746.

Date of Introduction: 1996 June.

Ingredients: Plain: Rice base (filtered water, brown rice syrup, rice starch), expeller pressed canola oil, tricalcium phosphate, pea protein, natural flavors, sea salt, carrageenan, vitamin A palmitate, vitamin D-2, riboflavin.

Wt/Vol., Packaging, Price: Half gallon Tetra Brik Aseptic carton.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Ad (1/3 page, color) in *Vegetarian Times*. 1996. June. p. 64. "Only Westbrae—First in half gallons. The best just got bigger." A photo shows the front of the package. The text reads: "New. Pour 'n Seal. Enriched with vitamins A, B and D and calcium. Only 1% fat."

2369. White Wave, Inc. 1996. TofuTown welcomes new corporate beans: White Wave expands sales staff (News release). 1990 N. 57th Court, Boulder, CO 80301. 1 p. July 15.

• **Summary:** Many of the new management and sales changes "are in line with the company's plans to shift from a trade-oriented sales approach to a geographic one. The move is to better service the expanding, nationwide demand for the company's growing Vegetarian Cuisine product line. Head Bean, President and CEO, Steve Demos announced the new

appointments. They are as follows:

"Sheryl Lamb, formerly of Mountain People's Warehouse and Eden Foods, has joined White Wave as the company's new National Sales Manager. In addition to supervising White Wave's regional sales managers, Sheryl will handle sales for the company's West Coast region.

"Mark Machlis, who joined the company last year with White Wave's acquisition of his former company, 'Meat of Wheat,' has been promoted to a new position as Midwest & Southwest Regional Sales Manager.

"Robb Wagg, who joined White Wave in 1995, will continue his role as Eastern & Southeast Regional Sales Manager." Address: Boulder, Colorado. Phone: 303-443-3470.

2370. Natural lifestyle magazine and mail-order market: Spring-summer '96. 1996. Asheville, North Carolina: Natural Lifestyle Supplies. 63 p. Catalog. 28 cm.

• **Summary:** A macrobiotic mail-order catalog with several nice articles, it sells many types of soyfoods and related products, including the full line of Kushi Cuisine, organic soybeans (yellow and black), azuki beans, amazake, Rice Dream soymilk, Edensoy soymilk, Westbrae Malted, Nasoya Vegi-Dressings, Nayonaise, Farmhouse Tekka [miso], organic soy sauce, fresh tofu, snow-dried tofu, kuzu, and miso. Publisher: Tom Athos. Editor and graphic design: Debbie Athos. Address: 16 Lookout Drive, Asheville, North Carolina 28804-3330. Phone: 1-800-752-2775.

2371. Cohen, David. 1996. History of Rainbow Grocery and Rainbow Natural Foods (Interview). *SoyaScan Notes*. Aug. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Rainbow Grocery started in 1973 in Denver, Colorado, as a food co-op and natural food storefront. Located on the corner of Colfax and York, it was the first of the new breed of natural food stores in Denver. The two founders were Mark Retzloff and David Rickard (pronounced ruh-KARD, an exceptionally creative Brit with an Oxford education, a near photographic memory, and a very curious mind). Mark and David had both been with Eden Foods in Ann Arbor, Michigan. Mark, who is now living in Boulder, was the co-founder and owner of Alfalfa's Markets. Mark and Paul Repetto (formerly with Vestro/Westbrae) organized Horizon Organic Milk. He is an excellent networker, who knows very many people in the natural foods industry, and is out talking with people constantly. Rainbow quickly became a small distributor by coordinating the cooperative bulk food buying with the other local retailers and then sharing the foods with the other stores. Gradually being the coordinator allowed them to move out of the basement into larger and larger facilities.

After its original store in Denver, Rainbow opened three more natural food stores: Clearly Nature's Own in Kansas City, Missouri; Rainbow Grocery in Seattle, Washington;

and a second Rainbow Grocery in Denver (which David designed and opened in 1984). There was also a wholesale produce dock in Los Angeles, California; they were buyers and brokers of organic produce.

In 1978 or 1979 the distribution part of the company moved into a large warehouse in Denver (on Monaco Parkway), bought trucks, and started shipping out of state. Dave joined Rainbow in March 1979. More than anyone else, David Rickard taught David Cohen about the business. Other natural food distributors in the area were Arrowhead Distribution, Colorado Specialty Foods, and Green Mountain Grainery; even earlier were Cliffrose and Mountain Rose—which were just closing when David started working with Rainbow. But they all gradually disappeared. In the period from 1990 to 1995, Rainbow's annual wholesale sales increased from \$8 million to over \$50 million. Rainbow was sold in about August 1995 to Cornucopia, which is headquartered in Dayville, Connecticut; the owner is Norman Cloutier.

Note: Rainbow was involved with Guru Maraji. Address: 575 S. Olive Way, Denver, Colorado 80224. Phone: 303-377-5120.

2372. Product Name: Eden Organic Black Soy Beans (Canned).

Manufacturer's Name: Eden Foods, Inc.

Manufacturer's Address: 701 Tecumseh Road, Clinton, MI 49236. Phone: 313 973-9400 & 517 456-7424.

Date of Introduction: 1996 August.

Ingredients: OCIA certified organic black soy beans, water, kombu. "Organically grown and processed in a manner that exceeds the requirements of the California Organic Foods Act of 1990."

Wt/Vol., Packaging, Price: 15 oz (425 gm) can.

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 130 gm.: Calories 90, calories from fat 15, total fat 1.5 gm (2% daily value), sodium 0 mg (0%), total carbohydrate 9 gm (dietary fiber 5 gm [20%], sugar 1 gm), protein 9 gm (18%). Calcium 6%, iron 15%, thiamine (B-1) 4%, riboflavin (B-2) 10%, niacin (B-3) 2%, phosphorus 15%, magnesium 10%, zinc 8%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Product with Label sent by Martha Johnson of Eden Foods. 1996. Oct. 8. Label (copyright 1996) is red, black, and white. A color illustration shows two children seated at a rustic dining table, with a large pot of beans in the middle, each eating from a bowl of beans. The front panel reads: "No salt added. Low fat." A wide vertical red band identifies all of Eden's organic canned beans. The side panel reads: "Quick, Safe & Delicious: High fiber, low fat, vegetable kingdom protein. Eden Black Soy Beans are creamy smooth. A most palatable and digestible soybean. Canning yellow soys made no sense. Organic farmers are society's brightest hope for change. Satisfaction

guaranteed. Recycled paper & soy inks."

Talk with Martha Johnson. 1996. Oct. 29. This product was launched in August 1996. Martha recently presented it at the American Dietetic Association annual convention, served out of a crock pot, unseasoned. The dietitians loved its mild flavor and creamy texture. These black soybeans are grown in Michigan by a farmer who has grown beans organically for Eden Foods for several decades. He had been growing black soybeans for several years and exporting them to Japan. The beans are canned in Eaton, Indiana, at a factory where all of Eden's organic beans are canned. Eden purchased this factory in about 1993.

Letter (fax) of nutritional analysis sent by Martha Johnson. 1996. Oct. 29. Includes an analysis of 12 individual isoflavones by isoflavone expert Dr. Stephen Barnes. These soybeans contain 40.59 mg of total isoflavones per ½ cup serving. Total isoflavone content is 312.3 micrograms (mcg) per gram. This is composed of 144.8 mcg/gm of total daidzein + daidzin, 146.5 mcg/gm of total genistein + genistin, and 21.0 mcg/gm of total glycitein + glycitin. The three most abundant individual isoflavones are: daidzin 98.1 mcg/gm, genistin 85.8 mcg/gm, and genistein 6 OMalGlc 47 mcg/gm.

2373. Eden Foods, Inc. 1996. Eden Foods, Inc., testifies before USDA's National Organic Standards Board (NOSB) (News release). 701 Tecumseh Road, Clinton, MI 49236. 6 p. Sept. 25.

• **Summary:** On Sept. 18 in Indianapolis, Indiana, Michael J. Potter, Chairman and President of Eden Foods, presented testimony to the NOSB. "There are four fundamental issues on which USDA appears to Eden Foods and our organic family farm suppliers to be headed in the wrong direction: I. The First Amendment rights of Eden Foods, Inc. and our right to use private certifiers that are best qualified to provide the public assurance of organic authenticity.

"II. The, as of today, secret list of allowable input materials for food processing, agricultural practices, and animal husbandry.

"III. The USDA intent to allow foods to be marketed as organic that are treated with any chemical substance that the FDA says is legal for use on non-organic food, in storage containers and facilities, and in food processing environments to control pests and fungi.

"IV. The USDA intent to allow genetically engineered organisms into the organic market, and allow irradiated organic food." Address: Clinton, Michigan.

2374. Caton, Greg. 1996. New developments at Lumen Foods (Interview). *SoyaScan Notes*. Oct. 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Greg is working closely with Dr. Suzanne Paxton, a doctor of pharmacy, of PNC–Preventive Nutrition Consultants. Her late husband, Herb Pierson, worked with

the National Cancer Institute and is credited with coining the term “Nutraceuticals.” He was a pure scientist—not a promoter; he died at age 43, just 6 months ago—probably because of the many cancer-causing substances he was working with. He was especially interested in finding plant-based materials that were effective in curing cancer. On the health and medical benefits of garlic alone, he had something like 20,000 references. Many other people have come in and taken credit for his work. Herb and Suzanne’s research “made Wakanaga, and their Kyolic garlic supplement.” Wakanaga is a \$200 million a year garlic company headquartered in Japan.

For Lumen Foods Suzanne has just written a 29-page booklet on the latest developments in soy phytopharmacology. “She was one of the first to publicize the benefits of soy in treating menopausal symptoms. I don’t know anybody who knows more about phytopharmacology and the effects of soy and many other different vegetables. She is a world class authority—a very impressive person.”

Greg has just run a full-page color ad for Heartline Meatless Meats in the September 16 issue of *Time* magazine, which was mailed to 1 million women. Nine years ago he ran a one-third page ad in the December 1987 issue of *Prevention* magazine that reached 4 million readers. It barely paid for itself.

Greg’s business is still small, with sales projected to be about \$1 million in 1996. But during his first year in business, in about 1986, the company grossed about \$40,000. In the last few years the company’s sales have grown for \$350,000 to \$782,000 last year. Most of his growth in sales is from mail order. Now mail order accounts for about half of his sales; it used to be much smaller.

His low-fat Heartline products (named Heartline Lite) do not sell nearly as well as their regular counterparts; a 2 ounce serving of the latter, reconstituted, contains 83 calories (with 27 calories from fat) and 3 grams of vegetable oil, with no saturated fat or cholesterol. Thus, 32.5% of the calories come from fat. There is a very low rate of repeat sales for the low-fat or nonfat products.

Greg was motivated to start his own business because ADM (with whom he worked from 1981 to 1983) denied that there was any problem with flatulence from their TVP products. This was long before soy protein concentrates became popular. GNC (General Nutrition Corp.) created many dinners using TVP at their plant in Fargo, North Dakota, but after several years they realized that consumers were complaining a lot about the gas; so GNC dropped ADM, who at that time was doing a promotional titled “Uncle Archie’s”—which Greg was involved with. So Greg left ADM, did research on new soy products in 1985, then founded the company in 1986.

Greg’s fastest growing product now, Stonewall’s Jerquee, is a deep-fried product, which has much of the fat subsequently removed by centrifuging. “People who eat a

snack want to be wowed. They are looking for an experience. More and more we realize that we are in the experience business. This in the only product we make that is purchased by meat-eaters as well as vegetarians.

Greg now owns five companies; one of these designs and develops Web pages. “If you have to work for a living, your life should be an adventure.” Address: President, Lumen Food Corp., 409 Scott St., Lake Charles, Louisiana 70602-0350. Phone: 318-436-6748.

2375. Spence, Paddy. 1996. SPINS (Spence Information Services) is a new company providing information about the natural products industry to manufacturers (Interview). *SoyaScan Notes*. Oct. 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** SPINS started providing information in Jan. 1996. Their sources of this information are: (1) Natural product distributors, including United Naturals but not including Tree of Life (the biggest such distributor). These distributors account for about 20-30% of all U.S. natural product sales. (2) A.C. Neilson’s HomeScan Panel, with a population designed to mirror the U.S. census.

They provide information only to manufacturers. It is provided on a bi-monthly basis—every two months, down to the UPC level = the individual product or item level. This information, aggregated for the USA costs \$1,500 per category. One such category is non-dairy beverages (soymilk, rice milk, almond milk). Others include meat substitutes, and cheese alternatives. One of their clients is Vitasoy (USA) Inc.

Talk with Richard Rose of Sharon’s Finest. 1997. March 16. The 6-7 distributors from which they now receive information represent well over half of the natural foods market. Richard uses the bar-chart information to say to retail buyers: “Sharon’s Finest is No. 1 in unit sales, but you carry only one of our 17 SKUs. Tofu-Rella is now the best-selling cheese alternative in terms of unit sales (but Soya Kaas is No. 1 in dollar sales). This product is in the top ten and you don’t even carry it.” Address: President, SPINS, San Francisco, California. Phone: 415-284-0546.

2376. Graebner, Lynn. 1996. Mountain People’s parent going public. *Sacramento Business Journal (California)*. Oct. 21.

• **Summary:** United Natural Foods Inc. (UNFI), the parent company of Mountain People’s Warehouse Inc. (an Auburn, California, distributor of natural foods and products), hopes to raise \$37 million in an initial public offering. UNFI hopes to use the new money to repay debt and expand its distribution facilities.

Established in 1976 and largely “home grown,” Mountain People’s merged last year with Cornucopia Natural Foods (of Dayville, Connecticut) a large natural foods distributor. Operating under the umbrella name of United Natural Foods, the two firms “had sales last year of \$283

million [up 41% from the previous year]. United has five distribution centers across the country, eight retail stores, 1,188 employees and 5,500 customers in 43 states.

“The founder and president of Mountain People’s Warehouse, Michael Funk, is now United’s president and vice chairman of the board.”

2377. Eden Foods, Inc. 1996. Great vegetarian chefs celebrate soy. 701 Tecumseh Road, Clinton, MI 49236. 16 panels. Oct. *

• **Summary:** Letter (fax) from then talk with Lorna Sass. 1996. Sept. 8. She is working as a consultant for Eden Foods, developing the recipes for this foldout brochure, which will be distributed at the Natural Products Expo in Baltimore, Maryland, in October, 1996. Address: Clinton, Michigan.

2378. *SoyaScan Notes*. 1996. Black soybean varieties in North America: A brief early history (Overview). Nov. 3. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Since the late 1970s, almost all of the soybeans in the USA have had yellow seed coats. Most Americans, including soybean farmers, have never heard of soybeans that were black, green, brown, white, red, bicolored, or mottled. But have yellow soybeans always predominated in America?

“Previous to the numerous introductions by the United States Department of Agriculture beginning in 1898, not more than eight varieties of soy beans were grown in the United States, namely, Ito San, Mammoth, and Butterball, with yellow seeds; Buckshot and Kingston, with black seeds; Guelph or Medium Green, with green seeds; and Eda and Ogemaw, with brown seeds.” Thus of these eight pre-1898 varieties, 3 varieties (37.5%) had yellow seeds, 2 varieties (25%) had black seeds, 2 varieties (25%) had brown seeds, and 1 variety (12.5%) had green seeds (Source: Piper & Morse 1910, “The soy bean: History, varieties, and field studies,” p. 27).

In this same important 84-page report, the authors describe in great detail the 285 soybean varieties that have been introduced into the United States as of 1909. Of these 285 varieties, 152 varieties (53.3%) have yellow (straw-yellow or olive-yellow) seeds, 55 varieties (19.3%) have black seeds, 44 varieties (15.4%) have brown seeds, 24 varieties (8.4%) have green seeds, and 10 varieties (3.5%) are bicolored (p. 37-39).

Thus, as late as 1910, only about half of all soybean varieties in the United States had yellow seeds. But yellow soybeans were already coming to be preferred. Why? “Yellow or green seeds are preferable to darker colors, as the shattered seeds are more easily found by hogs pasturing the field or stubble” (p. 36).

The first black-seeded soybean was probably introduced to the USA from Japan in 1889 by Prof. W.P. Brooks of the Massachusetts Agricultural Experiment Station, who

traveled to Japan to collect seeds. He had named this variety “Medium Black” by 1895 and in 1893 it was grown at the Rhode Island Agricultural Experiment Station, from which the U.S. Department of Agriculture received it in 1903 under the name “Japanese No. 15.” By 1910 it had been officially named “Kingston” (p. 31).

In 1910 the following named, black-seeded (or partly black) soybeans (listed alphabetically) were being grown in the USA: Arlington, Auburn, Black Beauty, Brindle (brown and black), Buckshot, Chernie, Cloud, Early Black, Ebony, Extra Early Black, Fairchild, Flat King, Hankow (brown banded with black), Hongkong, Jet, Kingston, Large Black, Medium Black, Medium Early Black, Meyer (black and brown), Nigra, Nuttall, Peking, Pingsu, Riceland, Shanghai, Taha (black with olive saddle), Wilson, Wisconsin Black (p. 39-74).

In 1899 Walter Blasdale, Instructor in Chemistry at the University of California, studied the vegetables sold at Chinese markets in San Francisco. He reported that year in USDA OES Bulletin No. 68 that two varieties of soy beans were found, a yellow and a black. “The black is known as ‘hak tau,’ and is designated by the characters ‘black’ + ‘bean.’ Both varieties obtained from the Chinese market in San Francisco grew readily in Berkeley, attaining a height of about 3 feet, and in spite of a very dry season produced an abundant crop of seeds.” In this bulletin, Blasdale included a good, full-page photo of “The upper portion of a plant of the black soy bean.” He then analyzed the nutritional composition of both the original Chinese soy beans and their progeny grown in Berkeley, and presented his results in tabular form. On a dry-weight basis, the original black soy beans contained, on average, 0.35% more protein (39.62% vs. 39.27%) and 0.72% less fat (18.77% vs. 19.49%) than the yellow soy beans.

On 28 August 1906 the USDA, as part of its major seed and plant introduction, received the first black soybean [SPI #19184] noted for its food use. It came from Newchwang, Manchuria, from Plant Explorer Frank N. Meyer, who wrote: “A large variety of the black soy bean. This is a very rare variety and is used for food: also for making a superior oil.”

The first American recipe for using black soybeans was published in May 1917, during World War I, in the *Wisconsin Agricultural College, Extension Circular* No. 79, titled “How to Cook Soy Beans,” by the University of Wisconsin Home Economics Department. The one recipe titled “Black soy bean soup” called for “1 pint black soy beans.” This same recipe appeared the next month, in the June issue of the *Journal of Home Economics* in an article titled “Soy Bean Cookery,” by Nell Beaubien, of the University of Wisconsin Home Economics Department.

In 1960 the first recipe for black soybeans [called “black beans” after the Japanese term *kuro mamé* which means “black soybeans”] appeared in America in a cookbook, *Zen Macrobiotics*, by George Ohsawa. It was recipe No.

118 for Boiled soy beans. But the “black beans” were used only as an alternative ingredient. Most of the recipes for black soybeans in American cookbooks after 1960 were in macrobiotic cookbooks, where they were consistently called “black beans” rather than black soybeans—and one can only wonder if the authors realized that their recipes were really calling for black soybeans. The first macrobiotic recipe calling for “Black soy beans” was published in 1973 by Chico-San in a product catalog which contained many recipes. The first real macrobiotic cookbook to use the term “black soybeans” in a recipe title was *Aveline Kushi’s Complete Guide to Macrobiotic Cooking*, published in 1985 by Warner Books (see p. 257-58).

The first packaged black soybeans sold in America for food use appeared in 1959 in New York City. They were imported from Japan by the Oriental Food Shop, and received a write-up in the May 1959 issue of *House Beautiful* magazine.

In 1962 Chico-San Inc., in Chico, California, one of America’s first macrobiotic- and natural foods companies, began selling “Black Soybeans,” imported from Japan. By January 1970, Erewhon Trading Co. in Boston had followed with a similar product named “Kuromame, a black soy bean import.”

In August 1996 Eden Foods introduced America’s first canned black soybeans—which were also organically grown in Michigan.

The following is a list of 65+ black soybean varieties introduced before about 1940 to North America, arranged alphabetically by name, with the earliest known date of introduction given in parentheses: Arlington (1910), Auburn (1910), Avoyelles (1931), Black (1900), Black Beauty (1910), Black Ebony (1918), Black Eyebrow (1915), Black Ontario (1927), Black Round (1902), Black Sable (1927), Bopp (1927), Buckshot (1907), Cayuga (1933), Chernie (1910), Claud (1914), Cloud (1909), Coker 31-15 (1934), Coker’s Black Beauty (1931), Early Black (1902), Early Wilson (1927), Early Wisconsin Black (1927), Ebony (1907), Edna (1914), Essex (1927), Extra Early Black (1902), Extra Early Black Eyebrow (1927), Extra Select Sable (1927), Fairchild (1910), Flat Black (1904), Flat King (1907), Hiro (1936), Honkong / Hong Kong (1909), Jet (1909), Kingston (1907), Kingwa (1935), Kura (1936), Laredo (1920), Large Black (1907), Mammoth Black (1927), Medium Black (1894), Medium Early Black (1897), Medium Late Black (1897), Meyer (1907), Nigra (1910), Norredo (1935), Nuttall (1907), Oloxi (1937), Ootootan / O-too-tan (1914), Pee Dee (1937), Peking / Pekin / Peking S (1910), Pekwa (1932), Pine Dell Perfection (1937?), Pingsu (1909), Red Sable (1927), Riceland (1907), Royal (Morse 1918), Sable (1914), Sato (1936), Shanghai (1910), Sooty (1912), Taha (1909), Tarheel / Tar-Heel / Tar Heel (1914), Tarheel Black (1915), Watson Black (1936), Wilson (1909), Wilson-Five (1918), Wing’s Extra Select Sable (1911), Wing’s Pedigree Sable

(1916), Wing’s Sable (1910), Wisconsin Early Black (1927), Wisconsin Black (1903), Wisconsin Pedigreed Black (1927).

2379. Miller, Paul. 1996. Beyond seasonal sales. *Catalog Age* 13(12):22. Nov. *

2380. *SoyaScan Notes*. 1996. Soymilk and cow’s milk prices in California, December 1996 (Overview). Dec. 10. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Since Dec. 1983, approximately every other year, Soyfoods Center has conducted a survey of the prices of soymilk and cow’s milk in California. In Dec. 1996 at Trader Joe’s, a gourmet and natural foods chain in Concord, California, soymilk made from organically grown soybeans, sold in an aseptic package with reclosable spout, retails for the following prices: Pacific Select (lowfat plain) retails for \$0.99. Westsoy Lite (1% fat) Combibloc half gallon with reclosable spout (plain, or vanilla) retails for \$1.99 (equivalent of \$0.995/quart). Pacific fat free (vanilla, or plain) retails for \$1.19. Trader Joe’s Soy-Um quart (original, vanilla, or lowfat chocolate) retails for \$1.39. By comparison, Rice Dream Vanilla (a rice-based beverage) retails for \$1.39/quart.

The average price of the quart equivalents of these four soymilk brands is \$1.14. This is \$0.32 per quart lower or 22% lower than the \$1.46 in Dec. 1996 and \$0.78 per quart lower or 41% lower than the \$1.92 in Dec. 1992.

The major factors leading to the falling price of soymilk are: (1) The growing popularity of “lite” soymilks since 1990; they contain more water and less fat—but also less protein and other nutrients; (2) The increase in carton size to 2 quarts; and (3) The economies of larger-scale production due to increasing demand. This increased demand is due to the growing awareness of the many nutritional benefits of soymilk (especially from isoflavones such as genistein), the falling price, and the dislike of growth hormones (rBGH, made by Monsanto) used in producing cow’s milk.

Cow’s milk (fortified with vitamins A and D) sells for the following prices at the Safeway supermarket in Lafayette, California: (1) Nonfat: \$0.95/quart or \$1.69/half gallon or \$3.35/gallon; (2) Extra light (1% fat; protein fortified): \$0.95/quart or \$1.82/half gallon or \$3.39/gallon; (3) Low-fat (2% fat; protein fortified): \$1.01/quart or \$1.82/half gallon; (4) Whole (homogenized): \$1.01/quart or \$1.82/half gallon. The best-seller among these is non-fat in half gallons.

Thus, during the past two years, the price of soymilk has continued to decrease while the price of cow’s milk has continued to rise. In Dec. 1996 soymilk in quart cartons is, on average, 1.20 times as expensive per unit volume as nonfat dairy milk purchased in quarts, 1.35 times as expensive as in half gallons, and 1.40 times as expensive as in gallons. In Dec. 1994 a quart of soymilk was 1.71 times as expensive as a quart of the best-selling cow’s milk. So in the last 2 years the price of soymilk has fallen significantly

relative to that of cow's milk.

During the last 13 years, the price of soymilk on a per-quart basis has fallen dramatically—from \$2.48/quart in Dec. 1983 to \$1.14/quart in Dec. 1996; thus, soymilk is less than half as expensive per quart today as it was 13 years ago. The price of soymilk has fallen even more dramatically relative to the price of cow's milk, which has increased from \$0.43/quart to 0.95/quart during this same period. In 1983, a quart of soymilk was 5.76 times as expensive as a quart of cow's milk; today it is only 20% more expensive.

2381. *Soybean Digest*. 1996. Soyfoods special report: Working the miracle crop into your family's diet (Section of articles). Dec. p. 13-17, 20, 23, 26-27.

• **Summary:** On page 4, editor Syl Marking, introduces this special section of articles and cover story by noting: "Cooking with Soy: *Soybean Digest* is plowing new ground again. It's our first-ever special report on cooking with soy (see p. 13). Take some time to not only read it but have the cook in your family try some of the recipes. It's another way to utilize the crop you grow. Let us hear from you—whether you like it or not. If you like it, we'll do it again next December.

On the cover, a full-page color photo shows a mother (Karen Johnson of Minnesota in Christmas colors) with two kids in the kitchen cutting rolled-out gingerbread dough with a cookie cutter. The caption (p. 3) states that she "slipped a little soy flour into the gingerbread dough." At the front of the table are packages of Westsoy Low Fat Soy Drink and Arrowhead Mills Soy Flour, plus an unlabeled 1-pound plastic bag full of yellow soybeans.

This special section begins with a 1-page introduction to six articles which follow; each of these is cited separately. The introduction asks: "But why should healthy, meat- or pasta-and-cheese loving people want to the spoil the flavor of their favorite foods? You shouldn't—and won't—have to. Foods containing soy are tasty as well as healthful.

"Say you want to reduce your fat intake. Or need to increase the amount of fiber your consuming. Studies in Japan, China and the U.S. show that eating as little as one serving of soyfoods a day cuts the risk of some types of cancer by 40-50%.

"You're already eating soy—just look at the product labels of the foods you eat daily... You may want to replace regular milk with some soy milk in the next batch of cookies you make. As you become more adventurous, cut out some of the ricotta or cottage cheese in next week's lasagna and sneak in a little tofu." A color photo shows a little boy and girl about to eat gingerbread cookies fortified with soy flour.

2382. Kleiner, Art. 1996. *The age of heretics: Heroes, outlaws, and the forerunners of corporate change*. New York, NY: Currency Doubleday. xii + 414 p. See p. 273-89. Illust. Index. 24 cm.

• **Summary:** From the back cover: "Art Kleiner has uncovered a kind of secret history that links the medieval monastic orders, the counterculture of the sixties, and the key agents of corporate change in the modern world. I think its a landmark for people both inside and outside the most influential institution of the modern age—the corporation"—by Howard Rheingold, author of *Virtual Reality, Virtual Communities and Tools for Thought*.

Chapter 8, titled "Millenarians," begins with a history of Erewhon Trading Company (p. 273-89), which makes it appear that Paul Hawken was the only important person in the company. Nevertheless, the history is full of interesting insights, many related to Erewhon's role as a pioneer in the countercultural natural foods industry and (for a while) the largest distributor of natural foods and macrobiotic foods in the United States. Kleiner is an engaging and insightful writer. Erewhon was started by Michio and Aveline Kushi who, in the 1950s, had met at La Maison Ignoramus [literally, The House of Ignorance], a macrobiotic institute founded by renegade philosopher George Ohsawa outside Tokyo. Ohsawa claimed to have cured himself of tuberculosis by eating a diet of brown rice, miso soup, and cooked vegetables (from both land and sea). Ohsawa came to believe that a good (macrobiotic) diet is the foundation of both personal and societal health. The first step is to change your own diet, then to help others change theirs. Ohsawa was a Japanese writer, had lived in Paris in the 1920s, and was deeply interested in world government—as well as in Zen. Ohsawa recruited the Kushis to go abroad (Michio was the first to leave Maison Ignoramus and to do so) to promote world government. Michio and Aveline fell in love in the United States and were married. They eventually started teaching young Americans in Cambridge, Massachusetts. Before long they were prosecuted for practicing acupuncture without a medical license—but they prevailed and stayed. In the mid-1960 macrobiotic diets called for staples that were rarely found in East Coast food stores: brown rice, miso, tamari, etc. The Kushis started to sell food and books out of their home in Cambridge. Then [in April 1966] they moved the little store out of their home into a basement retail space at 303-B Newbury Street—and named the fledgling company Erewhon. "... one of their students, Paul Hawken, took over as clerk"—or at least so says this book. Hawken was only eighteen, a lean young man from California. The rest of the story is how Hawken (apparently single-handedly) built Erewhon and the early natural foods movement.

From the publisher's description: "The author explores the nature of effective leadership in times of change and defines its importance to the corporation of the future. He describes a heretic as a visionary who creates change in large-scale companies, balancing the contrary truths they can't deny against their loyalty to their organizations. This book reveals how managers can get stuck in counterproductive ways of doing things and shows why it

takes a heretical point of view to get past the deadlock and move forward.” Address: Former editor of *The Whole Earth Catalog* and freelance business reporter during the 1980s, Oxford, Ohio.

2383. Roller, Ron. 1997. New developments with rice beverages (Interview). *SoyaScan Notes*. Jan. 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron does not know how Pacific Foods of Oregon, which began making rice beverage in Jan. 1995, got around the Imagine Foods’ patent. He does not know if Pacific Foods private labels rice beverage for anyone, and he does not know where Westbrae, or where American Natural Snacks, gets their rice beverage products. A Minnesota company [Note: IFP = Innovative Food Processors, Inc. of Faribault, Minnesota (Phone 1-800-997-4437)] was making Rice Trend, which is rice syrup solids; it’s a line of different DEs of rice syrups. Ron talked with them and he thought they were supplying Westbrae. They spent a lot of money battling Imagine Foods on the patent issue.

It was not Jim Morano of Innovative Sweeteners. Jim also works for Krompton Knowles (a big company), probably for their Sweetener Division. As far as Ron knows, Jim hasn’t made any rice beverage but he, too, was battling Imagine Foods on patent issues. Jim’s wife runs Suzanne’s Specialties, which makes koji-based rice syrup.

Ron’s feeling is that rice beverage as a category has continued to grow, but its percentage share of the non-dairy beverage market has probably stabilized. It was zooming [growing very rapidly] several years ago, but is no longer growing at such a fast rate. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2384. Roller, Ron. 1997. New developments with organically grown soybeans in America (Interview). *SoyaScan Notes*. Jan. 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The demand for organic soybeans in America is rising rapidly. Ron thinks this has nothing to do with concerns over genetically engineered (transgenic) soybeans such as Monsanto’s Roundup Ready soybeans. “Soybeans have become, hands down, the main cash crop (the one that makes the most money) for organic farmers, at least those in the Midwest. Organic growers in the Dakotas and Montana still rely on wheat as their main cash crop, but the corn, wheat, and soybean growers everywhere else rely on soybeans.” The demand for organic soybeans is growing faster than the supply—even though the supply is rising. Increasing prices have attracted more and more farmers to growing soybeans organically. The biggest demand is still from Japan, as it has been for the past 4-5 years. As interest in organic foods has grown in Japan, bigger food manufacturers (primarily of tofu and natto) have started to use organic soybeans. The American food companies that

use organic soybeans are still relatively small and few. Ron’s company (if you add the organic soybeans Ron exports) may be the single biggest.

The demand for organic natto soybeans from Japan appeared suddenly and is now very large. Acreage that was used to grow organic soybeans for tofu or soymilk suddenly got switched to growing small-seeded organic natto soybeans. Because of that, the acreage used to grow organic soybeans for tofu and soymilk has decreased. Last year the organic soybean crop in the Midwest (especially Michigan and Ohio) was smaller than expected. So the combination of the export demand (mainly to Japan but also to Europe), the loss of acreage to natto beans, the bad crop, and the lack of new growers, has made the price of organic soybeans rise—by about 10%. But remember that the price of organic soybeans were already more than double, very often triple, that of non-organic beans. The highest prices are paid for Vintons and natto beans. It is these premium prices that are so attractive to the organic farmers. “This trend is of great concern to me, and especially the effect it could have on the price of soyfoods. In a free market economy, with lots of farmers looking for value-added crops, you would think that many more of them would start growing organic soybeans. But it is a difficult chasm to cross. A farmer must learn a whole new way of farming, and, he must wait for 3 years before that land can grow organic crops. That 3-year lead time is the big stumbling block; many farmers actually lose money on that land during those 3 years. Some big farmers are now starting to grow organic soybeans, but they getting involved on a gradual basis, adding 50 to 100 acres a year. Those large commercial growers, who have recently switched to growing soybeans organically, are sitting in the catbird seat, and doing extremely well.”

In Ron’s market, there have been very few questions from consumers about genetically engineered (transgenic) soybeans. “It hasn’t become a problem at all for ASP; I think it will be an asset for us—because we don’t use them and we can prove that we don’t. However a lot of growers want to grow transgenic soybeans.” Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2385. B-rave Studio. 1997. Absolutely tofu. Parts I and II (Color videotape). New York, NY. 60 min. each.

• **Summary:** These two excellent 60-minute color videos feature the talented chefs Kate Farrell and Myra Kornfeld from the celebrated vegetarian restaurant Angelica Kitchen in New York City. They demonstrate how to cook a variety of vegetarian tofu recipes. A recipe booklet is include with each video. Each video costs \$24.95 plus postage.

Tofu 1 demonstrates 7 recipes: Orange cilantro baked tofu. Thai kebabs. Sweet ginger tofu triangles. Black [turtle] bean sweet potato casserole. Spring salad with cashews. Provençal pasta cake. Lemon poppyseed cheesecake. You

will also tour a tofu factory.

Tofu 2 demonstrates 6 more delectable recipes: Millet and sunflower croquettes. Roasted vegetable lasagna. Autumn harvest stew. Chick pea and red pepper phyllo. Smokin' chile [chili]. Chocolate mocha moosecake. Then visits with a CSA biodynamic farmer and an organic farmer.

You may also visit their Web site: <http://tofu.wildhack.com>.

Note: *Webster's Dictionary* defines phyllo (pronounced FEE-lo, and derived from the Greek), a word first used in English in about 1950, as "extremely thin pastry dough that produces a flaky pastry."

For more on these videos see: *Vegetarian Times*. 1997. March. p. 12. Address: P.O. Box 1365, Canal Street Station, New York, NY 10013-0877. Phone: 1-800-431-3801.

2386. Roller, Ron. 1997. Growth of soymilk sales in U.S. supermarkets (Interview). *SoyaScan Notes*. Feb. 10. Conducted by William Shurtleff of Soyfoods Center.
 • **Summary:** Ron would estimate that sales of soymilk in U.S. supermarkets now account for about 25% of all soymilk sales in America. It has grown a lot during the past 18 months; this is now the area of most rapid growth. East Coast supermarkets (especially certain chains) tend to sell more soymilk than West Coast supermarkets.

American Soy Products does not subscribe to SPINS (SPence INformation Service) run by Paddy Spence out of San Francisco, California. Ron thinks he could do as good a job of gathering market information as SPINS does. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2387. Smith, Michelle. 1997. Members of the Soyfoods Association of North America (as of 12 Feb. 1997). Walnut Creek, California. 1 p. Feb. 12. Unpublished typescript.
 • **Summary:** The Association has 35 paid members. Two of the companies (Devansoy and MLO Products) have two people listed from each company. The companies are: ADM—Jack Painter, Eden Foods—Sally Gralla, Devansoy—Elmer Schettler & Ed Pedrick, Lightlife Foods—Rick McKelvey, MLO Products—Ed Cabelera & Ryan Schmidt, Pulmuone—Seung Hoon Lee, SunRich—Allan Routh, Sacramento Tofu—Alvin Kunishi, American Miso—Don DeBona, Tofu Shop—Matthew Schmit, Turtle Island—Seth Tibbott, Vitasoy—Yvonne Lo, Westbrae—Myron Cooper, American Soy—Tim Redmond, Clofine—Richard Eluk, International ProSoya—Dusty Cunningham, Monsanto—Molly Cline PhD, MYCAL—Terry Tanaka, Natural Products—Paul Lang, Pacific Soybean—Dan Burke, Alfred College—Charles Goubau, Ohio Soybean Council—Jim Kapp, Iowa Soybean Association—Kirk Leads, Iowa State University—Dr. Lester Wilson, Mark Messina PhD, Nebraska Soybean Board—Stephanie Lynch, EMB Partners—John Eastham, Nutrition Advantage—Anne Patterson R.D., Soyatech—Peter Golbitz, Soyfoods Center—

Bill Shurtleff, Apple Valley Market—Gary Pappendick, Essene—Howard Waxman, Sevananda—Vince Hoffman. Address: Executive Director, Soyfoods Assoc. of North America, P.O. Box 3179, Walnut Creek, California 94598. Phone: 510-935-9721.

2388. Smith, Patricia J. 1997. Update on macrobiotic friends (Interview). Conducted by William Shurtleff of Soyfoods Center, March 14.

• **Summary:** Cecile Levin (a woman, who was Patricia's first macrobiotic teacher) bought Muramoto-sensei's Herb-T Company. She paid too much for it (the records and inventory were very disorderly) and is struggling to keep it alive. Mr. Muramoto may have been using money he got from his salt company to cover losses on his tea company.

Merle Hayward is getting married next week in Hilo, Hawaii, and Patricia is going to the wedding; Merle was Tom DeSilva's girlfriend at Erewhon. "She is a wonderful person; high integrity, hard working. She was the one who did a lot of the detail work when Tom, Jeff [Flasher], and Tyler Smith bought the Erewhon Los Angeles retail store, after it failed." Address: Radical Food, P.O. Box 952, Mill Valley, California 94942-0952.

2389. Springhill Farm Foods, Inc. 1997. Hearty & Natural—Products and prices. Minneapolis, Minnesota. 7 p. 28 cm.

• **Summary:** Catalog (black-and-white, photocopy) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1997. March. Lines include Natures Best, Tree of Life West, and Stonecrest Natural Foods. Most products contain soy protein; all are vegetarian. A spot in *Healthy and Natural Product News* (March 1997; Vol. 4, Issue 2) shows their Hearty & Natural "Veggie Chicken" prepared patties. Address: 9220 Isanti Street NE, Minneapolis, Minnesota 55449. Phone: 612-785-8845.

2390. Macdonald, Bruce. 1997. The complex relationships between Eden Foods, Muso Shokuhin, Macrobiotic Company of America, Gold Mine Natural Food Co., Sierra Natural Foods, and Ohsawa Japan (Interview). *SoyaScan Notes*. April 4. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In Oct. 1974, Michael Potter visited Yuko Okada at the Muso Company in Osaka, Japan, then decided to import Japanese food products exclusively from Muso. Then in Jan. 1984 (following major losses from the bankruptcy of Erewhon (in Nov. 1981) and other American natural foods distributors—including Shadowfax, Laurelbrook, and Good Food Company), the Muso Company of Japan appointed Eden Foods its General Agent for North America. But in subsequent years, as the value of the dollar continued to fall against the yen, making Japanese imports more expensive, Eden began to buy less expensive grades of some products (especially seaweeds and umeboshi) from

Muso. In this way, Eden avoided price increases. But strains grew in the relationship. Muso did not like being dependent on one wholesaler in America and Eden wanted the freedom to shop around. So in the mid-1990s there was an above-board agreement that Muso no longer had to sell its products in the USA exclusively to Eden. But even before that, Yuko had been selling to other companies such as Republic of Tea, Smith & Hawken (Japanese tools), and Gold Mine Natural Food Co.

Jean Richardson of Gold Mine trademarked the name “Ohsawa,” much to the chagrin of Ohsawa Japan. When Bruce working at MCOA, he thought of challenging this trademark, and he feels he could have done so successfully, but at a cost of at least \$30,000 in legal fees. This is even more ironic because MCOA is the exclusive importer of products from Ohsawa Japan. So the trademark borders on misrepresentation. The Ohsawa Japan story goes back to Bob Kennedy, who had been dealing with Ohsawa Japan since the beginning. When Michio Kushi began importing, he did so from Muso—not from Ohsawa Japan. Several years later he also began to import from Mitoku; today Michio recommends only Mitoku products. When Bob Kennedy stopped importing foods from Japan, he sold his business (after Heinz returned the rights to him) to what had been the warehouse of Rainbow Foods. Rainbow started as a store in San Francisco, California, then they grew a wholesale business. A religious group ended up buying that wholesale business from them, and they renamed it Sierra Natural Foods. Sierra bought the rights to import from Ohsawa Japan from Bob Kennedy, then started importing containers. They had also gotten the Soken distributorship, and they started expanding so fast that they couldn’t finance the rapid growth; this (and perhaps some mismanagement) soon led to their bankruptcy. At the time they owed Ohsawa Japan about \$200,000. Ohsawa Japan decided to stop selling foods to America. So they asked Mitoku to be their sub-distributor for America. So even today Bruce buys his Ohsawa Japan products through Mitoku. But Gold Mine can’t buy from Mitoku because Mitoku won’t give out any more distributorships. Mitoku’s main distributors now are U.S. Mills (Erewhon brand), Great Eastern Sun, Granum, and MCOA. Address: President, Macrobiotic Company of America, Asheville, North Carolina 28806. Phone: 704-252-1221.

2391. Macdonald, Bruce. 1997. Was Michael Potter driving when Clifford Adler was killed in an automobile accident? (Interview). *SoyaScan Notes*. April 4. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Cliff Adler was Bruce’s best friend. He was an extremely level-headed guy and would never let a drunk person drive—especially if he was driving too fast—while he was in the car. Both Cliff and Michael were “maniac drivers.” Michael does not remember whether or not he

was driving. The car went off the road at a hair-pin turn that Bruce knows very well. Then it flipped over and over, some 15-20 times. Both Michael and Cliff were thrown out so there was no way to determine who was driving.

In short, Bruce believes that Michael Potter was wrongly accused. Address: President, Macrobiotic Company of America, Asheville, North Carolina 28806. Phone: 704-252-1221.

2392. *SoyaScan Notes*. 1997. How many minerals do human beings need? (Overview). May 1. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** The answer seems to be between 19 and 25, as follows:

1. USDA Handbook No. 8-14, revised December 1986, gives values for the following nine minerals for every food (listed alphabetically): Calcium, copper, iron, magnesium, manganese, phosphorus, potassium, sodium, and zinc.

The book *Recommended Daily Allowances*, published by the National Research Council (10th ed. 1989) adds to the above 9 minerals the following five “trace elements” (p. 195-246)—making a total of 14. Chromium, fluoride, iodine, molybdenum, and selenium.

The same 1989 book, on page 257 adds chloride, and in the chapter titled “Other substances in foods,” in the section on “Trace Elements” (p. 267) begins by stating: Evidence for the essentiality of trace elements in humans is often difficult to obtain directly... There is substantial evidence to establish the essentiality of arsenic, nickel, silicon, and boron.”

“Depressed growth, impaired reproductive performance, and other changes have been reported in laboratory animals fed diets extremely low in cadmium, lead, lithium, tin, and vanadium and kept in an environment allowing the strictest control of contamination (Nielsen, 1988). Nutritional requirements, if they exist, are very low and easily met by the levels naturally occurring in foods, water, and air. The evidence for requirements and essentiality is weak.” In addition, cobalt is an integral part of vitamin B-12. This adds eleven more, making a total of 25.

Payless Advanced Formula Multivitamin-Multimineral formula (1997) contains 19 minerals including six of the ten listed on pages 257 and 267 above: Chloride, nickel, silicon, boron, tin, and vanadium. The Payless formula does not include arsenic, cadmium, lead, or cobalt.

2393. Carey, Pat. 1997. Sales of rice beverages pass soymilk sales in America: Some history and current statistics (Interview). *SoyaScan Notes*. May 5. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Growth in the U.S. non-dairy beverage market in recent years has been in rice beverages Pat has solid nationwide statistics for all of calendar year 1996 which show that soy beverages and rice beverages now each have about equal shares of the U.S. non-dairy beverage market.

In terms of dollar value of wholesale prices, rice beverages have 49.3%, soy beverages have 48.8%, and other nondairy beverages (oat, almond, etc) have 1.8%. Since the wholesale price of rice beverages runs 10% to 30% less than that of soy beverages, that means that an even higher percentage of the liquid volume sold is rice beverages.

Pacific Foods formulated and aseptically packaged the Rice Dream beverage made by Imagine Foods from the day it was introduced in June 1990 until about 18 months ago when Imagine Foods installed its own packaging line. Pacific Foods deserves credit for developing the formulation and packaging techniques. At the beginning, Robert Nissenbaum had a small amount of the product packaged at Real Fresh (Visalia, California) but not for very long. Pacific Foods had problems packaging the product initially because it was too thick, but soon Robert reformulated it until it could be packaged without difficulty. The rice base has always been made by a joint venture between California Natural Products (CNP—Cheryl and Pat Mitchell; Manteca, California) and Imagine Foods. Most of the credit for the making the base using commercial enzymes goes to the Mitchells; Cheryl has a PhD in that area. For years, tankers of rice base arrived at Pacific Foods in Oregon from Manteca, California, almost every working day. When Imagine Foods started packaging its own rice beverage, Pacific Foods lost the entire Imagine Foods account, so it introduced its own line of rice beverages. Pacific Foods made the rice base without infringing on the CNP/Imagine Foods patent. They have considerable expertise in that area. Pacific Foods sent samples of rice beverage to Imagine Foods long before Imagine Foods left, because Pacific Foods was making rice syrup sweetener. Pacific Foods sweetens its products with rice syrup which it the company makes itself; it has been making rice syrup for 2-3 years. Pacific Foods is a highly integrated company, and also has a full-line spice company in Seattle, Washington. All of the soybeans Pacific Foods buys are organic.

The big decrease in the price of soymilk during the past few years has been due to the lower price of non-fat or fat-free products. The first fat-free product was Health Valley's Soy Moo, introduced about 5 years ago. The second such product was WestSoy Nonfat, launched in early 1996. Address: Marketing Manager, Pacific Foods of Oregon, 19480 S.W. 97th Ave., Tualatin, Oregon 97062. Phone: 503-692-9666.

2394. *SoyaScan Notes*. 1997. What are natural food retail stores doing about genetically engineered soybeans in their food products (Overview). May 13. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Talk with Bob and Pattie Gerner, owners of the Natural Grocery Company, with stores in Berkeley and El Cerrito, California. 1997. May 10. Not many customers have asked about genetically engineered foods so Bob and Pattie

haven't paid much attention to the issue and don't have any policies or written statements in place.

Talk with customer service rep at Whole Foods Market (WFM) in Berkeley, California. May 13. A week ago his store received a pamphlet on this issue from headquarters. Consumers who want to read it are free to pick up a copy at the customer service desk. It states that the company is surveying manufacturers in order to develop policies. Not many customers seem interested in the issue. The best person to talk with is Jean Greenfield, head of quality control at the WFM regional headquarters in San Francisco. Phone: 415-431-6777, Ext. 205.

Talk with Jean Greenfield, regional manager for WFM in San Francisco. 1998. Feb. WFM has a representative on the Organic Standards Board, and they try to carry as many organically grown products as possible in their stores. Other than that, they are not doing much. Jean has limited powers to make policy because she is only a regional manager. Basically, this is someone else's problem.

2395. Burros, Marian. 1997. Trying to get labels on genetically altered food: Eating well. *New York Times*. May 21. p. B8.

• **Summary:** In December 1996, Whole Foods Market (WFM), the largest natural foods supermarket chain in America, sent a letter to more than 400 of its suppliers asking if their products contained genetically engineered ingredients. About 75% of the suppliers have not yet responded—According to Margaret Wittenburg, quality assurance director of WFM; she wrote the letter. More soybeans are genetically engineered than any other food crop. “They [most Americans] have no idea what foods on their supermarket shelves contain genetically engineered ingredients because the Government does not require those products to be labeled. A small but growing movement of people is pushing for that to change.”

“Europeans have been quicker than American to react to transgenic food... In Austria and Luxembourg genetically engineered food is banned. Most observers suggest that Europe's response is so much more intense because of the European experience with mad cow disease.”

“There are signs that the consumer movement is gaining momentum. Nebraska and Maine are considering legislation for labeling. Mothers for Natural Law, a nonprofit consumer advocacy group, has begun a public awareness campaign. The group, which is affiliated with the Natural Law Party, which promotes transcendental mediation, wants to collect a million signatures on a petition asking the Food and Drug Administration to require testing and labeling of transgenic foods.”

The article then asks how widespread transgenic foods are in U.S. supermarkets. “[The *Times*] asked Genetic ID, a company in Fairfield, Iowa, that tests foods for genetically engineered ingredients, to test four soy-based baby formulas

and eight other products made with soy or corn. The infant formulas—Carnation Alsoy, Similac Neocare, Isomil and Enfamil Prosobee—all tested positive. Eden Soy milk tested negative. Morningstar Farms Breakfast Links and Morningstar Farms Better 'n Burgers, Betty Crocker Bac-os Bacon Bits, all soy-based products, also tested positive. And so did three corn-based chips—Fritos, Tostitos Crispy Rounds and Doritos Nacho Cheesier.”

2396. **Product Name:** Soft Tofu, Firm Tofu.

Manufacturer's Name: Tree Town Tofu.

Manufacturer's Address: 396 Washington St., Ann Arbor, MI 48103. Phone: 313-662-8638 (TOFU).

Date of Introduction: 1997 May.

New Product–Documentation: Talk with John Gingrich, owner. 1997. July 21. John started this company, which began selling tofu in May 1997. It is a traditional shop, and he put together the equipment himself, which includes a BMI Disintegrator. John was a member of Ann Arbor's first tofu company, The Soy Plant, and at one time was in charge of their tofu production. He also worked for Eden Foods.

2397. **Product Name:** Café Westbrae (Coffee-Flavored Soy Beverage) [Coffee, Mocha, or French Vanilla].

Manufacturer's Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer's Address: 1065 East Walnut St., Carson, CA 90746. Phone: 310-886-8200.

Date of Introduction: 1997 May.

Ingredients: Filtered water, organic soy beverage* (filtered water, whole organic soybeans*), Florida Crystals (dehydrated cane juice), natural flavors, expeller pressed canola oil, organic spray dried coffee*, tricalcium phosphate, potassium bicarbonate, sea salt, carrageenan. * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 8 fl oz (240 ml) Tetra Brik Aseptic carton. A 3-pak retails at Trader Joes for \$2.29 (1998/02 Concord, California).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per box (8 fl. oz.): Calories 130, calories from fat 25, total fat 2.5 gm (4% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 85 mg (3%), total carbohydrate 25 gm (dietary fiber 0 gm [0%], sugars 23 gm), protein 2 gm. Calcium 25%, iron 2%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Ad (1/3 page, color) in Vegetarian Times. 1997. May. p. 88. “The first non dairy blended coffee beverage.” A color photo shows the label. A coupon offers \$0.30 off on any 3 flavors of Café Westbrae.

Product with Label purchased at Trader Joe's in Concord, California. 1998. Feb. 15. Front Panel: Colors: Blue, white, tan, red, yellow, and green. A modernistic, stylized illustration shows a man and woman seated at

a coffee table in a café. “Creamy, Low Fat, Non Dairy.” Back panel: “Bring the coffee house to your house—bring home Café Westbrae!... Café Westbrae is a unique blend of organic coffee and organic soy beverage. No cholesterol, no lactose, no grinding, measuring or brewing... just perfect ready-to-drink coffee blends!” Free offer for a compact disc containing ten Pop Rock hits from the 1960s. Just send 6 proofs of purchase +\$3.50 for shipping and handling. A message from Andrew H. Jacobson, president, titled “Westbrae... Naturally” begins: “Back in 1970, when we grew our own organic fruits and vegetables, people knew that the Westbrae stamp on our products meant that only the finest ingredients were used. Today we continue to continue that tradition...” Questions or comments? Call (800) 769-6455. <http://www.westbrae.com>.

Talk with Connie at Customer Support for Westbrae. 1998. March 30. This line of products was introduced in about May 1997. The Kosher symbol is called “square box K.”

2398. Whole Foods Market. 1997. Genetically engineered food: Your right to know (Leaflet). San Francisco, California. 3 panels each side. Each panel: 22 x 9 cm. Address: San Francisco, California.

2399. Barrett, Jennifer. 1997. Growing pains: Will organic food stay organic? *Yoga Journal*. May/June. p. 71-77, 125, 156-59.

• **Summary:** “What began as a counterculture movement has become a multimillion dollar industry that urgently needs regulations. But can we trust the federal government to write them?” Address: Asst. editor, *Yoga Journal*.

2400. Demos, Steve. 1997. New developments at White Wave (Interview). *SoyaScan Notes*. July 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Several years ago Steve hired a very talented manager from General Foods. He doubled the size of White Wave during his tenure, but ultimately he did not work out because of conflicts in corporate culture. White Wave has high standards of honesty and integrity that many managers are not accustomed to.

Steve's friend, Cheryl Lamb, who used to be sales manager for Mountain People's Warehouse, is now White Wave's national sales manager. She has done an excellent job. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301.

2401. Ott, Katherine. 1997. Re: The pleasure of working with you. Letter to Michio and Aveline Kushi, 62 Buckminster Road, Brookline, Mass. 02146, Aug. 25. 1 p. Typed, with signature on NMAH letterhead.

• **Summary:** “Dear Mr. and Mrs. Kushi and the Kushi Family,

“This letter can not begin to convey my appreciation in regard to your generous donation to the Smithsonian of materials related to the history of macrobiotics, your enthusiastic and tireless help in assembling these materials, your warmth and openness to us during our stay in Brookline, and your creative vision for the future of these and other similar materials. Your hospitality was exceeded only by your continual concern to facilitate our work and ensure that we located everything we asked for. The length of my gratitude is substantial, as you can see.

“Throughout this entire endeavor, your staff, especially B.G. Mancini and Chris Akbar, have been resourceful and indefatigably cooperative. This project has benefited immeasurably from their participation.

“I must add one additional personal note. Meeting you, your family, and staff and working on this project (and the proposed project on the history of alternative health practice) have been intellectually and emotionally stimulating for me. I am among the lucky few who have had such a splendid experience given to them and for that I also thank you. I look forward to cooperating with you in the future in undertaking to preserve the history of alternative health practices.

“With Sincere Regards,” Address: PhD, Div. of Science, Medicine and Society, National Museum of American History [NMAH], MRC 627, Smithsonian Institution, Washington, DC 20560. Phone: 202-357-2413.

2402. Kushi, Michio; Kushi, Aveline. 1997. Re: Letter of congratulations to the Lima Team. Lima celebrates its 40th anniversary! Letter to the Lima Team in Maldegem, Belgium, Aug. 30. 5 p. Typed, with signature on letterhead.
 • **Summary:** “We extend happy congratulations from our hearts to the Lima team on its 40th Anniversary.

“The Lima team has truly been a European pioneer in organic agriculture and distribution of organic food. Not only many of Europe’s people, but also people who are in organic food production, distribution and consumption all around the world, are extending their gratitude to the Lima team which has shown such dedication to the health and well-being of humanity.

“As we well remember, Lima began in 1957. George Ohsawa and Lima Ohsawa visited France and Belgium, and stayed with the Gevaert family. As are we, they all were advocating the cause of world peace, especially the pursuit of the realization of a world federal government. The father of Pierre Gevaert was one of the prominent European leaders in this peace movement, as well as a well known artist / painter. The Gevaert family, after suffering during World War II, settled, and began organic agriculture. Pierre Gevaert led his brothers and sisters in the cause of natural health as the base for a peaceful society. George and Lima Ohsawa encouraged their cause and called for four young Japanese students who were experts in their respective fields of food production. With their participation and intensive labor contribution

under the leadership of Pierre and other Gevaert family members, together with the spiritual and philosophical guidance from George and Lima Ohsawa, the company—using the name ‘Lima’ from the name of Mrs. Ohsawa—had begun!

“Though the four Japanese left after their initial contribution, the Lima company continued to encourage organic agriculture in Belgium, France and other areas. It produced bread, miso, and other macrobiotic products as well as importing—mainly from Japan through Mitoku Company, Ltd., and others—the best quality of soy sauce and other organic products which were processed through the most authentic methods.

“While many other companies arose in France, Spain, Italy, Portugal, Germany and other areas of Europe, under the influence of macrobiotic education and rising interest in organic natural food, as well as people’s concern for better health through better eating, Lima has steadfastly remained one of the companies which are most conscientious and thoughtful of the health and well-being of humanity.

“We fondly recall visiting the Lima facilities many times, giving advice on several occasions on the qualities of food. We also remember giving lectures, talks, and discussions at the company on several occasions when we visited Europe.

“In addition to the operation of food production and distribution, Pierre Gevaert and other members of the Gevaert family, as well as macrobiotic and natural foods-related friends, made great contributions towards educating people in society and promoting natural health by holding conferences, forums, seminars, lectures and meetings on many occasions and in many cities.

“We sincerely extend our heartfelt thanks to all these founders, contributors, workers and participants in the operation of Lima.

“After the company was bought and its ownership changed, the spirit of its founders continued to remain. Marc Callebert, who continuously stayed until recently, had also carried forward its original spirit. We all know that though the ownership has changed, the spirit of Lima has never wavered, and shall continuously develop towards further realization of the endless dream of humankind: health and peace of the world. We sincerely trust the current owners and management, together with all Lima workers, are sharing the same spirit: to keep the company a symbolic leader in Europe of authentic, organic, natural and macrobiotic Food producers and distributors.

“While, with many friends’ companies, the Lima team is spreading its contribution to maintain and develop human health in Europe, America has also been changing widely towards organic, natural and macrobiotic food production, distribution and consumption. There are many huge-scale natural food supermarkets which have been set up in every major city in America. The nutritional and eating pattern has

greatly turned into one incorporating more whole grains, organic vegetables, beans and fruits, in addition to authentic macrobiotic products such as miso, soy sauce, tempeh, tofu, sea salt, umeboshi, sea vegetables, sourdough bread and many others.

“Food revolution has definitely begun, and we all know that will change the eating pattern throughout the entire world within a few decades.

“For the past five years, we have been pouring our energies into changing Japan and other Far Eastern countries. Although they are several years behind America and Europe, they are quickly awakening, and a large trend of organic, natural, macrobiotic food has been spreading through the participation of hotels, restaurants, food producers, farmers and consumers. This trend will spread to other Asian countries, and eventually towards the Middle East and Africa, and will enable the world to become a more healthy and peaceful society in the near future.

“We further wish to comment that this movement towards healthy food in general is closely associated with and has been inspiring alternative approaches to health care. Many areas of alternative medicine are dealing with healthy dietary practice, largely including a macrobiotic way of eating. Nutritional science has also been changing towards the reduction of animal food and increase of grains, vegetables, beans and other foods which we have been promoting.

“All of you are part of this wonderful positive movement in the world, and so, together with many friends, we again extend our congratulations to you on your 40th anniversary, and we pray from our hearts for your continuous contribution and success in the development of human health and well-being through the best quality of food. To the many people who have put their efforts into developing Lima as a symbolic existence in the industry: Thank you very much!

“In peace and love, Michio Kushi, Aveline Kushi, with many American macrobiotic, natural food friends.”

Note: Lima NV is now located at Industrielaan 11A, B-9990, Maldegem, Belgium. Phone: +32 50 71 05 64. Address: 62 Buckminster Rd., Brookline, Massachusetts 02146. Phone: 617-232-6876.

2403. Little Tokyo Service Center. 1997. L.A. Tofu Festival, August 9-10. Los Angeles, California. 22 p. Illust. 26 cm. Saddle stitched (stapled).

• **Summary:** Contents: 1997 LA [Los Angeles] Tofu Festival committees and volunteers. Schedule of events, Aug. 9-10. Map of events. Letter from Little Tokyo Service Center, with thanks to House Foods / Hinoichi Tofu as the Title Sponsor. List of sponsors by rank. Honorary chairpersons: Sandy Gooch and Rob Fukuzaki. Health education and health benefits of tofu. Tofu: A 2,000 year old health food miracle, compiled by William Shurtleff of Soyfoods Center. 1997 LA Tofu Festival restaurant profiles (20 restaurants, p. 7-9):

Aloha Food Factory (Alhambra, CA, started Oct. 1990–Tofu specialty dish: Tofu with cha-shu on stir fried vegetables). Berth 55 (Long Beach, 1988–Tofu poke dish). Buk Chang Dong Soon Du Bu (LA, April 1996–Spicy tofu casserole with oyster, shrimp & clams). Chez Sateau (Arcadia, 1981–Tofu cheesecake, Tofu Caesar Salad. Chef Sato was “Chef of the Year of Los Angeles” and 1980 Chef of the Year of southern California.” He was also a member of the 1980 U.S. Team for the Cooking Competition in the Culinary Olympics). Curry House (Beverly Hills, Aug. 1996–Tofu steak {marinated in soy sauce}, Tofu cheesecake). Furaibo (LA, Aug. 1994–Tofu salad with original ginger). Indo Cafe (Los Angeles, 1993–Stuffed tofu cake {tofu filled with ground chicken and shrimp}, Fried tofu {marinated in turmeric and candlenut}). Jozu Restaurant (LA, Dec. 1, 1996–Fried tofu with marinated porkchops). Little Tokyo Lion’s Club (LA, 1974–Tofu miso soup, Futomaki sushi). Mr. Ramen (LA, Oct. 1993–Vegetarian {with tofu} ramen). Ocean Seafood Restaurant (LA, 1990–Mabo tofu, Tofu with mixed vegetables, Tofu in clay pot). Papa Jon’s Cafe (Long Beach, 1990–Greek tofu salad, Tofu lentil salad, Potato-tofu salad, Sesame tofu salad, Tofu spinach, Lasagna, Tofu broccoli stir-fry, Spaghetti and tofu balls, Tofu/lettuce/tomato {TLT} sandwich, Tofu scramble {breakfast}, Tofu dessert pies, Tofu frosting {on cake}, Tomato basil w/tofu, Teriyaki tofu, and Spinach mushroom pasta w/tofu). Pat Greenberg, “Fitness Gourmet” (Beverly Hills, Renowned instructor of the “Joy of Soy” cooking classes). Southern California Cuisine (LA, 1994–Tofu ravioli served with Curry sauce or traditional marinara sauce). Suehiro Cafe (LA, 1972–Stir-fried eggplant, Bell peppers with tofu braised in miso sauce, Deep-fried tofu with sauce). Three Brothers Restaurant & Catering (Harbor City, 1983–Chinese tofu salad, Tofu seafood salad). Tofutti Brands Inc. (Cranford, New Jersey, 1982–Non-dairy frozen desserts, Tofutti tortellini, Mini ravioli, Tofutti cookies). Unique Catering (Chino Hills, 1995–Tofu patty with shiitake sauce, String beans with tofu dressing, Inari-sushi). Vegetarian Delight (San Gabriel, 1991–Veggie fish in hot braised sauce). Wild Oats Community Market (Santa Monica, 1984–Tofu tempeh deli salad).

Advertisements (p. 10-21), including ads for Tofutti, Patricia Greenberg “The Joy of Soy” cooking classes, JFC International Inc., House Foods America Corporation (full page, inside back cover). Address: Little Tokyo Service Center (Resource Development Center), 231 East 3rd St., Los Angeles, California 90013. Phone: 213-473-1600.

2404. *GMF–Genetically Modified Foods Market Intelligence (Genetic ID, Fairfield, Iowa)*. 1997. rBGH labeling suit settled. No. 12. Sept. 1. p. 1-2.

• **Summary:** “The State of Illinois and the City of Chicago have settled a lawsuit brought by a group of natural food companies who sought the right to label their dairy products

as free of recombinant bovine growth hormone (rBGH). The companies, Ben & Jerry's Homemade Inc., Stonyfield Farms Inc., Whole Foods Market Inc., and Organic Valley, won the right to place the following statement on their labels: 'We oppose recombinant bovine growth hormone. The family farmers who supply our milk and cream pledge not to treat their cows with rBGH. The FDA (Food and Drug Administration) has said no significant difference has been shown and no test can now distinguish between milk with rBGH treated and untreated cows.'

"Also known as recombinant bovine somatotropin (rBST [recombinant bovine somatotropin]) and first marketed by Monsanto under the brand name Posilac, rBGH was first introduced to the dairy industry in February, 1994. Bovine somatotropin is a hormone produced naturally in the pituitary gland of cattle, and is a regulator of milk production... When injected into lactating dairy cows, the hormone stimulates milk production."

Approximately 15% of all U.S. milk producers have purchased this Monsanto product. According to Monsanto figures, sales volume for the first ten months of 1996 was up 40% over the same period in 1995.

Also discusses: State legislatures debate rBGH; some laws have been passed. Mid-1995 consumer survey of 1,901 primary food purchasers on rBGH, funded by USDA (Milk from rBGH cows should be labeled as such—94%. Poor overall opinion of rBGH—54%. Concerned about possible discovery of negative long-term effects on human health—74%). Scientific concerns. Concerns of animal rights groups (rBGH increases dairy cows' susceptibility to mastitis, cystic ovaries, and uterine disorders). Limited international acceptance of rBGH: "At present, the 15 countries of the European Union (EU), Canada, Australia, and New Zealand do not permit the importation of rBGH."

2405. Stein, Gary. 1997. New developments at San Diego Soy Dairy (interview). *SoyaScan Notes*. Sept. 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Gary's tofu business started growing about 2 years ago and is now booming. He is now operating at full capacity, so he is installing a new BMI cooking system, like the ones at White Wave and Wildwood Natural Foods, in order to greatly expand his production capacity.

Gary now makes private label tofu for several customers, the biggest of which is Trader Joe's. Several years ago Trader Joe's sold only a soft calcium sulfate tofu (probably made by Ken Lee of Soyfoods of America), but since they started selling Gary's very firm nigari tofu, it has become their best-selling tofu. Trader Joe's now buys 8,000 lb/week from Gary. He will soon introduce an Herbal Tofu [named Herbed Tofu by Feb. 1998], in which oregano and other herbs are mixed in with the curds before pressing.

Recently Gary did a mailing to thousands of delis and foodservice places offering (for a refundable \$75) to send

them his chef to teach them how to use tofu in their bulk recipes. He refunds the money at the rate of 10% off each invoice.

Gary does not have to compete with the many low-priced tofu brands made in the Los Angeles area by Asian-American companies. To see these brands and their amazingly low prices, one need only visit one of the many "99 Ranch Market" outlets. These are gigantic Asian supermarkets, each with about 40 linear feet of every low-priced brand fresh tofu, some selling for as little as \$0.49/lb. Also in each of these supermarkets are 7-8 Asian-style restaurants.

Gary still has his soycrafters apprenticeship program; it now costs \$2,500 for 3 weeks of hands-on instruction. The last apprentice to go through was Marian McRiggle—quite a few years ago. Address: Owner, San Diego Soy Dairy, 1330 Hill St., Suite B., El Cajon, California 92020. Phone: 619-447-8638.

2406. Hesser, Amanda. 1997. Miso goes beyond Japanese cooking. *New York Times*. Sept. 3. p. C1, C8 (NY City ed.); p. B1, B8 (Natl). Living Arts section. [1 ref]

• **Summary:** An excellent, long article. The version in the New York City edition (described below) is considerably longer than that in the national edition. Nina Simonds believes that miso is no longer an exotic food as it once was; it has now become much more mainstream. Many varieties of miso are now sold in America. William Shurtleff, co-author of *The Book of Miso*, notes that "It brings a savory flavor to vegetarian meals that is very hard to find. Miso provides a bridge between a steak and a vegetarian diet."

Katagiri & Company, on the Upper East Side of New York City, sells more than 20 varieties. In Japan, miso soup maintains a reputation as a cure-all, much like chicken soup is to westerners.

Contains three miso recipes. One sidebar, titled "The package says a lot," gives the name, address and phone number of six different sources for misos: The Health Nuts, Integral Yoga Natural Foods, Katagiri & Company, Whole Foods Market (all 4 in New York City), South River Miso Co. (Conway, Massachusetts), and Natural Lifestyle Supplies (Asheville, North Carolina—Sells Miso Master, Onozaki, Mitoku, and South River misos).

Photos show: Nine different brands of packaged miso. A bowl of miso soup, with chopsticks.

2407. Sandler, Matthew. 1997. New developments Luppy and with soymilk in the USA (Interview). *SoyaScan Notes*. Sept. 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** At the Natural Products Expo in Baltimore, Matt introduced Luppy, a pudding based on organic milk. For years he had wanted to make a soy-based pudding but he was unable to realize his dream, largely for two reasons. He

was unable to buy soymilk at a reasonable price, and when the soymilk was heated to aseptic temperatures, it developed off-flavors that he was unable to get rid of.

Matt buys organic nonfat dried milk for \$2.30/lb. One pound makes 10 gallons with 10% solids. So the cost of a gallon of liquid is \$0.23.

Matt heard that American Soy Products (makers of Edensoy) has recently doubled the capacity of their soymilk plant.

Matt also heard that Elmer Schettler, president of Devansoy, Inc. (Carroll, Iowa), recently sold his company to Sovex. Devansoy started making Solait (powdered soy beverage) as its own brand in Jan. 1993; Solait had previously been made by Miller Farms. Devansoy also made "Better Than Milk" (powdered soy beverage) for Sovex. Note: Talk with Elmer Schettler, owner of Devansoy, Inc. This is not true. Devansoy is not for sale and has not been sold. Address: Co-owner, Luppy Natural Foods, Inc., P.O. Box 5997, Snowmass Village, Colorado 81615. Phone: 970-923-0333.

2408. Schettler, Elmer. 1997. Westbrae has been sold to the Hain Food Group (Interview). *SoyaScan Notes*. Sept. 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Elmer heard this last week from a source that he considers reliable (but that he would like to keep confidential). He will try to confirm it when he sees Myron Cooper at the Natural Products Expo in Baltimore.

Talk with Jim Skiff, owner of Cornbelt Foods in Minnesota. 1997. Sept. 22. Jim talked with Myron Cooper of Westbrae at the Soyfoods Association meeting this last weekend in Baltimore, Maryland. Myron confirmed that the papers have been signed and the deal is 99% done with the Hain Food Group. Address: President, Devansoy, Inc., P.O. Box 885, Carroll, Iowa. Phone: 712-792-9665.

2409. Richards, Michael L. 1997. Re: Launching a signature line of custom candles for Wild Oats. Letter to Karen Lewis, Purchasing Director for Natural Living, 1645 Broadway, Boulder, Colorado 80302, Sept. 25. 1 p. Typed, with signature on letterhead.

• **Summary:** "Lynette and I will arrive at your office in Boulder at 11:00 a.m. on Friday, November 21. We are looking forward to combining the creativity of your company and ours to launch a signature line of custom candles for Wild Oats.

"The customer demand for aromatherapy and home fragrance candles continues to increase. From our perspective, creating your own private label product line is a very timely move to capture this expanding market..."

Fax: 319-337-9034. Internet: www.Candleworks.org. Address: Operations Manager, Candleworks, 2920 Industrial Park Rd., Iowa City, Iowa 52240. Phone: 319-337-6316.

2410. Ontario Soybean Growers' Marketing Board (OSGMB). 1997. Overview of the Canadian soyfoods market. Chatham, Ontario, Canada: OSGMB. 44 p. 28 cm. • **Summary:** This excellent, complete, and accurate market study was compiled by the Collège d'Alfred of the University of Guelph, under contract with the Ontario Soybean Growers' Marketing Board (OSGMB). The project leaders were Suzanne Lavoie, Charles Goubau, and Ian Walker. The field research was conducted between Jan. 15 and Aug. 31, 1997. The first study of the Canadian soyfoods market was published in March 1990 (vi + 40 pages).

Contents: Acknowledgments. Summary. Introduction. Research procedures: Methodology, limitations (of the 100 companies in this study, over 75% were visited, interviews were conducted in person, and product samples were collected). The Canadian soyfoods market: History, structure of the Canadian soyfood industry, market highlights by region (The Maritimes, Quebec, Ontario, the Prairies {Manitoba, Saskatchewan, and Alberta}, British Columbia), factors influencing the soyfoods market (A closer look at Canadian demographic trends, a closer look at Canadian immigration trends, a closer look at vegetarianism and family food expenditure trends, research on soyfoods and their health benefits, the American influence). Supply and demand of soybeans for use in soyfoods: Soybean production in Ontario, imports and exports of soybeans, imports and exports of soy products, the soybean crushing industry in Ontario, consumption of whole soybeans by soyfood processors. Opportunities in the Canadian soyfoods market. Soyfood processors and their needs. Market opportunities for food-grade soybeans. Summary comments. Bibliography.

Tables show: (1) Major soyfood companies established in the province of Quebec (p. 13). (2) Major soyfood companies established in the province of Ontario (p. 16). (3) Major soyfood companies established in the province of British Columbia (p. 19).

(4) Percentage of change in units and sales of soyfoods by product in grocery stores in Canada between 1994 and 1996 (soy sauce, soy flour, soy oil, soymilk, tofu and meat analogs). (p. 21). (5) Percentage distribution of population in Canada by province (p. 22. In 1996, 37.5% lived in Ontario and 24.6% in Quebec). (6) Percentage distribution of age groups—Canada (p. 22; In the 15-24 age group, 19% did not eat meat in 1992, down from 23% in 1986).

(7) Percentage of population who do not eat meat & share of budget spent on meat, Canada 1986 and 1992 (p. 28). (8) Canadian soybean: Supply and disposition (September–August crop year)—in metric tons (p. 31). (9) Canadian soybean exports by country of destination (p. 32. In 1997-98 some 325,000 tonnes went to the European Union, 145,000 to the USA, 85,000 to Japan, 40,000 to Hong Kong, 75,000 to other Asia, and 15,000 to other places).

(10) Imports and exports—All countries, dollar values (p. 33. The leading imports are soybean meal \$202.7 million,

crude soybean oil \$16.75 million, and whole soybeans for oil extraction \$12.59 million. The leading exports are protein concentrates and textured protein substances \$9.1 million, soybean meal 6.5 million, and brans, sharps and other residues \$4.3 million).

(11) Soybean crushing facilities in Canada (p. 34. All are located in Ontario province; ADM Agri-Industries Ltd., Windsor. Capacity: 3,600 tonnes/day of raw soybeans. CanAmera Foods, Hamilton, 3,000. Helin Oil Packers, Whitby, 250. Started crushing in 1997. Cold Springs Farm Ltd., Thamesford, 100. Started 1995. Sunfield Oil Seeds, Wingham, 100. Started 1994. Dennis Jackson Seeds Services Ltd., Dresden, 40. Started 1994. Tri County Protein Corporation, Iroquois, 100. Not in operation yet).

(12) Estimated quantities of soybean utilized by soyfood processors—1996—metric tons (p. 35. Total volume of whole soybeans consumed: 9,650 tonnes, of which 4,780 are for soymilk, 4,775 are for tofu, and 95 are for other soyfood products). Total volume of whole soybeans consumed by province (by soyfood processors): British Columbia 3,825 tonnes, Ontario 3,050 (excluding crushing plants), the Maritimes and Quebec 2,535, and the Prairies 240.

(13) Major foreign companies in the Canadian soyfood market (p. 37. Soy cheese: Soyco Foods, Sharon's Finest, Cemac Foods Corp. {Nu-Tofu}. Frozen desserts: Tofutti Brands Inc. Tempeh: Turtle Island Foods Inc. Tetra Pak packaged soymilk: Westbrae Natural Foods, Cenat, Pacific Select, Vitasoy USA Inc., Eden Food Inc. Tofu: Mori-Nu, Vitasoy USA Inc. Prepared dishes: Amy's, Sharon's Finest. Meat analogs: Fantastic Food Inc. MGM Brands, Northern Soy, Soy Boy, Turtle Island Foods Inc. Salad dressing: Nasoya Foods. Soy sauce: Eden Foods Inc., Kikkoman Foods Inc.).

The Prairie Provinces (Manitoba, Saskatchewan, and Alberta) contained about 16.6% of Canada's population (4.5 million persons) in 1995. "The province of Alberta [Capital = Edmonton] is different from the other two Prairie provinces, due mainly to its larger population base, its growing Oriental population and its proximity to Vancouver. Calgary [a large city in Alberta province] and Edmonton have their own Chinatowns, including small Oriental-owned tofu and soymilk production facilities." Note: According to the Canadian Soyfoods Directory (1997, p. 14), there are 7 soyfoods companies in Alberta province, 2 in Manitoba, and none in Saskatchewan. Address: OSGMB, 180 Riverview Dr., P.O. Box 1199, Chatham, ON N7M 5L8, Canada. Phone: 519-352-7730.

2411. Product Name: Edamame [Frozen in the Pods].
Manufacturer's Name: Seaside Farms. Trader Joe's (Retailer). Imported from China by Seaside Farms.
Manufacturer's Address: Seaside: Cardiff by the Sea, CA 92007. Phone: Seaside: 1-888-722-7098.
Date of Introduction: 1997 September.

Ingredients: Soybeans.

Wt/Vol., Packaging, Price: 16 oz plastic bag.

How Stored: Frozen.

New Product—Documentation: Talk with then letter and package from Carol S. Impara, M.S., R.D., Director of Product Information, Trader Joe's. 1998. April 13. Trader Joe's has carried this product since Sept. 1997. Label: 7½ by 10 inch plastic bag. Red, black, and white on clear plastic. In a large circle in the middle of the front of the bag are the Chinese characters for "edamame." Text on front: "Frozen boiled soybeans in pod. Cooks in ten minutes. All natural. High Protein." The Seaside Farms logo is at the top of the front. Trader Joe's name does not appear on the product. On the back are serving suggestions, cooking directions, and nutrition facts. Cooking directions: "Bring 6 cups water to a boil in a large saucepan. Add 1 package (1-lb.) frozen Seaside Farms Edamame and ½ teaspoon salt (optional). Return to a boil. Cook 10 minutes. Drain. Rinse with cold running water to cool. Drain well, and serve."

Ad in Natural Foods Merchandiser. 1998. Nov. p. 22 "Edamame."

Talk with Kevin Cross, owner and founder of Seaside Farms. 1998. Nov. 13. His edamame was first sold by Trader Joe's. Then Kevin's new distribution company Stonecrest Natural Foods, started to carry it within the same week. Today, the product is still distributed by Stonecrest—along with many other distributors. Seaside Farms has a new address: 400 Oak St., Inglewood, California 90303. They moved from their office at Cardiff by the Sea. Kevin is quite certain he is the biggest importer of edamame in the United States. "The numbers are astronomical. This will probably be the No. 1 frozen product in natural food stores in the USA within the next 3-6 months!" This frozen edamame has been the No. 1 frozen item for Stonecrest Natural Foods for 6-12 months. Texas Health now carries it and they told Kevin it is the No. 1 frozen item in Whole Foods—Colorado. Right now it is the No. 1 frozen item in Southern California with Whole Foods and Wild Oats. It will soon be distributed by Rainbow Natural Foods (Dec. 1998), Mountain Peoples (Jan. 1999), and Nature's Best. A broker on the East Coast will be introducing it to the supermarkets next week. "We're taking it everywhere." "Frozen items" includes ice creams, frozen entrees and novelties, etc.—all frozen foods. In Southern California, fresh edamame got its start at the sushi bars, as in Ralph's supermarkets. Before that, only frozen edamame was sold. Trader Joe's now sells edamame in three forms: Frozen in the pods, frozen shelled, and refrigerated in the pods (ready to eat). Kevin strongly dislikes the latter product; he gagged on it. He finds it overcooked and lacking freshness and a fresh taste. edamame. Kevin started carrying edamame even before Seaside Farms. He has been in the soyfoods business since 1980 when he started Soy Power Co. He now owns two food businesses: Seaside Farms (importer; a separate corporation with its own employees, run separately)

and Stonecrest Natural Foods (distributor for Seaside Farms and Soy Power Co.; the company started about 5 years ago). Soy Power (soyfoods developer-marketer for the natural and health foods trade, which has 40 soy items all manufactured by other companies) is now basically a brand that is owned and distributed by Stonecrest. All the billing and money goes through Stonecrest, which is the same entity. Technically, it's "Soy Power Company, Inc. doing business (dba) Stonecrest Natural Foods." Some new edamame products will be out soon; they will be shelled and precooked with flavors, then frozen. To serve: Thaw and just pop them into your mouth.

Spot in Natural Foods Merchandiser. 1999. Feb. p. 88. "Seaside Farms introduces Edamame, a specialty soybean harvested as a vegetable. Found in the frozen foods section, Edamame can be eaten as a snack or mixed into salads and stir fries. The product is rich in isoflavones and is highly nutritious..." A small color photo shows the package (with horizontal red, white, and black stripes) and a glass of edamame (in the pods).

2412. Product Name: WestSoy VigorAid [Vanilla, or Chocolate].

Manufacturer's Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer's Address: 1065 East Walnut St., Carson, CA 90746. Phone: 310-886-8200.

Date of Introduction: 1997 September.

Ingredients: Creamy Chocolate (March 1999): Organic soy beverage (Organic soybeans*, filtered water), filtered water, dehydrated cane juice, natural flavors, natural cocoa powder, brown rice syrup, vitamin mineral blend (magnesium phosphate dibasic, potassium chloride, dicalcium phosphate, sodium ascorbate, ferric orthophosphate, vitamin E, niacinamide, zinc oxide, copper gluconate, D-calcium pantothenate, manganese sulfate, pyridoxine hydrochloride,...).

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Talk with Myron Cooper, President of Westbrae Natural Foods. 1997. Oct. 10. In Sept. 1997, at the Natural Products Expo in Baltimore, Maryland, Westbrae launched VigorAid, a nutritional soymilk in the same category as Ensure.

Ad (1/3 page, color) in Vegetarian Times. 1998. Jan. p. 53. April. Special advertising section after p. 58. "Don't hate me because I'm good for you." "Let me be your power source through a balance of 25 vitamins, minerals and fiber. Seek me when you desire the support of beneficial phytonutrients and essential fatty acids. Enjoy all the superior nutrition I provide when you drink a rich and delicious VigorAid! Each satisfying serving is a non dairy, low sodium, natural beverage made from organic soy... a perfect choice for a snack or occasional meal! Just don't hate me because I'm good for you!"

For energy and your good health drink VigorAid!

"WestSoy VigorAid nutritional drink. To learn more about the benefits of VigorAid call us for a free brochure at 800-769-6455 www.westbrae.com."

Sell sheet sent by Patricia Smith from Natural Products Expo. 1999 March. The two flavors are now Creamy Chocolate and French Vanilla. Ingredients and nutritional facts are given.

2413. Nissenbaum, Robert. 1997. The U.S. market for rice milk and soymilk (Interview). *SoyaScan Notes*. Oct. 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Robert's information is that the amount of rice beverage sold in America is about the same as the amount of soy beverage. Some statistics indicate that the soymilk market may be slightly bigger—say 5-7% bigger. Rice milk has experienced much more rapid growth than soymilk over the last few years. Both have a great place in the American diet. Soymilk probably has a few more applications in cooking.

All Trader Joe's stores have stopped carrying the Rice Dream puddings—at least for now. In some stores, the product fell short of their weekly minimum sales quotas. They are quite strict about dropping a product when it fails to meet their quotas in most stores. Trader Joe's wants Imagine Foods to "re-present" the product next year, together with some other new products from Imagine Foods that they will be carrying. Address: President, Imagine Foods Inc., 350 Cambridge Ave., Suite 350 Palo Alto, California 94306. Phone: 415-327-1444.

2414. Cooper, Myron. 1997. New developments at Westbrae. Sale to Hain Food Group is imminent (Interview). *SoyaScan Notes*. Oct. 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** About 6 months ago the Vestro board of directors changed the company name to Westbrae Natural, Inc. Westbrae is scheduled to be sold to the Hain Food Group on Oct. 14. Myron is quite certain the deal will go through. He and Andy Jacobsen will stay on to run the Westbrae part of the business. The price of Hain's stock has been skyrocketing recently, even though their earnings are less than those of Westbrae. Hain had made several weak offers for Westbrae, then (by coincidence) Chiquita Banana came along and made a strong offer—that almost led to the sale. After that, Hain came back with a serious offer.

Vestro purchased Westbrae in 1988. At that time, Westbrae had only one soymilk SKU (not including Malted), in a yellow box, made by Vitasoy—so there was not much room for growth. Since then, Westbrae's non-dairy beverage category (soymilk and rice milks) has grown extremely rapidly—roughly eight-fold in sales, so that today Westbrae's sales in this category are about \$16 million/year; of that roughly 80% is soy and 20% rice. Myron believes that Westbrae is now the leader in this category (soy + rice

beverages) among all natural foods companies, ahead of both Eden Foods and Vitasoy. Westbrae's distributors tell Myron that the latter two companies now appear to be having problems; they may be having difficulties keeping up with demand. Imagine Foods (maker of Rice Dream) is a very strong competitor, and Rice Dream (rice beverage) has been a bonanza. But Westbrae has just introduced a competitor—Oat Plus, which tastes good and contains soluble fiber (beta-galactones), about which FDA allows a health claim.

Westbrae's single best-selling SKU in terms of units sold may be Malted. Myron has had a hard time finding a manufacturer for this product. They are made by John Yamauchi in Los Angeles. He is having trouble keeping up with demand.

Westbrae has no plans to introduce soymilk in a gable-top carton, primarily because the company now has only one refrigerated product—tub miso.

Myron is very concerned about the possibility of *E. coli* turning up in some company's soymilk and damaging the whole industry. Les Wilson at Iowa State Univ., who is on the Soyfoods Association board, will be looking into this problem in the larger context of soymilk bacteriology.

Since 1988, Westbrae has continued to be a leader in soymilk innovation. They introduced the first "Lite" soymilk, were the first to structure the soymilk category to make it similar to dairy milk (full-fat, low fat, etc.), introduced the first fortified soymilk, the first small kid's size "Lunchbox" soymilk, the first coffee soy [Café Westbrae—Coffee-Flavored Soy Beverage], and (in Sept. 1997 at Baltimore, Maryland) VigorAid,—nutritional soymilk in the same category as Ensure.

After the Hain sale is finalized, Westbrae will take over management of two very interesting Hain soy products: Pizsoy (a natural pizza with soy cheese), and Ice Bean (a soy ice cream originally made by Farm Foods). Myron feels that these products have considerable unrealized potential.

Update: Talk with Hain Food Group—Westbrae. 1998. Feb. 18. Westbrae was, in fact, sold to Hain on 14 Oct. 1997. The new company name is that shown just above. Myron Cooper and other top executives will continue to work at their former location in Carson, California. Address: President, Westbrae Natural Foods, Inc., 1065 East Walnut St., Carson, California 90746. Phone: 310-886-8200.

2415. Gerner, Bob. 1997. Vestro Foods, Westbrae, and the Hain Food Group (Interview). *SoyaScan Notes*. Oct. 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bob is aware that the Hain Food Group plans to purchase Vestro Foods and Westbrae. As far as Bob knows, the people who started Vestro did not come mostly from the old Hain Company. For example, Andy Jacobsen, president of Vestro Foods, came from Tree of Life. However after Vestro bought Westbrae in early 1988, most of Westbrae's management did not stay with the company, so Vestro hired

a number of people from the old Hain Company, spun off by Pet Inc., to run Westbrae. After a while, many of those former Hain people left Vestro.

One of the early major health food distributors in California was Kahan & Lessin. Alan Kahan, son of one founder of the company [Ben Kahan], is now a top salesman for Westbrae.

Rice Dream beverage is now the single best-selling label among all the beverages at Bob's natural foods store. It outsells all the soymilk brands. Two interesting and fairly new soymilk products sold in gable-top cartons are Healthy Harvest (6 SKUs) and Silk (3 SKUs—chocolate and regular in quarts, and regular in a half gallon). Address: Owner, Berkeley Natural Grocery Co., 1336 Gilman St., Berkeley, California 94706. Phone: 415-526-2456.

2416. Richards, Michael. 1997. Re: New line of vegetable wax candles. Letter to all Wild Oats Natural Market managers, Nov. 28. 1 p. Typed, on letterhead.

• **Summary:** "Recently, you received notification from Karen Lewis, Purchasing Director for Natural Living that authorizes our products for distribution to all retail locations in the Wild Oats system. Enclosed, you will find a wholesale order form and some additional information about Candleworks.

"We know that you may stock other candle products already, however, two things set our products apart from other candles in the market:

"1. Our candles are made from the vegetable based wax that we created. (Most candles are made with a combination of animal fats and by-products of the petroleum industry.) Candleworks natural wax candles are ideal for your Natural Living Product line.

"2. Many customers wish to support social responsibility in business. Social responsibility is the very heart of Candleworks, our company is totally operated by formerly homeless, disabled and disadvantaged work teams. Social responsibility is not a token effort at Candleworks, it is the basis of our entire structure. (A general information sheet about Candleworks is enclosed.)

"We realize that you may have candle stock that you need to sell through, so we are keeping our minimum order small, so you can start immediately to introduce Candleworks products in your store. Customers should respond well to both the environmental and social aspects of our work.

"To encourage 100% participation in launching Candleworks products at all locations in the Wild Oats retail system, we are offering a 10% discount on all opening orders! This offer will be valid until December 31, 1997. (*some samples of our products are enclosed for you to test*).

"Our goal is to work with Wild Oats to create a custom designed private label line of aromatherapy and home fragrance vegetable-wax candle products in the coming

year. These private label items will only be sold in stores operated by your company. We can start now to inform your customers about the distinctive qualities of Candleworks products with our own house line. This way we can generate enthusiastic customer response twice:

“—first when you launch vegetable wax candles with the Candleworks label

“—second, we can then create new interest when we launch the Wild Oats private label line.

“Enclosed please find 2 marketing tools to use as point of sale displays with Candleworks products:

“a. a black and white information poster about our vegetable wax alternative

“b. a color reprint of a recent “Vegetarian Times” product recommendation

“Please laminate these two items for lasting use with our product display.

“Fax your orders to: 319-337-9034.” Address: Director of Operations, Candleworks, 2920 Industrial Park Rd., Iowa City, Iowa 52240. Phone: 319-337-6316.

2417. Eden Foods, Inc. 1997. Eden soy sauces: Traditionally brewed shoyu & tamari (Ad). *Vegetarian Times*. Nov. p. 71.

• **Summary:** This 1/3-page color ad shows bottles of the following: Eden organic tamari (soy sauce; Purple label is “Naturally brewed” in the USA for about 6 months; Green label is “Traditionally brewed” for up to 2 years and imported from Japan). Eden organic shoyu. Eden selected shoyu (2 sizes). “Eden Soy Sauces are created just as they have been for centuries by master brewers who are truly artisan craftsmen. They are aged and tended for over two years, creating rare and versatile soy sauces.” Address: Clinton, Michigan 49236. Phone: 1-800-248-0320.

2418. Hain Food Group, Inc. 1997. Annual report 1997. Uniondale, New York. 5 + 30 p. Nov. 28 cm.

• **Summary:** This unusual annual report is composed of 6 unnumbered pages of annual report on glossy paper and 30 pages of Form 10-K, which is bound in. A color photo (p. 1) shows Mr. Irwin D. Simon, President and CEO. In October 1997 Hain completed the acquisition of Westbrae Natural, Inc. “Westbrae sells over 300 high quality natural and organic food and snack products. Westbrae is the market leader in non-dairy beverages, the largest single natural food category. Westbrae and Hain combine to lead six of the fifteen top selling natural food categories.” A color photo shows four of Westbrae’s soy and rice beverages.

Page 1 of Form 10-K states that On Sept. 11, 1997, Hain executed a definitive merger agreement with Westbrae Natural. The next day Hain offered \$3.625 cash per share for all outstanding common shares of Westbrae. The aggregate purchase price will be approximately \$23.5 million. “For the fiscal year ended DEcember 31, 1996, Westbrae reported net sales of \$32,583,000 and net income of \$1,203,000. For

the six months ended June 30, 1997, Westbrae reported net sales of \$17,502,000 (unaudited) and net income of \$708,000 (unaudited).”

“The company was formed in 1993. Net sales for the year ended June 30: 1994—\$14,963,000. 1995—\$58,076,000. 1996—\$68,606,000. 1997—\$65,353,000 (down 4.9%). Net income for these years: 1994—(\$502,000 loss). 1995—\$2,365,000. 1996—\$2,134,000. 1997—\$1,069,000 (down 50%).

Enclosed with the annual report is a “Notice of annual meeting of stockholders and proxy statement.” The single largest shareholder is Irwin D. Simon, who own 1,573,000 shares, which is 16.7% of the common stock. Mr. Simon, age 38, is the company president, CEO, and a director. In 1997 has salary was \$200,000, with a bonus of \$60,000 and other annual compensation of \$5,400 = \$265,400. He is the company founder and has been the president and CEO since its inception. Former positions: 1986-1990 with Haagen-Dazs is sales and marketing. Dec. 1990 to Dec. 1992 with Slim-Fast Foods Company in various marketing capacities. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2419. Burros, Marian. 1997. U.S. to subject organic foods, long ignored, to federal rules: As industry grows, a call for truth in labeling. *New York Times*. Dec. 15. p. 1, A10.

• **Summary:** Talk with Patricia Smith. 1998. March 23. The Organic Trade Association (OTA) now speaks for the U.S. organic industry. The spokesperson is a woman. One rarely hears of the old OFPANA any more.

2420. *SoyaScan Notes*. 1997. Chronology of major soy-related events and trends during 1997 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. 1—Novartis Seeds (headquartered in Golden Valley, Minnesota) is formed through the blockbuster merger of Ciba Seeds and Northrup King Co. That merger was possible because of the mid-1996 merger of pharmaceutical giants Sandoz and Ciba-Geigy. Novartis Seeds is now America’s second largest seed company after Pioneer Hi-Bred International.

Feb. 3—Monsanto completes its acquisition of Asgrow Seed Co. of Kalamazoo, Michigan, for \$240 million. From May 1968 to 1994 Asgrow had been owned by The Upjohn Co., which built the company into one of America’s largest soybean seed companies. When Monsanto bought Asgrow it was called the Asgrow Agronomics business of Seminis Inc., a subsidiary of Empresas La Moderna, S.A. (ELM), a multi-national agricultural company based out of Monterey, Mexico. of Mexico.

March 4—Morinaga Nutritional Foods’ new tofu plant in Tualatin, Oregon holds its official grand opening. Mori-Nu Tofu, previously made in Japan, starts to be made in America for the first time. The plant, 65,000 square feet worth about

\$15 million, is on the same property as Pacific Foods of Oregon, but in a separate building.

March 12—House Foods America Corporation holds the opening ceremony for America's largest tofu factory, in Garden Grove, California; the company closes its tofu plant in central Los Angeles. The new fully automated, state-of-the-art, 130,000 square foot plant cost \$21 million, and will more than double the company's tofu production capacity to 150,000 pounds/day, from 70,000 in the old plant. The old factory has been operating at full capacity for years. The new plant will have three tofu production lines, and is located on 5 acres of land—which gives plenty of room for expansion.

Sept. Nasoya Foods (owned by Vitasoy) finishes moving into a much larger, state-of-the-art \$13.5 million plant (125,000 square feet) in Ayer, Massachusetts, from its former location in Leominster. The first Vitasoy brand soymilk ever made in America starts to be shipped from the plant in mid-September. Nasoya's offices have now been moved to Ayer from Leominster, but tofu is still being made at the plant in Leominster.

Oct. 14—The Hain Food Group acquires Westbrae Natural, Inc. Westbrae's new name becomes Hain Food Group—Westbrae. Westbrae will continue to be headquartered in Carson, California.

Dec. 1—Phytoestrogens / isoflavones extracted from soybeans by ADM start to be sold commercially in the USA in pill form by supplement companies. ADM's name for the product is Mega Soy.

Dec. 3—DuPont purchases Protein Technologies International (PTI—the world's leading manufacturer of soy protein isolates), a wholly-owned subsidiary of the Ralston Purina Co. DuPont signed a letter of intent to acquire PTI on Aug. 24. PTI, which has offices worldwide, will continue to be headquartered in St. Louis, Missouri.

“How can I get more soy into my diet?” is the question most frequently asked by callers to Soyfoods Center. Soy appears to have a bright future.

2421. Candleworks. 1997. Packing slip for candles shipped to Wild Oats store in Larue, Missouri. Iowa City, Iowa. 1 p. Dec. 8.

• **Summary:** Order No. 01043. Ship to: Wild Oats LOU-39, 8823 Larue Rd., Larue, Missouri 63124. For each of the types of candles ordered is given an item code, description, and quantity ordered. Sample descriptions: Travel tin body balance. Season ensemble. Apoth. kitchen. Travel tin tension tamer. Address: Box 975, Iowa City, Iowa 52244. Phone: 319-337-6316.

2422. GMF—Genetically Modified Foods Market Intelligence (*Genetic ID, Fairfield, Iowa*). 1998. U.S. organic standards: No GMOs? No. 16. Jan. 5. p. 1.

• **Summary:** The fundamental problem is differing ideas of food purity. The organic industry strives to produce food

using a process that is natural, and that puts farming back into harmony with nature. The USDA is concerned that food is safe. USDA secretary Dan Glickman, at the news conference announcing the new proposed organic standards on December 15, said, “These rules are not about creating a category of agriculture that is safer than any other. We have one high standard for food safety in this country, period.”

2423. *Badische Bauern Zeitung (BBZ, Germany)*. 1998. Gentechnik fuhrt zu wachsender Nachfrage bei Oeko-Sojabohnen [Genetic engineering leads to growing demand for organic, non-GE soybeans]. Jan. 31. No. 5. p. 24. [Ger] • **Summary:** Soybean cultivation in the upper Rhine valley received a strong impulse from the Freiburg tofu manufacturer “Life-Food Taifun,” which, through domestic production of organic, non-GE, eco-soybeans (*Oeko-Sojabohnen*), would like to be independent of soybean imports from America.

The background for this is the rejection of transgenic [genetically engineered] soybeans by tofu consumers and therefore a new market potential for organic soybeans. The price of eco-soybeans in 1997 ranged from about 100 German marks per quintal (100 kg) for delivered raw soybeans to 125 marks per 100 kg for processed / prepared (*aufbereitet*) (dried and cleaned) soybeans.

With respect to the project “Ecological Soybean Cultivation 1997” the company Life Food, which took 90 metric tons, accounted for 20 percent of the total soybean demand in Germany.

In Germany each year 3,000 to 4,000 metric tons (tonnes) of soybeans are made into foods each year. Of this amount, 800 to 900 tonnes are used to make tofu. The demand for eco-soybeans lies in the range of 1,200 tonnes per year.

The demand for organic soybeans (*Bio-Soja*) in Switzerland amounts to about 2,000 tonnes and is made up almost entirely of imports.

2424. Denby, Leo. 1998. History of Sheffield Seitan in Vermont (Interview). *SoyaScan Notes*. Feb. 3. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Sheffield Seitan is a very small company that makes natural seitan directly from wheat—without using vital wheat gluten. The company was started in 1979 by Don & Karen Smith in Wheelock, a tiny remote town in Vermont. They started in a log cabin which had been built by Frank and Phyllis Head, and which was available when the Heads went on a long trip to Mexico in about 1977. (The year is firm because one of the Head's daughters was born in Mexico on 2 May 1977.) The cabin had no electrical power and was accessible only by a road through the adjacent town of Sheffield. They had a post office box in Sheffield, so they often gave their address as Sheffield. Don worked as a chef, both were interested in macrobiotics, and they

learned how to make seitan when they worked for Erewhon in Boston, Massachusetts. Their seitan was all hand-made and fresh—because they had no refrigeration. Their first product (introduced in 1979) was the Wheat Puff, which was a version of the Tan Pop that was sold at the Erewhon retail store in Boston; each Wheat Puff was quite large (about 5 oz), made of seitan on a stick and deep fried in a tempura batter. Their second product was named Wheat Meat Burger, a seitan patty introduced in about 1980. They sold most of these Burgers to a restaurant in Concord, New Hampshire, where they were used in sandwiches. The rest were sold to delis and natural food stores. Leo still has the labels from this Burger. Then the Smiths moved to the town of Newark, Vermont, but they kept their original business name, Sheffield Seitan. Now they made the seitan in a food preparation place that was closed at night, which was when they used it. They built their own home. In 1981 they moved themselves and their business back to Wheelock, to South Wheelock, where they were sharing space and their equipment with a baker named Leigh Pierce. She used to make a bread called Gentle Wind, and had a pretty good business going. Don's brother, Ron Smith, would deliver her bread, and he would also deliver the Wheat Puffs to the same stores, which were health food stores and food co-ops across the state of Vermont.

Leo and his wife Christina bought the company in 1981, when it was located in South Wheelock. At that time the Smiths were heading to Arkansas, with plans to live in a macrobiotic community [Mountain Ark]. Leo thinks they had 1 or 2 children; not long after leaving Vermont, he thinks Don and Karen separated. Karen lived for a while in Fayetteville, Arkansas, but has remarried (last name Harple) and now lives in Pennsylvania (Phone: 717-466-6050); Don Smith is presently in Thailand. Sheffield Seitan wasn't making any money at the time. At that time there was a homeopathic/alternative directory named Earth Star, located in Temple, New Hampshire. The owners of the directory allowed Sheffield Seitan free advertisement space in exchange for delivery (once a month) of their directories to the health food stores and food co-ops along the way.

Leo decided to try to use the directory to expand into the frozen food market, by making full cooked, frozen seitan. The idea worked well, so in 1983 they started to make a patty called the Seitan Wheat Meat Pounder, whose weight is given as 1 pound plus. Each one weighs slightly more than a pound. It is 1 inch thick and 6 inches in diameter—much bigger than a typical burger. Nobody else makes such a patty. It can be sliced very thin into strips or cut into chunks for kabobs. Eventually they turned the delivery over to UPS and now they are going through a distributor named Associated Buyers based in New Hampshire.

In about 1985 they introduced Wheat Meat Balls, which were about 1 inch in diameter and weighed about ½ ounce each. But it was too labor intensive to try to roll all the little

balls then cook them in broth—so they dropped the idea. In about 1986 they launched Seitan Wheat Meat Pieces, which are the 3-ounce patties that have been cut into finger strips.

In about Leigh Pierce decided to get out of the baking business—which she had been doing for about 10 years. So the Denbys had to find a new location, because they were sharing the shop that was built onto her house. The Denbys owned the mixer (an old 80-quart Hobart) and they were getting a very good rate on the rent because she used their mixer.

So in 1990 they moved Sheffield Seitan to Lyndon. Leo built their house, then designed a shop adjoining their house—which several contractor friends constructed. They had to have electrical power brought in. The company now makes: (1) The Wheat Puffs (about 600 every week), but the size is now smaller and they have no label. (2) Seitan Wheat Meat Burger (3 oz.) sold in three different packaging sizes: 2 patties, 4 patties, and 6 patties. They are also sold in two different packages: A simple poly bag with a twist and a label, or a deli tub. (3) Seitan Wheat Meat Pounder. and (4) Seitan Wheat Meat Pieces. Today they make about 300 lb/week of seitan, which is used to make all four products. They also make some custom products. About half is sold via mail order to buyers groups, meditation retreats, colleges, and the other half is delivered to retail stores. Address: Owner, Sheffield Seitan, Box 1, Lyndon, Vermont 05849. Phone: 802-748-3327.

2425. Rose, Richard. 1998. New developments at Rella Good Cheese Co. (Interview). *SoyaScan Notes*. Feb. 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Richard renamed his company to Rella Good Cheese Co. in about Oct. 1997. Starting in Feb. of 1997, his company began enriching all of its cheese alternatives (except VeganRella) with a vitamin-mineral mix to make them nutritionally equal to dairy cheese. Consumers prefer enriched alternatives; it is not required.

To date, Richard's company has used its self-imposed "Green Tax" to give about \$40,000 to environmental groups (EarthSave, Rainforest Action Network, etc.)—in addition to the more than \$84,000 donated to the Second Harvest Food Bank. The largest single recipient group was EarthSave, but they are no longer a recipient. Right now the Hemp Industries Association is the major recipient among environmental groups. Remember that half the pesticides in the USA are used on cotton crops.

It is not very difficult to buy hemp seeds in the USA, but all of it is imported. Last year 1 million pounds was imported into the USA. You can order by phone from 1-800-buy-hemp. You can also buy it from bird stores, where it is used as bird feed. In addition, about 500,000 acres of feral / wild hemp (called "ditchweed") grow in the USA each year—mostly in the Midwest, but almost nobody harvests the seeds, since that is illegal. Since 1957 it has been illegal to cultivate

hemp in the USA without a license. One group, the Research Inst. of Pharmaceutical Sciences, Univ. of Mississippi, has a license to grow hemp for the DEA (Drug Enforcement Administration) for the 7 patients the government gives 300 joints per month to.

The whole issue of decriminalizing drugs (including marijuana) is now being supported by a number of prominent public figures such as George Schultz (former Republican secretary of State), Milton Friedman (conservative Republican economist), a superior judge in Orange County, and the mayor of Baltimore, Maryland. They want to medicalize addiction. The Netherlands has decriminalized drugs and the results have been good.

So Richard's company imports its hemp seed from Germany; it is certified organic and dehulled. His is the first company to import dehulled seeds. Their flavor is delicious—like sunflower seeds. It is a complete protein and 65% of the protein is edestin—which is very high quality.

Trader Joe's now has its own brand of soy cheese, named Trader Joe's Soy Cheese in Jalapeño Jack flavor. For a while, Trader Joe's kicked TofuRella off their shelves. Then they had a big problem with a shipment of soy cheese from Soya Kaas, so they brought Richard's products back in—sheepishly.

The main ingredient in Richard's soy cheeses is actually spray-dried tofu. In Canada it must be shown as such on the label, but not in the United States. Richard has never been in the factory where his spray-dried tofu is made, but he has asked the owner point blank if they are coagulating it and they say they are. Nor does he have any statement in writing. They probably coagulate a large tank of soymilk with calcium sulfate (not GDL) to make it into thin silken tofu, then they slurry it and run it through a spray drier. At least three companies make tofu powder: Clofine Dairy & Food Products, Inc. (Linwood, New Jersey), SunRich Inc. (Hope, Minnesota), and Prosource, Inc. (Alexandria, Minnesota). Devansoy Farms, Inc. (Carroll, Iowa; Elmer Schettler, president) makes soymilk powder, but not tofu powder.

In May 1997 Richard incorporated a new company named The Hemp Corporation (THC). There is some fall-out from anti-help people in the industry.

In the near future, he plans to transfer all existing hemp products (HempRella, Hempteh Burger) to THC, which does not yet have any products on the market. Three new hemp products for 1998 will be the HempNut (dehulled hemp seeds), a chocolate, and an aseptic hemp milk (a world's first; tests show there will be no problems with trans fatty acids, which sometimes form at high temperatures). He was on the Jay Leno show 3 times, where they did skits with his foods—the cheese and the chocolate. This was related to the name change to Rella Good Cheese Co. which will license the "Rella" trademark.

Richard also plans to change his environmental policy pretty soon to "All profits go to charity."

Richard is now exporting some of his cheese alternatives to Italy. VeganRella has been made under license in England for several years.

Concerning the cheese alternatives market, in 1996 (according to data from SPINS, which covers most major natural foods distributors except for Tree of Life), Richard's company was the leader in units sold, Soya Kaas No. 1 in dollar sales, and Galaxy was a distant third in the natural foods market (but Galaxy's main market is supermarkets). There are only three major players in this market. Richard does not have the statistics for 1997. Richard expects White Wave to be dropping their soy cheese soon. Originally Richard made White Wave's soy cheese. Then there were problems, it went to litigation; arbitration awarded Richard \$45,000 several years ago. Now Soya Kaas makes White Wave's soy cheese.

"The soul of the natural foods industry is being co-opted quickly." One example is Whole Foods Market (WFM). Richard is getting fed-up with the lack of integrity in the industry. WFM recently yanked all the Rellas from all their stores nationwide because sorbic acid (a completely harmless mold retardant/inhibitor) appears on the label. Richard's competitors use sorbic acid (or calcium propionate) as a mold retardant but do not list it on the label. Moreover, WFM carries other products that contain sorbic acid—which they say are "exempted." So WFM punishes the people who are being honest, and at the same time promotes itself as being socially responsible, ethical, members of Social Venture Network, the honest retailer of foods in America. Address: President, Rella Good Cheese Co., P.O. Box 5020 (616 Davis St.), Santa Rosa, California 95402-5020. Phone: 707-576-7050.

2426. Denby, Leo. 1998. Early natural food stores and distributors in New England (Interview). *SoyaScan Notes*. Feb. 17. Conducted by William Shurtleff of Soyfoods Center. • **Summary:** Leo used to room with Bill Oates, who started The Good Life. Associated Buyers was an early natural foods distributor located in Franconia, New Hampshire. They started before The Good Life began, then they bought Ted Whitmer's organic wheat from Bill Oates.

One of the earliest and most interesting natural food stores in northern New England was Hatch's Natural Food and Free-Loan Library, located just outside of St. Johnsbury, Vermont. It was started by Mildred and Ira Hatch in the early 1960s.

Stephen Zeigfinger was an associate of Bill Oates; in 1968 (at about the same time as Oates) he joined the faculty at Lyndon State College in Lyndon, Vermont, teaching psychology. Stephen later apprenticed at Hatch's Natural Food, then in about 1970 he opened his own natural food store in the business district of St. Johnsbury, Vermont, at 63 Eastern Avenue. This was before The Good Life opened. Reg Ainsworth was also involved with Stephen's store. Address:

Owner, Sheffield Seitan, Box 1, Lyndon, Vermont 05849.
Phone: 802-748-3327.

2427. Tanaka, Wendy. 1998. The joy of soy: Consumer awareness of health benefits boosts Bay company [Vitasoy]. *San Francisco Examiner*. Feb. 17. p. C-1, C-2.

• **Summary:** Vitasoy USA Inc. “has become a powerhouse in the fast-growing soy foods industry.” Yvonne Lo, president and CEO, worked as a city planner in Toronto (Ontario, Canada) before investing \$10,000 to start the U.S. arm of her father’s business in 1979. Company sales have grown at double-digit rates for the past 5 years, reaching an estimated \$43 million for fiscal 1997. Today, the company’s soy milk is the No. 2 brand in the USA, controlling 25% of the \$150 million market (which has been growing at 10% a year since 1990), according to Soyatech Inc. Edensoy is first with 38% of the market.

Soyatech statistics show that U.S. tofu market sales have grown 5% a year for the last 5 years to \$125 million a year last year.

The acquisition several years ago of Azumaya and Nasoya, two of America’s largest tofu manufacturers, has made Vitasoy America’s largest producer of tofu. Now Vitasoy is hoping to further increase its sales of tofu and soymilk with its \$13.5 million state-of-the-art plant in Ayer, Massachusetts. Vitasoy can now deliver soymilk to retailers in 7-10 days, compared with 45-60 days during the years prior to fall 1997 when all of its soymilk was imported from Hong Kong. Moreover, the new plant will eventually have been able to produce 50% more soymilk than the company had been able to import. The plant at Ayer will also produce Nasoya brand tofu. “Vitasoy USA already has a tofu factory in China Basin [actually 1575 Burke Ave., San Francisco] to produce the Azumaya brand.” Vitasoy now sells its products in mainstream retail markets such as Safeway, Lucky, Andronico’s and Walmart. The vice president for produce merchandising at Walmart Superstores says they have had very good success with Vitasoy’s tofu.

A color photo shows Yvonne Lo holding packages of Azumaya tofu and Vitasoy Light vanilla soymilk in front of pallets of product stacked 10 feet high at the company’s Brisbane warehouse. Address: Examiner staff.

2428. *Natural Foods Merchandiser*. 1998. United Natural Foods announces record 4th quarter. Feb. p. 58.

• **Summary:** Dayville, Connecticut.—“United Natural Foods Inc. (UNFI) reported an 18.5 percent net sales increase for the first fiscal quarter of 1998. The first quarter report for the period ending Oct. 31, 1997, includes financial information for both Stow Mills in Chesterfield, N.H. (acquired on Oct. 31, 1997) and United, based here.

“Net sales for the first quarter were a record \$173.4 million compared to net sales of \$146.3 million for the same period last year, the company said. The company also

reported a net loss of \$0.6 million or \$0.04 per share due to a charge of \$4.1 million for expenses associated with the Stow Mills merger.

“Gross profits increased to \$34.2 million for the first 1998 fiscal quarter from \$29.7 million from the same period last year.”

Norm Cloutier, chairman and CEO said, he was very happy with the 18.5% sales growth.

2429. *Natural Foods Merchandiser*. 1998. Arrowhead plans IPO & merger. Feb. p. 58.

• **Summary:** Arrowhead Mills (Hereford, Texas), a cereal and grain company, reports sales of more than \$25 million.

2430. **Product Name:** Organic Soy Beans.

Manufacturer’s Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer’s Address: 1065 East Walnut St., Carson, CA 90746. Phone: 310-886-8200.

Date of Introduction: 1998 February.

Wt/Vol., Packaging, Price: Canned.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Ad (one-third page, color) in *Vegetarian Times*. 1998. Feb. p. 68. “Westbrae and the Beanstalk.” This ad shows the can and label. “High Protein. Rich in fiber. Low sodium.”

2431. Rose, Richard. 1998. New developments at Rella Good Cheese Co. (Interview). *SoyaScan Notes*. March 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In the fall of 1997 Richard fired his national sales manager and his CEO (Janet Crolus, who was with the company two years). Galaxy Cheese Co. almost immediately hired the sales manager, then (according to Richard) they induced him to violate/breach two contracts he signed. Using the money he saved from paying salaries, Richard launched a large ad campaign featuring three ads: (1) A tie-dye ad with the slogan “When we first introduced tofu cheese, people said we must be smokin’ something. Well, we are now,” for hickory-smoked TofuRella, (2) The white mouse in a tree with the slogan “Experts prefer,” and (3) “Not milk?”—See the current issue of *Vegetarian Times*. Plus the ad agency that put the campaign together took on Richard’s company at cost—because they didn’t have any clients from the food industry and they wanted to develop a creative campaign that they could use to win potential new clients. The agency designs the ads and Richard places them. The ad blitz started in Sept. 1997 and is costing \$10,000 to \$15,000 a month. The ads have run in three mainstream supermarket trade magazines (*Supermarket News*, *Produce Merchandising*, and *Produce Business*), and several natural food magazines (*Natural Food Merchandiser*, *Natural Health*, *Natural Health Shopper*, *Alive Canada*, *Veggie Life*, and *Healthy Living* (New York City)). Richard’s products have been

in Safeway–Canada for 11 years; the head buyer likes these products very much. “He thinks he can do a million dollars with our products this year.” Most of the Richard’s company’s growth is coming from supermarkets and chains–A&P, Trader Joe’s, Waldbaum’s and Wegmans (back east).

Galaxy has introduced a new product named “Tofu Slices” which Richard believes is misnamed, since it appears to contain no tofu. It is made in Canada and contains “liquid soy mix” (and no casein). Address: President, Rella Good Cheese Co., P.O. Box 5020 (616 Davis St.), Santa Rosa, California 95402-5020. Phone: 707-576-7050.

2432. Demos, Steve. 1998. New developments with soymilk at White Wave. Part I (Interview). *SoyaScan Notes*. March 30. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The Morningstar Group is owned by a Texas-based company named Suiza (pronounced SUI-zuh) which is bigger than Morningstar. Suiza Foods Corp. is one of the very big, modern consolidators of the dairy industry. Dean Foods (which owns Vitamite) and Suiza are head-on competitors in the dairy product area. White Wave’s Silk brand soymilk is packaged in an ESL (extended shelf life) gable top carton at the plant of Morningstar Foods Inc. (formerly Avoset, now owned by Suiza), 299 Fifth Avenue, Gustine, California 95322. Phone: 209-854-6461. Contact: Gary Veuve (pronounced Vev, rhymes with rev), the plant manager. Gustine is located just off Highway 5 between San Jose and Merced in Northern California. This plant focuses on dairy products, packaged in both aseptic and ESL cartons, but it also packages Lactaid, Dole juice, a goat milk, etc. In addition, it packages Trader Joe’s soymilk, indirectly via TAN Industries and San Diego Soy Dairy–which Steve believes breaches the contract between White Wave and TAN. Actually Gary Stein at San Diego Soy Dairy apparently has no hand in making the product–he just does the invoicing. The soy base mix is made at Soyfoods of America (owned by Ken Lee, in Duarte, Southern California) using equipment installed by TAN Industries (Ted Nordquist and Wally Rogers). When some other company moved out of Ken Lee’s plant, Ted moved his company in. The installation began about a year ago [March 1997] and it became operational about 6 months ago [Sept. 1997]. This mix is then shipped by tanker-truck up to the Avoset-Morningstar plant, where it is processed. Avoset Food Co. is probably the predecessor which sold itself somehow to Morningstar which sold itself to Suiza. Steve is not aware of any relationship between Morningstar and the former nondairy pioneer Presto Food Products, which introduced Mocha-Mix Coffee Creamer in 1950 (Note: This product was later renamed Mocha Mix Non-Dairy Creamer).

Ted Nordquist has not been buying soymilk from International ProSoya Corp. (IPC) in British Columbia, Canada, for the last six months–to the best of Steve’s knowledge. The soy base mix currently used to make Steve’s

Silk is made using TAN’s plant at Soyfoods of America. There were numerous problems with the Silk product during the 6 months that TAN was making the transition from IPC to Soyfoods of America. Because of the nature of Steve’s contractual relationship with TAN, Steve had no information about what was happening so he was unable to help smooth the transition. He inherited the problems and had to deal with them in a hindsight fashion.

Steve has an exclusive supply contract with TAN for all nondairy beverage in the USA as long as he meets specified minimums of purchase from TAN; he has always exceeded these minimums. Steve now believes it is no longer exclusive because of the new Trader Joe’s soymilk. This will probably be grounds for a lawsuit. Steve feels that TAN has used White Wave and Silk as his springboard–while the contract is still in effect. Ted has a good product and he is going to be a competitor, and he has made plenty of money from the sale of Silk.

TAN decided (about 6 months ago) to stop buying soymilk from IPC and not the other way around. TAN made the switch for two reasons–both economic. First, TAN realized it would be more profitable to make the soymilk closer to Gustine, where it was packaged. The transportation cost of shipping soymilk from Vancouver to central California was about \$2,000 per tanker-truck, compared with only about \$1,500 for shipping from Duarte to Gustine. At least one truck is shipped per week–sometimes two. Second, since TAN now owns the equipment on which the soymilk is made, the profit margin associated with making the concentrate is now TAN’s.

Steve has tasted several of the SoNice soymilk products made by IPC. He thought one of them was good tasting and competitively priced. The others he thought were typical soymilk formulations that were relatively weak. They had some off flavors and problems with balance, color, thickness. Steve thinks “there are a couple of fracturings of focus with the way they are approaching the market.” They have both an aseptic line and a refrigerated line (in five flavors and two different sizes). The essence of refrigerated soymilk production is the ability to turn it fast enough so that you never have spoilage on the shelf. White Wave has never suffered returns on its refrigerated soymilk (Silk) but it took a lot of hard work to get their minimums up to that critical mass point where the product was turning fast. With soymilk in an ESL carton, the carton, not the soymilk, is the limiting factor. Silk has a use-by 84 days from the date of manufacture, but it will usually last for 100 days.

Steve has found it very difficult to work with the contract set up by Ted Nordquist, so much so that he plans to terminate the relationship. Steve feels this is unfortunate–“its like working with a black box.” Steve has no idea how Silk is processed at the Soyfoods Unlimited or at the Avoset plant–or what the costs are. Steve flew with his people to San Francisco, and Ted and his people flew to Boulder–but they

were unable to resolve the problems to Steve's satisfaction. "We have a great name, a great package, and a great product—but we have no control over costs." That means that if White Wave proves to the market that refrigerated soymilk is a big category, they will be "beat up" by competitors because of their inability to control costs. Ted basically says: "I will deliver the product to you at the following cost per gallon." Steve would like to continually lower the price of Silk—and he plans to do so soon. It will go under \$3.00 per half gallon. Steve suggested that Ted take a royalty for the rest of his life and let White Wave deal with all manufacturing and cost reduction issues. But Ted wants control. Steve thinks he was "burned" in Sweden; he is a very good product developer but not such a skillful businessman. IPC tried to introduce SoNice into the U.S. market with a low price strategy, but White Wave and beat them to it. White Wave has contracts with all of the major chains that they exist in so that their pricing plus their support programs will pretty much negate IPC's attempt to come in at a lower price. If IPC really wanted to do so, they would have to cut their prices again—which is a hard way to go with a new product.

Which soymilk does Steve like the best, simply in terms of organoleptics (flavor, color, consistency, etc.)? One SKU from Vitasoy is very good, the Silk made by TAN is a little bit better, but Steve feels that the new version of Silk developed by Jonathan Gordon (completely independently from TAN and not yet on the market) is better than either of those two products.

During the last year, White Wave has worked on new formulations with Tetra Pak at their research facility in Chicago, Illinois. The first major tanker-truck production run was last Friday. White Wave is now in full production with this new formulation of Silk. It will be processed at one plant in Utah and one on the East Coast. Many taste tests have shown that this new Silk is superior to the former Silk made and formulated by TAN. Silk will remain a refrigerated product; it will never be sold in aseptic cartons in the USA—that will be a fracture of focus that sends a mixed message. On the new carton will be two quotations: One from Suzuki roshi about "Beginner's Mind," and the other from Yogi Berra ("You can't hit and think at the same time")! Also at the top front of the carton is written: "32 mg isoflavones per serving." Plus, there is an offer for more free information on isoflavones. White Wave is working to start the educational process on isoflavones—and is also using its Web site and toll-free 1-800 number.

The big ad campaign in Los Angeles from Protein Technologies is teaching about isoflavones but the products (Health Source) are not doing well. So the publicity is helping White Wave. "Like a guy on a bicycle, we're drafting. We're going to try to stay in the draft of the ADMs and PTIs and see where it takes us. We don't have that much pride." Continued. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301.

2433. Demos, Steve. 1998. New developments with soymilk and other soyfoods at White Wave. Part II (Interview). *SoyaScan Notes*. March 30. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Sales of White Wave's baked tofu are growing at 38% a year, while plain tofu is growing at 18-21% a year. White Wave is the leader nationally in the baked tofu category, with more than 60% of the market share. Plain dairy yogurt in America still outsells dairy yogurt with fruits and flavors, but it was the fruit yogurts that introduced consumers to the plain product. Baked tofu seems to be playing the same role with respect to plain tofu. White Wave is about to invest very heavily in the automation of baked tofu. If a company's plant capacity is 250,000 units per week, it makes much more sense to produce baked tofu at \$1.80/unit instead of block tofu at \$0.70/unit. White Wave is trying to turn the tofu market from block to flavored, in order to gain market share and position—in exactly the same way the company has been trying to turn the soymilk market from aseptic to refrigerated.

One key question concerning baked tofu remains unanswered? How do consumers eat it? Steve thinks they are eating it in the car on the way home from the store as a salted snack food—or perhaps on sandwiches. Until White Wave can be sure of how it is used, they don't want to commit to positioning it against some other product—such as cheese or meat.

White Wave's first goal was to establish its products in the refrigerated dairy section. Whereas many companies still sell tofu to the produce section, White Wave never sells to the produce section any longer. Everything is refrigerated, controlled temperature during distribution and sale. Only rarely does a White Wave product end up being sold in any produce section; they are usually sold in the juice cooler or in the dairy section. 80% of White Wave's revenues come from the natural foods sector, and in natural foods stores all White Wave products are in the dairy section—as part of their shelf-set program, which has been very effective in establishing a beachhead in the refrigerated section. Around that now Lightlife and Yves each have their own sections. So the vegetarian category is emerging, usually located in the store around dairy cheeses, milk, yogurt, and eggs.

The most interesting insight Steve has gained in the last few years is the one that says consumers are picking four product categories that they want to see in supermarkets. So White Wave has been reducing the number of products it offers; it has dropped hot dogs, sausages, all burgers except tempeh burgers and lemon broil. The company is actively evaluating what consumers want and where they want to find it in the store. One new program will be to give consumers a free half-pint carton of Silk asking them to "Try this—It's the new milk."

Steve is very happy with Silk's sales performance

over the past two years. “It’s been exceptional, but it cost \$400,000 just to launch the product.” According to data from SPINS, during the May-June 1997 period, the market shares for soymilk brands in the U.S. natural foods market were as follows: Westbrae 34%, Edensoy 32%, Vitasoy 16%, and Silk 7%. Silk’s share is now 10%. Sales of Silk grew by 170% during the past year. The soymilk market grew by 21% during the same period, Edensoy grew at 30%, Rice Dream dropped 0.4%, and the rice beverage market contracted by 0.2%.

Tree of Life (which does not share its sales figures with SPINS) is no longer the biggest natural foods distributor in the USA. United Naturals is now the biggest (after they bought Stow Mills) with sales last year of \$650 million vs. \$520 million for Tree. United Naturals also owns Mountain People’s Warehouse, Mountain People’s Northwest (which was NutriSource), Rainbow–Chicago (Illinois), Rainbow–Denver (Colorado), Cornucopia, and Cornucopia–Atlanta (Georgia).

ConAgra is trying again to get into the natural foods industry. They recently tried to buy one big privately owned natural foods manufacturer, and were turned down! ConAgra launched a new “Advantage 10” line of frozen entrees (many of which contain gluten products) that is backed by Dr. Dean Ornish. White Wave is supplying them with some of these gluten products. ConAgra had a huge presence at the Anaheim show—yet they don’t understand how natural foods shoppers think and see the world. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301.

2434. Kimura, Takuji “Tak.” 1998. Re: Current distribution *edamamé* in the San Francisco Bay Area (Northern California) and Los Angeles area. Letter (fax) to William Shurtleff at Soyfoods Center, April 6 and 13. 1 p.

• **Summary:** Tak Kimura is a food broker for both Yamato Flight Kitchen (near San Francisco) and Sushi Boy (near Los Angeles, owned by Mr. Yokota). Distribution for Yamato: Direct accounts (retailers): Whole Foods (8 locations), Real Foods (4), Mollie Stone Market (5), Falletti’s Market (3), Sonoma Market (2 supermarkets in Sonoma city), Woodland Market (1 supermarket in Mill Valley), Andronico’s (8), Safeway (260 available, but not all of them presently carry the product).

Direct accounts (distributors): Veritable Vegetable (all of Northern California), Carcione’s (major account is Raley supermarkets in Sacramento area), North Bay (United supermarket and other supermarkets in Sonoma County), Tri-Valley (many independent supermarkets in Sonoma County), Green Leaf (hotels in Hawaii), VegiWorks (serves hotels and restaurants in the San Francisco Bay Area).

Distribution for Sushi-Boy, Inc., of Gardena, California, currently serving only Whole Foods (13 locations) in Los Angeles area counties. Address: Kimura & Associates, Food Broker, 3616 Delancey Lane, Concord, California 94519-

2357. Phone: (925) 687-2422.

2435. *Wall Street Journal*. 1998. Pact is reached to acquire natural food businesses. April 27. *

• **Summary:** Hain will acquire Arrowhead Mills. Address: Staff reporters.

2436. Scott, Mary. 1998. The Trader Joe’s invasion: Boon or threat to the natural products industry? *Natural Foods Merchandiser* 19(4):1, 38, 42. April.

• **Summary:** This is the first of a two-part story on Trader Joe’s, a privately-owned chain with 113 locations in five Western and three Eastern states. Headquarters are in Pasadena, California, and Needham, Massachusetts. The company has adopted a no-frills approach to business. It targets highly educated people, and sells products at much lower prices than most natural food stores. It was founded in 1958 by Joseph Coulombe. Changed the name to Trader Joe’s in 1968 and opened first store in Pasadena. In 1979 Joe sold the company to the very rich Albrecht family of Germany. Joe remained the CEO until 1989. John Shields, the current CEO, say she has little contact with the German owners. His mandate is to grow the company. Sales in 1997 were reportedly more than \$750 million, and are expected to reach \$1 billion this year.

Talk with Bernd Drosihn: 2004. March 15. Aldi is the mother company of Trader Joe’s and the No. 1 discounter in Germany—and maybe in all of Europe.

2437. Soyfoods Association of America. 1998. Soyfoods once a day for life! (Special advertising section). *Vegetarian Times*. April. 12-page color insert after p. 58.

• **Summary:** Contains large color ads by Nasoya (tofu and TofuMate), Morningstar Farms (Chik Nuggets), Eden Foods (organic black soy beans) Vitasoy (creamy original natural soy drink), Westbrae (Westsoy soymilks), Westbrae (Vigoraïd nutritional drink), Sno Pac (frozen Sweet Beans—organic green vegetable soybeans), and GeniSoy (soy protein bars). On the back cover are additional small ads (each with a logo) for Lightlife Foods, Lisanatti, Monsanto, Soyco Foods–Div. of Galaxy Foods Co., Soyfoods Association of North America, and United Soybean Board.

Interspersed with the ads is advertorial text and “Soy facts.” The text on page 1 begins: “Miracle food. Health insurance in a pod. Nutritional powerhouse. The bean supreme. Nutritionists, physicians, researchers, chefs, and food experts of all kinds are raving about the healthfulness and great taste of soyfoods, and it’s no wonder; soy truly is a nutritional and culinary gift from nature.

“Soyfoods are delicious, convenient, and versatile. At breakfast, soy can make an appearance in the form of soymilk, scrambled tofu ‘eggs,’ or soy ‘sausages.’ A soy shake or veggie burger makes a great lunch. Try a tempeh stir-fry, or perhaps a creamy tofu dessert.

“So dig in... with the huge variety of soyfoods available at your local natural foods store, it’s easy to get your daily intake of soy, and reap the many benefits of the bean supreme.”

The inner contents: Food as medicine. Heart health. Fighting cancer. Menopause? What menopause? Strawberry smoothie. Protein punch.

Soy cooking tips (p. 4): Easy ways to incorporate soy into your baking: Use soy flour in your baking. Be aware that soy flour contains no gluten, and therefore yeast breads will not rise without the addition of some gluten-containing flour. About ¼ cup of soy flour per cup of unbleached white flour is recommended for breads, pastas, and pastries. In place of olive oil, try adding a few ounces of Nasoya Silken Tofu and a dash of lemon juice to mashed potatoes. Try mashing miso into your root vegetables in place of butter. When adding miso to dishes, add roughly 1 tablespoon per four servings. Add GeniSoy Natural Vanilla Soy Powder to your baked goods such as muffins or pancakes. Buy Eden Organic Soybeans in a can and use them the same way you would any other canned bean: over rice, with pasta, in stir-frys, etc.

It’s not only what you eat; it’s also what you don’t eat. Making healthy eating taste great. Soy fact: soybeans were traditionally considered one of five sacred crops in China.

No time to cook? Try these quick ways of getting soy in your diet.

Strong bones... a matter of calcium retention. Miso.

Soy fact: there is no word for “hot flash” in Japan. Soy beverage.

Miraculous tofu. So soy convenient. Soy fact: Western culture discovered tempeh through the Dutch colonization of Indonesia. Soy fact: tofu was unknown to most people in the United States until Chinese immigrants came to this country in the 1800’s. Tofu.

Tempeh. By the handful. Soy fact: miso was developed in China about 2,500 years ago. Where to find it. Address: Washington, DC.

2438. Stevenson, Mary. 1998. America’s shining example of sustainable business: Four years after start-up, Mike and Lynette Richards have accomplished a lot in their custom made candle business—especially for their employees who were considered “unemployable.” *In Business* 20(2):12-14. March/April. Cover story.

• **Summary:** In 1992 in New York City, Mike and Lynette Richards started The Candle Project as a small business for homeless people; it was run out of their home. They started making hand-rolled beeswax candles.

In 1993 the Richards moved back to Iowa. With a small amount of capital borrowed from family members, they established Heartland Candleworks in a small cabin without water or electricity located near the Iowa River.

In 1997 Heartland secured production agreements with national retailers like The Body Shop, Ben & Jerry’s, Wild

Oats Natural Foods Markets, and Urban Outfitters.

Last year Heartland Candleworks, Inc. (a for-profit, 4-year-old, family owned business, located in an industrial park at 2920 Industrial Park Rd., Iowa City) bootstrapped its way to \$800,000 in sales. It produced 400,000 custom candles. Today the company makes about 250 different types of candles sold in 2,000 retail outlets. About 30 people are employed in the company’s “welfare to work” program.

In May 1998 Heartland will be “honored with the national Welfare-to-Work Small Business of the Year award from the Small Business Administration; it will be presented by Vice President Al Gore in Washington, DC.” Also in May Candleworks will receive an award (“Business of the Year” for the Eastern Iowa District) by Governor Terry Branstad of Iowa, and in June a national award (National SBA “Business of the Year”) presented by President Bill Clinton.

The company practices environmental awareness. They take used packaging material from nearby Rockwell Avionics and use it to package their own candles. Heartland has just contracted with Iowa Soy Specialties, an innovative organic farmers cooperative, “to purchase soybean wax from them to make candles.” These farmers are also concerned about the environment and jobs. Candleworks is the “primary producer of soybean candles in the country.”

Note: This is the earliest document seen (Oct. 2017) that mentions “soybean wax” in connection with soy candles.

Mike has written a book titled *Light One Candle*, which is both a history of Candleworks and a model for bootstrapping entrepreneurs who want to make a difference in their communities.

Photos show: (1) Lynette and Mike Richards. (2) Three views of the inside of the factory.

2439. Rose, Richard. 1998. Problems at Galaxy Foods (Interview). *SoyaScan Notes*. May 6. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In April 1997 OU (Orthodox Union) revoked their certification of Galaxy Foods products which contain calcium propionate (a mold inhibitor). The company didn’t used to list it. But paper labels are now starting to reflect it. However Whole Foods still has Galaxy Foods on their shelves. Address: President, Rella Good Cheese Co., P.O. Box 5020 (616 Davis St.), Santa Rosa, California 95402-5020. Phone: 707-576-7050.

2440. Pear, Robert. 1998. Tougher labeling for organic food: Products of gene engineering cannot carry designation. *New York Times*. May 9. p. A1, A6 (National ed.).

2441. Smith, Patricia J. 1998. The new USDA organic standards (Interview). *SoyaScan Notes*. May 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Patricia was delighted to hear that USDA listened to organic consumers in finalizing the latest draft

of their organic standards (See *New York Times*, May 9). However the California Certified Organic Farmers (CCOF) is now saying it may be as long as 3 years until these standards are finalized. CCOF is the oldest certifying agency in California, started in the early 1970s—at about the same time that Fred Rohe started Organic Merchants (OM). Their headquarters are presently in Santa Cruz. They have 14-15 chapters around the state. The father of the organic movement in America is Jerome I. Rodale, who started *Organic Farming and Gardening* magazine in May 1942.

The state agricultural experiment stations have done and are doing very little research on organic farming—even though it is the fastest growing agricultural sector. Bob Scowcroft puts on some good conferences on organic farming research. Address: Radical Food, P.O. Box 952, Mill Valley, California 94942-0952.

2442. Fischer, Bruno. 1998. The natural foods market vs. the Reform House market for soymilk in Germany (Interview). *SoyaScan Notes*. May 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Each year about 3 million liters of soymilk are sold at Reform House stores in Germany compared with about 1.2 million liters at natural food stores. Bruno Fischer's soymilk, sold in 1 liter glass bottles, has about 80% of the natural food market. Alpro controls most of the Reform House market with three different brands that it makes and packages in aseptic Tetra Brik cartons. Natural foods stores, like their American counterparts, focus on selling foods, and especially organic foods. Reform Houses, like U.S. health food stores, focus more on pills and supplements.

German dairy milk is mostly (about 80%) sold in gable-top cartons; only about 20% is sold in aseptic cartons. Address: Im Auel 88, 53783 Aetorf, Germany. Phone: 49-2243-4021.

2443. Kimura, Takuji "Tak." 1998. Selling green vegetable soybeans (*edamamé*) in the Los Angeles area (Interview). *SoyaScan Notes*. May 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Mr. Kimura is a food broker, who demos and sells quite a bit of Yamato's boiled, packaged edamamé (green vegetable soybeans = GVS) in California. Yamato buys these soybeans frozen in 1-pound bags from mainland China. In Burlingame, California, they open each little bag, boil the soybeans in salted water (nothing else is added), package 8 oz. in trays with a nitrogen flush (to help preserve freshness), and ship them refrigerated to retail outlets.

Interest in and orders for edamamé are growing rapidly. He called to thank Bill Shurtleff for the idea of using "Palate Pleasers" as a brand for his edamamé and sushi products. Last week he demoed edamamé at the Whole Foods Market in Beverly Hills, California. In 3 hours on Saturday he sold

120 x 8 oz. packs (which was all he had!) at \$3.59 each (the regular price is \$2.99). In 2 hours on Sunday morning he sold an additional 60 packs. Some customers bought 4-5 packs each. They loved the flavor and they were looking for convenient, tasty ways to get soy into their diet.

Frieda's Finest, a big produce company based in Los Angeles, recently ordered three 30-pound bulk samples.

Last August Tak found a grower of organic edamamé near Sacramento named Short Night Farm, owned by the McAray brothers (P.O. Box 211, Dunningan, CA 95937. Phone: 916-724-3434. Fax: 916-724-4339). Short Night hand-picked the beans and shipped them to the Whole Foods warehouse, but they ended up spoiling. Any farmer who wishes to grow edamamé commercially must have three pieces of equipment: A harvesting machine (a cotton picker works well), a steam blaster, and an instant freezer. Short Night is now getting this equipment. Within 45 minutes after the edamamé are picked, they must be washed and steam blasted then "instant frozen." Yamato now buys 200 cases/week from JFC. Trader Joes now sells edamamé from JFC under a different brand name, but they are interested in selling an organically grown product. If Tak could find a reliable source of organic edamamé at a reasonable price, he is quite sure that he could easily find many buyers, such as Whole Foods, Veritable Vegetable, Real Foods, and others. Address: 3616 Delancey Lane, Concord, California 94519-2357. Phone: (510) 687-2422.

2444. Sams, Gregory. 1998. *Uncommon sense: The state is out of date*. London: Chaos Works. 191 p. Illust. No index. 21 cm. [Eng]

• **Summary:** An extremely interesting and creative book. On the back cover is a photo of Gregory Sams and this brief biographical sketch: "Gregory Sams pioneered the introduction of natural foods to the UK—opening Seed macrobiotic restaurant in 1967 at age 18, Ceres grain store in the Portobello Road two years later [1969] and Harmony Foods (now Whole Earth Foods) soon after, as well as being closely involved with Harmony magazine and Seed, the Journal of Organic Living. He conceived and launched the original VegeBurger in 1982, developed it for six years, then moved out of food and into fractals, founding Strange Attractions—the world's only shop dedicated to chaos theory (London 1990)." Address: 2 Trevelyan Gardens, London NW10 3JY, England.

2445. Spangler, Tina. 1998. Rating the dairy alternatives: Our blind test of 14 nondairy milks revealed which are best in coffee, which are best in cereal, and which are best left alone. *Natural Health*. May/June. p. 58-59.

• **Summary:** White Wave's Silk is considered the best soymilk product. Vitasoy Light Original was the 2nd highest rated soymilk. Westbrae Natural Rice Beverage (Enriched) received the highest overall rating. The 14 products are:

Edensoy Original. Edensoy Extra Original. Harmony Farms Fat Free Rice Drink. Health Valley Fat Free Soy Moo. Mill Milk Organic Oat Milk. Pacific Foods Multigrain Nondairy Beverage. Pacific Foods Nondairy Soy Beverage (Unsweetened). Pacific Select Nondairy Soy Beverage. Rice Dream Organic Original. Vitasoy Creamy Original. Vitasoy Light Original. Westbrae Natural Rice Beverage (Enriched). West Soy Low-Fat Soy Drink. White Wave Silk Dairyless (Soy) Beverage. Address: Associate editor.

2446. Tree of Life, Inc. 1998. Looking for ways to use the ol' bean? (Ad). *Natural Health*. May/June. p. 77.

• **Summary:** This stylish, full-page color ad shows ten different packaged tofu products sold by Tree of Life, plus many dishes in which they are used. "And most are already seasoned, pre-cooked—and ready to serve."

The types are: Organic Firm Style, Reduced Fat Firm Style, Water Pack Firm Style, Baked, Savory Baked, Ready Ground, Savory Garlic Ready Ground, Hot 'N Spicy Ready Ground, Smoked, Hot 'N Spicy Smoked.

2447. Westbrae Natural Foods. 1998. Only Westbrae... Makes soy delicious (Ad). *Vegetarian Times*. June. p. 30.

• **Summary:** This one-third page color ad shows three of Westbrae's main categories of soy beverages: Nonfat (vanilla and plain), lite (vanilla, plain, and cocoa), and plus (vanilla, plain, and cocoa, fortified with calcium and vitamins A&D). Other Westbrae non dairy products include Maltededs, Lite Maltededs, Lite Creamer, and Rice Drink. Address: P.O. Box 48006, Gardena, California 90248.

2448. Elliott, Barbara. 1998. Re: New developments at FarmSoy Company in Summertown, Tennessee. Letter (fax) to William Shurtleff at Soyfoods Center, July 8. 1 p.

• **Summary:** "Correct me if I'm wrong but no one has challenged the claim that FarmSoy Company is the oldest non-Asian soy dairy in the U.S. [Note: Soyfoods Center believes that claim is correct for companies started after 1970. But a number of Seventh-day Adventist soy dairies, including one in Madison, Tennessee—near Summertown, started in the 1920s and 1930s]. We presently are using only certified organic soybeans that are not genetically modified and all of our products are certified organic by Florida Growers & Consumers, Inc."

"Our soymilk is now a principal ingredient in a new drink just out in the market, called Fruit Quest by Del Valle Food Products, Inc. It is the first drink in the U.S. to combine soymilk and fruit juice. Fruit Quest is very tasty and is available through Whole Foods, Wild Oats, and Tree of Life." Address: 96C The Farm, Summertown, Tennessee 38483. Phone: 615-964-2411.

2449. American Soy products. 1998. Official celebration guide: Invitation. Saline, Michigan. 12 p. 13 cm.

• **Summary:** This attractive passport-sized booklet states: "American Soy Products presents the opening of the largest soymilk processing facility in North America. Official opening ceremony: Wednesday, Sept. 9, 1998. Your invitation—VIP guest No. 01325024. Registration time: 11:15 to 11:30. Official ceremony: 12:00 noon to 12:45 p.m. Followed by light refreshments and hors d'oeuvres. Lunch: 2:00 to 3:00. Tours and demonstrations: 1:00 p.m., 2:00 p.m., 3:00 p.m., 4:00 p.m. RSVP by August 12.

"The event will honor the achievements of a unique joint venture partnership formed to produce Edensoy for the North American marketplace."

"Factory facts: Square footage by Aug. 1998—65,000 square feet. Expected annual output—4,000,000 + cases. Number of quality control checks—245 (4000 per day). Soymilk lines—(2) 8800 pounds per hour and 13,200 pounds per hour.

"Celebrate with us 'History in the making' as four international corporations send you their personal invitation to salute cooperation and unity at work."

The CEO of American Soy Products is Mr. Hiroyasu Iwatsuki. "Joint venture partners: Eden Foods, Inc., Clinton, Michigan, USA. Mr. Michael Potter, Chairman/President. Kawasho International (USA) Inc., San Francisco, California, USA. Mr. Akio Ono, President. Marusan-Ai Company Ltd., Okazaki-City, Aichi-Prefecture, Japan. Mr. Hatsuji Shimomura, President. Muso Company Ltd., Osaka, Japan. Mr. Yuko Okada, President." Address: 1474 North Woodland Dr., Saline, Michigan 48176. Phone: 734-429-2310.

2450. Bramblett, Billy. 1998. Company history: Wildwood Natural Foods (Continued—Document part III). Fairfax, California. 10 p. Unpublished typescript.

• **Summary:** "Meanwhile, Mr. Ridenour had brought the Santa Cruz operation into the sunlight of profitability. He had developed systems and teams that worked together toward enlightened profitability. His workers worshipped him, called him 'Dad,' and became a family of which he was the head and patriarch. Wildwood Santa Cruz was profitable in 1991, and on a firm footing.

"After a Stanford MBA analysis indicated that both companies should be headed by the enlightened leadership of Mr. Ridenour, the BOD [board of directors] north elected Mr. Ridenour as president and Mr. Orbuch retired. Mr. Ridenour has set about cleaning up the north and installing those systems and procedures which have been proven effective and profitable in Santa Cruz."

"So as of February 1992, Mr. Ridenour was in charge of both companies... In August, 1992 Mr. Bramblett returned at Mr. Ridenour's request to help with product development and financial analysis (Mr. Bramblett had been the CFO of China Books and Periodicals in San Francisco for the past two years). The analysis determined that the company was

losing money primarily due to distribution costs and the imbalance between the sales of Wildwood products and the sales of products made by other manufacturers, which at that time was 33% Wildwood and 67% other.”

In 1993 Mr. Bramblett took over the accounting department; Wildwood returned to profitability and the owners decided to merge the two companies so they could sell off a small part of it to raise capital. In Nov. 1993 John Breen was hired as controller.

The corporate merger was accomplished in 1994 with each of the four shareholders owning 25% of the surviving corporation. “We then wrote a business plan in which we proposed to build a new tofu factory, bring all production under one roof (likely in Watsonville) and leave a cross dock in Marin County near the Hwy. 101/580 intersection.”

“We finally lined up financing for the new factory, but the senior debt underwriters wanted to see more equity on the balance sheet... We have not yet been successful in this plan but have had much interest and several buy-out offers. We have joined the Social Venture Network and have made presentations to the Investor Circle (SVN spinoff) and have a few investment suitors at this time.

“Meanwhile the combined corporations became profitable in 1995, 1996 and 1997 and so far in 1998. We have strung together 13 consecutive profitable quarters and added to our equity thereby. While only growing total sales by about 10% over the past three plus years, we have flip flopped the products profile and are now at 69% Wildwood and only 31% other products, a much more profitable balance. We have also developed many new products and have several products private labeled for us.

“Most recently we have introduced a new private labeled [by Ted Nordquist and TAN Industries] organic soymilk in gable topped cartons which comes in two flavors, Plain and Chocolate. We expect to have this product in distribution in the western U.S. by September 1998.

“Wildwood is currently producing approximately 30,000 lbs, of tofu per week and bottling 2,000 quarts of Yo Soy traditional soymilk (in plastic quarts) in two flavors, Plain and Honey-Vanilla. We reprocess about 40% of the tofu and sell the rest as either 10 oz. vac pack, or 20 oz. vac pac, 16 oz. firm water pack, 16 oz. medium (low fat, calcium sulfate) water pack, or institutional vac pac in 8 lb. blocks or 7 lb. pre-cut. We also produce 20 oz. vac pac for Whole Foods with their label.

“In addition Wildwood produces Hummus in four styles, traditional Mid East, Low Fat, Spicy Low Fat, and Pesto. To complete our middle eastern line, we also produce Tabouli Salad and Baba Ganooj.

“Secondary tofu products include Baked Tofu in four flavors, Smoked Tofu in two flavors, Tofu Veggie Burgers in three flavors, and Tofu Cutlets (traditional Nama Age). We also make Braised Tofu Salad (cubes of tofu lightly grilled with fresh vegetable in exotic sauces) in five flavors and

fresh tofu salads in two flavors as well as two tofu spreads. We have abandoned the sandwich market altogether.

“The retail side of the natural foods market has consolidated. Very rarely will you find the small neighborhood health food store or the little mom and pop place that would sell ready to eat products such as ours. Now its all big corporate up-scale super stores with coffee bars, juice bars, cookie bars, salad bars, sushi bars in 65,000 square feet of fancy, wide aisles, highly decorated and high prices.

“These stores also demand more margin, squeezing distributors and manufacturers and exhibit ‘serve all our stores or serve none’ ultimatums. We have countered by refining our DSD (direct store delivery) system. Wildwood is now Macintosh networked from orders through production, packing and delivery. The driver/sales reps now deliver to the stores with completed invoice in hand. We educate the store clerks and managers to understand that our full service distribution saves them over 5% in stocking and inventory management expense and have kept the stores margins below 30% in most cases. Also, since we have concentrated on developing products with longer shelf lives and have refined production methods to extend the shelf lives of existing products, the return rates have dropped dramatically to under 3% for the entire Wildwood product line.”

“Quality is still our number one goal, but profitability is a close second.”

“We have expanded our distribution to include several sub distributors. Rock Island Foods carries our longer shelf life products into stores in the SF Bay area which we opt not to serve, as well as into eighty Lucky Markets and any account which is outside of Wildwood’s distribution area. In Los Angeles our products are distributed by California Day Fresh as well as Tree of Life and Nature’s Best.”

In Portland [Oregon], we are carried into natural foods accounts by Zanya Trading, and we are preparing to open the Seattle [Washington] market by the fall of 1998. Our new soymilk will be carried by Texas Health into Texas, Colorado and New Mexico and will pave the way for the rest of our product line into those markets.

“Wildwood will continue to seek financing in order to build a new production facility before the new millennium and we plan to be nationwide by 2005. Our products continue to gain critical acclaim and have won first place or best of show at three separate San Francisco Chronicle and American Tasting Institute events in 1998 alone.

“In case you missed the ownership / management lineup, here’s a recap:

“Jeremiah Ridenour, President & CEO, Board of Directors, 25% shareholder.

“Billy Bramblett, Treasurer, BOD, 25%, GM in Fairfax, product development, demonstrations.

“Frank Rosenmayr, VP & Secretary, BOD, 25%.

“Paul Orbuch, 25%.

“Other key personnel include:

“John Breen, controller.

“Erik Todd, distribution manager.

“Dolly Gianni, human resources (and so much more).

“Doug Porter, purchasing manager, graphic design (and so much more).

“Maria Gonzales, production manager, Fairfax.

“Chris Spalaris, plant manager, tofu manager, Santa Cruz.

“Juan Macias, secondary production manager, Santa Cruz.

“Currently we run thirteen delivery routes which visit our accounts three times a week. We have 95 employees. 1998 sales are estimated to exceed \$6.5 million of which about 70% will be Wildwood branded products.” Address: Wildwood Natural Foods, 135 Bolinas Rd., Fairfax California 94930. Phone: 415-485-3940 X-47.

2451. Hull, Karen S. 1998. Natural foods pioneer dies. *Natural Foods Merchandiser*. July. p. 10.

• **Summary:** “Boulder, Colorado—Hanna Kroeger, founder of one of the first health food stores in the country, died here May 7 at the age of 84.” She was born in Turkey to German Christian missionaries. In 1957, when Kroeger and her husband came to Boulder, they opened Imperial Tea and Health Foods—which later became New Age Foods. She has written many books. A portrait photo shows Hanna Kroeger.

2452. Leading Edge Group. 1998. The U.S. health and natural food market: Past performance, current trends, and strategies for the future. 2171 Jericho Turnpike, Suite 200, Commack, NY 11725. 330 p. July. Price \$1,995.00. Illust. 29 cm. *

• **Summary:** Three past editions of this report have been published by Business Trends Analysts, Inc. (BTA), which is located at the same address as The Leading Edge Group. BTA is the parent company. Since it was founded 20 years ago, it had published reports under two brand names, each of which has a different style. Business Trends Analysts Reports tend to contain mostly secondary research, with an abundance of charts and graphs, and less text and analysis. Leading Edge Reports are conducted by a person with a specialty in that area. The report contains much more primary research and in-depth analysis, and is roughly twice as expensive. This report was conducted by Melina Laverty.

Chapter 5 of this report is titled “Soyfoods and alternative meat products: Market dynamics.

Overall report—Contents: 1. Executive summary. 2. Overall market dynamics (including Soyfoods). 3. The market for soy foods. 4. The market for herbal teas. 5. The market for dairy foods. 6. The market for grains and cereals. 7. The market for frozen foods. 8. The market for snack foods. 9. The market for groceries. 10. The health food consumer. 11. The health/natural food store industry.

12. Competitor profiles. 13. Industry directory. Address: Commack, New York. Phone: 516-462-2410.

2453. Roller, Ron. 1998. American Soy Products’ new soy milk plant and the U.S. soy milk market (Interview). *SoyaScan Notes*. Aug. 6. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** American Soy Products has expanded its former building, added a second soy milk processing line and a packaging machine. Then the company moved its original processing line so that it is now located next to and parallel to the new line. They started running both lines at the same time 1-2 weeks ago. This has enabled ASP to more than double its soy milk production capacity.

Starting about 2 years ago, ASP began experiencing occasional shortages. Even though they were running their plant 24 hours a day, six days a week, demand was occasionally greater than they could supply. Starting about one year ago, they had constant shortages, and in some cases the demand was up to 50% more than they could supply.

The grand opening in September has several purposes. One is to celebrate the new line and expanded plant. A second is to get some good PR and good-will for ASP, since many consumers and retailers were inconvenienced and upset during the year of shortages and rationing. Even today, Eden Foods is still having to ration soy milk, but that will soon disappear.

Ron finds that soy milk has now really tapped the mainstream; most of the growth is in supermarkets. Unfortunately, during the past year, ASP and Eden Foods have been unable to take advantage of this growth; they have not wanted to take on new customers when they could not fully supply their former customers.

Dairy publications that Ron reads are encouraging local cow’s milk dairies to get on the soy bandwagon by buying powdered soy milk, reconstituting it, and selling it gable-top cartons along with their dairy milk. Some manufacturers of powdered soy milk are now advertising in these dairy publications. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2454. Little Tokyo Service Center. 1998. Presents the Third Annual 1998 LA Tofu Festival (Ad). *Rafu Shimpō (Los Angeles, California)*. Aug. 7 and 12. p. 3. [Eng]

• **Summary:** “Tofu salads. Tofu desserts. Tofu main dishes. Title sponsor: House Foods America Corp. (Hinoichi Tofu). Gold sponsor: Sparkletts. Festival patrons: AT&T, Farmers Insurance Group, Inc., Pacific Bell. Festival supporters: The Gas Company, Vitasoy USA, Inc., Whole Foods Market, Yuasa, Inc. Official festival airline: Northwest Airlines. Celebrity co-chairs: Huell Howser of “California’s Gold” and Lilly Melgar, International Actress. Media partner: KSCI—Channel 18.

“Saturday, August 15: 11 to 6. Sunday, August 16: 11 to 4. Plus: Entertainment, music, taiko, & children’s performances. Health and information screening (free immunization for children on Saturday. Must present immunization card). New recipes and tofu samplers. Promotional and giveaway items. Cooking demonstrations. Drawing—(grand prize, trip for 2 to Japan). Children’s pavilion with games and crafts. Cultural events of the 58th Nisei Week Festival, the Street Arts Festival and Grand Parade on Sunday. Come and experience an array of international tofu dishes prepared by top chefs in southern California.”

Note: Other ads show: “Participating food providers include: Al Mercato, Aloha Food Factory, Bali Place, BCD Tofu, Berth55, Boxer, Cafe La Boheme, Chez Sateau, Citrus, Classic Catering, Coma Tofu, Curry House, Empress Pavilion, Feast from the East, Flowering Tree, Furaibo, Gadsby’s, Galaxy Tea Corp., House Foods America Corporation, Hyatt Regency L.A., Pavan Pacifico, Indo Cafe, Inn of the Seventh Ray, Japan California Products, JFC / Tama Nishiki Rice, Jozu Restaurant, King’s Hawaiian, Marina Mago Restaurant, Melissa’s, Mother Earth, Papa Jon’s Cafe, Southern California Cuisine, Suehiro Cafe, Tofu Cabin, Tofutti Brands, Trader Joe’s, Union Center Cafe, Unique Catering, Vege-D’Lite, Vitasoy USA Inc., Whole Foods Market, Yujean Kang’s, Zen Grill.”

2455. Little Tokyo Service Center. 1998. The Third Annual L.A. Tofu Festival, August 15-16. Los Angeles, California. 26 p. Illust. 26 cm. Saddle stitched (stapled).

• **Summary:** Contents: 1999 LA [Los Angeles] Tofu Festival committee. About Little Tokyo Service Center. Festival sponsors, by rank. Celebrity Co-chairs: Huell Howser and Lilly Melgar. Festival health providers. Schedule of events (orange insert). Map of events (pink insert). *Coma Tofu: El que y porque!* (Eat tofu: The what and why!) in Spanish, with 2 recipes by Yvonne Gonzalez. Tofu: A 2,000 year old health food miracle, compiled by William Shurtleff of Soyfoods Center. Tofu Q&A. 1997 LA Tofu Festival participant profiles (39 restaurants, p. 7-9). Advertisements (p. 13-26), including ads for Vitasoy (incl. Nasoya & Azumaya), Whole Foods Market (incl. White Wave—Vegetarian Cuisine), Yuasa, Inc., Patricia Greenberg and her *Whole Soy Cookbook*, the Indiana Soybean Council and Prang Fun Pro Soybean Crayons, House Foods America Corporation and its Hinoichi tofu (full page, inside back cover). Address: Little Tokyo Service Center (Resource Development Center), 231 East 3rd St., Los Angeles, California 90013. Phone: 213-473-1600.

2456. Chou, Hsiao-Ching. 1998. Beans on branches: Fuzzy, green and sweet, they’re full of nutrition. *Denver Post (Colorado)*. Sept. 16. p. 1E, 5E.

• **Summary:** A good, very positive article about edamame

(the Japanese name means “beans on branches”), also called *mao-doh* (“fuzzy beans”) in Chinese. They taste good and they’re good for you. Now, in the Denver and Boulder areas, natural food stores and farmer’s markets offer green vegetable soybeans, freshly harvested from a local farm—for \$5 to \$6 per pound. Try the Boulder farmer’s market, Whole Foods in Boulder, Wild Oats in Denver, Alfalfa’s in Cherry Creek, or the Cherry Creek farmer’s market. In Longmont, Colorado, Pachamama Organic Farm (38 acres) grows 1½ acres of the new crop. This is the second year that Ewell and Lauren Culbertson have grown edamame. Planted in August, they are expected to yield 10,000 pounds before the first frost arrives. Pachamama is the only known farm in Colorado that grows the green soybeans, partly because it’s a labor intensive crop. Americans like these green soybeans, and so do kids. The Culbertson’s 10-year-old son, Amos, packs them in his lunch and enjoys them with his schoolmates. Gives 3 recipes: Fried rice with green soybeans and mushrooms. Green soybean, corn, and artichoke salad. Tarragon sweet beans, onions, and potatoes.

Large color photos show: (1) Lauren Culbertson in the field with both arms filled with fresh soybean plants and edamamé. (2) Roasted light-green edamamé in the palm of a person’s hand. (3) Ewell Culbertson inspecting an edamamé plant growing on his farm. A small black-and-white photo shows bundles of edamamé in a box, with a hangtag on each.

A sidebar titled “Soy hormones power tofu diet,” by Cooking Light (p. 5E) discusses soy hormones and their medical benefits. “The real medicinal hero of tofu is the soybean... But even soybeans have an inner hero—a group of compounds called isoflavones. These plant hormones, with names such as genistein and daidzein, may help battle chronic illness on several fronts...” Stronger bones, lower cholesterol levels, relief from hot flashes, lower risk of cancer.

2457. Potter, Michael. 1998. Early history of Eden Foods (Interview). *SoyaScan Notes*. Sept. 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Michael still recalls clearly the signature card dated July 1967. There were names on it, but he does not recall whose names. He asked the person at the bank if he could get a copy of the card, but he was unable to do so. After that one time, he never saw that signature card again.

The date 1968 as the year Eden Foods was founded comes from Michael’s memory. He clearly remembers purchasing food, as a consumer, from an Eden co-op on East William Street in Ann Arbor, Michigan—in 1968. The store was located upstairs and Michael bought some organic flour and maybe some soy sauce, for himself and his girl friend (who later became his wife). These were the days before Eden had a logo—which the company later got from Michael Erlewine [Note: That logo was four sprouts in a circle]. This was prior to his involvement in Joyous Revival, a natural

foods store.

He thinks the year was 1968 because that was the year he graduated from high school. He is absolutely positive that he graduated in 1968 from Shrine High School [a Catholic high school], in Royal Oak, Michigan. But he is not sure how long it was between the time he graduated from high school and his first visit to the Eden food store. "It could definitely have been a year after graduation." Michael is looking at some documents relating to Eden's early history that Shurtleff sent him in 1993 concerning Eden's early history. He says: "Just the information I'm looking at right now has me thinking that it's more than likely that what I said to you earlier about going to East William Street and buying that food in 1968 was wrong. It could have been in 1969." Michael is certain that he went to East William Street and bought that food. The question is when. Michael did not know any of the people who worked at this store. At the time he was living in a northern suburb of Detroit—which was about 25 miles away. He had traveled this distance to buy some good macrobiotic food that was organically grown. He returned to this same store 3 or 4 times during 1968 or 1969 to buy food.

The company wasn't renamed Eden Foods, Inc. in late 1970. It was given that name (Eden Foods, Inc.) in November 1969. He has a copy of a document of that prove this in Eden's corporate files.

Michael has never seen a document from the first incorporation—when it was incorporated as a non-profit corporation. Address: Chairman, Eden Foods, Inc., 701 Tecumseh Rd., Clinton, Michigan 49236. Phone: 517-456-7424.

2458. Eden Foods, Inc. 1998. Celebrating 30 years of quality natural foods: 1968-1998 (Ad). *Natural Foods Merchandiser*. Sept. p. 27.

• **Summary:** Lists 10 milestones in the company's history, which is said to have started in 1968. Note: The founders of this company all agree that it was not founded in any form until Nov. 1969. Address: 701 Tecumseh Road, Clinton, Michigan 49236. Phone: 517-456-7424.

2459. Eden Foods, Inc. 1998. Eden—The highest quality natural food (Catalog). Clinton, Michigan. 12 p. 28 cm.

• **Summary:** This 8-page color catalog, with four pages of inserts, introduces Eden Foods, its products, philosophy, and history. A timeline running across the bottom of each page lists 23 milestones in the company's history, which is said to have started in 1968. Note: The founders of this company all agree that it was not founded in any form until Nov. 1969.

Contents: Eden Foods—Thirty years of dedication: Macrobiotic understanding, tribute to Herman Aihara, Old World pasta—goodness of grain, maturing as an organic manufacturer, organic pioneers of the audit trail, Eden today (supporting 200 family farms with over 20,000 acres

of organic land). Eden Foods—A dedicated network: Color maps show the source of products in the USA, Japan, and Europe. Intuitive imported foods, the Eden brand—fulfilling a promise, organic pest management, our GEO (genetically engineered organisms) policy (since 1993), preserving organic integrity. Edensoy creates a new food category. Eden in the next 30 years? Company goals (back cover).

The first insert, dated Sept. 1998, is written and signed by Michael J. Potter, "leading Eden Foods for twenty-seven years" (i.e. since 1971). The second insert lists all or most of Eden's products. The third is a mailer inviting comments. Address: 701 Tecumseh Road, Clinton, Michigan 49236. Phone: 517-456-7424.

2460. Traynor, Marty. 1998. Weider acquires *Natural Health* [magazine, formerly titled *East West Journal*]. *Natural Foods Merchandiser*. Sept. p. 18.

• **Summary:** Weider (pronounced WEE-dur) Publications Inc. (based in Woodland Hills, California) recently [July 1998] acquired *Natural Health* magazine from Boston Common Press. The magazine, which is geared to consumers age 35 and older, will continue to be based in Boston.

Note 1. Weider promotes body building and big muscles; it sell protein powders and related products. *Natural Health* started publication in Jan. 1971 in Boston, Massachusetts, as *East West Journal*, a magazine devoted largely to macrobiotics and natural foods. During most of its early history, EWJ was an excellent source of creative, in-depth articles about soyfoods.

Note 2. An article in *MediaWeek* (20 July 1998) states that *Natural Health* has a rate base of 300,000. A report in *Mediabankers.com* (May 1998) states that Weider paid \$32 million for *Natural Health*.

2461. **Product Name:** Soynut Butter—Organic.

Manufacturer's Name: Walnut Acres Organic Farms.

Manufacturer's Address: Walnut Acres Rd., Penns Creek, Pennsylvania 17862. Phone: 717-837-0601.

Date of Introduction: 1998 September.

Ingredients: Ground roasted soybeans*, canola oil*, salt. * = Organically grown. OTA certified.

Wt/Vol., Packaging, Price: 1 lb glass jar. Retail for \$5.99.

How Stored: Shelf stable.

New Product—Documentation: Talk with Jane Mulrooney at Walnut Acres. 1999. Feb. 25. Jane developed this product, which was introduced in Sept. 1998 and is made from soybeans grown organically at Walnut Acres in Pennsylvania. The company has three farms in the area with roughly 300 acres growing crops organically. This product is available for \$5.99 plus shipping in the Walnut Acres catalog, and at the Walnut Acres retail store (for 7% less), and at many regular retail stores—for \$5.99. Most people buy it to get the health benefits of soy (isoflavonoids), and the company has information about these benefits that it sends out with the

products. But a significant number of customers are those who avoid peanuts and peanut products; the company uses a separate grinder and a separate roaster from those used with peanuts. The product has a smooth consistency.

2462. Product Name: Soynut Honey Sesame Spread—Organic.

Manufacturer's Name: Walnut Acres Organic Farms.

Manufacturer's Address: Walnut Acres Rd., Penns Creek, Pennsylvania 17862. Phone: 717-837-0601.

Date of Introduction: 1998 September.

Ingredients: Ground roasted soybeans*, canola oil*, honey*, toasted whole sesame seeds*, salt. * = Organically grown. OTA certified.

Wt/Vol., Packaging, Price: 1 lb glass jar. Retail for \$6.29.

How Stored: Shelf stable.

New Product—Documentation: Talk with Jane Mulrooney at Walnut Acres. 1999. Feb. 25. Jane developed this product, which was introduced in Sept. 1998 and is made from soybeans grown organically at Walnut Acres in Pennsylvania.

Note: In the spring catalog, 1999, the company will introduce a new soy product—Soy Peanut Spread (organic), containing equal amounts of soynut butter and peanut butter. “It really tastes like peanut butter.”

2463. Bolduc, Bill. 1998. Establishing Eden Organic Foods, Inc. in Nov. 1969 (Interview). *SoyaScan Notes*. Oct. 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bill's full name is William Theodore Bolduc, Jr. The people whose names are on the Articles of Incorporation all sat down together and prepared that document. The move to establish Eden as a non-profit organization was precipitated by the decision of Ronnie and Iona Teegarden to move to California. When they were gone, the group of people who met to buy food together would have no place for their food to be delivered. You could call this group an informal food-buying co-op but the co-op had no name, no bank account, no property, and no organization. Everybody who wanted to participate had a copy of the Erewhon catalog. Once a week or so they would go down to Ronnie and Iona's store and give their order and money. Ronnie and Iona compiled the orders and sent one order off to Erewhon. Roughly ten days later the goods arrived at their store—that a truck would deliver to.

Once the Teegardens decided to move out, the big question was—Is anybody going to keep the co-op going? “If I hadn't stepped in with that \$170, it would have died. Nobody else wanted to take the responsibility. That \$170 was my wife, Judy's money. It was one week's pay. She had a good job as a secretary at the University of Michigan music school in Ann Arbor. Once the Teegarden store was gone, there was not place for the truck to deliver our food to.

“I had just returned to Ann Arbor from the summer

in Berkeley. I couldn't find a job, and couldn't get my old job back. Thank God Judy got a job. There were a bunch of people really interested in seeing food co-op continue, and they were all, like ‘God Bolduc. Why don't you do something. You're not doing anything.’ Jimmy Silver, Mark Retzliff, Linda Succop, Gloria Dunn. They were all pointing the finger at me, wanting me to take it over. I had to think about it for a while. Then I said, ‘What the hell! Sure, I'll do it.’ Once I was convinced that this was the thing to do, then it was like there was a fire under me. The Succop girls, Linda and Judy (Bill's wife) had a little money. Their mom and dad kicked in some of it, and Judy had a good job. We used that money, \$120, to pay the first month's rent on the store at 514 East William Street, upstairs above the bike store. The people who supported this effort were all idealistic and altruistic—as I was—at that time. It was the spirit of the ‘60s.”

One day, about a year after Eden opened, Bill was sitting up in 514 East William St. when in walked Cynthia Chevelle, a very prominent and successful entrepreneur. She owned Middle Earth, which was “the No. 1 head shop in town. She leased the entire main floor (street level) at 211 South State Street. She came to ask if Bill wanted to sublet about one-quarter of the space at 211 South State Street. They walked over together to look at the space. Bill decided to go for it; it was a much better location.

“We changed the name to Eden Foods Inc. and made it a for-profit corporation at about the time when Tim and his dad came into the business, which was just as we were moving into 211 South State Street—about Nov. 1970.” It shouldn't be difficult to order a document from the State of Michigan showing exactly when Eden became a for-profit corporation. Address: P.O. Box 2708, Crestline, California 92352-2708.

2464. Kimura, Takuji “Tak.” 1998. Re: Annual dollar wholesale sales of *edamamé* from 1994 to 1998 (projected). Letter (fax) to William Shurtleff at Soyfoods Center, Oct. 7. 1 p.

• **Summary:** Tak Kimura is a food broker representing three edamame processors/vendors in the USA: Yamato Flight Kitchen (near San Francisco), Sushi Boy (near Los Angeles), and Golden Bowl (a Japanese restaurant in Denver, Colorado). Each of these three buy from JFC (of South San Francisco), which imports frozen edamame. The following are wholesale amounts. To convert to approximate retail figures, divide by 0.68.

1994—\$18,000.

1995—\$64,000. Up 255% over the previous year.

1996—\$88,000. Up 44.2%.

1997—\$156,000. Up 77.3%.

1998—\$541,000 (projected, based on \$406,000 through the end of Sept.). Up 246.7%.

Up to 1997, Tak served only the San Francisco Bay Area, but starting in 1998 he has been serving Trader Joe's (northern and southern California), Safeway, Costco, and

Whole Foods and Wild Oats in Denver, Colorado.

Effective the end of this week, Tak will be serving Lucky supermarkets in the San Francisco Bay Area. Also by the end of November, he will be serving Trader Joe's in the Portland (Oregon) and Seattle (Washington) marketing area. In very early 1999, he will be serving Texas and Arizona. He will also be the broker for Bush Garden of Oregon, a processor which will buy from JFC, and which will serve Trader Joe's and Safeway in Portland and Washington. Thus he is selling mostly on the West Coast of the United States.

Update: Talk with Tak Kimura. 1998. Nov. 16. Trader Joe's started buying edamame from Tak about 6 months ago; Now they are ordering \$37,000/month from him. Address: Kimura & Associates, Food Broker, 3616 Delancey Lane, Concord, California 94519-2357. Phone: (925) 687-2422.

2465. Ridenour, Jeremiah. 1998. How Jeremiah Ridenour of Wildwood Natural Foods and Ted Nordquist of TAN Industries developed America's first soymilk in a gable-top carton (Interview). *SoyaScan Notes*. Oct. 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Background: Ted Nordquist, a native of California, is perhaps the world's leading developer of soy base and dairylike products derived therefrom. He pioneered tofu, soymilk, and soy ice cream in Sweden, and eventually sold his company to one of Sweden's largest food manufacturers, before moving back to California in the early 1990s (1992-94). His family joined him in Sonoma in August 1994.

Jeremiah and Ted met not long after Ted moved from Sweden to California in about 1993-94. This was before his family came, when he was here by himself. Ted contacted Jeremiah. He wanted to make a soy ice cream in the USA—that was his main focus. He suggested that Jeremiah buy Woody Yeh's soymilk yogurt plant in Hayward, California, because Woody's company (Soyeh Natural, Inc.) was about to go out of business. Jeremiah did not do this and Woody went bankrupt then sold his equipment to an Asian American man [Jim Pong of Pure Land Co.] who is now producing tofu there. Woody is now running an import/export company.

Jeremiah liked Ted and thought his soy base was great, so he introduced him to the packaging company, and to Dreyer's (the ice cream company). They spent time together and talked about gable-top soymilk. On his own, Ted soon met Ken Lee of Soyfoods of America (where Ted's soymilk is now made). Not long after Ted got involved with the packaging company, in early 1995, Jeremiah started developing soymilk formulations using Ted's base, then together they started doing pilot runs (into gable-top pints), then larger tailing runs (into quarters) at the packaging plant. In a tailing run, you come in behind someone else's product run, clean out the system with a slug of cleaner, then run your product into the last 100 or so cases. A tailing run duplicates your pilot run on a larger scale to check that all of

your assumptions about scaling up really work. They ran two 100-case runs into quarts—which was pretty expensive—but it proved that everything worked. The minimum soymilk run for Wildwood at this packaging plant would be 3,000 gallons (12,000 quarts). Jeremiah ran some calculations and quickly determined that making and packing that much soymilk would be overstretching the financial resources of Wildwood. The ESL carton will get you a 12-week shelf life, but some precipitation (formation of a little tofu on the bottom) takes place after you add calcium and the carton bulges slightly (which makes it look a little funny) around the 11th week due to some saturation of the packaging material. Therefore Wildwood decided to stamp on a conservative use-by date of 10-weeks. So Jeremiah would have to refrigerate and sell 12,000 quarts of a perishable soymilk in ten weeks. Actually he would have to sell it in 6 weeks, because most retailers won't take a perishable product that has less than 4 weeks (30 days) on it. Thus, Wildwood would have to produce a new batch every 6 weeks. That would be difficult, because it was a new product (the first of its kind in the USA) and no one knew how long it would take to catch on with retailers and consumers. Everyone with experience knew that Murphy's Law operates at full force with new, perishable products. But the cash flow problems were an even bigger problem. Before the first run of 12,000 quarts were sold, Wildwood would have to do a second run—and pay for it. The company was already out trying to raise money to finance expansion of its existing tofu business. Jeremiah finally concluded that he didn't have a big enough cash flow or line of credit to take on the soymilk; it was a great product but was just too risky—and a mistake could sink the company.

If money hadn't been an issue, this new soymilk product could have been on the market in late 1995 or early 1996. Finally Jeremiah had to tell Ted that he and Wildwood did not have the capital and were not willing to take the risk of going ahead on the project. Moreover, Ted's production process at Soyfoods of America had not yet been proven; he did not have the equipment there that he has today, and he had never made 3,000 gallons of soymilk in America—though he had made much more than this in Sweden. Also Jeremiah had questions about the reliability of Soyfoods of America.

Jeremiah's contributions toward developing the new product were choosing the type of sweetener and determining the sweetness level for each flavor. He wanted a sweetness that was very similar to that of dairy milk and that came from an organic ingredient. He eventually chose organic brown rice syrup over organic cane sugar; the former has a roundness of flavor but imparts a tan color to the soymilk. Titanium dioxide, a pigment or bleach, could be added to make the soymilk white, but it would have to be listed on the package as an ingredient and was inconsistent with the company's philosophy on using organic. Most important, Jeremiah introduced Ted to the ESL (extended shelf life) gable-top packaging system.

Ted argued that Wildwood should aim for a quart of soymilk that sold for the same price as a quart of dairy milk—and thus drop the expensive organic ingredients. Jeremiah responded: “That is not who Wildwood is.” So Ted had no choice but to approach Wildwood’s competitors. First he went to Westbrae (who was not interested), and then to White Wave—which was the first company to put this fresh, gable-top soymilk product on the market. Named Silk, it was an excellent product, well made and marketed, and it soon became the most successful product in White Wave’s history. Many industry watchers were surprised at the response and sales volume. White Wave discontinued their burgers and hot dogs so they could focus on their soymilk and yogurt. Over the next few years, Wildwood’s financials improved, and in June 1998 they were finally able to launch their gable-top soymilk—made by Ted Nordquist. Unfortunately, it was now a “me too” product, but moving into a proven market. One big challenge for Jeremiah is how to move his fresh soymilk out of the produce section and into the dairy case. Address: Wildwood Natural Foods of Santa Cruz, Inc., 1560 Mansfield Dr., Suite D, Santa Cruz, California. Phone: 408-476-4448.

2466. Black, Pam. 1998. Is soy the recipe for what ails you? *Business Week*. Oct. 26. p. 162-E18.

• **Summary:** The soybean gained prominence as a health food in the 1970s. Now even former junk-bond king Michael Milken is “promoting soy’s potential to fight prostate cancer...” During the past decade, scientists have discovered estrogen-like active substances named isoflavones or phytoestrogens which may be responsible for “soy’s health effects.”

Researchers have proven that soy has cardiovascular benefits, primarily by lowering low-density lipoprotein, or LDL (“bad cholesterol”). The mechanism is not clear; the soy may keep LDL from being oxidized to form plaques that clog arteries. Soy increases flexibility of the arteries, which stiffen and harden with age. Thomas Clarkson, professor of comparative medicine at Wake Forest University School of Medicine (Winston Salem, North Carolina) emphasizes that some amount of soy protein must be consumed for the phytoestrogens to exert cardio-protective benefits. Isoflavone pills alone will not be effective. Scientists recommend consuming 30 to 60 mg of isoflavones per day with 7-10 gm of soy protein. A table shows good sources of soy protein, plus their content of isoflavones (mg) and protein (gm): Solgar Iso-Soy powder (1 oz) 103 / 12. GeniSoy natural protein powder (1 oz) 74 / 24. White Wave baked tofu (3 oz): 52 / 19. White Wave tempeh (3 oz) 47 / 18. Edensoy original drink (soymilk, 8 oz) 41 / 10. Soyboy Not Dogs (1.5 oz per dog) 35 / 7.

Soy’s effects on cancer are less conclusive; most researchers doubt that soy is harmful. Soy has great appeal to women approaching or past menopause. Nutritionists think

soy phytoestrogens may be safer than Premarin—which may increase the risk of breast cancer.

“And for those of you who’ve always turned up your noses at tofu, there is good news: Soy is available in such guises as hot dogs, burgers, cheeses, and ice cream.”

2467. **Product Name:** The Ultimate Smoothie [Vanilla, Orange, Strawberry, or Chocolate Fudge].

Manufacturer’s Name: Galaxy Foods.

Manufacturer’s Address: 2441 Viscount Row, Orlando, FL 32809. Phone: 800-441-9419 X107.

Date of Introduction: 1998 October.

Ingredients: Chocolate Fudge: High efficiency protein blend (soy proteins, isolated skim milk proteins), fructose and evaporated cane juice, maltodextrin (complex carbohydrate), reduced fat cocoa powder, fiber (oat fiber, carrageenan, xanthan gum, cellulose gum, guar gum), vitamin-mineral premix,...

How Stored: Shelf stable.

New Product–Documentation: *Monthly Insight* (Galaxy Foods, Orlando, Florida). 1998. Oct. p. 1. “We have received our first order for our exciting new product—The Ultimate Smoothie—from General Nutrition Centers (GNC), the leading national (3,700 store) specialty retailer of vitamin and mineral supplements. The Ultimate Smoothie is a psychotropic, all-natural protein energy supplement. This powdered mix consists of an ultra-high efficiency blend of soy and other proteins fortified with isoflavones, vitamins, minerals, and key energy sources.” It “is available in four delicious flavors: Vanilla, Orange, Strawberry, and Chocolate.” Talk with Tina, in marketing at Galaxy. 1998. Sept. 30. They are just now shipping their first order to the Division 2 stores of GNC, which is the southeast United States. Once they are established in those stores, after 1-2 months, it will be available for national distribution. The labels are printed, and they are in the process of developing some literature. It is a powder; just add water or milk. You can stir it or put it in the blender with fruit and ice.

Monthly Insight (Galaxy Foods, Orlando, Florida). 1999. Feb. p. 1. The four flavors are now given as “Strawberry Sensation, Turbo Orange, Vanilla Rapture, and Chocolate Rage.”

Leaflet (color photocopy) sent by Patricia Smith from NNFA show in Las Vegas, Nevada. 1999. July. “The Ultimate Smoothie: Your soy solution.” “Soy protein: Over 7 grams per serving.” On the front photos show two women doing aerobic exercise, an African American man is running, a blond woman and a man are bicycling. On the rear, ingredients and nutritional facts are given for the Ultimate Smoothie (Chocolate Fudge) and the Ultimate Smoothie Bar (Lemon Meringue).

Galaxy Foods Nutraceuticals order form sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2000. March. For the “Ultimate Smoothie”

(Shake) only three flavors are now available: French Vanilla, Fresh Strawberry, and Chocolate Fudge.

2468. *Nutrition Business Journal (San Diego, California)*. 1998. Hain gobbles up marketshare to reach top spot in natural foods. 3(9):11-12. Annual industry overview 1998.
 • **Summary:** The Hain Foods Group, which grew during 1998 by making 14 acquisitions, has positioned itself in a leadership role in the natural foods industry. Revenues increased from \$65.4 million in fiscal 1997 to \$105.8 in 1998, and are projected to jump to \$194 million in fiscal 1999. In 1997 Hain introduced 71 new products. As a result of these acquisitions and new products, Hain now has products in 11 of the top 15 natural foods categories. Recently *Prepared Foods* magazine named Hain as 1998 New Products Company of the Year. Andrew Jacobsen is president of Hain's natural and specialty food division.

2469. *Nutrition Business Journal (San Diego, California)*. 1998. The 23.2 billion U.S. nutrition industry in 1997: Channels and products. 3(9):1. Annual industry overview 1998.

• **Summary:** This sidebar contain two pie charts. In the first, the top three channels are as follows: 49% of all products are sold through retail natural food, health chain, and specialty stores (Retail NF/HC). The second largest channel, retail mass market, sells 25%, and multi-level marketing companies sell 19%.

In the second chart, the leading products are: Natural foods 34%, vitamins 22%, herbs/botanicals 15%, personal care 12%, other supplements 7%, sports nutrition 5%, minerals 5%.

2470. Hain Food Group, Inc. 1998. Annual report 1998. Uniondale, New York. 22 p. Nov. 28 cm.

• **Summary:** Net sales for the year ended 30 June 1998 were \$104.25 million, up 59.5% from \$65.35 million in 1997. Net income in 1998 was \$3.292 million, up more than three-fold from \$1.069 million in 1997.

“1998 achievements: Fiscal 1998 was our most aggressive period for acquisitions... In December 1997, we completed a public offering of 2.5 million shares of common stock that raised approximately \$21 million. We used these proceeds to reduce debt incurred in connection with the Westbrae acquisition... In April 1998, we contracted to acquire four other natural food businesses which closed on July 1, 1998. These acquisitions, of Arrowhead Mills, Terra Chips, Garden of Eatin', and DeBoles Nutritional Foods, make us a premier natural food company with products that lead eleven of the top 15 natural food categories. The cost of acquiring these businesses was approximately \$80 million, which we financed through the issuance of \$40 million in our common stock and \$40 million in senior bank financing.”

The Company was named “New Product Company of

the Year” by *Prepared Foods*, a leading industry publication. The company now markets over 1,500 different products under nineteen different brand names. In 1997 the company stock price ranged from \$3.125 to \$5.75. In 1998 it ranged from \$4.84 in the first quarter to \$27.25 in the fourth quarter.

In 1998 Irwin D. Simon, president and CEO, earned \$225,000 salary plus \$60,000 bonus plus \$5,400 other annual compensation. Andrew Jacobson, now president of the company's Natural Foods Division, was with Westbrae. He commenced employment on 14 Oct. 1997 and earned a salary of \$129,329. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2471. *SoyaScan Notes*. 1998. New Trend: Green vegetables soybeans, widely called *edamamé*, are now selling very rapidly (Overview). Nov.13. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Three companies lead the way: (1) Tak Kimura and Yamato in northern California. (2) Kevin Cross and Seaside Farms in Southern California. (3) Allan Routh and SunRich in Minnesota. In California, green vegetable soybeans are now sold in several of the biggest supermarket chains and at most natural foods stores. They come in three forms: (1) Ready to eat, in the pods, refrigerated (Yamato). (2) Boiled and frozen in the pods (Seaside Farms). (3) Shelled and frozen (Trader Joe's and SunRich). Actually, Trader Joe's sells all three forms. Why the sudden interest? They are a rich source of natural isoflavones that most Americans find to be delicious.

2472. Avery, Dennis. 1998. Notable & quotable. *Wall Street Journal*. Dec. 8.

• **Summary:** This quote is from a article by Avery in *American Outlook*, fall 1998. “According to recent data compiled by the U.S. Centers for Disease Control (CDC), people who eat organic and ‘natural’ foods are eight times as likely as the rest of the population to be attacked by a deadly new strain of *E. coli* bacteria (O157:H7).”

“Organic food is more dangerous than conventionally grown produce because organic farmers use manure as the major source of fertilizer for their food crops. Animal manure is the biggest reservoir of these nasty bacteria that are afflicting and killing so many people.”

Note 1. This information is completely incorrect. According to recent scientific articles and experts at the Foodborne Disease Branch of the Centers for Disease Control (CDC in Atlanta), the great majority of cases of illness or death caused by *E. coli* O157:H7 have their origin in animal products, primarily bovine products (especially undercooked hamburger)—not in plant or vegetable products. From 1982 to 1992 some 87% of the outbreaks of this infectious disease were caused by products of bovine origin. From 1992 to 1996 the figure dropped to 73%.

Note 2. The writer is the author of *Saving the Planet*

with *Pesticides and Plastic: The Triumph of High-Yield Farming* (Hudson Inst. 1995). Leading funders of the Hudson Institute are Dow, Monsanto, Novartis, and ConAgra—which have a vested interest in discrediting organic foods. Address: Senior Fellow, Hudson Inst., Indianapolis, Indiana.

2473. *SoyaScan Notes*. 1998. Soymilk and cow's milk prices in California, December 1998 (Overview). Dec. 10. Compiled by William Shurtleff of Soyfoods Center.
 • **Summary:** Since Dec. 1983, approximately every other year, Soyfoods Center has conducted a survey of the prices of soymilk and cow's milk in California. In Dec. 1998 at Berkeley Natural Grocer (Berkeley, California), Cindy La reports the following retail prices. (Note: oz = fluid ounces; 32 fl oz = 1 quart; 33.8 fl oz = 1 liter): Westsoy plain/vanilla \$1.89/quart. Note: This is the price for 8-9 months a year. Several times a year (back to school sale, company anniversary sale) it will drop as low as \$1.49, and for 3-4 months a year it will rise as high as \$2.39 (the sticker price). Westsoy chocolate \$2.39/quart. Westsoy organic unsweetened \$2.59/quart. Westsoy 3 x 8.45 oz packs all flavors \$2.59.

Vitasoy all flavors \$1.89/quart. Note: This is the price for half the year. The other half it rises to \$2.39. Vitasoy 3 x 8.45 oz packs all flavors \$2.39.

Soy Dream (Imagine Foods) all flavors \$2.15/quart. Soy Dream Enriched all flavors \$2.25/quart.

Pacific Foods—Select (organic) all flavors \$1.99/quart.
 Pacific Foods—Enriched (organic) all flavors \$2.25/quart.
 Pacific Foods—Fat Free all flavors \$2.39/quart.

Eden Soy organic all flavors \$2.25/liter. Health Valley Soy Moo plain \$2.49/quart.

Berkeley Natural Grocer also carries dairy milk:
 Horizon organic milk \$1.59/pint or \$2.69/quart. Clover Stornetta milk (free of BGH—Bovine Growth Hormone) \$1.09/pint.

Cow's milk (fortified with vitamins A and D) sells for the following prices at the Safeway supermarket in Lafayette, California: (1) Fat free (formerly called Nonfat): \$1.07/quart or \$1.89/half gallon or \$3.43/gallon; (2) Low fat (formerly called Extra light, 1% fat, protein fortified): \$1.13/quart or \$2.05/half gallon or \$3.75/gallon; (3) Reduced fat (formerly called Low-fat, 2% fat, protein fortified): \$1.13/quart or \$2.05/half gallon or \$3.75/gallon; (4) Whole (homogenized, fortified with vitamin D only): \$1.13/quart or \$2.05/half gallon. (5) Acidophilus Plus Bifidus—Low Fat (1% fat): \$1.27/quart or \$2.18/half gallon. (6) Horizon Organic \$2.93/half gallon. The best-seller among these is Fat free in half gallons or gallons.

Thus, during the past two years, the price of soymilk has continued to decrease while the price of cow's milk has continued to rise.

2474. *SoyaScan Notes*. 1998. Chronology of major soy-related events and trends during 1998 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** June—WholeSoy Co. of San Francisco (Ted Nordquist) launches Creamy Cultured Soy (soy yogurt) in 3 flavors. In about 2001 the product is renamed WholeSoy Soy Yogurt.

June—Britain's Prince Charles, who practices organic farming and is a patron of the Soil Association, writes an article attacking genetically modified food that is published in Britain's *Daily Telegraph*. Explaining that he wouldn't eat such food or knowingly give it to his family or guests, he concludes, "I happen to believe that this kind of genetic engineering takes mankind into realms that belong to God and God alone." The prince's surprise article helped unleash a wave of anti-GMO activity and sentiment, that continued for weeks in the British press and carried over to the Continent.

Sept.—New European Union (EU) labeling laws, requiring labeling of genetically modified ingredients, go into effect. However the regulation exempts foods which contain no soy protein but do contain soy oil or soy lecithin.

Sept.—Imagine Foods of Palo Alto, California, the natural foods leader in nondairy beverages, launches Soy Dream (soymilk), the company's first soy product. They support the product with an extensive and very creative advertising campaign.

Sept.—Protein Technologies International starts to offer certified non-GMO soy protein isolates.

Oct.—The Hain Food Group (which owns Westbrae) has announced that it will start to label some of its products as GMO-Free (i.e. free of genetically modified / engineered organisms). It has developed a "Pure Food" logo and a "Just Say No to GEOs" slogan.

Oct. 16—Worthington Foods purchases the Harvest Burger product line from ADM; by agreement, ADM will continue to make the Harvest Burgers at its Illinois plant.

Nov. 1-2—Conference titled "Estrogen, phytoestrogens and cognitive function" held in Seattle, Washington (organized by Mark Messina), largely to learn more about the research of Lon White on tofu and dementia/Alzheimer's disease.

Dec. 31—DE-VAU-GE acquires Bruno Fischer GmbH, which sells bottled soymilk; both companies are located in Germany.

Major trends: (1) The steady expansion of genetically engineered Roundup Ready soybeans. This year an estimated 30% of America's soybean acreage was planted to genetically engineered soybeans. This is one of the hottest and most controversial stories in most countries of the world—except the United States, where it gets unbelievably little media coverage. (2) The hype about the health benefits of soyfoods continues to increase. There are definitely some health benefits, but the exaggerated statements that

now routinely appear in articles and advertisements go far beyond what can be supported by scientific evidence. The media seems intent on making as much money as possible as it whips up the story of soy's health benefits. The bigger the story it becomes, the more money they can make later debunking it. (3) The natural foods industry is changing into a supplements industry because of the higher profit margin on supplements. Many consumers are being misled into thinking that supplements are more important than healthy foods in determining good health. (4) Among commercial soy products this year, the ratio of supplements to foods has increased sharply.

Areas of potential danger on the horizon: (1) Lon White of Hawaii and his data on tofu and dementia/Alzheimer's disease. (2) Young girls discovering that overdoses of soy isoflavones could be useful in growing breasts, then publicizing that information using the Internet and World Wide Web. (3) The danger that the media will start to debunk its own hyped story of the health benefits of soy. (4) The concern that the FDA health label claim for soy will not include traditional soy products—such as tofu and soymilk—which contain too much fat. Therefore manufacturers will be tempted to add soy protein isolates to raise the protein to a level that will trigger the health claim.

2475. Nikkan Keizai Tsūshin-sha (Nikkan Keizai News Agency). 1998. Miso no shuyō-meka [Japan's largest miso manufacturing companies]. Tokyo, Japan. 1 p. [1 ref. Jap]

• **Summary:** This table ranks Japan's top fifty miso manufacturers in descending order of volume produced. For each company it gives the company name, prefecture where the company is located, and tonnes (metric tons) of miso produced in 1993, 1994, 1995, 1996, and 1997.

The top ten companies (with their output in tonnes) for 1997 and 1998 are: (1) Marukome 77,000 / 81,500 (they do not export any). (2) Hanamaruki 38,800 / 39,200 (they export to Westbrae, Canada). (3) Kanesa 27,300 / 27,800. (4) Marusan-ai 26,230 / 26,800 (they export to Eden Foods). (5) Miyasaka Jozo 19,080 / 18,900. (6) Hikari Miso 14,700 / 16,000. (7) Yamajirushi 15,200 / 15,100 (they export to San-J). (8) Fundōkin Shoyu 13,900 / 14,100. (9) Ichibiki 13,100 / 13,000. (10) Takeya 12,000 / 11,500.

Also: (11) Marudai 11,300 / 11,400. (13) Nagano Miso 9,500 / 9,450. (16) San Jirushi Jozo 8,750 / 1,700. (25) Sendai Miso Shoyu 4,900 / ? (they export to Westbrae).

The total amount of miso produced in Japan by all companies was as follows by year (in tonnes): 1993–561,259. 1994–540,390. 1995–539,427. 1996–542,077. 1997–542,238. 1998–548,750. Address: Japan.

2476. Brown, Lynda. 1998. The shopper's guide to organic food. London: Fourth Estate. xiii + 370 p. 20 cm.

2477. Kennedy, Gordon. 1998. Children of the sun: A

pictorial anthology from Germany to California 1883-1949. Ojai, California: Nivaria Press. 192 p. Illust. (some color). Index. 22 cm. [34 ref]

• **Summary:** A fascinating, very original and important book. Starting in the 1880s in Germany, four very interesting reform movements that prefigured the Western Hippie / counterculture movement of the 1960s began: (1) *Wandervogel* (free spirits / migrating birds). (2) *Naturmenschen* (natural men and women). (3) *Lebensreform* (life-reform, esp. vegetarianism, natural medicine, abstinence from alcohol, clothing reform, nudism). (4) *Monte Verita* (mountain of truth; the community at Ascona, Switzerland). This cultural Renaissance exerted its greatest influence in Europe in Germany and Switzerland up until the start of World War I in 1914. Remarkably, a number of the key figures came to America, and especially to southern California, where they were the pioneers in the movements begun in Europe and in the related fields of organic foods, natural foods, raw foods, vegetarianism, nature cure, naturopathy, drugless medicine, nudism / nakedness, and a return to nature. Packed with interesting photos and illustrations (especially by Fidus) in both black-and-white and color.

Contents: Acknowledgments. Prologue. Louis Kuhne (author of *New Science of Healing*, 1883; on 10 Oct. 1883 he opened his "International Establishment for the Science of Healing without Medicine or Operations" in Leipsic [Leipzig], Germany. Enlarged in 1892, 1901, and 1904, it grew to be very large and successful, and had a fruit orchard on the property). Karl Wilhelm Diefenbach. Fidus (born Hugo Hoppener). Adolph Just. Gusto Graser. Hermann Hesse (he lived in a cave with his teacher, Gusto Graser, in the summer of 1907 in the mountains near Ascona, Switzerland). Lebensreform. Naturmenschen. Ascona. Richard Ungewitter. Wandervogel (Founded in 1895 by Hermann Hoffmann in Steglitz, a suburb of Berlin. A youth movement that was both anti-bourgeois and Teutonic in character it had 45,000 members by 1911 and 50,000 by 1914. They sought communion with nature, with the ancient folkspirit, and with one another. Their camps led to the youth-hostel movement when in 1907 Richard Schirmann opened the first hostel in Altena, Germany). Dr. Benedict Lust (1892–Came to America from Germany. 1896–Returned after being cured of tuberculosis in Germany by Father Sebastian Knapp. ca 1901–Opened his Yungborn retreat in Butler, New Jersey on 60 acres of hills, forests, and fruit orchards. 1901 March 1–Established the American School of Naturopathy in New York City; it was the starting point for hundreds of America's health teachers, incl. Paul Bragg and Herbert M. Shelton. 1902–Founded the Naturopathic Society of America, which in 1919 was renamed American Naturopathic Association. He soon became known as the Father of Naturopathy in America. He started the Nature Cure Publishing Co. in Butler, New Jersey, and translated most of the German

health classics into English. He was hounded constantly by the New York Medical Association and was arrested 16 times—from 1899 to 1921—by New York authorities; over 800 naturopathic doctors were arrested during a 12-year period, as well as many chiropractors and Christian Scientists. 1925 he published *Nature's Path* magazine).

Dr. Carl Schultz (arrived in California in 1885 from Germany at age 36 to establish himself as the “Father of Naturopathy” in California. By 1905 he had created the largest “alternative health empire on the West Coast”—p. 134).

Bill Pester (arrived in California not long after 1906, at age 19, from Saxony, Germany—to avoid military service. Settled in Palm Canyon in the San Jacinto Mountains near Palm Springs and lived in a palm hut he built by a stream and palm grove. He lived on Cahuilla Indian land, with permission from the local tribe which greatly admired him. His name even appeared in the 1920 U.S. Census with the Indians. Was the first of the “nature boys” and a mentor to many others—a new breed of Californian).

Arnold Ehret (arrived in California in 1914 from Switzerland. Wrote many books on fasting).

John T. Richter and Vera Richter (Both vegetarians. 1917—Moved from Minneapolis, Minnesota, to Los Angeles and opened the first of three Eutropheons, live-food vegetarian cafeterias in Los Angeles. 1925—*Mrs. Richter's cook-less book*, by Vera Richter published in Los Angeles. 1936—*Nature—The healer*, by John Richter published in Los Angeles. Their most important contribution was their live-food cafeterias, which lasted for over 25 years.

“California's Nature Boys {p. 166}, the first Americans to adopt the lifestyle and philosophy of the German *naturmensch* and *lebensreform*, were all employed at the Eutropheon, and were greatly influenced by Richter's ideas”—p. 156).

Hermann Sexauer (1907—Arrived in American from Germany. 1915—Moved to Santa Barbara. 1934—Sexauer Natural Food Shop opened on Anapuma St. in Santa Barbara—and for 16 years was the only health shop in Santa Barbara. He was a vegetarian). Maximilian Sikinger (1935—Left Europe for the USA, gradually making his way to California. 1941—Began to winter in Tahquitz Canyon. Lived and traveled with the Nature Boys who valued his ideas. 1943—Purchased some property in Santa Monica Mountains. 1946—His book *Classical nutrition* published). eden abbez. Gypsy Boots. Epilogue.

The Epilogue begins with a beautiful 1828 quotation from Goethe about loving and practicing the truth: “The chief thing is to have a soul that loves the truth and harbors it where it finds it. And another thing. Truth requires constant repetition because error is being preached about us all the time and not only by isolated individuals but by the masses. In newspapers and encyclopedias, in schools, universities; everywhere error rides high and basks in the consciousness

of having the majority on its side.”

It then continues: “As the decades passed many of the alternative values introduced by the Germans gradually became interwoven into the fabric of the American mainstream, while the causal factors of this cultural infusion have been reduced to media morsels of historical amnesia and cultural cliches.

“For many of these immigrants, California was the country of the future, and they saw themselves as pioneers helping to lead to a new society, by transplanting and nurturing the most valuable ideas from their homeland into their new dreams for America.

“The real reason these groups never fade away is because they have always been here—a perennial sub-culture.” The Volkswagen Bus, whose first prototype appeared in 1949, was an expression of the *Wandervogel* philosophy of traveling and sleeping in your own vehicle.

Note: Much of the information, plus many of the color photos and illustrations, can be found (March 2005) at the website: www.hippy.com. Address: California.

2478. Zipern, Elizabeth; Williams, Dar. comps. 1998. *The tofu tollbooth*. 2nd ed. Woodstock, New York: Ceres Press/Ardwork Press. vi + 250 p. Illust. 21 cm.

• **Summary:** The title of this book is probably a take-off on “The Phantom Tollbooth,” a classic by Norton Juster (1961). This is not a book about tofu—although most of the stores listed here probably offer tofu. Rather, it is a popular guide to more than 1,000 natural food stores and eating spots—with lots of other cool stops along the way. It was written especially for travelers. All stores have organic produce, unless otherwise indicated. The listings are alphabetically by state, and within each state alphabetically by city name. A good map appears at the start of each state, showing the major roads and numbered cities and towns where natural food stores and eating spots are to be found. For each store is given: Name, address, phone number, and business hours. How to get there by car. Up to 17 symbols indicating such things as: Deli, bakery, cafe, juice bar, salad bar, coffee to go, beer/wine, filtered water machine, nutritionist/herbalist, wheelchair access, bathroom, wheelchair accessible bathroom, independent retail, corporate, co-op, or collective. For many cities there are “hot tips” of places to go and things to see.

The authors strongly advocate organic farming and gardening. Scattered throughout the book are 27 interesting “Organic facts” such as: No. 1. “Support a true economy. Although organic foods might seem more expensive than conventional, conventional food prices do not reflect hidden costs borne by tax payers (as in federal farming subsidies). Other hidden costs include pesticide regulation and testing, hazardous waste disposal and clean up, and environmental damage. Consumers can pay now or pay later. Organic foods are priced for paying now for a more sustainable

environment.” A photo shows the two authors seated cross-legged by the roadside.

2479. *Health Products Business*. 1999-- . Serial/periodical. *
 • **Summary:** Continues *Health Foods Business*.

2480. Kushi, Aveline. 1999. Writing a history of Erewhon in Japanese, and Lily Kushi’s diary. Why did Erewhon go bankrupt? (Interview). *SoyaScan Notes*. Feb. 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Aveline calls to say that she is writing the story of Erewhon in Japanese and asks if William Shurtleff will send her (free of charge) all his information on the subject, including the many interviews he has conducted. Shurtleff suggests that she call Katherine Ott at the The National Museum of American History (NMAH), at the Smithsonian, and ask her to please order the material. Aveline says that her daughter, Lily, kept a very detailed dairy, starting in about 1965, of all the events related to macrobiotics and Erewhon—including the exact dates that key events happened, including students arriving in Boston.

Shurtleff asks Aveline why Erewhon, once the leading natural foods distributor in America, went bankrupt. First she says they hired a professional accountant, who wasn’t very skilled, and that turned into a big problem. Second there were rumors of people stealing food from the last big warehouse. And third food was sold to Tony Harnett at Bread and Circus at too small a markup, so that Erewhon ended up losing money.

Shurtleff says that he thinks there were more fundamental reasons. Finally Aveline agrees with two of these: (1) Michio was interested in teaching, and not much in running businesses or money, so all of the business responsibilities were given to Aveline. But her main interest was in teaching cooking. (2) Aveline had responsibility for quite a few businesses that were growing very rapidly. She did not have the experience or skills to manage them successfully. In retrospect she believes that after Paul Hawken returned from Japan, she should have given Paul and several other of the talented Erewhon managers (such as Bruce Macdonald) a significant minority ownership of Erewhon. Address: 62 Buckminster Rd., Brookline, Massachusetts 02146. Phone: 617-232-6869.

2481. Demos, Steve. 1999. The market for non-dairy yogurts and puddings in the United States (Interview). *SoyaScan Notes*. Feb. 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** White Wave’s soy yogurt used to be named “White Wave Dairyless.” But in March 1998 the company reintroduced and repositioned the product as “Silk: Dairyless Soy”—still as a spoonable dessert. It had been reformulated, and a tamper-free sealed lid was added. Steve estimates that the U.S. market for non-dairy yogurts is about \$3-\$4

million wholesale or \$6-\$8 million at retail. It is definitely growing at a very healthy rate—more than 30% a year. Silk has about 80% of that market—based on adjusted SPINS data. SPINS gives a somewhat distorted view of reality because it includes only selected distributors (and omits many of the biggest distributors such as Tree of Life, Stow Mills, etc.), and selected natural food stores—from which the information is extrapolated. Today there is only one major competitor (Nancy’s of Oregon), and one small competitor (he forgets the name) that sells mostly in the Boston and New England markets. Soy yogurt is a big, important product for White Wave, which sells 100,000 units or more of Silk soy yogurt per week. The company sells more units of tofu, but the tofu generates less profit per unit and requires a huge investment in money and factory space. Yet the company’s flagship product is Silk Soymilk—which is number one in both units sold and revenues earned. “Silk is our grand slam.”

Ted Nordquist is expected to introduce a new soy yogurt at the Anaheim show next month under the WholeSoy brand. Steve thinks it is being made at Brown Cow in Petaluma, California.

Jonathan Gordon reformulated White Wave’s soy yogurt shortly before he left—and he did a good job except for the stabilization. When you make soy yogurt that is set in the cup, then you stir with a spoon, it doesn’t fracture smoothly like dairy yogurt. Woody Yeh’s SoyaLatté, for example, was an excellent product, but it didn’t look that good when you ate it. Making a good soy yogurt is very difficult; there are many small tricks. Soy yogurts are almost always pre-mixed, what is called European-style. You first make the soy yogurt, then put it into huge blenders which effectively homogenizes the consistency, causing a loss of body in the product. So you must reconstitute the body. After Jonathan left, White Wave hired an outside firm to help reestablish the stabilization system. Now White Wave has a “nice, fluffy, reconstituted soy yogurt structure again.”

White Wave has two sizes (SKUs) of plain (unflavored) soy yogurt: a quart and a 6-ounce cup. The quart sells phenomenally well. It provides strong support to the premise that flavored yogurts ultimately bring many people to plain. About 15-20% of all White Wave’s soy yogurt (by volume) is sold unflavored—even though it is the same price as the flavored products, and it is premixed just like the flavored products. Many people like to use the plain quart in home cooking. They may sweeten it with maple syrup, etc. Every week, the plain sells as well as the most popular flavor

A close relative of soy yogurt is soy pudding (or soy custard). Both are basically spoonable desserts, but the pudding is not acidified, and therefore probably has to be sold in an aseptic package. Steve believes the soy pudding market is “about to explode” and this category will upstage soy yogurts in the future. Steve would bet that at least three new soy puddings (aseptically packaged) will be introduced within 60 days. Steuben Foods is coming out

with one—probably in chocolate and vanilla flavors—probably at Anaheim in March. Jonathan Gordon would love to develop one but he has signed a non-compete agreement. The pudding is basically a co-packed product; nobody would put an aseptic system just for that—at least at the beginning. Finding low-acid aseptic packers is easy. White Wave is very focused on developing a Silk soy pudding that will be aseptically packaged but sold refrigerated—next to the other Silk products. “This product will be huge! It could be the biggest soy product—after you get acceptance of the word ‘soy.’ But it will be a long time before its sales could pass those of Silk Soymilk.” Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301.

2482. Jack, Alex. 1999. *Let food be thy medicine: 750 scientific studies, holistic reports, and personal accounts showing the physical, mental, and environmental benefits of whole foods.* 3rd ed. Becket, Massachusetts: One Peaceful World Press. 304 p. Index. 23 cm. [8 ref]

• **Summary:** This book, organized alphabetically by subject, is a very original and creative source of information, with hundreds of interesting bibliographic references. The author believes in a natural, whole-foods diet. Includes the following subjects: Alternative medicine, amasake (amazake), Asia Diet Pyramid, azuki beans, bovine growth hormone, cancer, cholesterol, coffee, complex carbohydrates, dairy food, estrogen, evolution, exercise and fitness, fats, fiber, genetically engineered food, genetic model of health and disease, genistein, global warming, heart disease, hiziki, hunza diet, isoflavones, Japanese diet, kombu, kuzu, lignans, longevity, macrobiotics, Mad Cow Disease, meat, menopause, microwave cooking, miso, mochi, natto, nori, osteoporosis, Paleolithic diet, phytochemicals, phytoestrogens, polyps, potatoes, Price–Weston, prostate cancer, protein, rice, Schweitzer–Dr. Albert, sea vegetables, seitan, sesame, shoyu, soy foods, tempeh, tofu, umeboshi plum, vegans, vegetarians, wakame, wartime restricted (diets, incl. World War I and II), whole grains. Resources. About the author. Address: Box 10, Becket, Massachusetts 01223. Phone: (413) 623-5742.

2483. Lamp, Greg. 1999. Soyfoods health claim nears FDA okay: Heart-risk labeling should boost soybean demand. *Soybean Digest*. Feb. p. 68.

• **Summary:** Funds from the soybean checkoff helped generate the research and information that was submitted to the FDA. The process began in 1995 with financial assistance from the Illinois Checkoff Board and the United Soybean Board (USB). Roughly \$1 million in soybean checkoff funds were invested in the project. “A coalition to develop the soy health claim involved ASA [American Soybean Association], USB, state checkoff boards and industry partners, such as Protein Technologies International, Central Soya and the Archer Daniels Midland Company.”

An estimated 20% of all Americans (54.2 million adults) have high blood cholesterol levels—over 240. ASA predicts that if each of these people consumed 25 grams (less than 1 ounce) of soy protein each day, annual demand for soybeans would increase by more than 55.2 million bushels.

Consumption of U.S. soybeans in the United States now totals about 1.2 billion bushels a year.

A color photo shows two 3-shelf racks of American foods. Those on the left rack already contain soy protein: Mori-Nu Tofu, Take Care, GeniSoy bars, Harvest Burgers, Galaxy Veggie Slices, SoNice soymilk, Edensoy, Morningstar Farms [Worthington Foods] meat alternatives, etc. Those on the right rack are foods with potential to have soy protein added: Cream of Wheat, Raisin Bran, puddings, Snackwell’s cookies, etc.

2484. Soyfoods Association of North America. 1999. *Soyfoods Once a Day for Life (Portfolio)*. Washington, DC. 21 inserts. Feb. 15. 28 cm.

• **Summary:** The following eight news releases are from the Soyfoods Association: (1) Soyfoods Association of North America celebrates April as Soyfoods Month (2 p.). (2) Soyfoods sales soar with increased consumer acceptance (2 p.). (3) Soyfoods Association of North America—Industry insiders (ask the experts, 1 p.). (4) Start young enjoying soy (ideas for kids, 1 p.). (5) 1999 Soyfoods Month sponsors (a half-page profile of 11 companies: Archer Daniels Midland, Galaxy Foods Co., Hain Food Group, Lightlife Foods, Inc., P.J. Lisac & Associates, Inc., SunRich, Inc., Tetra Pak, Vitasoy USA Inc., White Wave, Inc., Worthington Foods, Inc., Yves Veggie Cuisine; 6 p.) (6) Soyfoods Association of North America product list (lists soyfood products of 15 companies, many of whom are sponsors of “April is Soyfoods Month,” 11 p.). (7) Soyfoods Association of North America member list (52 companies, 1 p.). (8) Dear member of the press, from Allan Routh, President, SANA (1 p.).

Product brochures from the following companies are also included: (9) Sweet Soybeans—Hearty & Natural Edamame, from SunRich. (10) Vitasoy soymilk, (11) Fresh, ready to heat entrées, from Yves Veggie Cuisine. (12) Go Veggie (dairy alternatives), from Galaxy Foods. (13) Lisanatti—The good health cheese alternative, from P.J. Lisac & Associates (Clackamas, Oregon). (14) Trust the protein authority, from ADM. (15) Fact sheet, from White Wave. (16) Nasoya tofu. (17) Veggie recipes, from Galaxy Foods. (18) Westsoy recipes, from Westbrae Natural. (19) Eating healthy can be soy easy, from Lightlife. (20) The change will do you good, from Morningstar Farms. (21) Sweet beans—Vegetable soybeans, from Sno Pac. Address: 1723 U Street, N.W., Washington, DC 20009. Phone: 202-986-5600.

2485. Tree of Life, Inc. 1999. We’re always coming up with new ways to use the ol’ bean (Ad). *Natural Foods Merchandiser*. Feb. p. 71.

• **Summary:** This full-page color ad shows (around the outside) photos of five different tofu dishes. The text begins: “If your customers are getting tired of tofu, perhaps you’re not stocking the right brand! From traditional to reduced fat to baked and smoked varieties, you’ll find more Tree of Life tofu choices than there are days of the week. And most are already seasoned and cooked. So all your customers have to add is a little imagination and voilà—dinner is served.” At the center is one color photo showing 12 tofu products, each in attractive packages. Below that are the names: “Organic Firm Style, Reduced Fat Firm Style, Water Pack Firm Style, Baked, Savory Baked, Ready Ground, Savory Garlic Ready Ground, Hot ‘N Spicy Ready Ground, Smoked, Hot ‘N Spicy Smoked, Lemon Garlic Smoked (New), and Herbs & Spices Smoked.” At the right center, in a circle, is written: “Congratulations NFM—20 years of excellence.” Website: www.treeoflife.com.

Note: A similar ad, titled “Looking for ways to use the ol’ bean?,” appeared in May-June 1998 in *Natural Health*. The color photo showed 10 tofu products. Address: P.O. Box 410, St. Augustine, Florida. Phone: 1-800-260-2424.

2486. Berlau, John. 1999. The risky nature of organics: Growing produce in manure raises concerns. *Investor’s Business Daily* 15(227):A1, A24. March 3.

• **Summary:** The risk comes from *E. coli* 0157:H7 found in animal manure. Many people choose organic food to reduce the pesticides in their diet according to Kate Clancy, director of the Agriculture Policy Project at the Henry A. Wallace Institute for Alternative Agriculture in Greenbelt, Maryland.

Note: The source of this information criticizing organically grown produce is Dennis Avery of the Hudson Institute in Indianapolis, Indiana. Avery is the author of *Saving the Planet with Pesticides and Plastic* (Hudson Institute, 1995).

2487. Warmuth, Manfred. 1999. Problems with organically grown foods in America (Interview). *SoyaScan Notes*. March 14. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Manfred was born and grew up on a farm in Germany. His brother, who has been an organic farmer in Germany for many years, gets furious when he sees what passes for organically grown foods in the USA. The main problem is the way Americans use manure on organic crops. They are allowed by existing standards to get manure from any source—such as from chickens which are raised in the conventional way and fed antibiotics and hormones. The key question is: How much of each of these undesirable components of manure break down before the manure is spread on organic fields? A related question is: Wouldn’t chemical fertilizers (NPK) be better than many kinds of manure. Manure is also a potential source of *E. coli*.

His brother says that European organic standards are much stricter than their American counterparts, and that

imported, less expensive American organic foods are driving out higher quality European organic foods. European farmers use green manure (from legumes) more than Americans. Address: Professor, Computer Sciences, 111 Overlook Dr., Santa Cruz, California 95060. Phone: 831-425-0461 or manfred@cs.ucsc.edu.

2488. Murrills, Angela. 1999. Tofu can be both tasty and tantalizing: March is the month to celebrate one humble derivative of the soybean, which is exalted at a new Kits eatery. *Georgia Straight (Vancouver, BC, Canada)*. March 11-18. p. 49.

• **Summary:** April is “Tofu Month” in Canada. At a dinner cohosted by the Pink Pearl Chinese Restaurant and Sunrise Soya Foods, the writer ate course after course of “terrific Chinese food—smoked mushroom roll, Rainbow seafood soup, and, the kicker, a satanic chocolate mousse—all of it based on tofu.” She became a convert. When the Joe family began making tofu 43 years ago, their only market was Chinatown. Lifestream, which used to be at Bernard Street and West 4th Avenue, was the first non-Asian store to carry it. Now soy products are everywhere.

Now Yves Potvin, the chef from Quebec, has started a restaurant serving meatless food on West Fourth Avenue. The food is great. At the end of April, he plans to open a second restaurant, at Granville and West 11th Avenue.

2489. Great Eastern Sun. 1999. Premium organic products [Mail order catalog]. Asheville, North Carolina. 32 p. 28 cm.

• **Summary:** Inside front cover: “The Great Eastern Sun story: This fall marked the seventeenth anniversary of Great Eastern Sun’s founding as an importer, distributor, and manufacturer of natural and organic food. Great Eastern Sun is a Buddhist term for the rising sun of the new dawn of mankind’s future enlightenment. Since we intended then, as we still do now, to contribute to the encouragement of international understanding through the promotion of international trade, we felt that this name expressed well the large vision of this very small company.

“An important source of inspiration for us has been the Macrobiotic way of life as propounded here in America by many great teachers, most prominently by Michio and Aveline Kushi. The Kushis have always sought to use their dietary philosophy not only to cure sickness, but also as a tool with which to encourage planetary integration.

“Great Eastern Sun originally came into being as the sales and distribution arm of the American Miso Company. We remain the exclusive marketer, under our Miso Master® brand, for AMC products in North America. From Mitoku in Japan, we receive all of the Japanese products in our Emerald Cove® Organic and Traditional Sea Vegetables, Emperor’s Kitchen® Organic and Traditional Condiments and Specialties, and Macro Pasta® Organic Pasta lines. We bring in most of these products in bulk and bottle or package

them into consumer sizes in our production department.

“We eventually decided to widen our perspective by developing other product lines. Our first venture was to bring out our Sweet Cloud® Organic Brown Rice and Organic Barley Malt Syrup Sweeteners. Shortly thereafter we began to convert the premium Japanese tea we purchased from Mitoku into our Haiku® Organic Twig (Kukicha), Green (Sencha), and Roasted Green (Hojicha) Teabags. After these met with initial success, we produced Great Eastern Sun® Organic English Breakfast, Earl Grey, Orange Spice, Darjeeling, and Ceylon Highland Teabags,

“The last two years have seen the largest new product offerings in GES history. We started off with Sweet Cloud® Organic Raw Cane Sugar, the only organic lightly refined product with real sugar taste. Next we presented our innovative new flavored twig and green tea blends, Haiku® Organic Raspberry Twig, Black Currant Twig, and Ginger Plum Twig, Citrus Supreme Green, Island Breeze Green, and Moroccan Mint Green Teabags, as well as our Haiku® Organic Sophisticated Roast Barley Teabags. This fall we are following up this success with our new astrology-themed herbal tea blends, Mandala® Organic Venusian Sunset, Spheremint, Spiceship, Moonglow, and Red Planet Refresher Teabags.

“In late 1996 we began manufacturing the first of what we hope will be many new products hot out of the new GES experimental kitchen: Emerald Cove® Sesame Hijiki, Ginger Arame, and Spicy Kombu Sea Vegetable Salads, ready-to-eat sea vegetable salads and Emperor’s Kitchen® Organic Sauces of the Orient in scrumptious flavors: Tokyo Teriyaki, Kyoto Wasabi Ginger, Oriental Vinaigrette, Canton Sweet and Sour, Hunan Hot and Spicy, and Bangkok Sesame.

“The biggest continuing news story at GES is that we are approximately 85% organic and we will continue to move as rapidly as possible toward our goal of producing only certified organic products. All Miso Master® Misos, Haiku® and Great Eastern Sun® Teas, and Sweet Cloud® Sweeteners have always been certified organic, while all Macro Pastas® were converted to certified organic three years ago. Over the last three years, Emperor’s Kitchen® Tamari, Shoyu, Umeboshi Plums, Kuzu, Brown Rice Vinegar, Toasted Sesame Oil, Gomashio, and Sesame Sprinkle have all been changed over to certified organic. Recently our Canadian Dulce and Emerald Cove® Arame and Hijiki have been certified organic.

“Whether it be salt from Mexico and France, sugar from Paraguay and Brazil, tea from India, Sri Lanka, and Tanzania, sea vegetables from Canada and Japan, brown rice syrup from Belgium, or spearmint from Morocco, Great Eastern Sun is committed to combing the four quarters of the globe to bring you the finest organic food this planet has to offer, processed with the care and commitment that you have come to expect.” Address: 92 McIntosh Road, Asheville, North Carolina 28806. Phone: 704-252-3090.

2490. Mangels, Reed. 1999. *Vegetarian Journal’s* guide to tofu and tempeh. *Vegetarian Journal (Baltimore, Maryland)* 18(2):20-21. March/April.

• **Summary:** A full-page table gives the nutritional composition of many different brands and products per 3 ounce serving. Data is given for calories, protein, fat, calcium, and iron. Tofu brands/makers include: Azumaya, Kikkoman, MoriNu. Nate’s Easy Tofu (smoked), Nasoya, Smoke & Fire, SoyBoy Baked and seasoned (all varieties), White Wave, Whole Foods. The three tempeh makers are: Lightlife, SoyBoy, and White Wave.

For tofu: Calories range from 30 (MoriNu Lite) to 130 (Nate’s). Protein ranges from 20 gm (White Wave baked) to 4 gm (MoriNu Soft). Fat ranges from 1 gm (MoriNu Lite) to 9 gm (White Wave baked). Calcium ranges from 600 gm (Nate’s) to 20 gm (MoriNu–4 types). Iron ranges from 0.7 gm (MoriNu–4 types) to 9 gm (Nate’s). Address: PhD, RD.

2491. Smith, Patricia J. 1999. The Natural Products Expo at Anaheim and a macrobiotic award (Interview). *SoyaScan Notes*. April 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The Expo at Anaheim this year was the biggest ever, attracting some 30,000 people. It was so crowded, one could barely walk down the aisles. “The soyfoods category has just exploded. Everyone was excited; you could feel the buzz.” Patricia collected lots of printed information for Soyfoods Center.

Patricia also organized the first “In the Spirit of Macrobiotics” award, which was presented to Tom DeSilva of Los Angeles, who was a pioneer with Erewhon, Los Angeles, and has continued to run a very successful natural foods retail store. Forty people came to honor him at drinks, and 16 stayed for dinner—including Chuck Verde of Erewhon, Lenny Jacobs, and Michael Potter. The award focuses on the business side of macrobiotics.

Update: 1999. Nov. 19. Patricia just received an e-mail from Norio Kushi saying that Lima Ohsawa died this month in Japan.

Update: 2000 May 2. There was a continuing explosion of soy products at the Natural Products Expo at Anaheim. She saw former macrobiotic friends, Rus Postel and Francis Pintel (who ran the Erewhon warehouse in Los Angeles). Jacques DeLangre has died, and his charming wife Yvette remarried to a childhood sweetheart and now lives in Louisiana, where she still runs the Grain and Salt Society. Patricia wishes that Trader Joe’s would take a stand on genetically engineered foods. Address: Radical Food, P.O. Box 952, Mill Valley, California 94942-0952.

2492. Conquergood, George. 1999. History of work with soyfoods and vegetarianism. Part V. Rise and fall during 1998 (Interview). *SoyaScan Notes*. April 21. Conducted by

William Shurtleff of Soyfoods Center.

• **Summary:** One of the former directors, Robert Landori-Hoffman, asked for and was given the exclusive responsibility to finalize the funding for that facility. He indicated to the board that all the funds were in place, it was a “done deal,” and they could go ahead and start development. So they began to “load the land” and engineer the plant, get the building permits, order the very expensive equipment (five packaging lines, holding and blending tanks, compressors, boilers, etc.), and pay deposits on that equipment. They were ready to cut the floors open and put in the drainage. Everything looked great. But by late January 1998 the money still hadn’t come in. IPC was in the middle of launching its United States operations, and they had listings (reserved shelf space) in 6,000 U.S. stores in the first 3 months of 1998—Safeway, Albertson’s, etc. Note: First the head office lists the product, then individual stores can order it. Most of the listings were not by way of cash slotting allowances but by way of “free fills” (fill the shelf once for free with each flavor) which is a very minimal slotting fee.

The company was shipping products like crazy (initially for aseptic cartons much more than gable-top), repeat orders are coming, the volume was skyrocketing, but now there are quality and volume problems with Farmland Dairy, their co-packer in New Jersey. All the base soymilk sold in North America was made in the Ottawa (Ontario) plant, and was shipped by tanker trucks initially to Beatrice Foods in Toronto (Ontario) for formulation and packaging (in Tetra Brik cartons), but was soon shipped down to Farmland in New Jersey where it was formulated and packed in Combibloc packages—because their Tetra Packer did not have a reclosable top—which was considered essential for entering the U.S. market. Farmland needed business; they were only packaging for Westbrae (in 2 liter cartons). Soon Farmland was packaging IPC’s refrigerated products as well. The finished product was sent to five distribution centers. The whole system was very inefficient, in part because it is more efficient to ship west than to ship east. For a while, IPC tried to work with Daisy Linda, the old Loma Linda plant in Riverside, California, to have them package refrigerated products, but then Daisy Linda went through a receivership.

The best way would have been to make, formulate, and package the soymilk in one plant on the west coast in Vancouver (British Columbia), and ship it eastward to distribution centers. So everyone in the company began to focus on the director who said that he had come up with the money to build a new plant. It began to look as if he was trying to suck money out of the company, and consult it to death. The rest of the board and management gave him an ultimatum; come up with the money soon or get out.

SoNice was made with organic soybeans and other ingredients and sweetened with agave. It was a pure product with a great taste. When the product was introduced to U.S. chains like Wegmans and Albertson’s, SoNice became the

best-selling soymilk in their store overnight—because of the quality. They did in-store demos as their main form of advertising. They developed an elaborate kit, including a book about the product, for people doing the demos. Brokers and the heads of top supermarket/grocery stores were ecstatic with the product. But they did not have the money to support the rapid expansion. But very soon it will happen again, and SoyaWorld has the money and horsepower (distribution, contacts, etc.) to make an even bigger splash. Dairyworld Foods has many affiliates and friends in the USA; they will soon make and formulate the base, package, and distribute it. SoyaWorld is just a marketing company.

At the same time, the IPC leadership started from scratch, and tried to find new ways of putting together a partnership to raise the money. They talked to various financial institutions, institutional investors, etc. Mr. Broten had made the company very complex in terms of the many companies that he formed; it was like a shell game. It became too complex for potential investors. Plus, Raj Gupta wanted a large share of the final deal. His greed was part of the pool of greed that destroyed the company. Raj has a contract which guarantees him a minimum large income per year (from royalties, etc.); this made potential investors uneasy.

So as orders kept growing like crazy, IPC was unable to raise the money needed to keep up with growth and rationalize their production and packaging operations. They had already used up all their working capital in capital expenditures—as in the deposits on the new building (plus a big mortgage) and on many different pieces of equipment. With no working capital, became very difficult to operate. By May 1998 IPC hit \$1.2 million in sales for the month; but they were able to fill only about 85% of these orders. Then they just ran out of money.

Farmland in New Jersey started to not give IPC packing time, due to financial difficulties. Then came the straw that broke the camel’s back. By July 1997 IPC was on ad in Canada with A&P stores with a 2-liter products; IPC had paid \$25,000 for a huge ad in the A&P newspaper with 2-liter soymilk on special. IPC was producing only refrigerated at that point; the last UHT product was packaged in May. A&P was looking for 10,000 cases of product for this ad, IPC was trying to fill their requirements, but Farmland (who was being prepaid) was flushing the refrigerated UHT soymilk down the toilet, due to packaging problems. On Farmland’s last run, they ruined 13,000 gallons of formulated product—which was all pre-sold. That was the last straw, and the last production run that Farmland ever did for IPC. IPC never sued Farmland, which reimbursed IPC for the lost product. Farmland said it did not have enough holding tanks for processing (since they had their own milk in these tanks); Moreover, their Schmidt processor went down. But IPC lost the \$25,000 it had spent on the A&P ad, then got fined another \$10,000 by A&P for nondelivery of product.

At that point IPC decided to regroup and focus on getting the money to get the new processing and packaging plant into operation. They began talking with everyone they could find about a partnership—from Nestlé to the Alberta Wheat Pool, to Edensoy, etc. Unfortunately the board of directors did not let the people who knew the business best negotiate with other partners for partnering. The board decided to do the negotiating because they represented the shareholders. At one point the board found a firm that would take the company public by raising \$12 million, which would be put into new plant construction and operating expenses, and essentially allow to the company to move full speed ahead, with projected sales for 1998 nearing \$20 million, and skyrocketing into 1999. They wanted the IPO to be at \$1.20 a share. The directors had just finished raising money at \$1.60 a share, and had given their shareholders expectations of a big increase. So they wouldn't accept the deal at \$1.20 a share. Consequently, at the end of July 1998, the company had to shut down its two soymilk making plants in Vancouver and Ottawa, and go out of business. It was a sad ending, caused largely by greed. The board of directors is now down to two people—Eldon Heppner and Ward Yeager—but they are the two that caused most of the problem, partly because they did not understand the industry, and partly because of their interference in the operation of the company. They raised most of the company from small investors, and were among those who held the company back from going public.

In 1 March 1999 George resigned because he disagreed with the deal that the board of directors had struck with SoyaWorld, and he did not want his name to be on the document that was sent to the shareholders offering them this sale. He was the last employee of the company. After a deal is finalized, George would like to become head of global business development, working as a consultant for SoyaWorld, with a free reign to set up new ventures in countries around the world, including in the natural foods market in North America. He does not want to be a production manager. Most of his experience is in sales and marketing; that's what he has done most of his life. Continued. Address: Vice-president Operations, International ProSoya Corp., 312-19292 60th Ave., Surrey (Vancouver), BC, V3S 8E5 Canada. Phone: 604-541-8633.

2493. Conquergood, George. 1999. History of work with soyfoods and vegetarianism. Part VII (Interview). *SoyaScan Notes*. April 21. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** By now the two members of the board of directors are on their knees, begging Dairyworld Foods (the huge, billion dollar dairy products and food company in Vancouver, British Columbia—the largest in Canada) to come to their rescue. In about 1997 Dairy Foods World and Peter Joe signed a joint venture agreement, which had been

under discussion and negotiation since about 1995 or 1996. As a result of that, Dairyworld Foods created a division named SoyaWorld Foods, which is a 50:50 joint venture between Dairyworld Foods and Sunrise Markets (Peter Joe, in Vancouver, the largest soymilk manufacturer in Canada). SoyaWorld, which is a marketing company for products made by the two other companies, now controls more than 60% of the non-dairy beverage market in the grocery and supermarket trade in Canada—according to A.C. Nielsen statistics. The second largest player is Beatrice (10-13%), followed by Nutrisoy (a UHT soymilk made by Nutrisoya in Quebec), then the imports (Pacific Foods, Rice Dream, Vitasoy, Westsoy, and Edensoy). SoyaWorld presently markets three soymilk products: Sunrise soymilk (a beany-flavored product made and packaged by Sunrise in plastic bottles), Soyganic (a traditional beany-flavored product made by Sunrise with organic soybeans, packaged at Dairyworld in a gable-top carton and sold refrigerated), and So-Good (licensed from Sanitarium Health Food Co. in Australia, formulated and packaged in gable-top by Dairyworld, and based on soy protein isolates). Soyganic and So-Good appeared on the shelves at about the same time in 1997 under the SoyaWorld brand. They distribute those three products extensively across western Canada, and sell them in the dairy case. They are busy expanding, buying up dairies, so that they are now a national dairy, from coast to coast, in Canada. They own the shelf space in the dairy case across Canada, and they have tremendous synergies with other dairy companies in the United States. They use the dairy for distribution; SoyaWorld is really just a little marketing group. They don't want to see SoNice on the market because it outsold them 7 to 1—because it was a better product.

Now IPC is in such a mess, with so much debt (about six million Canadian dollars). Of this, about \$2.5 million is unsecured to creditors. What could happen that would allow IPC to move forward? (1) A public company could buy the assets of IPC (the equipment, the brand, the goodwill)—not IPC itself; George could get rid of most of the debt with shares in a public company, so the company would not need a great deal of cash. (2) SoyaWorld could buy IPC; since August 1998 they have been trying very hard to do so. They are making a very complicated, long-term offer, with long-term royalties, etc. Both ProSoya (Raj Gupta) and IPC are tied into the deal. The amount of cash that would be put on the table at closing is quite small—not even enough to pay off the secured creditors, let alone the unsecured creditors. George is not happy with this deal, but there is not a lot he can do about it—except to keep on trying to scuttle it—as by talking to Horizon, the organic dairy. George feels very frustrated; he is cooperating with the deal to a degree, but at the same he's looking for a better deal. Yet he thinks the odds are 90% that IPC's assets will be owned by Dairyworld within the next few weeks or months. If it goes through (the closing date is May 4) George will at least get his back

pay—he has not been paid since last August—but he would lose a lot as a shareholder. George does not know whether or not he has a future with SoyaWorld if the deal goes through—but he plans to be in the soy business somewhere. Since George knows more about making IPC's soymilk than any other person in the company, he is one of IPC's most valuable assets—yet SoyaWorld has not offered him a firm employment contract. SoyaWorld hopes to buy out Raj Gupta and his patents, and get him out of the picture. Continued. Address: Vice-president Operations, International ProSoya Corp., 312-19292 60th Ave., Surrey (Vancouver), BC, V3S 8E5 Canada. Phone: 604-541-8633.

2494. *SoyaScan Notes*. 1999. Soymilk, rice milk, and almond milk retail prices at Trader Joe's in California, 30 April 1999 (Overview). April 30. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Since Dec. 1983, approximately every other year, Soyfoods Center has conducted a survey of the prices of soymilk and cow's milk in California. Note: 2 quarts = one half gallon. Westsoy Plus all flavors \$2.19/half gallon (= \$1.10/quart). Westbrae Natural Lite vanilla or plain \$2.19/half gallon (= \$1.10/quart).

Soy-Um original or vanilla \$1.39/quart. Soy-Um three-pack (250 ml each) \$1.39 for three.

Pacific Foods Fat Free Soy Drink vanilla or plain \$1.29/quart.

Trader Joe's Fresh Non Dairy Soy Beverage \$2.69/half gallon (= \$1.35/quart—gable top carton sold refrigerated).

Galaxy Veggie Milk \$1.99/quart.

Westbrae Rice vanilla or plain \$2.19/half gallon (= \$1.10/quart). Rice Dream Enriched original or vanilla \$1.49/quart.

Breeze almond milk original, vanilla or chocolate \$1.59/quart.

Omitting the highest price soymilks, the price of soymilk ranges from \$1.10/quart for half gallon cartons to \$1.39/quart for quart cartons. A fair average price would be about \$1.25/quart.

2495. *Monthly Insight (Galaxy Foods, Orlando, Florida)*. 1999. Galaxy Foods creates Nutraceutical division. April. p. 1.

• **Summary:** The new division will be headed by Mike Rapport, who has worked with General Nutrition Centers for the last 20 years, most recently as president and chief operating officer of GNC Canada. The division's flagship product will be Galaxy's Ultimate Smoothie, which is available in five flavors including chocolate, vanilla, orange, chococcino, and strawberry. Note: The Ultimate Smoothie is a dry mix product. "A nutraceutical product is one which improves overall well-being while fulfilling daily functional needs." Address: Galaxy Foods Company, 2441 Viscount Row, Orlando, Florida 32809. Phone: 800-441-9419 or 407-855-5500.

2496. Traynor, Marty. 1999. Consider source of organics detractor. *Natural Foods Merchandiser*. April. p. 7.

• **Summary:** Newspapers and magazines in the USA have recently been running articles that question the benefits of organically grown produce, saying that it is dangerous and potentially lethal.

Marian Burros, in a recent column in *The New York Times*, noted that the source of this bad publicity is Dennis Avery of the Hudson Institute in Indianapolis, Indiana. Avery is the author of *Saving the Planet with Pesticides and Plastic* (Hudson Institute, 1995). In a recent issue of *American Outlook* magazine (fall 1998) he states that people who eat organic produce are eight times as likely to get *E. coli* (O157:H7), and that organic produce is a leading source of salmonella, campylobacter, and listeria.

Why is Avery so critical of organically grown food? It may have something to do with the Hudson Institute, a think tank which is funded by such corporations as Cargill, ConAgra, DuPont, Monsanto, and the National Agricultural Chemical Association.

Another group critical of organics is the American Council on Science and Health, also funded by Monsanto and others.

2497. Conquergood, George. 1999. Horizon plans to launch a soymilk product (Interview). *SoyaScan Notes*. May 6. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Horizon, the company that has become famous for its organic milk, plans to launch a soymilk fairly soon. When George met with them they asked him several times: "Are you connected with Ted Nordquist of TAN Industries?" He told them he was not. The co-founders of Horizon (in 1992) are Paul Repetto and Mark Retzloff. Mark has been in the natural foods industry for 25 years. He was with Eden Foods during its early days (1969-71), and in 1973 was one of the co-founders of Rainbow Grocery in Denver, Colorado. A food co-op and natural food storefront, it was the first of the new breed of natural food stores in Denver. Mark was also once a devotee of Guru Maraji, and lived in an ashram. George cooked with Mark in 1977 at Guru Maraji's big festival in Orlando, Florida. Address: Vice-president Operations, International ProSoya Corp., 312-19292 60th Ave., Surrey (Vancouver), BC, V3S 8E5 Canada. Phone: 604-541-8633.

2498. Bramblett, Billy. 1999. Wildwood's good, long-standing relationship with Safeway supermarkets in California (Interview). *SoyaScan Notes*. May 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Wildwood first started selling its products in Safeway supermarkets in California in late 1987 or early 1988. Safeway was very nice to Wildwood. They allowed Wildwood to "cherry pick," meaning to pick 30

the stores they wanted to service themselves. Rock Island will service any other ones that Wildwood doesn't want to serve. Wildwood picked the stores based on their location and demographics, and on Wildwood's driving routes and schedules. Address: Wildwood Natural Foods, 135 Bolinas Rd., Fairfax California 94930. Phone: 415-485-3940 X-47.

2499. Bramblett, Billy. 1999. Update on Wildwood Fairfax and Wildwood Santa Cruz (Interview). *SoyaScan Notes*. May 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Wildwood no longer makes any sandwiches. The 65 people employed at the Fairfax facility include all of Wildwood's driving staff, accounting staff, production staff, and support staff. Santa Cruz is basically a production facility, though three drivers and several administrators operate out of Santa Cruz. Santa Cruz produces all the tofu, and the YoSoy traditional soymilk. Second generation products made at Santa Cruz include the bakes, the burgers, and the tofu cutlets. If it comes in a vacuum-packed bag or a water-pack tub it is made in Santa Cruz. If it comes in a cup (as 18 products do), it is made in Fairfax—including 5 flavors of braised tofu, 2 tofu salads, etc.

Wildwood believes that it makes the best-tasting tofu on the West Coast. It has also been innovative in developing many delicious products, which some other companies are now trying to imitate.

Wildwood has long been in a big crunch making 30,000 lb/week of tofu; about half of this is sold as tofu and half goes into making second generation products. But they could sell twice that much tofu if they had the capacity to make it.

Last year Wildwood started making Baba Ganooj for Trader Joe's (TJ). The project started as a sort of side deal to the Hummus, making maybe 700 units a week. Within a month, Wildwood was making 5,000 units a week for TJ. Bill had to add two shifts and make many other arrangements. TJ liked it and asked what other products Wildwood had. They came and visited, and Wildwood showed them its various products. TJ then asked if Wildwood could make baked teriyaki tofu for them. Billy agreed on the condition that they not order more than 5,000 units/week; TJ agreed. Their buyer for that section is a really great person named Kimberly Sprinkle Kruell, who Wildwood trusts. She told Wildwood that she and TJ like Wildwood and their products, and want to work with the company.

So in an effort to make more "secondaries," Wildwood went to tofu makers it knows and trusts, and ordered a pallet (several thousand pounds) of tofu. They couldn't do it; they were unable to come up with the volume, the quality, and the shelf life that Wildwood needed. So Wildwood concluded that they have to make the tofu themselves.

Wildwood's fresh soymilk in gable top cartons is now selling well. It looks like they might be doing that for Trader Joe's too. "If that happens, it's gangbusters—outstanding!"

Wildwood was working with Ted Nordquist, who

was making their soymilk base; he and Jeremiah have been friends for more than twenty years. But Wildwood "divorced" Ted and went to another supplier of soymilk base. He is very good at making non-dairy products, but he's a character, and working with him is very difficult. He is an enigma, and he doesn't seem to know what he wants. He and Wally Rogers were buddies and partners for many years, and all of a sudden they just split up. Address: Wildwood Natural Foods, 135 Bolinas Rd., Fairfax California 94930. Phone: 415-485-3940 X-47.

2500. Conquergood, George. 1999. SunRich, IPC, and soymilk (Interview). *SoyaScan Notes*. May 28. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** SunRich makes all the soymilk sold by Westbrae and George believes they make soymilk for many other companies. They have done so for at least several years. At one point in 1998 Lorne Broten negotiated with Allan Routh, president of SunRich, about buying IPC—or at least coming to their financial aid. Allan was interested in buying the "SoNice" brand—which is more precisely the "ProSoya SoNice" brand since "So Nice" cannot be registered as a trademark by itself. Allan wasn't interested in licensing or buying the ProSoya process; he apparently didn't want to pay Raj Gupta any money. Allan sent some of his soymilk to George; he wanted to know if George could formulate the SoNice product with his soymilk. George did so and was very impressed. In fact, he thinks it tastes very similar to that formerly made by IPC using the ProSoya process—though not quite as good, perhaps because of the formulation.

How would ProSoya find out if SunRich or any other company was using the patented ProSoya process? Raj Gupta says he can do a "footprint" of the product's flavor profile of any soymilk product [perhaps using chromatography] and tell in that way—with only the commercial product for evidence. But George has never seen any proof of this. If Raj is right, he would not have to send any "patent police" into a competitor's plant. Address: Vice-president Operations, International ProSoya Corp., 312-19292 60th Ave., Surrey (Vancouver), BC, V3S 8E5 Canada. Phone: 604-541-8633.

2501. **Product Name:** Organic Miso Tamari.

Manufacturer's Name: American Miso Co., Inc.

Manufacturer's Address: 4225 Maple Creek Rd., Rutherfordton, NC 28139. Phone: 828-287-2940.

Date of Introduction: 1999 May.

Wt/Vol., Packaging, Price: 5 oz or 10 oz bottle.

How Stored: Refrigerated.

New Product—Documentation: Talk with John Belleme. 1999. Nov. 18. This product was first sold in about May 1999, but it did not appear in the Great Eastern Sun catalog until November.

2502. Kucinich, Dennis J. 1999. In honor of Michio Kushi, Aveline Kushi, and macrobiotics. *Congressional Record* 145(79):June 7.

• **Summary:** Spoken on the floor of the U.S. House of Representatives (Washington, DC); 106th Congress, First Session.

“Mr. Speaker, I rise today to recognize Michio Kushi, the 20th century developer of macrobiotics. This diet is the catalyst for many of the mainstream dietary and lifestyle changes currently taking place.

“The Standard Macrobiotic Diet has been practiced widely throughout history by all major civilizations and cultures. The Diet centers on whole cereal grains and their products and other plant quality [foods]. Twenty-five to thirty percent of daily food consists of vegetables and the remaining intake is comprised of soups, beans and sea vegetables. Consumption of products such as meat and dairy products are typically avoided Michio Kushi, the founder of macrobiotics, was born in Japan and graduated from Tokyo University, the Faculty of Law, Department of Political Science. Influenced by the devastation of World War II, he decided to dedicate his life to the achievement of world peace and the development of humanity.

“Kushi and his wife Aveline introduced macrobiotics to North America in the 1950s by establishing by the first macrobiotic restaurant in New York In the 1960s the Kushis moved to Boston and founded Erewhon, the nation’s pioneer natural foods distributor and manufacturer. Over the last thirty years Michio Kushi has taught throughout the United States and abroad giving lectures and seminars on diet, health, consciousness and the peaceful meeting of East and West. In 1978, the Kushis founded the Kushi Institute, an educational organization for the training of future leaders of society, including macrobiotic teachers, counselors, cooks and lifestyle advisers. In 1986 Michio Kushi founded One Peaceful World, an international information network and friendship society of macrobiotic friends, families, business, educational center, and other associations to help guide society and contribute to world health and world peace. In the 1980s Kushi began meeting with government and social leaders at the United Nations, the World Health Organization, and the White House. The health benefits of a macrobiotic diet have attracted the attention of leading medical professionals. The American Cancer Society reports that a macrobiotic diet may lower the risk of cancer.

“The Smithsonian Institution will announce the acquisition of the Michio Kushi Family Collection on Macrobiotics and Alternative and Complementary Health Care during a special day-long event at the National Museum of American History in Washington, D.C. on Wednesday, June 9. The events include a symposium featuring Michio Kushi and his wife Aveline Kushi, an exhibit of macrobiotic food and books, and an awards presentation to Mr. and Mrs. Kushi for their significant role in the development

of alternative and complementary health care and to the formation of the natural and whole foods movement.

“I ask my fellow colleagues to join me in applauding the dedication and hard work of the Kushis in helping to educate the world’s population on the benefits of the macrobiotic diet.” Address: Representative from Ohio, House of Representatives.

2503. **Product Name:** Soy Wonder (Soynut Butter) [Crunchy, or Creamy].

Manufacturer’s Name: Tree of Life, Inc. (Marketer-Distributor).

Manufacturer’s Address: St. Augustine, FL 32084.

Date of Introduction: 1999 June.

Wt/Vol., Packaging, Price: 18 oz (510 gm) plastic jar.

How Stored: Shelf stable.

New Product–Documentation: Ad (full page, color, trade) in *Natural Foods Merchandiser*. 1999. June. “Will wonders never cease? There’s nothing like them in the world.”

2504. Tree of Life, Inc. 1999. Will wonders never cease? There’s nothing like them in the world (Ad). *Natural Foods Merchandiser*. June.

• **Summary:** This full-page color ad is for Soy Wonder (soynut butter) and Peanut Wonder (low-fat peanut butter). A large color photo shows a jar of each product next to the pyramids in Egypt. Soy Wonder is: “Good source of soy protein isoflavones: More than tofu or soy drinks! No nuts—perfect for those people who are allergic to nuts. 60% less saturated fat than peanut butter. Creamy and crunchy varieties.”

“Peanut Wonder and Soy Wonder are all natural. No artificial anything—No preservatives, no hydrogenated oils, no trans fatty acids, no mono- or di-glycerides, no cholesterol.” Address: P.O. Box 410, St. Augustine, Florida. Phone: 1-800-260-2424.

2505. Yates, Scott C.; Traynor, Marty. 1999. Penton Media acquired New Hope Natural Media. *Natural Foods Merchandiser*. June. p. 11.

• **Summary:** New Hope Communications Inc., founded in 1975 by Doug Greene, has been acquired by Penton Media Inc., a diversified business media company based in Cleveland, Ohio. On May 18, Penton (NYSE:PME, with 1998 revenues of \$233.1 million) announced it had entered into a definitive agreement to purchase New Hope in a cash and stock transaction worth \$82 million. Greene, age 49, will serve as New Hope’s nonexecutive chairman and hold a director’s seat on Penton’s board. New Hope will continue to operate from Boulder, Colorado.

2506. Meadows, Donella. 1999. Poor Monsanto: Corporate demonizing will not transform industrial agriculture, but less hubris and more openness to organic agriculture might help.

Whole Earth (San Rafael, California) No. 97. Summer. p. 104-05, 108.

Address: Contributing editor.

2507. Belleme, John. 1999. The story of how the Oak Feed Miso, Inc. was established, and its relationship to the Erewhon Miso Co. Part I. 1943 to 1978 (Interview). *SoyaScan Notes*. Aug. 22. Conducted by William Shurtleff of Soyfoods Center. With updates in Nov. 1999.

• **Summary:** Without John Belleme's perseverance and determination, the American Miso Co. would almost certainly never have come to be.

John was born on 3 Jan. 1943 in Union City, New Jersey—right across the Hudson River from the Empire State Building. His father died when he was young, so he and his brothers and sisters were raised by their mother. Years later John found that he was dyslexic—but in school this undiagnosed dyslexia caused him many problems and great frustration. He failed first, second, and third grades, so he was much older than his classmates. The frustration sent him to reform school at age 13½ and at age 14 he was “kicked out of New Jersey.” His mother moved the family to Miami, Florida. He was old enough to drive a full-sized motor cycle to the sixth grade. He managed to graduate from high school (just short of age 21) in Miami, went to junior college in Miami for two years, then won a scholarship to the University of Miami. He had liked biology, science, and research since age nine, so once he settled down he became a good student—though because of dyslexia he could barely read or write when he started college. In the mid-1970s he graduated from the University of Miami after two years with high grades in science, and got a job at the Veteran's Administration (VA) hospital in downtown Miami. He was put on one of the first teams in the United States that used and did research using a Phillips electron microscope. Soon they were doing pioneering research. Soon John was quickly promoted to the position of research biologist, a title usually reserved for those with a PhD degree. Soon the team's research was being published in scientific journals. “It was very exciting.” This job, which paid very good money, was mostly a photography job and the hospital had a huge, state-of-the-art darkroom. John worked with an amazing older man from Germany, who required him to carry a camera everywhere he went and to shoot and print his photos as a way of developing his photographic skills. Before long John was a very skilled photographer—and electron microscopist.

But after a while he was transferred to a chemotherapy, a job which he disliked. So he started graduate school to be a school psychologist—and first realized that he had dyslexia.

Sandy Pukel (pronounced pyu-KEL) was the center of a small but growing community of people interested in macrobiotics and natural foods in Coconut Grove, a suburb of Miami. Sandy had a tiny food store. John was with a girl who asked him to buy her some foods at this store.

Before long, he was a regular shopper. Then he started to get interested in macrobiotics, and before long he found himself doing volunteer work at the little store on weekends. Sandy suggested that, to study macrobiotics in depth, he should go to Boston and study with Michio Kushi. After attending a few of Sandy's macrobiotic classes in Coconut Grove, John quit his VA job and left for Boston.

1976 July 4—John arrives in Boston and starts to live at the macrobiotic study house of Ken and Anne Burns. John wrote in 1987 that he “stayed for what was to be one of the most exciting years of my life.” Ken is an exceptional teacher, and the house has a *dojo* atmosphere—like that of a martial arts practice place or Zen monastery. The temperature is kept at 40°F during the winter, and life is spare but rich and deep. Through Ken, John and Jan got very interested in wild foods, and planned to publish a book on the subject. By the fall of 1976 John is interested in miso. He had read *The Book of Miso* by Shurtleff and Aoyagi and on Nov. 17 he attends an afternoon miso class and workshop they conduct at the Burnses' house. John is intrigued by the romance of going to Japan to learn how to do something. After the workshop he decides that he wants to travel to Japan, learn all he can about making miso in the traditional way, then come back to America and help to start a miso factory. John recalls: “I wanted to go to Japan and bring something back. I was going to do this or die.”

After a year in Boston, John worked at Harvard Medical School for a while. Then he and Frank and Phyllis Head drove to Mexico in Frank's van with the idea of teaching the Mexican people about macrobiotics—with whole grain tortillas, etc. Living in a little village in rural Mexico in a house with no electricity and no running water, they managed to tough it out for one summer. Then multiple scorpion bites and general hardship drove them back to America. From Frank's father's estate in Texas, John phoned Sandy, who offered him a job.

1978—John had heard Michio Kushi talk about starting a shoyu factory in America. Michio hoped to involve Sendai Miso Shoyu Co., Erewhon, and some Oak Feed people such as Sandy Pukel and some of Sandy's investor friends. One day John—who was still a pretty small man on the totem pole—he said to Sandy, “Let's start a miso factory in America—rather than a shoyu factory.” He then explained his idea about studying miso in Japan. Sandy's response was “Good! Michio and I have been wanting to do that for a long time too.” John then started to take Japanese language lessons from Berlitz. Sandy established an Oak Feed Miso account on which John could write checks to pay for these lessons, for his travels related to miso in the USA, and for legal fees to form a corporation, etc. Sandy's main concern was running the Oak Feed Restaurant next to the store.

1978 Aug. 6—William Shurtleff is in Miami, Florida, visiting Robert Brooks and Mary Pung of Swan Foods, a soyfoods manufacturer. He presents a slide show (2-3 blocks

from Oak Feed Store) on miso at which John Belleme, Sandy Pukel and one other person are present.

1978—Various groups come together in an attempt to start a miso company in America. The “Oak Feed group” initially consists of Sandy Pukel of Oak Feed Co., John and Jan Belleme, and a few other investors. The “Erewhon group” was composed of Michio and Aveline Kushi, Mitoku, Sendai Miso-Shoyu Co., and a few people from Erewhon. Michio communicated with the Japanese members of the “Erewhon group” (Mitoku, Sendai) by phone; they never attended meetings.

1978 Dec.—The Oak Feed and Erewhon groups meet shortly before Christmas at Michio and Aveline’s home on 62 Buckminster Rd., Brookline (Boston), Massachusetts. Those present were Michio Kushi, Sandy Pukel, and John Belleme. They begin discussions about starting the “Erewhon Miso Co.” Everybody agreed on that company name. John recalls: “It couldn’t have been called anything else.”

What was the need for a miso company in America? First, they wanted to have unpasteurized miso. All the miso being imported by Erewhon from Japan was pasteurized in sealed plastic bags. Cold Mountain miso, made near Los Angeles, California, was sold unpasteurized in 14 oz plastic tubs. So the people interested in the new company began to criticize this product as being made with machines, non-organic, etc. Where would the factory be located? What might it be called? How big might it be? Who might be involved from Japan?

Sandy, Michio, and John all deserve some credit for the original idea of starting a miso factory in America. During 1978 and 1979 every time that Sandy or John went to Boston, they would talk with Michio about the miso company idea. Continued. Address: Honto Press, P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

2508. Belleme, John. 1999. The story of how the Oak Feed Miso, Inc. was established, and its relationship to the Erewhon Miso Co. Part II. 1979 to 1980 (Interview). *SoyaScan Notes*. Aug. 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: 1979 Jan.—John Belleme in Coconut Grove, Florida, writes Bill Shurtleff in California on Oak Feed letterhead that he and Sandy are starting to look for land for the miso company. “Bill, If you were going to make miso in the U.S., based on climate, what state would you choose?” 1979 Feb.—Oak Feed Miso, Inc. is incorporated. Sandy Pukel and John Belleme are the principals.

1979 April—Barry Evans of Coconut Grove, Florida invests money and becomes an important shareholder in the new corporation and a member of the “Oak Feed group.”

1979 spring—Members of the Oak Feed and Erewhon groups meet in North Carolina in the first attempt to locate a site for the miso plant. In attendance are Michio and Aveline Kushi, Sandy Pukel, John Belleme, Frank Head, and Junsei

Yamazaki and his wife (both from California). Michio thought the Yamazakis should be there, so the group paid for their transportation. Junsei was tasting the soil, tasting the water—it was bizarre. Then Aveline insisted that they all rent a car and drive to Atlanta, Georgia, since she thought the miso factory should be near some big city like Atlanta. Every now and then Junsei would sniff the air or get out of the car and taste the soil. John recalls that this trip was disorganized, unsuccessful, and very frustrating.

Why were they looking for land in North Carolina? They knew some people who lived in North Carolina, and they knew a real estate man in North Carolina. But after the trip with Junsei Yamazaki, John began to think that it didn’t really matter where they located the company. Sandy, who is from Coconut Grove (a suburb just south of Miami), Florida, does not like cold weather—not even as cold as North Carolina. John is also from Miami. Moreover, the miso factory was supposed to be a small part of the whole project, which was to be called the Oak Feed Land Project. That was Sandy’s idea, and it was supposed to be an educational center, summer camp, Kushi Institute—similar to what ended up being at Becket. The Kushi’s Ashburnham project had failed by this time. There is actually still a 4-by-8-foot sign on the property that says “Oak Feed Land Project.” Sandy and John wanted a “land project” in a warmer climate that was closer to Miami. They learned that there is an isothermal belt in North Carolina, an unexplained warm stretch of land that runs through the Piedmont below the mountains in western North Carolina; this happens to be an excellent place to make miso because the warm climate brings the miso to maturity faster.

In mid-1979 Sandy Pukel, armed with this new information about the isothermal belt, went up to western North Carolina and bought one of the first pieces of land he was shown—129 acres. The land cost about \$120,000 and the down payment was probably about \$10,000 to \$15,000. Rutherfordton, North Carolina, turned out to be the perfect location. “What would be a 2-year miso in Massachusetts using Mr. Onozaki’s basic formula, was a 1-year miso in North Carolina.” Moreover, Great Eastern Sun and the Macrobiotic Wholesale Company, and a large community of macrobiotic people in Asheville are in North Carolina because of this sequence of ‘accidental’ events born largely of ignorance.

After the land had been purchased, John and Jan rode to North Carolina from Miami on John’s motorcycle and saw the land for the first time. They took \$20,000 cash, which belonged to the new Oak Feed Miso, Inc., and deposited it in a safe-deposit box at the BB&T Bank near Rutherfordton; John kept the key. Sandy flew up to North Carolina while John was there. John and Jan, and Sandy and Jackie (his wife) all went together to the First Citizen’s Bank in Tryon, North Carolina; after signing something, they returned to Miami. John purchased two round trip tickets to Japan, and

set aside \$5,000 for living expenses which he would take to Japan—using corporation funds from the safe-deposit box.

1979 Oct.—John and Jan Belleme (who have just been married) leave Florida to travel to Japan. On the way they visit Thom Leonard at his new Ohio Miso Co.; he has already made several thousand pounds of miso. Arriving in Japan in late October, they spend several weeks in Tokyo with Mr. Kazama “hanging around his office.” The plan had been for the Bellemes to study miso making at Sendai Miso Shoyu, but basically John refused because he knew they had a big factory and he wanted to learn the more traditional way that he planned to use when he returned to America. After John handcuffs himself to Mr. Kazama’s desk, he arranges for the Bellemes to study miso-making with the Onozaki family 10 miles north of Yaita city, in Tochigi prefecture, northern Japan—even though Mr. Kazama had not previously known the Onozaki family. Finally Mr. Kazama drives the Bellemes northward to visit Sendai Miso Shoyu Co. On the way back he drops them off in a country village outside Yaita at the home of the Onozaki family, who run a traditional koji and miso factory. Imagine their surprise when, out of the blue, two Americans appear intent on learning the traditional Japanese art of making miso!

In November John and Jan begin to study miso making at the *Onozaki Kôji-ten*, while living with the Onozaki family. They paid the family a certain monthly fee for room and board, and an additional fee for the teaching and training. He and Jan also received a small monthly wage. At one point John requested an additional \$5,000 from the corporation. The Onozaki family made and sold both miso and koji. About half the koji was sold, mostly 1-2 pound bags to individuals who used it at home, mostly to make amazake. When John was there, the Onozaki family made much more miso than koji. The Bellemes’ study and training continue until the next summer. While in Japan, John wrote many letters back to macrobiotic friends in America as part of campaign to (1) try to prevent Sandy from giving away the miso company to the “Japanese group,” (2) show that he was learning how to make the real traditional Japanese miso, and (3) argue that much of the so-called “traditional” miso being imported from Japan was actually made in modern factories.

1980 April—A letter from John Belleme, titled “Making miso in Japan” is published in *GOMF News* (Orville, California). It is the first published account of his experiences with the Onozaki family. 1980 May—According to Mitoku’s records, the first shipment of Onozaki rice miso from Onozaki Koji-ten in Tochigi prefecture is sent by Mitoku to Oak Feed Store in Miami, Florida; 84 cartons and 4 kegs. John Belleme contacted Mr. Kazama and arranged this shipment. At the time, Oak Feed Store was importing Japanese products from Mitoku and distributing to stores across the USA. Michio Kushi set up the connection and it was all done with his blessing.

1980 May—After their apprenticeship with Mr. Onozaki, John and Jan spend 3-4 weeks at Sendai Miso Shoyu—at Michio’s request. Mr. Kazama drove them to Sendai. John studied the process and took lots of photographs.

1980 June—John and Jan Belleme return from Japan. The Oak Feed and Erewhon groups meet at Oak Feed Co. in Florida to determine ownership of Erewhon Miso Co. There were various contracts. In one, for example, said that Sendai Miso Shoyu and Mitoku would each own 15% of the company—even though it was not clear what they would contribute to the venture. It is finally decided that each of the two groups would own 50%.

1980 summer—John starts to locate and order the miso equipment he needs, which falls into three categories: (1) Purchased from USA: He orders wooden vats from the Arrow Tank Co. in Buffalo, New York. The pressure cookers (for soybeans) and boiler also came from the USA—mostly New Jersey. (2) Purchased from Japan: Two steamers for rice and barley, a rice milling machine, an automatic koji inoculating machine [“rice rocket”] (which they never used until many years later; John did all inoculating by hand), soybean washing machine, soybean crusher (to grind and crush the cooked soybeans), miso mixer (to mix the crushed soybeans with the koji and salt), the foot-activated piston filling machine, which originally filled bulk tubs, and later filled coffee bags and small plastic tubs. (3) Designed by John and fabricated locally: The tilting cooling table to cool hot soybeans then dump them into the soybean crusher, the conveyor that transports raw miso from the miso mixer up into the tall wooden vats, the clam that would come down from the ceiling and lift 400-500 lb of finished miso out of the vats; John also used it to mix miso from one vat to another in mid-season. Everywhere (except in the koji-making process) that Japanese miso makers used intense labor, John tried to use machines.

1980 fall—John and Jan Belleme go on the Erewhon payroll at \$400/week, break ground, and start construction of the miso plant in Rutherfordton, North Carolina. On Sept. 29 the land for the new factory is being leveled. John pays initial expenses using funds in the BB&T safe deposit box.

1980 late—John starts to make small, experimental batches of miso in his house, in the sauna room. In his spare time, John starts to grow shiitake mushrooms, behind the main house, up on the hill. He and Jan had brought shiitake plugs from Japan. They used a chain saw to cut oak trees into logs for growing. He sold small amounts to Great Eastern Sun, but he was too busy with other things for shiitake to become a business, as he had once hoped. Continued. Address: Honto Press, P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

2509. Belleme, John. 1999. The story of how the Oak Feed Miso, Inc. was established, and its relationship to the Erewhon Miso Co. Part III. 1981 (Interview). *SoyaScan*

Notes. Aug. 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: 1981 Jan.–When it comes time to buy equipment and build buildings, the new company finds it has little or no money. It needs about \$40,000. The person constructing the building, Doug Ashley, threatens to put a padlock on the building because John is unable to pay him. He also threatens to sue John. The project comes to a complete standstill for months as Barry and Sandy are trying to settle their conflict in Miami. During this time, when John has nothing else to do, he starts to write articles about his miso apprenticeship in Japan. And Jan corrects her dyslexic husband’s multitude of misspelled words and prepares the stories for publication. Eventually he and Jan wrote over 100 published articles about Japan, Japanese foods, and miso. They contain some 400 of John’s photographs.

During the conflict between Sandy and Barry, John finds himself in a very difficult position—in the middle and torn. At one point Sandy, who had been John’s longtime close friend and macrobiotic mentor, decides that he no longer wants to be involved with Barry Evans and the miso company. Michio Kushi and Mr. Kazama of Mitoku go along with Sandy, dropping their crucial support for the project. John barely knows Barry, but now he finds himself trying to convince Barry not to abandon the miso project. Barry asked John: “If I’m going to trade my ownership in Oak Feed Store for the miso factory, what value does that factory have? It’s a piece of land and part of a building, but can you make miso? How are we going to sell it? Is it a business with potential?” John has to answer all questions with a convincing “yes!” even though he has not yet made miso by himself and has no idea what the market was. But by building up the value of the miso and downplaying the value of Oak Feed Store, John strains his relationship with Sandy. If Barry had abandoned the miso project, all of John’s work in Japan might have been in vain. Moreover it would have left the land and the new building unpaid for—a total mess.

Soon John finds that his role had changed from potential miso maker to miso promoter and educator. His articles must put the wind in the sails of a ship that has stalled in the doldrums. “Every one of those stories had all kinds of intricate purposes to it.” And each is written for various audiences with different goals. John has to convince: (1) All his readers that he is an expert on miso and that his miso would be unique—the best available. (2) Potential macrobiotic customers that the lighter, sweeter misos are good tasting and good for health. He could never build a company solely on long-term salty miso. (3) Michio Kushi, and macrobiotic counselors and teachers, not to say bad things about his miso. “I kept putting pressure on them until some were afraid of me—the miso mafia.” (4) Barry Evans that the company would succeed and be a good investment. John sent Barry a copy of everything he wrote. John was not sure that Barry was completely committed until about 1984.

1981 Jan.—John Belleme’s first article about his miso studies in Japan, titled “The Master of Hoops,” is published in *East West Journal*.

1981 April—John Belleme’s second article, titled “The Miso Master’s Apprentice,” is published in *East West Journal*.

1981 July—John Belleme’s third article, titled “The Miso Master with a Big Heart: Making Miso in a Japanese Village,” is published in *Soyfoods* magazine.

1981 early spring—Increasingly, the much-needed money starts to arrive from Barry. At about this time, and perhaps again earlier, “Barry Evans’ money saved the company—there is no doubt about it.”

1981 May—All of the miso-making equipment has arrived in North Carolina.

1981 July—The two groups meet at the newly constructed Erewhon Miso Co. plant to have an opening ceremony and celebration. About 25 people are present. The Shinto ceremony is conducted by Michio, with salt, daikon, azuki beans, etc. He goes from door to door, putting Japanese symbols on each door. Evan Root, who was there, was deeply moved by this ceremony. The Kushi’s stay on the land for 3-4 days. John remembers that there was a lot of stress during this time. Barry and Sandy were in the middle of resolving their problem.

1981 Aug.—John and Jan start full-time, large-scale production of Erewhon Miso. They have not made any miso on a large scale for more than a year. Erewhon Trading Co. contributed the soybeans, grains, and Lima seasalt (from Belgium); they probably arrived a month or two earlier. Money is still in short supply.

1981 Nov. 10—Michio Kushi files a petition for Erewhon for protection under Chapter 11 of the Bankruptcy Act at the federal in court Boston. This is a disaster for the new miso company. The Bellemes’ paychecks and the miso ingredients stop arriving from Erewhon. The miso company’s name is soon changed to Oak Feed Miso Inc., but the company now has no means of packaging or marketing its products. None of the Belleme’s miso is ever sold under the Erewhon labels or the Oak Feed label. Address: Honto Press, P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

2510. Belleme, John. 1999. The story of how the Oak Feed Miso, Inc. was established, and its relationship to the Erewhon Miso Co. Part IV. 1982 to present (Interview). *SoyaScan Notes.* Aug. 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: 1982 Jan. 4—Barry changes the name of the company to American Miso Co. and announces that it is open for business.

1982 Jan. 31—Sandy Pukel and Barry Evans agree to an exchange of stock whereby Sandy gets out of Oak Feed Miso and Barry gets out of Oak Feed Store and Oak Feed Restaurant. They finalize the deal on Feb. 26, but it is

retroactive to Jan. 31.

Barry starts The American Trading Co. (soon renamed Great Eastern Sun) to distribute their miso which would soon be ready for sale. For a while, Barry Evans and Sandy Pukel had been in a partnership in that import and distributing company. When Barry and Sandy split up, and Barry started Great Eastern Sun, Mr. Onozaki's miso started going to both companies. Marty Roth soon begins running GES.

1982 Jan.—At about the same time, during the first season, after John has made quite a bit of miso Mr. Onozaki visits the American Miso Co. in North Carolina for about 2-3 weeks at the Bellemes' invitation. They are interested in his comments on their miso plant and process, and they pay his way as a consultant and friend. He works with them making miso and gives them some very valuable suggestions (both big and subtle) for improvements—mainly in making the koji. Formal dinner is held in his honor.

1982 April—Mr. Onozaki's eldest daughter, Kaoru, and her husband, Haruo (Mr. Onozaki's adopted son), visit the miso factory and work for 3 months, living under the same roof as the Bellemes. Jan is pregnant when they arrive and the Belleme's son, Justin, is born on 24 May 1982 in North Carolina.

1982 April 24—Richard Leviton, editor and publisher of *Soyfoods* magazine, visits the American Miso Co. in Rutherfordton, North Carolina, and writes an in-depth cover story about the miso-making process, equipment, and company, published in the summer (July) 1982 edition of his magazine. The best, most detailed coverage to date. The color cover photo (taken by Leviton) shows John, Kaoru, and Haruo making miso.

1982 fall—The Bellemes' first miso is ready for sale. It is a red miso made, Onozaki style, with approximately equal parts soybeans and rice. It is sold only in bulk. The logo is two crossed sheaves of grain in a circle—drawn by an artist friend of John Troy's. This miso is shipped to Great Eastern Sun and sold in bulk under the American Miso label.

Prior to about 1983-1984 all of the company's miso was sold in bulk through Great Eastern Sun to stores. Over the years, John had been working on selling miso refrigerated in one-pound plastic bags, each having a pressure-release valve. The unique bag was designed for coffee and made in Italy. Finally, at a food show in Atlanta, Georgia, two big refrigerated distributors—Cornucopia and Tree of Life—decided to carry the new products. Soon refrigerated distribution trucks began stopping by the miso factory in North Carolina to pick up 7 varieties of miso in 1-pound bags. It was a breakthrough. Demand increased dramatically.

1983 Oct. 1—At John and Janet's request, Barry Evans buys all their shares (900 shares, 35-45% of the ownership) in the American Miso Company. John agrees to work as a consultant for 6 months and to train a person to take his place. John Fogg has been handling the marketing account for Great Eastern Sun. John Belleme asks him to design a

retail marketing program, logo, and label for American Miso. He comes up with the idea of "Miso Master." John cringes, because it implies that he is a miso master, whereas he still considers himself a beginner, and he is developing many new types of sweet miso that he has definitely not yet "mastered." Peter Harris draws the Miso Master logo, an illustration showing the head and shoulders of a Japanese miso master, with a knotted headband, in front of a large wooden vat of miso.

1984 Feb.—At the time he sells his stock to Barry, John establishes a new marketing company named Just In Foods, Inc. (John's son is named Justin) for his miso and miso products. It is owned by John and Jan and Barry Evans. John is training Don DeBona to take his place at American Miso Co. His new responsibility will be to work as a marketing person between the miso factory and Great Eastern Sun (a distributor).

1985—John creates another entity named Institute of Fermented Foods (it was never registered or official) as part of his ongoing struggle with Barry Evans. The name appears on the label of many creative miso products Chick Peaso (Chick Pea Miso) and Mellow Ebony Miso (with Black Soybeans).

1985 Dec.—John and Jan leave the American Miso Co. due to ongoing conflicts with Barry Evans. Over the years, John had negotiated with Barry to give him more and more ownership in the company—because he was doing all the work. He eventually owned about 30% of the shares, which Barry bought back from him a year or two before he left—at John's request.

1985—John (who has nothing to do), with Sandy and Blake Rankin form a company named Granum East, based on Sandy's wholesale company in Florida. They plan to sell macrobiotic foods to distributors. It was nothing more than a telephone in John's home office. John would call up Great Eastern Sun (GES) customers and offer them a 10% larger discount than they could get from GES. Within 18 months the company had \$700,000 worth of GES' business. Barry was forced to buy the company from them.

John reflects on Sandy's financial role in the company: Sandy has an incredible money karma; he lets it go out and come in without holding onto it, without any attachment. John was later in a seitan business with Sandy; it failed and lost about \$300,000. When Sandy found out about these losses, he hardly batted an eyelash—and he's not a rich person. He helped people out all over Miami, and not only with money. He'd give them food, or whatever they needed. It was just amazing to see. Then all of a sudden a large amount of money or good fortune would just drop in his lap. Address: Honto Press, P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

2511. Demos, Steve. 1999. White Wave and Dean Foods: The inside story and future plans (Interview). *SoyaScan*

Notes. Aug. 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** White Wave now has its Silk soymilk in 6,000 supermarkets and chain stores—not counting natural foods chains like Whole Foods Market. White Wave’s goal is 10K by 2K = 10,000 stores by the year 2000. In most cases Silk is in the refrigerated dairy case, but in a few cases it is in specialty food or soft drink refrigerated cases. Fred Meyer has Silk in the health food section, but White Wave is battling for the dairy case. But at Ralph’s in Los Angeles it is next to Lactaid in the dairy case.

White Wave has already won the footrace in the USA with SoyaWorld and Dairyworld. From now on it’s a question of who has the most money to stimulate consumers to try their brand. That’s the last face of the mountain to climb. Dean Foods brings to the alliance the fact that they distribute to 17,500 stores (mainly supermarkets and chains), and they have the national brokerage and delivery trucks and 70 factories that support that system. They own two ESL plants today (in Florida and Kentucky) and they have several more on the books (one in California). White Wave also has two coming in, and they now work with Western Quality Foods in Utah (Dairy Farmers of America and Sinton Dairy out of Colorado).

Dean Foods is a superfactory for Nestle. Nestle has three or four superfactories: H.P. Hood, Dean Foods in Kentucky, and Ador in Los Angeles. Dairy Gold in Seattle, Washington, may be a fourth. Nestle Quick, the chocolate milk, is a billion dollar brand. That warrants tremendous investments in systems and efficiencies, which leads to co-pack opportunities for things that are beyond our dreams. Dean was the inventor of The Chug—a single-serve chocolate milk in a disposable plastic bottle, with a screw cap, that looks like an old-fashioned milk bottle; this made it possible to sell single-serve chocolate milk from convenience stores, and per-capita consumption of chocolate milk jumped. The Chug was a \$600 million a year innovation. Also are headed toward the aseptic single serving, Dean Foods is definitely endorsing soy as a concept.

In the dairy business, per-capita consumption of fluid white milk has been decreasing for the past 50 years. The “Got Milk?” and “Milk Mustache” ad campaigns have only slowed the rate of decline from 4% down to 2% a year—but these ads are costing the dairy industry more than \$100 million a year. Part of the problem is that milk has never been considered a pleasure beverage; it’s just a commodity.

How did White Wave contact Dean Foods? “It’s kind of like fishing. You put out your hook with the bait, seen who bites, then let them come after you.” Indeed, Steve went after them and convinced them that this is a concept and category worth paying attention to. Suiza Foods Corp., because they have been associated for a year with Horizon Organic in Boulder, was not a potential partner. Suiza has already invested \$10 million in Horizon. Notice that

the plant in Gustine, California, where TAN Industries packaged soymilk, is owned by Morningstar, which is a Suiza division—you can figure out in a hurry where this war is going to be fought. The rumor that Suiza will get into soymilk through its alliance with Horizon will soon be confirmed. The Gustine facility turned down business from Lactaid, which wanted to introduce a soymilk because White Wave is making such a dent in their sales. The people at Gustine told Lactaid that they did not want to start a project that they would have to stop in Jan. 2000, when they planned to introduce their own brand of soymilk.

“It’s now a whole new game for White Wave. There’s no time to take a breath.” The deal with Dean Foods was a very unusual one in that everyone seemed to come out winning. White Wave got everything that they wanted, plus a huge vote of confidence. Steve anticipated their future desires and he accommodated those in the agreement by certain opportunities as time goes on. “I think the biggest accomplishment was we get to ride this thing for a while.”

The news release was picked up as a blurb in the back of the Wall Street Journal last Tuesday, but the announcement has been getting a lot of national play. The news release and the recent (Aug. 3) *Wall Street Journal* article on Silk have been reinforcing one another, and creating a new round of interest in White Wave and its products, which is translating sales. The local papers and trade journals also picked up the news release. *Natural Foods Merchandiser*, *Prepared Foods*, and *Dairy Foods* all plan to do stories. Their story appeared in 3-4 national TV announcements. It’s very exciting for people throughout the company. For example, the advertising and marketing people are now interviewing full agencies—which were previously unaffordable. “The ability to be whimsical, be creative, and be a little bit off center with things has been a key driving force which we hope not to lose. Nothing that happens, to be quite honest, could influence me enough to take my hands off the throat of this thing. Not until I’m gone. When I sit in meetings today I say, ‘If you thought I was a pain in the ass before, watch this!’” Susan Holden and Holden McClure have done White Wave’s PR for the past 7 years. Before that, White Wave had no PR firm.

White Wave has big plans in the dairy alternatives market—for every product you can imagine. Silk Creamer, based on organic Silk soymilk and non-hydrogenated oils, was introduced at Anaheim in March of this year; after only six months, its sales have surpassed its first year projections—and supermarkets are major buyers. It’s a huge category. Dean Foods is the No. 1 producer of non-dairy creamers in the USA, but they make powders and Silk is a liquid. Some new flavors are planned for the near future. The Silk brand represents dairy alternatives and the White Wave brand represents tofu. “Silk” is the word that the public is saying. It’s a cool word, and “Smooth as...” There’s lot of room for play and fun: “Silk boxers in every carton.” White Wave

has dabbled and played with non-dairy frozen desserts in the past; now they could go big time—pretty fast. But the company will not step outside the dairy alternatives category with things like energy bars or power drinks; it will keep tightly focused on dairy-like non-dairy products.

“Its very important to conduct your mission with some levity and fun—otherwise it never works. Business is an excuse to have parties. We need to pursue that philosophy for as long as possible. We just scheduled our next party; I rented a theater in Boulder for the middle of October.” On using the Silk carton for advertising: “Serve people’s intelligence and needs and you give them two products instead of one. Once you have the consumer’s attention and focus, you can spoon feed them a lot of very wholesome, beneficial things. Our job now is to gain their trust and attention. We have always been say that we deliver more than food; we deliver a little bit of entertainment, and a bunch of information. We want you to think of the package as part of the product.” On the red half-gallon Silk, James Terman has put the story of Henry Ford’s work with soy. “At least 25-33% of our packages will always be used for some additional information other than ‘Buy my stuff.’” The carton of Silk, along with breakfast cereal, is one of the few packages that gets onto the breakfast table or dining table. Steve learned this lesson when he heard from dairy people about all the complaints they received about pictures of missing children on milk cartons. That meant people were reading the cartons; its the perfect captive market. Quotations from Suzuki roshi and Yogi Berra appeared together on one of the Silk cartons. “In the beginner’s mind there are many possibilities; in the expert’s mind there are few”—said Roshi. “You can’t think and hit at the same time”—said Berra. “James Terman and I went into stitches when we put the two of those together. It was such great juxtaposition—so enlightening—just way out there.” Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301.

2512. Lampe, Frank. 1999. GMOs: Do you have a strategy? *Organic & Natural News (Phoenix, Arizona)* 2(8):11. Aug.
 • **Summary:** The mission of natural foods stores is to provide consumers with foods that are inherently different from the “overly processed, nutritionally bereft, and inherently unsustainable offerings” of most American supermarkets. Yet “one of the natural foods industry’s biggest dirty little secrets” is that, unless consumers buy organically grown foods, no such choice exists today. The author argues that natural foods companies should make the hard decision to take a stand on GMOs. A portrait photo shows Frank Lampe. Address: Editorial Director of Natural Business.

2513. Lehndorff, John. 1999. Longmont grower introducing diners to fresh soybeans. *Daily Camera (Boulder, Colorado)*. Sept. 8.
 • **Summary:** Pachamama Organic Farm in Longmont,

Colorado, is now harvesting its 1999 crop of fresh edamame, which are sold at Boulder County Farmer’s Market, Alfalfa’s, Crystal, Ideal, North Boulder Whole Foods, and Wild Oats Markets, and at Vitamin Cottage. Contains a recipe for preparing the fresh or frozen soybeans. A photo shows edamame. Address: Camera Food Editor.

2514. **Product Name:** Natural Brand Soy Baking Mix.
Manufacturer’s Name: GNC [General Nutrition Centers] (Marketer-Distributor).
Manufacturer’s Address: Pittsburgh, Pennsylvania.
 Phone: 1-888-462-2548.
Date of Introduction: 1999 September.
Ingredients: Supro brand soy protein isolate, soy flour, polydextrose, wheat bran, glucone delta lactone, potassium bicarbonate, potassium chloride, disodium phosphate.
Wt/Vol., Packaging, Price: 20 oz (557 gm) cannister with plastic lid. Retail for about \$11.
How Stored: Shelf stable.
New Product–Documentation: Talk with Dana Jacobi, cookbook author and consultant, of New York City. 2000. Sept. 30. This is her favorite soy product for use in baking. It works much better than soy flour, although it is much more expensive. She substitutes it for 20-50% of the flour (typically wheat flour) called for in standard recipes, then adds water since soy proteins absorb water. She uses the baking soda or power as called for in the standard recipe. She prefers the taste and texture of the final product after it has cooled for a day. The soy protein gives the baked goods a much longer shelf life; they taste good 3-4 days after they are baked.

2515. Plank, Dave. 1999. GNC reaction subdued. *Natural Foods Merchandiser*. Sept. p. 7.

• **Summary:** As reported last month in NFM, General Nutrition Centers Inc. of Pittsburg, Pennsylvania, plans to merge with Royal Numico (a baby food manufacturing giant) of the Netherlands in a \$2.5 billion deal. The new company is expected to employ 27,000 people worldwide and to have annual sales of \$3 billion.

2516. Stephens, Arran. 1999. Journey to the luminous: Encounters with mystic adepts of our century. Seattle, Washington: Elton-Wolf Publishing. xi + 371 p. Illust. No index. 23 cm. [20 ref]

• **Summary:** A remarkable book about the author’s spiritual Master, Sant Kirpal Singh, his master Hazur Baba Sawan Singh, and his successors, Darshan Singh, and Rajinder Singh. The author lived, traveled, and practiced meditation in India with Kirpal Singh, describes many spiritual experiences and events. Address: Vancouver, BC, Canada.

2517. **Product Name:** Harmony Farms Soy Burgers [Original, With Onion, With Mushrooms, With Garlic].

Manufacturer's Name: Tree of Life, Inc. (Marketer-Distributor).
Manufacturer's Address: P.O. Box 410, St. Augustine, FL 32085-0410. Phone: (800) 260-2424.
Date of Introduction: 1999 September.
Wt/Vol., Packaging, Price: 10 oz paperboard box.
How Stored: Frozen.
New Product–Documentation: Ad (full page, color) in *Vegetarian Times*. 2000. Feb. p. 61. “Cowabunga: Introducing Harmony Farms Soy Burgers.” Shows a cow, standing upright, riding a surfboard.

2518. Tree of Life, Inc. 1999. She's gotta have it. And she's gotta have it from you (Ad). *Natural Foods Merchandiser*. Sept. p. 61.

• **Summary:** See next page. This full-page color ad shows a lovely young lady, photographed from above, dressed in blue jeans, holding a package of Tree of Life Baked Organic Tofu. Next to the Tree of Life Logo is the tagline: “Our brand is your brand.”

This ad also appeared in the March 2000 (p. 97) issue of this magazine. Address: P.O. Box 410, St. Augustine, Florida. Phone: 1-800-260-2424.

2519. Knox, Andrea. 1999. Kellogg, Heinz are buying their way into natural-foods trend: The corn flakes maker will pay \$307 million for Worthington Foods. Earlier this week, Heinz bought a stake in Hain organic foods. *Philadelphia Inquirer*. Oct. 2.

• **Summary:** This long and very interesting article begins: “It used to be that buying organic and natural food was pretty much a lifestyle thing, done in dim, old-fashioned stores by earnest folks wearing all-cotton clothing and Birkenstock sandals.”

But all that has changed. Yesterday the Kellogg Co. announced that it would buy Worthington Foods, a maker of vegetarian and health foods, for \$307 million—“the clearest sign yet that counterculture eating is going mainstream.”

Natural and organic foods are one of America's fastest growing food categories, with sales increases, on average, of nearly 20% a year, whereas the food industry as a whole averages only 1-2% a year.

Even the growth rate of junk-food lags behind that of organics. Address: Inquirer staff writer.

2520. Jacobi, Dana. 1999. Impressions of the Natural Products Expo in Baltimore, Maryland (Interview). *SoyaScan Notes*. Oct. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The Expo was great! There were an unusually larger number of new companies selling soy products; Dana picked up many sell sheets. The Soyfoods Association had a meeting at the Expo at which Peter Golbitz announced that the FDA health claim concerning soy protein and

heart disease will allow traditional, whole soyfoods (such as tofu and soymilk) to bear the claim—even though they contain more fat than allowed under the claim. This was an unexpected development—and very good news. The claim says that 25 grams of soy protein in a low-fat diet may reduce the risk of heart disease. The Association also presented a new position paper on genetically engineered soybeans in soyfoods, stating that foods containing GMO ingredients should be so labeled. The Association did not oppose the use of GMO soybeans in soyfoods, noting that genetic modification will be used for many different purposes, some of which may have health benefits.

Two prepared soy puddings were debuted at the Expo—one from Westbrae and one from Zen Don. Both came in two flavors: chocolate and vanilla. The chocolates were both delicious; the vanillas were not so good. Zen Don is run by a young man age 30-32 who has introduced a soymilk under the brand Zen Don, which has a picture of a panda on the package, and which he has positioned for the mainstream market to compete with Silk. Dana believes that with this name and graphics, the product is mispositioned; moreover she finds it much too sweet.

White Wave debuted Silk eggnog in quarts. They were also dispensing Silk in four new flavors from a cooler and asking for comments: Lemon (which Dana found delicious), strawberry, chai, and cappuccino.

Abbott Laboratories (Chicago, Illinois) is now the mother company for HealthSource (formerly Health Source, from a subsidiary of Protein Technologies International—PTI), the protein powder drinks from Ross Products. This is not cleared stated on sales sheets.

Dana did not see the FDA health claim in today's (Tuesday's) *New York Times*. It will probably be in the Wednesday edition, which has a special food section—as do many other major newspapers. Address: New York City.

2521. Bogo, Jennifer. 1999. Tools for green living: The better brown bag. *E—The Environmental Magazine* 10(5):52. Sept/Oct.

• **Summary:** This small article discusses organic foods sold by White Foods Co., and Walnut Acres Organic Farms LLC. Walnut Acres offers an extensive selection of organic nut butters, such as cashew, sunflower and soy, as tasty peanut-free alternatives. They also offer a delicious peanut-honey-sesame spread which goes nicely with their organic fruit spreads such as sour cherry or apricot, or the company's old-fashioned jams, like raspberry or strawberry.

White Wave sells “half-pint soy milks.”

2522. Levitt, Lacey. 1999. The Goldbecks: Pioneers of the Whole Foods movement. Vegetarian action. *Vegetarian Journal*. Sept/Oct. p. 35.

• **Summary:** Nikki and David Goldbeck's *Healthiest Diet in the World* (vegetarian) was published last September. But

**She's gotta
have it.**

**And she's
gotta get it
from you.**



You know what she's gotta have—the biggest, broadest line of health food products on the market. She's gotta have Tree of Life brand. Whether she's buying crackers, veggies, pasta sauce, or any of our 420 other products, she can always count on the trusted quality and selection that Tree of Life offers. And because Tree of Life is available exclusively to health food retailers, she'll keep coming back. Because she's gotta get it from you.

Like your customer, we accept nothing but the best for our brand. Think of the Tree of Life logo as your guarantee of product taste and integrity. We do.



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their crusade for better food (which means vegetarian food in its natural state) began in 1963. They live in Woodstock, New York and have written many very influential books.

2523. **Product Name:** Smoked Tofu Flavors [Lemon Garlic, or Herbs & Spices].

Manufacturer's Name: Tree of Life, Inc. (Marketer-Distributor).

Manufacturer's Address: P.O. Box 410, St. Augustine, FL 32085-0410. Phone: (904) 825-2095.

Date of Introduction: 1999 October.

Wt/Vol., Packaging, Price: 18 oz (510 gm) plastic jar.

How Stored: Shelf stable.

New Product–Documentation: Short in *E–The Environmental Magazine*. 1999. “Tools for Green Living: New life to tofu.” Sept/Oct. p. 52. Tree of Life offers tofu in “a new line of smoked flavors. Lemon Garlic and Herbs & Spices have been added to the Original and Hot & Spicy line.”

2524. Thompson, Stephanie. 1999. Natural foods experiencing organic growth: ‘Health foods’ no more, new options attract consumers and food marketers. *Advertising Age*. Nov. 1.

• **Summary:** Mentions Boca Burgers (“Happy Stomachs, Healthy Hearts” ads), increasing sales of organic foods, last week’s FDA ruling for a soy heart health claim, Kellogg, owner of Worthington Foods and the belief that “Soy-based foods have enormous potential.”

2525. Great Eastern Sun. 1999. Pricelist. Effective November 15, 1999 [Mail order]. Asheville, North Carolina. 24 + 6 p. 28 cm.

• **Summary:** Contents: Catalog information: I Ching reading (hexagram #43), ordering, billing, shipping. Miso Master organic misos (traditional, mellow, sweet, miso tamari). Sweet cloud organic sweeteners. Haiku organic Japanese teas. One world organic classic teas. Mandala organic herbal teas. Organic planet pasta. Emerald Cove sea vegetables. Emperor’s Kitchen condiments (Organic Oriental sauces, condiments in bottles, condiments in jars, condiments in bags, Japanese kitchenware). GES variety packs. Also sells coarse nigari in 44 lb or 440 lb lots. Address: 92 McIntosh Road, Asheville, North Carolina 28806. Phone: 704-252-3090.

2526. Kilburn, Roger. 1999. Harvest Direct owns Devansoy. Other makers of powdered soymilk (Interview). *SoyaScan Notes*. Nov. 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Harvest Direct Inc. assumed control of Devansoy Inc. in June 1998. Elmer Schettler is still the president of Devansoy and also a shareholder. As far as Roger knows, there are only two manufacturers of powdered

soymilk from whole soybeans in the United States: Devansoy and SunRich. Quite a few large food companies are developing new products using Devansoy.

SunRich also makes liquid soy base. All of their customers get the same base, and have it formulated and packaged elsewhere. Westbrae buys its liquid soy base exclusively from SunRich. In exchange for this exclusive agreement, Roger understands that Westbrae retains the right to say who else SunRich can sell soy base to. Address: P.O. Box 50906, Knoxville, Tennessee 37950-0906.

2527. Bossert, René. 1999. Tofu-Absatz waechst weiter [Sales of tofu continue to grow]. *Badische Bauern Zeitung (BBZ, Germany)*. Nov. 20. No. 46. p. 20. [Ger]

• **Summary:** In 1999 Life Food purchased the organic, non-GE soybeans from 115 hectares (ha), mostly from the Rhine valley of southern Baden. In the year 2000 they plan to expand this to 140 ha. Sales of tofu are also growing. The company sells basic tofu and 30 products made from tofu such as patties, terrines, and smoked tofu. This year the company will produce about 800 metric tons of tofu.

The company now gets about half of its soybeans from Hungary and France. This year it paid its German contract farmers 1,250 German marks per metric ton for soybeans.

A portrait photo shows Wolfgang Heck, managing director (*Geschäftsführer*) of Life Food GmbH (“Taifun”).

2528. Pukel, Sandy. 1999. History of interest in macrobiotics and miso. Part I. 1945-1974 (Interview). *SoyaScan Notes*. Nov. 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Sandy was born on 10 Sept. 1945 in Queens, New York City. In 1967 he graduated from the University of Wisconsin, majoring in political science, then went to law school at the University of Tulsa in Oklahoma. After two years he realized he did not want to be a lawyer, and dropped out—at a time when many other young Americans were also dropping out of college or “straight” jobs. For the next two years he passed his leisure time like many other young Americans. In August 1969 he was at Woodstock and appears in the movie—naked. Knowing he wanted to be an entrepreneur, he worked on Wall Street for a while.

In April 1970 a childhood friend from Queens, Willy Rosenfeld, introduced Sandy to macrobiotics. Willy had gone to Harper College (SUNY) at Binghamton, New York, where he met Michel Abehsera. Sandy went to a lecture in New York City by Rebecca Dubawsky. “From that night on I became macrobiotic; I went ‘cold turkey.’” He stopped using psychedelics and quickly got interested in the philosophy of macrobiotics; he wanted to “turn the world on” and saw this as one way to do it. That summer he went to a macrobiotic summer camp / retreat at Awosting in upstate New York with 30-50 other people. There he first met Michio Kushi, who was in short pants and knee-socks. This deepened his interest.

In August 1970 Sandy and five of his closest friends decided move to the island of Jamaica, where they would live a simple life and practice macrobiotics—in paradise. They stopped by Greenberg's Natural Foods at 125 1st Ave. in New York City. Located on the lower east side of Manhattan, it probably had the largest selection of macrobiotic foods in America. There they bought provisions for the trip: a 100-lb sack of brown rice, a keg of Hatcho miso, aduki beans, and soba noodles. They got non-tourist visas, and settled down in a lovely rural spot. The dentists in the group had hoped to open a clinic. But it didn't work out; the local people saw them as white hippies so they kept trying (unsuccessfully) to sell them drugs. The local people just wouldn't let them alone, so after about 6 months, one by one, they returned to the United States. Sandy was the last to leave. He went to Coconut Grove to stay with one of his roommates in law school, Roger Schindler, who happened to live there. But there was no place to eat or to buy macrobiotic foods. So in Nov. 1970 Sandy and two of his close friends started Oak Feed Store. One partner was Leon Matsil, a dentist and Sandy's boyhood friend from Queens; the other was Joel Magazine, an attorney and public defender in Miami, who also went to law school with Sandy in Oklahoma and who Sandy turned on to macrobiotics. They just wanted to have food available. They did not go into it thinking it would be a business—Sandy's father lent them \$4,000 to start the store. It was named Oak Feed Store because the law library was on Oak Avenue. The word "Feed" was used because the purpose of the store was "to feed the people the good food." They name came spontaneously; no one person thought of it. This was the first of many enterprises that Sandy would help to finance. It was located on the second floor walk-up of the law library of the lawyer of one of his friends. The room was about 10 by 15 feet. This was the first macrobiotic food store or organization in the greater Miami area. They ordered their foods via common carrier (truck) from Akin, a distributor in Jacksonville, Florida. Akin distributed many Erewhon products. They also ordered quite a bit of food via mail order direct. They carried relatively few foods: Bulk brown rice, almonds, miso, noodles, noodles, apple juice, plus one cosmetic (Oregene shampoo). "It was really a strict, strict macro kind of place." There was a commune in Coconut Grove named the Maya House, and its members were regular workers at Oak Feed Store. Sandy also worked there regularly.

Also in about 1970 Sandy and his two friends started another communal affiliation that they called LJZ Enterprises—Leon, Joel, and Zuni; Sandy's nickname was Zuni. Everything went into one pool and they shared everything 100%—totally. All money from Joel's law salary, all money from Leon's dental practice and investments, all money Sandy earned from the store went into this pool, and each person took whatever they needed. This included purchases of houses, cars, clothing—everything. This lasted

for the next 7 years and worked very well. To this day, they are all still close friends.

Oak Feed Co. became increasingly popular. After about one year they moved to a street-level retail store in the same building. Then in late 1971 or early 1972 they moved around the corner to a bigger store at 3030 Grand Avenue—where they stayed for the next 20 years. By this time they were running a real business—in spite of themselves.

Sandy recalls: "Once I got into macrobiotics I was a zealot about it—preaching, teaching, everything." In 1972 he began to give the first macrobiotic cooking classes in the area out of a rented home in Coral Gables, where he and Leon lived. A macrobiotic community began to evolve, with Sandy at its center. Sandy got to know Neal Loeb, who had studied macrobiotics in Boston, Massachusetts, and was Michio Kushi's driver. He was planning to bring Michio to Florida for a seminar, but he "flaked out" and couldn't get it together, so in about 1973-74 Sandy organized the weekend seminar. Michio's students in Boston sent Sandy detailed information about how Michio was to be treated, where he was to stay (hotel or motel only), what he was to eat, his detailed schedule, etc. "They were incredibly protective." The seminar was very successful, with a good turnout at a local church or private school auditorium. Michio stayed at Sandy's house and did individual consultations. Sandy and Michio got along very well, and Sandy gave Michio all the money they collected—in part because he didn't care about the money. Soon he and Michio became lifelong very close friends, and Michio started to give seminars in the Miami area on a regular basis.

In about 1973 LJZ bought a very nice house, communally, in Pinecrest a very nice neighborhood of Miami; there the three friends continued living together for a year. Macrobiotic visitors and friends stayed in the guest house on the property. In 1974 Sandy bought his own house (with a lake in his back yard) on 63rd Avenue in Miami, about 4 miles from Oak Feed Store.

In about 1974 Sandy started the Macrobiotic Foundation of Florida. Its purpose was to spread macrobiotics. Edmund Benson was on the board of directors. The cooking classes continued at Sandy's house in Coral Gables. Anyone passing through Florida who knew macrobiotic cooking was invited to be a guest teacher at the cooking class. Tim Redmond taught the first class on macrobiotic desserts—featuring apple pie. Sandy's repertoire didn't include desserts, except perhaps those made from agar or kuzu. Jay Pinsky, from Philadelphia, Pennsylvania, asked if Sandy had any apple butter, peanut butter, or sesame butter; he didn't. "We still ate basically rice, vegetables, miso soup, and aduki beans. We were as close to a Number 7 diet as you can imagine." Continued. Address: Owner, Oak Feed Store and Restaurant, 4500 S.W. 63 Ave., Miami, Florida 33133. Phone: 305-446-9036.

2529. Pukel, Sandy. 1999. History of interest in macrobiotics, miso, and the Oak Feed Miso Co. Part II. 1975 to Aug. 1979 (Interview). *SoyaScan Notes*. Nov. 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: Over the years Michio Kushi had talked about having a factory that made shoyu (natural Japanese-style soy sauce) in the United States. In about 1975, Sandy decided to do something about Michio's dream. He was increasingly an entrepreneur, but only in the sense that he liked to help make things happen. He still did not see himself as a businessman, in that he had little interest in money except insofar as it was important for making things happen. Oak Feed Co. was now a thriving enterprise. But why? "Because we didn't do it to make money, and because nobody took any money out of the company. So all the earnings were put back into the business. My job was to keep the philosophy going." Sandy's living expenses came from other investments. In the early 1970s, most young people Sandy knew who were interested in macrobiotics were dropouts with no money. He lived in a very nice house in Pinecrest (near Miami) and had the money he needed. In 1976 he began looking at the idea of a shoyu factory more seriously, but he soon realized that the complex equipment and buildings would make it too expensive.

Then John Belleme started coming to the macrobiotic cooking classes and other events at Sandy's house on 63rd Avenue. Though he came on his motorcycle, John had a "straight" job in electron microscopy at the Veterans Administration Hospital in Miami. Soon he was deeply interested in macrobiotics and wanted to learn more and more. So Sandy suggested that John go to Boston to study macrobiotics with Michio. John did that, moving into a Ken Burns' study house. He stayed for about a year, then went to Mexico with Frank Head, and finally returned to Miami.

He asked Sandy for a job at the Oak Feed Store, and Sandy said "Fine." He was a responsible and knowledgeable person. John soon became the store manager, while also taking macrobiotic cooking classes at Sandy's house, but he did not see his future in a retail food store, thus he wasn't very happy with the job—though he was a very good worker. John was more a creator than a manager, and he and Jan had become sweethearts—great people and good workers. Jan used to make delicious seitan there. One day in about late 1977 John went to Sandy and suggested they do some kind of a project together. One of the ideas that came out of their brainstorming session was starting a miso factory in America.

A new idea was born, and Sandy responded by making John a deal. If John would work in the Oak Feed Store, in retail, for a total of three years (1976-79), Sandy would take care of the money necessary for making a miso factory happen and he would pay John's expenses related to starting the factory, pay for John's trip to Japan to study traditional miso making, and pay for John's share of ownership in

the new miso company—\$25,000 in shares. John would be responsible for doing the research, learning how to make miso in Japan, etc. John accepted and began to manage the store.

In the fall of 1978 Sandy and John visited Michio in Boston to discuss the idea; Michio was very supportive, but he wanted the miso company to be in Massachusetts—perhaps on land at Becket or Ashburnham. Sandy didn't like the idea of Massachusetts—too much macrobiotic politics and the weather was too cold. Sandy put money from the Oak Feed Store into a separate account that John used to pay his miso-related expenses. Soon he began taking Japanese language lessons.

In 1977 Sandy started the Oak Feed Restaurant, and at about the same time Leon got married. These two events led to the three partners dividing up the properties of the communal LJZ Enterprises. Sandy ended up as the sole owner of the Oak Feed Store and his friends ended up with other businesses. Sandy took in partners in the restaurant; Michael Henry (a friend), and Wayne Neal and his wife. They invested and owned shares in the restaurant. Sandy got Yozo Masuda to be the chef at the restaurant. For many years Yozo had been the right-hand man of Hiroshi Hayashi at Sanae, an early macrobiotic restaurant in Boston. Sandy brought him and his whole family from Japan, and got him a green card so he could cook at the Oak Feed Restaurant.

1979 (early)—At some point, Sandy began looking for land for the miso company—using specifications related to the climate and temperature that John Belleme had given him. But he was also looking for land for another reason—the Oak Feed Land Project. This was Sandy's dream of a macrobiotic educational center where various people would build homes and apprentice with John at the miso plant, and where various macrobiotic retreats and workshops and a summer camp with classes could be held on the land. Sandy spent about two months looking at catalogs, talking to realtors, etc.

1979 Feb.—Oak Feed Miso, Inc. is incorporated. By this time two groups have formed and begun to discuss their potential ownership of shares in the miso company: The Oak Feed group and the Erewhon group. It was agreed that the company would be named the Erewhon Miso Company. In the Erewhon group were Michio and Aveline Kushi, Sendai Miso-Shoyu, and maybe Mr. Kazama of Mitoku. In the Oak feed group were Sandy and John Belleme. It was expected that the Japanese would play a very important role in this company; they would assist the Americans in making miso in the United States. Sandy recalls meeting only once with some representative of Sendai Miso-Shoyu, probably at some natural foods trade show. Michio had most of the contact with them. At about this time the first of many of drafts concerning ownership of shares was placed on the table. None of the drafts was ever signed.

1979 April—Barry Evans becomes a major investor in the miso company.

1979 summer—After extensive research, Sandy flies up to North Carolina (Asheville) alone, looks at several pieces of property that a real estate agent has suggested, finds exactly the piece of land and house he had been looking for, makes a deposit or down payment of \$10,000 to \$15,000, agrees to assume the mortgage of the previous owners at the Tryon National Bank, North Carolina, and flies home alone the same evening. The roughly 90-95 acres of land in Rutherfordton cost about \$100,000 to \$120,000. The mortgage payments were \$500/month for 30 years. It was a lovely but very rural piece of property with rolling green hills. The Sears-style prefab 5-bedroom house on the property was basically thrown in free of charge. The land had become available because someone had died recently. With the new land and house, Sandy's Macrobiotic Foundation could do things that were impossible in metropolitan Florida.

1979 Aug. 7—Sandy closes / finalizes the purchase of the land for Oak Feed Miso in Rutherfordton, North Carolina. He and John Belleme both sign the closing documents. Now the new miso company would have to find the money to make the monthly mortgage payments, plus additional monthly payments to two officers of the bank totalling \$23,000. Barry Evans' money was important in making these payments but it was not essential. The miso company definitely would have been able to pay for the land in Rutherfordton and send John and Jan to Japan without the money Barry invested at this time. The investments Barry made after construction of the factory began in mid-1980 and after Erewhon filed for bankruptcy were more important to the company's survival. Sandy put in the first money; Barry's came later. Sandy told John that if John took care of all the technical matters, Sandy would take care of all the financial matters to make the new company happen. Continued. Address: Owner, Oak Feed Store and Restaurant, 4500 S.W. 63 Ave., Miami, Florida 33133. Phone: 305-446-9036.

2530. Pukel, Sandy. 1999. History of interest in macrobiotics, miso, and the Oak Feed Miso Co. Part III. Aug. 1979 to 1982 (Interview). *SoyaScan Notes*. Nov. 20. Conducted by William Shurtleff of Soyfoods Center. • **Summary:** Continued: 1979 Aug. 16—A “subscribers consent” agreement is signed at a meeting in Miami. The following people, all or most of whom were present, subscribe to buy shares in Oak Feed Miso, Inc. Sandy Pukel, John Belleme (he invested sweat equity, not money; Sandy put up John's share of the money), Barry Evans, Yozo Masuda (chef in the Oak Feed Restaurant), Edmund Benson (a friend of Sandy's involved in macrobiotics), and Jim Kenney (manager of the Oak Feed Store). All these people knew each other, and all but Barry lived near Coconut Grove. John signed as the secretary. Sandy also has the original by-laws of Oak Feed Miso—more than 10 pages of typewritten boilerplate-type language. They are not dated or signed, but they were almost certainly drafted in 1979. No names

or shares are given. Frank Head was never a shareholder as long as Sandy was involved.

1979 Aug. (late)—After the land deal was closed, Joseph and Patricia Carpenter (married, with children, macrobiotic friends of Sandy's from his neighborhood) moved into the main house on the miso company land at Rutherfordton, North Carolina, and lived there, rent free and getting money, throughout the time the Belleme's were in Japan. Joseph was a carpenter and fix-it guy, and he was expected to make improvements to the house and land before the Belleme's returned. Joseph was also hired to be John's assistant and head worker in running the miso company. Joseph “seemed like a hard-working guy” and Patricia was “a sweetheart lady.” Joseph now lives in California and Patricia (who now uses her maiden name, Roberts) lives in Boca Raton, Florida, where she owns an antique store. Her parents live in Lighthouse Point, Florida, and her brother, Brendon Roberts, lives in Boulder, Colorado. Things did not end up on nice terms between them and John. Because they didn't do the work that John had expected of them, he either fired them or kicked them off the land. Sandy doesn't know what they were supposed to do; John would know. The Carpenters then bought land nearby.

1979 Oct.—John Belleme (and his new wife, Jan) leave for Japan. All their expenses are paid from the Oak Feed account Sandy had established—not from the new corporation.

Michio was supposed to arrange for John's welcome in Japan and find a place for him to learn how to be a miso maker. But the people at Sendai Miso-Shoyu didn't want to share their secrets with John, so John ended up studying with the Onozaki family—kind of by accident. It turned out to be a blessing, because Sendai was too automated for John to learn traditional miso-making there. Moreover, Sendai Miso-Shoyu wanted to send one of their people to the USA to run the new Erewhon miso factory; John would have been his assistant.

1980 June—John and Jan Belleme return from Japan. Not long afterwards, there was an important meeting at Sandy's house in Miami. Now that it was becoming clear that a miso company was actually going to happen, people began to get serious about issues of ownership and money. At the meeting were Michio and Aveline Kushi, Sandy, John Belleme, and Joseph and Patricia Carpenter. Joe Carpenter had no money; he was a handyman who was going to be a worker. Sandy recalls it as a “pretty testy” meeting. Michio looked upon the miso company as “his baby.” His contributions would be “in kind” rather than in money. He would supply the company name: Erewhon Miso Company. Moreover, since he owned Erewhon Trading Co., he stated that the Trading Company would buy all the miso, package it, and distribute it under the Erewhon brand. Barry Evans was not there. In short, Erewhon planned to play an essential role in the new miso company.

After John and Jan returned from Japan, they went right to work building the factory and purchasing equipment. John is a very talented photographer. He took many superb photographs of miso making in Japan then documented the rise of the new miso company on the land in North Carolina.

1981 Sept. 27—Sandy has the “Minutes of an Annual Stockholders Meeting of Oak Feed Miso” (3 pages). It is signed by directors John Belleme, Sanford Pukel, and Barry Evans, all of whom, of course, were in attendance. It refers to the Subscribers Consent Agreement of 16 Aug. 1979 and tells exactly who owns how many shares in the company. With the help of an attorney, Barry got his stock converted to Class A, which enabled him to vote for the first time; he also got on the board of directors. Barry and John together now own the majority of shares. Sandy was, alas, no longer in control. The company needed Barry’s money, and his demands were reasonable. The changes seemed inevitable—but it hurt.

In 1981, when it became clear to Michio and Aveline that Erewhon Trading Company was in a financial crisis and needed cash quickly, they appealed to many of their close friends for help. Sandy responded by sending them \$100,000. Nevertheless, on 19 Nov. 1981 Erewhon filed for bankruptcy protection under Chapter 11 of the Federal Bankruptcy Act. That left Sandy in need of money. Barry Evans invested a considerable sum in Oak Feed Store as part of a complex agreement. For Sandy, the Erewhon bankruptcy couldn’t have come at a worse time.

1982 Feb. 26—Sandy Pukel and Barry Evans sign an agreement whereby Sandy gets out of Oak Feed Miso and Barry gets out of Oak Feed Store and Oak Feed Restaurant by an exchange of stock. Barry’s financial strength won over, but this left Sandy upset and bitter at Barry. Sandy believes that there was no connection between this event and his lending \$100,000 to Michio. John was torn—caught in the middle. On the one hand, he felt great loyalty and affection for Sandy, and hated to see him out of the new company. On the other hand, he had invested years in the miso company and wanted to see it through to the end. So John continued to work with Barry, and Barry made him an offer he couldn’t resist. This conflict strained Sandy and John’s relationship for years afterward. About 8-10 years later, Sandy received a beautiful present in the mail of a wooden keg of special miso. It was from John (who had made the miso), accompanied by a nice note as a peace offering, with the hope that the two could renew their friendship.

The idea of the Oak Feed Land Project disappeared when Barry Evans bought out Sandy’s interest in the miso company. Sandy basically held a proxy for most of the other investors; when he left, they also left, selling their shares to Barry Evans.

One sidelight: In about 1993-94 Sandy formed a non-profit organization, an offshoot of the Macrobiotic Foundation of Florida, named The Ignoramus Club. Most

of the members are people who have been involved with macrobiotics for many years. It had several hundred members who paid \$100 each, including Michio, Herman Aihara, etc. No one had any authority over anyone else. At the meetings, some of which drew 50-100 people to Miami, everyone talked freely about macrobiotics. Resentment and criticisms, as well as gratitude came out. “A lot of people owe a lot to macrobiotics.” The Club is no longer active. Address: Owner, Oak Feed Store and Restaurant, 4500 S.W. 63 Ave., Miami, Florida 33133. Phone: 305-446-9036.

2531. Recknagel, J. 1999. Wer kann bei Soja einsteigen? [Who can enter by soybeans?]. *Badische Bauern Zeitung (BBZ, Germany)*. Nov. 20. No. 46. p. 19. [Ger]

• **Summary:** The firm Life-Food of Freiburg is looking to work with farmers who want to grow organic, non-GE soybeans in southern Baden. Contact information for the company is given. About 115 ha of eco-soybeans were grown for Life-Food in Germany this past year. A photo shows a Taifun sign next to a field of eco-soybeans.

2532. Belleme, John. 1999. Update on American Miso Co. (Interview). *SoyaScan Notes*. Nov. 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** John has worked for years as a consultant for and vice-president of American Miso Co. John is also on the board of directors. Two days a week, he works closely with Greg Gonzales, who has become an excellent maker of koji and miso. Previously Greg had been a dancer from Southern California.

Today their first batch of good corn koji came out. They have been working out the process for six months. He and Greg used it to make a corn miso. Other people who have used corn in miso have used it in place of the soybeans together with a rice koji. As far as John knows, this is first miso made with corn koji. John also goes to Great Eastern Sun where he is developing new miso products, such as a freeze-dried miso soup—in three flavors.

John thinks the American Miso Company might now be the largest manufacturer of hand-made koji in the world; they produce about 600,000 pounds a year of 5-6 different types of koji which end up in 11 different types of miso. The koji types are: Short-term barley koji, long-term barley koji, mellow barley koji, brown rice koji, white rice koji, corn koji, and soybean koji.

Last year they made soybean miso experimentally for the first time—which was extremely difficult because the carbohydrate content of the soybeans is very low. The trick is to keep the soybean koji from being overrun by bacteria and turning into natto. The soybean miso is now aging.

About a year ago American Miso Co. started selling “miso tamari” in 5 oz and 10 oz bottles. Address: Honto Press, P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

2533. Romero, Christine L. 1999. Meatless turkeys gaining popularity: Vegetarian product companies offer Thanksgiving alternative. *Camera (Boulder, Colorado)*. Nov. 25.

• **Summary:** “Seth Tibbott will fly with a different flock today: Tofurky.”

In San Francisco, Now & Zen (owned by Miyoko Schinner) makes an “Unturkey, complete with sizzling skin.” She says she make her first Unturkey in 1985, and expects to sell about 40,000 Unturkeys this year.

According to *Vegetarian Times* magazine, about 1% of Americans are vegetarian and the number is increasing.

The frozen foods buyer at Whole Foods Market in Boulder says he has probably sold 120 of the meatless birds already, and he expects to sell 80 more by year’s end. Address: Camera Business Writer.

2534. Oihankesni, Anpetu. 1999. Life story and work with the South River Miso Co. (Interview). *SoyaScan Notes*. Nov. 29. Followed by a 4-page handwritten letter of Nov. 29.

Conducted by William Shurtleff of Soyfoods Center. [1 ref]

• **Summary:** Anpetu (whose name was originally Jeffrey Zellich) was born into a Russian Jewish family and grew up in Philadelphia, Pennsylvania, but later in life, while living with the Lakota Sioux, he was given the name he now uses. He has been involved with macrobiotics since 1973. Before that, in 1971-72, he lived alone in a cabin in the woods in New Brunswick, Canada, gardening and using wild plants. He also lived in a tepee in northern Maine.

In 1973 he went to Boston to study macrobiotics. He lived for a while with Jack Garvey and Jack’s first wife. He left to go to Mexico, where he lived for a while with indigenous people (Indians), then in 1974 returned to Boston, where he lived in Jamaica Plain. About 40% of the macrobiotic students in the Boston area at the time were Jewish. He met Hannah Bond through a mutual interest (shared also with Ken Burns) in wild plants. Hannah was older, and came from a Quaker background. She made pickles for Erewhon and was considered to be the best pickle-maker in Boston. He found her to be “the most intellectual woman I had ever met—wonderful.” She had formerly been married to a professor of Greek. They went to his cabin in New Brunswick, Canada, she proposed to him, and they were married in 1982—the ceremony took place at the Elwell’s land in Conway, Massachusetts. Christian and Gaella had both previously worked at *East West Journal*, she as an editor and he as an artist, who also illustrated several of Michio Kushi’s earlier books. They had also both worked with Alan Chadwick, the legendary teacher of French intensive, biodynamic gardening at the University of California at Santa Cruz.

Anpetu was at the South River Miso Co. in about Oct. 1982 when Thom Leonard came for a month (on contract) to teach the Elwell’s how to make miso and use the equipment.

Christian and Gaella were married, had a daughter, and owned 64 acres of beautiful land on both sides of the South River. Christian was able to fund the company’s start-up with his inheritance; he came from an affluent family and his father had died. He and his brother, Will, initially planned to start the miso company together, but later Will left. At one point the Elwell’s approached Michio Kushi to see if he wanted to buy the company. Anpetu and Hannah lived in nearby Conway for 2 years, then on the Elwell’s land in a trailer across the river. Another couple, Don and Martha Wheeler, lived upstairs in the miso shop after it was completed. Don and Martha loaned \$10,000 to Christian for the miso company. Anpetu also loaned \$10,000 to the miso company (though no papers were signed), and worked there making miso for 6-9 months; Hannah was not involved with making miso. During that time they published a flyer on miso (dated spring 1983) which Anpetu still has; he designed the logo showing 3 waves in a circle. The waves symbolized South River and the three stood for the three families who were joining together to create the miso company. He also took quite a few color photos, which he still has. Don and Martha decided to leave first. Then Anpetu’s enthusiasm waned and he and Hannah decided to leave.

Anpetu recalls that many big problems took place after this decision. Christian wanted Anpetu and Hannah to leave promptly, and when they would not set a deadline for leaving, Christian took them to court to try to get them evicted. The case went before a local judge in Greenfield; he suggested they work the matter out among themselves, but said that Christian had the basic rights as a landowner. Anpetu and Hannah left one month later, in the fall of 1983. Christian paid him back the \$10,000 without interest over the next ten years. Anpetu and Hannah separated after being married for 7 years.

Today Anpetu lives a very simple life in Hotchkiss / Cedaredge, Colorado, where he runs an heirloom seed company named Sourcepoint Organic Seeds and practices Vipassana meditation. His teacher is Goenka, of Burma.

Note: Anpetu contacted Soyfoods Center today to request a review copy of *The Book of Miso* as announced in the latest edition of *River Currents: News from South River Miso Company (Conway, Massachusetts)*. Address: Founder and owner, Sourcepoint Organic Seeds, 1349 2900 Road, Hotchkiss, Colorado 81419. Phone: 970-872-4971.

2535. Dixie USA, Inc. 1999. Beef (not!) / fat (not!)—Official catalog & newsletter: Natural foods update [Mail order catalog]. Houston, Texas. 48 p.

• **Summary:** The cover states: “Health food that tastes like junk food. Your one-stop low-fat soyfoods headquarters. New Soy Tradition! New Chicken (Not!) Nuggets Mixes, see page 14. New Sweet ‘n Sour Sauce Mix & BBQ Sauce Mix, see p. 37. New Soy Grits, see p. 6. Award winning recipes. Chocolate lovers unite. Snack your way to health! See New

Soy Rocks, p. 4. Feel like a kid again.”

This catalog is devoted to soyfoods. On p. 2 we read: “The 10 reasons you should eat soyfoods (not pills) each and every day.”

Talk with consumer service person at Dixie USA. 2000. April 10. This catalog was first available in Nov. 1999. Address: P.O. Box 55549 (7800 Amelia), Houston, Texas 77255. Phone: 1-800-233-3668 (800-Beef-Not).

2536. Hain Food Group, Inc. 1999. Annual report 1999. Uniondale, New York. 24 p. Nov. 28 cm.

• **Summary:** Net sales for the year ended 30 June 1999 were \$205.969 million, up 98% from \$104.253 million in 1998. Net income in 1999 was \$11.030 million, up 3.3-fold from \$3.292 million in 1998.

Accomplishments this year: Completed acquisition (on 1 July 1998) of four businesses and brands from The Shansby Group: Garden of Eatin’, Arrowhead Mills, Terra Chips, and DeBoles. Completed acquisition (on 18 May 1999) of the Natural Nutrition Group, including the Health Valley, Breadhsop’s, and Casbah brand names, which are among the best-known in the business. Page 6 is devoted to Health Valley, showing color photos of many Health Valley products. In Sept. 1999 acquired Earth’s Best Baby Food from H.J. Heinz. This organic baby food brand pioneered the category. Also, the Hain Food Group sold 2.5 million shares to Heinz for \$82 million, resulting in Heinz holding a 19.5% interest in the company. The proceeds were used to reduce debt to an extremely low level.

In soy beverages, Hain (mostly Westbrae, plus a little from Health Valley’s Soy Moo) has a 32% market share. A new consumer ad campaign is “Enjoy your soy.” Two new products introduced over the past year are Westsoy JuiceBar, and tea-based Westsoy Chai. JuiceBar, sold in Tetra Brik cartons and described on the label as “A non dairy blend of natural juice and organic soy beverage” comes in flavors like Berry Blast. Chai, in the same type of carton, is described as “A delicious blend of tea and spices & non dairy organic soy beverage.” On the front cover of the catalog is a photo of “Westsoy Low Fat Chocolate Pudding.” Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2537. **Product Name:** WestSoy Low Fat Pudding [Chocolate, or Vanilla].

Manufacturer’s Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer’s Address: Uniondale, New York 11553. Phone: 1-800-SOY-MILK.

Date of Introduction: 1999 November.

Ingredients: Filtered water, organic soy beverage (filtered water, organic soy beans)**, dehydrated cane juice, tapioca starch (heat modified), cocoa processed with alkali, expeller pressed canola oil, natural flavors, sea salt, pectin, lecithin.

** = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 4 x 3.5 oz cups = 14 oz (37 gm).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per cup (99 gm): Calories 130, calories from fat 25, total fat 3 gm (5% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 60 mg (2%), potassium 170 mg (5%), total carbohydrate 25 gm (dietary fiber 2 gm [7%], sugars 18 gm), protein 2 gm. Vitamin A 0%, vitamin C 0%, calcium 2%, iron 2%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Talk with Dana Jacobi. 1999. Oct. 26. At the Natural Products Expo in Baltimore, Westbrae introduced (sort of) a soy pudding, in an aseptic 4-pack. They had samples but no literature. Hain Food Group. 1999. Annual Report (Nov. 1999). A color photo of the Westsoy Chocolate Pudding package is on the front cover of this report. But it is not mentioned inside as a new product–yet.

Product (Chocolate) with Label brought by Bob Gerner of Berkeley Natural Grocery Co. 2000. March 13. The product is sold in a 4-pack with a paper sleeve. Label: 6 by 10.75 inches. Paperboard. Chocolate brown, tan, and pink on white. Photo of a spoon filled with a swirl of pudding. “Made with organic soy beverage. All natural. No cholesterol. Contains 7 mg of isoflavones per serving.” Soyfoods Center taste test: Flavor and texture: Superb. Very chocolaty and smooth. Package design: Good.

Talk with Elyse Kops, WestSoy brand manager, Uniondale, New York. 2000. March 14. The puddings, which come in chocolate and vanilla flavors, were first available in retail stores in about Nov. 1999. The recommended retail price is \$3.39 per four-pack.

2538. Roller, Ron. 1999. The complexities and details of growing and certifying organic and GMO-free soybeans for Edensoy beverages. Part I (Interview). *SoyaScan Notes*. Dec. 3. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Not many people in the organic farming and foods industries have begun to deal with the complex problems of growing and procuring GMO-free soybeans. Most believe, incorrectly, that organically-grown soybeans are automatically GMO-free. “The problem is pervasive and harder to deal with than the organic industry thinks it is. Organic now has to be looked at less as a noble standard and more realistically as a series of technical problems. To assume that certified organic soybeans are GMO-free, unless you have done something to monitor for GMO, is naive.” Organic certifiers cannot be relied on to do this monitoring.

Ron first became aware of genetically engineered soybeans several years ago during a talk with William Shurtleff. Since that time, he has become increasingly involved in ensuring the his organically grown soybeans are

also GMO-free.

As an example of the problems: This year Carl Garrich of the Lone Pine Rice and Bean Farm, in Lone Pine, Arkansas, bought GMO-free soybeans from Asgrow Seed Company (now wholly owned by Monsanto) and grew them organically on 600 acres. The seed was certified by Asgrow to be 98% pure; the remaining 2% could be anything. Ron met with him and showed him how to do the GMO strip test developed recently by Strategic Diagnostics Inc. of Newark, Delaware (phone: 1-800-544-8881). When he tested the 600 acres he found an unacceptably high level of GMO soybeans. When he contacted Asgrow to ask them how that could happen, they said that the GMO beans must have been among the uncertified 2%. Carl took a huge loss, and had to sell all 600 acres of his soybeans to the local elevator as regular, non-organic soybeans—at the commodity price. It was a nightmare for Carl, but if the news media picked up the story it could become a public-relations nightmare for Asgrow. Moreover, Asgrow could not afford to let him win a lawsuit or pay him off on it; that would open up their liability big-time. Though it's not Carl's style to file lawsuits, he would probably tell the whole story if some reporter called him. Carl's experience shows that just because a crop is organically grown, doesn't mean it is automatically GMO-free. Finding a totally reliable source for the seed, outside normal commercial channels, is the key to being sure that seed is GMO-free.

Ron used to buy his soybeans from Pioneer Hi-Bred and Northrup King, but with their increasing focus on GMO and because the best food-grade soybeans usually give lower yields and are not very popular, they dropped the varieties he wanted for Edensoy. So about 3-4 years ago, Ron decided to make a big change, due to the growing problems caused by GMO soybeans and difficulty in finding the varieties he wanted. He decided to start working with Iowa State University; he contracted for them to grow foundation seed (F1) of what Ron considered to be the single best variety for Edensoy; they removed any unusual looking beans (e.g. dark hilum beans) by hand before planting. Is there any chance that there could be some GMO soybeans in the foundation seed? Ron has learned the hard way that "There is a chance of anything, anywhere, anytime. It doesn't take much to start the ball rolling. From one grain, ten thousand grains—as George Ohsawa liked to say."

Then Ron contracted with a seed grower in Michigan to grow those seeds, certified organic, to create the next generation (certified or F2 seeds). He started with one soybean variety at first; now he is growing four varieties because Edensoy is best when made from a mixture of varieties. Last year he supplied 3 varieties to about 60 growers who grew 85-90% of the soybeans he needed; the farmers got the remaining 10-15% independently off an approved seed list.

The main thing that Ron has done is to remove himself

from the commercial trade in soybean seeds. He now gets his seed independently and stores his crop independently. Because all of these problems and procedures are new, they are both interesting and scary. For example, sending the seed out to the growers is a bit scary. Supposing he supplied non-GMO seed to them and they delivered a crop with some GMO back to him. Whose problem is it?

Before the ASP plant started in 1986, Ron worked as a buyer for Eden Foods, dealing with many different organic crops—including soybeans. When he transferred to ASP, he focused solely on soybeans. As the market for Edensoy expanded, Ron had to constantly expand his "grower base." One of Ron's biggest and most time consuming problems is finding enough farmers to grow the organic soybeans that he needs. Over the past 20+ years, he has worked to develop trust with a growing core group of soybean farmers. Ten growers have been with Ron for 20 years and 40-50 have been with him at least 10 years. These farmers each have a deep personal interest in and commitment to organic farming. "Once a farmer starts working with ASP, they stay—because we treat them right. There is a physical building here and a factory. Seeing that makes a big difference for many growers—as opposed to selling to a trader who exports their crop. They see what happens to their soybeans." The continuity over many years and Ron's work "with each person as another human being has made a big difference. We develop trust. The organic soybean crop is keeping many small farms alive because the premium is so much higher than the commercial market. I have to have a price that most growers will accept. I don't pay the highest price or the lowest." Supply and demand almost requires that Ron try to "steal" experienced organic growers from other companies. The traders, who export organic soybeans, have often not treated their growers well. They may sign a separate contract with each one, try for as low a price as possible, not ship their beans on time, etc. Today about 80-85 farmers grow soybeans organically for Ron and ASP. Before 1997 he would bring in a core group of soybean growers to discuss prices for the upcoming contract period. At first it was 5-6 grower, then it became 10-12 growers.

It's hard to grow soybeans organically on a big farm; dealing with the weeds mechanically takes too much time. Organic soybean farmers don't spread manure (which must be composted first) on their fields, but the good ones plow in green manure, etc. Continued. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2539. Roller, Ron. 1999. The complexities and details of growing and certifying organic and GMO-free soybeans for Edensoy beverages. Part II (Interview). *SoyaScan Notes*. Dec. 3. Conducted by William Shurtleff of Soyfoods Center. • **Summary:** Continued: Two years ago, in December 1997, in anticipation of the plant expansion, he organized the first

big meeting at American Soy Products' (ASP's) Edensoy factory in Saline, Michigan. He wanted to try dealing with the farmers as a group, where he paid them all the same price and had only one contract. Ninety-five growers showed up, both former ASP growers and new farmers who thought they might like to start working with ASP, depending on the conditions; most were attracted by the premium price offered, the chance to get a contract and the opportunity to see the Edensoy plant. Most of the growers live near the plant, in southern Michigan or northern Ohio, but some come from as far away as Nebraska. Having the growers spread over a fairly wide area reduces the risk the weather damage to the entire crop. During the catered lunch, Ron explained "Here's who we are, here's what we do, here are the quality issues in terms of growing soybeans for us, and here is the contract." The variables in the contract are price and varieties. Ron asked Chad Geater of Iowa State to come to talk to the farmers (with a slide show) about GMO soybeans. Over the years, ASP has become more and more specific about acceptable varieties. Starting several years ago, ASP made farmers who signed their contract agree not to grow GMO soybeans. The issues of GMO seed contamination were explained. Rather than negotiate for price, Ron took a calculated risk. After lunch, asked them to decide on a price themselves, then he left the room. They decided on \$19.00 per "net clean bushel delivered." ASP's elevator does the cleaning; it does not clean any GMO Products. This compared with \$4.50 to \$5.00 they would get for regular soybeans at their local elevator. Not all the farmers signed up, but those who did were happy, and so was Ron—who acquired about 80% of his organic soybean needs in one hour. In previous he might have to make 700-800 phone calls before he got all the soybeans he needed for the coming year. "That meeting really increased our presence among farmers. Its a pretty incredible to be in the room with all these growers who normally never see each other or are in the same place together, openly discussing the organic issues that affect them." New farmers generally learn organic methods from another farmer who is already doing it. Years ago, Ron used to do the organic inspections and certification himself, but he did a little teaching of organic methods; he no longer does any of these things.

ASP uses OCIA, a farmer owned and run group, as their third-party organic crop certifier. Each participating farmer must join a local chapter of OCIA, attend their meeting, etc. Each chapter teaches organic methods and provides lots of social interaction. Last year at the same type of meeting, 160 farmers showed up.

Organic is one issue but GMO-free is quite another. The term "GMO-free" is meaningless. You would have to test (and destroy) every soybean to say a sample was "GMO-free." So the heart of the matter is determining tolerance levels, and testing accurately for those levels. ASP "fronts" the soybeans to the growers; that means they do not pay for

the seed beans until the crop is harvested.

Previously tests to check for GMO (like that from Genetic ID) were too expensive, at \$300 a sample. But a company named Strategic Diagnostics in Delaware developed an "instant" GMO test kit which uses a "strip test." This crucial new tool was developed by Strategic with Monsanto to identify genetically modified plants. Now, for the first time, ASP can test every sample from every farmer for a reasonable price. Each strip is like a little piece of litmus paper made with colloidal gold. They key is determining what tolerance level you want; the higher your tolerance level, the more beans must be in your sample. A 0.1% tolerance level, for example, requires 600 soybeans. To test: Put the beans in a regular blender and grind to a powder. Add water, blend and dilute. Use an eye dropper for them kit to draw off a certain amount of liquid, put that in a test tube, add 3-4 drops of buffer, than put in the little test strip and wait for 5 minutes. The strip will tell you whether or not there are any GMO soybeans in that sample at your level of tolerance. Each test requires two strips and 100 tests cost \$300. ASP's new program works like this. Each grower sends ASP a sample of each variety before they deliver any beans to the elevator. Those beans are then graded for quality and tested for GMO. A form is filled out and the actual test strips are attached to that form, as a physical record of the test. The sample is retained. That then goes to the elevator as approved for delivery. The elevator then conducts the exact same GMO test with each load that arrives, taking 3 probes per load. In this year's crop, one sample out of 85 tested GMO-positive. Ron called the grower and asked what could have happened. He said that his combine had broken and he had his neighbor combine the soybeans. The neighbor grew probably GMO soybeans and some must have been left in the combine. Ron said he could not accept the load soybeans; the grower was surprised but accepted Ron's decision. The system worked! Organic beans could also potentially become contaminated during cleaning, storage, or shipping.

So when organic soybeans are said to be "GMO-free" one must also ask: To what tolerance level, and as determined by what exact testing program? Because the Strategic Diagnostics' strip test is so new, the organic industry still does not understand these key points.

Edensoy now has a little malted corn in its sweetener; compared to soybeans, organic corn is a nightmare when it comes to keeping it GMO free. Note: For example, pollen from GMO corn can drift up to ½ mile in the air. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2540. Roller, Ron. 1999. Update on Edensoy beverages and the soymilk market in the USA (Interview). *SoyaScan Notes*. Dec. 3. Conducted by William Shurtleff of Soyfoods Center.
 • **Summary:** American Soy Products (ASP) finished its plant expansion in Sept. 1998. Before the expansion, it

could make 4 metric tons per hour of soymilk. After the expansion it could make 10 metric tons per hour. The plant is not presently running at full capacity, but with the soymilk market growing so fast, it is hard to say how long it will be until the plant again reaches full capacity.

Competition in the soymilk market is intense, in price and quality, and big new manufacturers are entering. Eden is fortunate in that they have a long-term user base of many loyal consumers. But Suiza Foods Corp. (a powerful dairy consolidator) is expected to have a soymilk on the market by Jan. 2000 and, with Dean Foods and Silk, that should lead to big changes. Refrigerated is a big, big question in Ron's mind, but this is not his job or responsibility. Ron is reluctant to talk about this issue. He makes the soymilk. Eden Foods owns the brand and is the "sole sales agent" responsible for marketing it. Distribution is the problem for Edensoy, since Eden Foods does not presently sell any refrigerated products.

Right now, all is going well at ASP. Getting the new line up and running was tough. There were the inevitable start-up problems with the new, complex machines and getting the people trained. ASP has a pretty experienced crew now. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2541. Elwell, Christian. 1999. Chronology of South River Miso Co. Part I. 1946-1979 (Interview). *SoyaScan Notes*. Dec. 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** 1946 Dec. 29—Christian is born at Martha's Vineyard, Massachusetts. His father is a vegetable farmer. When Christian is in grade school, he moves with his family to the Boston area and instead of vegetable farming his father opens a florist and nursery business.

1949 Aug. 3—Gaella (pronounced GAY-luh) is born Margaret B. Jett in Richmond, Virginia. Her family lives in Reedville, Virginia, on the Chesapeake Bay—where she grew up. Her father died when Gaella was 3 years old. Her mother, a school teacher in home economics, remarried to Jennings Butler, a professional fisherman with the menhaden fishing fleet of Reedville.

1969 June—Christian graduates from Cornell University (Ithaca, New York) in landscape architecture.

1969 July—Christian enters Peace Corps training in Morrison, Colorado. His group arrives in Teheran [Tehran], Iran, in Sept. 1969. He serves as a park designer for the municipal office of the Province of Esfahan, the 17th century capital of Persia. During this time, Christian's father dies of pancreatic cancer at age 51. This event, coupled with his immersion in the traditional aesthetic and religious culture of Iran, precipitated a shift in the main stream of his life. He had graduated from Cornell with ambitions of becoming a landscape architect; he was accepted to enroll at the Harvard graduate school of design upon his return from Iran. But he

finished his two years of Peace Corps service in Iran "with an altogether new orientation, burning with questions about the meaning and purpose of life."

1973 spring—Christian returns to the United States for a year. He travels (to the French island of Saint-Barthelemy in the Caribbean for several months, then to California in a Volkswagen bus), studies with a portrait artist in Boston for several months, then studies the teachings of Sri Aurobindu at a center in the Catskill Mountains.

1974 spring—Christian travels to India, where he lives in Pondicherry in association with the Sri Aurobindu ashram and Auroville. After becoming ill with hepatitis, he begins to study alternative health care and healing. After a year in Auroville, he then travels west to Scotland.

1974 May-Sept.—While at the Findhorn community in northern Scotland, Christian meets former students of Michio Kushi (teacher of macrobiotics in Boston), reads the book *Healing Ourselves* by Noboru Muramoto (teacher of macrobiotics in California) and puts its teachings to use—successfully.

1974 Dec. 29—Christian (on his 28th birthday) first attends a lecture by Michio Kushi in Boston. The subject: Right Life. He settles into the macrobiotic community in nearby Brookline and starts to work with the East West Foundation (doing everything from chauffeuring Michio around to helping with their magazine layout and design), while starting Whole Life Arts, a company to distribute French flour mills in the USA.

1976 fall—Gaella arrives in Brookline to study macrobiotics. Works at *East West Journal* as secretary to editor Sherman Goldman.

1976 Nov. to 1977 April—Christian and Gaella first meet at a massage class given by Shizuko Yamamoto. They first talk about making miso for a livelihood at an Irish pub in Brookline Village. While living in Ken and Anne Burns' macrobiotic study house (at the same time as John Belleme; they were good friends) in Brookline, they attend a miso-making workshop by Bill Shurtleff and Akiko Aoyagi. Christian wanted to farm and it seemed that making miso in the traditional way (as he had read about it in *The Book of Miso* by Shurtleff & Aoyagi) would fit into the New England farm cycle as a source of work and income during the cold months. In early 1977 they moved from the Burns' study house to the home of Michio and Aveline Kushi across the street.

1977 late summer—Christian and Gaella go to Covelo, California and work with Alan Chadwick, the legendary teacher of French intensive, biodynamic gardening. He had already left the University of Santa Cruz and set up what he called "The Garden Project" in Covelo. Christian becomes an "apprentice gardener" (later poultry manager) and Gaella is the head cook. They stay for about 6 months, until late 1977. Chadwick "blew up one day—just lost it completely." After that the Project fell apart.

1978 Jan.–Christian and Gaella leave Chadwick’s garden and go to study with Noboru Muramoto at the Asunaro Institute in Glen Ellen, California. He is offering a one week “Fermented Foods Workshop” with an emphasis on miso-making. They ended up staying until April, making miso with him. That spring they make 1,000 lb of miso and write an article about it titled “Making miso in America,” published in *East West Journal* in Sept. 1978. There they first met Thom Leonard, who comes to visit. Thom had already made some miso and tofu in Arkansas. Though they were together for only 2-3 days, they greatly enjoyed talking about their many mutual interests. “It was a really good connection.”

1978 Feb.–Article titled “Learn natural architecture: Conversation at Cornerstones” (with Charlie Wing), by Christian (with photos by William Elwell), published in *East West Journal*. The interview took place in the fall of 1977.

1978 April or May–Christian and Gaella return to western Massachusetts, and with Christian’s brother, Will, look for land in the Pioneer Valley region–within the larger Connecticut Valley.

1978 July–Review (by Christian) of five books by Rudolf Steiner published in *East West Journal*.

1978 Aug.–With financial help from their mother, Christian and Will purchase 64 acres of undeveloped land in Conway, Massachusetts, for \$50,000 cash. They name the place South River Farm; South River (20-40 feet wide) runs through the property. They buy the land with the intention of homesteading, that is building their own home, farming, leading a life that is as self-sufficient as possible. While living in a small apartment in the village of Conway, they first build a barn and several cabins, and get a pair of draft horses.

1978 Sept. 9–Christian and Gaella are married at the Old Brick Church in Old Deerfield, Mass. They learn that one of Christian’s direct maternal ancestors, John Williams, was the first minister of that church in the early 1700s.

1979 March 15–Thom Leonard and Dick Kluding ladle the first batch of miso into their one-ton wooden vats at the Ohio Miso Co. in Monroeville, Ohio. They had begun construction of the shop the previous October.

1979 May 15–The Elwell’s first child, Anna Deerfield Elwell (“Anni,” a girl), is born. They are still living in their apartment in Conway.

1979 fall–The Elwells move onto the land from their apartment. They live in a 24-foot-long pink and white trailer. Will is already living on the land in a cabin they built next to the barn. Continued. Address: Founder and Owner, South River Miso Co., South River Farm, Conway, Massachusetts 01341. Phone: (413) 369-4057.

2542. Elwell, Christian. 1999. Chronology of South River Miso Co. Part II. 1980-1982 (Interview). *SoyaScan Notes*. Dec. 16. Conducted by William Shurtleff of Soyfoods

Center.

• **Summary:** Continued: 1980 Jan.–The Elwells receive a letter from Thom Leonard informing them that the Ohio Miso Co. is for sale.

1980 spring–The Elwells get a \$3,000 grant from the U.S. Department of Energy, Appropriate Technology small grants program–to build a rammed earth house on their property. Fred Hubbard, originally from Cape Cod, hears about this building project through his sister, who was a relative of Christian’s, and offers to participate. Unmarried, he arrives in the early summer of 1980 and lives in a tent on the Elwell’s land.

1980 May–The Elwells purchase the Ohio Miso Co. for \$10,000 cash from Richard Kluding.

1980 summer and fall–Christian tries to “back out of the miso business.” He feels overwhelmed by all the work that would be required. His brother, Will, who had just met his wife to be, is not sure he wants to be involved in the “miso making adventure.” He decided that he would move off the land in the summer of 1981. Christian approaches Michio Kushi, who owned Erewhon, and talks about Erewhon buying the Ohio Miso company. Michio shows a sincere interest in buying the company and in going to Ohio to look at the equipment and miso–but that never happened. A year later, in Nov. 1981, Erewhon filed for Chapter 11 bankruptcy.

1980 Nov.–With the walls of the rammed earth building finished, Christian and Fred Hubbard drive to Monroeville, Ohio, where they “stuffed the entire Ohio Miso company, all the equipment and 13 tons of miso, into the back of a huge semi truck trailer which a trucking company had delivered.” Each vat contains about 2,400 lb of miso. They empty all of the miso into 5-gallon buckets, then put the in-tact wooden vats into the truck, then put the 5-gallon buckets (still filled with miso) into the vats. It took 10-14 days to fill the truck. Christian and Fred drive back to South River Farm and a week later the trucking company delivers the trailer one day before a light snow storm. Christian and Fred, with help from neighbor Don Herzig and his tractor, unload the entire contents and store it in their barn–which was across the river.

1980 Dec.–Christian sends a form letter to Ohio Miso Company’s former customers that begins: “Dear Friends, old and new: The Ohio Miso Company has changed ownership. As of November, 1980, the Elwell family has purchased and moved the equipment and present stock of miso to South River Farm in Conway, Massachusetts... Eventually we want to follow a full cycle by growing the grains and beans on our own farmland... We plan to have our new shop ready for the fall season of 1981...”

1981 winter (Feb/March)–Christian sells Ohio Miso out of the barn, loading it onto a horse-drawn sled, pulling it over a logging road through the woods (the river was impassable) to the road and then on to a UPS terminal in Springfield. One of their best customers is Western Mass. Co-ops–which later became Northeast Cooperatives.

1981 June—The Elwells and partners lay the foundation of their new miso shop—1,220 square feet—and begin building a timber frame (post-and-beam) miso shop on their land. The frame is made of big, heavy timbers which are joined together with wooden pegs—no nails. This is an old English and New England method of construction. Christian had planned to construct a less expensive cinder-block building until he met master timber framer Jerry Sawma, who lives in Conway. Christian and Fred work with Jerry all that summer and fall, helping him frame the building and put the shingles on the roof. Fred and Christian take over from there, putting on the walls, etc. They had not finish by winter, so they covered it with plastic sheeting to keep out the snow.

1981 Nov. 29—Christian writes an “Historical sketch” of the South River Miso Co. on its handsome new letterhead: “There, a new shop of traditional timber-frame construction, featuring a wood-fired masonry cooking stove was completed in 1981. Production capacity is 40,000 to 120,000 pounds of miso per year. Barley miso is the standard variety offered. Others include Brown Rice, Corn, and Black Soybean miso.”

1982 Jan. 1—South River Miso Co. is incorporated.

1982 Feb. to spring—Christian was now thinking of running the miso company with two other families on a community basis; they would contribute money, labor, and community/social spirit. Christian’s brother, Will, had left in the summer of 1981. Christian invites the other families to come and live on the land and work in the miso company. One couple, from the macrobiotic community in Boston, was Anpetu Oihankeshni and Hannah Bond; they were not married when they arrived but they had a wedding ceremony on the land. The other couple was Don and Marcia Wheeler, who were from families that had lived nearby in the Pioneer Valley for generations. These two couples invest \$30,000 to finish the miso shop and get the company running.

1982 spring—Christian and Fred finish building the miso shop, assisted by Don Wheeler and Anpetu. The total cost of the building was about \$80,000, including Jerry’s labor expenses but not including Christian’s and Fred’s time. Jim Sadler later drew a nice illustration of the 5-part building from a photograph. The main center part, which has two stories, is where the miso is made; a living space is in the loft upstairs. The koji room protrudes out toward the front. To the right of the main part is the entryway to the shop where the shipping is now done. To the right of the entryway is a 36-foot-long storage building, where the miso vats are stored. Each vat, made of recycled virgin cypress, holds about 7,500 lb of miso. To the left of the main building, under a roof that slopes downward, is more of the miso shop plus storage for smaller miso barrels. To the far left is a firewood storage shed.

1982 Oct. 25—With the miso shop just finished Christian, Gaella, Don Wheeler, and Thom Leonard hold a dedication ceremony then begin to make the first miso (actually barley

koji for a 2-year barley miso) at South River Miso Co.—according to the “Production Log” which still exists. Thom arrived (from Baldwin Hill Bakery, which is a 45-minute drive away in Phillipston, Mass.) about a week before this day and stayed for about 3 weeks afterward. Part of the agreement in the purchase of Ohio Miso was that Thom would come to Conway to help them get started and teach them as much as he could about miso-making. It was a friendly and informal arrangement. Christian had to keep telling Thom to wait because it took longer than expected to finish building the miso shop; he was very patient and understanding. The organic barley and soybeans used in the first batches of miso were from Living Farms in Tracy, Minnesota. From 1980-82 Thom had taught miso-making classes in Boston. Earlier in 1982 Christian attended one of Thom’s classes at Baldwin Hill Bakery. As of December 1999 Thom has a very nice bakery in Salinas, Kansas, and he is very happy—part of a nice community. The first miso at South River is put into recycled oak whiskey barrels, purchased from Ohio Miso Co. Muramoto also used such barrels and Thom may have gotten the idea from him. The barrels had been burned on the inside so the charcoal would improve the flavor of the whiskey as it aged; the charcoal had to be scraped off before the barrels could be used for miso. Small batches went into the smaller whiskey barrels; larger batches went into cypress wood vats. Christian recalled in 1999: “Thom told me during the first week, as we were washing and soaking soybeans, ‘Miso making is about creating order. That is the main thing to keep in mind here in the shop: to create and maintain order.’ This was his way, in the spirit of Zen food craft, of breaking through the glamour and mystique of miso making.”

Gradually the men used the two horses and cart to move the miso barrels and vats from the barn, across the river, and into the new storage building that was part of the miso shop. By that time Christian had sold most of the miso made in Ohio.

1982 winter—Anpetu and Hannah live above the shop that winter; the Elwells live across the river—before there was a bridge over it. Christian would walk through the ice cold water early each morning (until the river froze) to get the fires started each morning. Continued. Address: Founder and Owner, South River Miso Co., South River Farm, Conway, Massachusetts 01341. Phone: (413) 369-4057.

2543. Elwell, Christian. 1999. Chronology of South River Miso Co. Part III. 1983-1999 (Interview). *SoyaScan Notes*. Dec. 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: 1983 spring—The miso company sends out a very interesting and poetic hand-lettered, dated leaflet and price list. The front panel, with a logo of three waves in a circle, announces the availability of three kinds of miso: Mellow Barley (6 weeks), Mellow Brown Rice (6

weeks), and Mellow Flint Corn (8 weeks). “South River Farm is the coming together of three families seeking common livelihood.” A pie chart shows the company’s costs.

1983 summer—The first in-depth story about the miso company, with five good photos, appears in *Soyfoods* magazine. The article states that the company (whose name is incorrectly given as “South River Farm Miso Company”) is owned by three families, and the names of the six owners are given. Actually, however, Christian and Gaella were (and have always been) the company’s only legal owners.

1983 fall—The community idea fails after one miso season (1982-83). The Wheelers leave first. Anpetu and Hannah leave in the fall of 1983; Anpetu writes a sad poem about falling leaves as they part. It takes the Elwells 10 years to repay the money the other two families had invested.

1983 Sept.—Christian goes to Charlie Kendall, who lives nearby, and asks if he can supply Charlie with rice koji for the amazake he makes. Charlie had been buying all his rice koji, dried and in bulk, from Miyako Oriental Foods in California. Christian offered to match Miyako’s price and make the koji from organic rice. Christian was already making rice koji for his red miso and he needed more customers. After making many trial batches and building a koji dryer, Christian begins supplying Charlie with 900 pounds (three 300-lb batches) of koji at a time. Also that second miso season (1983-84) the first apprentice, Sonia Schloeman, works at the miso shop; Christian needs help and Sonia needs a place to stay. He pays her a salary and she stays in the loft above the shop. After Sonia leaves, the Elwells move into the loft above the shop. The second intern was Dan Hornack, who came all the way from Aspen, Colorado. From then on the arrangement was room (in the cabins across the river) and board plus a small stipend in exchange for the apprenticeship. Other apprentices who worked in the shop over the years have included (in chronological order) Rich Sweitzer and Susan Gribbon (later to marry), Michelle Gemme (Montreal, Canada), Don Phillips, Michael Dessen, Tim Langdon, John and Mary Granger, Caroline Wurts, Maggie Smith, Andrew Goodman, Tolly Gibbons (New Zealand), Anne Walsh Sullivan, Bobby (age 18 and white, from South Africa), Sean LePoutre, Maria Low, Kamil Bersky (a medical doctor from the Czech Republic), and Stephen Jannetta. Stephen worked at the shop for two seasons (Oct. 1990 to May 1991, and Sept. 1993 to May 1994), then helped others (Soyalab, and La Fonte della Vita) to start commercial miso production in Italy. His brother, Phil Jannetta, worked for Mitoku in Tokyo. Most apprentices stayed for one full miso season. Gaella cooked for everyone.

1983 Oct. 17—Isaiah, the Elwell’s second child is born.

1983 Nov.—The company runs its first ad (1/3 page vertical) in *East West Journal*. The theme: “Wisely given miso gives its own wisdom.” An illustration at the bottom shows the miso shop buildings. A logo at the top shows three

waves in a circle.

1985—Starting this year, a group of students from the Kushi Institute at Becket, Massachusetts (which is about 1½ hours drive away) comes to visit to miso shop—even though Christian has had no personal connection with the macrobiotic movement for many years. Over the years, the number of groups has increased to 3-4 a year. In the early years, Christian would give a slide show and talk on miso-making. Now they usually come on a weekend and take a tour of the shop when it is not in production, and Christian will share with them what he has learned about miso.

1989-90—The Elwells, with the help of Fred Hubbard, design and begin building a timber-frame home located behind the miso shop—about 12 feet away from it. For the previous 5 years they had lived in the loft above the miso shop. Fred eventually built his own home in Conway, where he now resides as a carpenter and builder.

1991-92—The Elwells stop taking apprentices and start with paid workers. There was a difficult period of transition as Christian began to tire of working in the shop. Workers include Larry Glanz, a former student who worked with Muramoto-sensei and Stephen Jannetta.

1995 Aug.—Christian seriously considers selling his miso company to Barry Evans, owner of American Miso Co. and Great Eastern Sun in North Carolina. He had taken training to become a Waldorf School teacher. But this would require the Elwells to give up their land, and although it was quite isolated, they did not want to leave it.

1995 fall—Yukio Doyama begins to work at the miso company, a happy, hard-working man who enjoys making miso. At the same time, Steve Freiman comes to live above the miso shop and work with Yukio. Christian was now freed up for an extended time from day to day production and packing work; he began taking a more supervisory role and handled most of the office work and shipping. Andy Mathey followed in Steve Freiman’s position, working with Yukio.

1996-97—This fiscal year the miso business is computerized. In late 1997 Christian decides not to sell the miso company, and to invest much more energy, time and resources in it—“to make it come alive again” after a period of hibernation. “When we clear up things inwardly, this is reflected by outward things.” Quickly, all sorts of good new things begin to happen.

1998 Feb.—The first issue of *River Currents: News from South River Miso Company* is published. This attractive newsletter contains a catalog and order form, plus news about miso and the company.

1997-98 fall and winter—Three young people come to live at South River Farm to cultivate the land—and to work on forming a community. Arthur Lerner comes first, then his partner, Emily Kellert, and soon after, David Fisher. That winter these three also work part time in the miso shop. Robin Cole, a friend of many years, arrives in early spring of 1998 and creates the position of office manager/

administrative assistant.

June 1998–The Elwells and coworkers finalize a mission statement for the miso company after three months of weekly meetings. It is published in the winter (Dec.) 1998 issue of *River Currents*.

1999 Sept.–The apprenticeship program is reinstated; Maria Rossi is the first to fill the position.

1999 Dec. 16–Christian says that the miso company, about to enter its 21st year or adulthood, is taking on a life of its own. Gaella was never a regular miso maker in the shop. In the early years she was a full-time mother and cooked hundreds of meals for builders and then miso apprentices. Her role has always been one of moral support. This year she does work in the shop two afternoons a week on the packing crew. The many new people are contributing to the growth of the miso company as a “learning organization” (see *Fifth Discipline*, by Peter Senge).

South River Farm is now moving in the direction of being home to self-sustaining farmstead—“as the place in which South River Miso is planted.” David Fisher has built a pole barn, gotten draft horses, pays a modest lease, and sells his organic produce. Address: Founder and Owner, South River Miso Co., South River Farm, Conway, Massachusetts 01341. Phone: (413) 369-4057.

2544. *Let's Live*. 1999. A century of good health. Dec. p. 32-39.

• **Summary:** This is a look back at *Let's Live* and the broader field of American health during the 20th century features: (1) A sampling of 25 color covers of the magazine from Jan. 1933 (when it was founded as *California Health News*) to the present. (2) A timeline, with tiny photos, of major developments from 1933 to 1999. (3) Two pages of “Headline news and highlights,” short summaries of major developments with an exact “flashback” date or year. One of these, dated April 1937, shows the front page of *California Health News* with the bold headline “Government endorses soy foods.” The summary titled “Soy story: Finally getting some respect—again” notes that in Oct. 1999 the FDA approved labeling for a soy heart health claim. “*Let's Live*, however, has long been promoting soy’s many benefits.” (4) One page titled *Let's Live* goes Hollywood with 12 color covers (each featuring a portrait photo of a Hollywood star) and 11 questions each beginning with the words “Who said” followed by a quotation. Stars include Bob Hope, Dennis Weaver, Glenn Ford, Mitzi Gaynor, Robert Redford, Chris Everett, Lindsay Wagner, and Tippi Hedren. (5) One page titled “Stand up, speak out, take action” with three summaries of controversial developments (such as fluoridation from 1952), and a profile of Elaine Hein, a vegetarian who has been a reader for 60+ years. (6) One page titled “Still writing after all these years” with profiles and photos of four prolific *Let's Live* writers. (7) One page titled “*Let's Live* gets fit” is about the magazine, exercise, and

fitness from 1942.

2545. *SoyaScan Notes*. 1999. Major soy-related company acquisitions and mergers worldwide 1990-1999 (Overview). Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1990 Jan.–Worthington Foods acquires La Loma Foods of Riverside, California (formerly Loma Linda Foods, owned by the Seventh-day Adventist Church).

1990 (early)—Daniel Gevaert purchases the Lima Andiran site at Andiran (near Mezin) in southern France from Lima Foods—but not the Lima trademark. In June 1990 Daniel and his wife, Valerie, established Danival.

1990 Aug. 3—Hong Kong Soya Bean Products Co. Ltd. (makers of Vitasoy soymilk) acquires Nasoya Foods of Leominster, Massachusetts.

1990 Dec. 21—The Haldane Foods Group (a subsidiary of British Arkady Ltd., which is in turn owned by ADM) acquires Unisoymilk ‘n’ By-Products Ltd. of Cheshire, England.

1991 Jan. 1—The Haldane Foods Group acquires Granose Foods Ltd. of Watford, Hertfordshire, England (formerly owned by the Seventh-day Adventist Church).

1991 Jan. 28—Tetra Pak International acquires Alfa-Laval AB.

1991 April—Huegli Naehrmittel A.G. acquires Soyastern Naturkost GmbH / Dorstener Tofu Produktions GmbH.

1991 Dec.—Specialty Food Ingredients (SFI) Europe BV acquires Solnuts BV (Netherlands) and Solnuts Inc. (Hudson, Iowa).

1992 Oct.—Central Soya Co. acquires the Protein Division of Aarhus Oliefabrik in Denmark.

1993 June—Vitasoy purchases Azumaya Inc. (America’s largest tofu manufacturer, and the low-price leader) in California, for an estimated \$4-\$5 million. Vitasoy is now in the tofu business.

1993 June—21st Century Foods acquires Farm Foods from Barricini Foods.

1993—House Foods of Japan purchases the remaining 50% of House Foods & Yamauchi, Inc. from Mr. Shoan Yamauchi. The new company is named House Foods American Corporation.

1993 July—Nutrition et Santé (part of the Sandoz Group) acquires Société Soy of Saint-Chamond, France. The latter company was renamed Nutrition et Soja, and on 15 Oct. 1994 it moved into a new factory at Revel (near Toulouse), France.

1993 (mid)—B & K Holdings of Switzerland acquires Sojinal of Issenheim, France.

1993?—Kineret (pronounced kuh-NAIR-et) Acquisition Group acquires Farm Foods from 21st Century Foods, then in Nov. 1993 the Hain Food Group acquires Kineret plus some assets of Barricini Foods Inc.

1996 April 22—Alpro (Belgium) purchases Sojinal (France).

1995 April 21—Irene and Len Stuttman buy back control of their company, INARI Ltd. (dba. Sycamore Creek) from J. Charles Follett (former CEO) and Peter L. Pairitz (accountant).

1995 April—Quest International, a unit of Unilever, acquires A.E. Staley’s Gunther Products Division.

1997 Feb. 3—Monsanto purchases Asgrow Seed Co. from Seminis Inc., a subsidiary of Empresas La Moderna, S.A. (ELM).

1997 Aug. 24—DuPont signs a letter of intent to acquire Protein Technologies International, a wholly-owned subsidiary of Ralston Purina Co.

1997 Oct. 14—The Hain Food Group acquires Westbrae Natural, Inc., makers of soymilk. Westbrae’s new name becomes Hain Food Group—Westbrae. 1997 Dec. 3—DuPont finalizes its purchase of Protein Technologies International (PTI—the world’s leading manufacturer of soy protein isolates).

1998 Oct. 16—Worthington Foods purchases the Harvest Burger product line from ADM; by agreement, ADM will continue to make the Harvest Burgers at its Illinois plant.

1998 Dec. 31—DE-VAU-GE acquires Bruno Fischer GmbH, which sells bottled soymilk; both companies are located in Germany.

1999 Jan. 4—W.G. Thompson & Sons Ltd. of Blenheim, Ontario, Canada, purchases Sycamore Creek Co., a maker of soynuts and soynut butter (located in Mason, Michigan).

1999 Oct. 4—The Kellogg Co. (famous maker of breakfast cereals, Battle Creek, Michigan) buys Worthington Foods Inc., America’s leading maker of meat alternatives.

2546. Walz, E. 1999. Third biennial national organic farmers’ survey. Santa Cruz, California: Organic Farming Research Foundation. See p. 19-47. *

• **Summary:** Farmers making the transition to organic soybean production cite weed management as their most important challenge. Address: P.O. Box 440, Santa Cruz, CA 95061. Phone: 831-426-6606.

2547. **Product Name:** WestSoy Crème de la Soy: Non Dairy Soy Creamer [Original, French Vanilla, Amaretto].

Manufacturer’s Name: Westbrae Natural Foods (Product Developer-Distributor).

Manufacturer’s Address: Uniondale, New York 11553. Phone: 1-800-SOY-MILK.

Date of Introduction: 1999.

Ingredients: Original: Organic soy beverage (Filtered water, organic soybeans)*, filtered water, brown rice syrup, organic expeller pressed soy bean oil*, natural flavors, dipotassium phosphate, carrageenan. * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 16 fl. oz. (473 ml) aseptic Combibloc carton. Retail for \$3.19 (2000/06, Lafayette,

California).

How Stored: Shelf stable; refrigerate after opening and use within 7-10 days.

Nutrition: Per tablespoon (15 ml): Calories 20, calories from fat 10, total fat 1.5 gm (2% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 0 mg, total carbohydrate 2 gm (dietary fiber 0 gm, sugars 1 gm), protein 0 gm. Not a significant source of vitamin A, vitamin C, calcium or iron. Percent daily values are based on a 2,000 calorie diet.

New Product—Documentation: Product with Label purchased at Open Sesame in Lafayette, California. 2000. June 5. Combibloc carton. Bluish green, white, and blue on a wood-colored (tan) background. The word “Soy” is written with a small coffee cup in place of the middle letter (“o”). At the bottom of the front panel: “All natural. Lactose free. No tropical oils.” For more information: www.westbrae.com. Note: In May 1992 Westsoy introduced its first such product named “WestSoy Lite Non Dairy Creamer.” Talk with Westsoy representative. 2000. June 5. This product comes in three flavors (see above). All were introduced in Oct. 1999. Soyfoods Center taste test. 2000. June 5. The color is tan. The flavor is bland and not too sweet.

2548. Wild Oats Community Market; Alfalfa’s Markets.

2000. The joy of soy: Resolve to evolve. This millennium, pick up a good habit. Your guide to soyfoods—True health food. Colorado. 8 panels. [10 ref]

• **Summary:** This is a chain store newspaper (published from time to time; copyrighted 1998), with this issue devoted to soyfoods. It contains ads for many soy products sold at the store, many of them on sale. “Soy strategy: Three New Year’s resolutions. 1. Get healthy. 2. Lose weight / cut down on bad fats. 3. Help protect the environment.

A sidebar titled “Cool beans! Top ten reasons to enjoy soy” states: “1. Soy protein helps reduce cholesterol levels, thereby reducing the risk of coronary heart disease, which accounts for more than 500,000 deaths in the U.S. per year.

“2. The soybean is the only vegetable to offer a complete protein profile, equal to both meat and eggs in its protein content.

“3. As a complete protein, soy contains all nine essential amino acids. (The human body needs twenty amino acids, only eleven of which are produced by our bodies).

“4. Soybeans are higher in essential, healthful fats than most vegetable foods.

“5. Soybeans are a good source of several vitamins and minerals, including calcium, zinc, copper, magnesium, iron and many of the B vitamins.

“6. One acre of soybeans provides about 30 times more protein than one acre devoted to raising beef.

“7. Soy is also the richest dietary source of isoflavones, which act as phytoestrogens that may help protect against cancer, osteoporosis and menopause.

“8. Soy may increase bone density and reduce the risk of

osteoporosis.

“9. Soy may reduce menopausal hot flashes in women—good news for those women who do not wish to take hormone replacement therapy.

“10. Other heart-healthy benefits of soy include low saturated fat, high calcium content, high essential fatty acid (EFA) content, high vitamin E content and no cholesterol.”

There are definitions of and information about: Miso, shoyu, tamari, tofu, tempeh, soy milk, soy yogurt, soy cheese, soy desserts, soy oil, soy flour, texturized soy protein, soy grits, soy nuts, edamame (soy in the pod), and meat alternatives.

2549. *Nutrition Business Journal (San Diego, California)*. 2000. M&A [mergers and acquisitions] update: Natural foods command high multiples. 5(1):15, 18. Jan.

• **Summary:** In Jan. 2000 Kraft purchased Balance Bar (\$19.40/share) and Boca Burger. Balance Bar had its initial public offering (IPO) in 1998. In the last fiscal year, Balance Bar had revenues of \$106 million, compared with \$40 million for Boca Burger. Balance Bar makes at least one product that features soy protein. All Boca Burgers are vegetarian and contain soy.

The year 1999 set a new record for nutrition industry M&A activity, with 90 transactions, compared with 75 in 1998.

Note 1. A story on page 1 of this issues states that the price of Balance Bar stock rose 27% during 1999; Hain Food Group was down 11%. Note 2. EBIT = Earnings before interest and taxes.

Note 3. Talk with Boca Burger. 2000. March 13. Chris Scott bought out Richard Gross (Max Shondor) several years ago.

2550. Puente, Maria. 2000. Edamame snacking: Still more soy to the world. *USA Today*. Feb. 8. p. D1. Life section.

• **Summary:** The legions of American health nuts “on the prowl for the perfect snack food” have discovered an exotic candidate that tastes great: edamame. In Asia, they take the place of peanuts as a finger food, and are served piled in bowls at restaurants and bars. Diners suck the savory beans from the pods. The U.S. Food and Drug Administration now says soybeans are good for you, and may help fight heart disease and cancer. What chip can make that boast?

“In fact, all things soy are hot among American food producers.” SunRich of Hope, Minnesota, sells about 2 million pounds/year of edamame and can barely keep up with the 25% yearly increase in demand. Trader Joe’s, a national chain of specialty grocery stores, has been carrying frozen edamame for about a year. Even big-time media are paying attention. The *New York Times* called edamame “the world’s easiest hors d’oeuvre.” A small color photo shows a mound of edamame in a white bowl with chopsticks on the side. The caption notes that they “could go mainstream.”

Address: USA Today.

2551. Jaret, Peter. 2000. The joy of soy: Hailed as the king of all health foods, the mighty soybean has been touted as a weapon against heart disease and cancer. *Harper’s Bazaar*. Feb. p. 152, 156.

• **Summary:** “Wonder foods come and go... But the new superfood of the moment promises to be different. Eventually it’s going to get everyone’s attention, because the health claims being made for it are just too big to ignore.” “A stream of scientific papers have shown evidence that it can fight heart disease and cancer.” Even those who hate tofu are finding that soy can taste pretty good. Many like edamame—those slightly furry green pods served at Japanese restaurants. You run them through your lips and suck out the smooth, slightly salty soybeans inside. “Edamame have become so popular, they’re being sold in bulk stores from New York to California.” At Trader Joe’s, a nationwide retail chain, sales of frozen edamame now rival those of frozen corn and broccoli. Even soymilk is poised to go mainstream. A key reason for the health benefits of soybeans is that they are rich in isoflavones—substances that resemble the natural hormone estrogen. Isoflavones are also powerful antioxidants.

Color photos show: (1) Two large red chopsticks holding one cooked yellow soybean. The caption: “The soybean, Asian staple, may be a big reason why cancers of the breast and prostate are uncommon in Japan and China.” (2) Edamame in the pods, topped with a sprinkling of coarse white salt, on a square bamboo tray. The caption: “Edamame, the salty finger food served at sushi bars, is so popular, specialty food markets are beginning to sell it by the pound.”

2552. White Wave, Inc. 2000. Silk: Put the fastest selling soymilk in your dairy case (Ad). *Natural Foods Merchandiser*. Feb. p. 16.

• **Summary:** This color ad (8½ by 11 inch) contains a photo of a half gallon carton of Silk Vanilla Soymilk (organic, Calcium and vitamin enriched). “The Number 1 selling refrigerated soymilk in America.

“Silk Vanilla half-gallon soymilk is also the largest selling non-dairy beverage in America’s top 600 natural foods supermarkets, SPINS data Oct. 1999.” Address: Boulder, Colorado.

2553. Smith, Patricia J. 2000. Big changes at Macrobiotic Company of America (MCOA) in Asheville, North Carolina: Bruce Macdonald, Yuko Okada, and Norio Kushi (Interview). *SoyaScan Notes*. March 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Patricia has heard from reliable sources that Bruce Macdonald, president of MCOA, was fired by Yuko Okada, over allegations of financial irregularities—such as buying land and paying off personal debts using MCOA

funds. During a MCOA board meeting, at which Yuko, Yuko's son, and Bruce were present, Yuko had a locksmith put a padlock on the door to Bruce's office. Yuko, who lives in Japan and owns the company, is also owner and CEO of Muso Shokuhin. Yuko has installed Norio Kushi as the new president of the company.

Update: 2000 May 2. Bruce Macdonald has sued Norio Kushi. None of the allegations against Bruce have been proven. Address: Radical Food, P.O. Box 952, Mill Valley, California 94942-0952.

2554. Product Name: Eco Soy Pudding (Organic) [Vanilla, Chocolate, or Chocolate-Orange].

Manufacturer's Name: EcoFoods, Inc. (Product Developer-Distributor).

Manufacturer's Address: Palo Alto, California 94303. Phone: 650-978-9696.

Date of Introduction: 2000 March.

Ingredients: Organic soy beverage* (Filtered water, organic whole soy beans*), fructose, tapioca starch (modified), organic cocoa*, expeller pressed canola oil, organic agave nectar*, natural flavor, calcium, carob powder, lecithin, sea salt, carrageenan. ** = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 4 x 4.5 oz (128 gm) cups = 18 oz (510 gm). Retail for \$2.99 to \$3.20 (4 pack in California).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per cup (128 gm): Calories 140, calories from fat 25, total fat 3 gm (5% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 60 mg (2%), potassium 170 mg (5%), total carbohydrate 25 gm (dietary fiber 0 gm, sugars 18 gm), protein 2 gm. Vitamin A 0%, vitamin C 0%, calcium 20%, iron 0%. Percent daily values are based on a 2,000 calorie diet.

New Product-Documentation: Product (Chocolate) with Label brought by Bob Gerner of Berkeley Natural Grocery Co. 2000. March 13. The product is sold in a 4-pack with a paper sleeve. Label: 6 by 10.25 inches. Paperboard. Chocolate brown, green, blue, and pink on white. Illustration of a spoon filled with a swirl of pudding. "Made with organic soy beans. Excellent source of calcium. Low fat & non dairy. 15 mg isoflavones per serving. Organic, genetically unmodified soy beans." Soyfoods Center taste test: Flavor, texture, and package design: Okay.

Leaflet (8½ x 11 inches, glossy color, front and back) brought by Bob Gerner. The front shows the three flavors packaged in sleeves. "A great taste non-dairy pudding with non GMO organic soy beans." The back gives product ingredients and specifications.

Talk with Carole Corb of EcoSoy and C.J. Corb Intl. (phone: 805-773-8801). 2000. March 14. This product was developed by Daniel Adam, who lives in Israel where he runs a natural foods import business, importing Edensoy,

Garden of Eatin' products, Galaxy soy cheeses, etc. The product, which is made in Minnesota, was first launched in Israel on 15 Jan. 2000, then in America in March 2000. Her favorite flavor is Chocolate-Orange. The recommended retail price is \$2.97+.

2555. Product Name: Sesame Miso Dressing.

Manufacturer's Name: Follow Your Heart Natural Foods Market and Vegetarian Restaurant (Marketer-Distributor).

Manufacturer's Address: California. Phone: 1-800-40-Salad.

Date of Introduction: 2000 March.

Ingredients: -

Wt/Vol., Packaging, Price: -

How Stored: -

Nutrition: -

New Product-Documentation: Sell sheet sent by Patricia Smith from Natural Products Expo, Anaheim. 2000. March. "Follow Your Heart-Fresh & Natural Dressings." Glossy, color, both sides. They opened for business in Southern California in 1970.

2556. Food Trade Journal U.S.A. (Ikegawa Food Specialists). 2000. FDA as well as media help Japanese food industry: Soy products and green tea are highlighted. 10(2):1, 3-4. March. [Eng; Jap]

• **Summary:** Each article in this newspaper is published in both English and Japanese. Last October, the FDA gave its approval for U.S. companies to begin using a health claim on foods containing at least 6.25 gm of protein per serving. Except for traditional soy products (such as tofu), each serving must contain no more than 3 gm of fat, 20 mg of cholesterol, and 480 mg of sodium. The FDA believes that adults who consume 25 gm/day of soy protein could experience a decrease in their blood cholesterol, which reduces their risk of heart disease. The mainstream soyfoods that benefited from this announcement are veggie burgers, soymilk, tofu, and soy cheese. But now edamame has emerged as a big seller at supermarkets since a few years ago. A Japanese-style cartoon shows two blonde girls seated at a table. A boy, who is standing, says "I show you how to eat Edamame." Holding a pod of edamame in his right hand, he is popping the beans into his mouth. A circular inset, showing how his fingers hold the pod, is titled "Squeeze." Another cartoon shows Takuji Kimura [Mr. edamame in America], drawn by his son.

The article gives lengthy excerpts from two recent American articles: (1) Hesser, Amanda. 1999. "Bet you can't eat just one soybean." *New York Times*. Sept. 8. p. F3. (2) Deane, Donna. 2000. "Get more soy in your life." *Los Angeles Times*. Jan. 12. p. H1, H3. Food section.

According to Shigeru Shirasaka, president of House Foods (a leading U.S. tofu maker), his company shipped 29 million pieces of tofu in 1999, which is a 70% increase over

1995.

The last page of this article is about edamame, by Takuji Kimura, America's leading edamame broker, Concord, California. Japanese restaurants have been the showrooms for edamame, and they are part of the reason for its growing popularity. Tak Kimura started trying to sell edamame in 1994 at several natural food stores, but nobody seemed interested. He contacted the produce manager of Whole Foods in Berkeley—a woman—without an appointment. When he asked her to try his edamame, she said that she knew what it was—an appetizer at sushi bars! She liked it very much and had tried to find a source, but the restaurants would not disclose their sources. During his first demo day at Whole Foods he sold only 8 packs in 8 hours. But after 2 weeks sales started to increase. Then he got permission to sell edamame at other Whole Foods Markets, and then at the Wild Oats chain of natural food stores. In 1998 sales started to increase rapidly. Now the FDA is supporting edamame and major newspapers are doing stories, so sales continue to grow.

2557. Hain Food Group, Inc. 2000. The Hain Food Group (Portfolio). Uniondale, New York. 35 inserts. 28 cm.

• **Summary:** The inserts, all printed with black ink on 8½ by 11 inch paper (usually colored), include: (1) Westsoy Singles and other Westsoy products. (2) Health Valley Soy O's Cereals (like Cheerios, New product March 2000). (3) Westsoy just got cool! Now in gable-top cartons. (4) Westsoy Soy Central (Display rack). (5) Arrowhead Mills stone ground whole wheat flour (Commemorating 40 years of organic heritage). (6) Westsoy pudding cups (vanilla or chocolate). (7) Crème de la Soy (original, French vanilla or Amaretto). (8) Westsoy VigrAid quarts, Pudding Cups, Westbrae Natural Café, Chai, Juice Bar, Health Valley Soy Moo. (9) Westsoy Organic Malted, Lite Malted. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2558. Newshour with Jim Lehrer. 2000. USDA announces revised standards for organically grown food. Television broadcast. PBS. March 7.

• **Summary:** These revised standards contain three major changes from the former proposed standards: Foods many not be labeled organically grown if they are genetically engineered or contain genetically engineered ingredients, if they are irradiated, or if industrial sludge is used in their production. A processed food must contain 90% organic ingredients before it can bear the "organic" label. In an interview, Secretary of Agriculture Dan Glickman emphasized that these organic standards are not about food safety; the USDA is not stating that organically grown foods are safer than their non-organic counterparts. Rather the standards are for to be used marketing foods grown using natural methods. Moreover, the standards are a way to help

small and medium-sized farmers survive and become more profitable. In 1990 the U.S. Congress mandated the USDA to develop organic standards. The present standards are not final; a 90-day comment period now begins.

2559. Soy isoflavone content of specific soy milks (Leaflet). 2000. Single sided. 28 cm.

• **Summary:** This leaflet, printed with black ink on white paper, contains a full-page table with three columns: Brand, manufacturer (and phone number), and isoflavones/8 oz. The six brands are as follows: (1) Edensoy, from Eden Foods (range 40-45 mg). (2) Pacific, from Pacific Foods of Oregon (range 2-53.5 mg; the 53.5 mg is for Original unsweetened). (3) Silk, made by White Wave (35 mg for all 3 flavors). (4) Soy Dream, from Imagine Foods (40-47 mg). (5) Vitasoy, from Vitasoy (range 16-35 mg; the 35 mg is for Creamy Original). (6) Westbrae, from Westsoy/Hain (range: 4.8 to 50 mg; the 50 mg is for VigrAid).

The products with the lowest isoflavone content are those which are "Light" (watered down) or Fat-free (low fat).

Note: This leaflet was available at a natural foods store in Colorado in March 2000. The compiler and publisher are unknown.

2560. **Product Name:** Westsoy Juice Bar Singles (Soy milk and Juice Mixture) [Berry, Orange, Apple].

Manufacturer's Name: Westbrae Div. of Hain Foods (Product Developer-Marketer).

Manufacturer's Address: New York City, New York.

Date of Introduction: 2000 March.

Ingredients: Soy milk, fruit juice.

New Product-Documentation: Talk with Zaida. 2000. Aug. 7. She has a package of this product.

2561. Shaw, Ann. 2000. History of Avoset Foods, Morningstar Foods, and Suiza (Interview). *SoyaScan Notes*. March 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The plant in Gustine (where Ann has worked in research for 26 years) used to be called Avoset Food Corp. Avoset has been a pioneer in ESL products since the company started; this plant is almost 90 years old. Originally it was a creamery, owned by Foremost, then by Smith-Kline (a pharmaceutical company). In the 1940s, during World War II, Avoset pioneered ultra-pasteurized products for the U.S. military—such as whipping cream in little glass jars for use on submarines. In the 1950s they pioneered whipped toppings in pressurized squirt cans. In the mid-1960s Avoset was the first U.S. company to install a gable-top ESL (extended shelf-life) packaging machine, which packaged long-life whipping cream, and half-and-half. The non-ESL products had a shelf-life of 10-14 days and were considered "nuisance items" by fluid dairies and retailers. In about 1975 Smith-Kline sold Avoset to Anderson Clayton, which broke up the company

and sold it to Quaker Foods, which sold it in June 1987 to Kraft, which sold it in about 1988 Morningstar—which was basically a group of venture capitalists from the Southland Dairies in Texas which bought specialty dairies (such as Bancroft Dairy) making value-added dairy products such as cultured foods, coffee creamers, whipping cream, half-and-half, etc.—products other than just fluid milk. Other branded Morningstar products included Second Nature (cholesterol-free eggs), International Delight (coffee creamers), etc.

In about 1997 (3 years ago) Suiza Foods Corp. purchased Morningstar. Suiza started with one dairy in Puerto Rico in the 1980s; then they started to buy other dairies, and became a major “dairy consolidator,” putting together these many dairies under umbrella. Suiza was basically an acquisitions firm, which did not have any corporate structure beyond the people in the main office who were involved in acquiring new companies. One of the reasons they purchased Morningstar was for the corporate structure—human resources, research labs, etc. So all the research work for Suiza is done by Morningstar. After Morningstar bought Avoset, the technology, packaging, and formulations improved, but the basic business remained unchanged—until 5-6 years ago when Ted Nordquist arrived and Morningstar first began to work with soy. The first development of formulation for Silk soymilk was done at Gustine. Ann knows Ted extremely well.

On the front of the building where Ann works is written “Morningstar Foods” in large letters; below that in smaller letters is written “Avoset.” Gustine is near Merced, California. Morningstar and Suiza have their corporate headquarters in the same building in Dallas, Texas. For information on Sun Soy (which is sold at Ralph’s supermarkets in southern California), contact Patty Herbeck (phone: 214-303-3400) in Dallas. Wildwood soymilk is also made at the Gustine plant. They also package products for Trader Joe’s. At Morningstar’s yogurt plant in Fullerton, they package soy yogurts for Ted Nordquist and Trader Joe’s. Address: Research Dep., Morningstar Foods (a Suiza Company), 299 Fifth Ave., Gustine, California 95322. Phone: 209-854-6461.

2562. Eden Foods, Inc. 2000. Eden’s GEO-free policy since 1993 (Ad). *Vegetarian Times*. April. p. 1.

• **Summary:** This full-page color ad features a letter written by Eden chairman Michael J. Potter on 13 Feb. 1993, titled “Policy Statement. Re: Genetically Engineered Foods,” which states that “Eden Foods will not purchase or sell any food ingredient known to be genetically engineered.” A sidebar states: “Eden Foods has had a policy since 1993 requiring affidavits from all of its growers and suppliers guaranteeing that their food is free of genetically engineered organisms (GEOs). In 1998 New York Times hired a laboratory to test for GEOs in eleven soy and corn based foods. The only one that tested negative was Edensoy

soymilk.”

“Founded in Ann Arbor, Michigan in 1968, Eden Foods is one of the few remaining independent pioneer natural food companies.” A small circular logo shows: “Eden Foods: 32 years. 1968-2000.”

Color photos show: (1) Michael J. Potter, Chairman & President, and William Swaney, Executive Vice President, standing by a large Eden delivery truck. (2) Mr. Bernard Pease, 3rd generation organic farmer.

Note: Soyfoods Center believes that the term “GEO” (as used above) is much more accurate than “GMO” and congratulates Michael Potter on its use. Address: Clinton, Michigan 49236. Phone: 1-800-248-0320 or www.edenfoods.com.

2563. Hain Food Group, Inc. 2000. Notice of special meeting of stockholders. Uniondale, New York. ii + 89 + v + 37 + 27 p. April 28. 28 cm.

• **Summary:** The special meeting will be held on 20 May 2000 in New York City to discuss six points, including the merger with Celestial Seasonings, the change of name to The Hain Celestial Group, Inc. after consummation of the merger, increasing the number of shares of Hain common stock, amend the 1994 Hain Long Term Incentive and Stock Award Plan, etc. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2564. Roberts, Patricia. 2000. History of interest in macrobiotics. Living on the Oak Feed Miso Co. land in Rutherfordton, North Carolina from 1979 to 1980. Part I (Interview). *SoyaScan Notes*. May 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** 1972—Patricia meets Joseph Carpenter (a native of California) in Oregon on a farm where she went to do yoga; she was very involved with yoga and meditation. Joseph is a very friendly and personable fellow, and he has an “incredible memory. Most people are in awe of his brain.” They went together to Tucson, Arizona, to pick oranges. She was living on oranges and bananas, had lost much of her memory, and was very spaced out and emotional. They went into a place named The Granary, where they met Jack Garvey, who brought them into the macrobiotic community. She first met Michio Kushi in Tucson, when he came there to lecture.

1973 Sept. 15—Patricia and Joseph Carpenter are married in Arkansas. They were invited to Arkansas to do a little farming by some friends who had some property there. Their friends were deeply involved with Stephen Gaskin and The Farm in Summertown, Tennessee. They arrived with all of their macrobiotic “judgments” and that led to conflicts. They built a little house on the land in Arkansas, and Thom Leonard came to visit them there in 1973. He took care of their house for the winter when the Carpenters went to visit Patricia’s parents in Florida.

1973 Nov. 11—Their first child, Yana, a girl, is born in Arkansas. They leave to go to “Snowflake,” the first macrobiotic conference in Arizona. It was held on property near a Hopi reservation that a group of people in the macrobiotic community, including Michio, purchased.

1974—Patricia goes to a macrobiotic conference in Miami and meets Sandy Pukel for the first time. She becomes friends with Sandy and his wife, and saw Michio for the second time.

1975 fall—Patricia arrives (with her daughter, Yana) in Brookline, Massachusetts, and lives in the macrobiotic study house run by Ken and Ann Burns. After about 3 months she moves to another study house. Joseph arrives later, in about 1976, and lives in the study house run by Jack and Barbara Garvey, on the same street as the Burns’ house. Joseph Carpenter was very close to Jack Garvey. They both have a close relationship with Michio and Aveline Kushi. For Patricia, who had a Catholic upbringing, Michio was a spiritual teacher. John Belleme arrived in Brookline about mid-1976 and lived in the Burns’ study house; it was at about this time that Patricia first met John—though they never lived in the same study house. Joseph designed and built an addition to the Kushi’s home at 62 Buckminster Road; it was for Aveline—the bathroom of her dreams on the second floor. One day Aveline came to see Patricia in her apartment. She liked a chopping block table that Joseph had built for Patricia. Joseph is an excellent carpenter. He did much of the finish carpentry on the original Erewhon retail store on Newbury St. in Brookline, including the wooden bins for grains and beans.

1977 Christmas—Patricia and Joseph go to Florida for Christmas, one of many trips they took there. Patricia’s parents and many of her friends live in Florida; she loves to visit. In early 1978 Joseph worked as a carpenter for several months in Sandy Pukel’s Oak Feed Restaurant in Coconut Grove, Florida. He had gotten to know Sandy because Patricia and Sandy were close friends. During this time Sandy came to realize that Joseph was a skilled carpenter.

1979 Feb. 12—Patricia’s second child, Benjamin, is born in Brookline. At about this time Patricia’s sister, Christine, moved up to Boston to be near Patricia. In the spring of 1979 Patricia went to Florida to visit her parents and show them her new baby. Sandy flew Joseph down to talk business. Sandy had now decided that he wanted the Carpenters to become part owners of the company—so he offered them a deal, which, as near as Patricia can remember, was as follows. He asked them to live on the land the miso company planned to purchase while the Bellemes were in Japan learning how to make miso. If they would live and work the land, become a presence in the community, and then become owners of and workers for the company, Sandy offered to pay their expenses and give them \$25,000 worth of company shares for each year they stayed and worked on the land—including the first year, of course. But this agreement

was verbal; nothing was put in writing. Back in those days, Patricia, recalls, people were less businesslike than they are today.

Looking back, Patricia believes that she and Joseph failed in their negotiation of this deal. Joseph is an artist, and he is much better at self expression than at negotiating agreements. Sandy is very good at negotiating.

1979 May—On Memorial Day weekend, at the end of May, after four years in Brookline (near Boston), the Carpenters leave and move to Florida for the summer, to be near Sandy, to work out the details of beginning the miso company. In leaving Boston, they were giving up a lot, including many friends (“We were very plugged in. My sister, Christine, was quite upset that we were leaving”) and Joseph’s good carpentry job. But they believed that Sandy’s deal made the move worthwhile.

Patricia flew to Florida with her two young children. At Sandy’s request, Joseph drove their van so that he could go to Hendersonville to meet with several real estate agents. The miso company property had not yet been decided on or purchased. The realtors took Joseph to visit several areas on the isothermal belt, but they didn’t find the property at that time. The isothermal belt means “never too hot, never too cold.” But it freezes and snows a little during the winter.

Patricia recalls that they bought the property from Bob Deakin. Joseph knew Bob Deakin. Bob was driving with his wife and daughter at about that time, on a holiday, to chimney rock. A truck was coming toward Bob’s car and suddenly a bee flew into the cab of the truck. When the truck driver started to swat the bee, his truck swerved across the road and killed Bob Deakin’s daughter. Bob kindly refrained from suing the truck driver or truck company, and somehow, because of the accident (or perhaps because of big hospital bills) he lost his property—which the miso company later purchased.

In Florida, Patricia and Joseph rented a place for the summer on Highland Beach near Boca Raton. They had visits with Sandy and learned more about his plans for the miso company. That summer, Michio came down and did a seminar, which they attended. Michio wanted the land to be used as a summer camp and a place to garden; he also wanted to build a dam and lake. John and Jan Belleme were preparing to go to Japan. Continued. Address: Grass Valley, California.

2565. Lempert, Phil. 2000. Soy: The “hit” ingredient of the year. *NASFT Showcase (National Association for the Specialty Food Trade)* 30(3):6. May/June.

• **Summary:** For consumers it means a new generation of foods with health benefits. Soy is part of the growing nutraceutical movement.

Note 1. Pages 38-42 list the many soyfoods companies that will be exhibiting at the 46th Summer NASFT show in New York City, July 9-11, at the Jacob Javits Center.

Including: American Soy Products (booth 5030), Eden Foods (5001), Hain Food Group (143), International (2145), and White Wave (1162).

Note 2. Page 63 states that October is National Vegetarian Awareness Month. Address: Author of The Lempert Report and a correspondent for NBC's Today Show.

2566. Mangels, Reed. 2000. *Vegetarian Journal's* guide to burgers and dogs. *Vegetarian Journal (Baltimore, Maryland)* 19(3):27-29. May/June.

• **Summary:** When this magazine first looked at these foods 7 years ago, they found 7 veggie burgers and 6 veggie dogs. This year they found nearly 50 veggie burgers and more than 10 dogs. Both the quality and the nutritional value have gone up. These burgers and dogs are generally lower in calories fat, and sodium, and richer in protein, iron, and fiber, than their meat-based counterparts.

A two-page table gives the nutritional composition of many different brands and products per serving. Data is given for calories, protein, fat, and sodium. The products are ranked from lowest to highest fat, then from lowest to highest sodium. The taster's burger favorites were: Boca Burger Vegan Original, Whole Foods Vegan Burger, Gardenburger Roasted Garlic, Garden Vegan, Amy's California Veggie Burger, Nature's Chef Fajita Burger, and Soyboy Okara Courage Burger. Many of these products contain soy. Address: PhD, RD.

2567. *Nutrition Business Journal (San Diego, California)*. 2000. Corporations proceed cautiously with soy. 5(5):16. May.

• **Summary:** The supermarket chain Kroger promoted soyfoods at all of its 2,000 stores as part of Soyfoods Month in April. Nature's Path has launched Soy Plus Organic Granola, with a claim about reduction of menopausal symptoms. Natural Vitality has introduced Menopausitive, a drink fortified with 110 mg of isoflavones.

In the 17 Sept. 1999 issue of the prestigious scientific journal *Science*, Steven H. Zeisel, chair of the Department of Nutrition at the University of North Carolina (Chapel Hill) wrote a Policy Forum article advocating safety studies for substances like soy isoflavones, which are administered in large doses to obtain medicine-like effects, before they are put on the market. This would apply to products [such as ADM's Novasoy], for example, were one dose is five times the average human consumption. Central Soya has a new product, Prevastein Soy Isoflavone Concentrate.

2568. Carpenter, Joseph. 2000. Living in Boston and on the Oak Feed Miso Co. land in Rutherfordton, North Carolina from 1979 to 1980. Part I (Interview). *SoyaScan Notes*. June 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Joseph was born on 5 Aug. 1948 in Oakland, California, at Providence Hospital. He lived with his family

in Berkeley until he was age 10; his father, who was a carpenter by trade, died in 1954, when he was still a boy. He and his mother then moved to nearby El Sobrante (by the back gate of De Anza High School—where he graduated from high school). He attended Contra Costa Junior College for two years, moved up to Sonoma State for a year, then dropped out. At age 19-20 (1967-68), he took off to see the world. As a young man, he became a skilled carpenter, learning by doing. Several of the men he worked with were good teachers.

A hippie during the 1960s, he met Patricia Roberts who was born in March 1947 in Queens, New York, and grew up in Rockaway Beach in Queens. Her father was a New York City police officer and detective for 20-25 years. Her parents retired to Florida in the late 1960s or early 1970s. When the kids were at home, they lived in a nice big home at Whitehouse Point; after the kids were gone, they moved to Deerfield Beach. Soon after meeting Patricia, Joseph stopped using psychedelics drugs and alcohol. They picked apples together in Hood River, Oregon, and lived in an old picker's camp. Having been overweight, he lost about 80 pounds in less than 6 months—and felt great. He and Patricia and a girl friend of hers migrated to Tucson, Arizona, where they were planning to pick oranges for the winter. While looking for a place to stay, they came across a macrobiotic bakery, The Granary, run by Jack Garvey. That was their first introduction to macrobiotics. Because of their largely raw food diet, they were somewhat resistant at first, but soon became friends and students of Jack's. In 1973 Joseph and Patricia were married in Arkansas.

1977 Feb.—Joseph arrives in Boston from Northern California; he is very sure of this date. He met Charlie Kendall (a maker of traditional natto, amazake, and mochi), who had just bought a house in Brookline by the railroad tracks; Joseph helped him extensively remodel that building. Charlie's wife, Yoko, was Aveline's sister. Joseph soon became friends with Bill Painter, who was a house painter by trade and also had a small shop in the basement of the Kushi's house. Before long Joseph was working as a carpenter with Bill Eggloff, building a handsome grain bin for Erewhon's retail store on Newbury Street. Using red oak and Plexiglas, they worked on it in the basement, which had a garage door that opened onto the alley behind the store. Bill, who lived on Cape Cod, stopped working for Erewhon when the bin was finished. But the store needed more fixtures, so Joseph made a bid, signed a contract, then installed new check-out stands, new shelves, and units to hold the crocks of bulk tamari, barley malt, etc. Joseph had a family to support, and carpentry was his livelihood, so he was paid for all work he did in the Boston area. Later, over 4-day weekend, he worked to tear out old bathrooms and office spaces to open up the cramped front of the Erewhon store. He also did some work on a new Erewhon store in Brookline. After Erewhon moved out of their old

4-story brick warehouse, he worked on the huge modern warehouse that Erewhon moved into. The Kushi's house on 62 Buckminster Road had been the headmaster's house for a private school. Upstairs there was an institutional bathroom. Aveline asked Joseph to remodel it to make a private bathroom—with lots of tile. After about a year of working for the macrobiotic community (always for pay), Joseph got “burned out” and went to work for a regular contractor unconnected to macrobiotics.

1977 Christmas—Joseph and Patricia go to Florida for Christmas, one of many trips they took there. In early 1978 Joseph worked as a carpenter for several months in Sandy Pukel's Oak Feed Restaurant in Coconut Grove, Florida. He had gotten to know Sandy because his wife, Patricia, and Sandy were close friends; they had first met when they both went to a seminar Michio Kushi gave in Coconut Grove. After the restaurant opened, in about May 1978, Joseph and Patricia took a vacation to Jamaica. During the summer and fall of 1978 Sandy came to Boston several times. Each time he and Patricia and Joseph went out to dinner together. Sandy mentioned that he was thinking of starting a miso company and asked if they might be interested in getting involved. They expressed interest, but no definite plans or offers were made.

1979 Feb.—Joseph's second child, Benjamin, is born in Boston to his wife Patricia. The Carpenters took many trips to Florida, especially during the winter, to visit Patricia's parents. In about March 1979, over a long weekend, when Patricia and their two children were vacationing in Florida (visiting her parents), Sandy Pukel paid for Joseph to fly from Boston to South Florida for a meeting to discuss the part that the Carpenters might have in the development of the new miso company. Sandy knew Joseph's skills as a carpenter. Joseph recalls that the meeting was at Edmund Benson's house. Sandy said that he wanted Patricia and Joseph to become part of the miso company. In exchange for their labor, they would be given a share of the business ownership worth \$25,000. Joseph does not recall whether they would receive the \$25,000 once or each year that they worked—but he definitely recalls the \$25,000 offer. Joseph recalls that the talk at this first meeting was very general in terms of what kind of carpentry or construction work he would do for the company.

1979 May (late)—Joseph leaves Boston in his van, headed for North Carolina—after handing over their house to the next renters. On the way, following Sandy's instructions, he stops in Hendersonville, North Carolina, for about a week to check out some real estate. With real estate agents that Sandy Pukel and/or Edmund Benson had found, Joseph looks at property the agents thought might be appropriate for the miso company in the Asheville area and in Rutherford County. As far as he knows, Joseph was the first person to actively look for land for the miso company. They found several properties that Joseph considered borderline, so

Sandy (and probably John Belleme and Edmund) flew up from Florida and they all visited these sites together. Finding nothing that was suitable, they left. Joseph continued on to Florida in his van to be with Patricia and their children. Sandy continued to work with local realtors until he found a suitable piece of property. Joseph is quite sure that just before they finally purchased the land in Rutherfordton, Sandy, Michio and he (and perhaps a few other people) all went to see the property at the same time. They walked over the roughly 100 acres of land and through the beautiful house.

During the summer of 1979 Joseph and Patricia met with Sandy and Edmund several times to discuss their living on the miso company land while John and Jan Belleme were away studying miso-making in Japan. Though nothing was put into writing, Joseph and Patricia both recall clearly that their daily expenses would be taken care of, they would work on the land, and, at the end, they would own a part of this new business. They were not given any specific list of tasks or duties they were expected to accomplish. Continued. Address: 10655 Lakeshore Dr., Clear Lake, California 95422. Phone: 707-994-3218.

2569. Gonzales, Greg. 2000. Making miso and koji for American Miso Co. Inc. Part I (Interview). *SoyaScan Notes*. June 20-21. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Greg was born in July 1959 in Torrance, near Los Angeles, California, in a middle-class Mexican-American Catholic family. Both his parents were born in the Los Angeles area and Greg grew up in that area. After graduating from high school at age 18-19 he became a professional dancer. In 1987 he went to Japan for 6 months to work as a dancer at a tourist hotel in a small, isolated Japanese town. He liked Japanese culture very much. During this time he wrote short stories, and decided it was time for a change of careers. After returning to the USA, he lived in Los Angeles, found several easy jobs, and went to L.A. Community College for a year to pursue his interest in writing. At that time, in 1989, he met Barry Evans who was living to Los Angeles. They met through a mutual friend, spent a lot of time together during the next year, and became good friends. Barry took a federal holiday and Greg moved to Sonoma County in northern California. There he met a woman named Manon Fancher who became his partner; she already had a child named Keith Fancher. Together they moved to a small lumber town in Plumas County, in the Sierra Nevada mountains, about 70 miles north of Lake Tahoe. Greg worked for the U.S. Forest Service on a timber salvage marketing crew and taught dance on the side. On 12 Aug. 1992 they had a baby boy named Devin.

One day, in 1995, after they had lived in mountains for about two years, Barry Evans called, said he lived and owned several businesses in and around Asheville, North Carolina,

and offered Greg a job working at the miso factory; Don DeBona would be his boss. Greg said he would like to think about it, discuss it with Manon, and visit the company before making a final decision. He had enjoyed miso previously, but did not know how it was made. He liked Japanese food and culture, knew nothing about macrobiotics, and was not sure how he would like living in rural North Carolina. So Barry flew him out to North Carolina. Before his interview with Don DeBona, Greg read *The Book of Miso* to better prepare himself. He accepted the offer. He and Manon tied up loose ends in Plumas County, then drove with their kids across the country to North Carolina.

Arriving in Feb. 1995, Greg worked at Great Eastern Sun for about 8 weeks, then went to work with Don DeBona at American Miso Co. (AMC). Don had had trouble keeping workers; they were attracted by the romance of miso and making macrobiotic foods, but couldn't take the hard work or the rural environment.

Greg worked for Don for about 2½ years. When Don left the company, Greg had plenty of experience making miso but he had never made koji by himself. Greg recalls: "I suddenly found myself with the reigns in my hands. There was a lot of responsibility, and I felt tense at first." He had steamed and inoculated the rice, dug it, put it in the trays, put the trays in the koji room, etc., but he had never stayed with the koji during the night or had to make decisions about adjusting its temperature. Making koji is an art, based on being sensitive to the properties of the koji; it cannot be learned from a book. It takes a long time to "learn how to make koji happy. Newcomers always want to go by what the thermometer says, but it doesn't work that way."

About a month after Greg took over, Barry hired John Belleme, one day a week, to look carefully at the koji Greg had made the day before, and to give him tips on how to improve. John is still active in this role, which is working out very nicely for both John and Greg. "John loves this place."

Greg makes koji at least once a week; Wednesday is koji night, so Greg will be with the koji until midnight. He will check its progress every 60 to 90 minutes, depending on the season and outdoor temperature. A little after midnight, he goes to his cabin on the miso company land and sleeps until a little before 4:00 the next morning. Then he returns to the miso plant, checks the koji again, and starts cooking the soybeans. Because of the fermentation process, koji generates its own heat, and it creates increasingly more heat as it matures, and its mycelium expands and binds the rice into a cake. Each time Greg makes koji it is different, and different types of adjustments must be made. There are no thermostats in the koji room. All temperature adjustments are made by either opening or closing the koji room door or the vents in the ceiling. If the ceiling vents are opened too much, the heat will rise out but so will the humidity. Thus, the balance of opening the door vs. the ceiling vents is important in adjusting the koji room humidity. To add humidity, Greg

may wet the floor of the room and close the room. He never uses a heater to heat the koji room, in part because it dries out the air. When inoculating the rice, Greg will use less inoculant in the summer than in the winter.

This koji is really made in the traditional way—all natural, nothing artificial. Most companies automate their process as their volume expands, but AMC has decided not to do that. Yuko Okada of Muso and Mr. Kazama of Mitoku (both Japanese natural food companies) told Barry Evans that they thought AMC was the largest maker of traditional koji in the world. The company makes about 300,000 lb/year of miso. Don DeBona increased the number of miso vats from 10 to about 45. Continued. Address: 4225 Maple Creek Rd., Rutherfordton, North Carolina 28139. Phone: 828-287-2940.

2570. *SoyaScan Notes*. 2000. One disaster after another leads to success: Brief history of American Miso Company (Overview). June 20. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** This story, with its many strange twists and turns, might be called "One disaster or failure after another leads to success" or "The perfection of imperfection."

1977 Aug. 2—It was a disaster for Bob and Karen Deakin of Rutherfordton, North Carolina, when a bee flew into the cabin of a big truck near their home. As the driver tried to swat it, his truck swerved across the road and smashed into a car driven by Bob Deakin, killing Bob's daughter (age 12½) and severely injuring Bob and his young son.

1979 Jan. 26—It was a second disaster for Bob and Karen Deakin when they were forced to give up the home they had built and the 92 acres of land they dearly loved in Rutherfordton because they could not make the mortgage payments. With Bob still injured from the car crash, the family had no steady income. The land was sold to Oak Feed Miso Co. on 7 Aug. 1979.

1979 Oct.—It was a disaster for John Belleme when he arrived in Japan to study miso and nobody knew who he was or why he was there. The arrangements that were supposed to have been made were never made.

1979 Oct.—It was a small disaster for Mr. Kazama of Mitoku when John Belleme handcuffed himself to Mr. Kazama's desk and said he would not leave until Mr. Kazama had located a miso master with whom John could learn the traditional art of making Japanese miso.

1979 Oct.—It was a disaster for miso master Takamichi Onozaki, of Yaiba, Japan, when two foreigners arrived, without invitation, saying they wanted him to teach them how to make miso. He told them he was sorry, but they could not stay. They stayed in his house, under the same roof, for 6-8 months as they worked hard and learned how to make miso.

1979 Nov. 18—Barry Evans is in a disastrous bicycle accident, breaking 5 vertebrae and 9 ribs. After a 14-hour

operation, he spends 6 months on his back in the hospital and 1 year in a full-body cast.

1980 June—It was a disaster for Joseph and Patricia Carpenter, who had lived on the miso company land for the past ten months and expected to be owners of the miso company, when they were told to leave and, in their opinion, not told why.

1981 Nov. 10—It was a disaster for Michio and Aveline Kushi when their company, Erewhon, is forced to file for Chapter 11 bankruptcy protection because of debts totaling \$4.3 million. The Kushis also had to give up their dream of starting a miso company (named Erewhon Miso Co.) in America. It was also a disaster for the miso company which could no longer count on Erewhon to distribute its products.

1982 Jan. 31—It was a disaster for Sandy Pukel when he has to give up his stake in Oak Feed Miso, Inc. It was his “baby” and he, more than anyone else, was responsible for bringing it to this stage. Equally sad was the fact that his good relationship with John Belleme was strained for the rest of the 1980s; they didn’t talk for years after this event.

1982 Jan.—It was a small disaster for Mr. Onozaki when John Belleme begged him to come to America from Japan to check John’s koji-making. He didn’t want to go. He spoke no English, had never been outside of Japan, and had a business to run at home. Yet he went to help a friend in need.

1983 Oct. 1—It was a disaster when John and Jan Belleme feel they must sell all of their ownership in the American Miso Co. (900 shares) to Barry Evans. They had devoted most of the last 4-5 years working to create and build this company.

1992 Jan.—It was a disaster for Barry Evans when he is forced to take a “federal vacation” in Santa Barbara, California, for 2½ years.

2000 July 4—American Miso Co. is the largest and most successful Caucasian-run miso manufacturer in the Western world. Who is and was responsible for this success? Most of the people named above.

Note: Some of the most interesting (juiciest) stories about this company remain untold, for reasons that cannot be disclosed at this time.

2571. Troy, John. 2000. Update on Wizard’s Cauldron and work with miso (Interview). *SoyaScan Notes*. June 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** John’s original organization was the Lindenself Foundation, a nonprofit organization involved with Eastern spirituality. The linden tree symbolized the heart. Out of this grew Linden’s Elfworks, then Elf Works, Ltd., whose first product was a candy bar named Wizard Baldour’s Power Pac introduced in 1976, and containing ginseng. Elf Works, Ltd. was created outside of the nonprofit corporation, and it existed only briefly (1981-1984).

In about 1980, John was first introduced to miso by Joel Dee of Edward & Sons who was introducing his Miso Cup,

a dehydrated miso soup. Troy’s next product was Wizard Baldour’s Hot Stuff (in Regular or Blazing intensities); it was the company’s first big success. It contained miso from the day it was launched. Troy first bought this miso from Erewhon (a fairly dark salty rice/red miso), but when Erewhon filed for Chapter 11 bankruptcy in Nov. 1981, Troy started buying his miso from Barry Evans of American Miso Co. It was John Belleme and Barry Evans who really got Troy interested in and involved with miso—before American Miso Co. had any miso for sale, but after their miso plant had been constructed. Troy can’t remember how, where, or when he met Barry Evans. Belleme told him about going to Japan and apprenticing with Mr. Onozaki. Later Barry Evans introduced Troy to John Fogg in Charlotte. Troy later worked closely with Fogg; “at first I thought he was arrogant and fussy, but he ended up being a tremendous influence in my life, and taught me so much about marketing... To this day I still draw on the wisdom of John Fogg.”

Troy now makes almost 100 different products for the natural food trade. Most of these contain miso and/or soy sauce. All of his business is private labeling, so he develops and manufactures products, which other companies market. Across the street from his office is a modern, high speed blending, bottling, labeling plant, with plenty of cold storage. He manufactures and bottles every product he develops. His company, The Wizard’s Cauldron, Ltd., run small by a small team of leaders, now does about \$2 million a year in annual sales. His products are now almost totally organic—200 ingredients. John has just a handful of customers. The biggest is Whole Foods Markets; he makes all the salad dressings and sauces sold under the Whole Foods label. Second biggest is Joel Dee of Edward & Sons. Troy makes four brands for Joel Dee: Premier Japan, The Wizard’s, Troy’s, and Rain Forest Organic. Joel’s company owns the “Wizard” brand, which Troy gave him in 1987 as part of his “recovery plan” after American Natural Foods went down the tubes. Joel said, “You make it, I’ll sell it.” At about the same time, they also both developed the Premier Japan brand and line, which is still doing extremely well. In about July 1989 John developed “The Wizard’s Worcestershire Sauce,” a vegetarian sauce, for Joel Dee. It is now selling better than Hot Stuff. Ponzu is the Japanese equivalent of Worcestershire sauce; they use bonito instead of anchovies. But ponzu originated first, so “Worcestershire sauce is a Western ‘knock-off’ of ponzu.” The Ginger Tamari is still a wonderful product that is doing very well.

Troy’s third largest customer is Albert’s Organics, America’s largest organic produce distributor, for whom he makes a line of fresh, refrigerated organic dressings. Albert’s Organics recently merged with UNFI (United Natural Foods, Inc., the collection of distributors that was Stow Mills, Cornucopia, Rainbow, Mountain People’s Warehouse, etc.). UNFI is now a big publicly-owned company. Troy’s favorite product developed for Albert’s is Mellie’s Miso Mustard

Dressing, launched in 1998 with a mild miso from American Miso Co. Albert's daughter is named Mellie.

John is now developing a line of dressings under the Moosewood Restaurant brand for the people who own that restaurant. John's favorite is the Miso Ginger Salad Dressing. A few days ago he closed a deal with Robert Tepper (formerly of The Farm, in Summertown, Tennessee) to market his Simply Delicious brand of dressings. Robert now has his own company named Sunrise Management, which is a brand management company; Simply Delicious will be the first brand he owns. Robert worked for Natural Nectar, then Blue Sky, then Annie's (which he left in early 2000 to start his own company).

John's main work is still developing new products and naming his creations—the work he enjoys most of all things. "It's really fun." Blessed are those who find a way to do what they love most in life. Address: The Wizard's Cauldron, 8411 Hwy. NC 86 N, Cedar Grove, North Carolina 27231. Phone: 919-732-5294.

2572. Troy, John. 2000. Update on the Macrobiotic Company of America and Bruce Macdonald (Interview). *SoyaScan Notes*. June 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bruce was recently kicked out of the company (MCOA), Norio Kushi is now running it, but Muso owns most of it. Bruce has filed a lawsuit against MCOA. Barry Evans and Norio are trying to work together, since Barry would like to slowly get out of the distribution business (he owns Great Eastern Sun) and move towards building branded products.

A few days ago John heard that Mr. Kazama had decided not to sell any more of his Mitoku products to MCOA. Rather, he will help Bruce start a new company in Asheville, and Mitoku will sell to Bruce.

John heard from Norio a few days ago that MCOA wants to come out with a line branded "Kushi Organic" to take the place of Mitoku. They want John to develop a line of miso-based sauces, dressings, etc. for them. "Kushi" is now a registered trademark, owned by Michio Kushi, who is willing to assign it to his son, Norio. Address: The Wizard's Cauldron, 8411 Hwy. NC 86 N, Cedar Grove, North Carolina 27231. Phone: 919-732-5294.

2573. Evans, Barry. 2000. A visit with Mr. Onozaki in Japan: The story of the guests who decided to stay (Interview). *SoyaScan Notes*. June 29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In 1984 Barry and John Belleme both traveled to Japan where they visited Mr. Takamichi Onozaki, with whom John and Jan Belleme had spent seven strenuous months studying miso-making in late 1979 and early 1980. Barry visited Mr. Onozaki again last month in Japan. At about age 70, he was still his same energetic self, very

active and healthy and full of vitality, and his daughter and son-in-law were still there living 10 feet away (in Japanese fashion) and working hard making miso. Barry recalls: "He is a wonderful person. When we pulled up, got out of the car, and I saw him there, I broke down and started weeping. I hadn't seen him in 15 years. I think of him as the father of our miso company and I feel the same great affection and respect toward him that I do to my own father. It was very special." Mr. Onozaki then told Barry a story he had never heard before.

When the Belleme's showed up at his house, unannounced, in 1979, it was a disaster for him. He didn't want them to stay at all. He went out for a while, but when he came back he found to his dismay that they had moved all their baggage into the room of his daughter who was away at college, and made themselves at home. They begged him to let them stay overnight, so he relented and said okay, but only for one night. The next day they persuaded him to let them stay for one more night. The whole time they were there, he tried to get rid of them, over and over again—but they bamboozled him at every turn. They talked him into letting them stay for one week, then for one month, then for one more month, then for three months, then for two months more. At every juncture, they had to fight their way to stay the extra time. They would cry and moan. Of course, by end of their stay, television crews were coming up to cover the amazing story of Americans who had come to Japan to learn how to make miso.

But as he told the story it was clear that he was now quite proud of the fact that his disciples had started what is today the largest Caucasian-run miso factory in the Western world.

He then told Barry about how John seemed to have lost some confidence in his koji-making ability during the first season. John asked Mr. Onozaki if he would come to the United States and check that he was making the koji correctly. Mr. Onozaki said that he refused to come the first 3-4 times that John asked him. He had never been outside Japan before, and he has never left it since. He didn't want to go—at all. He didn't speak any English. How would he find his way? He had an active business to run at home. But John just kept insisting that he had to come. Mr. Onozaki said that eventually he remembered an old Japanese saying: "When a friend says he really needs your help, you've got to try to help!" So he felt that he just had to go, though he did so "kicking and screaming." Several months later, he sent his daughter and son-in-law in his place.

On the 1984 trip to Japan, after visiting Mr. Onozaki in northern Japan, John and Barry visited the Muso Company (*Muso Shokuhin*) in Osaka (south-central Japan), then the Fujiwara Brewing Company in Hiroshima (a manufacturer of equipment for making beer, soy sauce, miso, etc.; Barry was considering making shoyu in North Carolina), then the company that makes sweet white miso for Muso in Fukuoka

(on Kyushu, Japan's southernmost island).

On a 1983 trip with Robbie Swinnerton of Mitoku (John Belleme was not along) Barry visited Sendai Miso-Shoyu Co. in northern Japan. Address: Owner, American Miso Co., Inc. and Great Eastern Sun, Asheville, North Carolina 28806. Phone: 704-252-3090.

2574. Demos, Steve. 2000. White Wave reflects on growth and Dean Foods investment: Q&A with Steve Demos, CEO of White Wave. *Nutrition Business Journal (San Diego, California)* 5(6):12-13. June.

• **Summary:** Products with the White Wave and Silk brand names are now sold in virtually all natural foods stores and over 17,000 mainstream supermarkets in the USA and Canada.

The past 12 months have been the most dynamic period of change and growth in the history of White Wave. In 1999 the Silk beverage line was in less than 1,000 supermarkets, but by May 2000 that number had increased to over 17,500. This increase was not a result of anything Dean Foods (a \$4+ billion dairy and specialty foods manufacturer and marketer) did for White Wave. White Wave already had strong momentum before the relationship with Dean Foods began. In 1998 White Wave's distribution was 85% natural foods and 15% supermarkets/grocery stores. In 1999 it was 55% natural and 45% supers. This year the company expects a shift to about 65% supers and 35% natural. For the fiscal year ending 31 March 2000, White Wave's sales were up more than 100% over the previous year, and for the month of March 2000, they were up 400% over the same month one year ago.

White Wave's greatest short-term challenge is to attract, train, and retain personnel who can meet the challenges of the company's growth and, even more important, maintain the company's culture and identity.

Silk's success in supermarkets has attracted several very large corporate competitors. Soymilk products now sold in the refrigerated beverage case include those from Suiza Foods, Hain Foods (Westsoy brand), Imagine Foods, Vitasoy, Best Foods Co., and Pepsico/Galaxy Foods.

White Wave's market share, (according to March data from Spins and April data from IRI) is 20% of the non-dairy beverage sales in natural foods and 78% of refrigerated non-dairy sales in mainstream supermarkets.

FDA approval of a health claim for soy protein has been one factor leading to dramatic growth for White Wave. During the past fiscal year, the company has operated on its previously developed "out-of-sight" growth plan (for very fast growth), which has led to 74% growth in existing markets and 108% growth in sales increase with less than 0.5% out of stock and almost no quality problems.

Concerning industry consolidation, Demos is glad to see natural foods becoming more widely available in America through new channels of distribution. The problem is that

large, multinational companies seldom, if ever, are involved in innovative product development of natural or organic foods. When the entrepreneurial element leaves, the passion to innovate is often lost. No one at White Wave is cashed out or retired, and the passion remains.

Looking back: During the 1970s and 1980s, survival was the key to success for soyfoods companies. During the 1980s it was R&D leading to product innovation and better flavor. During the next decade it will be serious financial backing, dependable and far-reaching distribution, establishing consumer brand loyalty, having consistent and high quality goods and services, and differentiating your company and products from competitors.

2575. Potter, Michael. 2000. Eden Foods rides growth in soy, focuses on quality: \$60 million Eden remains independent in the midst of consolidation. Q&A with President Michael Potter. *Nutrition Business Journal (San Diego, California)* 5(6):10-11. June.

• **Summary:** Since its founding, Eden has distributed dry groceries, not refrigerated or frozen foods. They sell to customers who want quality natural, organic and macrobiotic foods. Their top category is Edensoy soymilk, which represents about 50% of Eden's sales—followed by canned beans, imported Japanese foods, and pasta. Eden's average soymilk sales have grown 28% a year over the last six years. The company's total sales are about \$60 million a year. They have not yet added the FDA health claim to their Edensoy label, and may not.

During the 1970s Eden was a wholesale company distributing to retailers in the Midwest and Northeast. In the early 1980s they withdrew from wholesaling and started selling branded products exclusively to distributors—not to retailers. That's what they still do. In addition, natural and organic products are now in demand in mainstream stores and supermarkets; during the past 5 years, their growth has been strongest in that channel—especially with Edensoy. Tree of Life and United Natural Foods have become primarily DSD (direct store delivery) distributors, especially where their mainstream customers have "natural food sets."

One highlight in the history of Eden Foods was the introduction of Edensoy in July 1983 at the NNFA show in Denver, Colorado. By the following winter, Edensoy had become the fastest moving item in the natural- and health foods industry and created the non-dairy liquid food category. More recently, the highlight has been the continued gains in conversion of soil to organic agriculture.

There is more competition today for organically grown foods, but Eden has long paid its growers well and promptly, so the company gets first call on quantity and quality. The \$30 million plant in Michigan that makes Edensoy buys more soybeans than anyone, and is probably the largest organic processing facility in the USA.

Michael is the sole owner and shareholder of Eden

Foods. People with lots of money want him to take the company public and do an IPO (initial public offering). But he has chosen the path of slow and steady growth—like the tortoise. By staying independent, he stays free to focus on his mission of quality.

Michael says he founded Eden Foods when he was age 19. Note: This is not true. Eden Organic foods was founded in Nov. 1969 by Bill Bolduc. At about that time, Michael had a good-paying job at an art gallery in Royal Oak, Michigan. Then he began working for, and eventually became a partner in Joyous Revival, a macrobiotic and natural foods retail store in Birmingham, Michigan. In Jan. 1971 Bill Bolduc hired Michael Potter to work at Eden Foods. So Michael was not a founder or “co-founder” of Eden Foods, but he has served as President since 1972. The article says that Potter was one of the founders of the Soyfoods Association of America; this is also not true. He is now age 50, with six children and two grandchildren.

2576. Stewart, Martha. 2000. Edamamé. Television broadcast. Tuesday, June 13. Martha Stewart’s Living program.

• **Summary:** The first segment of this TV program is titled “Edamamé” (3 minutes, 20 seconds). Martha Stewart, one of the most famous women in America today and a leading authority on entertaining and cooking, begins by holding a package of Trader Joe’s precooked, frozen edamamé and saying: “If you see edamamé in the freezer section of your grocery store, buy a package and try it. It’s really fantastic. I’m always looking for healthy, easy-to-prepare snacks that are also nutritious—and these are just the answer.” Inside the fuzzy green pods are soybeans. Soy sauce, miso, and tofu are among the many other yummy foods made from soybeans.

Martha demonstrates how to cook the soybeans, following the instructions on the package, by boiling them in heavily salted water for about 5 minutes. Have a bowl of iced water nearby in the sink. “Soybeans like this are packed full of vitamins, nutrients, and unsaturated fats—the kinds of fats that break down cholesterol in your body. As such, I suggest that you try ‘em as a snack.” Lift the edamamé out with a strainer, then lower the strainer into the iced water. Leave until cool, but not too long, lest they become soggy. Drain in the strainer, then while they are still a little bit damp, sprinkle them generously with natural sea salt—the kind with irregular crystals. Then they are ready to eat. “You just squeeze on the pod, and the little soybean pops out. Mmmm. Really good.” “Keep a supply of this edamamé in your freezer, and the next time guests stop by or your children come home from school, you’ll be prepared with a really healthy and delicious snack.”

Talk with Tak Kimura. 2000. July 11. To prepare precooked, frozen edamamé: After the green pods are picked from the soybean plants, they are rushed to the packaging plant, blasted with steam (to clean the surface of the pods), immediately blanched in boiling water for 4-5 minutes (to

help them keep their bright green color and good flavor and texture), then quickly frozen and packaged. A large percentage of the edamamé consumed in Japan today are sold frozen like this, so that they can be enjoyed year-round. This new frozen trend started in about 1990; before that Japanese enjoyed edamamé as a seasonal food, fresh during the summer only. Nowadays quite a few companies even freeze the fresh edamamé during the summer, because they find that dealing with fresh foods is a nuisance.

Note: Martha Stewart has been able to turn her own lifestyle into a major industry. A successful model during the late 1950s and early 1960s, she was even more successful as a Wall Street stockbroker, and again very successful in a catering business she started. In 1982 she wrote a best-selling book titled *Entertaining*. Her ideas about gracious living have had a major influence. Address: Westport, Connecticut.

2577. Wollner, Joel. 2000. Mr. Kitani of Yamaki Co. in Japan has a huge new shoyu and miso factory that uses 100% organically grown ingredients (Interview). *SoyaScan Notes*. July 2. Conducted by William Shurtleff of Soyfoods Center. • **Summary:** In June 2000, on a trip to Japan and China, Joel (together with translator and guide Yoshi Nanabayashi) visited Mr. Tomio Kitani, owner of Yamaki Jōzō K.K. in Saitama prefecture, Japan. He is about age 60 and very healthy and vital. Several years ago he moved from the nearby town into the mountains, where he built a huge new factory where he makes miso, shoyu, tofu (fresh and instant), and pickles. The company’s address is (written Japanese-style): Saitama prefecture, Kodama-gun, Kamiizumi Mura, Oaza Shimo, Akuhara 955. Phone: 0274-52-7000. Fax: 0274-52-7001. Plant manager: Morikawa Kazuhiko. The nearest railroad stop is Kodama station.

The company has about 80 huge shoyu vats filled with moromi. Most of his miso is short-term—1 to 3 months. His koji rooms are fully automated. Yamaki Co. is extremely important in the world of organic miso and shoyu in Japan. Joel thinks they make more of these products than Sendai Miso Shoyu, and may be the biggest such manufacturer in Japan. He also bottles and sells water from a spring he owns. His company is flourishing, and growing very rapidly. Some 90-95% of his market is in Japan; the rest is miso and shoyu exported to the USA. He is the 4th of 5th generation owner, and he hopes his son will take over from him within the next ten years or so. The main ingredient he uses is soybeans, but all of his ingredients are organically grown in Japan by MOA (Mokichi Okada International Association), a quasi-religious, quasi-cooperative organic farmers organization and movement. MOA is one of the pioneering and most important organic organizations in Japan.

Joel first visited Yamaki in 1985 when he, Bob Kennedy, and Herman Aihara were setting up Ohsawa America (after Kennedy had sold Chico-San to Heinz). Joel later brought in Martin Roth—who is now married, lives in Berkeley, and is

head of a marketing company with Kristin Brun (who lives in El Cerrito). Ohsawa America, which traded with Ohsawa Japan, no longer exists. Address: 76 Florida Ave., Berkeley, California 94707. Phone: 510-524-4420.

2578. Wollner, Joel. 2000. Macrobiotics in America today (Interview). *SoyaScan Notes*. July 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Joel, who has been deeply involved with macrobiotics for more than 30 years, observes that in America today, “the macrobiotic movement is much smaller and less vital at its core” than it was, say, 10 years ago. “But its influence has spread enormously.” Joel can see the profound influence of macrobiotics throughout the natural foods and organic foods industries, even in the words and phrases that people use, or in basic concepts about organics—such as the number of years for transitions. Many people in these two industries today are unaware of these deep influences. Erewhon was more successful at forming an industry than at forming a viable company.

Barry Evans, owner of American Miso Co. and Great Eastern Sun, two companies that for years have had macrobiotic customers as their base, adds: “If only there were a macrobiotic community still in existence. It’s pretty well gone, but there are some remnants left.” Address: 76 Florida Ave., Berkeley, California 94707. Phone: 510-524-4420.

2579. *SoyaScan Notes*. 2000. Chronology of Erewhon Miso Co., Oak Feed Miso, Inc. and American Miso Company (Overview). July 6. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** These three companies are actually the same company whose name changed. This chronology is based largely on dated documents. Undocumented dates are usually followed by question mark. Notice the many unusual twists and turns in the story.

1977 Aug. 2—A bee flies into the cabin of a big truck near Rutherfordton, North Carolina. As the driver tries to swat it, his truck swerves across the road, smashing into a car driven by Bob Deakin, killing Bob’s daughter (age 12½) and severely injuring Bob and his young son.

1978 Dec.—Sandy Pukel, Michio Kushi, and John Belleme get together in Boston to discuss the miso factory. They agree on quite a few points. All three are deeply interested in macrobiotics.

1979 Jan. 26—The bank (Tryon Federal Savings and Loan) forecloses on Bob and Karen Deakin’s mortgage. Still injured from the car accident, he is unable to make his land payments. The land goes on the market.

1979 Feb. 28—Oak Feed Miso, Inc. is incorporated in Florida. The initial directors and officers are Sandy Pukel and John Belleme. 1979 Feb?—A contract is drafted by David Young (though never signed) showing what percentage of the

proposed Erewhon Miso Co. will be owned by the Erewhon group (comprised of Sendai Miso-Shoyu Co., Michio and Aveline Kushi, and maybe Mitoku / Mr. Kazama) and by the Oak Feed Group (comprised of Sandy Pukel and John Belleme). The Erewhon group was to have the majority ownership, and Japanese companies and individuals were expected to play a major role in the new company.

1979 March—Joseph Carpenter looks for land in Rutherford County, North Carolina. Talks with several insurance agents.

1979 spring—Members of the Oak Feed and Erewhon groups meet in North Carolina in the first attempt to locate a site for the miso plant. In attendance are Michio and Aveline Kushi, Sandy Pukel, John Belleme, Frank Head, and Junsei Yamazaki and his wife (both from California).

1979 April—Barry Evans makes his first investment in the miso company, \$50,000.

1979 June?—Sandy Pukel travels to North Carolina and makes the down-payment on a piece of land in Rutherfordton. The roughly 92 acres cost about \$110,000 to \$120,000.

1979 Aug. 7—Oak Feed Miso, Inc. finalizes the purchase on the 92 acres of land by assuming the second mortgage and paying an additional \$11,500 each to Lawrence L. Bridges and E. Milton Singletary. Sandy Pukel (president) and John Belleme (secretary) sign the land deed and deed of trust.

1979 Aug. 16—Subscribers Consent Agreement executed.

1979 Aug. (late)—Joseph and Patricia Carpenter arrive in Rutherfordton from Florida to live and work on the miso company land.

1979 Oct.—John and Jan Belleme leave for Japan to begin an apprenticeship with a miso master. They stop by the land in North Carolina to visit briefly with the Carpenters, then also visit Thom Leonard at Ohio Miso Co. Arriving in Japan in late October, they visit Mr. Kazama in Tokyo then travel north with him to Yaita, where they study miso-making with the Onozaki family—which makes only dark rice miso. A good, long letter from Jan describing their experiences is published in 1980 in the book *Macrobiotic Cooking for Everyone*, by Edward and Wendy Esko.

1979 Nov. 18—Barry Evans is in a very serious bicycle accident.

1980 April—A detailed letter by John, about his miso apprenticeship with the Onozaki family in Yaita, Japan, is published in *GOMF News*, a small macrobiotic magazine from Oroville, California.

1980 June—John and Jan Belleme return to the USA from Japan. That summer John located the remaining miso equipment in New Jersey and ordered wooden vats from the Arrow Tank Co. in Buffalo, New York.

1980 fall—John and Jan go on the Erewhon payroll.

1980 Sept. 29—Work has just begun at Rutherfordton in leveling the site for miso factory, which is going to be a metal Butler building. By late 1980 John and Jan begin to

make their first experimental batches of one-year rice miso, at their home, in the sauna.

1981 early—The project stalls for lack of funds. John starts writing articles about his trip to Japan. One goal is to convince Barry not to abandon the project.

1981 Jan.—“The Master of Hoops,” John’s first article, is published in *East West Journal*.

1981 March 9—John Belleme is deeded 7.5 acres of land by American Miso Co. in the northwest corner of the AMC property; later he starts to build a house there.

1981 April—“The Miso Master’s Apprentice,” John’s second article, is published in *East West Journal*.

1981 July—“The Miso Master With a Big Heart: Making Miso in a Japanese Village,” John’s third article, published in *Soyfoods* magazine. Contains many good photos of miso making in Japan.

1981 July—The beautiful and joyous opening ceremony for the Erewhon Miso Co. is held at Rutherfordton, North Carolina. Those present include Michio and Aveline Kushi, John and Jan Belleme, Sandy Pukel, Barry Evans. It is a moving experience for all. But behind the scenes, Erewhon’s financial is rapidly deteriorating—due largely to too rapid expansion.

1981 Aug.—John and Jan Belleme begin full-time large-scale production of one-year Onozaki-style red (rice) miso at their plant in Rutherfordton.

1981 Sept. 27—The annual meeting of the Oak Feed Miso Co. is held at Rutherfordton, North Carolina. Barry Evans is appointed acting chairman. Shares in company are owned as follows: Barry Evans 1,400, Sandy Pukel 1,400, John Belleme 900, Yozo Masuda 100, Edmund Benson 100, and James Kenney 50. All stock is converted to one kind, Class A, which is voting stock. Thus, for the first time, Barry gets the right to vote and becomes a member of the board of directors.

1981 Aug.—John and Jan Belleme begin fulltime, large-scale production of miso and koji at their new plant in Rutherfordton, North Carolina. Fourteen months have passed since they returned from Japan. Twelve more months must pass before this miso is ready to sell.

1981 Nov. 10—Erewhon files for bankruptcy protection under Chapter 11 of the Federal Bankruptcy Act because of debts totaling \$4.3 million. At this time, Aveline Kushi is the sole owner of Erewhon. Thus, the miso company can no longer count on Erewhon to distribute its products. Apparent disaster!

1981 Dec.—Barry Evans establishes Great Eastern Sun (GES) in Asheville, North Carolina, in part to package and market the miso made by AMC. Mitoku, almost destroyed by Erewhon’s collapse, and eager to rebuild, agrees to export Japanese natural foods to GES.

1982 Jan. 4—Barry Evans sends out a letter announcing the opening of The American Miso Company in North Carolina. The company now has a new name (it was

officially changed on 5 May 1982). Barry also announces that Linden’s Elf Works (Rougemont, North Carolina), run by John Troy, has been appointed as AMC’s sole marketing and distribution agent. Note: This arrangement was very short-lived; Elf Works never distributed any of AMC’s miso. Great Eastern Sun did all the distribution.

1982 Jan.—Mr. Takamichi Onozaki comes to America from Japan to see how well his students had learned his lessons. He stays and helps make koji and miso for 2-3 weeks, until he is fully satisfied that all is well.

1982 Jan. 31—Barry Evans and Sandy Pukel agree to a swap of stock, such that Barry gets all of Sandy’s stock in the miso company and Sandy gets all of Barry’s stock in Oak Feed Store and Restaurant. After this, Sandy is no longer involved with the miso company. Barry and John Belleme now own all the company’s shares, and Barry owns a large majority.

1982 April—Great Eastern Sun make’s its first sale, of products imported from Mitoku in Japan to a natural foods store in the USA.

1982 April—Mr. Onozaki’s his adopted son, Haruo, and eldest daughter, Kaoru (Haruo’s wife), arrive in Rutherfordton and spend 3 months sharing the Belleme’s home, helping Jan who is pregnant, and helping to make miso. The Bellemes’ son, Justin, is born on May 24.

1982 July—The first detailed article about American Miso Co. and its method of making miso (with many fine photos) is published in *Soyfoods* magazine: “American Miso makes a Big Move Down South,” by Richard Leviton, who visited the company in April. The company “has struck a careful balance between the traditional approach (as in making koji, which requires skill and personal attention) and labor-saving mechanization (as with bean washing, soaking, cooking, mixing, and moving).”

1982 Sept.—The first miso made by AMC is sold by Great Eastern Sun. It is one-year, Onozaki-style red miso, sold in bulk only in 4 lb, 15 lb, and 40 lb tubs.

1983 Oct. 1—John and Jan Belleme sell all their ownership in the American Miso Co. (900 shares) to Barry Evans for \$30,000. However, John continues to work making miso for AMC. Throughout the past year he has been experimenting with making mellow white and mellow barley misos. Great Eastern Sun is now selling about 50,000 lb/year of white miso from other sources.

1984 fall—AMC miso first starts to be sold in one-pound plastic coffee bags (each with a pressure release valve), refrigerated. A full-page ad showing the bag appears in the Jan. 1985 issue of *East West Journal*. Previously, all their miso had been sold in bulk.

1985 Feb.—Don DeBona leaves his job as general manager at Great Eastern Sun and begins to work at American Miso Co., learning the process from John Belleme.

1985 April?—AMC introduces three varieties of relatively sweet, light-colored, short-term misos: Mellow

White Miso, Mellow Barley Miso, and Amakuchi Mugi Miso—a shock to traditional macrobiotic followers. These light misos were sold in the plastic bags. As of July 2000, half the company’s sales come of such short-term types of light miso.

1985 Dec.—Don DeBona takes over management of the company. John Belleme leaves. It was a difficult transition.

1985 Dec. 31—AMC has its first profitable year, earning \$22,000 in calendar year 1985.

1986 early—AMC miso starts to be sold in one-pound plastic cups/tubs, refrigerated. The plastic bags are phased out.

1987 fall—AMC miso starts to be sold in 8-oz plastic cups.

1988 Feb.—New koji room designed and built by Don DeBona. Constructed at floor level with a large door and high ceiling, it enables the koji crib and racks of koji trays to be wheeled in and out. Before, all the koji had to be carried in and out by hand.

1992 Jan.—Barry Evans is required to take a “federal vacation” in Santa Barbara, California, for 2½ years. He hands the management of American Miso Co. and Great Eastern Sun over to Don DeBona.

1992—American Miso Co. builds a second factory as large as the first.

1993—American Miso Co, now has 41 huge wooden (mostly cedar) miso vats, each of which holds over 4 tons of miso. Starting with only eight vats, they added six in 1986, seven in 1989, five in 1991, and fifteen more in 1993. Also in 1993 AMC begins to export its miso to Europe, where it is distributed by Lima throughout the continent.

1995 April—Greg Gonzales starts work at American Miso Co. learning the process from Don DeBona.

1995—AMC uses up the last of tax loss carryforwards; total past financial losses go to zero.

1997 March—Greg Gonzales takes over management of the company after Don DeBona leaves.

2580. Davis, Richie. 2000. Local businesses profit from change in eating habits. *Recorder (Greenfield, Massachusetts)*. July 31.

• **Summary:** About Tom Timmins of Laughing Grasshopper. And Michael Cohen, who began as a partner in Laughing Grasshopper, then started the company that became Lightlife Foods.

The giant distributor, United Natural Foods Inc. [UNFI], now in West Chesterfield, New Hampshire, “also got its start in Greenfield, in what had earlier in the century been a food warehouse on Bank Row. From there, Llama, Toucan and Crow grew to an Olive Street space [30 Olive St.], then to Brattleboro, Vermont, then back again to 33 Riddell St.” [Greenfield, Massachusetts].

President Richard Youngman recalled that when he joined the distribution company at 33 Riddell St., in about

1980, it had sales of around \$4 million. By the time Stow Mills merged with Llama, Toucan and Crow to form United Naturals 2½ years ago, sales were \$250 million. This year Youngman expects sales to reach \$900 million.

Note: Llama, Toucan and Crow, Inc. was apparently formed on 20 March 1974 in Greenfield, Massachusetts.

Last year South River Miso Co. produced about 36,000 pounds of miso. That is about 3 times what the company produced in 1981, when Christian and Gaella Elwell helped to move it to Conway, Massachusetts, from Ohio. Address: Staff reporter.

2581. Demos, Steve. 2000. New developments at White Wave (Interview). *SoyaScan Notes*. July 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Steve actually did live in a cave practicing meditation for one month outside of Rishikesh, India in the 1970s—but he never told anyone in the soyfoods industry about it until he told CNN Financial News [1 March 2000]. They “ran with it.”

Silk is now in 24,000 supermarkets nationwide. Dean Foods supplied the slotting money, but otherwise White Wave basically got into the stores using its own sales force. White Wave does not now use, and never has used, the Dean Foods distribution system. Rather, they ship Silk from the factory where it is made to the supermarket warehouse, whence it is distributed to individual supermarkets.

Getting into supermarkets was like running a 100-yard dash; the only competitor was Suisa, whose Sunsoy soymilk is now in about 50% of supermarkets in the USA. Suisa now has about 4% of the market. The next race is to take soymilk to the national media; this is more than a 44 yard dash. White Wave will be spending about \$10 million on this media campaign. Their goal is to develop “top of the mind awareness” or TOMA, so that when people hear the word “soy” they think “Silk.”

In the natural foods trade all Westsoy products still have a larger market share than all the Silk products.

During the next few weeks White Wave will launch a new version of Silk soy yogurt, a cultured yogurt with live cultures, made at a dairy in the USA. It will be sold in a new carton—an aseptic single-serving plastic cup.

Steve has learned several key things from people at Dean Foods. First, how to manage data, especially market statistics, and to use them in making decisions, allocating marketing dollars, and targeting interested populations. Second, Steve has a mentor at Dean Foods, Lou Nietto, who is teaching him about the mainstream food business. Lou got his MBA from Harvard Business School and came to Dean Foods from Kraft. White Wave grew up in the natural foods industry, but they are no longer primarily in this business. Steve and Lou talk by phone once a month, and phone to person once a quarter. Lou really believes in White Wave’s products, concept, and entrepreneurial spirit. “We turned

their heads.”

Silk is certainly one of the fastest growing products in the food industry in recent times, and may be *the* fastest.

Steve is the second child in his family; his elder brother is a surgeon. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301.

2582. *SoyaScan Notes*. 2000. The big three natural foods distributors in the USA: Tree of Life, United Natural Foods, and Nature’s Best (Overview). Aug. 3. Compiled by William Shurtleff of Soyfoods Center. [1 ref]

• **Summary:** For a good overview of Nature’s Best see interview with president Randy Lindberg in *Nutrition Business Journal* (June 2000, p. 6). Nature’s best is the largest privately owned wholesaler-distributor in the natural products industry. Randy’s family has been in this industry since 1941 and Nature’s Best will celebrate its 31st anniversary this year (it started in 1969). Their territory covers eight Western states and Alaska, with 18,000 SKUs and a 230,000 square-foot warehouse in Brea, California.

They rank third in natural products distribution with sales of \$175 million, after publicly traded Tree of Life and United Natural Foods.

2583. Holland, Norman. 2000. Update on Northern Soy, Inc. (Interview). *SoyaScan Notes*. Aug. 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Northern Soy, still run by Norman and Andy Schecter, has outgrown its present plant in Rochester, New York. They recently purchased 6½ acres of land, where they hope to break ground with a new tofu manufacturing facility in late-September. Eventually the new plant is scheduled to be 85,000 square feet, but phase one will be about one-third of that area. They have hired an engineer (who has designed food plant for General Foods, Cadbury-Schweppes, etc.) to work with Norman and Andy to design the plant and equipment. They plan to have a state-of-the-art facility. Up until now Norman and Andy have done all of the equipment design—and they have “rigged up” a very original and efficient system. They are considering building their own tofu equipment (with local tool-and-die makers) to get to the next level; if they buy a tofu system like Nasoya has, they believe it would sacrifice the quality of their tofu.

They have survived as tofu manufacturers while many other pioneers have gone into marketing or out of business. They now make 1,200 lb/hour or 60,000 lb/week of tofu. But their old plant is bursting at the seams. The new plant will eventually be able to make 5,000 lb/hour or 250,000 lb/week of tofu.

Northern Soy has survived and prospered in three areas: (1) By making private-label tofu—marketed by other companies. They make all or most of the tofu for Whole Foods Markets (East Coast, Midwest, Colorado), UNFI (United Natural Foods—Stow Mills label), Trader Joe’s (East

Coast), Tree of Life, etc. They also have their own SoyBoy label. (2) By making baked and flavored tofu—in four flavors: Italian, Caribbean, Tofulin (Oriental), and Baked-Seasoned-and-Smoked. They probably outsell White Wave 4 or 5 to 1 on these products east of the Mississippi River. And (3) by making tofu-filled ravioli. They just bought a new \$90,000 ravioli machine. They hired a fellow who had been for 20 years the vice president at Rosetto Foods—the largest ravioli maker in the world. They are very committed to ravioli since tofu and ricotta cheese are almost identical—but tofu has better health benefits.

Northern Soy pays and treats all of its workers very well, and has a superb benefits package. The workforce is extremely diverse—Jamaicans, Vietnamese, Hispanics, etc.—and loyal. There is almost no turnover. They have always worked toward being a company where work is respected in every sense. One recent record was when the first Jamaican person in world history curdled tofu at Northern Soy.

Norman is still a vegetarian and he continues to believe that tofu has immense “planetary benefits.” These benefits show up in ways that people just can’t understand. It’s like what the Buddha said about karma—“Don’t ask me to explain it; it just works.” Norman and Andy haven’t been involved with the Rochester Zen Center for about 10 years.

Rich Products of Buffalo, New York, has visited Northern Soy and is interested in working together. Address: 545 West Ave., Rochester, New York 14611. Phone: 716-235-8970.

2584. Lee, Ken. 2000. New developments with yuba, soymilk, and tofu at Soyfoods of America (Interview). *SoyaScan Notes*. Aug. 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Soyfoods of America still makes yuba and, in fact, cannot keep up with the demand. The fresh frozen sheets is their best selling yuba product; it is sold mostly to restaurants, where it is used like an egg-roll wrapper. The dried yuba sticks are used in soups. Ken is developing the equipment and a process for automating the yuba-making process.

The company’s best selling product of all is Furama soymilk, sold in both the Oriental and Caucasian markets in the USA. Ken no longer makes tofu; he has House Foods make it for him under his label, since they are the lowest-cost manufacturer.

Two weeks ago Ken’s company introduced a cultured soy beverage under the Trader Joe’s label, in peach and strawberry flavors. It was developed by Tim Huang. Ken will soon introduce a similar product under his SoyWise brand. Address: President, 1091 E. Hamilton Rd., Duarte, California 91010. Phone: 626-358-3836.

2585. *Catalog Age*. 2000. Walnut Acres suspends sales. 17(9):7. Aug.

• **Summary:** Walnut Acres, the 54-year-old organic foods cataloger now based in Arlington, Virginia, insists that its suspension of sales is only a temporary measure.

On its Website and on the outgoing phone message of its 1-800-number, Walnut Acres states that it has chosen to suspend sales while it redesigns its line of products and brands. In addition, a press release says that, effective Aug. 19, Walnut Acres will cease manufacturing operations at its plant in Penns Creek, Pennsylvania. "... the remote geographic locations [sic] of the plant is detrimental in relation to the source of ingredients used in products and the ultimate consumption points of finished goods."

Walnut Acres did not return calls, but a spokesperson for MJ Marketing, its public relations agency, echoed the news release.

In August 1999 Walnut Acres completed an equity financing deal with David C. Cole, former president of AOL Internet Services. "The agreement was expected to breathe new life into the organic foods seller, which faced increasing competition in the dot-com environment."

2586. Clute, Mitchell. 2000. Historic Walnut Acres closes plant, web site. *Natural Foods Merchandiser*. Aug. p. 1, 12.

• **Summary:** The 600-acre farm in Penns Creek, Pennsylvania, is now closed—putting 100 people out of work. This stopped (at least temporarily) sales of the brand that has been a staple since 1946 in the natural foods industry. Walnut Acres was "America's oldest organic farming operation and the first manufacturer to label its products organic."

In August 1999 David Cole purchased a majority share in the company. A former America Online executive and organic farmer, Cole promised aggressive internet expansion and increased opportunities for organic farmers to sell their crops to the Walnut Acres processing facility. The company said the closings are part of a strategic plan to strengthen the company's sales and distribution presence nationwide. The brand name may live on.

2587. Coale, Kristi. 2000. The biofood battle: It's genetic engineering vs. organic farming at UC Berkeley, where the future of agriculture is on the line. *San Francisco*. Aug. p. 64-67, 105-07.

• **Summary:** Gordon Rausser at U.C. Berkeley has been courting big biotech companies—who were increasingly upset at professors at Land Grant colleges for criticizing their practices. Agrochemical companies are buying scientists in universities to do their research. Since 1995, the developers of genetically modified seeds, including Monsanto, DuPont, Dow, and Novartis, have spent \$37 billion worldwide to gobble up other seed- and crop-protection companies. The mergers usually enabled them to gain ownership of gene patents.

2588. Williamson, Mel. 2000. History of Fillmore Foods,

Inc. and Natural Protein Products (1936-1968). Part I (Interview). *SoyaScan Notes*. Sept. 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Willard Fillmore "Mel" Williamson was born in 1936 in Oakland, California. He grew up in Oakland, the youngest of three children. In about 1936, when he was age 13, his eldest sister began training at Jack LaLanne's gym in Oakland. She was one of America's first women bodybuilders; she took it very seriously and trained hard. After she got married, her husband became LaLanne's workout partner. LaLanne was a bodybuilder and strongman, and a good athlete (a great hand-balancer). Thin and weak as a boy, LaLanne had been inspired by Paul Bragg of Southern California to live a healthy and fit life and eat natural foods. LaLanne had one of America's first gyms, and it was in Oakland.

Mel got interested in bodybuilding because of his sister and soon he was training too. In 1948-49 he got a pair of dumbbells for Christmas, and at about age 13 and began training at home in his garage. He entered his first competition at age 14; he did body building, weight lifting, and powerlifting. His sister told him about Jack LaLanne's diet that he followed to improve his well being; from that day on, he would eat anything that was good for him. He drank more liquids, ate plenty of fruits and vegetables. He also ate the standard health foods of the day: Blackstrap molasses, yogurt, wheat germ, and brewer's yeast.

Soon Mel also began working out at Jack LaLanne's gym—and other gyms closer to his home. In 1954 he entered the Mr. America contest—while a senior in high school.

After entering the University of California at Berkeley, Mel continued his interest in bodybuilding. In June 1959 he graduated from Cal Berkeley with a degree in Food Science & Technology—even though the food technology department was in Davis. After graduation, he got his first job working for Hueblein, in San Jose, California. Then he went to work for Dole Pineapple. In Nov. 1964, while still working for Dole, Mel founded a company named Fillmore Foods, in San Jose. He helped develop over 50 products for these companies.

While Mel was working for Dole, some friends at the gym where he worked out asked him if he could develop a protein that tasted good and would help them put on weight. In his spare time Mel developed a product that came to be known as Mus-L-On Gain Weight Formula. He founded Fillmore Foods to develop, manufacture (powder blending), and package this product. A fellow bodybuilder named Bob Mendelsohn, who owned a very early gym in San Lorenzo, formed a separate company that (exclusively) bought Mel's product, then distributed and marketed it to gyms. Mel and Bob worked closely together, discussing pricing, marketing strategies, new products, etc., but they owned separate businesses. A key ingredient in the product was Promine soy protein isolate, which he purchased from the Central Soya

Company.

Bob developed a route of gyms to which he would distribute Mus-L-On—on the days he wasn't operating his gym. Soon Mel developed a second product, which was a protein powder. Pretty soon Akin, a health food distributor, approached Mel and Bob and asked if they could distribute the products to health food stores. Sales increased. Bob sold his gym and devoted all his time to distributing and selling Mel's products. In about 1967 Mel and Bob together started the VIP Health Spa in San Lorenzo. Mel's Fillmore Foods took over much of the distribution and Bob focused on the VIP gym. Finally Bob got out of the food business and Mel got out of the gym business.

In 1968 Mel started making a private-label product for GNC (General Nutrition Centers), which at the time had about 500-600 health food stores. GNC had been carrying the Bob Hoffman line but they planned to replace it with products made by them for Mel who would ship the product to GNC in bulk and they would package it under their own "All Star" label; this was the first product he made for another company. Jack LaLanne had a product named Instant Breakfast; Jack asked Mel to start making it for him. Then Mel started making some of Shacklee's products, as well as a Tiger's Milk Bar developed by Adelle Davis and marketed by Plus Products. When start making Tiger's Milk Bar? Was it the first "energy bar."

In the early 1960s the big health food companies in America were Plus Products (they also sold vitamins and a Tiger's Milk powdered drink), York Bar Bell and Hoffman Co. (York, Pennsylvania), El Molino Mills, Schiff (vitamins), and Thompson (vitamins). Soon bodybuilders from gyms all over northern California came to Mel asking to buy products or make private-label products for them. Soon gyms were asking him to distribute it.

The next thing Mel knew, he was so busy making Mus-L-On that he had to make a choice: keep his job at Dole or quit and go into business for himself. He made the latter choice, and it proved to be the right one.

After several years, Mel moved to Fillmore Foods to Hayward, California, from San Jose. When and why did he start Natural Protein Products? What is a division of Fillmore Foods?

In 1968 Fillmore Foods introduced its first bar, named M-L-O Weight Gain bar. The bar was uncoated and the main ingredients were calcium or sodium caseinate, soy protein isolate, corn syrup, plus some kind of fat. Though it was called a "weight gain" bar or "dietary food for those who wish to gain weight," the concept was clearly a nutrition bar rather than a candy bar. Mel made these in a semi-hand operation. He would roll them out on slabs with a rolling pin, put a frame around them, cut them with gang cutters, then wrap them by hand. He first made them in Hayward or San Jose? The bars were sold by the box and there were 21 individually wrapped bars per box. If a bodybuilder

ate 3 bars a day, as prescribed, he would finish the box in one week. Continued. Address: Owner and Founder, MLO Products Co., Fairfield, California 94533. Phone: 1-888-436-4769.

2589. Jacobi, Dana. 2000. Soy protein powders and GNC's Soy Baking Mix (Interview). *SoyaScan Notes*. Sept. 30. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Soy protein powders are based on soy protein isolates, and contain small amounts of lecithin, etc. Many brands are on the market, sold in canisters. Dana likes those made for or by Jarrow and Trader Joe's. But the best-selling line by far are those made by GeniSoy, which come in many flavors.

For baking, Dana likes GNC Soy Baking Mix. Based on soy protein isolate, it works much better than soy flour. Address: New York City.

2590. Hain Celestial Group, Inc. 2000. Westsoy (Leaflet). Uniondale, New York. 2 panels each side. Each panel: 22 x 9.5 cm.

• **Summary:** On the cover of this glossy, color leaflet, the word "Westsoy" is written vertically in large white letters against a red background. Four color photos show: (1) Soymilk being poured into a glass. (2) A woman running along the beach with sea foam in the background. (3) Soymilk being poured onto breakfast cereal topped with blueberries. (4) A woman holding a glass of soymilk, meditating in the cross-legged position.

On the inside two panels is a large color photo of the many Westsoy non-dairy beverages—mostly soymilk—and answers to the bold question "Why drink Westsoy soymilk?" Also a 55 cent coupon for any quart or half gallon Westsoy beverage.

On the back panel is a description of nine Westsoy products: WestSoy Plus (new packaging), WestSoy Lite, Low Fat WestSoy Soymilk Drink, 100% Organic Westsoy Soymilk, Vigoraid, Juice Bar, Chai, Cafe Westbrae. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2591. Hain Food Group, Inc. 2000. The Hain Food Group (Portfolio). Uniondale, New York. 32 inserts. 28 cm.

• **Summary:** The inserts, some printed using a color printer in white paper and others printed with black ink on 8½ by 11 inch paper (usually colored), include (1) Health Valley Soy Flakes. Ship date 15 July 2000. (2) Westsoy Smart Plus soymilk (aseptic carton). Ship date 13 Nov. 2000. (3) Westsoy low fat soymilk drink (Chocolate; aseptic carton). Ship date 13 Nov. 2000. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2592. Health Flavors! 2000. Distributor for health foods and natural products (Portfolio). Farm to Market Rd., Brewster,

New York 10509. 5 inserts. 30 x 23.8 cm.

• **Summary:** This portfolio (sent by Patricia Smith from NFM Expo East 2000) contains 5 inserts describing various products sold by the company. These contain Kushi Macrobiotic, Stonewall's Jerquee, Eat You Heart Out entrees, Soynut Crunch Bars, Yamaki Amazake Pickled Daikon OG [organically grown], MMB Snow Dried Tofu, Mitoku Hama Natto Beans, Dakota Gourmet Soy Nuts, Bulk Seaweeds, Kuzu, etc. The main insert is a wholesale price list which contains many soyfoods.

One insert of interest to us is Dixie Diner's Soyfoods Fact Sheet, Vol. 1, Issue 5 (Nov. 1999). It is printed front and back. We will scan only the front. Address: Brewster, New York. Phone: (845) 278-8164.

2593. **Product Name:** SoyO's [Original, Honey Nut, Apple Cinnamon], and Soy Flakes [Original, or Raisin] (Breakfast Cereals).

Manufacturer's Name: Health Valley Company.

Manufacturer's Address: 16100 Foothill Blvd., Irwindale, CA 91706-7811. Phone: (626) 334-3241.

Date of Introduction: 2000 September.

Ingredients: Original SoyO's: Organic oat flour*, wheat starch, soy protein, organic oat bran*, organic cane juice*, sea salt, baking soda, cream of tartar, natural caramel color, natural beta carotene, natural vitamin E (for freshness). * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

How Stored: Shelf stable.

New Product–Documentation: Leaflets for both product lines (glossy, color, two-sided) sent by Patricia Smith from Natural Products Expo (Baltimore, Maryland). 2000. Sept. "Profit from the healthy benefits of soy! 8 grams of soy protein in every delicious serving. No genetically modified ingredients."

2594. *Nutrition Business Journal (San Diego, California)*. 2000. GeniSoy markets to an expanding demographic: Soy manufacturer introduces new products, expands distribution and secures non-GMO supplies. 5(7/8):10-11. Annual Industry Overview 2000.

• **Summary:** GeniSoy's parent company, MLO Products, was founded 36 years ago [in Nov. 1964] as a sports nutrition company that relied heavily on soy protein. Today its subsidiary, GeniSoy Products Co., launched only three years ago (in March 1997), accounts for about 50% of total sales—of about \$40 million, to which GeniSoy contributed \$18 million in FY 2000 (ended April 30). More remarkable, GeniSoy's \$18 million is double what it was a year ago, and it is expected to double again next year.

MLO had traditionally marketed soy protein drinks aimed at athletes between the ages of 15 and 40. GeniSoy products are targeted to an entirely different market—those (mostly women ages 35 to 69) areas in which soy provides

benefits, such as heart disease, menopause symptoms, etc. The idea came to MLO quite by accident about 5½ years ago when they were asked by another company to produce a soy protein bar for a university study on soy and cancer. After GeniSoy was launched, its products were sold mainly through MLO's established distribution channels. But soon they picked up many new distributors.

When the FDA announced its soy-heart health claim in Oct. 1999, soy became a very hot category. Many retailers began to develop a "soy set" in their stores—an area where soy products are grouped together. General Nutrition Centers (GNC), for example, are developing such a set, and GeniSoy's products tend to sell more quickly when they are placed in such a set than when they are placed with other bars.

Many consumers believe that soy products don't taste so good, but when they try GeniSoy bars they quickly change their minds and tell their friends. So bars are a great way to introduce consumer to soy.

In Feb. 1999 GeniSoy introduced their first products guaranteed to be free from genetically engineered organisms (GMOs); these included two shakes and one protein powder in the new UltraSoy line. The company says these were made more for the European than for the American market. Later in 1999 the GeniSoy secured a long-term supply contract for non-GMO isolated soy protein from Protein Technologies International, then announced in October 1999 that its entire product line would be made with non-GMO soy.

Recently MLO Products completed a new plant at its Fairfield headquarters, thus bringing its total office and manufacturing space to 125,000 feet. Its extruded candy production capacity has grown to 20 million bars/month. It plans to bring in-house its formerly contracted soynut roasting facilities with a capacity of 2 million lb/month.

Today GeniSoy has 29 SKUs in the U.S. market, 26 in Canada, and 15 in Australia. Two new products are scheduled for release next year: (1) A kind of a soy chip, between a potato chip and a mini rice cake, that will meet the FDA health claim; (2) A Soy Nutty Bar, made with toasted soy nuts, and tasting like a candy bar.

Note: This is the earliest document seen (Sept. 2000) that gives statistics for larger U.S. nutrition bar companies.

2595. *Nutrition Business Journal (San Diego, California)*. 2000. Pacific Foods targets \$50 million sales: Soymilk manufacturer scrambles to expand production, expects 35% growth to continue. 5(7/8):12. Annual Industry Overview 2000.

• **Summary:** Pacific Foods Inc. of Tualatin, Oregon, was established in 1987 to make shelf-stable tofu in aseptic packaging. After buying expensive manufacturing equipment, made in Europe, the tofu business failed.

The company had to scramble in order to stay in business and put its large capital investment to work, so they

found clients for private-label soymilk—the main product that is made into tofu. In 1989, after watching the category grow rapidly, Pacific Foods began producing its own brand of soymilk. The company has been growing at more than 35% a year and in calendar year 2000 expects to exceed \$50 million in sales.

In 1998 Pacific Foods expanded to 250,000 square feet, doubling its production capacity. It now also makes soymilk and rice milk under the Trader Joe's and Fred Meyer brands.

Pacific Foods is not for sale, but it has recently entered into a marketing alliance with a major company to help it enter the mass market via Albertson's and other supermarkets in the Pacific Northwest. Martell of Pacific Foods declined to reveal the name of the partner, but it is a non-U.S. company with "a big name worldwide."

Pacific Foods has changed its soymilk packaging design quite frequently, each time based on reformulation of the products. The company conducts many taste panels and focus groups. Most of its advertising is in trade publications, but in the last few months it began advertising in *Vegetarian Times* and a few other consumer magazines. It has recently done a cross-promotion with cereal maker Nature's Path. One innovative product introduced last year was named Soy Synergy, a functional food designed to be mixed with soymilk or rice milk. In March 1999 Pacific launched several products targeted to the mass market, including a blend of lactose-free cow's milk and soymilk; the products are moving slowly.

2596. Rose, Bruce. 2000. How Bruce got involved with natural foods, soyfoods, Rosewood Products, Inc. and Tofu International Ltd. (Interview). *SoyaScan Notes*. Oct. 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In 1967, while enrolled at Wayne State University in Detroit, Michigan, Bruce got involved with macrobiotics. His main education came from "street school." He would drive to Ann Arbor for the fun of it, and there he discovered Eden Foods, a little upstairs co-op that was the first he found that sold brown rice. He would buy foods, and take them back to the little center which was in Detroit. Michio Kushi visited their center several times and gave lectures.

One of his childhood friends was Tim Redmond, whom he later met during his college years and then at Eden Foods. Redmond's dad invested money in Eden Foods on the condition that they cease to be a co-op. Michael Potter later contributed money "from spurious sources in tune with the times." Potter's attitude has long been "It's Mike against the world."

Many of the food co-ops were started by potheads; most were in university towns and part of the counterculture—a mix of politics and natural foods.

From time to time, usually when some problem or opportunity arose, Eden Foods would run out of money and

call on Bruce. He loaned them money (once \$12,000) and they paid it back each time. In 1978 Bruce started to work for Eden Foods at their warehouse on Platt Road in Ann Arbor. They were already a fairly big food distribution company with large semi trucks [semitrailers]. Soon Bruce learned about the Soy Plant, which was a co-operative on Ann Street in Ann Arbor. He started to visit their deli. In 1979, Bruce and his family moved to a town about 20 miles north of Ann Arbor—before the fire.

Then in Nov. 1979 the Eden warehouse at 4601 Platt Road was destroyed by a large fire. Bruce was a manager at the time. He is quite sure that the fire was *not* caused by arson. If it was arson, it certainly was not done by the owners. They definitely didn't burn down the company to collect on the insurance. The main reason is that Eden was greatly underinsured; they lost a lot more than they got back or than could ever have gotten back. In the best case, insurance pays you 80% of what you're insured for. To this day, nobody knows for sure what caused the fire. The fire almost put Eden out of business; they lost a lot of money. They were able to stay in business because of the help of their friends. Before the fire, the insurance companies were always trying to get Eden to buy more insurance coverage—but they never did.

The fire was devastating for Bruce as well. He had been working on some automatic packaging equipment for Eden; it all melted. So after the fire, he decided to leave the company. They owed him \$15-30,000 at the time. He sat down with Potter and his good friend Redmond and made them an offer. You can forget the debt if you will give me just 15% of the stock in Eden Foods. Potter said "Yes" and Redmond said "No."

Cliff Adler, who had joined the company before the fire, had a profound effect on its recovery. After the fire, he converted a \$100,000 loan into stock so that in 1980 he owned 34% of the company. "Cliff was great. He was an upper management mover and shaker and eased the company's debt burden. He moved the company forward."

At one point Bruce considered starting a company to make tofu, but he didn't want to compete with the Soy Plant. Then he happened to meet Ben Wenzel who was delivering (by contract) the Soy Plant's tofu out of the Ann Arbor area and outside of Michigan. "He was delivering cider and tofu in his old hippie van." So Bruce decided to go into the raw milk cheese business. He got into it by accident by misunderstanding the difference between markup and profit margin. "Had I known the difference, I never would have gone into the business." So in Aug. 1980 he started a distribution company named Rosewood Products, Inc. After about a year, he started to distribute the Soy Plant's products along with his cheese. Then the Soy Plant got into trouble financially. Bruce tried to help them. He said: "I had a long history with the Soy Plant and this looked easy. Making tofu sounds exciting. East meets West type products was the

reason I went in. I never dreamed I'd be packing tofu for 20 years. You never know what life has to offer you."

Bruce ran the Soy Plant for 3 months before they went bankrupt. Then he bid on the company when they were in bankruptcy, and won the bid. He tried to keep all the employees but they came from a co-op background. "I was a pretty traditional business guy. I wasn't smoking dope any more, had short hair, hard working. A lot of the co-ops wouldn't work for me. I found the best workers were good old meat-eaters. The idealists would do great for three months, and then peter out."

For years after he took over the company, people who had loaned the Soy Plant \$100 or so, came to Bruce and said they wanted their money back. He tried to explain that the Soy Plant had declared bankruptcy and their debts were not his. But that didn't satisfy most of them. Bruce estimates that The Soy Plant paid back about half of the roughly \$10,000 they borrowed from members of the community.

In the end, Bruce merged the Soy Plant, a pioneer soy company, into his Rosewood Products, then later renamed it Tofu International Inc.

Update: Letter (fax) from Bruce Rose. 2001. May 22. Bruce says Rosewood Products no longer makes tempeh. They bought from White Wave from 1990-1998, but now buy their tempeh from Lightlife. They sell mostly bulk tempeh burgers. The Soy Plant started making tempeh in 1977. Rosewood started in 1987, stopped about 1995. Address: Founder and President, Rosewood Products, Inc., 738 Airport Blvd., Suite 6, Ann Arbor, Michigan 48108. Phone: 734-665-2222.

2597. Cleland, Nora T. 2000. Couple takes unique approach to farming. *Farm Talk (Parsons, Kansas)*. Oct. 18.

• **Summary:** Innovation is the watchword for Lee and Cindy Quaintance who farm near Edgerton, Kansas, close to Olathe.

Their main crop is organic soybeans, especially those varieties made into tofu. This year they are trying another variety named "Nato" [for making natto], which is smaller than most soybeans. Whereas the count of typical soybeans is about 3,500 per pound, "the little Nato beans run about 6,500 beans per pound."

They have found a company in Garden City, Missouri, which will buy the Nato beans and export them directly to Japan. They expect to be paid about \$15 a bushel, but that isn't quite as lucrative as it sounds because Nato yields only about 35 bushels per acre.

When growing soybeans organically, they have found that it is easier when they are planted in rows 36 inches apart rather than 30 inches. The beans rapidly grow and shade a 10-inch space on both sides of the row—which eliminates the need for herbicides. Still he cultivates the area between the rows once each season to eliminate weeds.

2598. Peyton, Mike. 2000. Revolutionary new packaging for edamamé gives 21-day shelf life. History of work with edamamé at Seaside/Seapoint Farms and Sproutime (Interview). *SoyaScan Notes*. Oct. 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Mike got involved with edamamé several years ago when he worked with Kevin Cross of Seaside Farms to import edamamé to the USA. Kevin first learned about edamamé from a sushi bar. Unable to find domestic sources, he began to import. Mike, who has deep connections in Trader Joe's, helped to place the frozen product in Trader Joe's, got it distributed through Wild Oats and Whole Foods, then started selling edamamé to JFC (Japan Foods Corp. in South San Francisco)—before they were importing it. Mike also helped Kevin develop his like of Ricebowl products. Mike and Leslie sold Kevin on the idea of selling edamamé fresh (unfrozen).

Sproutime was the first company to package edamamé in a modified atmosphere tray to give it a long shelf life—21 days. This packaging machine has been used to package other foods for 15-20 years. For many years only one company made this machine, but now several companies made different variations on the basic process. His company owns one such machine (which they purchased and then modified) and has ordered one of the new generation of machines which is being custom fabricated for Sproutime to incorporate their requests concerning various gases, films, containers, packing temperatures, and amount of oxygen in the final sealed product, the amount of ultraviolet rays that the film blocks, etc. Each product uses a different combination of the above variables. For example, Chinese edamamé and Taiwanese are quite different and require different packaging. Chinese edamamé has a thicker pod so it lasts longer. Taiwanese edamamé requires more gas and a different type of film lid. Whole meal replacements (which Sproutime makes) require yet a different combination. If someone tried to imitate what Sproutime does, "they'd be having sleepless nights for years."

Sproutime now has three of its own brands of edamamé, but it buys all these edamamé from Kevin Cross. Mike and Kevin have a strategic alliance, and has become Kevin's customer. Kevin has agreed to sell edamamé for this type of packaging only to Sproutime.

Sproutime makes, packages, or markets over 300 products every day. They do a lot of private labeling for company's like Frieda's Inc., Krogers, Melissa's, Trader Joe's, etc. Sproutime is more of a food company than a produce company; they make home meal replacements, sandwiches, soy-based mushroom almond gravy, etc. Their roots are in the natural foods industry and they use only the highest quality ingredients, but they have become more of a crossover company. Their company, which is not a big company, treats all employees like members of a family.

The company's owner, Leslie Starus, started growing

many kinds sprouts in her garage in 1980 in Venice, California. She was in the right place at the right time; she sold her sprouts to big produce companies such as Frieda's, Melissa's World Variety, Ready-Pak, etc. After 10-15 years, she bought a greenhouse in Canooga Park and expanded into many new prepared products, such as hummus, rolls, etc. She built a very loyal following within the natural food market in Southern California.

Sproutime developed the revolutionary new edamamé packaging by accident. They took the idea to Frieda's and tried to sell them on the idea. Sproutime met with a lot of resistance for a long time since this product represented a paradigm shift. Their customers weren't used to a product packaged like this. The tray makes it look like a deli item, and not a typical produce item. The first company that accepted the new package was Redi-Pak, a big produce distributor in Irwindale, California. They began distributing edamamé in a modified atmosphere tray under the Sproutime label. Address: Sproutime, 8920 Norris Ave., Sun Valley, California 91352. Phone: 818-252-1888 X-12.

2599. Hain Celestial Group, Inc. (The). 2000. Annual report 2000. Uniondale, New York. 30 p. Nov. 28 cm.

• **Summary:** On 30 May 2000 The Hain Food Group completed a merger with Celestial Seasonings, Inc. by issuing 10.3 million shares of Hain common stock in exchange for all of the outstanding Celestial common stock. Each share of Celestial common stock was exchanged for 1.265 shares of Hain common stock. Hain subsequently changed its name to the Hain Celestial Group, Inc. Irwin D. Simon is President, Chairman, and CEO of the new company. Celestial Seasonings is the best-selling specialty tea brand in the USA. The financial statements in the annual report are consolidated from both companies.

Net sales for the year ended 30 June 2000 were \$403.543 million, up 28% from \$315.820 million in 1999. Net income in 2000 was a loss of \$19.097 million, way down from a profit of \$13.517 million in 1999.

Westsoy, the leading soymilk brand in the USA, has seen sales grow at a rate of 58% in recent months (p. 1). New Westsoy products: Westsoy Chai, Westsoy Juice Bar, Westsoy Plus (in half gallon refrigerated), and Westsoy Smart Plus (with 33% more protein than other soy beverages or dairy milk).

Accompanying the annual report is a "Notice of Annual Meeting of Stockholders and Proxy Statement" (21 p.). Irwin Simon's annual compensation was: Salary: \$375,000. Bonus: \$625,000. Other compensation: \$5,400. Total: \$1,005,400 million. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2600. *Nutrition Business Journal* (San Diego, California). 2000. Supermarkets meet growing demand for organic food in UK. 5(10/11):14-15. Oct/Nov.

• **Summary:** In the USA supermarkets have been relatively slow to embrace organic foods. But in Britain the major multiples have been in the lead. Sainsbury's has the largest market share, followed by Tesco, Waitrose, Safeway, Asda (Walmart), Somerfields, and Booth's. Many UK supermarkets have also made public their positions on genetically engineered (GE) foods.

Also present in the British market are Small Planet Foods (subsidiary of General Mills), Seeds of Change (subsidiary of Mars), Hovis, Bisto (Rank Hovis McDougall), and Enjoy Organic.

Iceland Foods plc is converting all of its frozen food to organic and selling it for the same price as non-organic.

2601. *SoyaScan Notes*. 2000. Soymilk and cow's milk prices in California, December 2000 (Overview). Dec. 10. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Since Dec. 1983, approximately every other year, Soyfoods Center has conducted a survey of the prices of soymilk and cow's milk in California. In Dec. 2000 at Berkeley Natural Grocery Co. (Berkeley, California), Cindy La reports the following retail prices. (Note: oz = fluid ounces; 32 fl oz = 1 quart; 33.8 fl oz = 1 liter. 2 quarts = one half gallon. All soymilk products at Berkeley Natural Grocery Co. are now organic).

Shelf-stable / Aseptic soymilks: Westsoy Light and Plus all flavors \$2.39/quart (but \$1.89 when on special). Westsoy original creamy \$2.59/quart. Westsoy 3 x 8.45 oz packs all flavors \$2.79.

Vitasoy all flavors \$1.99/quart. Note: This is the price for half the year. The other half it rises to \$2.39. Vitasoy enriched all flavors \$1.99/quart (on special). Vitasoy Light all flavors \$2.39/quart. Vitasoy 3 x 8.45 oz packs all flavors \$2.39.

Soy Dream (Imagine Foods) all flavors \$2.15/quart. Soy Dream Enriched all flavors \$2.25/quart.

Pacific Foods—Select all flavors \$1.99/quart. Pacific Foods—Enriched all flavors \$2.25/quart. Pacific Foods—Fat Free all flavors \$2.39/quart.

Edensoy and Edensoy Enriched all flavors \$2.29/liter. Edensoy and Edensoy Enriched 3 x 8.45 oz packs all flavors \$2.29. Health Valley Soy Moo plain \$2.59/quart.

Refrigerated / Fresh soymilks (in gable-top cartons) at Berkeley Natural Grocery Co. White Wave Silk \$1.79/quart or \$2.99/half gallon. Westsoy Plus \$3.59/half gallon. Wildwood all flavors \$1.99/quart or \$3.89/half gallon.

Berkeley Natural Grocery Co. also carries dairy milk: Horizon organic milk \$1.89/quart. Clover Stornetta milk (free of BGH—Bovine Growth Hormone) \$0.95/quart.

Safeway: Cow's milk (fortified with vitamins A and D) sells for the following prices at the Safeway supermarket in Lafayette, California: (1) Fat free: \$0.99/quart or \$1.84/half gallon or \$3.25/gallon; (2) Low fat (1% fat, protein fortified): \$1.07/quart or \$2.02/half gallon or \$3.39/gallon; (3) Reduced

fat (2% fat, protein fortified): \$1.07/quart or \$2.02/half gallon or \$3.39/gallon; (4) Whole (homogenized, fortified with vitamin D only): \$1.09/quart or \$2.05/half gallon or \$3.45/gallon. (5) Acidophilus Plus Bifidus–Low Fat (1% fat): \$1.07/quart or \$2.13/half gallon. (6) Horizon Organic \$2.99/half gallon. (7) Lactaid: \$1.89/quart or \$3.35 per half gallon. The best-seller among these is Fat free in half gallons or gallons.

Thus, during the past two years, the price of cow's milk has generally decreased slightly for the first time in at least 15 years. Soymilk prices have largely remained unchanged. Therefore the gap between soymilk and cow's milk prices has increased slightly.

2602. *SoyaScan Notes*. 2000. Soymilk, rice milk, and almond milk retail prices at Trader Joe's in California, 20 Nov. 2000 (Overview). Nov. 20. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Since Dec. 1983, approximately every other year, Soyfoods Center has conducted a survey of the prices of soymilk and cow's milk in California. Note: 2 quarts = one half gallon.

Shelf-stable / Aseptic soymilks: Pacific Foods Fat Free Soy Drink vanilla or plain \$1.29/quart. Pacific Foods Multi Grain original \$1.69 quart.

Soy-Um all flavors \$1.49/quart. Soy-Um Fat Free \$1.39/quart. Soy-Um three-pack (250 ml each) \$1.69 for three.

Westsoy Plus all flavors \$2.49/half gallon (= \$1.25/quart). Westbrae Natural Lite vanilla or plain \$2.29/half gallon (= \$1.15/quart).

Refrigerated / Fresh soymilks (in gable-top cartons): Trader Joe's Fresh Non Dairy Soy Beverage \$2.69/half gallon (= \$1.35/quart—gable top carton sold refrigerated).

Non-Soy Non-Dairy Beverages: Aseptic beverages. Breeze almond milk original, vanilla or chocolate \$1.59/quart. Trader Joe's Rice-Um original, original enriched, vanilla, or vanilla enriched \$1.39/quart. Westbrae Rice plain or vanilla \$2.29/half gallon (= \$1.15/quart).

Products discontinued since last year: Galaxy Veggie Milk. Rice Dream.

Omitting the highest price soymilks, the price of soymilk ranges from \$1.15/quart for half-gallon cartons to \$1.39/quart for quart cartons. A fair average price would be about \$1.27/quart.

2603. Larson, Stephanie. 2000. The soyfoods boom: What's driving the explosion? First in a series. *Soybean Digest*. Dec. p. 10-11.

• **Summary:** Mark Messina says the whole market is driven by consumer demand because of health effects. Sales of soyfoods and soy protein products was \$2.1 billion in 1999. Of that total, soymilk sales accounted for \$300 million, up 38% from 1998. A graph shows soymilk sales (in million dollars) from 1992 to 1999, with projection to 2002. These

sales rose from \$100 million in 1993 to \$300 million in 1999, projected to reach \$500 million in 2001.

The United Soybean Board calculated that last year Americans consumed 37 million bushels of soybeans via soyfoods. A color photo shows many commercial soyfood products with colorful labels: Bergin Nut Company Soynuts (no salt), Fantastic Foods Tofu Scrambler, MCOA Brown Rice Miso, Spectrum Soy Oil, Health Trip Soynut Butter, Midwest Harvest Textured Soy Protein, Low-Fat Soy Flour, and Firm Tofu, Country Choice Soy Cocoa, Eden Organic Black Soy Beans, and Whole Foods Soy Ginger Sauce.

2604. Sampat, Payal. 2000. Deep trouble: The hidden threat of groundwater pollution. *Worldwatch Paper* No. 154. 55 p. Dec. 22 cm. [86* ref]

• **Summary:** Contents: Introduction. Valuing groundwater. Tracking the hidden crisis. Nitrates: From green revolution to "Blue Baby." Pesticides on tap. VOCs: From tank of gas to drinking glass. The threat of natural contaminants. Changing course. Notes.

Table 2, titled "Some major threats to groundwater" (p. 17) lists as threats: Nitrates, pesticides, petrochemicals, chlorinated solvents, arsenic, radioactive materials, fluoride, and salts. For each threat is given the major sources (such as fertilizer runoff, manure from livestock operations), health and ecosystem effects at high concentrations, and principal regions at risk. The USA is at risk for the first four threats. Address: Research Associate, Worldwatch Inst., 1776 Massachusetts Ave. N.W., Washington, DC 20036. Phone: (301) 567-9522.

2605. Holtzman, Rachel. 2000. Trader Joe's soy foods: Answers to commonly asked questions. Nutrition information (Leaflet). Needham Heights, Massachusetts: Trader Joe's. 3 panels each side. Each panel: 21.5 x 9 cm.

• **Summary:** Question and answer format: Contents: What is soy anyway? Why should I include soy in my diet? Does soy have fat? Some soy products say soy wards off heart disease. What does this mean? Ans: The FDA "recently approved a new health claim linking soy protein to a reduced risk of coronary heart disease. Studies show that foods with soy may help stave off heart attacks and other complications of heart disease by lowering cholesterol. The FDA says it takes 25 grams of soy protein a day to have this desired effect (as long as you also follow a diet that's low in saturated fat and cholesterol.) The product needs to meet the strict criteria to bear the new claim, but it will soon be appearing on more labels."

What are isoflavones and where can I find them? Ans: "Soybeans contain a unique compound called isoflavones, which are phyto (plant-based) estrogens. There are three isoflavones: genistein, daidzein and glycitein. Some research suggests that isoflavones are responsible for soy's health properties. One half cup of tofu has an average of

40 milligrams (mg) of isoflavones; one cup of regular soy milk has about 20 mg; one serving of Trader Joe' Soy Protein Powder has 43 mg. Lower fat products have fewer isoflavones. Soy protein concentrates lose isoflavones during processing. Isolated soy protein (ISP) and textured soy protein (TVP) are good sources of isoflavones. Heat treatment does not appear to significantly affect isoflavone content." What is the difference between isoflavones and soy protein? How can I include soyfoods in my diet?

Ans: Trader Joe's carries soymilk, tofu, tempeh, soy nuts, edamame (soybeans), soy protein powder, meat substitutes, soybean butter. What is tofu and how can I use it? How much soy should I eat? Ans: About 25-50 grams per day. Address: R.D., Trader Joe's Nutritionist, Needham Heights, Massachusetts.

2606. McCullough, Fran [Frances Monson]. 2000. Living low-carb: The complete guide to long-term low-carb dieting. Boston, New York, London: Little, Brown and Co. xiv + 370 p. Index. 22 cm.

• **Summary:** 175 new recipes from the author of the bestselling *The Low-Carb Cookbook*. Soy-related recipes: Tuna salad with beans and broccoli (with "15-ounce can Eden black soybeans, rinsed and drained" p. 159). Border beanburgers (with "15-ounce can Eden black soybeans," p. 190). Buffalo Boys Chili (with "½ cup Eden canned black soybeans, including some liquid" p. 214). Refried beans (with "15-ounce can Eden black soybeans, rinsed and drained" p. 233). Bean breakthrough (sidebar, p. 236; A half page in praise and promotion of Eden canned black soybeans). Scrambled tofu (with "10-ounce box silken tofu, drained," p. 338). Quick black soybean salsa (with "15-ounce can Eden black soybeans, drained" p. 348). Address: Culinary Inst. of America at Greystone (in St. Helena, California).

2607. Michio and Aveline Kushi macrobiotics collection (Archival collection and finding aid). 2000. Washington, DC: Smithsonian Institution, Archives Center. 48 boxes.

• **Summary:** This is collection AC 619 consisting of 48 boxes (28 cubic feet). The finding aid to the collection is 12 pages. Kathy Keen did the processing. Most of the materials document the 1970s and 1980s. There are five series in the collection: (1) Publications of the East West Foundation and Kushi Institute (the largest series): In boxes 1-7 are issues of *East West Journal* (EWJ) from April/May 1977 through Dec. 1989. In box 9 are volumes 1(1971) and 2(1972) of EWJ. In boxes 10-12 are volumes 2(1972) through 6(1976) of EWJ. In boxes 13-26 are various volumes and issues of macrobiotic periodicals including *Order of the Universe* (from Vol. 1, 1967), Michio Kushi Seminar Reports (from Nov. 1974), *Macrobiotic Monthly* (from July 1965), *Yin Yang* (from Sept. 1962), *Macrobiotic News* (from May 1960), *One Peaceful World* (from No. 27), *The Macrobiotic* (from Vol. 9

Macrobiotics Today (from 1984), *Musubi* newsletter (1971), *Macromuse* (from 1982). In box 29 are Erewhon product catalogs (13 catalogs from 8 Dec. 1972 to summer 1977; other catalogs include 19 Feb. 1973, 6 April 1973, 29 May 1973, 20 Aug. 1973, Nov. 1973, June 1974, spring 1975, summer 1975, Feb. 1976, and spring 1977).

(2) Audio tapes (box 40). (3) Video cassettes of lectures by Michio Kushi on macrobiotic subjects from 1981 to 1991 (boxes 34-40). (4) Books on macrobiotic subjects (99 in English and 8 in foreign languages) (boxes 30-33). (5) Photographs (box 41).

Contents of the 12-page finding aid: History of macrobiotics and Michio and Aveline Kushi. Provenance (the collection was donated in Aug. 1997, with additional materials in May 1999). Scope and content. Related materials. Container list.

There is also a 2-page cataloging record for the collection. Address: Washington, DC. Phone: 202-357-3270.

2608. Davis, Robin. 2001. Fresh is best when choosing edamame: Taster's choice. *San Francisco Chronicle*. Jan. 3. Food section. p. 2.

• **Summary:** Not long ago, edamame—green soybeans—were confined to sushi bars and Japanese restaurants. "Now the little green beans are the darling of the culinary world showing up in all kinds of restaurants as well as grocery stores."

A taste panel of five people tasted five different brands of edamame. One was fresh (Yamato; pre-cooked and sold refrigerated; 8 oz for \$2.99) and four were sold frozen The fresh product was rated best by far with 78 points; it needed no preparation, was pleasantly green and crisp, and did not require additional salt. By contrast, some of the frozen brands had a mushy texture and were discolored. The frozen brands were ranked as follows: Trader Joe's 64, Seaside Farms 56, Cascadian Farms 45, and Hearty & Natural (from SunRich, Hope, Minnesota) 39.

2609. G.T.B. Group of Japan, Inc. 2001. Questionnaire [concerning edamame]. Denver, Colorado. 6 p. Jan. 31. Unpublished typescript.

• **Summary:** This research was conducted over a 2 month period from 1 Dec. 1999 to 31 Jan. 2000. The questionnaire was administered by an in-store demonstrator. The GTB is the edamame vender for Whole Foods, Wild Oats, and King Sooper. The questionnaire consists of 11 questions, with about 4-5 choices after each question. The number of respondents to each question varies from 59 to 132.

1. How long have you known about Edamame? More than 1 year: 49%. First time: 22%.

2. How often do you purchase Edamame? 1-2 times per month: 44%. Once every 2 weeks: 22%.

3. How often do you eat soy products? (Tofu, Dried soybeans, Soymilk etc.). 1-2 times per week: 51%. 2-3 times

per week: 22%. 1-2 times per month: 18%. 2-3 times per month: 9%.

4. Reasons for purchasing our Edamame. Good Taste: 37%. Great health benefit: 33%.

5. Price. Reasonable: 59%. Expensive: 38%.

6. How do you like the flavor of our Edamame? Just Right: 88%. Do not need any salt at all: 7%. Not Enough Salt: 4%. Too Salty: 1%.

7. How do you eat Edamame? By Itself: 81%. Put them into salad: 13%. Put them into stir fry: 5%.

8. How do you feel about the person doing the demonstration? Very friendly: 59%. Provides great information: 23%. Answers customers' questions clearly: 17%.

9. How did you find out about Edamame? By shopping grocery: 53%. At restaurant: 26%.

10. What are other food products you would prefer to eat as snack or quick-preparation meal? Sushi: 37%. Miso soup: 29%. Noodle soup: 28%.

11. If you have any other comments or suggestions, please feel free to give us anything! Address: Denver, Colorado.

2610. Schlosser, Eric. 2001. Fast food nation: The dark side of the all-American meal. Boston, Massachusetts: Houghton Mifflin. 383 p. Jan. Illust. Index. 24 cm. [300+* ref]

• **Summary:** A well researched, well written but critical look at the effect of fast food on American health, economy, and environment—and its broader social implications. The first fast food chain was Carl's Jr. in Anaheim. Chronicles the rise of McDonald's.

Schlosser is an award-winning journalist for the *Atlantic Monthly*. Address: Correspondent, *The Atlantic Monthly*.

2611. *Lancaster Farming*. 2001. Business closed [auction notice] (Ad). Feb. 3. *

• **Summary:** "12 +/- acres with approximately 100,000 +/- square foot food processing facility with outbuildings, including grain processing facility, (8) silos and refrigerated warehousing. Real estate to be sold at 10:00 a.m."

2612. **Product Name:** Edensoy Light: Organic Soymilk [Original, Vanilla].

Manufacturer's Name: American Soy Products, Inc.

Manufacturer's Address: 1474 N. Woodland Dr., Saline, MI 48176. Phone: 800-248-0320.

Date of Introduction: 2001 February.

Wt/Vol., Packaging, Price: Tetra Brik Aseptic cartons. 1 liter (33.8 oz, 1.06 quart) or 250 ml.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Ad in *Natural Foods Merchandiser* (8½ by 11 inches, color). 2001. Feb. p. 38. "The best tasting soymilk just got a little lighter." On the large front panel is a prominent logo, black on yellow,

which reads: "Certified organic. Tested GEO free." Near the bottom: "Organic soymilk. Less than 1% fat. Fortified with vitamin D2 & calcium."

Ad in *Natural Foods Merchandiser* (8½ by 11 inches, color). 2002. July. p. 18. "EdenSoy: Increase volume sales." A large color photo shows a woman in a food store facing an aisle of foods and holding out a case of EdenSoy Light. Near the bottom of the ad are photos of cartons of EdenBlend and EdenSoy Original.

2613. **Product Name:** Nature's Path Organic Optimum Power Breakfast: Flax, Soy, Blueberry.

Manufacturer's Name: Nature's Path.

Manufacturer's Address: 7453 Progress Way, Delta, BC V4G 1E8 Canada. Phone: 703-799-9660.

Date of Introduction: 2001 February.

Wt/Vol., Packaging, Price: 14 oz (400 gm) paperboard box.

How Stored: Shelf stable.

New Product–Documentation: Ad in *Natural Foods Merchandiser* (8½ by 11 inches, color). 2001. Feb. p. 27. "Optimum's the word (for soy)."

2614. *Nutrition Business Journal* (San Diego, California).

2001. Small Planet Foods looks back on a year with General Mills: Better understanding of demographics and long-term organic contracts are benefits of GM ownership. 6(2):15. Feb.

• **Summary:** Small Planet Foods was purchased by General Mills in Jan. 2000. Gene Kahn is president of GM's Small Planet Foods division. That same month, GM acquired Cascadian Farm and Muir Farms (held by Small Planet Foods), then later acquired Pillsbury-Green Giant.

2615. Spencer, Marty Traynor. 2001. Organic standards finally arrive. *Natural Foods Merchandiser* 22(2):1, 14. Feb.

• **Summary:** On 20 Dec. 2000 the final organic standards were introduced by Secretary of Agriculture Dan Glickman. More than 500 pages long, he called them "the strongest and most comprehensive organic standard in the world." Implementation of the standards will begin on 19 Feb. 2001, when congress finishes the approval process. The first products bearing the USDA organic seal should start to appear in stores in about a year. Katherine DiMatteo, executive director of the Organic Trade Association (OTA), believes these are good, strong standards for both farmers and consumers, and they will be a boon for those who want to export their organic products to Europe other foreign countries. The industry asked for these standards and now they have to comply. The certification organizations will feel the most change.

A sidebar (p. 14) explains the three categories of organic products on which the USDA organic seal can appear on the primary display panel: "100 percent organic," "organic"

(95% of the ingredients are organic, excluding water or salt; the remaining 5% must be from materials that are not commercially available as organic, or nonagricultural materials approved on the National List), and “made with organic ingredients” (contains at least 70% organic ingredients, excluding water or salt).

All three categories must be certified by a USDA-accredited organic certification agency. The name and address of this agency must be displayed on the information panel. A civil penalty of up to \$10,000 can be levied on a person who knowingly makes false organic claims. If less than 70% organic, organic ingredients can be listed on the ingredients statement.

2616. Product Name: Westsoy Smart Plus Soymilk [Plain, or Vanilla].

Manufacturer’s Name: Westbrae Div. of The Hain Celestial Group (Product Developer-Marketer).

Manufacturer’s Address: New York City, New York.

Date of Introduction: 2001 February.

Ingredients: Organic soymilk (filtered water, organic soybeans*), filtered water, brown rice syrup, tricalcium phosphate, natural flavors, sea salt, vitamin A palmitate, vitamin D-2, riboflavin (vitamin B-2). * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 1 quart (32 fl. oz.) aseptic Tetra Pak carton–Liter square with spincap. Retail for \$1.78 (2001/02, Lafayette, California).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 100 gm.: Calories 190, calories from fat 45, total fat 5 gm (8% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 90 mg (4%), total carbohydrate 22 gm (dietary fiber 5 gm [21%], sugars 14 gm), protein 11 gm (22%). Vitamin A 10%, calcium 30%, iron 15%, vitamin D 25%, riboflavin 25%, phosphorus 25%, magnesium 15%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Product with Label purchased at Trader Joe’s in Lafayette, California. 2001. Feb. 3 by 3 by 7.75 inches. Aseptic carton. Purple, red, white and blue. Front panel text: “33% more protein than whole milk. Logo: Made with organic soymilk. Excellent source of calcium. With vitamins A & D and riboflavin. 50 mg isoflavones per serving. Lactose and dairy free. Logo of a red heart with a soy protein banner: See side panel for information on the relationship between soy protein and heart disease.” A color photo shows soymilk being poured onto flaked breakfast cereal.

Talk with customer service rep. at The Hain Celestial Group. This product was first available in stores in Feb. 2001.

Talk with Janice Palmer, soy beverage expert, of Tetra Pak Inc., Pomona, California. 2001. March 26. This new carton is called “Tetra Brik aseptic Liter square with

spincap.” It is resealable, so it will not leak when placed on its side in a refrigerator. When you twist open the cap to break the tamper-evident seal, a plastic claw is pushed down so that it penetrates laminated layers of foil and polyethylene, breaking the interior package seal. The foil blocks light and oxygen and gives evidence of tampering; the polyethylene provides the aseptic seal for the laminated paperboard carton. SPINS refers to soymilk, rice milk, almond milk etc. as the “Non dairy beverage category.”

2617. Product Name: Westsoy Low Fat Soymilk Drink [Chocolate].

Manufacturer’s Name: Westbrae Div. of The Hain Celestial Group (Product Developer-Marketer).

Manufacturer’s Address: New York City, New York.

Date of Introduction: 2001 February.

Ingredients: Organic soymilk (filtered water, organic soybeans*), filtered water, brown rice syrup, dehydrated cane juice, natural flavors, cocoa powder (treated with alkali), tricalcium phosphate, sea salt, carrageenan, vitamin A palmitate, vitamin D-2, riboflavin (vitamin B-2). * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 1 quart (32 fl. oz.) aseptic Tetra Pak carton–Liter square with spincap. Retail for \$1.78 (2001/02, Lafayette, California).

How Stored: Shelf stable; refrigerate after opening.

Nutrition: Per 100 gm.: Calories 180, calories from fat 25, total fat 3 gm (4% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 95 mg (4%), total carbohydrate 32 gm (dietary fiber 3 gm [13%], sugars 26 gm), protein 6 gm. Vitamin A 10%, calcium 30%, iron 10%, vitamin D 25%, riboflavin 25%, phosphorus 25%, magnesium 10%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Product with Label purchased at Trader Joe’s in Lafayette, California. 2001. Feb. 3 by 3 by 7.75 inches. Aseptic carton. Chocolate brown, red, white, and tan. Front panel text: “33 mg isoflavones. Logo: Made with organic soymilk. Excellent source of calcium. With vitamins A & D and riboflavin. Lactose and dairy free. Logo of a red heart with a soy protein banner: See side panel for information on the relationship between soy protein and heart disease.” A color photo shows chocolate soymilk being poured into a tall glass.

Talk with customer service rep. at The Hain Celestial Group. This product was first available in stores in Feb. 2001.

Talk with Janice Palmer at Tetra Pak. 2001. March 26. This new carton is called “Liter square with spincap.”

2618. Smith, Patricia. 2001. The Natural Products Expo at Anaheim and the natural foods industry (Interview). *SoyaScan Notes*. March 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The Expo at Anaheim this year was the biggest ever, attracting more than 30,000 people. She walked past every booth and almost every one was offering some kind of soy product. The interest in soyfoods just keeps growing.

At the show there was talk about illegal genetically-engineered StarLink corn in Kellogg's Morningstar Farms products such as Corn Dogs, Mini Dogs, and maybe other products. Some company are pulling these products from their shelves.

Before the first Natural Foods Merchandiser (NFM) trade show was held in 1981, at Anaheim, California, the pioneering natural foods companies such as Erewhon, Eden, Westbrae, Sunburst, and Chico-San all (reluctantly) attended the annual NNFA show in Las Vegas, Nevada. There would always be a big party one evening in someone's hotel suite—with lots of fun. But from 1981 on, these and other natural foods companies found their real home at the NFM trade shows.

Patricia saw Yuko Okada at this year's show. His Macrobiotic Company of America now sells only Muso Shokuhin products. Norio Kushi is running the company. Yuko kicked out Bruce Macdonald over alleged financial improprieties. A lawsuit that Bruce filed has apparently been settled.

Michael Potter bought the Herb-T Company from Cecile Levin in southern California. Mr. Muramoto started the company many years ago.

Patricia has now worked for Trader Joe's for 16 years. Address: Radical Food, P.O. Box 952, Mill Valley, California 94942-0952.

2619. Hain Food Group, Inc. 2001. The Hain Food Group (Portfolio). Uniondale, New York. 30 inserts. 28 cm. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2620. *Nutrition Business Journal (San Diego, California)*. 2001. Stock reporter: Naturade, Galaxy Nutritional Food, and Tree of Life. 6(3):22-23. March.

• **Summary:** Naturade (ticker symbol NRDC), a maker of soy protein products, reported FY 2000 revenues increased to \$15.7 million, up 31% over the previous year. Still, the company reported a net loss of \$2.1 million, which was \$7.6 million better than the previous year.

Galaxy Nutritional Foods (GXY) retained Tucker Anthony Sutro Capital Markets to help it analyze several recent unsolicited offers to buy the company and to revue other options.

Royal Wessanen (KJWSY), the Dutch natural foods company, said Tree of Life, its distribution subsidiary in the USA, was acquiring most of the assets of Food for Health, another U.S. natural foods distributor and subsidiary of AMCON Distributors. Food for Health has \$US50 million in sales.

2621. **Product Name:** Edamame [Shelled, or In the Pod].

Manufacturer's Name: Tree of Life, Inc. (Marketer-Distributor).

Manufacturer's Address: St. Augustine, FL 32084.

Date of Introduction: 2001 March.

New Product–Documentation: Spot in *New Product Review* (Penton/NFM, Colorado). 2001. Spring. p. 4. "Tree of Life Inc." Spot in *Natural Foods Merchandiser*. 2001. March, p. 114. A color photo shows the label of each. Made with "non genetically modified soybeans." Also appeared in the June 2001 issue, p. 62.

2622. *SoyaScan Notes*. 2001. Safeway supermarket in California is now carrying many brands and flavors of refrigerated soymilk and rice beverage (Overview). April 2. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Before March 2001 Safeway supermarket in Lafayette, California, had never carried refrigerated soymilk; they did carry 1-2 flavors of soymilk in aseptic cartons, always unrefrigerated and shelved in an unlikely place. Suddenly in March 2001, as part of a major expansion program, Safeway began carrying the following products in two refrigerated locations. (1) In the dairy case next to cow's milk, all in gable-top cartons: Westsoy Plus, vanilla, organic, \$3.19/half gallon (equivalent to \$1.60/quart). White Wave Silk (calcium enriched), chocolate, vanilla, or plain, organic, \$1.89/quart, or \$3.29/half gallon vanilla. Rice Dream (rice beverage), vanilla or original, organic, \$3.59/half gallon (equivalent to \$1.80/quart).

(2) In the Odwalla cooler at the opposite corner of the store near the produce section: Odwallamilk, original, organic in plastic bottles \$1.69/15.2 oz, or \$1.99/quart, or \$3.49/half gallon (equivalent to \$1.75/quart). Odwallamilk, chocolate, non-organic, \$1.69/15.2 oz. Wildwood Soymilk, real vanilla or chocolate, organic, gable-top cartons, \$1.99/quart.

By comparison: Lactaid is shelved next to soymilk in the refrigerated dairy case. Lactaid quarts are \$1.99—the same price as Silk. Lactaid half gallons (fat free, low fat, or fat free) are each \$3.59–\$0.30 more expensive than Silk half gallons and \$0.40 more expensive than Westsoy Plus.

2623. Schneider, Sally. 2001. Soy meets girl: Our columnist proclaims her love for miso... *Food & Wine*. April. p. 60, 62, 64-65.

• **Summary:** A sidebar titled American miso (p. 62), discusses South River Miso Co., Great Eastern Sun, and the types of miso each makes. Gives the phone number and website for each. Contains three recipes that use miso. A color photos show: (1) Two recipes. (2) Sally Schneider. (3) Bowls of red miso and sweet white miso.

2624. Soyfoods Association of North America. 2001.

Presenting: The secret ingredient for good health.

Washington, DC. 6 cards with index tabs. April. 11 x 19 cm.

• **Summary:** Each glossy card contains a colored tab and usually a color photo or logos. The index tabs on the six cards read: Announcement (April is soyfoods month). SANA website (www.soyfoods.org). Beverages and toppings. Entrees. Ready-to-eat. Survey. Between the cards are various coupons and small promotional brochures. The cards are packaged in paperboard box 23.5 by 4 by 11 cm high. Participating companies and brands are: SunRich. Silk (White Wave). Galaxy Nutritional Foods. Soy-7 Soy Enriched Pasta (Martha Gooch). Lightlife. Westsoy (Hain). Heartland Fields. Smoke & Fire. Vitasoy. So Nice (SoyaWorld Inc. / ProSoy). Boca. In the back is a news release titled “Start your heart towards health in February—Enjoy soy” released for Heart Month in Feb. 2001. Address: 1723 U Street, N.W., Washington, DC 20009. Phone: 202-986-5600.

2625. Pollan, Michael. 2001. How organic became a marketing niche and a multibillion-dollar industry. *Naturally*. *New York Times*. May 13. p. SM130-37, 58, 63, Sunday magazine.

• **Summary:** Excellent writing! Pollan examines the ingredients in an organic TV dinner while standing in the frozen food aisle of his grocery store. He then traces the evolution of the organic food industry from a fringe movement producing odd-looking fruits and vegetables sold in natural food stores by a few impassioned hippies, to a widely available, often processed foodstuff produced by large corporations and sold by major grocery stores.

Discusses in detail: Gene Kahn and Cascadian Farm. USDA's role in organic farming and the USDA's National Organic Standards Board. Big organic and little organic. The battle to get synthetics accepted as organic; the argument between the old movement and the new industry. Industrial organic vs. traditional organic (old-fashioned). Small Planet Foods in Sedro-Woolley, Washington. R. Brooks Gekler, a marketing star at General Mills, which owns Small Planet Foods. “Taste you can believe in.” Greenways Organic, outside Fresno, California. The future of food—toward ever more health and convenience, with no sacrifice of taste. Horizon Organics and organic milk.

2626. Nielsen (A.C.) (IRI). 2001. Nielsen data on tofu in supermarkets, 52 weeks ending May 19, 2001. Chicago, Illinois. 8 p.

• **Summary:** Total selected tofu products: \$46.214 million. Total units sold: 27.690 million.

Note: We find it very hard to interpret the data in this table. How is it sorted? How does one find or calculate the total tofu sales of a particular company? For some companies (Azumaya) this is clear but for others (Hinoichi) it is not. For those that are clear (in descending order by total tofu sales):

Nasoya \$16,016,000. Mori-Nu \$8,187,000. Azumaya \$6,760,000. Hinoichi \$4,164,949. White Wave \$1,459,000. Wildwood Natural Foods \$881,000. Marjon \$877,000. The Soy Deli (Quong Hop) \$830,487. Frieda's Finest \$824,000 + \$209,046. Denver Tofu \$551,000. House Tofu \$489,000. Kikkoman \$393,000. Sun Luck \$338,439. LEASA \$330,000. Happy Tofu \$271,000 + \$111,468. Melissa's \$245,000. Pacific Tofu \$222,000. Soy Shop \$213,900. Pulmuone \$199,000. Mu-Tofu \$181,000 Quong Hop & Co. \$161,000. Island Spring \$154,000. Surata Soyfoods \$125,151. Farm Soy Dairy \$108,000. Ctl Br. \$107,000. Bountiful Bean \$92,100. Vitasoy \$89,871. Pacific Soy \$81,100. Stow Mills \$78,526. Banyan Tofu \$77,600. Wo Chong \$73,189. Harvest Light \$70,000. Golden Gate \$64,700. Cleveland Tofu \$58,200. Panda Farms \$54,000. Sacramento Tofu \$52,900. China Rose \$47,400. Fuji \$47,000. Midwest Harvest, \$44,000. Fresh Tofu Inc. \$39,100. Furama \$38,800. Spring Creek \$24,400. Calco \$7,700. Address: Chicago, Illinois.

2627. **Product Name:** Martha Gooch Soy7 Soy Enriched Pasta [Spaghetti, Rotini, Angel Hair, Penne Rigate, Lasagna, Elbow Macaroni, Fettucine].

Manufacturer's Name: Gooch Foods.

Manufacturer's Address: P.O. Box 80808, Lincoln, NE 68501. Phone: 217-451-8119.

Date of Introduction: 2001 May.

Ingredients: Spaghetti: Semolina, soy protein (isolated), niacin, iron (ferrous sulfate), thiamine mononitrate, folic acid.

Wt/Vol., Packaging, Price: 16 oz paperboard box with see-thru window.

How Stored: Shelf stable.

New Product—Documentation: ADM Nutrition & Health Update (Decatur, Illinois). 2001. June. p. 5. “Soy7 soy-enriched pastas to take a place on supermarket shelves.” ADM and Martha Gooch have teamed up to create this product. The first six varieties are sold retail and fettucine is also available to the food service industry. For more information contact Teresa Winchester at Protein Specialties. Phone: 217-451-8119. Talk with Teresa. 2001. June 13. These products were first introduced in May 2001 in Denver, Colorado. Six products with Labels and portfolio sent by ADM (Decatur, Illinois). 2001. June. Each box is a different shape and has a color photo of the prepared dish on the front panel. Green, blue, and gold on white. American Heart Association logo. FDA heart health claim. “Contains NutriSoy” logo, since each is “Fortified with soy protein.” Package design is excellent. Soyfoods Center product evaluation (by Olga Kochan). 2001. June 29. Flavor: Good. More filling than typical pasta. Evaluation by Akiko Aoyagi: She disliked both the flavor and the texture. The product contains too much soy protein. It may be good for you but it doesn't taste like pasta.

2628. May, Thomas Garvey. 2001. Chef to the stars: Akasha Richmond's entrees have been served at Hollywood's most exclusive events. And now they are available at frozen food sections at naturals stores everywhere. *New Product Review (Boulder, Colorado—A Penton Publication)* Spring. p. 1, 3, 20.

• **Summary:** Akasha has been called a chef to the stars who eat healthy. She met Michael Jackson in 1982, while working at the Golden Temple, a well-known restaurant. The two just clicked from the day they met. She describes the pop star as a “real person.” When she traveled with Jackson, she was part of his inner circle. His personal jet would whisk them away right after the show and fly them to the next town. At the hotel, she'd find the kitchen and see what kind of work needed to be done. It wasn't easy making enchiladas in Czechoslovakia. She always took along plenty of aseptic packages of tofu, masa, and a tortilla press. She loved to cook in Asia, where she'd get up at 6 o'clock to be at the local produce market early. She learned from chefs everywhere she went and was very impressed with Chinese cooks who could create delicious medicinal food—when needed. Going on several tours and working as a private chef for Jackson opened a lot of doors for Akasha. She has catered dinners for Al Pacino, Penny Marshal, Michael J. Fox and Madonna. She has been the tour chef for Barbara Streisand and for Rick Springfield.

She is in the process of developing a line of premium frozen foods—“Chef Akasha's Entrees.”

Akasha grew up in a “food-obsessed family” in Miami, Florida. She learned from both her grandmothers, and her mother grew sprouts in the kitchen and made her own bread. Akasha was working in a health food store by the time she was in high school. By age 17 she was baking cakes with honey instead of sugar.

She moved to California for better beaches, better health food stores, and an opportunity to study art in college. During college, she took a semester off to work at a vegetarian restaurant. Since then, her passion has changed from painting to food. She believes strongly that “healthy food should never have to taste bad.”

A sidebar shows her four favorites: Food, meal to cook (vegetarian Thanksgiving dinner), great-tasting healthy recipe, and client (Captain Kangaroo). A large color photo shows Akasha. Address: Palo Alto, California.

2629. Roseboro, Ken. 2001. Natural food companies face non-GMO label challenges: Angry manufacturers say the burden of labeling is on the wrong industry. *Natural Business LOHAS Journal* 2(2):5, 8. May/June.

• **Summary:** The U.S. Food and Drug Administration's Center for Food Safety and Applied Nutrition is considering outlawing labels such as “Non-GMO” or “Non-GE” or “GMO-free” or “Contains no genetically modified organisms,” and instead requiring phrases such as “Not

derived through biotechnology.” These proposals are in a draft guidance document on voluntary labeling released in January.

But Michael Potter, head of Eden Foods, argues that the FDA is failing to mandate the labeling of genetically engineered foods. Potter notes that polls consistently show that U.S. consumers want GE foods labeled. Address: Publisher, The Non-GMO Source.

2630. **Product Name:** Westsoy Soy Smoothie [Banana Berry, or Tropical Whip].

Manufacturer's Name: Westbrae Div. of The Hain Celestial Group (Product Developer-Marketer).

Manufacturer's Address: New York City, New York.

Date of Introduction: 2001 May.

Ingredients: Banana Berry: Filtered water, organic soymilk (filtered water, organic whole soybeans*), dehydrated cane juice, banana puree (banana puree, citric acid, ascorbic acid), juice concentrate blend (apple, strawberry, cherry, raspberry and blackberry), natural flavors, pectin, tricalcium phosphate, citric acid, sea salt, carrageenan (carrageenan and salt), beet juice (for color). * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 1 quart (32 fl. oz., 946 ml) aseptic Tetra Pak carton—Liter square with spincap.

How Stored: Shelf stable; refrigerate after opening.

New Product—Documentation: Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2001. March. First ship 15 May 2001. A color photo shows the front panel (label) of each product.

2631. **Product Name:** Westsoy Soy Shake [Chocolate, or Vanilla].

Manufacturer's Name: Westbrae Div. of The Hain Celestial Group (Product Developer-Marketer).

Manufacturer's Address: New York City, New York.

Date of Introduction: 2001 May.

Ingredients: Chocolate: Organic soymilk (filtered water, organic whole soybeans*), filtered water, dehydrated cane juice, cocoa powder, natural vanilla flavor with other natural flavors, tricalcium phosphate, sea salt, carrageenan, vitamin A palmitate, vitamin D-2, riboflavin. * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

Wt/Vol., Packaging, Price: 1 quart (32 fl. oz., 946 ml) aseptic Tetra Pak carton. Retail for \$1.79 (2001/10, Lafayette, California).

How Stored: Shelf stable; refrigerate after opening.

New Product—Documentation: Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2001. March. First ship 15 May 2001. A color photo shows the front panel (label) of each product.

Product (Chocolate) with Label purchased at Trader Joe's in Lafayette, California. 2001. Oct. 6. This store carries both Chocolate and Vanilla. 3 by 7.75 by 3 inches. A color photo on the front panel shows a tall, foamy glass of chocolate soymilk with a straw (on which is a red spiral pattern) in it. Soy protein heart health claim on lower right front. "Excellent source of calcium. With vitamins A & D and riboflavin. Lactose and dairy free." On the back panel: "Check out Westsoy's benefits: 30 mg of isoflavones. No soy protein isolates. Excellent source of calcium. Delicious creamy taste—not 'beany' like others. A cholesterol free food. Low sodium. Totally lactose & dairy-free." Dated: 2001. Soyfoods Center taste test. Nice thickness (like a shake), but too rich and too sweet. Contains a whopping 23 gm of sugars per serving—from cane sugar! Overall: 6.

2632. **Product Name:** Westsoy Green Tea Chai.
Manufacturer's Name: Westbrae Div. of The Hain Celestial Group (Product Developer-Marketer).
Manufacturer's Address: New York City, New York.
Date of Introduction: 2001 May.
Ingredients: Filtered water, organic soymilk (filtered water, organic whole soybeans*), dehydrated cane juice, organic expeller pressed canola oil*, natural vanilla flavor with other natural flavors, natural tea blend (black tea, green tea), cinnamon, carrageenan, sea salt, guar gum. * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.
Wt/Vol., Packaging, Price: 1 quart (32 fl. oz., 946 ml) aseptic Tetra Pak carton.
How Stored: Shelf stable; refrigerate after opening.
New Product-Documentation: Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2001. March. First ship 15 May 2001. A color photo shows the front panel (label).

2633. **Product Name:** Westsoy Unsweetened Vanilla Soymilk.
Manufacturer's Name: Westbrae Div. of The Hain Celestial Group (Product Developer-Marketer).
Manufacturer's Address: New York City, New York.
Date of Introduction: 2001 May.
Ingredients: Organic soymilk (filtered water, organic whole soybeans*), natural vanilla flavor with other flavors. * = Organically grown and processed in accordance with the California Organic Foods Act of 1990.
Wt/Vol., Packaging, Price: 1 quart (32 fl. oz., 946 ml) aseptic Tetra Pak carton.
How Stored: Shelf stable; refrigerate after opening.
New Product-Documentation: Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2001. March. First ship 15 May 2001. A color photo shows the front panel (label).

2634. SPINS. 2001. SPINscan data on tofu in the natural / health food market, 12 months ending April 2001. San Francisco, California. 32 p.

• **Summary:** (1) Top ten brands—Natural products supermarkets. Tofu—Ranked by dollar sales. Total US. 1. White Wave (\$6.7 million). 2. Nasoya, 3. Wildwood Natural Foods. 4. Mori-Nu (Morinaga). 5. Soy Deli (Quong Hop). 6. Smoke. 7. Soy Boy (Northern Soy). 8. Dae Han. 9. Tree of Life. 10. Island Spring (\$421,642). Note: The top ten tofu brands have total annual sales of \$22.76 million.

(2) Top ten items—Natural products supermarkets. Tofu—ranked by dollar sales. Total US. 1. Nasoya tofu extra-firm organic 16 oz. (\$1.96 million). 2. White Wave Tidal Wave tofu organic 16 oz. 3. Nasoya tofu firm organic 16 oz. 4. White Wave baked tofu Italian organic 8 oz. 5. White Wave baked tofu Sesame Peanut Thai Style organic 8 oz. 6. White Wave baked tofu Oriental Style organic 8 oz. 7. Wildwood tofu organic 20 oz. 8. Mori-Nu Tofu Lite Extra Firm 12.3 oz. 9. White Wave tofu WP hard organic 16 oz. 10. Mori-Nu Tofu Lite Firm 12.3 oz. (\$531,257).

(3) Dollar share by subcategory. Tofu—Natural products supermarkets. Total US. Unseasoned tofu: 62.4%. Seasoned tofu 37.6%. Seasoned tofu has grown by 6.3% over the past year compared with the previous year; unseasoned has grown by 1.5%.

Seasoned tofu subcategory—12 months ending April 2001.

(4) Top ten brands—Natural products supermarkets. Seasoned tofu—Ranked by dollar sales. Total US. 1. White Wave (\$3.878 million). 2. Wildwood Natural Foods, Inc. 3. Soy Deli. 4. Smoke. 5. Soy Boy. 6. Tree of Life. 7. Small Planet. 8. Sunergia. 9. Dae Han. 10. Nasoya.

Unseasoned tofu subcategory—12 months ending April 2001.

(6) Top ten brands—Natural products supermarkets. Unseasoned tofu—Ranked by dollar sales. Total US. 1. Nasoya (\$4.77 million). 2. White Wave. 3. Mori-Nu. 4. Wildwood Natural Foods. 5. Soy Deli. 6. Island Spring. 7. Dae Han. 8. Hinoichi. 9. Spring Creek. 10. Pulmuone.

(7) Brand within total tofu category rank. Total US projected data. 1. White Wave (\$6.69 million). 2. Nasoya. 3. Wildwood Natural Foods. 4. Mori-Nu. 5. Soy Deli. 6. Smoke. 7. Soy Boy. 8. Dae Han. 9. Tree of Life. 10. Island Spring. 11. Hinoichi. 12. Spring Creek. 13. Small Planet. 14. Pulmuone. 15. Soy Power. 16. San Diego Soy Dairy. 17. Fresh Tofu. 18. Rosewood. 19. Sunergia. 20. Surata Soyfoods. 21. Ota. 22. Denver Tofu. 23. Central Soy Foods. 24. Jack and the Beanstalk. Address: San Francisco, California.

2635. Aveline Kushi obituary and memorial events (Website printout). 2001. www.CyberMacro.com 2 p. Retrieved entry of July 5.

• **Summary:** "Aveline Tomoko Kushi, an internationally

recognized pioneer and leader of the macrobiotic movement and the natural, organic foods industry, died early Tuesday morning (July 3) after a nine-year long experience with cancer of the cervix and its complications. She was 78. Born in the small town of Yokota in the Izumo area in Japan, she studied teaching in college, and during World War II, she taught elementary school in her mountain district. She moved to Tokyo and became involved in world peace activities at the student World Government Association, run by George Ohsawa. She came to the United States in 1951 to attend a World Federalists Convention, and met her future husband, Michio Kushi, who was also a student of George Ohsawa. This was to be a turning point in her life, which she and her husband have devoted to the achievement of world peace through the spread of the macrobiotic way of healthy living through education. Aveline Kushi lived in New York and Boston, and inspired many thousands of people who have visited, studied, and sought her advice. Soon after moving to the Boston area, she recognized the need to make natural, organic-quality foods more widely available, and in 1966 opened the first natural foods store in the United States. This store, named Erewhon after the novel of a utopian society by British philosopher Samuel Butler, grew from that small store into the leading natural and organic foods distributor, with retail stores in the Boston area, Hartford, and Los Angeles, and an annual income of \$17 million.

“Through this company, she inspired the development of the organic foods industry by encouraging farmers to grow staple grains and beans organically, and by providing a market for their crops. She and her husband also owned several natural foods restaurants over the years, Sanae and the Seventh Inn in Boston, and Open Sesame in Brookline. Aveline Kushi was a co-founder of the Kushi Foundation, East West Foundation, and One Peaceful World, and the Kushi Institute, organizations devoted to the improvement of human health and social well-being. She authored several cookbooks, including Aveline Kushi’s Complete Guide to Macrobiotic Cooking, and has taught macrobiotics at seminars throughout the world. Her classes were seminal introductions to the Western palate of traditional Japanese foods such as miso, tofu, umeboshi, and sea weed. Her cooking classes and natural foods business were a catalyst to the development of related foods companies involved in the manufacture of foods such as high-quality, organic sour dough bread, and soy foods such as tofu, tempeh, natto, and miso.

“Her students and colleagues started companies such as Bread and Circus, Eden Foods, and Imagine Foods. Aveline Kushi also introduced the traditional use of medicinal cooking for various disorders, thus contributing directly to the growth and interest in complementary and alternative healing practices. Macrobiotics is today widely recognized as a leading comprehensive lifestyle approach to the management of cancer and heart disease. Recognizing

the appreciation of different cultures as an integral part of promoting world peace, Aveline Kushi promoted East-West cultural exchange, and introduced U.S. and European audiences to Tea Ceremony, Noh Dance performance, futon making, calligraphy, and flower arrangement. Her students were inspired to start the first futon manufacturing companies in the U.S.A. Aveline Kushi and her husband also started several publications, including the *East-West Journal* (now *Natural Health*) in 1969, which also inspired similar publications such as the *New Age Journal*. Aveline and Michio Kushi’s accomplishments were recognized by the Smithsonian Institution with the establishment in 1999 of the Kushi Family Collection of materials related to their work by the National Museum of American History. She leaves her husband, Michio Kushi, four sons, Norio of North Carolina, Lawrence of New York, Phiya of Becket, and Hisao of California; four sisters and three brothers; 13 grandchildren, and 19 nieces and nephews.

“A funeral service will be held at the First Parish of Brookline, Monday, July 9, at 11.

“Interment will be private”

2636. Associated Press (AP). 2001. Aveline Kushi, 78; a leader in health food movement. *Boston Globe*. July 6. p. B7. [1 ref]

• **Summary:** This obituary also appeared in the *Los Angeles Times* (July 6) and the *Washington Post* (July 7, p. BO6).

2637. *Boston Herald*. 2001. Aveline Kushi, 78, natural food pioneer. July 7. [1 ref]

• **Summary:** “Aveline Tomoko Kushi of Brookline, a world-renowned pioneer of the alternative medical movement and the organic food industry, died Tuesday at Brigham and Women’s Hospital in Boston after a lengthy battle with cervical cancer. She was 78.

“Born in Yokota in the Izumo area of Japan, Mrs. Kushi studied teaching before emigrating to the United States.” “She taught at an elementary school in Izumo before moving to Tokyo, Japan, where she became involved in world peace activities as a member of the World Government Association. Mrs. Kushi came to the United States in 1951 to attend a World Federalist Convention.”

“Mrs. Kushi, in 1966, opened the first natural food store in the United States, Erewhon, which was located in Boston. The store became the leading natural and organic foods distributor with stores in the Boston area, Hartford, Connecticut, and Los Angeles.”

She is survived by her husband, four sons, five sisters, two brothers, 13 grandchildren and 19 nieces and nephews.

A similar obituary also appeared in the *Boston Globe* (July 6), *Los Angeles Times* (July 6) and the *Washington Post* (July 7, p. BO6).

2638. Kucinich, Dennis J. 2001. In honor of Aveline Kushi.

Congressional Record 147(93):July 10. Tuesday.

• **Summary:** A eulogy spoken on the floor of the U.S. House of Representatives (Washington, DC); 107th Congress, First Session.

“Mr. Speaker, I rise today to honor the memory of Aveline Kushi who, along with her husband Michio, had been at the forefront of the macrobiotic movement for the past 50 years.

“Ms. Kushi had become the most prominent and most respected macrobiotic cook in the world. She and her husband introduced macrobiotics to our country in the early nineteen fifties and since then, they guided thousands of individuals and families to greater health and happiness. Macrobiotics, which couples a vegetarian organic diet with a healthful peaceful lifestyle, spearheaded the organic and natural food movements of the sixties which continues today.

“Ms. Kushi was the author of several books that have been translated into multiple languages, including the best-selling cookbook ‘Aveline Kushi’s Complete Guide to Macrobiotic Cooking.’ The Kushis also founded the Kushi Institute and the One Peaceful World Society, both of which promote macrobiotic education and peace on a global scale.

“My distinguished colleagues, please join me in recognizing this outstanding woman. As the mother of five and grandmother of ten, she will be greatly missed by not only her family, but thousands worldwide who have benefited from her pursuit of healthfulness and peaceful living.” Address: Representative from Ohio, House of Representatives.

2639. Martin, Douglas. 2001. Aveline Kushi, 78, advocate of macrobiotic diet for health: A teacher who saw a connection between food and world peace. *New York Times*. July 23. p. B6. [5 ref]

• **Summary:** Aveline Kushi died on July 3 in Brookline, Massachusetts, at age 78, of cancer. She taught and promoted macrobiotic cooking and helped to found one of the nation’s first natural food stores, Erewhon. A macrobiotic diet, based on whole grains and fresh vegetables, provides physical balance that leads to greater spiritual and psychological balance. Aveline and her husband, Michio, taught that entire societies become aggressive and disharmonious from eating meat, dairy products, and processed foods; this undermines world peace.

Aveline was born Tomoko Yokoyama on 27 Feb. 1923 in the small mountain town of Yokota in the Izumo area of Japan. She taught elementary school during World War II, then after meeting Georges Ohsawa, came to the United States in 1951 to attend a meeting of students who supported world government. She stayed to study at the University of Illinois and Columbia University. She and Mr. Kushi were married in 1954.

She is survived by her husband, four sons, four sisters, three brothers, and 13 grandchildren.

2640. Wollner, Joel. 2001. Remembering Aveline Kushi’s funeral (Interview). *SoyaScan Interviews on File*. July 29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Aveline Kushi died on July 3 in Brookline, Massachusetts. Joel, a close friend of Aveline’s for more than 30 years, flew back to attend her funeral. He describes here the wake/visitation at a local funeral parlor on July 8, the very beautiful and moving funeral service at the packed First Parish Unitarian Church on July 9, and the reception that followed at Michio and Aveline’s home (62 Buckminster Road) after the funeral—attended by 400-600 people. Address: 76 Florida Ave., Berkeley, California 94707. Phone: 510-524-4420.

2641. Hall, Trish. 2001. Sunnyside up: Entrepreneur David Cole is hatching ideas that may change the way organic farmers do business. Is his Sunnyside Farm the next best thing. *Gourmet*. July.

• **Summary:** Cole is a conventional capitalist. After establishing Sunnyside Farm, he was looking for a vehicle to expand into packaged organic foods. “In 1999, he bought a majority [controlling] interest in Walnut Acres, a venerable family business in Penns Creek, Pennsylvania, that was one of the nation’s best-known purveyors of organic foods.”

Not long thereafter, people said he might form a partnership with the Keene family, which had founded Walnut Acres. After finding that the existing company didn’t suit his needs, Cole bought the rest of it a year later, then basically closed it, keeping only the brand name. He also shut the factory, which he considered too old fashioned and remote, and discarded almost all of the company’s 1,500 products (many of which were not organic). Today, the brand name, Walnut Acres, is the cornerstone for his new company, Acirca. He plans to develop organic products for sale in supermarkets. With that in mind, he has attracted venture capital.

“Gutting Walnut Acres entailed laying off about 100 people, which had a big impact on a small town. None of the previous owners or top executives are allowed to talk about Cole; because of an agreement they signed when he invested, they risk lawsuits if they say anything about what happened at the company. But in organic circles, Cole is known as a man who trashed a struggling but beloved company, a pioneer in the nation’s organic foods business.”

2642. Kushi, Lawrence H. 2001. Aveline Tomoko Kushi—February 27, 1923–July 3, 2001: A celebration of her life, at First Parish in Brookline (Leaflet). Brookline, Massachusetts. 2 p. Front and back.

• **Summary:** There are four panels: (1) The cover shows a portrait photo of Aveline. (2) Inside left: Program of the church service. (3) Inside right. The words to the Heart Sutra (*Hannya Shingyo*), and the Song of Ephemerality, both

romanized. (4) Back: Biographical sketch of Aveline's life.

Accompanying this is 1-page sheet titled "Aveline Kushi Memorial Events" including dates, times, and addresses of visitation, memorial service, reception, and donations to Aveline Kushi Memorial Fund. Address: Brookline, Massachusetts.

2643. Lin, Chang-Chi. 2001. Frozen edamame: global market conditions. In: T. Lumpkin, ed. 2001. Second International Vegetable Soybean Conference. Pullman, Washington: Washington State University. 202 p. See p. 93-96.

• **Summary:** Contents: Introduction: "Edamame is a popular vegetable that is boiled, drained, salted and served in many Japanese restaurants. In the past, edamame was available only as a fresh vegetable during the harvest season in Japan. However, by late 1960's and with the improvements in technology, Japanese manufacturers began to produce frozen edamame. By 1974, these same manufacturers also started to expand their production operations overseas.

"This paper will focus on the frozen edamame market, specifically global supply and demand conditions and Asia Food's contribution to this market.

Market overview—global supply:

Taiwan: From just a few hundred tons of frozen edamame in 1974, Taiwan's production reached a high of 45,000 t [metric tons] per year between 1985 and 1991. By this time, Taiwan had a total of 27 frozen edamame processors and captured 90% of the Japanese frozen edamame export market.

"But with the rising labor and raw material costs in the late 1980's, Taiwanese processors, like Japanese, were forced to expand production operations overseas. As a result, there are only 11 frozen edamame processors remaining in Taiwan at present. These manufacturers export approximately 30,000 t of frozen edamame per year, of which approximately 24,500 t are exported to Japan, 5,000 t to the USA and the remaining balance to other countries such as Canada, Europe and Australia.

"During this period, small quantities of fresh edamame have also been shipped to Japan. However these shipments have steadily declined since edamame usually could not retain its freshness by the time it reaches its customers.

"Though China is currently considered the largest frozen edamame processor, Taiwan will always be regarded as a key supplier. Most of the customers prefer Taiwanese frozen edamame because of its higher brix, better flavor and better quality than others.

China: China opened its door to foreign investments in the 1980's. Taiwanese processors relocated their operations to southern China due to common language and culture, favorable soil, climate and close proximity to Taiwan. The Taiwanese frozen edamame processors brought seeds, farming experts, sophisticated machinery and production

know-how to China. It took over 7 years to stabilize the edamame yield. The quality of the raw materials has also significantly improved over the years.

"Today, China has 10 major Taiwanese companies that operate 16 factories and 30 Mainland Chinese owned factories. Together they export about 40,000 t of frozen edamame to Japan and another 4,500 t to countries including the United States, Europe and Australia.

"Due to its relatively cheap labor, China is expected to remain the largest frozen edamame supplier. However, the rising living costs along the coastal areas of China have prompted investors to shift their investments towards the inland rural areas of China.

"Thailand: In Thailand, production of frozen edamame began in the 1990's. There are currently 3 major processors. They process a total of 9,000 t a year, of which 8,700 t are exported to Japan and 300 t to the USA and other countries. The quality and the price of Thai frozen edamame are in between those of Taiwan and China. Frozen edamame is expected to grow moderately in Thailand.

"Indonesia: Edamame has been cultivated in Indonesia since 1990, though it only produced a few hundred tons per year. By year 2000, about 2000 t were produced and exported to Japan.

"Vietnam: Vietnam had a late start due to its closed-door foreign investment policy. In 1995, it produced 100 t of frozen edamame. Today, about 250 t are produced. The quality of Vietnam's raw material is still in early development stage.

"Other Supply: Frozen edamame is also produced in smaller quantities in Japan, Australia, and the USA."

"Market Overview: Global Demand:

"Japan: Japan is the world's largest frozen edamame consumer. Frozen edamame import has increased from 36,200 tin 1986 to 75,000 tin 2000. The Japanese frozen edamame market is expected to grow further by about 7% per year to 100,000 t by 2005. This strong growth is attributable to several reasons.

"First, continuous improvements in frozen technology have significantly decreased the peculiar/funny taste associated with frozen products. As a result, more restaurants, supermarkets and convenience stores are increasingly replacing fresh edamame with frozen edamame.

"Second, consumers are interested in convenient foods due to the fast-paced lifestyles. In response to this trend, Japanese importers and Taiwanese processors produced frozen salted edamame in the 1990's. Such timely product innovation pushed the demand for frozen edamame as demonstrated by the 50,000 t of frozen salted edamame exported to Japan last year.

"Third, the aging farming population and decreasing number of young individuals choosing farming as their careers in Japan have led to gradual decrease in fresh edamame production in Japan every year. Today only 80,000

t of fresh edamame is consumed against 135,000 t in the 1990s. The demand for frozen edamame has replaced the demand for fresh edamame.

“Finally, the wide variety of edamame available is expected to spur demand. Over 20 years of research, produced new improved edamame varieties. Recently, *Chamame* or brown edamame and *Kuromame* or black edamame have gained popularity among the Japanese consumers due to their distinctive taste. Interestingly, the darker the color the more flavorful and sweeter they become. Since their debut 3 years ago, sales of Chamame and Kuromame have climbed to 6,000 t a year.

“The United States: Export of frozen edamame from Taiwan to the USA started with only 300-500 t per year in the early 1980’s, all of which were destined for oriental/specialty supermarkets and restaurants.

“With the ‘Zen fever,’ ‘vegetarian fever’ and ‘healthy-food’ trends, ‘soy’ products became an instant hit by 1997. Many major and minor influential magazines, articles, news, and other media were also introducing soy products, including edamame, to the public. The FDA’s announcement that soybean could lower the risk of heart disease further spurred the demand for frozen edamame. Frozen edamame will soon be available in hundreds of supermarkets such as Trader Joe’s, Costco, Albertson’s, Ralph’s and Whole Foods.

“Last year, the US imported approximately 10,000 t of frozen edamame. Of this total, 5,000 t were imported from Taiwan, 4,000 t from China and the remaining 1,000 t from Thailand and Indonesia and local sources such as Minneapolis. Continuous scientific findings on the health benefits of edamame are expected to accelerate this growth and eventually make edamame one of the common daily vegetables in American food culture.

“While the frozen edamame market in the US is at its infant stage, it is expected to significantly expand from its current 10,000 t per year to 25,000 t by 2005. Currently about 500 t of frozen edamame is consumed in all other Asian countries. Edamame is expected to move to Canada as well as European countries, however, the demand may not be as dramatic as in Japan and USA.

“Educating the consumers with preparation, cooking and eating methods are very important. Directions for use are printed on the back of the frozen edamame package. Edamame with short blanching time requires additional cooking in microwave or boiling whereas the one with long blanching time can be defrosted and consumed directly” (Continued). Address: CEO, Asia Foods Group of Companies & Chairman, Taiwan Frozen Vegetables & Fruits Manufacturers’ Assoc., No. 1 Wen-Hua West Road, Fengshan, Kaohsiung 830, Taiwan, ROC, Email: seika@asiafd.com.

2644. **Product Name:** SimpleSnacks Roasted Soy Nuts [Unsalted, Lightly Salted, Barbecue, Honey Roasted].

Manufacturer’s Name: Tree of Life, Inc. (Marketer-Distributor).

Manufacturer’s Address: P.O. Box 410, St. Augustine, FL 32085-0410.

Date of Introduction: 2001 August.

Ingredients: Lightly salted: Non-GMO soybeans, sunflower oil, salt.

Wt/Vol., Packaging, Price: 2 oz or 6 oz.

How Stored: Shelf stable.

New Product–Documentation: Natural Foods Merchandiser New Product Review. 2001. Summer. p. 6. Shows the front of four flavors. Leaflet sent by Patricia Smith from Natural Products Expo East. 2001. Oct. “Best tasting soy nuts available. Best price on the market.”

2645. Bramblett, Billy. 2001. Wildwood Natural Foods and Midwest Harvest merge to form Wildwood Harvest Foods, Inc. (Interview). *SoyaScan Notes*. Sept. 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** On 24 Aug. 2001 Wildwood merged with Midwest Harvest, a small tofu company in Iowa. The new company is named Wildwood Harvest Foods, Inc. but they don’t plan to “pump up that new name very much.” They are an Iowa corporation, and as a result they got some investment from the state of Iowa, from a fund that is managed by the tecTERRA fund. Iowa is the biggest soybean producing state in America, and also the biggest commodity state. That’s a problem, because they are on “the low end of the food chain” as it were. So the mandate of this fund is to help Iowa companies turn Iowa commodities into value-added products. Cybus Capital Markets manages the tecTERRA fund. Thus Wildwood was able to obtain Iowa public money because they agreed to make this an Iowa corporation, located in Iowa, and because Tom Lacina is an Iowa farmer, and because the company was doing at least \$5 million in sales—which is why Midwest Harvest needed Wildwood.

Farm Bureaus now do a lot of investing, with the goal of giving their member farmers shares of companies that use the state’s farm crops. “We’re really trying to live our mission statement.” Tom Lacina, who runs Midwest Harvest, is very sharp, and he has a very sharp brother, Dr. Sam Lacina, who is a pediatric cardiologist in Grand Rapids, Michigan. Billy will send a news release by an investment firm that also came into the deal. Paul Orbuch and Frank Rosenmayr are no longer with the company; their shares were purchased for cash by Tom Lacina and his brother, Sam, so that there are now still four shareholders, each owning 25% of the company.

The new company will retain both the existing brand names (Wildwood Natural Foods and Midwest Harvest—they are still “brand building”) and the existing products. Tom Lacina built his tofu factory on his organic soybean farm. The new company plans to build another tofu-making facility

on 10 acres they bought at the Grinnell Industrial Park, located south of Grinnell, Iowa—about 3-4 miles from the Lacina farm. Zoning and other issues prevented the larger tofu plant from being built on the Lacina farm.

Last week from California (Billy, Jeremiah, and their wives) went to Iowa for the initial board meeting. The wives went because “this is really a family deal.” The new board of directors consists of several investment people, the four principals/owners (Jeremiah Ridenour, Billy Bramblett, Tom Lacina, Dr. Sam Lacina), Van Tunstall (former CEO of McCormick Shilling, who is also on the board of Monterey Pasta and Organic Food Products), plus several other people whose names appear in a second new release. Van Tunstall, who has his own consulting firm, has been helping Wildwood with its strategic planning for the past three years. “He’s been around the block many times, and he’s a great guy.”

There was also a ground breaking in Grinnell, Iowa, last week. The mayor of Grinnell and 65 people showed up. They had stainless steel shovels and construction hats that said “Wildwood Harvest” across the front.

Wildwood has already purchased a building in Watsonville, California. It was originally Ken Miller’s Meats, then it was Alfaro’s Bakery for many years.

Presently both firms are maintaining their own separate websites, but by the end of this year they will probably have a Wildwood Harvest website, which will link the two separate websites.

Tom Lacina’s wife, one of the Soy Sisters, will be part of the company’s marketing strategy; they have their own website.

This is how the two groups met: Tom e-mailed Billy about 18 months ago and said that he had seen Wildwood’s website and heard about the company. He asked for some advice, since he was just an Iowa farmer who had built a tofu factory on his farm. Wildwood has often wished that it had built its tofu factory on the farm that produced its organic soybeans to eliminate freight bills. Billy e-mailed him back: “You’re a genius for doing that; we should have done that a long time ago.” Tom responded: “My wife, Alesia, probably wouldn’t agree with the ‘genius’ part.” Billy answered: “Hey, my wife’s also named Alicia—but spelled differently.” Tom answered: “My wife is really a graphic artist.” Billy answered: “So is my wife.” Tom responded: “I’m really a musician.” Billy e-mailed back: “Wait a minute here, I’m really a musician too.”

Billy continues: “We knew we had something going at that point, so we traded cookbooks, and aprons. He and his brother-in-law, and her wife (Francene Coons, the other Soy Sister) live on the farm in the other house. All four work on their 320-acre farm and in the tofu factory together. They are all incredibly wonderful people. Tom is an ‘A-Type’ who can do a thousand things and keep it all going. I have many interests but I’ve got to take a rest every once in a while.

Tom is also a practicing attorney, formally trained in music, plays in church every week. Tom’s brother, the cardiologist, had a heart attack at age 40, so now he is an expert on heart health and heart nutrition, and a great admirer of Dr. Dean Ornish. We all had a great time together.”

They have been working on the merger since May of this year. The new plant in Iowa should be in operation by early 2001, at which time Wildwood’s line of products will start being made and distributed from the Midwest. The distributor will be Blooming Prairie, which is Midwest Harvest’s distributor to nine Midwestern states. Wildwood is also looking at wider distribution on the West Coast. They have a new sales and marketing person named Pat Deveau; she has been with Nature’s Best for the past 8-10 years, is very well connected, and is working on building Wildwood’s distribution and broker network.

White Wave will soon become Wildwood’s competitor. Billy has known Steve Demos for years. Steve’s girlfriend, Cheryl, used to work for Wildwood years ago, before she went to Mountain People’s Warehouse.

Wildwood has its soymilk base made in two places: SunRich Northern and Soyfoods of America. Wildwood used to have its soymilk base formulated and packaged at the Morningstar plant (formerly Avocet) in Gustine. Morningstar kicked out Wildwood (for reasons that are not clear) so Wildwood found another co-packer—Heritage Foods, in Santa Ana. Address: Wildwood Natural Foods, 135 Bolinas Rd., Fairfax California 94930. Phone: 415-485-3940 X-47.

2646. Eden Foods, Inc. 2001. Edensoy in new six pack cases (News release). 701 Tecumseh Road, Clinton, MI 49236. 1 p. Sept. 25.

• **Summary:** “All Edensoy and EdenBlend one liter containers are now being packaged in ‘six packs’ of six liters per case instead of twelve. This new case pack is North America’s first and only in the aseptic soy and rice milk category.” Address: Clinton, Michigan.

2647. Tepper, Robert. 2001. Starting Sunrise Brand Marketing Specialists in Jan. 2000. Roger Kilburn sold Harvest Direct to Dixie Diner in June 2001 (Interview). *SoyaScan Notes*. Sept. 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Robert started business at Sunrise Brand Marketing Specialists on 1 Jan. 2000. He started the company while still holding a job at Annie’s Naturals. Technically the company was incorporated in Dec. 1999. His company started with three clients, including Harvest Direct and Good Health Natural Foods. Robert managed the sales and marketing for Harvest Direct for a little less than 18 months. He worked closely with Monty and Mary Ellen Kilburn as well as Roger; they are all great folks. Between Feb. 2000 and April 2001 Robert tripled the sales of Harvest Direct. He repackaged the products and got them into

supermarket chains such as Vaughn's, Ralph's, Wegman's etc. with 6-10 SKUs (out of 17 sold by the company) in a typical chain. All the products were dry mixes. Harvest Direct's lead items into supers were soy-based pudding mixes. Roger also bought several products, including the Seitan Mix from Arrowhead Mills and the Solait brand in cans he bought from Devansoy (both very good sellers). The Taco, Bar-B-Q, and TVP Chicken Strips (the latter made in Israel; Robert's favorite product).

His 90-day contract was broken on 1 April 2001. No-one from Dixie Diner has ever called him or returned his calls. On 12 June 2001 Roger Kilburn announced the sale of his company (effective June 18) to Dixie Diner, who proceeded to manage it very poorly. Some of his brokers have dropped the line and a number of distributors have discontinued it. Harvest Direct is still alive but declining. Address: Founder, Sunrise Brand Marketing Specialists, L.L.C., 22 Wenonah Ave., Rockaway, New Jersey 07866. Phone: 973-983-7452.

2648. Product Name: Belsoy Soymilk [Great Tasting Unsweetened, Great Tasting Original, Great Tasting Vanilla, Great Tasting Chocolate].

Manufacturer's Name: Alpro.

Manufacturer's Address: Vlamingsstraat 28, B-8560 Wevelgem, West Flanders, Belgium. Phone: +32 56 43 22 11.

Date of Introduction: 2001 October.

Ingredients: Original: Filtered water, organic soybeans*, organic raw cane sugar, tricalcium phosphate, natural flavors, sea salt, zinc gluconate, riboflavin (B-2), vitamin A acetate, vitamin D-2, vitamin B-12. Belsoy soybeans are third-party certified by ECOCERT-BE-1.

Wt/Vol., Packaging, Price: 32 fl oz (1 quart) or 8.45 fl oz. Tetra Brik Aseptic carton. Retail for \$1.69 (2001/11, Lafayette, California).

How Stored: Refrigerate after opening.

Nutrition: Per 1 cup (240 ml): Calories 120, calories from fat 45, total fat 5 gm (8% daily value; saturated fat 1 gm), cholesterol 0 mg, sodium 180 mg (8%), total carbohydrate 9 gm (dietary fiber 3 gm [12%], sugars 7 gm), protein 9 gm. Vitamin A 6%, vitamin B-2 20%, vitamin B-12 15%, calcium 35%, iron 6%, vitamin C 0%, vitamin D 20%, riboflavin 20%, zinc 8%. Percent daily values are based on a 2,000 calorie diet.

New Product–Documentation: Alpro is trying again to enter the U.S. market. Brochure (8½ by 11 inches, color, 4 p.) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2001. March 8-11. "Belsoy–The taste of Europe!" Page 1: "Our company: Belsoy products are produced at Alpro [in Belgium], a European company producing only vegetable products. At Alpro, our life is Soy. We have more than 20 years experience in the Soy business... Today, Alpro is the market leader in Europe for Soy products and one of the largest Soy manufacturers in the world. All

our products are produced with organic soybeans and are GMO-free." Product range: Soymilk in quart and 8.45 oz sizes. Soypudding in 4.4 oz sizes. Website: www.belsoy.com. Sales and distribution: Belsoy products will be sold in the US through our partners American Natural Snacks (ANS; phone: 904-825-2039) for the natural food trade, and Liberty Richter (phone: 201-843-8900) for specialty food distributors and other channels of distribution. Timing: Belsoy will be available through your distributor from July 1st 2001. Color photos at the bottom of page 1 show four flavors of Belsoy soymilk in quart cartons. Pages 2-3 give ingredients and nutrition facts for 10 SKUs (8 soymilk and 2 soypudding). Page 4 contains barcodes, case and pallet information. Note: Both ANS and Liberty Richter are divisions of Tree of Life.

Trader Joe's Holiday Guide. 2001. Oct. 30–Dec. 31. p. 12. "More interesting new stuff... New! Soy milk fortified with calcium, vitamins and minerals. Original, vanilla, and Belgian chocolate." "Belsoy Soy Milks are made by one of the largest soy manufacturers in the world, with more than 20 years experience in the soy business... Belsoy Soy Milks are made entirely from organic soybeans... They contain nine grams of soy protein per serving... We were very impressed with the clean flavors of all the varieties, and thought the chocolate was terrific! Trader Joe's is the first company in the States to carry these Belgian soy milks. They come in quart (32 fl. oz) shelf stable boxes. \$1.69.

Product (Original) with Label purchased at Trader Joe's in Lafayette, California. 2001. Nov. 1. 1 quart Tetra Brik. Light blue, dark blue, green, white and red. Front panel: A light blue photo in the upper right shows a mother holding two children. In the upper left is a green leaf with a drop of water on it. An illustration shows milk being poured into a glass. In a red heart at lower left is written: "Contains 9g soy Protein per serving. See side panel." The side panel states: "Diets low in saturated fat and cholesterol that include 25 grams of soy protein a day may reduce the risk of heart disease. One serving of Belsoy Soymilk provides 9 grams of soy protein... Product of France. Distributed by Liberty Richter, 400 Lyster Ave., Saddle Brook, New Jersey 07663-5910." Back panel: "Belsoy products are produced by Alpro, a European soy food manufacturer producing only vegetable products." Soyfoods Center taste test. Taste and consistency: 9. We like very much the richness, high natural protein content (9 gm/serving without using isolates), and smooth consistency of the Original soymilk. However, for us, the use of white sugar as a sweetener makes the product unacceptable. Price: Excellent. Package design: 8.

Talk with Liberty Richter (Customer Service). 2001. Nov. 5. They import, then sell to distributors. The first products arrived two weeks ago and are just now starting to appear in stores. They are not aware that the product will be produced in the USA.

2649. Monahan, John. 2001. Natural legacy: The people who

founded an industry. Aveline: Remembering the woman who brought macrobiotics to the United States and helped launch the natural foods industry here. *Natural Foods Merchandiser*. Oct. p. 27, 30, 32, 34, 36-37.

• **Summary:** A short article titled “Inspirational Pioneers,” by Susan Haeger serves as an introduction to what will become a series of articles. She explains the importance of the natural foods industry understanding its own history. “If we do not understand our heritage, we cannot pass it on.” The main article is an excellent biography of Aveline Kushi.

2650. *OG*. 2001--. Serial/periodical. Emmaus, Pennsylvania: Rodale Press. Vol. 48, No. 6. Sept/Oct. 2001. Editor: John Grogan.

• **Summary:** Previous title *Organic Gardening*. Subsequent title *Organic Gardening*. Continued until Vol. 50, No. 2, March/April 2003. The president of Rodale Inc. is Maria Rodale. Address: Emmaus, Pennsylvania.

2651. Hain Celestial Group, Inc. (The). 2001. Annual report 2001. Melville, New York. 36 p. Nov. 28 cm.

• **Summary:** Net sales for the year ended 30 June 2001 were \$412.880 million, up 2.3% from \$403.543 million in 2000. Net income in 2001 was \$23.589 million, way up from a loss of \$17.097 million in 2000, and 74.5% higher than the previous net income high of \$13.517 million reached in 1999.

The company now markets 26 brands with over 1,500 different products. “We continue to bring new organic products to market, as well as foods and snacks free of genetically engineered ingredients (GEIs).

In June 2001 the company acquired Yves Veggie Cuisine in Vancouver, BC, Canada. This gives Hain a strong base for growing its Canada operations. Yves has been extremely successful in Canada and the U.S. with its refrigerated meat and cheese alternatives. Hain will soon launch many of its U.S. products under the Yves brand in Canada, and also introduce many new product categories (p. 2).

“Soy beverages continue to be the largest natural food grocery category, and Westsoy has increased its #1 leadership position in aseptic products by growing 9.5% in the last 12 months in the grocery channel alone. This has been at the expense of both long-standing competitors and new entrants... Westsoy expanded to new beverage varieties including soy-based shakes and smoothies, and new refrigerated Westsoy is gaining in both distribution and sales velocity. We now also have the distribution network in place to aggressively support and merchandise the refrigerated section of natural food stores and supermarkets” (p. 3).

Photos show: (1) Westsoy, all natural soymilk beverages (p. 12-13). (2) Yves all natural soy protein products, incl. Veggie Bologna Slices, Veggie Ground Round, Good Slice (cheese alternative), Good Dog (hot dog alternatives), and Canadian Veggie Bacon. (p. 14-15). Yves “continues to

lead the North American fresh meat alternative category with exceptional growth in both U.S. and Canadian fiscal markets in fiscal 2001. Yves led category growth with the introduction of new ‘Great Tasting’ products... Using Yves’ strong brand name and distribution network in Canada, we will roll out over 70 new products in the Canadian market in fiscal 2002.”

Accompanying the annual report is a “Notice of Annual Meeting of Stockholders and Proxy Statement” (17 p.). Irwin Simon, the founder and CEO, age 43, had the following annual compensation: Salary: \$460,000. Bonus: NA. Other compensation: \$5,400. Andrew Jacobson, president of the company’s Natural Products Group, earned a salary of \$247,500. A color photo (p. 2) shows Irwin Simon pushing a shopping cart filled with Hain-Celestial products. Address: 58 South Service Road, Melville, New York 11747. Phone: 516-237-6200.

2652. *SoyaScan Notes*. 2001. Chronology of major soy-related events and trends during 2001 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** April 12–Bill Bolduc, founder of Eden Foods and natural foods pioneer, dies in Southern California.

April 17–Martha Stewart, on her popular nationwide TV program *Living*, has a very positive segment on South River Miso Co.

April 18–Richard Rose, a soyfoods pioneer, sells Rella Good Cheese Co. to Tree of Life. He retains his company HempNut, Inc. in Santa Rosa, California. His Hempteh (hempseed tempeh) still contains soy.

May 11–The Kerry Group (of Wisconsin and Iowa) purchases Iowa Soy Specialties, LLC of Vinton, Iowa.

June 12–The Hain Celestial Group acquires Yves Veggie Cuisine (Vancouver, BC, Canada).

Aug. 24–Wildwood Natural Foods (Fairfax and Santa Cruz, California) and Midwest Harvest, Inc. (Grinnell, Iowa) merge to form Wildwood Harvest, Inc. Iowa Agricultural Finance Corporation (IAFC) invests \$3.3 million in the new company, and the Iowa Farm Bureau Federation (IFBF) invests an additional \$700,000. This investment will be used to build and equip a 20,000 square foot soyfoods plant in Grinnell and to remodel and equip another 20,000 square foot soyfoods plant in Watsonville, California.

Aug. 3–Bunge, in its initial public offering (IPO), raises \$278 million by floating 23% of its shares on the New York Stock Exchange. Bunge has been a private grain trading company since it was founded in 1818 in the Netherlands by Johann Peter Gottlieb Bunge.

Sept.–SunRich’s new soymilk plant in Wyoming starts production. By Nov. the plant is at full capacity and expansion begins.

Oct. 21–The USDA’s National Organic Program and its standards take effect.

Oct.–The Coca-Cola Co. acquires Odwalla, Inc. of

California for \$181 million. Odwalla has annual sales of about \$130 million, mostly in fresh, refrigerated juices plus some delectable soy beverages.

Nov. 4-7—Fourth International Symposium on the Role of Soy in Preventing and Treating Chronic Disease held at San Diego, California. General chairpersons and proceedings editors: Stephen Barnes and Mark Messina.

Dec. 10—The Hain Celestial Group, Inc. acquires Lima NV, the leading Belgian natural and organic foods manufacturer and marketer, and its Biomarché operations. Hain appoints Lima's Chairman, Philippe Woitrin, as Managing Director of Hain Celestial Europe. Lima is also a European pioneer in macrobiotic foods and soyfoods.

Dec. 11—Ralston Purina Co. (St. Louis, Missouri, a soy pioneer) is acquired by Nestle SA for \$10.1 billion cash; on this date the deal is approved by the U.S. Federal Trade Commission. The new company is named Nestlé Purina. The merger brings together such household names as Ralston's Dog and Cat Chow and Nestle's Friskies cat food and Mighty Dog brands.

Dec. 24—The Federal Trade Commission approves the merger of Dean Foods and Suiza Foods Corp. (which owns 14% of Horizon Organic Dairy). A federal judge throws out White Wave's lawsuit arguing that White Wave has the right to buy back its own stock at the market price before the merger.

In 2001, for the first time in modern history, the USA lost the distinction of supplying more soybeans and soybean products (oil and meal) than all other countries combined. This year it supplied about 46% of the world's soybean exports. South America (mainly Brazil and Argentina) now supply more than 50%. Devalued currencies in Brazil (the *real*) and Argentina (the *peso*), plus the strong U.S. dollar, make it difficult for U.S. exporters to compete based solely on price. To compete in the future, U.S. growers must find a new strategy, which will focus on soybean quality.

2653. *SoyaScan Notes*. 2001. Brief history of Swan Gardens, Inc. of Montana and Florida. Part II (Overview). Dec. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: Move to Florida: The community (about 6 adults and many kids) packed up two vans and U-Haul trailers, left St. Ignatius in August 1979 and moved to Miami, Florida. They sold the organic farm, tofu company, other buildings, and property to Gerald Minsk, who changed the name of the company to The Tofu Factory. Minsk was with a community of people who lived together in Denver, then in Boulder, Colorado, before moving to Montana.

In Florida, the McIntyres and community members lived together in a large house at 940 17th St., Miami Beach, FL 33139. It took a while to find a good factory site, but eventually the company relocated on the second floor of a very old warehouse next to a railroad siding at 1111 N.W. 22nd., Miami, Florida 33127. Immediately below the tofu

shop was a large fruit and vegetable wholesaler. Getting the building ready for food manufacturing, moving in existing equipment, and constructing new facilities was a big job. Joci's mom and dad came down to help build the tofu shop. Her dad was a retired steam fitter or plumber, and he helped a lot. In addition to the group from Montana, many people from the large surrounding Maraji community who had specialized skills helped the name company to get started—free of charge. A man with framing and dry-wall skills built a storage room for the soybeans, which the company ordered by the tractor-trailer load. A plumber built a water chilling system to accept the hot tofu. An engineer helped to develop the cooking system. An auger pump, usually used for maraschino cherries, was used to pump the delicate curds. Dick found many used 200-gallon dairy tanks in south Florida; they were used for curdling the tofu. Some of these skilled people were also working in Miami to prepare a Boeing-707 at the airport for Maraji. In those day, Guru Maraji and his family spent a lot of time in Miami; many of disciples lived in Miami in ashrams.

Shortly after Swan Gardens started making tofu in Miami, Tree of Life began to distribute their tofu; this was a major breakthrough. Swan had a large vacuum packaging machine and they packed much tofu under the attractive Tree of Life label.

A man named Jim Emmerson (who was probably in his mid-60s at the time) worked very closely with Swan Gardens as a financial and business advisor; he had a great deal of experience running businesses and served as a chief financial officer (CFO) for other organizations. Guru Maraji was very active in the Miami area, and very big events were hosted in his honor. At such events, Swan Gardens would often provide bulk tofu for the vegetarian meals.

Swan Gardens had its tofu distributed as far north as Washington, DC, through Tree of Life, and into the Midwest to Rainstar (Columbus, Ohio). Some of their tofu was even distributed to the Caribbean—probably to the Virgin Islands or the Bahamas. Dick used to say that the company became the largest soyfoods manufacturer in the southeastern USA at the time.

While in Miami, Swan Gardens had a problem, which lasted for about one year, with yellow spots appearing on their tofu. At one point about one-third of their tofu was being returned because of yellow spots on the surface; nobody wanted to buy it. It was borderline disaster. Tests showed that it was caused by a harmless bacterium and the tofu makers came to believe that the bacteria came in on the soybeans.

For the first few years the company struggled to break even or turn a profit. Dick and Joci had a house and earned a salary. The employees either lived with them or in another group house / ashram. Everyone lived simply and worked extremely hard—usually 7 days a week. At the end of each day, the workers had to clean the plant, pipes, etc.

In 1980 Swan Gardens rode out the nearby violent riots in Miami caused when police shot an unarmed black man on the back of a motorcycle.

During December 1985 and Jan. 1986 Swan Gardens launched Soya Kaas, a meltable cheese alternative that contained both tofu and casein (a protein from cow's milk). They developed and manufactured the product in Georgia. Shortly after the product was launched they established Soya Kaas, Inc. as a subsidiary of Swan Gardens Inc.

By Jan. 1986 Swan Gardens had moved from Florida to Georgia, settling in Decatur, a suburb of Atlanta. There are various theories about why Swan Gardens left Miami. Jim Emmerson had a piece of property in or near Decatur; that may have been an attraction, but they would have had to build a new factory. Soya Kaas was Dick and Joci's most important and valuable product.

Gradually Swan Gardens became profitable; Dick and Joci kept the financial records. Dick and Joci are truly remarkable people, admired or even revered by most who worked with them at Swan Gardens. But they are also "fiercely private people and quite strong willed. It was a waste of time to argue with Joci; she knew she was right, and she ran the show. It was sort of a brown-shirt mentality. Everyone had to work hard and toe the line for the greater spiritual cause."

At some point Dick and Jocelyn sold Swan Gardens and Soya Kaas. They probably gave a generous portion of the profits to Guru Maraji.

Maraji now does satellite broadcasts twice a week which appear on regular television such as Dish Network. He is also actively traveling and teaching worldwide. He often flies a large jet, which he leases.

2654. Eden Foods, Inc. 2001. The history of Eden Foods. Clinton, Michigan. 3 p. Unpublished typescript. Undated.

• **Summary:** This chronology (1967-2001) begins as follows: "1967—Michael Potter and a small group of students on the Univ. of Michigan campus, begin making collective, small orders of natural foods from two of the largest wholesalers at the time.

"1968—Eden Foods Co-op is established in Ann Arbor, Michigan.

"1970—Eden Foods begins food processing, opening a bakery, cafeteria, and the 'Turtle Island' restaurant in Ann Arbor."

Note 1. The early entries in this chronology are deceptive and inaccurate. They make it appear as though Michael Potter founded Eden Foods since his is the only name mentioned in the chronology and since his name is mentioned just before the business was established. In fact, Potter did not join Eden Foods until Oct. 1971—a fact that is omitted in the chronology.

Note 2. Eden Foods was established in Nov. 1969—not in 1968. All of the founders (Bill Bolduc, Tim Redmond, etc.)

and early publications agree on that date.

Note 3. The names of the founders of Eden Foods are, unfortunately, omitted from this chronology. To continue:

"1972—Eden Foods begins to wholesale natural foods from the basement of its retail facility and the Eden trucks deliver to retail outlets.

"1973—Eden Foods begins directly importing the finest traditional foods from Japan and China, becoming a major distributor in the natural foods business.

"1975—Eden Foods drafts the first American standards for 'field to shelf' organic food production.

"1977—Eden Foods produces the first Eden Organic Whole Grain Pasta made by the Schmidt Noodle Co., which later became the Eden Organic Pasta Co. in Detroit, Michigan.

"1978—Eden Foods warehouse was completely destroyed by fire. Retail store, cafeteria and restaurant are sold. Eden finds another building and reestablishes warehouse operations. Out of 100 employees, 23 remain and Eden starts over.

"1980—Eden Foods moves from Ann Arbor to the village of Clinton, Michigan.

"1982—Eden begins kosher, circle K, food certification with Organized Kashruth Laboratories.

"1983—North America's 1st soy milk Edensoy is introduced." In fact, Miller's Soyalac Soya Milk had been made since 1940 in Mt. Vernon, Ohio, by International Nutrition Laboratory, founded by Dr. Harry Miller. It was on the market and sold well nationwide for more than 40 years.

The later entries are interesting and probably accurate:

"1985—Eden Foods founds an affiliate company, American Soy Products, in Saline, Michigan, to make Edensoy in the USA.

"1986—Eden opens a warehouse in San Francisco, California.

"1987—Eden partners with the Hirzel family of Ohio to grow organic tomatoes, chilies & cabbage for Eden sauerkraut.

"1989—Eden Organic Pasta Company becomes the first third party certified organic pasta facility in America.

"1991—The first Eden organic beans are canned in Eaton, Indiana.

"1993—Eden expands its facilities in Clinton, Michigan. Eden first questions organic integrity under USDA/NOSB. Eden adopts a policy requiring affidavits from growers and suppliers guaranteeing that their food is GEO-free.

"1994—Eden contracts with a cooperative of family orchards to secure organic tree fruit.

"1997—Eden sponsors the first whole foods cooking show, 'Christina Cooks' nationally, on PBS.

"1998—Eden introduces its first Biodynamic food, Whole Grain Rye Spirals and celebrates its 30th anniversary.

"1999—Eden expands its warehouse facility for the eighth time.

“2000–AIB Certification, New Eden web site is launched and Edensoy Light is introduced.

“2001–Eden purchases Sobaya, the Canadian producer of Eden Organic Traditional Japanese Pasta. Eden receives the prestigious ‘Socially Responsible Business Award’ for exemplary business practices. Over 400 vegetarian recipes are posted to Eden’s renewed web site, along with detailed historical information, nutritional information and manufacturing descriptions for all of Eden’s products.” Address: 701 Tecumseh Rd., Clinton, Michigan 49236. Phone: 517-456-7424.

2655. Source Family (The). 2001? The Source: Source restaurant “recipes” & Source family. Los Angeles, California. 157 + [20] p. Undated. Illust. No index. 22 cm.
 • **Summary:** This photocopied, comb-bound book was made for Jim Baker’s Source Family / community, and was never sold in bookstores. It is undated and with no copyright page. Most of the pages are numbered, but about 20 (here and there, often containing photos) are not; they were apparently inserted at the last minute. Contents: 1. The Source recipes (p. 1-17) and other family favorites (p. 18-48). 2. Alternative lifestyle choices, for the well being of body, mind and soul (p. 49-93). 3. Father / Yahowha and The Source Family: Truth behind the legends, an epic and never-ending saga (p. 94-157). All photos are courtesy of “the Source Archives.” This book emphasizes on the importance of food, community, and a teacher in spiritual practice.

On the back cover (and on p. v) is a color photo of The Source restaurant taken from across the street, above the following text: “Jim Baker opened The ‘Source Restaurant’ in 1969, on Sunset Blvd. One of the country’s first health food restaurants. Jim’s ‘Spiritual Family’ grew from those who worked at the Source and soon became ‘The Brotherhood of the Source’ and later ‘The Source Family,’ living communally in the Hollywood Hills. We called Jim Father, then Father Yod and later Yahowha. We sold The Source in 1974 and moved to Hawaii, where Father left his body in August of 1975. The new owners recently closed the Source doors after 31 years, bringing a Hollywood legend and tradition to an end. We are printing the ‘Source Recipes’ in honor of our ‘Earthly Spiritual Father’ and The Family that was created.”

In Section 1, recipes used at The Source restaurant include: Hi protein cereal (ground fresh from whole grains and seeds not cooked–like muesli, the raw breakfast cereal). The Source dressing (a version was later sold as Cardini Lemon Herb). Ice cream. Cheese cakes. Source special. Guacamole. Vegetable salads. Entrees: Too much crunch. Magic mushroom.

Section 2 discusses: Fish (recipes for ahi / tuna and salmon). Refined foods to avoid. Good foods (brown rice, miso, tofu, nuts, sesame seeds; p. 57-58). Fasting, enemas and elimination diets (p. 65-66). Tofu (p. 74-75). Miso (p.

75-77). Raw foods.

Section 3, the life story of Jim Baker (1922-1975), mentions: His mother, Cora. The Tarzan audition in Los Angeles. Dora Baker (of France), his second wife. His birth on July 4 in Ohio, parents, childhood, great-grandfather, growth of interest in natural healing and foods, Paul Bragg, weight training and competitive sports, University of Chicago (Illinois), graduation from Swedish School of Massage in Chicago, first big job at the Wright plant, married the boss’s daughter Margaret; they had a daughter named Peggy, opened Bakers Gym, joined the Marines in World War II, received Medal of Gallantry and Silver Star, ardent archer and champion swimmer, heavyweight wrestler, and judo expert, etc. Lived in Topanga Canyon and became a Vedantic Monk, met Elaine Baker and they were married, part of Nature Boys which lead into the Hippie movement (Jack LaLanne, Gypsy Boots). Elaine and Jim had three sons and opened two famous restaurants on Sunset Blvd. They were divorced and he married Dora, a French girl who was with him at The Old World. Dora started The Source with Jim. “He finally found His Spiritual Father in a very powerful and famous Yogi Bhajan from the East who was living and teaching in L.A. Jim became a Sikh... Jim then married Robin, who was 20 and he was 47. She supported him on all levels and was a devoted wife. Slowly the small group of people who were working at the Source started to become more of a communal and family energy. Jim went to India with the Yogi and while there realized “Neither Hindu or Sikh shall I be, for my soul is universal and free!”... Jim came back to L.A. and started to teach meditation and spiritual knowledge at the restaurant on Sundays. He became known as Father. “Most of us were living in vans or other rentals but wanted to live more communally. The Mother House was rented and this was the beginning of the Source Family. Father and Robin / Ahom lived above the Source, while the family lived at our mansion on Inverness St. (p. 98-99).

2656. Eden Foods. 2002. New Edensoy 6 pack: Customer friendly velocity and cash flow (Ad). *Natural Foods Merchandiser*. Jan. p. 26.

• **Summary:** This 8½ by 11 inch color ad shows 6-packs of various types of Edensoy. The outside packaging is new. “There is no finer soymilk.”

2657. *Soybean Digest*. 2002. Healthy growth in soyfoods. Mid-Feb. p. 34-35.

• **Summary:** This article is part of a special pull-out insert on “New Uses.” Notes that soyfoods have reached a new level of acceptance during the past year with the purchase of Kashi Co. (a natural cereal manufacturer) by the Kellogg Co. Kashi already made lines of soy-enriched cereal and the company recently expanded its line to include GoLean soy-based diet drinks and cereals. Founded in 1984 by Philip and

Gayle Tauber, Kashi grew by more than 100% during the fiscal year before Kellogg's purchase—for an estimated \$30 to \$50 million. In the year 2000 Kashi had sales of about \$25 million, compared with \$7 billion for Kellogg. But Kellogg sees a continuing trend toward healthier eating.

Color photos show: (1) Packages of Kashi GoLean and Westsoy Soy Smoothie. (2) Various unpackaged soy products including textured soy protein, soymilk, silken tofu, edamamé, soy cheese, soy hot dogs, breaded soy cutlets, and soy powder. (3) Tortillas filled with cooked whole soybeans and trimmings, a package of Soy Fusion (Berry), and a soy burger between buns. (4) Cover of the 2001 Soyfoods Guide.

2658. Source Foundation. 2002. The Source Foundation: Founded by the children of Yahowah (Website printout—complete). www.yahowah.org Retrieved March 25, 2004.

• **Summary:** Page 1 shows a large photo of YaHoWha (formerly Jim Baker of Los Angeles). Page 2 states: “Love and wisdom: The Source. Jim Baker / Ya Ho Wha and ‘The Source Family.’ Our aim—To purify the body, Elevate the mind, Refine the emotions, and liberate the soul. So that we may be of service to humanity.” “The Source Family was founded by Ya Ho Wha, in 1971. Ya Ho Wha was a man who was born James E. Baker and—after an exhaustive lifelong search—attained God consciousness, while still in his earthly body. This is an overview of the story of Jim Baker—and his evolution into Father Yod and then Ya Ho Wha—and his spiritual Family, The Source Family, who knew him as ‘Father.’ There were about 100 of us who stayed with him constantly, for the last 5 years of his life.

“Several Family Members are working together to publish a more detailed version of this story.

James Edward Baker was born on July 4th, 1922. His father, Jim Baker, left his mother when Jim was about 6 months old. Jim Baker spent the rest of his extraordinary and eventful life Searching for his Father—or at least a ‘Father Figure.’”

“Jim quit high school and traveled the vast, young, vibrant West, while working for The Civilian Conservation Corps” [CCC] during the Great Depression. “He returned to Cincinnati [Ohio] to finish high school and became a swimming champion and the State archery champion.

“In 1945 he returned from the South Pacific, a national hero... a Marine Raider... the most highly decorated Marine of World War II.

“In 1949, he defeated the World Heavyweight Judo Champion in 17 seconds flat! Then he became a champion heavyweight wrestler. In 1950, he produced the Mr. America Contest.

“In 1951 he moved to Hollywood to try out for the role of the first ‘Tarzan of the Apes’ ... Then he began to more seriously pursue his spiritual quest and—in 1951—He became a Vedantic Monk. He joined a Los Angeles group of ‘Health Nuts’ called the ‘Nature Boys.’ They were muscular,

handsome, healthy young men who exemplified the new ‘Natural Lifestyle,’ and explored various ways of eating and living according to Nature’s laws.”

“In 1957, he founded The Aware Inn, our nation’s first Health Food Restaurant. In 1969 he founded the Source Restaurant on Sunset Boulevard in Hollywood—based on an ancient spiritual truth, including ‘The Aquarian Gospel of Jesus Christ.’ He initially served only uncooked foods and it became the most profitable restaurant in the Country for its size.

“He met Yogi Bhanjan, and became one of his most devoted students. He saw the Yogi as his Spiritual Father and as God, but the Yogi did not want that responsibility.

“In 1971 he went to India... He published his teachings in a book called ‘Liberation’ and gave the book freely.”

In 1975 he died in a hang-glider accident.

2659. Redmond, Tim. 2002. Bill Bolduc, founder of Eden Foods and natural foods pioneer, died in March 2001 in Southern California (Interview). *SoyaScan Notes*. March 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bill died of a ruptured aorta. He was living alone in an apartment and was found by a friend. He leaves two adult sons. Tim had dinner with him at the Anaheim trade show shortly before he died. Address: Vice President of Marketing and Sales, American Soy Products, Inc., 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2660. Hain Celestial Group. 2002. Soy many ways to profit! Great-tasting new products (Ad). *Natural Foods Merchandiser*. March. p. 79.

• **Summary:** This half page color ad shows a lovely lady holding three new Westsoy soymilk products: Smart Lite, Plus, and Low Fat. Each has a heart healthy claim on the front panel. Address: 58 South Service Road, Melville, New York 11747. Phone: 631-730-2200.

2661. Roseboro, Ken. 2002. FDA warns natural foods companies about non-GMO labels. *Natural Foods Merchandiser*. March. p. 26, 30.

• **Summary:** Last November the U.S. Food and Drug Administration (FDA) sent letters (which it said were not “warning letters”) to six companies “expressing concerns about labels that advertise products as not containing genetically engineered (GE) ingredients.” The six manufacturers disagreed with FDA’s complaints, saying they restrict labeling and are a disservice to American consumers. However, not wanting to engage in a legal battle with the FDA, they now say they will change their labels. The FDA objected to three things: (1) Some labels implied the products were superior because they did not contain GE ingredients. (2) Use of the term “genetically modified organisms” noting that must cultivated crops have been genetically modified

through the use of traditional breeding techniques other than biotechnology, and that most foods do not contain organisms. (3) The widespread use of acronyms such as “Non-GMO” or “Non-GE” or “GMO-free.” FDA claimed its research shows that consumers prefer label statements with the words spelled out, such as “biotechnology” or “genetically engineered.”

FDA’s letters apparently resulted from a letter sent to the agency last year by the Center for Science in the Public Interest (CSPI), a consumer advocacy group based in Washington, DC. Yet Joseph Mendelsohn, legal director of CSPI, believes the companies should disagree with the FDA and should provide consumers with label information they want. He compares the present situation with what happened in 1994 when “rBGH-free” labels appeared on dairy products after Monsanto launched genetically engineered bovine growth hormone.

A spokesperson for Hain Celestial says that they believe in consumers’ right to know what is in a product and will label accordingly. Address: Publisher, The Non-GMO Source, Fairfield, Iowa.

2662. Product Name: Simple Snacks: Soy Snappers [Cinnamon & Raisin, Caramel, Zesty Ranch, Lightly Salted, Garlic & Chives, White Cheddar], and Potato Poppers [Sour Cream & Chives, Lightly Salted, White Cheddar].

Manufacturer’s Name: Wessanen USA (Marketer-Distributor).

Manufacturer’s Address: St. Augustine, Florida.

Date of Introduction: 2002 March.

Ingredients: Soy Snappers, Caramel: Low fat soy flour, rice pieces, sunflower oil, dehydrated cane juice, spices, natural flavors, sea salt.

Wt/Vol., Packaging, Price: 3.5 oz. bag.

How Stored: Shelf stable.

New Product–Documentation: Leaflet (front and back, 8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2002. March. “Simple snacks.” On the top half of the front are the fronts of each of the packages. On the rear are nutrition facts and ingredients for each product. These round snacks appear to be extruded.

2663. Redmond, Tim. 2002. Recollections of Boston and macrobiotics (Interview). *SoyaScan Notes*. April 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In the fall of 1970 Tim moved to Boston and lived in one of the macrobiotic study houses run by Bill Tara. He went back to Michigan, where he and Bill Bolduc finished building the first Eden store in Ann Arbor. Address: Vice President of Marketing and Sales, American Soy Products, Inc., 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2664. Krueger, Carol Ann. 2002. Re: History of work with

soyfoods, 1982-2004. Letter to William Shurtleff at Soyfoods Center, April 4. 5 p. + 2 menus. Handwritten, with signature.

• **Summary:** 1982–After Carol Ann and Timothy Huang were divorced, Carol Ann lived in Arizona with her kids and started making jewelry. She was director of the Graham County Food Buying Club, grew a huge organic garden, and began traveling to craft fairs, Grateful Dead shows, and festivals where she sold her jewelry. Dealing with rheumatoid arthritis put her on the path of natural healing and interest in diet and nutrition. She found that stress, overwork, lack of sleep, lack of water, lack of green leafy vegetables, and a poor, non-organic diet all made her arthritis worse (it flared up), while their opposite made it better. From 1982 to 1989 she lived on a ranch in Pima, Arizona. In 1982 she met and married Richard Sansom.

1989–Carol Ann and Richard are divorced; she moved to Boulder Creek, California, where she lived for the next 4 years.

1990 June–She met her third life partner, Wild Bill, at the Health and Harmony Festival. He was part of the original Renaissance Festival in Northern California, and he played for a belly dance troupe. They began to co-create the Casbah Tea House. He had created a Bedouin-style tent–40 by 32 feet; he would set it up and serve tea, coffee, and treats. Musicians would play and belly-dancers perform. Carol, who now had a long history of feeding people, began to add more food. Soon they became a traveling tea house on the summer festival circuit, serving an organic vegetarian menu based on the foods she had been involved with for the past 20 years. They served a Middle East type menu–hummus, tabouli, pita sandwiches, Greek salads, etc.–which were very refreshing at a hot festival. However many regular meat-eating Americans couldn’t relate to the food. So they added tempeh burgers, vegetarian chili and chili cheese soup, veggie dogs, organic french fries, and tempeh fries–which could serve a wider array of people. Carol bought her basic foods in bulk (e.g., 24 pounds of tempeh) from Mountain People’s Warehouse, a natural foods distributor.

1995–They rented a building on 4th Avenue in the university district of Tucson. They put their crafts/imports into a shop in front called the Creative Spirit Gallery. In the back they developed the tea house concept. Over the past six years they have become a full service restaurant with evening entertainment of music and belly dance. “It is a beautiful international scene that embraces many cultures from around the world. It is decorated with low hand carved chairs from Afghanistan, brass trays from India, a bronze gong and carved wooden statues from Bali, and carpets from Persia. The tea house comes into fruition during the International Gem and Mineral Show when Buddhist, Muslim, Hindu, Christian, and pagan people from around the world come together and be at peace drinking tea and sharing a meal... It is a vision of the beauty and diversity of this world in its fullness.”

1997—Carol and Bill split up. He went into retirement and she had a new tent made from hemp fabric and ropes. She continued to travel with the Casbah Tea House on the festival circuit each summer, serving a menu based largely on soy.

1999—The hand-written Casbah Tea House Festival Menu includes Middle Eastern favorites plus: Veggie Dog, Veggie Chili Cheese Dog, Vegetarian Chili, Tempeh (Soy) Burgers, and Tempeh Reuben.

2001 Feb.—The typeset Casbah Teahouse Tour Menu includes some new Middle Eastern favorites plus: Tofu Veggie Stir Fry, Vegetarian Chili, Tempeh Pita, and three types of soy burgers served with blue corn chips and a dill pickle: Tempeh Burger, Tempeh Cheese Burger, and Tempeh Reuben Burger. Veggie Hot Dogs (made from soy and seitan). Veggie Chili Cheese Dogs, and Tempeh Fries. A color photo (8 by 4½ inches) shows the colorful Casbah Tea House tent outdoors at the 2001 Seattle Hemp Fest (Washington state).

2002 spring—Carol Ann expanded, moving the gallery down the street to 549 N. 4th Ave., where it has three times as much space—the fullness to be a real store. The teahouse is now expanding into being a deli, bakery, and cafe in the front of the building. They make a lot of desserts that are vegan and sugar free, using tofu in their frostings. “We struggle with being a commercial operation trying to survive and holding to our values of providing as much organic high quality ingredients as we can.

“All three of my kids are now grown up, ages 21, 23, and 25. Emma attends the University of Arizona in the art department; she is our main baker and cake decorator. Eva is attending Pima College in graphic computer arts and is our main cook. Ethan is a part-time cook. Today I walked in here and there were nine gorgeous girls running around. They’re all in their 20s, all vivacious and healthy and beautiful. Emma’s assistant in the bakery is Rebecca, who is making tofu cheesecakes; her parents worked with us at Yellow Bean in Detroit, Michigan, when Rebecca was 5 years old. It’s pretty neat how everything has come around.

“We are developing are wholesale aspect slowly, providing the co-op with packaged food items that we make. We’ll see how it all evolves. What a long strange trip its been. One love.” Address: 438 South Star Ave., Tucson, Arizona 85719. Phone: 520-740-0393.

2665. Smith, Patricia J. 2002. Macrobiotic Company of America (MCOA, Asheville, North Carolina) is no longer in business. Bruce Macdonald is importing all of Mitoku’s products to the USA (Interview). *SoyaScan Notes*. April 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Patricia has heard from reliable sources that after MCOA ceased its operations, Norio Kushi left the company. Bruce Macdonald and his daughter, Crystal, both live in Asheville and run Bruce’s company.

Patricia recently visited South River Miso Company where she visited with Christian Elwell, Robin Cole, Megan Calogeras, and Charles Kendall—who is still making natto, amazake, and mochi. Address: Radical Food, P.O. Box 952, Mill Valley, California 94942-0952.

2666. Ferrier, Grant; Lewandowski, Joseph P. 2002. No end seen to soy sales trend. *Natural Foods Merchandiser*. April. p. 24, 26.

• **Summary:** This article is about soy milk in the USA. The highly publicized endorsement of soy protein in late 1999 by the U.S. Food and Drug Administration (FDA) got the attention of consumers. Market studies have shown phenomenal growth in the soy milk market in both natural products stores and in traditional supermarkets.

Reasons to expect this trend will continue: (1) More than half of the U.S. population has never tasted soymilk. (2) Soy milk consumption is still less than 1% of all milk consumption. (3) Consumer demand for organic foods is growing and the leading brands of soy milk are made with organic soybeans. (4) Lactose intolerance extends across all ethnic groups and appears to increase with age. The percentages of people older than 40 who are lactose intolerant are: African-Americans 70%; Asians 70%; Hispanics 60%; Caucasians 40%. (4) As women grow older, they will be buying more products, such as soy milk, to help them deal with both osteoporosis and menopause. (5) Environmental consciousness is growing and plant proteins are seen as having a small environmental footprint than animal proteins.

Growth rates for various soy products:

Nutrition bars 37%

Soy milk 34%

Cheese alternatives 27%

Food supplements 20%

Meat alternatives

Tofu 3%.

Six soymilk brands account for 80% of sales:

White Wave 21%

Hain Celestial Group / Westbrae 13%

Eden Foods Inc. 11%

Imagine Foods Inc. 10%

Vitasoy USA Inc. 10%.

Pacific Foods 8%

30-40 others 18%

Private label 10%.

Grocery chain growth is built on refrigerated soymilk brands; 63% is refrigerated and 37% is shelf stable. In natural products stores, 38% is refrigerated and 62% is shelf stable.

Top ten soy milk brands in natural products stores: 1. Silk. 2. Westbrae. 3. Edensoy. 4. Vitasoy. 5. Imagine. 6. Pacific. 7. Wildwood. 8. Better Than Milk (Fuller Life Inc.). 9. Odwalla (Coca-Cola). 10. Zen Don.

2667. Golbitz, Peter. 2002. Demand, availability drive new growth in soyfoods market. *Soy Connection (The) (Jefferson City, Missouri–United Soybean Board)* 10(1):1, 6. Spring. [4 ref]

• **Summary:** “The market for soyfood products in the U.S. has experienced strong and steady growth during the past 20 years as food processors and marketers have met consumers’ demands for healthy, tasty and convenient food products.

“More recently, however, we have begun to see a shift in purchasing habits, which indicates that mainstream shoppers buying soyfoods in conventional supermarkets will more likely drive current and future growth.

“Specialty Food Turns Mainstream: Once considered to be primarily health food items, soyfoods have progressively moved from small natural food stores to specialty food status, and now, to elevation as a mainstream food product.

“A wide array of products are currently available in supermarkets and are being marketed by some of America’s largest food companies such as Kraft, Kellogg, ConAgra, General Mills, Heinz, Unilever and Dean Foods. These names join well-established soyfood companies such as White Wave, Nasoya, Eden Foods, Vitasoy, Westbrae, LightLife, Yves, Worthington and Boca Burger, in bringing the message of soy to the masses.

“Sales data from a recent report ‘Soyfoods: U.S. Market 2001’ show that the category as a whole during the year 2000 grew by 21.1 percent to reach \$2.77 billion and that sales should grow by 15-25 percent for the year 2001 (1). According to an earlier study, since 1995, dollar volume has grown 250 percent for the category, hitting double-digit increases in each year (2).

“A recent study, produced by Soyatech, Inc. in conjunction with SPINS, reported that the five top selling categories were meal replacement beverages and powders, followed by energy bars, soymilk beverages, meat alternatives and tofu. In total, these products accounted for 86.5 percent of total soyfood sales. But within these categories and among the distribution channels, both subtle and dramatic shifts are becoming apparent.

“For example, data in the report showed that shoppers are now buying more soyfood products within supermarket and other mass-market outlets than in any other outlet, with sales growth of over 30 percent in 2000. As well, within mass-market outlets, some soyfood categories like refrigerated soymilk, are seeing triple digit growth rates, as new consumers seek out healthy food alternatives, while older, well established brands within the more traditional natural food channels are seeing slow and even decreasing sales.

“Mainstream consumer interest is evident in consumer studies related to soyfood awareness and shopping habits. In the most recent study published by the United Soybean Board (USB), ‘Consumer Attitudes About Nutrition:

National Report 2001-2002,’ the percentage of Americans that consume soyfoods weekly increased to 27 percent in 2001, up from 24 percent in 1999 (3). Similar findings were reported in the 2001 HealthFocus, Inc. study titled ‘Soyfood Shoppers 2001: Who They are, Why They Buy.’ That study reported that 29 percent of shoppers used soy products regularly in the year 2000, up from 24 percent in 1996 and 26 percent in 1998 (4).

“Some of this increase in consumption can be attributed to a heightened awareness of the health benefits of consuming soyfoods since the FDA approved a health claim for soy protein in 1999. According to the USB study, in 1999, only 28 percent of consumers said that they were aware of specific health benefits related to consumption of soy protein, while in 2001, 39 percent of consumers indicated that they were aware that soy may reduce the risk of heart disease by lowering cholesterol levels. Similar findings were reported in the HealthFocus study as well, with 38 percent of consumers indicating their use of soyfoods to help reduce their risk, of disease in the year 2000, up from 26 percent in 1996.

“New Product Positioning Yields Fresh Sales: The strong growth in soyfood sales is being supported by greater distribution of products within mass-market outlets by some of America’s leading packaged goods companies. In addition, more familiar packaging and product presentation has helped to reduce the barrier to trial usage by first time consumers—case in point, refrigerated soymilk.

“After being positioned in the refrigerated dairy case next to dairy milk products, refrigerated soymilk sales grew more than 500 percent in 2000 and shot past sales of shelf-stable, aseptically packaged products in mass-market outlets, according to the Soyatech/SPINS study.

“The Soyatech/SPINS study also reported that other soy product categories that were experiencing strong growth were soy-enhanced energy bars, which grew at 36.9 percent in 2000, soy-based cereals, meat alternatives and other soy-based dairy alternatives.

“The market for soyfood products should continue to show strong growth over the next few years based on increased consumer awareness of the health benefits of soy and a greater selection of good tasting and convenient soyfood products available in mainstream supermarkets.

“About the Author: Peter Golbitz is the president of Soyatech, Inc., a publishing and consulting firm that publishes the annual industry directory, ‘Soya & Oilseed Bluebook.’ In addition, Soyatech publishes a quarterly newsletter, ‘Bluebook Update,’ and maintains a leading soybean-related website on the Internet, Soyatech.com.

“Mr. Golbitz presently serves on the board of directors of the Soyfoods Association of North America, a trade group representing soyfoods manufacturers and marketers. He is the chairman of the association’s standards committee and was integral in the development of processing standards for

both tofu and for soymilk in the U.S.

“References:

“(1) Soyfoods: The U.S. Market 2001; A SPINS/Soyatech Study in Association with Arthur D. Little, published September 2001.

“(2) The U.S. Soyfoods Market; A Multi-Client Study Conducted by Soyatech and SJH & Co., published August 1999.

“(3) Consumer Attitudes About Nutrition: National Report 2001-2002, United Soybean Board.

“(4) Soyfoods Shoppers 2001: Who They Are, Why They Buy; HealthFocus, Inc., published 2001.” Address: President, Soyatech, Inc.

2668. Demos, Steve. 2002. White Wave’s 25th anniversary: How Steve sold White Wave to Dean Foods for \$189 million (Interview). *SoyaScan Notes*. June 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Steve is at the farm. White Wave’s 25th anniversary is coming up in September. At Goldman-Sachs Steve has given his presentation on Jack and the Beanstalk: A modern day fairy tale. “Depending on who I’m talking to, I bring ‘Right Livelihood’ into it. ‘Right Livelihood,’ to me, is at the root if it, but we don’t always talk about it because we’re not going to use that as the reason for the success in the business model. The business model has to be successful because it is a good business model, its based in Right Livelihood, but I don’t want to become the Right Livelihood company, I want to become the business model that was very successful because it was based on Right Livelihood.”

“Dean Foods is making a commitment to entering the branded foods business. And they’ve also chosen the healthy benefits foods to be part of that. This was somewhat of the introduction of the investment they had made, by me just giving the ‘street’ (Wall Street), so to speak, an update on the soy industry and White Wave.” Dean Foods has owned brands before, but they have all been relatively small and No. 2 or 3 in their category. Dean Foods has about \$250 million a year in cash flow. This money is looking for a home. They need to invest their stockholder’s money or give it back to them. Dean Foods is saying, hey, the way to use the money here is to invest in these value-added, branded foods. Where is the most growth coming from? The legitimate, natural, nutraceutical, healthy benefits, organic type of foods. We ring every one of those bells.

“Our business model is a series of very conscious choices going all the way back to the product itself. It’s good for me, good for you, good for everybody who touches it. Right Livelihood is values-based business, or principal-based business.

“We ultimately gave away 10% of the company back to the employees. But we did it in two different ways. Round one came a few months ago; when we saw that this was very likely to occur, we awarded stock options (at the

lowest possible price) back to the employees based on job responsibility and contribution to growth. That was 5% of the company. Everybody made 3-5 times what the price was of the option was. Nobody turned it down because it was absolutely free money. The option was something like \$10 and the stock sold for \$130; who is going to turn that down? The second round came from the five largest stock holders based only on years one had worked for the company. We have talked about this before so there is no need to go over it again.”

Looking back over the past 25 years, what are the things that have been most important to White Wave success? “One is innovation. The willingness to constantly try until you find something that works. If you look at the number of attempts versus the number of successes, clearly we are in our own one in a hundred, or even five hundred. We’ve introduced a lot more failures over the years than we have Silks. In the process, by innovation, we taught ourselves key things. Now, I could tell you how to make a soy product in any factory, virtually for any type of soyfood, from burgers to ice creams, from fermented to curdled. That gives us a different perspective, and it gives us insights into how soy is going to get into the mainstream diet. All that experience and all that time we have come to understand how it is accepted, what is accepted, what they are looking for. In this industry, I think this is somewhat unparalleled. We’ve tried everything but miso.

Second, we made a business model that was highly profitable and we proved it by investing in all the right stuff. We made all the right decisions for this business model so that we could prove that we could finance growth on our own, without a bank. And over the past several years, since we initially took on Dean’s money, we haven’t received anything else, and yet we’ve probably tripled in size—and the numbers were quite large.”

When do you think that business model was first clear in your head? “It was at least 5 years ago I saw the three levels of profit that are associated with the soymilk business: Extraction, packaging, and distribution. All are money-makers but two of those are owned by the dairies. So my whole business model was: Use the infrastructure that existed, because the dairies had it all in place, and basically tell them you’d pay them more than they were currently making from their normal cow juice stuff. Once we sat that that was, in fact, true, then we started getting more and more interest on our side in going to a vertical business model, because the profits that were present with packaging and distribution were so much bigger than manufacturing the extract. We’re about to start that with Dean Foods; the next step is proving this business model. In the past, White Wave has not been packaging; we have only been extracting. But we got control of how we distributed the extract by where we located the extract. It’s funny. You can pay Mother Nature to distribute for you—in other words use the water where you

find it and need it—or you can pay truckers to distribute if you happen to ship a heavy water product all over the U.S. So we located our extraction systems located in different parts of the U.S.—more efficient for where Silk was being packaged. And then we bought our own extraction. We have not put in our own processing / formulation, which is one more profit level that we haven't even seen yet, and we're already a very handsome business model. White Wave presently has two different extraction locations, but the company draws off of four. We have an arrangement with another company [such as Sunrich] to supply us. White Wave makes about 50% of the Silk sold and the other company also makes 50%. White Wave does not necessarily want control of 100%; there are headaches that come with that. It is expensive to build a soymilk extraction facility. We are focusing our money on ramping up sales.

Anything else? “Over the past 25 years White Wave has stayed true to our principals—but those are things I take for granted. Some people seem to think that those are great achievements. I think they are normal, which is why I don't mention them. How else would I do it? But it's apparent that there are not a lot of people who walk their talk—at all; it's unfortunate. So, even through some very difficult times, we did not compromise our morals or ethics in running the business. We probably compromised our personal well beings [overwork, stress], which is not all that good. But hopefully, we'll be making up for that.

What was it like when White Wave began operations in 1977? Natural foods were bulk only. Organic was known, but there was no differentiation between organic and natural because nobody had yet deceived the public with a fake product. I had started a natural foods store in Pennsylvania based on no packaging, all bulk. So natural foods was a lifestyle but had not been compromised by business yet. There were not a lot of natural foods stores in the U.S. in 1977 and they were mostly co-ops. The big natural foods stores came a few years later. The chains and supermarkets (such as Whole Foods and Wild Oats) came 10-15 years later.”

Organically grown? “We used to go to Walnut Acres, one of the original organic meccas, to buy all our flours and grains for my natural food store named Touch the Earth in Pennsylvania. I have a clear memory of the bottom third of the bag being dirt. It was organic all-right. We always knew that we had to watch for stones and dirt in anything sold as organic. God knows why!

Soyfoods? “I don't think the word had been invented or was well known. ‘Tofu’ as a word was starting to be known, partly because of what you were doing at that time. My first experience of making tofu came through the Seventh-day Adventists—through the Bible we used to carry around—*Ten Talents*. It had a recipe for making bean curd. Of course soy sauce was well known. In 1977 there was no category of foods called ‘soyfoods’ and there were no companies that

were soyfoods companies” (Continued). Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301.

2669. Demos, Steve. 2002. White Wave's 25th anniversary: How Steve sold White Wave to Dean Foods for \$189 million (Interview). *SoyaScan Notes*. June 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: Vegetarian? “You were either Indian (from India) or you could have been a left-over hippie from the 1960s, and then there were the Seventh-day Adventists. My father often talked about a couple of people that he was in business with that were into yoga and were vegetarians. I didn't know anybody who was not eating any animal products.

Non-dairy? “Rich Products and whipped toppings or coffee creamers were starting to come about, and maybe infant formula. I think that would be about it for non-dairy.

In the 1960s, Steve bought tofu from a store named Seeds of Life on Telegraph Avenue in Berkeley; it sold foods only in bulk—no packaging. “You weighed your food and priced it yourself. It was Utopian food shopping.”

Meat alternatives? “That would have to be Worthington Foods with fake sausage. And they certainly weren't called ‘meat alternatives.’ They were called ‘meat analogs.’”

The diet-health connection? “That idea came in in 1984 with a *Time* magazine cover story—‘And now the bad news.’ There were two fried eggs for eyes and a piece of bacon doing a downward grin. I use that in a lot of my talks. That was the beginning of the mainstream diet-health consciousness. Up until that point it was calories and calories only—which had to do with gaining weight; it was not yet about disease and diet and well being. Up until that time the cholesterol hypothesis—the theory that cholesterol caused heart disease—had not been proved. Francis Moore Lappe and *Diet for a Small Planet* arrived in the early 1970s—diet and the planet. Now we had diet and consciousness, and environment and consciousness. This whole idea that diet and health were related did not reach most Americans until the 1980s.” When Steve started making tofu he saw it as a complete food low on the food chain. It seemed to him inevitable that such foods had a bright future. “To me, it was the environmental and the moral animal-rights issues that I was focusing on, far more than I was on diet and health issues. Yet we were looking at tofu as a healthier food—no question. But it was only in the mid-1980s that Americans started to get into the disease-related part of that. Remember, our generation organized the first Earth Day in April 1970, so there was already the realization ‘Aren't we living a little too high on the hog?’ From there people began asking ‘How are we going to save the planet?’ Many of us tried to apply ourselves to this question in some individual way. Lots of us ended up working with food.”

Health benefits of soy in 1977? “Complete protein is the

only thing I can think of. And most people didn't even think that soy was a complete protein. Many people still don't know that.

"The key thing about founding White Wave in 1977 was we had no experience, no money and no access to any. And those translate to no confidence. You don't need both experience and money, just one or the other—in order to have confidence. Now, we know this market. We helped to create it. So we have a high degree of confidence in what we think about it and where we're going with it. That's a big difference. I have all the faith in the world that I know how to think; the question was what I wanted to think about. Making tofu looked like a pretty good thing to think about. So I just paid attention and learned as I went along. I also know that I had some genetic tendencies that way because of my father, Anthony.

"He was a successful entrepreneur—and still is. He started his own company semi-processing minerals and alloys when he was in his 30s. He would crush and size, and then sell that material to the welding-rod or steel industry. His company now has sales of a few hundred million dollars and has a few hundred employees. When we sold White Wave to Dean Foods he was ecstatic. He was an investor in White Wave to boot. He made double digit millions on the deal. He didn't have much faith in his son when I started in 1977, but he does now! He first invested in about 1983-84 when White Wave was in deep financial trouble. Steve's mom, Lorraine, is still alive and her support for Steve has always been strong and positive. She always believed I was an OK person, and she let me know that—like any good mother. My actions had to be honorable; it didn't matter much what they were. My father, likewise, is a man of very high integrity—he just didn't believe in what I was doing. But he started relating to me in a completely different way after we sold White Wave.

"I grew up outside of Philadelphia [Pennsylvania] near Villanova and Bryn Mawr. One brother was a surgeon, the other an attorney. In the 1970s my family basically gave up on me. The joke was: Where's Steve? Oh, he's off in India, up some tree somewhere. We paid for his education; what a waste. But he who laughs last laughs hardest. There is a certain vindication when everybody in your family is capable of retiring because of what you've done.

"I remember going to visit Azumaya (I don't recall what year), and I was very impressed at how big it was—so industrial. It looked like such big equipment. And I remember that they were hand curding and hand ladling. I thought: It will take me decades to get near the money to buy equipment like this. I tried to get money many times, but no bank would lend money to a small tofu manufacturer. White Wave got almost all its money from my family—and Pat Calhoun's folks, but to a much smaller extent. White Wave's five major shareholders are: (1) My elder brother, Jack, who is a surgeon and who carried the investment for the company.

(2) My father, Anthony. (3) Myself. (4) Pat Calhoun. (5) A man by the name of Michael Sutton—an attorney friend of ours, early in the game, who ended up investing a lot. He's the luckiest person on the planet right now. That was the only way White Wave was able to finance its growth over the years.

"The first bank loan came in about the mid- to late 1980s, and it was for equipment. At one point White Wave got an SBA (Small Business Administration) loan for several hundred thousand dollars; it ended up being a nightmare. That helped finance the expansion into two production facilities. Within the last 3 years White Wave issued industrial revenue bonds through a state & federal program and raised \$13 million. We used the money to build two Silk extraction facilities and to rebuild the tofu factory.

"When Dean Foods made its first investment of \$5 million in White Wave in Aug. 1999, all of the money was used for product placement and marketing of Silk. Half of that money went specifically to slotting allowances / fees to supermarkets. We almost never lost a slot, but in some cases we actually went back and paid twice. The rest the money was used for samples, PR (public relations) and advertising. In May 2000 we got a new PR agency that is still with us: Carmichael Lynch Spong, of Minneapolis, Minnesota. They have done a great job for us. We had already put in place all of the financing of the equipment for the capacity expansion. It's not too hard to raise money for equipment; the risk-takers can always take back the equipment and sell it."

Nine months later, having spent the initial \$5 million, White Wave went back to Dean Foods. But things had changed for the better. Sales had now risen to \$28 million. This time Dean invested \$10 million.

Did White Wave have any important firsts? "(1) We took a deep look at foods and challenged how they were being presented. We didn't stop challenging until we found a way that worked and was accepted. We put Silk soymilk in gable-top cartons like milk and put it in the dairy case. When Silk took off, it was everything we could do just to hold on. Silk now has sales of \$170 million a year; all of White Wave's other products might be \$10-15 million. (2) We flavored tempeh and tofu, and basically created the 'flavored tofu' category. (3) We were the first to do shelf sets with soyfoods. We put up 'Vegetarian Cuisine' centers in Whole Foods Markets in the San Francisco area. Ultimately we ended up organizing the entire case around vegetarian foods. (4) Use of the word 'vegetarian' boldly with our product line. It was just one more extension of our lifestyle. The Farm in Tennessee did much the same thing but on a much smaller scale. We need to get back to that idea" (Continued). Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301.

2670. Bearman, Gary. 2002. The Ya Ho Wa 13 Interview (Website printout—part). www.furious.com/perfect/

yahowah13.html Retrieved March 25.

• **Summary:** On page 1 is a photo of Yahowa (formerly Jim Baker of Los Angeles) with a long white beard and long hair seated on the front hood of a Rolls Royce. On both sides of him stand two musicians with long hair.

“Many young people were attracted to the Source Restaurant, which served fresh, delicious vegetarian food, and to the spiritual atmosphere of love, peace and wisdom that was growing there around Jim Baker and the group of young men and women who staffed the restaurant. Jim Baker really looked the part, with his grant stature and well-formed physique, his long beard and hair, penetrating blue eyes and deep resonant voice. Father lived for the family. He adored his sons and loved having the women and children protected and safe. We were totally into spirit and really enjoyed life. It was a magical time of special dispensation, where we experienced what a heaven could be like. Spirit and matter were one...”

Jim Baker was a very successful restaurateur in Hollywood, several times he was a millionaire... The vegetarian restaurant was the first of its kind on the West Coast.” He started, owned and ran The Source restaurant himself at first until the family grew. Damian was the manager. It was vegetarian because: “Sunflower: We did not feel that man has the right to kill another sentient being. There are too many chemicals in the processed meats of today that are harmful. All of the truly enlightened beings were vegetarian. Djin: We believe this was the first diet given to mankind, that it is part of the humane and ethical path of harmlessness, and that we are physically made to eat this way. We have 24 feet of intestines, unlike the carnivores of 10 feet...”

“Where was the restaurant? Djin: Sunset [Boulevard] at Sweetzer in Hollywood, on the northeast corner, between Crescent Heights and La Cienega. We were the first major health food restaurant in Los Angeles that was successful and served all local produce and raw [unpasteurized] dairy.

2671. Spencer, Marty Trayner. 2002. Natural products sales top \$34 B [billion]. *Natural Foods Merchandiser*. June. p. 1, 20, 26, 36, 42, 52, 56.

• **Summary:** On May 8 Dean Foods, a dairy and beverage giant based in Dallas, Texas, purchased the remaining 64% interest in White Wave, maker of Silk soymilk, for \$189 million.

Two days later White Wave founder Steve Demos stood before crowd in a New York City hotel ballroom (with standing room only) and delivered the message he’d been waiting nearly 30 years to pitch: “Operating a business dedicated to the principles of right livelihood and sustainable agriculture can deliver not only spiritual fulfillment, but big-time profits.”

White Wave, which has been unable to keep up with consumer demand, will use the money to expand

manufacturing and marketing.

2672. Smith, Patricia J. 2002. Bruce Macdonald has started a new company, Natural Import Company, in North Carolina (Interview). *SoyaScan Notes*. Aug. 7. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The Natural Import Company (1 Reed Street, Biltmore Village, North Carolina 28803. Phone: 1-800-324-1878). Bruce runs the company with his daughter, Crystal. They have nice retail and wholesale catalogs. He imports foods from Mitoku in Japan and from Clear Spring (owned and run by Christopher Dawson) in England. Bruce has stopped using the word “macrobiotic.”

Talk with Bruce Macdonald. 2011. March 29. His partner is now “Mr. Ishibashi, a worldwide professional negotiator. Nobody beats Ishibashi. For example, he negotiates robotics with car companies.” The recent earthquake, tsunami, and nuclear reactor disaster in Japan may really hurt Mr. Kazama’s business. “Apparently 3 containers of food from Japan (not from Mitoku) landed in Europe, and they were promptly seized and burned.” The Europeans are afraid of contamination from radiation. “If Mr. Kazama loses Europe—that is half of his business. He has three containers ready to go, but he’s very reluctant to ship them.” This could also hurt Bruce’s company, which is dependent on Mr. Kazama for his Japanese imports. “I don’t know whether I’ll have a business or not. Because of the nuclear disaster in Japan, I have sold in three weeks what I would normally sell in three months. I’ve seen hoarding of foods (miso, seaweed, umeboshi plums) in the macro community in the USA. Our business is basically out of food.”

Bruce’s daughter, Crystal, now wants to start an amazake business. Bruce is looking for information on the subject. She wants to sell it in a shelf-stable container, aim it at kids, do “Popsicles” (a Unilever trademark for an ice pop), etc. Address: Radical Food, P.O. Box 952, Mill Valley, California 94942-0952.

2673. Fonda, Daren. 2002. Organic growth. *Time*. Aug. 12.

• **Summary:** “Whole Foods has transformed the granola-and-tofu lifestyle into a ‘supernatural’ gourmet chain with delicious profits.”

2674. Dixie USA, Inc. 2002. Whole soy foods headquarters!—Official catalog & newsletter: Vol. 19. Natural foods update (Mail order catalog). Tomball, Texas. 35 p. 22 cm.

• **Summary:** The cover states: “Health food that tastes like junk food. Got soy noodles? dixiediner.com.” A color photo on the cover shows two rolls of soy lasagna drizzled with tomato sauce. This catalog is devoted to soyfoods. On p. 2 we read: “The 10 reasons you should eat soyfoods (not pills) each and every day.” Address: P.O. Box 1969, (15555

FM 2920), Tomball, Texas 77377. Phone: 1-800-233-3668 (800-Beef-Not).

2675. Imagine Foods. 2002. "This new packaging is creating quite a buzz around here" (Ad). *Natural Foods Merchandiser*. Oct.

• **Summary:** A full-page color ad. "Same great taste. Splashy new packaging. The #1 selling non-dairy beverage in natural supermarkets. Imagine Foods maintains a 30%+ share of the aseptic non-dairy beverage category. Visit us at Booth #1333 at Expo East."

Note: Does this "#1" refer to Rice Dream + Soy Dream combined?

A black-and-white photo shows an elderly bartender with the shelves behind him stocked full of color Rice Dream and Soy Dream cartons. Two large cartons are in the foreground.

Note: This is the earliest document seen (March 2020) that contains the term "natural supermarkets" (or "natural supermarket"). Address: 1245 San Carlos Ave., San Carlos, California 94070.

2676. Hain Celestial Group, Inc. (The). 2002. Annual report 2002. Melville, New York. 36 p. Nov. 28 cm.

• **Summary:** Accompanying the annual report is a "Notice of Annual Meeting of Stockholders and Proxy Statement" (33 p.). Irwin Simon, the founder and CEO, age 44, had the following annual compensation: Salary: \$520,000. Bonus: \$12,000. Other compensation: \$12,300. Stock options: 300,000 shares. Address: 58 South Service Road, Melville, New York 11747. Phone: 516-237-6200.

2677. *Natural Foods Merchandiser*. 2002. Members OK UNFI purchase. Nov. p. 10.

• **Summary:** Members of the Blooming Prairie Cooperative Warehouse voted Sept. 28 to sell United Natural Foods Inc., a distribution company based in Iowa City, Iowa; they agreed to use some of the proceeds to form a Blooming Prairie Foundation.

In the vote, 73% of the members favored the sale; the proposal needed a 60% majority to pass. Members of the cooperative will receive 10% of their equity and investment in Blooming Prairie as well as proceeds from the sale.

Note: According to Wikipedia (at UNFI–History, Nov. 2012): UNFI was founded in 1996 by the merger of two regional distributors, Mountain People's Warehouse (founded in 1976, serving the Western U.S.) and Cornucopia Natural Foods (founded in 1977, serving the Eastern U.S.), forming the first natural products distributorship with national scope. Since 1996, other regional distributors have merged with UNFI, filling in the distribution footprint and making UNFI the largest distributor of natural products.

Talk with Jimmy Silver. 2012. Nov. 12. This UNFI cannot possibly be the same company as the huge distributor

that was formed in 1996. Silver's theory is that this smaller company in Iowa probably started first.

2678. *Nutrition Business Journal* (San Diego, California). 2002. Top U.S. natural & organic food companies, 2001. 8(11):5. Nov.

• **Summary:** For each of 43 companies gives the ranking by sales, the natural / organic sales in 2001 (\$ million), the percentage of natural & organic that are organic, and the organic sales in 2001 (\$ million).

The following companies make soyfood products: 1. The Hain Celestial Group \$360. 2. Kellogg (Worthington, Kashi) \$255. 4. Coca-Cola (Odwalla, Mad River Traders) \$160. 5. Dean Foods (White Wave, Alta Dena) \$150. 8. General Mills (Sunrise, Cascadian Farms, Muir Glen) \$125. 11. Stonyfield Farm \$85. 13. Amy's Kitchen \$76. 14. Vitasoy USA Inc. \$75. 15. Imagine Foods Inc. \$70. 19. Pacific Foods \$63. 20. Kraft Foods (Boca Burger) \$60. 23. Eden Foods Inc. \$57. 25. Gardenburger \$55. 29. Galaxy Nutritional Foods \$42. 33. Conagra (Lightlife Foods) \$35.

Sum of sales of top 43: \$3.28 billion. Sum of organic sales of top 43: \$1.63 billion.

2679. *Nutrition Business Journal* (San Diego, California). 2002. Hain Celestial invests in organic growth. 8(11):15. Nov.

• **Summary:** Hain-Celestial has launched new organic products under its many labels: Health Valley, Arrowhead Mills, Garden of Eatin', Westsoy, Westbrae, Hain, and Earth's Best.

Now that the USDA has established organic standards, consumers can buy organic products with confidence.

2680. Organic Trade Association. 2002. Definition of a successful organic business (Ad). *Natural Foods Merchandiser*. Nov. p. 38.

• **Summary:** This 8½ by 11-inch color ad features definitions of four words: Member, organic, trade, and association. Around the border of the ad are listed all the different types of potential members, such as retailers, manufacturers, farmers, educators, researchers, consultants, restaurants, etc. Address: Linda Lutz, western Massachusetts. Phone: (413) 774-7511.

2681. Uhland, Vicky. 2002. One million organic acres added. *Natural Foods Merchandiser*. Nov. p. 1, 5.

• **Summary:** Between 1997 and 2001 certified organic farmland and cropland in the United States increased by 1 million acres, according to statistics recently released by the USDA's Economic Research Service.

This was the same type of growth that was reported between 1992 and 1997.

The USDA tracks the amount of organic farmland, state by state, along with the types of crops grown and total

number of livestock.

“California is still the leader in total amount of organic acreage; the state has seen a 17% annual growth in organic cropland since 1992. In 1999 there were 91,260 acres in California devoted to organic cultivation, with 1,823 growers reporting \$213 million in sales.”

2682. *SoyaScan Notes*. 2002. Cow’s milk prices at Safeway supermarket in Lafayette, California (Overview). Dec. 12. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Since Dec. 1983, approximately every other year, Soyfoods Center has conducted a survey of the prices of soymilk and cow’s milk in California.

Safeway: Cow’s milk (fortified with vitamins A and D) sells for the following prices at the Safeway supermarket in Lafayette, California: (1) Fat free: \$1.07/quart or \$1.99/half gallon or \$3.09/gallon; (2) Low fat (1% fat, protein fortified): \$1.18/quart or \$2.35/half gallon or \$3.22/gallon; (3) Reduced fat (2% fat, protein fortified): \$1.18/quart or \$2.35/half gallon or \$3.12/gallon; (4) Whole (homogenized, fortified with vitamin D only): \$1.24/quart or \$2.19/half gallon or No gallon. (5) Acidophilus Plus Bifidus–Low Fat (1% fat): No quart or \$2.39/half gallon. (6) Horizon Organic \$3.69/half gallon. (7) Lactaid: \$1.89/quart or \$3.35 per half gallon. The best-seller among these is Fat free in gallons.

2683. Belleme, John. 2002. Mitoku–Japan’s natural foods pioneer. *Macrobiotics Today (Chico, California)* 42(6):22-25. Nov/Dec.

• **Summary:** A good history of Akiyoshi Kazama and the company he founded, Mitoku. With photos.

“If you are cooking with a high quality, traditional Japanese food that was made in Japan or drink organic green tea that was grown in Japan, there is about an 80% chance it came from Mitoku Company, Ltd., of Tokyo, Japan. This company has profoundly influenced the eating habits of food conscious Americans and has been very influential in setting the manufacturing standards for Japanese natural and macrobiotic foods made in Japan and other parts of the world. However, the statement ‘made in Japan’ has not always been held in such high esteem. In fact, I am old enough to remember when ‘made in Japan’ was a joke.

“After the devastation of World War II, Japan reindustrialized with an eye toward export markets in the United States and Europe. However, Japan’s early attempts at exporting consumer goods were tacky and not very good quality. About 35 years ago all that changed. Those remarkable transistor radios you could hold in the palm of your hand appeared first, then tiny tape recorders and ‘tummy TVs’. We began trading in our gas guzzlers for fuel efficient Hondas, and before long, Japanese steakhouse chefs were tossing shrimp into the air with spatulas and catching them in plates behind their backs.

“Ironically, about the time Americans and Europeans

were warming up to the dazzling array of new high tech consumer goods from Japan, George Ohsawa was roaming the globe preaching his philosophy of yin and yang, an eclectic blend of ancient Shinto, Taoist and Buddhist principles and Oriental medicine, which he called ‘macrobiotics’. In Boston, two of Ohsawa’s students, Michio and Tomoko (Aveline) Kushi, were busy teaching macrobiotics to a growing number of students who were drawn to the life changing possibilities of this new way of living.

“The Kushi’s timing could not have been better. The philosophy of yin and yang attracted people from many walks of life, including hippies, intellectuals, old Bohemians, and people disillusioned with America’s materialistic ways. After lecturing for several years, in 1967, the Kushis founded Erewhon, a small Boston natural foods store supplying macrobiotic students with staples such as grains, beans and other basic foods that are part of the dietary recommendations of the macrobiotic way of life. However, the Kushis soon realized that the quality of food needed was not available in the United States. When Michio Kushi discussed his difficulties with an old university friend, his friend remembered a former schoolmate who was now in the import and export business. He thought his business friend in Tokyo, Japan, might be able to help. That man was Akiyoshi Kazama, the founder of Mitoku.

“Kazama’s business experience in both the United States and Japan made him a prime candidate for the type of partnership Kushi was looking for. A graduate of Waseda University, in Tokyo, Kazama was selected by Yamanashi prefecture, in 1956, to study business in the United States. After arriving in the Chicago [Illinois] area he was placed with a firm, and to his astonishment, learned that one of his coworkers was none other than Iva Togun, ‘Tokyo Rose’, the infamous voice of Radio Tokyo who taunted allied forces in the Pacific during World War II. His relationship with Iva was short-lived, however, because he was immediately drafted into the American Army and earned the dubious distinction of being the first Japanese national to serve in the United States military after World War II. In the service, Kazama was entrusted with the responsibility for large sums of money.

“The association between 39-year-old Kazama and the Kushis was to be a perfect match, for Kazama was both a sharp businessman and a great lover of good food. Although he had never encountered macrobiotics before, as a connoisseur he had made his own discoveries about the best quality foods. Invariably his personal favorites were traditionally made from the finest ingredients and free of high tech processing and chemical additives. Above all he admired those foods that had what he called ‘spirit’. But Japan, like other industrialized countries, had turned away from their traditional dietary roots in favor of mass-produced, highly processed foods with little of the integrity,

flavor, or health promoting qualities of the original product. For example, just about all of Japan's important fermented foods, such as shoyu, tamari, miso, rice vinegar and mirin were being made by hurried, high temperature aging and contained highly processed ingredients. Mr. Kazama knew that finding producers willing to meet Kushi's macrobiotic standards would not be easy, but he was inspired by the idea of introducing Americans to the ancient culinary treasures of Japan.

"In the late sixties and early seventies, Mr. Kazama began crisscrossing the Japanese archipelago in an all out effort to supply Erewhon with macrobiotic quality foods. Many early possibilities led to dead ends and frustration; however, there were a few notable exceptions, such as Johsen shoyu, which was naturally aged in twelve-foot-tall cedar tanks for eighteen months and made from whole soybeans and wheat, and dark, rich Hacho miso, which has been made by the same recipe and method for over eight hundred years! Soon Kazama was joined by Westerners such Blake Rankin, an American, Christopher Dawson, a New Zealander, and Robbie Swinnerton, an Englishman, who helped in the search and export of traditional Japanese foods. By the end of the 1970s, Kazama and the Mitoku band of wandering food detectives had uncovered a virtual cornucopia of rare, flavorful, and medicinal foods, such as long-aged, whole soybean, wheat free tamari; brown rice vinegar that is aged for twelve months in one hundred-year-old earthen jars that are buried in the earth to help regulate the temperature of the delicate fermentation process; kanten and tofu that are freeze-dried in the snow just as it was done before the introduction of electricity; sweet amber mirin made from aging distilled sake and amazake; and natural grain malts with a gentle sweetness that does not overwhelm the taste buds like modern syrups made from enzymes.

"Meanwhile, in the United States macrobiotics was booming. Erewhon had grown from a small store to one of the country's largest natural food distributors, delivering Mitoku products down the East Coast to large stores in New York, Philadelphia, Baltimore, and Washington, D.C. Another Erewhon store had opened in Los Angeles and was importing Mitoku products. In the south, Tree of Life was branching out from its home in St. Augustine, Florida, and Westbrae was importing Mitoku products into California and distributing them in the western states. Although more slowly, macrobiotics was spreading on the other side of the Atlantic, with budding communities in the United Kingdom, France, and Belgium. Companies such as Lima in Belgium and Sun Wheel in England were a few of the early importers of Mitoku products in that part of the world.

"With macrobiotics catching on around the world, Mitoku's future looked secure, however, everything changes to its opposite, particularly in the world of business and finance. Erewhon was growing so fast that it was soon stretched to the limits of its cash flow and financing capacity

and, in 1979, began experiencing financial difficulties. As these troubles worsened, many companies stopped shipping to the Boston firm. Because of a deep personal commitment to the Kushis, Kazama continued to fill orders. When Erewhon finally collapsed in the fall of 1981, Mitoku was its largest creditor and took a three hundred thousand dollar loss" (Continued). Address: Saluda, North Carolina.

2684. Belleme, John. 2002. Mitoku—Japan's natural foods pioneer. *Macrobiotics Today (Chico, California)* 42(6):22-25. Nov/Dec.

• **Summary:** (Continued): "Erewhon's demise nearly destroyed Mitoku, however, with the help of the foreign and Japanese staff, Kazama nurtured the company back to health. Twenty-two years later, Mitoku is the world's largest exporter of traditional Japanese foods. With more than thirty customers in twenty-two countries, Mitoku exports over five hundred products to firms in North America, South America, Central America, Asia, the Middle East, the United Kingdom, Europe, and Australia. Sales have grown from Erewhon's first order of three thousand dollars in 1968 to over twelve million dollars in 2002. Mitoku is also one of Japan's largest importers and distributors of organic and natural foods from the United States, Canada, and Europe, selling these products along with traditional Japanese products to over ten thousand customers in Japan.

"Mitoku's success has transformed the lives of not only Kazama and his family, but, like a pebble dropped into a still pond, Mitoku's influence has had a ripple effect on people and businesses around the world. In Japan small family shops were able to revive ancient food traditions and sell their products at home and abroad. Names such as Johsen, Uchida, Mikawa, Onozaki, Ryujin, and others have become known in natural food stores from Paris to Rio de Janeiro. Moreover, Mitoku producers were introduced to using organic ingredients as Mitoku began importing organic grains and beans for domestic production. (There are very few Japanese organic growers.) As macrobiotics spread, Mitoku products led the way as Kazama rushed to keep up with the ever-increasing needs of the rapidly expanding market. Although demand often surpassed production, Mitoku never wavered from the standards outlined by the Kushis in 1968. Products must be made by traditional methods and recipes, aged at natural temperatures in traditional vessels, and made with organic ingredients, if at all possible.

"Even after the collapse of Erewhon the personal bond between the Kushis and Mr. Kazama continued to grow as their joint effort to introduce the world to macrobiotic foods moved forward with increasing momentum. Moreover, many of the westerners who came to work for Mitoku in the early years went on to start companies of their own. Christopher Dawson owns Clearspring, Mitoku's largest importer and Europe's foremost distributor of traditional Japanese foods.

Blake Rankin went on to start Granum, a Seattle-based Mitoku importer. Bruce Macdonald, who helped open the Erewhon store in Los Angeles, is now the owner, along with daughter Crystal, of Natural Import Company, this country's main distributor of Mitoku brand products.

"My wife Jan and I were also profoundly influenced by Kazama and Mitoku. In 1979 we were sent to Japan as part of a joint venture between Oak Feed, a Mitoku importer located in Miami, and Erewhon to make miso in the United States. We met Mr. Kazama in October of that year and he placed us at the Onozaki shop, which is located north of Tokyo. This was the greatest adventure of our lives, and we will be forever grateful to Kazama and Mitoku for the opportunity. We returned to the United States to build Erewhon Miso Company, but when Erewhon went into Chapter 11, the miso project was taken over by Great Eastern Sun, yet another Mitoku importer in Asheville, North Carolina.

"The history of Mitoku is the story of one man's uncompromising dedication to quality and tradition. When I recently asked Mr. Kazama about the importance of his company in the world natural food movement, he did not talk about how his company raised the standards of natural foods around the world, but rather how Mitoku helped create an opportunity for numerous small Japanese family shops to rediscover their culinary roots and pass this heritage on to future generations. However, from the wider perspective, Michio Kushi has said, 'The history of Mitoku Company, Ltd. is a symbol of the history of the macrobiotic movement throughout the world.'

"Although, at 72, Mr. Kazama looks at the past with gratitude and marvels at the mystery of it all, the future is certainly not clear. As the dollar began to weaken in the eighties, the price of Mitoku products became much more expensive. Soon Japanese foods were being made in other parts of the world at a cheaper price. However, some of these foods are either made by faster, less expensive methods or use lower quality ingredients. Mr. Kazama's goal is to let consumers around the world know there is a difference. When it comes to food, Mitoku has created a whole new meaning for 'made in Japan.'" Address: Saluda, North Carolina.

2685. Kaplan, J. Kim. 2002. For you, the consumer. *Agricultural Research (USDA)* 50(12):4-9. Dec.

• **Summary:** A color photo on the top half of the first page shows many soy products, both foods and Industrial products, including: Kaukauna Nacho Cheese, Yves Veggie Tofu Wieners, ProSobee soy formula, NutriGrain energy bars, Betty Crocker Creamy deluxe, Wish-Bone salad dressing, Edensoy soymilk, Mori-Nu Tofu, Ken & Robert's Veggie Burgers, SoyGold industrial solvent, Natural Touch Okara Pattie, soy ink and a newspaper printed with it.

Many "products that people use every day could

justifiably carry the stamp 'Courtesy of ARS Research.'" Omaha Steaks began offering irradiated hamburger patties and ground beef in November 2000—to be sure it is free of *Escherichia coli* O157:H7, bacteria that can cause serious, even life-threatening illness. Today all the 6.5 million pounds of ground beef they sell is irradiated, which means it is treated with "ionizing radiation produced by cobalt and cesium atoms, machine-produced X-rays, or electron beams. Treated meat in no way becomes radioactive." Final FDA approval for irradiation treatment of meat came in Feb. 2000.

Nutrim, a product similar to Oatrim developed by USDA's Agricultural Research Service (ARS), is now being used to make vegan, organic chocolate truffles. Mrs. Mudd's Inc. (Oceanside, California) makes the delicious products; Nutrim flows like heavy dairy cream or coconut cream.

Tifsport is a variety of bermuda grass developed for football and soccer fields, and golf courses. Address: USDA-ARS Information Staff, 55601 Sunnyside Ave., Beltsville, Maryland 20705-5128. Phone: 301-504-1637.

2686. Ruff, Michael D. 2002. Tech transfer: From ARS to a store near you. *Agricultural Research (USDA)* 50(12):2. Dec.

• **Summary:** Since the 1920s USDA's Agricultural Research Service (ARS) has been developing consumer products—described in this issue—including vegan chocolates and "an all-natural biodegradable sunscreen made from rice and oat bran mixed with soybean oil. This new sunscreen could be an additional use for some of the 18 billion pounds of soybean oil produced each year in the USA. A color cover photo shows a package of Edensoy soymilk in a shopping basket.

The Technology Transfer Act of 1986 placed a new emphasis on commercializing federal research. Since this legislation, ARS has become a leader in the federal government, credited with more than 600 new patents and 1,100 cooperative research and development agreements (CRADA's), which are formal arrangements enabling ARS scientists to cooperate with companies on research project of mutual importance. Such agreements often go a long way to ensuring that our research does not end up existing only in the pages of a scientific journal. Address: ARS Asst. Administrator for Technology Transfer, Washington, DC.

2687. **Product Name:** Edensoy (Soymilk) [Unsweetened].

Manufacturer's Name: Eden Foods, Inc.

Manufacturer's Address: 701 Tecumseh, Clinton, MI 49236.

Date of Introduction: 2002.

Wt/Vol., Packaging, Price: 1 liter (1.06 qt) Tetra Brik Aseptic Carton.

How Stored: Shelf stable.

New Product—Documentation: Ad in *Natural Foods Merchandiser* (8½ by 11 inches, color). 2002 (dated). "Pure and Simple. Unsweetened Edensoy. New." A color photo shows the front of the carton on which is a large round color

illustration of a seashore. “12 g protein. Naturally occurring efa” [essential fatty acids]. In front of a chair on a table is very white Edensoy in a glass. “Heart Healthy per FDA... Authentic. Simple. Only Eden selected whole soybeans and water.”

2688. Weil, Andrew; Daley, Rosie. 2002. *The healthy kitchen: Recipes for a better body, life, and spirit*. New York: Alfred A. Knopf; London: Ebury. xxviii + 325 p. Illust. (color photos by Sang An, Amy Haskell, and Eric Studer). Ports. Index. 24 cm.

• **Summary:** Lifelong good health starts in the kitchen. Includes 135 recipes; none require red meat, but not vegetarian. Rosie’s introduction encourages: “Don’t be afraid to work with new ingredients, such as... using tofu,…” The section on “Nutrition and health” contains useful information on the glycemic index (p. xx-xxi), the main sources of fat (p. xxi) and protein (p. xxiv) in the American diet. Eat more vegetable protein, especially from soybeans, “and less animal protein, especially from fish and reduced-fat dairy products. The section on “Stocking the pantry” includes Asian foods—soy sauce or tamari, and “miso paste “Made from soybeans” (p. xxxiii-iv).

Soy related recipes include: “A soy shake,” with silken tofu (p. 3, for breakfast). The section “Got (too much) milk?” (p. 34-35) recommends soymilk as a healthful alternative. And in the “Poultry” section (p. 54), Weil suggests substituting baked tofu. Weil has a full page (p. 58) about “Soy sauce: Shoyu and tamari,” which also mentions “rice starter (koji).” There are recipes for: “Vegetable nori rolls” with natural soy sauce (p. 72-73). Miso pâté (p. 80). Miso soup (p. 125). Meat and meat substitutes (incl. tofu and gluten) (p. 149-50). Greens with tangy miso dressing (p. 244-45). Address: 1. M.D., Clinical Prof. of Medicine, Univ. of Arizona and Director of its Program of Integrative Medicine; 2. Chef trained at the Cal-a-Vie spa near San Diego, former Oprah Winfrey chef.

2689. Netzer, Corinne T. 2003. *The complete book of food counts*. 6th ed. New York, NY: Dell Publishing. 911 p. 18 cm.

• **Summary:** Contains tables of food composition, by product. Tofutti is mentioned on pages 61, 94, 181, 260, 265, 301, 342, 437-440, 444, 446-48, 483, 587, 642, 787. The section titled “‘Cheese,’ substitute and nondairy” (p. 181-82) includes nondairy cream cheese. Also an entry for “Cream, sour—nondairy.”

Under “Edamame” we find values for fresh (in pod or shelled) and frozen (in pod). The section titled “‘Ice cream,’ nondairy” (p. 437-40) gives values for many flavors of the following brands: Rice Dream, Rice Dream Supreme, Soy Delicious, Soy Delicious Purely Decadent, Tofutti Premium, Tofutti Lite Tofutti Low Fat Supreme.

The section titled “‘Ice cream’ bar, nondairy” (p. 444)

gives values for many of the same brands.

The section titled “‘Ice cream’ sandwich, nondairy” (p. 447-48) gives values for many of the same brands.

There are entries for “‘Meatball’—vegetarian,” “Miso,” “Natto,” “Soy beverage,” “Soy beverage mix,” “Soy flour,” “Soy meal,” “Soy nuts,” “Soy protein concentrate,” “Soy sauce” (incl. shoyu, tamari and tamari—wheat free), “Soy spread” (incl. soy butter—roasted), “Soybean” (raw, boiled, or canned), “Soybean—dried,” “Soybean kernels,” “Soybean spread / dip,” and “Soybean sprouts.”

The section titled “Tofu” (p. 827-28) identifies the following types: fresh, fresh—extra firm, fresh—firm (incl. vacuum pack and reduced fat), fresh—silken, fresh—soft, fresh—flavored, fresh—baked (incl. smoked and teriyaki), salted, smoked. Tofu, ground. Tofu pudding. Tofu sauce (Westbrae sauce for tofu). Tofu seasoning mix. “Yogurt,” soy

There are also entries for: Adzuki beans. Seaweed.

There are no entries for: Seitan, Yuba.

2690. Hain Food Group, Inc. 2003. *The Hain Food Group (Portfolio)*. Uniondale, New York. 30 inserts. 28 cm. Address: 50 Charles Lindbergh Blvd., Uniondale, New York 11553. Phone: 516-237-6200.

2691. New Hope Natural Media, a Division of Penton Media, Inc. 2003. *Show directory: Natural Products Expo West*. Boulder, Colorado: New Hope Natural Media. 242 p. Illust. Exhibitor Index. Advertising Index. 28 cm.

• **Summary:** Subtitle on the cover: “The premier tradeshow and conference for the natural products industry.” Contains many advertisements, color photos, and information about individual companies.

2692. Colbin, Annemarie. 2003. Interview with Irma Paule: February 9, 2002. *Macrobiotics Today (Chico, California)*. March/April. p. 10-13.

• **Summary:** “No history of macrobiotics is complete without a respectful reference to Irma Paule. She is truly one of the early pioneers of macrobiotics in America, and has not been acknowledged as such to this day, due in great part to her modesty. Hopefully, this interview will bring her accomplishments to light, so that macrobiotic people everywhere can express their gratitude for what she did for this movement in its early days.

“Annemarie Colbin: How did you get into macrobiotics?”

“Irma Paule: Oh, I was a young actress, and a coffee freak. I was drinking 30 cups of coffee a day, you know, it was available everywhere. And one morning I woke up and was totally paralyzed on one side. I couldn’t get out of bed without enormous pain. Called my girlfriend to get me a pack of cigarettes because I thought I was going to die if I didn’t get a smoke. Well, she had just been to a lecture the night before by a guy named Alcan Yamaguchi. He had just come to America and only spoke about 10 words of English,

but she got the idea that he could diagnose something and got him to come to my apartment—I was amazed that someone would come to my walkup cold-water flat, sit cross-legged on the floor, look at me and say, ‘kidney.’ Then he said, ‘coffee.’ He figured it out right away! I was impressed. He immediately sent my girlfriend out to buy fresh ginger root, which was available in the neighborhood. He made me ginger compresses, worked with me for 3 to 4 hours, took the pain away, and took no payment, nothing. He had figured out of course, that what was happening was that my kidneys had uremic poisoning from the coffee. So he brought me a copy of Ohsawa’s early macrobiotic book and said, ‘study-heal.’ My girlfriend cooked half a cup of brown rice for me, and I lay in bed and read the book. And I would cry! I would read the book and figure I could never have coffee again, never have ice cream again, and I would literally weep thinking about this. But meanwhile, I was cured. Three months later I was back to being able to walk, and my whole life was changed. First thing I did was go find Yamaguchi—he had opened this tiny storefront on 10th street, and set out a few things he had brought from Japan. I went to help him, package the goods, whatever. I said, ‘my life is yours, do with it what you want.’ I meant it. So whenever we heard of someone needing help, we went, with the ginger compresses and things like that, and that is how I learnt the largest part of what I needed.

“Annemarie: So when was this, about 1960-61?”

“Irma: No, this was about 1959-60, that’s when I became macrobiotic. Alcan became my dear, dear friend. And when Ohsawa came, I introduced myself to him and because I speak French, I offered to be his translator in America, and that’s how come I got to know him. So I became his assistant while he was in America and corresponded with him as he traveled around the world. He was often in Paris, and I corresponded with the French foundation that he started, which he called ‘Maison Ignoramus’—you know, it was his famous saying that we’re all ignoramuses.

“At that time while Alcan Yamaguchi was still in New York, the main person funding Ohsawa’s visit and the tiny store, was Herman Aihara. At that time he was in New York with the Sato brothers who had a chain of Japanese stores, I think it was ‘Azuma.’ The wife of one of the Sato brothers could not conceive children, and while in Japan Ohsawa had helped her change her diet so that she could conceive and they had children. They were so grateful, that is why they funded people like Aihara and Yamaguchi in small ways, so that they could do their thing.

“Annemarie: Now did Aihara fund Ohsawa, or did Sato fund both?”

“Irma: Sato funded both of them. At that time they were both in New York, and I made myself useful as much as I could. I also rented halls for Ohsawa to speak at when he came to New York. Then there was a nuclear bomb scare and all the macrobiotic people left New York and went to Chico,

California. Aihara left too. Yamaguchi and I both decided to stay. Kushi stayed—they were living in Queens at that time, the Kushi family—I remember very well, because for some reason or another I used to go up to their house, and always by the door there were bottles of cola, probably their children were drinking that. But Kushi was nobody in those days, the big ones if anything were Aihara and Yamaguchi. They had founded the Ohsawa Foundation, and when they left, it fell in my hands willy-nilly, and by default I became the head of the Ohsawa Foundation in New York.

“Really, truly, Annemarie, I learned a great deal from the Japanese. I was truly humbled, so I only called myself the coordinator of the official station here. I rented this little premise at 217 Second Avenue, a small professional apartment, very humble, we had some books, the Ohsawa books, we sold organic brown rice and such. There was a restaurant called ‘Musubi,’ on West 56th street between 5th and 6th Avenues, kind of a swank Japanese restaurant. Then the Sato brothers put money in that restaurant and Yamaguchi ran it like a macrobiotic restaurant. And there, in the back yard, is where I saw the first rice cakes made. It was like a giant waffle-making machine that they had imported from Japan, they would put in it frozen wet rice, it took two people to close it because it was so big and heavy—two or three men would hang onto the handle and bring it down, then it would pop and they’d all fall on the floor, and that’s how you got rice cakes. That was the very first making of rice cakes made here. Then, when they went to California and started Chico-San, that’s when rice cakes became popular. But I remember it very well. And again in that restaurant I arranged sometimes for lectures, I gave lectures myself sometimes. It was a very nice restaurant, except it served macrobiotic cooking, we’d have the Japanese cooks and teach them what we wanted them to do.

“So there I was with the East-West Foundation or the Ohsawa Foundation or the Macrobiotic Foundation (I called it many names). I would give lectures, classes, I advised people, things like that. I didn’t charge, I didn’t believe in it. That is where Bill Dufty found me, he wrote that book *You Are All Sanpaku*, which I’m sure you know about. He was a writer for films and knew everybody, that is how he brought in Gloria Swanson and other celebrities; he eventually became Gloria’s third or fourth husband, I forget which. He used to show up at lectures sometimes. That’s when he brought in Carmen de Lavallade who was married to Geoffrey Holder, the famous dancer, and she’d come down to my little store and talk and buy groceries.

“All these people used to come down, but they didn’t worry about talking to me because I never charged. Ohsawa hadn’t charged me, Yamaguchi hadn’t charged me when he treated me, so why should I begin to charge? Kushi built an empire, but I wasn’t smart enough to build an empire. I just had one volunteer assistant, Cohen was his name, he’s dead now—I realize now that he must have had AIDS, but he did

fine for many years, until I got closed up by the Food and Drug Administration with the Beth Ann Simon story. You heard about that of course. I have all kinds of documentation about it, newspaper articles, everything. There was a famous health writer, Linda Clarke, who put in one of her books how healthful the macrobiotic diet was, but when they closed me down, of all those people do you think they came to my defense? Did anyone talk to the press and say, I'm eating this way and it has helped me with this and that? Do you think Bill Dufty, Gloria Swanson, Carmen de Lavallade, Kushi, said anything? Nobody said a word about anything, they all went right under the rug and left me on my own.

"In one of my lectures there was a young couple, Beth Ann Simon and her husband, and they told me they were on drugs for many years, not just pot. LSD was the big thing in the sixties, and they'd also been on much harder stuff. They wanted to clean up. She took it in her head -because she was a little crazy from all the drugs—that the more salt the better. One night he called me up, they had my phone number at home, he called in the middle of the night, and said, 'It's about Beth Ann, my wife, she can't breathe.' I asked, 'well, what is going on, what has she been eating?' Well, she had drunk three-fourths of a bottle of ta-man soy sauce and eaten a big chunk of gomashio. She had been doing that throughout the night. So I said give her anything sweet you can find in the house, call an ambulance, and take her to the hospital. Of course there was nothing sweet in the house, they were very strict, only carrots, so he tried desperately with carrot juice. And she died. That is all I know. He called me, to tell me she was dead..."

A portrait photo shows Irma Paule. Address: PhD, Founder, Natural Gourmet Cookery School and Inst. for Food and Health, New York City.

2693. Umland, Vicky. 2003. McDonald's market clout enters antibiotics debate. *Natural Foods Merchandiser*. April. p. 1, 12.

• **Summary:** McDonald's Corp, the huge hamburger chain, announced in June that it will stop buying meat from producers who feed their animals growth-promoting antibiotics. This is expected to change the way animals are raised worldwide and worries some major meat industry groups—which quickly endorsed the Coalition for Animal Health's condemnation of McDonald's plan.

In June, McDonald's announced its Global Policy on Antibiotics which requires only direct suppliers—mostly chicken producers—to stop using 24 growth-promoting antibiotics that are used in human medicine. McDonald's encourages its independent or indirect suppliers—beef and pork producers—to do likewise. McDonald's, which buys more than 2.5 billion pounds of chicken, beef and pork each year, believes that policy will ultimately help protect public health.

In May 2002 a bill was introduced in Congress

that seeks to preserve the effectiveness of antibiotics by restricting their addition to animal feed. The bill cites (1) a federal report stating that the more antibiotics a person consumes, the less effective those antibiotics become, (2) a resolution adopted by the American Medical Association in June 2001 opposing nontherapeutic use of antibiotics in animals, and (3) the 1998 European-Union ban on growth-promoting antibiotics in animal feed. The National Cattlemen's Beef Association already recommends that beef producers avoid antibiotics for growth promotion.

2694. Shapiro, Lisa. 2003. Changes in the natural products industry and to the role of the natural products broker. *Vegetarian Journal (Baltimore, Maryland)* 22(3):14-15.

• **Summary:** The U.S. natural foods industry is a \$34 billion business that has experienced "hyper growth" over the past decade—much faster than regular supermarket chains.

2695. Ness, Carol. 2003. Best of fresh soy milks: Taster's choice. *San Francisco Chronicle*. June 18. p. E2. Food section.

• **Summary:** Five brands were tasted and rated in descending order of preference as follows: 1. Sun Soy Creamy Original (79 points, \$1.99/qt). 2. Silk Organic (76 points, \$2.29/qt). 3. 365 Organic Original (67, \$2.99/half gallon at Whole Foods). 4. 8th Continent (61, \$4.49/half gallon). 5. Wildwood Certified Organic (49 points, \$1.99/qt at Safeway). Address: Staff writer.

2696. Belleme, Jan. 2003. New developments with Mitoku and with miso (Interview). *SoyaScan Notes*. June 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** At the end of March 2003, Mr. Kazama closed Mitoku's office in the USA which John and his wife, Jan, ran as a home business. So John is looking for other sources of income.

Rudy Shur plans to publish John's new book on miso in October or November of this year; the title will probably be *The Miso Book*. The book is a wholistic look at miso with emphasis on health benefits.

Vern Verona, a long-time macrobiotic, wrote a book titled *Cancer Preventing Food*, published in 1994 by Prentice-Hall. Vern is now writing a book about miso. John is involved in a miso-marketing venture. He and Sandy Pukel are organizing a 7-day "wholistic health" cruise to the western Caribbean.

Update: 2009. Jan 27. In the spring of 2005 Sandy Pukel and his partner, John Belleme, launched Holistic Holiday at Sea, a fun filled cruise vacation with gourmet vegan fare and extraordinary educational opportunities. The Taste of Health and Holistic Holiday cruise (as it has come to be known) has become a full-time and very successful business, with revenue of more than \$1 million a year. They do only one cruise a year—in the summer. Last year more than 1,000

people went on the cruise. This coming summer will be the 6th cruise. It is organized entirely by John and Jan Belleme and Sandy Pukel. On a typical day, John and Jan work 12 hours a day. The cruise rates per person range from \$1,195 to \$3,000.

Chris Dawson, who now owns Clearspring in London, has built it into a thriving \$10-12 million dollar a year import and distribution business. He imports from Japan and China and also distributes many natural foods made in Europe. John wrote a book for him titled *The Real Taste of Japan*, published by Cross Media. Address: P.O. Box 457, Saluda, North Carolina 28773.

2697. Davis, Robert. 2003. Early interest in spiritual development and soyfoods (Interview). *SoyaScan Notes*. June 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bob went to Goddard College and wrote his thesis in “Planetary Development.” He still has a copy. He focused on the work of Pierre Teilhard de Chardin (1881-1955; French Jesuit paleontologist and philosopher) and Rudolf Steiner (1861-1925; Austrian social philosopher and mystic). Steiner was a deeply influenced by Goethe, developed biodynamic gardening, and wrote about lost civilizations such as Atlantis (a fabled Island in the Atlantic that, according to legend, sank beneath the sea; Atlantis was first described by the Greek philosopher Plato in the 4th century BC), and Lemuria. Address: Founder, Good Karma Foods (GKF), 4527 Hilltop Drive, Clinton, Washington 98236.

2698. Edmonds, Bryce. 2003. NNFA honors industry heavyweights. *Natural Foods Merchandiser*. June. p. 74.

• **Summary:** Includes Walter Willet, Loren Isarelsen, Frances Moore Lappe, Max Huberman, John Mackey, Joseph Pizzorno, Travis Tabor. A small portrait photo shows each person mentioned.

2699. *Organic Gardening*. 2003-- . Serial/periodical. Emmaus, Pennsylvania: Rodale Press. Vol. 50, No. 3. May/June 2003. Editor: Scott Meyer. Publisher: Bernadette Harison Haley.

• **Summary:** Previous title *OG*. Continued until at least Sept. 2006. The chairman of Rodale Inc. is Ardath Harter Rodale (the widow of Robert Rodale). The vice chairman is Maria Rodale; her grandfather, J.I. Rodale, started this small publishing business in 1930. Address: Emmaus, Pennsylvania.

2700. Wang, June. 2003. Pioneering work of Tau Wang, founder of First Vegetarian Foods Co., in introducing Chinese vegetarian foods to California (Interview). *SoyaScan Notes*. July 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** June’s father, Tau Wang, was born in 1935 in Shandong province, China. With his elder brother, he moved to Taiwan at age 11, became a veterinarian, married, and started a family. He was a Buddhist and a vegetarian. He decided (at a time or age unknown to June) to emigrate to the USA. He knew it would take too much time and money to get another veterinarian’s degree in America, so he went through culinary training and cooking school in Taiwan. In the mid-1970s, while in his 40s, he came to the United States and established what June believes is the first Chinese company to make vegetarian products in California—perhaps in the United States. While his family waited in Taiwan as he created a place for them, he began by working at a Chinese restaurant in Maryland for 1-2 years until he obtained his resident status. Then in the late 1970s he moved to Southern California; he liked the semitropical climate and wanted to get away from the cold East Coast climate. In those days, most Chinese still lived in Chinatown in downtown Los Angeles. There he met some Buddhist friends from Buddhist temples. He soon realized that there were almost no Chinese vegetarian foods for them to choose from—other than tofu and vegetables. So he decided to start a company named First Food to make vegetarian foods to supply first the Buddhist temples in Los Angeles, with the hope of soon expanding. His first product was steamed Chinese buns (*mantou*), followed by “Vegetarian Duck” or *Suya* (made by simmering wheat gluten; pinyin: *mianjin*; W.-G. *mien chin*), and steamed and lightly salted wheat gluten (*kaofu*). He experimented with many different vegetarian foods that were not available in Los Angeles. One new product was konnyaku.

June (age 11) and her brother left Taiwan joined their father in Los Angeles in 1979. Mrs. Wang and three more daughters came 6 months later (summer 1980). Soon the whole family was working in the business after school. June recalls: “After school, we kinds would go to work. After work, we would all go home and eat together as a family. Then we’d do our homework. We knew that our life had changed and we all had to pitch in and do whatever we could.” When June arrived, she spoke no English. But she learned and graduated from California State Polytechnic University, Pomona, with a degree in accounting.

In about the mid-1980s Mr. Wang introduced his first soy product which was “Vegetarian chicken” called “Suchee” (pinyin: *siji*; Wade-Giles: *ssu-chi*), made out of extra-firm pressed tofu. It was cooked in water seasoned with a little salt, then the water was pressed out and it was sold in the shape of a half-cylinder. When this product was successful, he extended the line with Mushroom Suchee and Savory Suchee (seasoned with soy sauce and his own blend of seasonings). In 1985 he incorporated the company.

Gradually his business expanded to Chinese restaurants, supermarkets, northern California, then to distributors servicing other states. Because of the language barrier, and

because it was family-run sole proprietorship where he pretty-much ran the whole show, with the help of his family and a few other workers.

June's father was concerned about what would happen to his business when he retired. Their foods were sold, packaged, and distributed only to the Chinese market. He also hoped it would expand beyond the Chinese market. After working outside the family business for a few years, June bought the business from him on 31 Aug. 1999, with the goal of helping her dad to realize his dream of expanding the business beyond the Chinese community. She invited her younger sister, Saline, to join her as a manager—and a potential shareholder. She soon launched a new line of Hispanic / Mexican hand-held meatless snack products named Starlite Cuisine, including 3 flavors each of Soy Taquitos (rolled in corn tortillas) and Soy Rolled Tacos (rolled in wheat flour tortillas)—both filled with textured soy protein concentrates. She hoped to sell these through Trader Joe's, but after sending many samples to the frozen foods buyer, he stole the product name and idea, and now Trader Joe's has its own Taquitos—Ugh!

A brief biography of Tau Wang's work has been written in Chinese. The company also makes an abalone alternative based on konnyaku; it contains no soy ingredients. Address: 1429 Virginia Ave., Suite F, Baldwin Park, CA 91706. Phone: 626-338-8233.

2701. Belleme, John. 2003. From Woodstock to wellness. *Macrobotics Today (Chico, California)*. July/Aug. p. 5-7. • **Summary:** "If Sandy looks familiar, it may be because he has appeared many times in south Florida newspapers, natural foods magazines, and even on national television. If you are a Miami Marlin fan you may have seen him on TV throwing out the first ceremonial pitch during the last game of the 2002 season. However, if you are a member of the hip generation, you may remember Sandy in his starring role as one of the flower children who were interviewed, naked, in the film classic Woodstock. Sandy's transformation from a junk food hippie to the motivating force behind macrobotics in Florida and one of this country's most influential advocates for healthy eating has been a spiritual quest of epic proportions.

"A law school dropout in the late 1960s, Sandy shunned his middle class Jewish Brooklyn roots for a Bohemian Manhattan lifestyle. Disillusioned with his lack of purpose in life in 1970, Sandy had a profound, life altering, 'born again' experience.

"He happened to take a macrobotic cooking class. 'Immediately I had a purpose,' says Sandy, 'everything I was ever interested in came together for me. Macrobotics included everything. My interest in mind-altering substances vanished. I have never looked back.'

"Later that year, at a macrobotic summer camp in upstate New York, Sandy met a man that would set

the direction of his life for the next thirty years. It was macrobotic world leader Michio Kushi, dressed in shorts, knee socks, dress shoes, and white shirt. Michio and Sandy really hit it off and became instant friends. The balancing principles of the macrobotic way of life seemed to be a perfect antidote to Sandy's lack of direction, and soon he was focused not only on changing his life but also on helping Michio change our nation's attitudes towards food and health.

"Fired up from summer camp and from meeting Michio, Sandy and a few of his fledgling macrobotic friends went to tropical Jamaica for a macrobotic getaway. They took 44 pounds of hacho miso, 50 pounds of brown rice, and 66 pounds of azuki beans. That's right, hold the veggies, these guys were hardcore.

"After the Jamaica experience Sandy moved to Coconut Grove, Florida and become the first macrobotic cooking teacher in that part of the country. (By this time he had widened out his diet to include a few root vegetables.) With a \$4,000 loan from his father, Sandy opened a natural food store, called Oak Feed, in the law office of a friend. Before long he moved to a larger location, and by the 1990s, Oak Feed was doing two million dollars in annual sales and occupied one of the swankiest addresses in South Florida. What's more, as Coconut Grove grew and became a Mecca for everything chic, the Oak Feed store and Oak Feed restaurant became the place to rub elbows with the elite of film and sport. However, Sandy's good financial fortune and growing notoriety did not deter him from his bigger dream. With resources from his business Sandy helped to establish the Macrobotic Centers of Florida, with locations in Miami, Tallahassee, Sarasota, Orlando, Palm Beach, and Tampa. Soon he began sponsoring conferences featuring macrobotic leaders Michio Kushi and Herman Aihara. As interest in macrobotics, Oriental medicine, health and natural food grew, Sandy's workshops and conferences expanded to include nationally known teachers and speakers who attracted thousands of attendees in Florida, California, and Colorado. Many of Sandy's conferences are sponsored by his non-profit educational foundation, A Taste of Health, and have featured respected authorities such as Benjamin Spock, M.D., Bernie Seigel, M.D., Deepak Chopra, M.D., Dean Ornish, M.D., and Keith Block, M.D. Other notable featured speakers have been John Robbins, Raffi, Cesar Chavez, Harvey and Marilyn Diamond, and Hollywood celebrities such as natural foods enthusiast and bionic woman Lindsey Wagner, five time Emmy Award winner Ed Asner, Emmy Award winner Ted Danson, and Academy Award Winner Mary Steenburgen.

"On several occasions A Taste of Health has sponsored large, open-air health festivals in Coconut Grove, Florida. These events are supported by the local media and attended by up to 30,000 people. These festivals have been instrumental in introducing tens of thousands of people to

the benefits of a healthier lifestyle. Proceeds from many of these events were used to educate school children about the benefits of good nutrition. John Robbins, author of *Diet for a New America*, is one celebrity who has attended several of Sandy's conferences. 'Sandy is one of the brightest minds in the natural healing movement,' says Robbins about his friend. Michio counts Sandy as one of his 'best friends' and credits him for helping to establish macrobiotics in the United States. 'Sandy has guided many people toward a healthier lifestyle and to make their lives happier and more enjoyable. His seminars have been a major influence in creating public awareness about the importance of diet in the prevention of disease,' said Michio in a recent interview. Senior macrobiotic teacher and author Lino Stanchich, who has been helping Sandy with macrobiotic events for almost thirty years, comments, 'Sandy is a pioneer in the natural foods and macrobiotic movement and has helped bring health and balance to countless people worldwide. He is a visionary who makes the impossible possible and does it with chutzpa and humor.'" Author of *Man in the Kitchen*, Warren Wepman, says of his old friend: 'In his unassuming, yet assertive manner, mostly in the background, Sandy Pukel is the linchpin of macrobiotics in Florida.' In Sandy's own words, 'My life is an expression of what I think is important. 'You are what you eat' is really true. Food creates the body and has a great influence on our mind and spiritual life. My dream is a peaceful, ecologically sane world, which I feel must begin with balanced eating.' True to his ideals, Sandy refuses to sell products that have processed sugars and preservatives.

"Sandy is a macrobiotic evangelist, and many of his business associates have advised him to spend less time promoting macrobiotics and more time worrying about his business and finances. In fact, when Erewhon, the natural foods company owned by Michio and Aveline Kushi, got into financial trouble many years ago, Sandy got a second mortgage on his house to help save the firm, which finally went bankrupt.

"I am one of Sandy's early macrobiotic recruits and was drawn into the powerful vortex of his life over twenty-five years ago. Depressed about my work and life, I happened into the Oak Feed store and asked Sandy a simple question about food. I do not remember the question, but his answer changed my life. The next thing I knew I was living in a macrobiotic study house in Boston, where I met my wife Jan. Just a few years later Jan and I found ourselves sitting on the floor in a 300-year-old house in rural Japan getting miso making lessons in Japanese from a miso master. So it is for thousands of people who have been directly or indirectly changed by the power of Sandy's karmic destiny.

"Although Sandy is widely known in North America as the owner of the landmark Oak Feed store and for his far-reaching efforts to promote food quality and macrobiotics through education, he is also a certified nutritionist and has

a macrobiotic consulting practice in Florida. Sandy has also been involved in several important macrobiotic businesses. He was the motivating force behind the American Miso Company in North Carolina. With the help of Michio Kushi, Sandy was also one of the first to import Japanese foods from Mitoku Company in Japan. This grew into an import company called Granum East, which was eventually sold to Great Eastern Sun in Asheville, North Carolina" (Continued). Address: North Carolina.

2702. **Product Name:** Edensoy (Soymilk) [Organic Chocolate].

Manufacturer's Name: Eden Foods, Inc.

Manufacturer's Address: 701 Tecumseh, Clinton, MI 49236.

Date of Introduction: 2003 July.

Wt/Vol., Packaging, Price: 8.45 fluid oz (250 ml) and 1 liter (1.06 qt) Tetra Brik Aseptic Carton.

How Stored: Shelf stable.

New Product-Documentation: Ad in *Natural Foods Merchandiser* (8½ by 11 inches, color). 2003. July. p. 8.

"Organic Chocolate Edensoy. New." A color photo shows the two cartons and a full glass with a straw. It "is made with family farm organically grown whole soybeans combined with Eden selected organically fair-trade cocoa, naturally malted non-GEO organic barley and corn, with organic maple syrup for a naturally smooth finish. Our cocoa is grown in the Dominican Republic and milled in Holland. Eden Cocoa is rich in polyphenol antioxidants. There is five and a half times more antioxidant power in Cocoa than in the same amount of Blueberries; 10.4 times more than in spinach."

2703. *Vegetarian Times*. 2003. Nothing to smile about. July. p. 14.

• **Summary:** From: *Community Dentistry and Oral Epidemiology* (Oct. 2002). "American children ingest so much fluoride in their foods that the case for water fluoridation—introduced 60 years ago...—is rapidly evaporating."

2704. Wolfe, Anna. 2003. Hain buys Walnut Acres. *Gourmet News* 68(8):18. Aug. *

2705. *Gourmet Retailer*. 2003. Hain Celestial acquires Acirca, parent of Walnut Acres. 24(9):14. Sept.

• **Summary:** Acirca is "a financial and investment group that has diligently extended its Walnut Acres brand since June 2000 by integrating into it a series of organic brands, including Mountain Sun, ShariAnn's, Millina's Finest, and Fruitti di Bosco."

Walnut Acres, founded in 1946, is America's original organic food brand. However, since Acirca does not own any manufacturing facilities, Hain Celestial will have to make

the products at its existing business units. The terms of the acquisition were not disclosed.

Note: Acirca, Inc. was formed on 1 June 2000 to “develop premier certified organic brands” (according to a June 2001 news release by Acirca).

2706. Product Name: Miso Master Salad Dressings [Five Flavors].

Manufacturer’s Name: Great Eastern Sun (Marketer).

Made in North Carolina by American Miso Co.

Manufacturer’s Address: 92 McIntosh Rd., Asheville, NC 28806.

Date of Introduction: 2003 September.

Wt/Vol., Packaging, Price: Bottled.

New Product–Documentation: Talk with Barry Evans of American Miso Co. 2004. Jan. 12. This line of five dressings was first sold in retail stores in Sept. 2003. They are sold in 8 oz bottles.

2707. Smith, Jeffrey M. 2003. *Seeds of deception: Exposing and government lies about the safety of the genetically engineered foods you are eating.* Fairfield, Iowa: Yes! Books. vi + 289 p. Index. 23 cm. [342* endnotes]

• **Summary:** Contents: Foreword by Frances Moore Lappé. Preface by Arran Stephens. Introduction. 1. A lesson from overseas. 2. What could go wrong—a partial list. 3. Spilled milk. 4. Deadly epidemic. 5. Government by the industry, for the industry. 6. Rolling the dice with allergies. 7. Muscling the media. 8. Changing your diet. 9. What you can do? Epilogue. Appendixes: A. GM foods at a glance. B. Enzymes and additives. Notes. About the author. Address: Iowa.

2708. WholeSoy Company. 2003. *Taste matters! Eleven delicious flavors from the best selling soy yogurt in natural foods. Best selling because it’s best tasting. Enjoy!* (Leaflet). San Francisco, California. 2 p. Front and back. 28 cm.

• **Summary:** Leaflet sent by Patricia Smith from Natural Products Expo in Anaheim, California. 2003. Sept. The eleven flavors are: Mixed Berry. Apricot Mango. Strawberry Banana. Blueberry. Cherry. Lemon. Vanilla. Raspberry. Strawberry. Peach. Plain. All ingredients for each flavor are given on the rear. The sweetener is “Organic cane crystals” (sugar). The “live active cultures” in each are “*Lactobacillus Acidophilus*, *Bifidus*, *L. Bulgaricus*, and *S. Thermophilus*.”

Sales info: Oasis Sales and Marketing, 144 Weeks Way, Sebastopol, CA 95472. Address: 335 Sacramento St. #1120, San Francisco, California 94111. Phone: 415-495-2870.

2709. Turtle Island Foods, Inc. 2003. *No holiday guest left behind—Tofurky and Dumplings set for 2003* (Press release). P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. 1 p. Oct. 21.

• **Summary:** “Hood River, Oregon—Turtle Island Foods, Inc. announced today the introduction of a New and Improved

version of its flagship product, Tofurky Vegetarian Feast. This year’s changes include: the addition of a full pound of Cranberry-Apple, Potato Dumplings, a new ‘Tofu Tender’ Stuffed Tofu Roast, a new box with beautiful photos and graphics and a larger, 3.5 lb size for the entire package which retails in natural foods and grocery stores for around \$20.

“Tofurky was first introduced in the USA during the Thanksgiving Holiday season in 1995 when 500 Tofurky Feasts were sold. It was the first product that had been marketed to fill the need of what to serve vegetarian guests at one’s holiday table. The product has been wildly successful providing an alternative to Turkey for people who otherwise were left out of holiday celebrations. Last year, the company sold 120,000 Tofurkys in the U.S., Canada, and UK. This year, the products are to be offered to such major grocery chains as Safeway on a national level as well as in the natural foods supermarkets where it was the #4 overall selling meat alternative in 2002 despite only being sold in the 4th quarter of the year.” Address: Hood River, Oregon.

2710. Bloch, Benjamin. 2003. *All the trimmings. Los Angeles Confidential.* Nov. p. 254-56.

• **Summary:** About Chef Akasha and Chef Beth Ginsberg—color photos show each (with Akasha wearing a White Wave “Silk” cap). Akasha is the national spokesperson for White Wave’s Silk soymilk. Her favorite experiences include: Traveling the world as Michael Jackson’s private chef, catering Pierce Brosnan’s 50th birthday party—a luau on Malibu beach, and cooking for Billy Bob Thornton and Barbara Streisand. She likes to shop for organic produce at Santa Monica Farmers Market, Hollywood Farmers Market, and Whole Foods—which has a remarkable selection of organic artisan cheeses. She is typically booked 4-6 weeks in advance. For details: Chefakasha.com.

Beth has written two cookbooks: *The Taste for Living* and *The Taste for Living World Cookbook*. In 1990 she was a chef in a restaurant on Fairfax named “442.” The health food cuisine included many tofu dishes. They developed a big celebrity clientele. Now she works for Michael Milken and does all of his events, plus those of some business professionals. Funny stories: She had to cook tofu products for the ABC staff for Barbara Walters 20/20 special. They weren’t told what it was. Some said they tasted great, others said they were terrible.

2711. Hain Celestial Group, Inc. (The). 2003. *Annual report 2003: 10 years of changing the way the world eats.* Melville, New York. 32 p. Nov. 28 cm.

• **Summary:** A nice chronology at the front of the report marks the company’s 10th anniversary. At the top of each year is the logo of each brand acquired that year.

“1993—Irwin Simon forms 21st Century Foods with the Farm Foods brand. We acquire Kineret Foods, a specialty kosher brand. Our name becomes Kineret Acquisition

Corp. and we sell 1 million shares and warrants in an initial public offering at \$3.25 per unit. We are listed on NASDAQ under the ticker symbol NOSH. The FDA issues its Nutrition Labeling and Education Act (NLEA), regulations establishing general requirements for health claims and food labeling.

“1994—We acquire the Hain Pure Food Co. and Hollywood cooking oils from PET Inc. We change our name to The Hain Food Group, Inc. Our ticker symbol is changed to HAIN. Sales in our first full year are \$14 million.”

“1995—We acquire the Estee sugar-free brand and the Featherweight low-sodium brand. We establish our medically directed business. Our sales reach \$58 million.

“1996—We enter the snacks business with the acquisition of Harry’s Premium Snacks. We acquire a license to the Weight Watchers line of dry grocery products. Our sales reach \$69 million.

“1997—We acquire publicly held Westbrae Natural and enter the nondairy business with the Westsoy brand, the leading soy milk in the aseptic shelf-stable category. We expand our grocery business with Westbrae Natural, the #1 brand of shelf-stable vegetables and beans. We expand our snacks business with the Bearitos and Little Bear brands.

“1998—We open the year with the acquisition of four leading brands. (1) Terra, the #1 specialty all-natural snack food brand with its Terra Original Exotic Vegetable Chips. (2) Garden of Eatin’, a leading maker of organic tortilla chips. (3) Arrowhead Mills, the pioneer and leader in organic baking mixes and grains. (4) DeBoles, a premium pasta company known for its organic and Jerusalem artichoke pastas. Later in the year we acquire Nile Spice, a leading meal cup and dry soup brand. We issue 2.5 million additional shares of our stock to the public in a secondary offering. Our sales reach \$174 million.

“1999—We acquire the Natural Nutrition Group, bringing us: (1) Health Valley, the #1 brand in natural soups and snack bars, and a strong player in the natural cereals and cookie categories. (2) Breadshop, maker of natural, ready-to-eat granola cereals. (3) Casbah, providing versatile and great-tasting vegetarian prepared mixes and side dishes. The FDA authorizes the health claim that soy-based foods help to lower cholesterol. Our sales reach \$270 million.”

Hain acquired Earth’s Best and Celestial Seasonings in 2000, Yves Veggie Cuisine in 2001, Lima and Biomarché (both in Europe) in 2002, and Imagine Foods (with its premium Rice Dream and Soy Dream brands), Grains Noirs, and Walnut Acres Certified Organic brand in 2003.

Net sales for the year ended 30 June 2003 were \$466.459 million, up 18% from \$395.954 million in 2002. Net income in 2003 was \$27.492 million, way up from \$2.971 million in 2002. Many new products containing soy in the product name are pictured and described incl. Imagine Organic Broth [California Miso or Soy Ginger], Westsoy Soy Slender. Lima Soya Drink.

At the top of this chronology (p. 1) is a list of “10 relevant FDA authorized health claims” from 1993 to 2000. For example: “(1) Calcium reduces osteoporosis risk (1993). (2) Sodium increases high blood pressure risk (1993). (3) Dietary saturated fat and cholesterol increase coronary heart disease and cancer risk (1993). Soluble fiber (fruits, vegetables, whole grains, psyllium seed husk) reduces coronary heart disease risk (1993)...”

Page 2: The Hain-Celestial Group is “one of the largest specialty food companies in the United States.” “We now market almost 1,700 products under 28 different brand names.” This report contains many fine color photos.

Accompanying the annual report is a “Notice of Annual Meeting of Stockholders and Proxy Statement” (33 p.). Irwin Simon, the founder and CEO, age 45, had the following annual compensation: Salary: \$643,077. Bonus: More than \$175,000. Other compensation: \$16,000. Stock options: 600,000 shares. Note: The value of the company’s stock has decreased for the last 3 years in a row. Address: 58 South Service Road, Melville, New York 11747. Phone: 516-237-6200.

2712. Turtle Island Foods, Inc. 2003. Discovered! Tofurky seed pods. Introducing the new & improved Tofurky Vegetarian Feast with Cranberry-Apple Potato Dumplings (Leaflet). P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. 1 p. Front and back. 28 cm.

• **Summary:** In the middle third of the front of this full-color leaflet is a photo of a box (the packaging) of Tofurky. In the bottom third is a bar chart titled “Meatless poultry subcategory natural food supermarkets. We’re #1.” Source: SPINS Company, San Francisco, California. 52 weeks ending 30 Nov. 2002.” (1) Turtle Tofurky Feast Vegan, 52 oz. \$19.22. \$843,354. (2) Boca Origina Nuggets Chicken Nat. 10 oz. \$3.70. \$819,132. (3) Boca Original Patties Chicken Nat. 10 oz. \$3.65. \$736,161. (4) Boca Spicy Patties Nat. Chicken, 10 oz. \$3.64. \$648,005. (5) Health Is With Chicken Free Ff Nugget, 12 oz. \$4.23. \$607,112. (6) Quorn Chicken Style Nuggets, 10.6 oz. \$3.71. \$592,718. (7) Turtle Tofurky Roast Vegan, 26 oz. \$9.91. \$487,092. (8) Veat Veg. Bites, 7 oz. \$3.69. \$455,658.

The back, titled “What’s new” shows new products, Nutrition Facts, and Tofurky ingredients. Address: Hood River, Oregon.

2713. **Product Name:** WestSoy Lite: Soymilk Drink [Plain]. **Manufacturer’s Name:** Hain Celestial Group, Inc. (Product Developer-Distributor).

Manufacturer’s Address: Melville, New York 11747.

Date of Introduction: 2003.

Ingredients: Filtered water, organic soymilk (filtered water, whole organic soybeans), organic brown rice syrup, organic dehydrated cane juice, tricalcium phosphate, sea salt, carrageenan, vitamin A palmitate, vitamin D2, riboflavin

(vitamin B2).

Wt/Vol., Packaging, Price: 64 fluid oz (1.89 liter) Tetra Brik Aseptic carton. Retail for \$1.89 (2006/06, Oakland, California).

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Product with Label (Plain) purchased by Martine Liguori at Grocery Outlet in Oakland, California. 2006. June. Dark blue, white, yellow, red and black on bluish green. Front panel: “70% less fat than unfortified brands. Excellent source of calcium, vitamin D and riboflavin... 18 mg isoflavones per serving. Lactose & dairy free.” Martine’s taste test: Tastes like sugared water; not good.

2714. Levenstein, Harvey A. 2003. *Paradox of plenty: A social history of eating in modern America*. Revised ed. Berkeley, California: University of California Press. ix + 353 p. Index. 23 cm. Series: California studies in food and culture No. 8. [1529* endnotes]

• **Summary:** This revised edition is identical to the original 1993 edition except that: (1) The publisher and cover are different. (2) It contains a new Epilogue (which updates the book, p. 256-67) after the last chapter, plus 56 endnotes that accompany it. The index appears to be the same. Levenstein was born in 1938. Address: Prof. Emeritus of History, McMaster Univ., Univ. of Hamilton, Ontario, Canada.

2715. Sanson, Gill. 2003. *The myth of osteoporosis*. Ann Arbor, Michigan: MCD Century Publications. 226 p. Revised ed. 2011. *

• **Summary:** Rozanne Bazinet says the older (2003) version is best. “This whole medical problem of fragile bones is caused by fluoride. The WHO organization basically reclassified the definition of osteoporosis to expand the population who would be involved. The book goes through all the myths and explains them scientifically.”

2716. Evans, Barry. 2004. *Macrobiotic foods and miso in America today* (Interview). *SoyaScan Notes*. Jan. 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Macrobiotic foods is no longer a product category. Awareness of macrobiotics and macrobiotic foods among consumers has slowly but steadily declined over the past 10-15 years. Even though miso is historically a macrobiotic food, it has not benefited much, if at all, from the general uplift that all soyfoods have gotten in recent years. It is still an obscure food.

Many consumers also have a poor understanding of organic foods. Whole Foods did a survey recently which showed that the average Whole Foods shopper thought that every food product sold at Whole Foods was organically grown—otherwise Whole Foods would not carry it. This, of course, is incorrect.

Barry has had to struggle and struggle every step of the

way to keep American Miso Company (AMC) viable: Its two big miso competitors are Westbrae (now owned by the Hain-Celestial empire) and Miyako / Cold Mountain (which has fixed past problems in its organic labeling so that it is now accurate). AMC was not profitable in 2003; the company is still having a terrible time making a profit. Two new miso products are Miso Master dressings (Sept. 2003) and corn miso. Alberts Organics (now owned by UNFI; their produce branch) has an exclusive on the miso dressings through the end of November, but they don’t operate in California and the Pacific Northwest. The dressings have sold very slowly.

Great Eastern Sun (GES) has never presented itself as a macrobiotic company, but it has always carried a full line of macrobiotic products; the two most important product categories are miso (40% of business) and seaweeds (20%). GES now carries some products that are not macrobiotic—such as sugar and black tea. Address: Owner, American Miso Co., Inc. and Great Eastern Sun, Asheville, North Carolina 28806. Phone: 704-252-3090.

2717. Evans, Barry. 2004. *Failure of nori crop in Kyushu, Japan. Sea vegetables imported to America today* (Interview). *SoyaScan Notes*. Jan. 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** About 40% of all the nori produced in Japan comes from the Ariake Sea off the western coast of Kyushu, where it has been cultivated on nets for more than 25 years. This bay was ringed by wetlands, which were gradually filled in by developers. In early 2001 the entire nori crop in that bay failed because of an unseasonal outbreak of red tide—which had several causes, including a land reclamation project which destroyed wetlands that are no longer able to purify the sea water. The Japanese believe that nori will never be grown in that bay again—a huge disaster for thousands of nori farmers! This had led to more of the sea vegetables imported to the USA coming from China and Korea. Barry thinks that 80-90% of all the sea vegetables now consumed in Japan comes from China.

It is generally believed in Japan that, of the various sea vegetables, the kombu crop is the cleanest and most free of heavy metals such as lead, mercury, and arsenic. That is because most of the kombu harvested in Japan comes from the area around Hokkaido, Japan’s northernmost large island, where the cold, clear current flows down from the north. Japan has made a big effort, over the past 10-20 years, to clean up its environment and coastal waters.

China, on the other hand, has little pollution control. Its main goal is to be the low-cost producer of any product that consumers desire—worldwide. It produces a growing percentage of the world’s sea vegetables—but heavy metal content is an issue.

Eden Foods, which is the leading seller of sea vegetables in the USA, buys all of its sea vegetables from Japan and pays more for them than if it bought them from China or

Korea. In recent years, Great Eastern Sun (GES) has built its seaweed business on having less expensive products, imported from China. The only sea vegetable GES imports from Japan (Mitoku) is arame, which is not available from China. Address: Owner, American Miso Co., Inc. and Great Eastern Sun, Asheville, North Carolina 28806. Phone: 704-252-3090.

2718. Nordquist, Ted. 2004. Looking back: Overview of work with soymilk in America (Interview). *SoyaScan Notes*. Jan. 29. Conducted by William Shurtleff of Soyfoods Center. • **Summary:** Jeremiah Ridenour was the first person in the USA to have the idea of selling soymilk in extended shelf life (ESL) gable-top cartons. That was a huge breakthrough. Ted wanted to build a soyplant to produce his soy base in America—ideally in California. Ted met Jeremiah, and Jeremiah told Ted about his idea for using gable-top cartons. Jeremiah took Ted to Gustine, the plant where Ted developed a soymilk product for Jeremiah using Ted's proprietary formulation. He sent many samples to Jeremiah, on the understanding that Jeremiah would use his distribution to sell the new product. After the product was developed, Ted did a feasibility analysis, which showed that he had to produce about 4,000 cases (at 3 gallons per case) to make this a competitive, viable product. Jeremiah said he was unable to buy and sell that much volume—including the big initial cost of buying and printing the cartons. Then Ted took the idea to Westbrae (to Myron Cooper—who said “sorry”), and then to Steve Demos of White Wave; Steve had refrigerated distribution, saw the product's potential, and was very interested. “You have to give Steve all the credit for selling the product.” Ted still did not have a plant that could make his soybase. So Ted bought ProSoya's soybase made at the ProSoya plant in British Columbia, had it shipped by tanker trucks to Gustine, where Ted formulated it, had it packaged in White Wave's ESL cartons, then shipped the finished cartons in cases to White Wave. White Wave paid for the carton's plates and developed the graphics, but Ted had to pay to print the packaging on the ESL stock. White Wave paid for the product (incl. the package) after he received it. Ted make Silk soymilk for Steve for two years. At the end, Steve ordered \$320,000 worth of product then refused to pay for it. Ted thinks that he used that money to move to Utah.

Gary Stein was making tofu for Trader Joe's. Trader Joe's was also buying soymilk in fresh (not ESL) cartons from Rockview Farms—Trader Joe's distributor. Rockview bought its soymilk in bulk from a guy in Los Angeles, who set up his own Alfa-Laval plant to produce soybase and to formulate it for Rockview. Ted does not remember the guy's name but he was only up and running for several years. One day Gary called Ted and explained that Rockview Farms was having all kinds of problems with their soymilk, and that Trader Joe's had called Gary and asked him if he could produce soymilk for Trader Joe's. At this time, Ted was

still selling Silk soymilk to White Wave—but he was feeling tension in the relationship. Ted's contract with White Wave said that Ted could not sell soymilk packaged in gable-top cartons out of Gustine. Ted adhered to the contract. But by this time Ted had his first soybase plant up and running at Soyfoods of America in Duarte, near Los Angeles, California. So instead of buying soybase from ProSoya, Ted was now making his own in California. Gustine bought the packaging, Gary Stein formulated Ted's soybase to make soymilk, Ted packaged it in Gustine, then Gary sold it to Trader Joe's; they split the profits 50:50.

In April 1999, Ted's WholeSoy Co. launched WholeSoy: Creamy Cultured Soy, a Swiss-style soy yogurt in four flavors; he sold it to Trader Joe's through Gary Stein; Ted and Gary split the profits 50:50. Ted did not sell his yogurt direct to Trader Joe's because he is friends with Gary. “I don't do things like that. Our relationship with Trader Joe's was through Gary Stein. So I honored that.” Gary got Ted's yogurt into Trader Joe's. But a year or so later, Ted and Gary agreed that the arrangement was getting too complicated, and that Gary would take the soymilk (packed in Gustine) and Ted would take the yogurt. So Ted now sells his soy yogurt and a 96-ounce soymilk directly to Trader Joe's. Gary Stein is still making soy products for Trader Joe's. Gary no longer works much at his soy plant, which is run by his employees; he is often at Lake Tahoe or skin diving. “More power to him.”

Jeremiah did not start selling soymilk in ESL packages until after Steve stopped buying soymilk from Ted. Address: TAN Industries, Inc., 49 Stevenson St., Suite 1075, San Francisco, California 94105-2975; 660 Vischer Ct., Sonoma, CA 95476. Phone: 415-495-2870.

2719. **Product Name:** Lifestream SoyPlus Toaster Waffles. **Manufacturer's Name:** Nature's Path. **Manufacturer's Address:** British Columbia, Canada. **Date of Introduction:** 2004 January. **Ingredients:** Organic whole wheat flour, organic low fat soy flour, organic wheat flour, filtered water, organic flaxseed, organic rice bran, oat fiber, soy germ isoflavone concentrate (non genetically modified soy). **Wt/Vol., Packaging, Price:** - **How Stored:** - **New Product—Documentation:** Ad (full page, color) in *Vegetarian Times*. 2004. Jan. p. 37. “Enjoy America's #1 and #2 selling toaster waffles*, Lifestream FlaxPlus and Buckwheat Wildberry.” * = SpinScan Natural Product Supermarkets, 52 weeks ending 2/22/03. A color photo shows the front panel of a package of SoyPlus Toaster Waffles.

2720. Richmond, Akasha. 2004. Recollections of growing up and autobiography (Interview). *SoyaScan Notes*. Feb. 5. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Akasha was born in Miami, Florida. Her father, Merle Litman, was an attorney and an expert poker player. At age 10 she moved with her family to Hollywood, Florida (near the ocean, about 35 miles north of Miami), where she grew up. Starting at age 10, Akasha was deeply interested painting and drawing. Her mother, Judy, sent her to study with an excellent artist, where she started using charcoal to draw balls, then more complex shapes. Art was her passion when she was young. That's all she wanted to do from morning until night. And she loved to give her paintings and drawings away.

She was also deeply interested in cooking; she also began cooking at age 10, using the *Betty Crocker Boys and Girls Cook Book*, after her father gave her a little oven. She then moved on to her mom's copy of *The Joy of Cooking*. She came from a family of really good cooks. So when her mother discovered Adelle Davis, Tiger's Milk bars and brewer's yeast, they thought she had gone nuts. By the early 1970s her mom was making her own sprouts and serving them in "whisker and peanut butter sandwiches."

By 19 she became immersed in the surf culture of South Florida—greatly influenced by the Beach Boys of California. At age 19 she was into surfing, which introduced her to a new way of eating. She started patronizing local health food restaurants like Here Comes the Sun and the Health Hut. She read *The Miracle of Fasting*, by Paul Bragg and started juice fasting on tropical fruit juices. Her first job, at age 16, was at a health food store. that sold more vitamins than food. Since she loved to cook, she started creating her own healthful dishes.

But she sometimes felt unhappy and depressed in Florida / Miami. Suddenly an opportunity arose for her to go to the island of Kauai, in the Hawaiian islands, to live in a hippie commune, run by two young men whose parents were friends of her parents, and who were disciples of Sai Baba. It was her first contact with Asian spiritual traditions. She started chanting.

In 1976, after receiving a letter from a friend, she left for California for three reasons—including surfing, health foods. She started living in Encinitas—home of Yogananda's Self Realization Fellowship (SRF), great beaches, and many yoga teachers. It was a melting pot of Asian spirituality.

She went to college at San Diego State University. Her father died on Thanksgiving of 1977. She was in school because her parents wanted her to be there. Now she got disillusioned with school and asked herself "What am I doing here?" While still in college she started studying yoga. She met an ex-Sikh named Sahesh, who started dating her sister and needed a place to live. Akasha and friends had a large house (paid for by their parents), so in exchange for living with them, he said he would teach them yoga every day. "He was a real yogi and a real meditator. He got me up every morning and we did an hour of yoga, then an hour of meditation. It changed my whole life." Later Sahesh

developed a heroin problem and a few years ago he killed himself. He was one of those people who lived on a fine line, going from drugs to meditation. He just couldn't stay on the path.

Sahesh used to be married to Akasha's friend, Gurmukh, who was also a Sikh and a student of Yogi Bhajan. Sahesh brought Akasha to Los Angeles (from San Diego) to meet Gurmukh and to take a yoga course from Yogi Bhajan—who was teaching in Los Angeles.

"Yogi Bhajan came to Los Angeles in 1969, bringing the teachings of Kundalini Yoga and his own unique style of Indian and Ayurvedic cooking. In 1974 his students opened Golden Temple Conscious Cookery in Los Angeles." From 1979 to 1984 Akasha was a cook there.

When Akasha left the Golden Temple, she started working as a private chef, and her first clients included Barbara Streisand, Alana Stewart, and Carrie Fisher (HD, p. 179). Eventually she had so many requests that she started a vegetarian meal delivery service, sending meals each week to Michael J. Fox, Dana Delany, Judith Light, and mega producer, writer, and director James Cameron. Akasha continues to feel the influence of Yogi Bhajan. She still takes cold showers, still eats a largely vegetarian diet, still uses ginger tea, onions, and garlic for good health. But she ate a healthier diet before she met Yogi Bhajan; he drank Coca-Cola and served Haagen-Dazs ice cream in the ashram.

Later Akasha left Yogi Bhajan because of things she couldn't deal with on an integrity level, but "of all the people I've ever known, and all the celebrities and all the charismatic people, I've never known anyone like Yogi Bhajan. No one could command a room like he could. He was pretty amazing and pretty intuitive. He was unbelievable." He is still alive but he is in a wheel chair, he rarely leaves his room, he has heart failure, he had a kidney transplant last year, he hasn't walked in a year. He talks in a whisper. Address: Los Angeles, California.

2721. Richmond, Akasha. 2004. Recollections of growing up and autobiography (Interview). *SoyaScan Notes*. Feb. 5. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Akasha's friend, Gurmukh, is now the big celebrity yoga teacher to the stars. She has a huge following in Los Angeles. She is very charming and has her own spiritual following of hundreds of students. "When kundalini yoga gets written up in *Vanity Fair* magazine, they talk about Gurmukh as its guru. She's been branded that way by the media; she has never said she was." She really teaches kundalini yoga but she does not present herself as a guru. She has a center and she is about to open a huge new center. She travels all over the USA and the world teaching kundalini yoga. Gurmukh got her start with Jane Fonda at this studio. When she was pregnant, she had nowhere to go to exercise, so she started going to Jane Fonda's workouts. Now Gurmukh's whole specialty is prenatal yoga. She's

written two books on the subject. Gurmukh was a Zen Buddhist (she practiced for two years at the zendo in Maui, Hawaiian Islands) before she became a Sikh. She was also in the Haight-Ashbury district of San Francisco—"She did the whole thing." She has been a vegetarian for 30 years. She ran the Golden Temple restaurant in Santa Fe, New Mexico. The reason Akasha is in Los Angeles is because Gurmukh's ex-husband (Sahesh?) introduced us. Talk with Akasha 2004 Aug. 1. The real reason she did that was because her ex-husband was sleeping with Akasha's sister, and Gurmukh got jealous, so she became Akasha's friend to lure Akasha's sister away from him. The real reason Gurmukh became friends with me and lured me up to Los Angeles from San Diego was to get me and my sister away from her ex-husband—who lived in San Diego. It ended up being a good thing for Akasha. She asked Akasha to come from San Diego to work at the Golden Temple restaurant in Los Angeles. That was the beginning of Akasha's career as a cook—in 1979.

Husbands: Akasha was a single woman for 9 years before she met her first husband in 1986—he is not worth mentioning. How she got the name Richmond is another long story. Her present husband is Alan Schulman.

Shakti was one of Yogi Bhanjan's older disciples. When Akasha decided to leave Yogi Bhanjan, Shakti got upset and said, "I'm really sorry to see you go. You were the best PR ever had." Akasha has always gotten a lot of publicity for her work of cooking for celebrities; it was written up in many magazines and newspapers (incl. the front page of the food section of the *Los Angeles Times*, sometimes with a photo of her wearing a white Sikh turban). That always attracts publicity and makes Yogi Bhanjan and the Sikhs look good. Akasha was still a student of Yogi Bhanjan while she was cooking for celebrities. At a certain time she decided to leave. "It didn't matter to me if I wore a turban or not any more. When you're in that group, they make you feel like the only way you can be spiritual is to wear a turban. When my daughter was born, someone said to me, 'You'd better start covering her head now or she'll never want to wear a turban.' I thought, 'Well, maybe she won't care.' For most of the Sikhs—but not for all of them—the turban was a big deal. Yogi Bhanjan got mad at me, and he never talked to me again after I left. He told Sat Simran that I left, and I cut my hair, and that was it. I'd never be with him again. He told people that if they left him, they would come back as a cockroach in their next life and would have to go through the 24 million births and deaths it took to get to sit at his feet in this one. That has been documented. And that was mild compared with some of the things they said and did. But there were also people in the group that weren't like that—judgmental and using fear. Yogi Bhanjan liked people to follow the program."

Richard Lasser is one of two people who got Akasha to become a Sikh; he is now a screen writer. Akasha likes to

use goat's milk or cheese to make veggie cheesecakes; They don't have lactose and so are easier to digest.

Note: As of May 2014, Wikipedia has a long entry for "Gurumukh (yoga teacher)." It begins: "Gurumukh Kaur Khalsa is a teacher of Kundalini Yoga as taught by Yogi Bhanjan and a pioneer in the field of pre-natal yoga. She is the co-founder and director of the Golden Bridge Yoga Center in Los Angeles, and the creator of two books and three DVDs.

"Gurumukh was born Mary May Gibson in a small Illinois town. At age nineteen, she left her home to attend college at San Francisco State University in California." Address: Los Angeles, California.

2722. Lewandowski, Joseph P.; Uhland, Vicky. 2004. Maverick merchants: Entrepreneurs, idealists and visionaries have built the natural products industry. To mark our 25th anniversary, *Natural Foods Merchandiser* will pay homage throughout the year to some of the people and innovations in our industry. This month we profile 25 retailers. *Natural Foods Merchandiser*. Feb. p. 30, 32, 34-37.

• **Summary:** The visionaries (with a color portrait photo of most), listed alphabetically by last name, are: Linda Amidon, Rob Auerbach, Michael Cianciarulo, Bruce Cohen, Terry Dalton (founded Unicorn Village natural foods market in Miami, Florida, in 1979 and sold it for \$4.5 million to Whole Foods in 1995), Dan Foley (Wedge Community Co-op in Minneapolis, Minnesota), Mike Gilliland (CEO of Wilds Oats Market, 1984-2001), Sandy Gooch (Started Mrs. Gooch's Natural Food Markets in 1977 in southern California and expanded to 7 stores. Acquired by Whole Foods in 1993), Eric Hinfefent, Cheryl Hughes, Kemper Isely, Bea James, Michael Kanter, Matt Martincich, Debbi Montgomery, Philip Nabors, Mark Ordan, Barry Perzow, Mark Retzloff (see below), Scott Roseman, Debra Stark, Marke Stowe, Cynthia Tice, Robert Tucker.

In 1969 Mark Retzloff and two roommates founded Eden Foods, when he was a student at the University of Michigan. In 1971, he became manager of the Erewhon natural foods store in Seattle, Washington. In 1974 he moved to Denver, Colorado to manage Rainbow Grocery, a division of the Divine Light Mission [Guru Maraji], and bought it in 1976. In 1979 Mark Retzloff and Hass Hassan founded Pearl Street Market in Boulder, Colorado; it was later sold to Wild Oats Markets. In 1983 he and Hassan founded Alfalfa's Market in Boulder; it expanded to 12 stores and was sold to Wild Oats. In 1989 Retzloff left Alfalfa's and worked as chairman of the Organic Alliance in Washington, DC, lobbying for the Organic Food Production Act. In 1991 he returned to the Boulder area and, with Paul Repetto, founded Horizon Organic Dairy, leaving in 2001 (after 10 years) to become CEO of Rudi's Organic Bakery. He left Rudi's in late 2003 and launched Aurora Organic Dairy in Longmont, Colorado. Address: 1. Free-lance writer, Fort Collins, Colorado; 2. Free-lance writer, Denver, Colorado.

2723. Shurtleff, William. 2004. Why do we in the USA use the Japanese word “tofu” rather than the Chinese word “dofu” to refer to this soyfood product? (Editorial). *SoyaScan Notes*. March 4.

• **Summary:** Several important trends would favor the use of the Chinese term “dofu”: (1) During the period 1920 to 1960, Chinese cooking was much better known in the USA than Japanese cooking. There were many more Chinese restaurants, Chinese cookbooks, and Chinese recipes in American cookbooks (See *Cooking with a Foreign Accent*, 1952; *Helen Brown’s West Coast Cook Book*, 1952, etc.). (2) In 1975, there were also more Chinese-American tofu manufacturers. See list in *The Book of Tofu*, by Shurtleff and Aoyagi—although no list is complete because many were small and sold their products mostly to the local Chinese community. (3) Americans generally prefer Chinese-style firm tofu to Japanese-style soft tofu.

But: (1) The influence of confusing Chinese terminology and spelling due to dialects and lack of standard system of romanization. For example, Cantonese is the main dialect of Chinese spoken in the United States, whereas Mandarin is the standard in China.

(2) Influence of Japanese macrobiotic movement: 1. In the 1950s, George Ohsawa, a Japanese teacher, started the macrobiotic movement in the United States. He and his teachers (Michio and Aveline Kushi; Herman and Cornelia Aihara) developed a great popular interest in Japanese foods. 2. Tofu used as an ingredient in many macrobiotic cookbooks. 3. The macrobiotic movement played a major role in starting the natural foods industry in America, especially with the pioneer company Erewhon—started by Aveline and Michio Kushi, Japanese teachers of macrobiotics. The first Erewhon retail store opened in Boston, Massachusetts, in April 1966. Soon Erewhon became the most important distributor of natural foods in the USA. Tofu was sold at most natural food stores, where it was almost always called “tofu.”

(3) Influence of William Shurtleff: He became interested in both macrobiotics and Japanese culture in the mid-1960s. 1967 spring—He took a course in Japanese Art, taught by Michael Sullivan, at Stanford University; that summer he lived in Kyoto, Japan, studying art and architecture and practicing Zen meditation. 1968 May—the Esalen at Stanford program (of which he was director), hosted Michio Kushi, a Japanese teacher of macrobiotics, in a 1-week workshop. At about this time Shurtleff and the members of the commune in which he lived near Stanford University decided to stop eating meat and become vegetarians. 1968 June 10—Shurtleff entered Tassajara Zen Mountain Center south of Carmel, California, where he practiced meditation as a student of Japanese Zen master Shunryu Suzuki, roshi for 2½ years. The delicious vegetarian diet included tofu, miso, and whole soybeans. 1969 Dec.—A photocopied book titled

The Tassajara Food Trip, which he wrote, was distributed to friends at Christmas. It contained many Japanese and macrobiotic recipes served at Tassajara—including 4 recipes calling for “tofu”—the word that was used by everybody at Tassajara to refer to this food. 1971 Jan. 16—Shurtleff arrives in Japan to study Japanese language and culture, and Zen meditation. He becomes increasingly interested in Japanese foods and especially tofu. 1971 Dec. 26—He meets Akiko Aoyagi in Tokyo. She is an excellent cook and artist, and begins to serve him many Japanese-style vegetarian recipes—often including tofu. 1972 Dec.—He begins to write a booklet about tofu, for friends. But after meeting Nahum and Beverly Stiskin, founders of Autumn Press, the booklet is transformed into a book project. In Dec. 1975 *The Book of Tofu*, by Shurtleff and Aoyagi, was published in Japan by Autumn Press. It was the first popular book about tofu in the Western world, and it quickly became a best-seller—selling more than 500,000 copies by the year 2002. The Preface to the 2001 editions gives details about how the book was written.

(4) Influence of Library of Congress. In the USA the Library of Congress has long been the organization that decides which terms will be used to describe important subjects. The results are published in the well-known Library of Congress Subject Headings (LCSH), which is updated each year as new terms are added or outdated terms change. On 6 June 1977 the term “Bean Curd” was approved by the Library of Congress Subject Headings committee. On the same day they approved “Bean Curd, Dried” and “Cookery (Bean Curd).” So starting at this time, “bean curd” became the official, authoritative name for tofu. According to Tom Yee of the Library of Congress, these headings were probably established as a result of cataloging *The Book of Tofu*, by Shurtleff & Aoyagi. Any books about tofu published in the USA would thereafter be given the subject heading “bean curd” by the Library of Congress and libraries across America in their cataloging and card catalogs. New editions of *The Book of Tofu* published after June 1977 were given the subject heading “bean curd.” In May 1985 Shurtleff wrote the Library of Congress, Cataloging in Publication Div., recommending that its subject heading be changed from “bean curd” to “tofu.” He gave three carefully researched reasons for recommending the change. The Library of Congress made the change from “bean curd” to “tofu” in their subject headings. Address: Lafayette, California.

2724. Richmond, Akasha. 2004. Impressions of the Natural Products Expo at Anaheim (Interview). *SoyaScan Notes*. March 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Akasha just returned from the Expo where she catered a dinner for 900 guests, catered a smaller party for White Wave, and sat on two panels. Exhausted, she is taking the day off. The show had a record attendance of 34,000

people registered. At the Modern-Fearn (Minnesota) booth, she met Gayelord G. (“Gigi”) Palermo, who lives in West Palm Beach, Florida, and thus must be quite wealthy. He is about the same age as Akasha. His father is Anthony “Tony” Palermo of Modern-Fearn and (Gigi said) the adopted son of Gayelord Hauser. Gigi told her a remarkable story she had never heard before about how Gayelord Hauser’s career started. Hauser went to a dinner at the Hearst Castle in California. There he met a woman who had been blind for about 20 years. She took a walk with Hauser and told him that she had watched her infant son drown, and had been blind since that moment. After the walk (apparently because of something Hauser told her), her eyesight returned. Because of that, Hearst gave Hauser a column on health and put it in every newspaper he owned. That put Hauser on the map—and changed his whole life. Gigi has a rich archive of Hauser documents, photos, and memorabilia. He owns the rights to it all. Gigi gave Akasha his phone number; he doesn’t do e-mail. However, in *Diet Digest* in 1951, in a letter to his readers, Hauser announces that he is getting a column in the Hearst newspapers. Akasha has never seen a Hauser column in a Hearst Newspaper—such as the *Herald Examiner*.

At the show she met Patricia Bragg at her booth; she is tiny but looks very healthy, with fine skin. She, too, is quite wealthy. In 1959 she and Paul Bragg had a black-and-white TV show titled “Health and Happiness Show” in Hollywood. Clips from it are on the huge Bragg website. Gypsy Boots (age 93) was at her booth and Gigi got a fine photo of all of them. Note: Gypsy died on 8 Aug. 2004. Also at her booth was the founder of the Good Earth chain of restaurants named William Galt (see www.goodearth.com). He founded them in the mid-1970s, and one was in Berkeley. Eventually [in Nov. 1980] the chain was purchased by General Mills. William, now in his mid-70s, lives in Cabo, Mexico and looks very healthy; his skin is clear and he has a full head of hair—a tall, good looking man. He told Akasha the story of how Colonel Sanders got him (William) into natural foods. He first worked for Lowrey’s, the big beef restaurant chain, then he went to work for Kentucky Fried Chicken. There he learned how to run a restaurant. He told the story of how Colonel Sanders got him into eating healthy food. After Col. Sanders sold his chain of restaurants, William walked in to have a meeting with the Colonel and brought a bucket of the chicken. Col. Sanders looked at him and said, “Son—Don’t eat that shit. It’ll kill ya!” Col. Sanders traveled with Shaklee Vitamins and he was a complete health fanatic. William Galt and his daughter are now developing a prototype of a chain of healthy, fast-food, drive-through restaurants in America—like Burger King.

At the show White Wave introduced and demoed a liquid drinkable yogurt named Alive Sweet. She also met a famous African-American named Isaac Hayes, who starred in the movie *Shaft*. He has been into natural foods since the

1970s and is now working to introduce them to other African Americans.

She sat next to Barry Sears, PhD, on one panel; afterwards he predicted to her: “I’ll give this low-carb thing a year.”

Akasha is an admirer of Dr. Andrew Weil.

Efrem Zimbalist II, the son of the famous violinist, has just purchased *Vegetarian Times* magazine—for which Akasha writes a column. She went to a focus group to which he invited her, but found that most readers want more vegetarian recipes. Address: Chef, Los Angeles, California.

2725. Todd, Terry. 2004. Update on the Todd & McLean Collection at the University of Texas at Austin (Interview). *VegeScan Notes*. March 9. Conducted by William Shurtleff of Soyfoods Center. [5 ref]

• **Summary:** The University of Texas at Austin (UT) is home of the Todd & McLean Collection, has one of the largest collections of periodicals, books, papers, and memorabilia on the physical culture, fitness and exercise, and health foods movements and industries in America. Terry and his wife have put together a very substantial part of the collection. They are in the process of gifting it to the University and acquiring a permanent home for it, so it can function as a research facility which has a rare books and periodicals component. Also an area where more modern things, which are replaceable can be looked at by people interested in the field of fitness and exercise. It has only a small collection on competitive sports; they are interested in exercise to improve competitive sports, but not the sports themselves. The best library in the USA, probably the world on Olympic sports is in Los Angeles. It is funded by the Los Angeles Athletic Foundation, whose endowment of about \$125 million was left over after the 1984 Olympic Games run by Peter Uberhoff. They have a staff of 7-8 in Los Angeles—and “all the bells and whistles.” Contact Wayne Wilson, director.

The Todd & McLean collection is primarily concerned with purposeful exercise, like weight training. Terry started collecting 50 years ago, when he was starting as a tennis player. Then he began to lift weights, which was considered taboo for tennis players at the time. Then he became a competitive weight lifter and eventually the national champion. So he had a deep interest in areas that were considered “marginal and harmful” and looked down on by “everyone who was influential and had power”—including traditional medicine and traditional thinking in exercise physiology and physical medicine. “Today, not only is weight lifting not taboo, it is required.” Eventually he got interested in the broader fields of body building; he did Olympic weight lifting and “power lifting.” That was his original focus. Then he and Jan married and she became the top woman lifter of her era and was the pioneer for women lifting weights in America. She got a huge amount of publicity. Both Terry and Jan (much later) earned PhDs

in American Studies. Her dissertation was on the purpose of exercise for women. They have both been at UT for about 22 years; Terry grew up in the area and did he undergraduate work at UT. The university has often had a lot of money because of oil. During some of those fat times, they have invested in rare books. They have always had a kind view of special collections. Knowing that, Terry thought UT would be an ideal spot for his collection to reside. Historically, many of the great collections have been lost, split up, or thrown away when the person who owned them died. Sometimes the families of collectors are resentful of the time and money that the collector spent, so they throw it out! Terry was determined that this wouldn't happen to his; he felt an obligation to protect it and find a home for it. They continued as a mom and pop collection; UT was good up to a point, in that they provided space for the collection, which is not easy. The library continued to grow and grow. They were very close friends with Vic Boff, who died not long ago.

As Terry's interests began to expand, he collected older books about general exercise, diet, rest, mental tranquility, etc. He realized that the older books were much more general. Soon they were collecting in the fields of naturopathic medicine, alternative medicine, winter bathing, all kinds of views on food. Vic Boff was very well connected in this area, with Benedict Lust, Nature's Path, etc. Once they had an established home, with Vic's entree, they began to acquire the collections of other people such as Jesse Mercer Gehman, Christian Gian-Cursio (a naturopathic doctor, lecturer, and avid book collector), and Herbert Shelton.

The key to survival at a University is an endowment. The university manages the endowment and tries to make it grow. Their first, obtained some 20 years ago, started at \$200,000 and has grown to over \$600,000. Their more recent one, which is coming in slowly, will probably be even larger. Their spendable income from the two is about \$50,000/year, with which they hope to hire an archivist and a librarian. Terry (age 66) and Jan (age 52), who have no children and have invested a great deal of their own funds in the collection, now fulfill those functions (free of charge) on a person by person basis. Now 3-4 of Jan's graduate students are doing their PhD research at UT using the collection. One is about "Mail Order Muscle." The book *Crusaders for Fitness* by James Whorton (1982) was researched using their collection. Jack Berryman has done a lot of research in the general area of early exercise as well as physical culture, that laps over into diet. Berryman and Whorton are colleagues at the University of Washington [Seattle]; they are historians who work in the medical school. They have been having meetings with architects about home for their collections. The library is presently on the 1st floor of a gym at UT, and they have run out of available space.

How to access the collection: Some of the material is fairly well indexed, some on cards, and some has been

transferred to computers. All of Shelton's books are listed on paper. He realizes the importance of computerizing and annotating the collection. Terry and Jan work personally with potential researchers. All is by appointment only, with no regular hours. They publish a small journal and a grad student (who is in the final stages of her dissertation) helps them on that.

Prof. McLean was Terry's mentor in the field of exercise and physical culture at UT—long dead; he was very happy they Terry and Jan returned to UT. He helped Terry in his early collecting days and he had a very good collection himself. Kenneth Cooper in Dallas has had a wide-reaching effect on exercise in America.

A person who wishes to use the collection should send a rather precise list of things they are interested in and they would like to do. Jan works in the area that would be of most interest to Soyfoods Center. They will respond promptly to an enquiry, explaining how their resources could be of some benefit. They will try their best to help. They have a general description of the collection. Address: PhD, Room 22 AHG, Univ. of Texas, Austin, Texas 78712. Phone: 512-488-0015.

2726. Drosihn, Bernd. 2004. Update on soyfoods in Europe. Part II (Interview). *SoyaScan Notes*. March 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Soymilk: A major new soymilk maker in Europe is named Wild (www.wild.de), an old German food company that specializes in fruits and ingredients; their retail soymilk is named Soy and Joy. Their most famous brand is Caprisun, a non-soy drink in a foil pouch, well known in the USA. They and So Good, the Australian soymilk now made with Solae, are both strong competitors of Alpro.

Several weeks ago Hain-Celestial of New York purchased two German soymilk makers, both owned by Bruno Fischer, Jr.: Natumi and Gut Honneroth. He sold both companies at a low price—probably because he had to. Bruno had gotten his soymilk into Aldi, the mother company of Trader Joe's and the No. 1 discounter in Germany—and maybe in all of Europe, and he developed a large soymilk business with Aldi—perhaps so large he could no longer handle it himself. Bruno also made a lot of private label soymilk. With Hain, Bruno found a large German dairy to make soymilk for Aldi under a new Aldi brand. The new European CEO of Hain-Celestial is Philippe Woitrin, who was CEO of Lima Foods when Hain acquired it.

Triballat makes the best soy yogurts (Sojasun brand) in the world—in Bernd's opinion. They have a new brand, Sojadé, which are delicious creamy yogurt drinks—maybe organic. The Japanese Yakult concept of drinking live beneficial probiotic bacteria each morning has now caught on in a big way in Europe. Yakult is one of the best entries into the European food market in years. Bernd just saw White Wave's Silk Alive [the name was soon changed; it was sold commercially only under the name "Silk Live"], a similar

product, at the Anaheim Natural Products Expo. But he liked the Wildwood smoothie even better, and the WholeSoy fermented soymilk best of all American products.

In France a small company named Sojami (pronounced so-zha-MEE), which started about 10 years ago, makes very creative, unique, and interesting soy cheeses and cultured soy yogurts. The founder has a university research background and is a very nice guy.

Tofu: Tofu consumption in Europe has expanded steadily over the past 5-7 years, but it is still a very small product. The largest maker of the tofu and tofu products sold in Germany is Life Food GmbH / Taifun Produkte, run by Wolfgang Heck and Guenter Klein. Heuschen-Schrouff B.V. (Landgraaf, Netherlands) and Viana are tied for second place. About 10 years ago, Heuschen-Schrouff started selling their tofu under the organic So Fine brand (www.sofine.nl). An Indian-run company in Kerkrade, Netherlands, run by the brothers Singh (both Sikhs), makes tofu mostly for the Asian (Indonesian) market. In 2001 Viana started selling its tofu to the mainstream market under the Veggie Life brand; this English-language brand name communicates well to people speaking many different languages throughout the EU (European Union)—though distribution is still limited to Germany and Austria. Soto Tofu, formerly run by Rolf Barthof has been sold to a very large dairy company, Algäuland. Viana's main products are tofu and tofu products—such as meat and cheese alternatives. Viana is #1 in Germany in meat alternatives. Germans buy soyfoods for three main reasons: They are good for one's health, they taste good, and good for the environment. Bernd is a vegan, but about 90% of Viana's products are sold to non-vegetarians.

Early tofu companies still active in Europe include Sojafarm (founded and still run by Lothar Stassen), Albert's Tofuhaus (Albert Hess; exports lots of his products to France). A basic problem with the smaller, early tofumakers in Germany is that they didn't have the creativity or power to put a brand on the market. So both these companies produce a lot of tofu under private labels. Lothar bought the Svadesha brand (Svadesha was the first German tofu company) and produces tofu under the Svadesha brand. About 2-3 years ago he also purchased the Nagel's Tofu brand from Christian Nagel, who now markets the tofu under his former brand. So Lothar makes tofu under 3 brands. Berief Feinkost (in Beckum [Bochum?], northern Germany), started 10-15 years ago, tries to cover the mainstream tofu market, but not very successfully. Kassel Tofu Kato (started by Gyoergy / Yuri Debrecini, who was at Soyastern). Thomas Karas is no longer involved with soyfoods; he tried to enter the computer business but Bernd does not know what he is doing now. In Spain, the market leader is Natursoy near Barcelona. Nearby is Salvador Sala of Vegetalia. In Spain, there is a lot of interest in and rapid growth of soyfoods and organic foods. In Italy the Ki Group (Schenker) owns a tofu company—fairly old but not very creative.

In the United States, Pulmuone now has three U.S. factories; their first one in Southgate, southern California, a new one at Fullerton, California, and a 3rd one in New York. The Fullerton factory is the most modern Bernd has ever seen. There they make Gourmet Tofu, introduced in about Jan. 2004, which is presliced and marinated, in 4 flavors / styles: Baked, Sliced, and Marinated.

Meat alternatives: Nestle now owns Osem which owns Tivall, the Israeli maker of meat alternatives. Since all of Tivall's products are held together by eggs or egg whites, none of them are vegan—and none are organic. Quorn, which also contains lots of egg protein, is owned by AstraZeneca [Marlow Foods]—which wants to sell the company because growth and profits have been lower than expected. DE-VAU-GE in Germany is a very big company, they make large amounts of meat alternatives (incl. burgers), and they do a lot of business with Aldi in breakfast cereals—not in soyfoods. Bernd thinks they are good, and very economical manufacturers, but they are not very creative and they have no USP (unique sales point); moreover, many of their products contain egg protein, but their quality is lower than that of Tivall. Bernd believes his meat alternatives are as good as Tivall's, but more expensive, in part because of organic ingredients. Tivall makes its raw materials in Israel, then exports these to Europe for cutting and flavoring.

Klaus Gaiser owns Topas which sells Viti brand meat alternatives based on wheat gluten, with no soy; he owns the brand and markets the products, but he has meat companies manufacture them. However, when his typically 3-year contract with the manufacturer expires, he has to find a new manufacturer, but the previous one keeps making his products under their own brand. In the USA: At Turtle Island Foods (Hood River, Oregon), Bernd met Hans Wrobel, a German who does product development. Note: Hans and Rhonda Wrobel of The Higher Taste developed Tofurky in Portland, Oregon. Bernd makes Pizzarella, a tofu-based cheese alternative. Address: Founder and president, Viana Naturkost GmbH, 54578 Wiesbaum / Vulkaneifel, Germany. Phone: +49 06593-99670.

2727. *SoyaScan Notes*. 2004. Leading ice creams (\$ sales, both dairy and non-dairy) in the natural foods channel only, East Coast of the USA, from 1 Dec. 2001 to 2 March 2004 (Overview). March 20. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** At the beginning of this period (1 Dec. 2001) the sales ranking was as follows: (1) Haagen-Dazs, \$410,000. (2) Ben & Jerry's, \$390,000. (3) Imagine Foods [Rice Dream, non-dairy], \$250,000. (4) Turtle Mountain, Inc. [non-dairy], \$215,000. (5) Stonyfield Farms, \$210,000. (6) Tofutti [non-dairy], \$75,000. (7) Double Rainbow, \$000.

At the end of this period (20 March 2004) the sales ranking was as follows: (1) Turtle Mountain, Inc. [Soy Delicious, non-dairy], \$415,000. (2) Ben & Jerry's,

\$310,000. (3) Imagine Foods [Rice Dream, non-dairy], \$295,000. (4) Haagen-Dazs, \$285,000. (5) Stonyfield Farms, \$235,000. (6) Tofutti [non-dairy], \$115,000. (7) Double Rainbow, \$5,000.

Observations: (1) The company with by far the greatest growth during this period was Turtle Mountain, Inc.; its sales almost doubled. (2) Non-dairy frozen desserts generally grew more than dairy ice creams. (3) The company with the biggest decrease in sales was Haagen-Dazs, followed by Ben & Jerry's—both “super premium” dairy ice creams which are high in calories, butterfat, and cholesterol. Address: Soyfoods Center, Lafayette, California 94549.

2728. Product Name: Soy7 Soy Dry Mixes [Burger Mix, Chili Mix, Burger Bits, Taco Mix, Recipe Strips].

Manufacturer's Name: ADM Health and Nutrition.

Manufacturer's Address: 4666 Fairies Parkway, Decatur, IL 62526. Phone: 1-800-510-2178.

Date of Introduction: 2004 March.

Ingredients: Incl. NutriSoy soy protein.

Wt/Vol., Packaging, Price: Paperboard box.

How Stored: Shelf stable.

New Product–Documentation: Leaflet (8½ by 11 inch, color, glossy, front and back) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2004. March. “What is Soy7?” Includes 6 pastas and 5 dry mixes. Each package contains at least 7 grams of all-natural Nutri-Soy soy protein. The ingredients are not listed.

2729. Product Name: NutriSoy Organic Whole Bean Powder.

Manufacturer's Name: ADM Health and Nutrition.

Manufacturer's Address: 4666 Fairies Parkway, Decatur, IL 62526. Phone: 1-800-510-2178.

Date of Introduction: 2004 March.

Ingredients: Whole organic soybeans.

Wt/Vol., Packaging, Price: 20 kg net bags.

How Stored: Shelf stable.

New Product–Documentation: Leaflet (8½ by 11 inch, color, glossy, front and back) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2004. March. It “is a revolutionary ingredient that has what most soy products are missing—great taste.” Only hot water is used in processing. Smooth mouthfeel—microfine texture. Applications: “Soy milk. Soy beverages. Ice cream. Cookies and crackers. Yogurt. Drinkable yogurt. Cream cheese. Sour cream.”

2730. Clute, Mitchell; Lipson, Elaine. 2004. 25 ideas that changed the industry. *Natural Foods Merchandiser*. March. p. 54, 56, 60, 62.

• **Summary:** 1. You are what you eat. 2. Organic Gardening and Farming (Rodale's). 3. The Dietary Supplements Health and Education Act (DSHEA, 1994). 4. Organic Certification

(USDA, 2002). 5. Natural Foods Co-ops. 6. Advent of large natural supermarkets (Alfalfa's, Wild Oats). 7. Mainstream markets get natural. 8. The emergence of the integrative pharmacies. 9. Earthbound Farms' bagged salads.

10. Horizon becomes the first national Dairy Brand (1991). 11. Soymilk moves to cold case (White Wave's Silk, 1996). 12. It's soy good, I can't believe it's not meat (Gardenburger). 13. Health claims for foods. 14. What does it mean for a food to function [functional foods]. 15. Alternative medicine goes mainstream. 16. Scanners, bar codes, and OrderDog. 17. National natural distribution (Tree of Life). 18. Private label (lower price than name brands). 19. Natural, vegetarian and organic foodservice.

20. Healthy home meal replacement and fast food. 21. Healthy convenience foods. 22. Recycled and recyclable packaging (Dow Chemical Co. and Cargill Inc. developed the polymer). 23. Genetically modified organisms. 24. Organic goes gourmet. 25. Farmers' markets and communally supported agriculture.

2731. Product Name: Organic Granola Bars [Pumpkin FlaxPlus, Apricot 'n Nut, Cranberry Soy, HempPlus].

Manufacturer's Name: Nature's Path.

Manufacturer's Address: 9100 Van Horne Way, Delta, BC V4G 1E8, Canada. Phone: 604-248-8760.

Date of Introduction: 2004 March.

Wt/Vol., Packaging, Price: 14 oz (400 gm) paperboard box.

How Stored: Shelf stable.

New Product–Documentation: Leaflet sent by Patricia Smith from Natural Products Expo at Anaheim. 2004. March. “Authentic 1960's Organic Granola Bars.”

2732. New Hope Natural Media, a Division of Penton Media, Inc. 2004. Show directory: Natural Products Expo West 2004. Boulder, Colorado: New Hope Natural Media. 274 + 36 p. Illust. Exhibitor Index. Advertiser Index. 28 cm.

• **Summary:** From the cover: “The largest conference and tradeshow for the natural and organic products industry.” Contains many advertisements, color photos, and information about individual companies.

2733. *Nutrition Business Journal (San Diego, California)*.

2004. Eden Foods maintains independence in a consolidating industry. 9(3):18. March.

• **Summary:** A good interview with Michael Potter about the history and organic philosophy of Eden Foods. The company, “founded in 1969 as a retail food cooperative,” is the last significant organic food manufacturer in the USA, according to Potter, the company's sole owner. Walnut Acres used to be the oldest independent, until they were purchased and eliminated by Acirca.

Refrigerated soymilk has hurt sales of aseptically packaged soymilks, and Eden's soymilk sales have been

down 8.6%/year for each of the past 4 years. But Potter is optimistic about sales of Eden's other products. In 2003 Eden's sales were about \$45 million.

Eden's sales are 98% from organically grown products. Potter estimates that Eden supports about 300 family farms with 40,000 acres of organically managed farmland in the USA and Canada. The advent of USDA organic regulations [NOP] in 2002 brought major changes to Eden, from adding new organic ingredients to having to redesign all labels. Potter is critical of NOP for lax enforcement of organic standards, but he does not agree with those who think that the industry should work to make organic prices closer to those of conventional foods. "The percentage of income that Americans spend on food is the smallest in the world. Food is undervalued, and when you think 'cheap, cheap, cheap' what you end up with is conventional American food, the laughing-stock of planet Earth." Instead of using lower prices to attract new customers, Potter believes that educating consumers about organic and conventional food should drive future growth.

2734. Turtle Mountain, Inc. 2004. There is a reason... (Leaflet). P.O. Box 21938, Eugene, OR 97402. 3 panels each side. Each panel 8½ x 11 inches. Front and back.

• **Summary:** Another impressive color leaflet sent by Patricia Smith from Natural Products Expo West. 2004. March. A photo on the cover shows two freezers chock full of Turtle Mountain non-dairy frozen desserts. Page 2. "Turtle Mountain has become the #1 frozen dessert company in the Natural Foods Supermarket channel surpassing all of the market's best-known brands. Driving the market through market leadership." A table shows \$ sales ranking and \$ growth compared with a year ago for six companies: Turtle Mountain, Haagen-Dazs, Imagine Foods, Ben & Jerry's Stonyfield Farm Yogurt, Tofutti. Based on SPINSScan 52 weeks ending December 27, 2003.

Page 3 contains 3 nice bar graphs.

Page 5 states (in a pie chart): In natural foods supermarkets: "54% of the market is dairy desserts. 46% of the market is non-dairy frozen desserts and its growing!" Address: Eugene, Oregon. Phone: (541) 338-9400.

2735. Kennedy, Gordon. 2004. Update on health reform movements in the Los Angeles area (Interview). *SoyaScan Notes*. April 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The booklet "Classical nutrition," by Maximilian Sikinger (1946) is not owned by any library in the USA. His main theme was the secret of creation. Maximilian sold them at the Golden Door, a health retreat run by Edmond Bordeaux Székely, in Escondido and Hollywood. Maximilian knew Anne Marie Benstrom, the managing director (during the 1950s and 1960s; she was from Sweden).

The Anne Marie started her own health spa called the Ashram. That land in the Santa Monica Mountains was sold to her by Maximilian, the same land shown in *Children of the Sun* (1998, p. 164), where Maximilian is kneeling on a rock by a stream. That photo is on the cover of his booklet "Classical nutrition." Then Maximilian's land was adjacent to hers. Since the Ashram was only 40 minutes from Los Angeles, it attracted many Hollywood Stars such as Raquel Welch. The Ashram is still there and Anne Marie is still alive and a good resource. She lives both at the Ashram in Calabasas (in the hills northwest of Los Angeles) and in Seattle.

Anne Marie spent time with Emile Zimmerman (one of the early California "Nature Boys"). They looked like Adam and Eve. They went to some tropical adventure in some place like Brazil and tried to live off fruits and air.

Maximilian has been bed-ridden for several years. In the 1950s he started "pumping iron" (weight lifting) at muscle beach in Santa Monica, and he started eating meat. He was a fixture at hippie pop festivals like Gypsy Boots was, but Max was really Boots' guru. Finally the meat eating caught up with him, he started having problems with his health, and then he was put on medications. Carla, his wife, is much younger and is still very clear (phone 818-222-7930).

Paul Bragg was cured of his tuberculosis by Dr. Auguste Rollier, an M.D. practicing in Switzerland. Gordon is quite sure that Bragg mentioned it. He practiced heliotherapy, and his predecessor in the same area was Arnold Rikli. Rollier wrote a book titled *Heliotherapy* (1923; Oxford Medical Publications) which is about treating people who have tuberculosis using only sunshine at 5,000 feet (even in the winter with snow on the ground) in the Alps. Gordon has a copy of the book, which contains many remarkable "before and after" photos.

Louise Hays developed a large following starting about 15 years ago; her books and audio tapes emphasize positive affirmations for bodily health and for each organ. It's all about feeling positive to enable the healing process. You can do it yourself. Edgar Cayce was saying the same thing.

Gordon has a good collection of books on the early health and vegetarian movements in California. Many of these book are reprinted photocopied and sold by Health Research—which used to be in Mokelumne Hill, California, but is now in Pomeroy, Washington State.

The first psychedelic art was done by Fidus (Hugo Hoppener); a number of his works from the 1890s and early 1900s are reproduced in color in Gordon's book. Address: Ojai, California.

2736. Ewing, Jack; Zellner, Wendy; Armstrong, Larry; et al. 2004. The next Wal-Mart? Like the U.S.-based giant, Germany's Aldi boasts awesome margins and huge clout. *Business Week*. April 26. p. 60-62.

• **Summary:** A good analysis, focusing on marketing

and retailing, of the Aldi group in Germany. Aldi is short for “Albrecht Discount.” The reclusive co-founder Karl Albrecht, is said to be the world’s third-richest man, worth \$23 billion. A timeline shows that the story begins in 1913, when the parents of Karl and Theo Albrecht open a small grocery store in the city of Essen, north Germany. 1948–After serving in World War II as German soldiers, Karl and Theo open the first Aldi store in Essen. 1955–Aldi has 100 stores. 1960–The brothers divide the company, with Karl taking Aldi South and Theo Aldi North. They continue to share some operations. 1971–Theo is kidnapped and released after 17 days following a ransom payment of \$4 million. 1976–The first Aldi store opens in the USA in southeastern Iowa. 1979–Theo buys Trader Joe’s, an upscale natural foods and specialty foods discount chain based in California. 2004–Aldi is the world’s 11th largest grocery chain, with \$37 billion in sales and nearly 7,000 stores.

Aldi’s strategy is simple: carry relatively few good products (not including big name brands) and exert strong control over quality and price. All expansion is done using cash, not borrowed money.

A sidebar is titled “Trader Joe’s: The trendy American cousin.” Last year TJ’s profits per square foot were roughly twice that of regular American supermarkets. Between 1990 and 2001 TJ increased its number of stores fivefold and profits grew tenfold. More than 80% of the products are sold under the TJ brand or a humorous variant thereof. TJ’s plays its employees well, with above-union wages, generous bonuses, and a company-funded retirement plan.

TJ’s started in the 1960s [1967 in Pasadena, California] when Joe Coulombe was trying to figure out how to protect his 3 Southern California convenience stores, named Pronto Markets, from the onslaught of 7-Eleven stores. He loaded up on gourmet items and low-priced wines, plus discounted and overstocked merchandise.

Note: Trader Joe’s first expanded to the East Coast (Boston / Cambridge, Massachusetts, area) in about 1985-87.

2737. Ness, Carol. 2004. Kikkoman voted top vanilla soy milk: Taster’s choice. *San Francisco Chronicle*. April 28. p. F2. Food section.

• **Summary:** Five brands of organic soymilk were tasted and rated in descending order of preference as follows: 1. Kikkoman Pearl (73 points, \$2.29/qt at Rainbow). 2. Silk fresh (70 points, \$1.99/qt). 3. Pacific Select Low Fat (68, \$1.89/qt). 4. Vitasoy Smooth (66, \$2.09/qt). 5. Vitasoy Vanilla Delight (58 points, \$2.09/qt).

“Also tasted but unranked were Safeway Select Organic, WestSoy Plus, Soy Dream, Silk (boxed), Clover Stornetta, Trader Joe’s, Pacific Ultra, Wildwood, 8th Continent, Edensoy, and 365.” Address: Staff writer.

2738. Richmond, Akasha. 2004. Where did the natural foods industry come from? (Interview). *SoyaScan Notes*. April 28.

Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** It came from John Harvey Kellogg in Battle Creek Michigan, from Los Angeles and Hollywood.

The early history of health reform movements on the East Coast has been well studied, but nobody has studied that history on the West Coast.

Her idea of Harry Chandler coming to California in the late 1800s because he had tuberculosis and was very sick. He came for the weather. He started peddling fruits and vegetables, made some money, and returned home to Michigan. He got sick again, so he returned to California. He started by owning the distribution for the *Los Angeles Times*, then he married the publisher’s daughter, Miss Otis. Akasha found his obituary. Harry Chandler was a health nut, and that is why he let so many people (such as Harry Ellington Brooks and Philip M. Lovell) write columns in his newspaper. Great connection. The LA Times fueled an interest among people in Hollywood and elsewhere in Los Angeles.

First link, they all came to LA for the weather-sunshine-climate. The Germans also came for the fruit. Sanitoriums in the dry desert with sunshine for TB.

During the period from 1900-1930 in Los Angeles and Hollywood, many people thought about health and medicine in a completely different way than we do today. Much of what we now call “alternative medicine” was mainstream. These people relied on the “healing power of nature” and the idea that “food is the best medicine”—two key concepts that date back to Hippocrates—the father of Western medicine.

There was widespread respect for naturopathic doctors, drugless healing, and “nature cure.” Brook and Lovell both had an N.D. (naturopathic doctor) degree, not an M.D.

For decades, this view of health, healing, and food had almost disappeared from American culture. But now it is making a comeback for three main reasons. It goes directly to the cause of the problem, it does no harm, and it is dramatically less expensive.

The basic idea of going to a doctor, who will treat your symptoms with expensive drugs and medicines while you continue the lifestyle that caused the problem has become very popular for the last few decades—but it is too expensive and often does not solve the basic problem.

“In ancient Greece, doctors worked under the patronage of Asklepios (Pron. = as-KLEE-pee-us), the god of medicine, but healers served his daughter, the radiant Hygeia, goddess of health” (Dr. Andrew Weil, p. 3-4). Address: Los Angeles, California.

2739. Goldbeck, Nikki; Goldbeck, David. 2004. *Healthy highways: The traveler’s guide to healthy eating*. Woodstock New York: Ceres Press. viii + 421 p. April. Illust. 21 x 13 cm.

• **Summary:** A directory of 1,900 eateries and natural food stores in the USA. Organized by state (alphabetically) and

within each state alphabetically by city. For each business is given the name, address, phone number, and directions. Symbols show the type of business (natural food store, restaurant, etc.) plus a list of features (such as vegan, vegan-friendly, vegetarian, vegetarian-friendly, bakery, deli, etc.).

Note: This appears to be an updated and expanded edition of *The Tofu Tollbooth* (2nd ed. 1998), also published by Ceres Press. Address: P.O. Box 87, Woodstock, New York 12498. Phone: (845) 679-5573.

2740. Klute, Mitchell; Edmonds, Bryce; Lewis, Kristen; Uhland, Vicky. 2004. 25 who fortified supplements: Our list of 25 supplements visionaries (including one homeopath) was born of hours of debate, struggle, and learning. Many were left off; many have passed on. All of these 25 have given of themselves, faced criticism and persevered to grow a healthy industry. *Natural Foods Merchandiser*. April. p. 32, 34, 36, 38-42, 44-45.

• **Summary:** To mark its 25th anniversary, *Natural Foods Merchandiser* pays homage to the following visionaries (with a color portrait photo of most), listed alphabetically by last name: Anthony Almada, Elliot Balbert, Scott Bass, Jeffrey Bland PhD (former professor of biochemistry at the University of Puget Sound), Ross Blechman (his parents, David and Jean Blechman, founded Twinlab; he was a past president of Twinlab), Mark Blumenthal (takes saw palmetto), Bill and Peggy Brevort, Randy Dennin, Annette Dickinson PhD, Hal Drexler, James Duke PhD (former botanist with the USDA and author of numerous books on herbs), Christopher Hobbs, Jerry Kessler, Chris Kilham, Rob McCaleb (president and founder of Herb Research Foundation), Loren Israelsen, Jeff Katke, Jerry Kessler (founded Nature's Plus in 1971), Michael McGuffin, Michael Murray ND (has a database of more than 60,000 studies about natural health), Joe Pizzorno, Ed Smith, Dana Ullman (homeopathy), Roy Upton, Janet Zand, Loretta Zapp.

Each person responds to the following: Years in the biz. Accomplishment. Learning experience. Daily herbs/supplements. The next superstars. Hero. DSHEA's future. Desert island fave [favorite].

2741. Wagenvoort, Helen C. 2004. The high price of cheap food: Mealpolitik over lunch with Michael Pollan. *San Francisco Chronicle Magazine*. May 2. p. 10-14. Sunday.

• **Summary:** Pollan, age 49 and former editor of Harper's magazine, recently moved from his farm in rural Connecticut to Berkeley, where he holds a newly endowed chair to teach science and technology journalism. Orville Schell, dean of the UC Berkeley School of Journalism, convinced Pollan to make the move and credits Pollan with creating "food chain" journalism, a vast new world of important reporting; his articles are already making trouble for corporate food conglomerates. He started the movement from corn-fed to grass-fed beef, since "feeding a cow corn, rather than

the grass it has evolved to eat, transforms it from a solar-powered to a fossil-fueled animal." Alice Waters of Chez Panisse has said, apparently not in jest, that she wants Pollan to run for president, with Eric Schlosser, author of *Fast Food Nation*, as his running mate.

Why is organic food more expensive than food produced in the industrial food chain? Because "the real cost of cheap food is not reflected in its price. You're paying for it in your tax dollars because you're giving farmers a \$20 billion a year subsidy." You are also paying for it in public health costs and environmental pollution.

The more than Pollan writes about food, the more surprises he uncovers. Writing about beef led him to study corn, which took him to the Gulf of Mexico—which has become very polluted from nitrogen runoff from the corn fertilizers. That nitrogen comes from the Persian Gulf, "where we go to defend this oil supply that is the real feedstock of our agriculture. Twenty percent of our fossil fuel consumption goes to agriculture; the average item of food travels 1,500 miles before it gets to your plate. Our food economy depends on a cheap energy supply."

Note: Why didn't the study of beef lead him to a slaughterhouse?

2742. Richert, Bill. 2004. Cabino / Incognito / Rocamojo (Interview). *SoyaScan Notes*. May 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** A celebrity chiropractor [Ron Marino] stole his company. Cabino really never existed as a company; for while, he roasted the soybeans in his kitchen in Sherman Oaks, and sold it to 30 local stores. Then he called in his famous friend Ellen Tauscher, who had her own seat on the New York Stock Exchange. They started the company all over again, with hopes of getting a better flavor. But they never managed to get a better flavor—even after 18 months and a huge expenditure of money. But one of the experimental roasts they did was from a company that usually roasted nuts; the soybeans they sent to this company were somehow put into the coffee roaster by mistake and they came out tasting fantastic. So with that process, they started Incognito. River Phoenix, the vegetarian actor, was Bill's main investor. Bill had directed River in a movie titled "A Night in the Life of Jimmy Reardon."

Bill went into business with a celebrity chiropractor. Once the company started to thrive, the chiropractor stole the company; he cut Bill off from his office and from the bank account. But Rocamojo has become an extremely successful product. Its an amazing story. Rocamojo is now sold in Whole Foods, Wild Oats, General Nutrition Centers (GNC), Gristedes (New York), Von's, Safeway, etc. Senator Richard J. Durbin (D-Illinois) wants to put it into the military.

Bill has a huge and very successful law firm working for him on the case. He will tell me the whole story after the trial. Address: 1423 Euclid Ave., Santa Monica, California

90404. Phone: 310-394-7308.

2743. Richards, Michael. 2004. Life and work with candles, Part VIII. After the agreement with Cargill was signed (Interview). *SoyaScan Notes*. May 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In Oct. 2003 Michael purchased back most of the shares from Candleworks' main investor, Herb Wilson, although (as of May 2004) a small amount still remains to be paid (small remainder note). Herb has an excellent set of well-organized Candleworks company records. This expense took all of Michael's cash reserves, required him to borrow money to pay off Herb, and put him under a huge financial burden. Due to poor health, Herb agreed to settle for a lesser amount in exchange for quick payment.

About 6 months ago, Candleworks ceased production of finished candles, since Michael had no operating capital. During the company's move to a different building (18 months ago), Michael had to lay off some of his homeless and disabled workers. Today he employs about 3-4 such people. Throughout Candleworks' entire history, Michael has always "pushed people out the door to get other jobs." Because of the unique Iowa City economy, most of the people trained by Candleworks are still employed.

Presently, candle production is starting again slowly. Michael plans to have 10-12 employees, not 30-40. In the future, Michael plans to focus more of his efforts on income from royalties (getting customers for his soy wax made by Cargill) rather than income from making candles. But there is an interesting relationship between the two. The best way to improve the quality of his soy waxes is the use that wax for making candles. Real production is a much more effective way of doing research than just doing it in the lab.

Concerning deceptive labeling of candles: Some of the large manufacturers are starting to use the term "soy candles" on the label when the candle contains relatively little soy wax and mostly paraffin. This is not illegal since there are no labeling regulations in the candle industry. In fact, the ingredients used to make most candles are not even listed on the package. However buyers (for chains) and consumers nowadays are so much more discerning, so each is likely to ask his source about ingredients.

BeansWax Candle Co. was Michael's first customer for soy wax, even before the Cargill agreement (and one of the first to use the terms "soy candle" and "soy wax"). When Michael went with Cargill, BeansWax refused to switch to Cargill's flakes from the 35-lb blocks of soy wax that they had been used to buying from Candleworks. They believed (as does Michael) that Michael's original wax "looked more natural" and that the Cargill waxes "looked more like paraffin." For them it was a visual thing. Their main customers were natural foods chains such as Whole Foods, Wild Oats, etc. Michael bought hydrogenated oil from Cargill, formulated it himself to make finished PhytoWax,

shaped it manually into 35 lb blocks, loaded it into his pickup truck, and drove to the Iowa-Minnesota border, where he met the founders of BeansWax and transferred the blocks into their trailer; they would drive the blocks north into Minnesota. When Cargill started making the wax, they no longer used the other fatty acids from other sources; Cargill wanted the wax to be 100% Cargill ingredients. So Michael lost BeansWax as a customer; they felt that Michael's waxes were better before he switched to those made by Cargill. Michael thinks BeansWax then hired some people to figure out what was in Michael's pre-Cargill wax, and they did a pretty good job of duplicating his soy wax.

A private research group named Unity Marketing published a study of the candle industry; the full report costs about \$2,000. They have predicted that candle manufacturers who do not switch to soy wax are not going to survive. Companies will have to innovate to survive, and the most important innovation is the conversion to soy waxes. They say it is inconsistent for candle companies to market a product that they say is therapeutic, in some cases make it a base for aromatherapy, and make it from a petroleum product.

Michael presently sees his most important role in life as that of grandfather. He has two grandchildren. Michael, his eldest son, is the father of Christian (age 3), who lives in the Philippines and whom he has not yet seen. His second son, Benjamin, has no children. The third son, Solomon, is the father of Natasha (age 2), who is at Michael's home today. The fourth son, Mel, has no children.

Michael married a Filipino lady in the Philippines. They were together for about a year, but the marriage didn't work out. Michael is now back in Iowa, working at Candleworks. But he returns to the Philippines about once a year to spend time in the village with his son, and he is working to have his son come to the USA for his education. Address: Founder and owner, Candleworks, Inc., 1029 Third St. S.E., Cedar Rapids, Iowa 52401. Phone: 319-363-1774.

2744. Budgar, Laurie; Melville, Nancy; Uhland, Vicky. 2004. 25 who championed a cleaner plate: As we celebrate the inroads natural and organic food has made into consumer consciousness during the last 25 years, we often forget the pioneers who made it possible—the men and women... who educated consumers when the concepts were strange and new, and who persisted in the face of adversity. This month NFM profiles 25 people who have been influential in the natural foods industry. *Natural Foods Merchandiser*. April. p. 22, 24, 26, 28-31.

• **Summary:** To mark its 25th anniversary, *Natural Foods Merchandiser* pays homage to the following pioneers and visionaries (with a color portrait photo of most) who brought natural and organic foods into consumer consciousness; listed alphabetically by last name. For each person is given: A summary introduction, plus the person's answers to 7

questions: No. of years in the industry. What motivated you in the beginning? What motivates you now? What is been your biggest obstacle? What has been your biggest obstacle? When did you finally realize you'd made it? When did you know the industry would survive? What predictions do you have for the future of the industry? If you had to write your own epitaph, what would it say?

Tony Bedard of Frontier Natural Products Co-op. Andy and Rachel Berliner of Magic Mountain Herb Teas. Neil Blomquist of Cup of Sun natural foods store and Spectrum Organic Products. Annie Christopher of Annie's Naturals. Ben Cohen of Ben & Jerry's Ice Cream (the company was sold to Unilever in 2000). Mel Coleman Jr. of Coleman Natural Meats. Joel Dee of Edward & Sons Trading Co.

Steve Demos: In 1974 He founded Touch the Earth natural foods store in New Hope, Pennsylvania. In 1977 he founded White Wave (now the maker of Silk soymilk) in Boulder, Colorado.

Frank Ford, who founded Arrowhead Mills in 1960. By 1990 it had 220 SKUs. In 1999 Ford sold the company to The Hain Celestial Group. His early inspirations: Paul Keene of Walnut Acres, and Warren Clough of Shiloh Farms.

Michael Funk, founder of Peoples Mountain Warehouse in 1976, who went on to become founder of United Naturals Inc. Lynn Gordon, founder of French Meadows Bakery in 1985. Haas Hassan who founded Alfalfa's Market in 1974, then sold it in 1996 to Wild Oats Markets. Bill Knudsen who worked in his family's juice-processing business, R.W. Knudsen, founded in 1961 and was named president in 1977. In 1984 he sold the business to J.M. Smucker. Bob and Charlee Moore, founder of Bob's Red Mill. Robert Nissenbaum, who launched Morning Dew Food Markets in 1971, an organic and natural food store in St. Louis, Missouri. In 1974 he opened Sunshine Inn natural foods restaurant. In 1982 he co-founded Imagine Foods, which he sold in 2002 to The Hain Celestial Group. Michael Potter, who says he founded Eden Foods in 1968 (but who actually joined the company in Jan. 1971—he was hired by Bill Bolduc, who had founded Eden Foods in Nov. 1969). Barry Sears, author of *The Zone Diet* and a researcher at MIT (Massachusetts), where he found that the cause of most chronic diseases is inflammation. "You can put together diets with natural foods to control inflammation much better than you can with drugs. The Zone Diet is not about losing weight but about controlling the hormones that affect inflammation. He wants to use foods to change health care.

Bill Shurtleff and Akiko Aoyagi founded the Soyfoods Center in 1976.

Mo Siegel, founder of Celestial Seasonings in about 1969. Charles Stahler and Debra Wasserman co-founded the Vegetarian Resource Group, an outgrowth of Baltimore Vegetarians (Maryland) which the pair established in 1982. Arran Stephens founded Nature's Path in 1985; he has been in the industry for 37 years [i.e., since 1967]. Bob Stiller

founded Green Mountain Coffee Roasters in 1981. Albert Straus, of Straus Family Creamery. In 1993 he converted his family-owned dairy farm in Marin County, California, into the first certified organic dairy west of the Mississippi. Cyd Szymanski founded Colorado Natural Eggs in 1991—a cage-free business. Annie Withey created Smartfood popcorn in 1984.

2745. Richmond, Akasha. 2004. Jim Baker, The Source, restaurant in Hollywood, and Damian on Oahu, Hawaiian Islands (Interview). *SoyaScan Notes*. June 7. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Akasha has just talked with a man named Damian who (long ago) was the manager at The Source restaurant, owned by Jim Baker in Hollywood. Damian now owns his own health food store named the Source Health Store in Kailua, Oahu, Hawaii. He was the past president of The Association of Organic Farmers of Hawaii, has long been very active in organic issues, is now married, and has an excellent memory for dates. He said that before World War II, Jim Baker was a sickly teenager. Paul Bragg [or was it Jack LaLanne?] changed his life by making him aware of the importance of diet and lifestyle in good health.

Damian, who first met Jim Baker at a kundalini event, has a book titled *The Source Family Cookbook*, which has Jim Baker's whole life story and all the famous recipes; it was published for the family and was never sold in bookstores.

The name initially proposed for The Source was The Salad Bowl, since it was supposed to be a raw-food restaurant that would feature salads served in large wooden bowls. Baker closed The Source restaurant on Sundays to teach meditation. Also, Jim Baker has a son named Yod who lives in Southern California.

There were two recipes for which The Source was famous: (1) The breakfast cereal, a type of muesli (raw), that they ground fresh each morning, with oats and chia seeds and nuts, then they served it in a wooden bowl with Alta Dena raw cream to be poured on it. Everyone Akasha has ever talked with about The Source talks about that cereal. (2) The salad dressings and salads. Address: Los Angeles, California.

2746. BeDan, Michael; Ginsberg, Lynn; Gits, Victoria; Lewis, Kristen; Spehar, Christin. 2004. 25 natural business builders: Bankers and bean counters, investors and research analysts, marketers and financiers. Here's our list of 25 people whose wide range of talents helped turn the naturals business from a collection of isolated small businesses into a \$42.8 billion industry with potential, commitment and clout. *Natural Foods Merchandiser*. June. p. 68, 70, 72, 75-80.

• **Summary:** To mark its 25th anniversary, *Natural Foods Merchandiser* pays homage to the following visionaries (with a color portrait photo of most), listed alphabetically

by last name: Tom Aarts and Grant Ferrier (Co-founders on *Nutrition Business Journal*), Bob Anderson, Greg Badishkanian, Chip Baird, Marty Baird, Amy Barr, Roy Bingham and Mike Chase, Bob Burke, Carole Buyers, Cliff Feigenbaum, Mary Ellen Molyneaux and Steve French, Doug Greene (Co-founder of New Hope Natural Media in 1978; launched *The Natural Foods Merchandiser* in 1979, and Natural Products Expo in 1981. Currently a member of the board of Penton Media Inc., which acquired New Hope in 1999), Harvey Hartman and Laurie Demeritt, Jeff Hilton, Jay Jacobowitz, Harvey Kamil, Theresa Marquez, J. Gary Shansby and Charles Esserman, Suzanne Shelton, Morris Shriftman, Irwin Simon (Chairman, president, and CEO of The Hain Celestial Group. In 1992, with all the money he could save or borrow, he went out to consolidate and merge healthy food companies. The very first was Kineret Kosher Foods, and the second was Farm Foods. He went public in 1993 at a value of \$3 million; today Hain is valued at close to \$800 million), Paddy Spence (founder and chairman of SPINS, which pioneered the use of sales tracking information in the health and wellness industry), Michael Straus, Sylvia R. Tawse, Scott Van Winkle.

2747. Rich, Deborah K. 2004. Sustainable agriculture is more than organic methods. *San Francisco Chronicle*. July 3. p. F-1, F3.

• **Summary:** “Sustainable agriculture should be an extension of nature.” Address: Monterey writer and olive rancher.

2748. Richmond, Akasha. 2004. Gabrielle Barret (Sikh name: Gunga Bhajan) helped Jim Baker establish The Source in Los Angeles, became an early disciple of Yogi Bhajan and later founded the first Golden Temple restaurants across the USA and worldwide (Interview). *SoyaScan Notes*. July 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Gunga (now age 60) used to be a Sikh and disciple of Yogi Bhajan with Akasha. She was a California surfer girl who ended up going to college and then traveling—she went to Mexico, lived in San Francisco during the summer of 1966, hung around with beatniks, went to New Mexico and studied with the Hopi Indians, then came back to California in 1969, and camped out. As a hippie, she had one dress, one pair of shoes, and a little business making sandwiches—which she delivered to Jack LaLanne’s gym (among other places). She told Akasha that the whole thing of the ‘60s was you wanted to share what you believed in with everybody, and her whole mission was traveling everywhere and teaching everyone about vegetarian food.

One day she was walking down the street in Los Angeles and this big yellow Volkswagen van with a flower on the side pulled up. This guy looked out the window and asked, “Who are you.” She wasn’t Gunga yet, so she said “I’m Gabrielle.” He said “Come with us. I just got off on you. I have to know you.” It was Jim Baker. So in those days, she just got in the

van. He was probably with Robin by then. She was already a vegetarian and really into good food. She helped Jim Baker open The Source restaurant in Los Angeles. This woman had more potential than anyone Akasha knew. She had the best energy. After they opened The Source, she was the hostess at the patio (outdoors) there. Then she became a Sikh and one of Yogi Bhajan’s very first students. He gave her the name Gunga Bhajan—so he gave her his name. A Bhajan is a devotional hymn. She was the first of his students to tie a turban and the first to wear white. She used to meditate for 2 hours every morning with Yogi Bhajan and one other woman (Premka Kaur)—just the three of them. Most of Yogi Bhajan’s early students were hippies, with one exception—an older woman to whom he gave the name Shakti Parwha Khalsa; she had been searching for a spiritual teacher for 20 years. Shakti, whose mind is still as clear as ever, is still a vegetarian and still writing books on yoga. Premka later left the group and sued them. Yogi Bhajan used Gunga to lure Jim Baker into his group. She was the pawn, but she felt that was okay. She helped bring Jim Baker in, but she knew he never wanted to be in somebody else’s show.

Eventually she got married. She opened the first Golden Temple restaurant—it was her idea (not Yogi Bhajan’s), in part because she was such a good cook. The first one was in Washington, DC. Then Yogi Bhajan sent her all over the country, where she opened many Golden Temple restaurants (all vegetarian) and taught vegetarian cooking classes. Then she went overseas and opened Golden Temple restaurants in Amsterdam [Netherlands] and London. She has told Akasha many stories about this time, such as about the woman who invented the lemon-tahini dressing.

When her husband left her, she had a kind of nervous breakdown. She ended up working for a holistic Sikh doctor as a masseuse. “She was the best masseuse in the world. She used to hang out with Sharon Stone—a big, big Hollywood actress—and the Dalai Lama.” Her ex-husband invented telephone pornography. He was the first guy to start those 900 numbers where people call and have sex with someone on the phone. He became a multi-millionaire.

Today, her brain is a little fried, and her memory is not that good. Her story has a really tragic ending. After she stopped being a Sikh, in about 1996, she became a serious alcoholic, who lived on steak fried in butter and gallons of Diet Coke—in Los Angeles. She burned out, then moved to Seattle, Washington. “It was so sad. I was always good friends with her. We loved her. Oh, she had the best energy. Then she kind of bottomed out. Now she lives alone on Bainbridge Island [just north of Vashon Island] off the coast of Seattle and works in a dress shop.

Akasha still talks to her once in a while by phone. She’s very manic—either up or down, but she’s usually up. She doesn’t have a lot of anger about what happened. She still has great energy. She’s fine now, and happy, and lives a simple life. Address: Los Angeles, California.

2749. Wildwood Natural Foods, Inc. 2004. Wildwood Natural Foods enters into a strategic alliance with Pulmuone U.S.A., Inc. (News release). Watsonville, California. 1 p. July 20.

• **Summary:** “Wildwood Natural Foods, Inc. (‘Wildwood’), formerly known as Wildwood Harvest Foods, Inc., is pleased to announce that it has entered into a strategic alliance with Pulmuone U.S.A., Inc. The relationship provides for significant equity investments into Wildwood as well as a broad collaboration on research, production, marketing, and sales.”

Billy Bramblett and Jeremiah Ridenour (founders of Wildwood) and Tom Lacina (COO of Wildwood) express enthusiasm for the alliance. Dan Winegarden, President of the Iowa Agricultural Finance Corporation, supports the alliance. “Separately, Wildwood announces the appointment of Paul S-U Kang as President and CEO. Paul’s experience includes brand management at Procter & Gamble Co. in Cincinnati, Ohio, and mergers and private equity at Goldman Sachs & Co. in New York. He received his A.B. from Harvard Univ. in Massachusetts and his M.B.A. from Stanford Univ. in California.

Other investors in Wildwood include the tecTerra Food Equity Fund I, the Iowa Farm Bureau, soybean farmers, and over a dozen physicians interested in the health benefits of soy.

“Wildwood was founded some 25 years ago and has been a pioneer in the natural and organic food category. Pulmuone U.S.A., Inc., with three factories in the U.S., is a subsidiary of the publicly-listed Pulmuone Co., Ltd., with revenues of \$250 million. Pulmuone Co. Ltd. is the largest player in the global tofu industry and is a part of the Pulmuone Group with businesses in fresh juices, bottled water, fresh noodles, food supplements, and food services.” Address: Watsonville, California.

2750. Kennedy, Gordon. 2004. Collecting periodicals on naturopathy and health (Interview). *SoyaScan Notes*. July 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** He purchased most of his periodicals on ebay (online). He has a few issues of *California Health News*, about 100 issues of *Let’s Live*, and 15-20 issues of *Naturopath and Herald of Health* (New York, published by Benedict Lust), including some hardbound 1-year volumes. He also has a few issues from about 1900-01 of *Amerikanische Kneippblätter* and the *The Kneipp Water Cure Monthly and Herald of Health*. He no longer collects much because he has run out of shelf space. Address: Ojai, California.

2751. Rosario, Marimar. 2004. Organic farming: boon or boondoggle? Several Hoosier farmers consider switching. *Indiana Prairie Farmer (Lombard, Illinois)* 176(8):27. July.

• **Summary:** Organic agriculture is one of the fastest growing segments in the U.S. food industry. “During the 1990s certified organic cropland more than doubled. Two organic livestock sectors, eggs and dairy, grew even faster.”

Of the 7,000 certified organic farms in the USA, 100 are in Indiana. Most of Indiana’s organic farms consist of less than 10 acres.

2752. Alsever, Jennifer. 2004. Kaiser will open natural foods store at Oakland HQ. *Natural Foods Merchandiser*. Oct.

• **Summary:** Last summer, Kaiser started investing \$40 million into an advertising campaign named “Thrive,” which emphasizes healthy lifestyles and will try to slow “Kaiser’s flagging membership.”

2753. B.E. 2004. Original ‘Nature Boy’ Gypsy Boots remembered. *Natural Foods Merchandiser*. Oct. p. 24.

• **Summary:** Gypsy Boots died in August [Aug. 8] at his home in Camarillo, at the age of about 89 [or 93]. He was a lifelong vegetarian—except for a short stint eating fish. He believed, above all, in having a “positive attitude.” He is survived by two sons, Dan Bootzin of Los Angeles and Alex Bootzin of Pacifica, California; three grandchildren, and a sister. Photos show: (1) Gypsy boots in 1948, with six other young men, the “nature boys,” each holding a slice of watermelon. (2) Gypsy Boots in his later years.

2754. Ginsburg, Lynn; Oliver, Hillary; Uhland, Vicky. 2004. 25 people who influenced the organics industry. *Natural Foods Merchandiser*. Oct. p. 74, 76-78, 80, 82, 84, 86, 88, 90.

• **Summary:** To mark its 25th anniversary, *Natural Foods Merchandiser* pays homage to the following visionaries (with a color portrait photo of most), listed alphabetically by last name. They built the organics industry into the \$10.8 billion business that it is today. Roger Blobaum, Bena Burda, Amigo Cantisano and Kalita Todd, Lynn Coody and Yvonne Frost, Michael Crooke, Katherine DiMatteo (director of OTA since 1990), Sam Farr, Jonathan and Katarina Frey, Drew and Myra Goodman, Lewis Grant, Gary Hirshberg, Barclay Hope, Eckhart Kiesel, Senator Patrick Leahy (D-VT), The Lundberg brothers (Lundberg Family Farms, 35 years in the industry), Marty Mesh, Nell Newman, Steve Pavich, Anthony Rodale, Craig Sams (37 years in the industry), Bob Scaman, Bob Scowcroft, George Slemon, Michael Sligh, Zea Sonnabend.

Note: Unfortunately omitted: Paul Hawken and Michio Kushi (Erewhon), Jerome I. Rodale and Robert Rodale (Rodale Press), Michael Potter (Eden Foods).

2755. Hain Celestial Group, Inc. (The). 2004. Annual report 2004. Melville, New York. 58 p. Nov. 28 cm.

• **Summary:** Net sales for the year ended 30 June 2004 were \$544.058 million, up 16.6% from 2003. Net income in 2004

was \$27.008 million, down 1% from 2003.

Accompanying the annual report is a “Notice of Annual Meeting of Stockholders and Proxy Statement” (35 p.). Irwin Simon, the founder and CEO, age 45, had the following annual compensation: Salary: \$810,000. Bonus: More than \$850,000. Stock options: 300,000 shares. Note: The value of the company’s stock rose very slightly during the past year. Now the management is begging for compensation. Address: 58 South Service Road, Melville, New York 11747. Phone: 516-237-6200.

2756. Product Name: Westsoy Unsweetened Chocolate Soymilk.

Manufacturer’s Name: Hain Celestial Group (The) (Product Developer-Marketer).

Manufacturer’s Address: Melville, New York 11747.

Date of Introduction: 2004.

Ingredients: Organic soymilk (filtered water, whole organic soybeans), filtered water, natural flavors, cocoa powder (treated with alkali), carrageenan.

Wt/Vol., Packaging, Price: 1 quart (32 fl. oz., 946 ml) aseptic Tetra Pak carton. Retail for \$0.99.

How Stored: Shelf stable; refrigerate after opening.

New Product–Documentation: Product with Label sent by Martine Liguori. 2006. June. Purchased at Grocery Outlet, Pleasant Hill, California. Front panel: Color photo shows chocolate soymilk being poured from a pitcher into a clear glass, against a background of stripes of green and yellow vanishing toward purple mountains. “Made with organic soymilk. 1 g net carbs. 46 mg isoflavones per serving. Lactose and dairy free.” Taste test: Nice flavor. Chocolate taste pleasant. User can add sweetener, if desired, to taste. Nice idea. Chocolate taste is pleasant.

2757. Ackerman, Michael. 2004. Science and the shadow of ideology in the American health foods movement, 1930s-1960s. In: Robert D. Johnston, ed. 2004. *The Politics of Healing: Histories of Alternative Medicine in Twentieth-Century North America*. New York, NY: Routledge. viii + 386 p. See p. 55-67. [39 ref]

• **Summary:** Contents: Introduction. Scientific background of the health foods movement. Principal claims of the health foods movement. Health foodist ideology. Scientific controversy and the shadow of ideology. Conclusion.

This is an unbalanced, one-sided and generally negative evaluation of the health foods movement. The writer is not clear about the differences between the health foods movement and the natural foods movement. For example, Joe D. Nichols was clearly a member and leader of the latter, whereas Ackerman classifies him in the former, and begins this chapter with a discussion of Nichols. However this introductory paragraph is very interesting and thought-provoking.

In 1936 a group of dentists in southern California

sought to turn the tide of diet-induced physical degeneration by founding the American Academy of Applied Nutrition (AAAN); they worked to educate health practitioners in “the science and art of nutrition.” Leaders of the health foods movement, besides Joe D. Nichols, included author Adelle Davis, magazine publisher J.I. Rodale, radio broadcaster Carlton Fredericks, “and perhaps most of all the purveyors of dietary supplements, who urged Americans to consume these products to compensate for the deficiencies in the nation’s foods.” Address: Graduate student, Dep. of History, Univ. of Virginia.

2758. Belleme, John; Belleme, Jan; Spevack, Ysanne. 2004. *The real taste of Japan: Using the finest ingredients*. London: Cross Media Ltd. 155 p. Illust. by Osamu Miyagi. 19 cm. [12 ref]

• **Summary:** See next page. Written and published for Clearspring, a natural foods importer and distributor in London.

Contents: Miso. Shoyu. Tamari. Mirin. Toasted Sesame Oil. Brown Rice Vinegar. Ume Plum Seasoning. Dashi. Sea Vegetables: Hijiki, Arame, Nori, Wakame, Kombu, Sea Vegetable Salad. Noodles: Lomein, Udon, Soba. Pickles & Condiments: Umeboshi Plums, Takuan, Sushi Ginger, Tekka, Shiso Condiment. Wasabi. Dried Tofu [Dried Frozen Tofu]. Mochi. Maitake Mushrooms. Shiitake Mushrooms. Lotus Root. Agar-Agar. Kuzu. Japanese Teas: Sencha, Hojicha, Kukicha, Genmaicha. Brown Rice Malt Syrup. Amazake.

This book contains at least one recipe (often several) for the use of each separate type of food. Recipes marked by an asterisk (*) are by Montse Bradford. Peter Bradford helped manage the book’s production.

Useful websites–Food:

www.clearspring.co.uk An overview of Clearspring’s product range

www.goodnessdirect.co.uk Mail order supplier of Clearspring foods

www.mitoku.com More information on Clearspring’s Japanese Foods

www.southernrivermiso.com The story of a craft miso maker

www.soyinfo.com Soya foods information Cooking and lifestyle:

www.montsebradford.com Recipes and classes using Japanese foods

www.macrobioticcooking.com Cooking the macrobiotic way

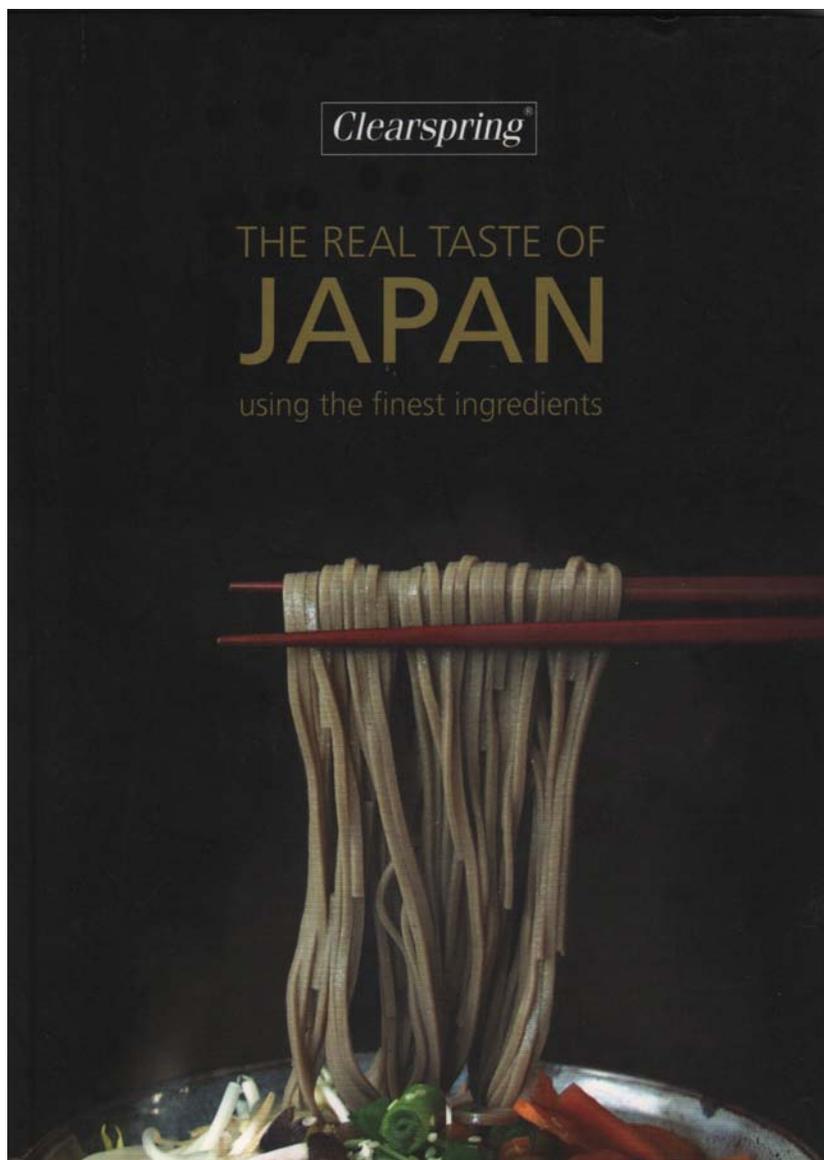
www.macrobiotics.co.uk A good introduction to macrobiotics

www.organicfood.co.uk Organic magazine featuring Ysanne’s writing

Japan:

www.eat-japan.com Exploring Japanese Food

www.jinjan.org Japan Information Network



www.teriyaki.co.uk Directory of Japanese restaurants in the UK Address: 1-2. Saluda, North Carolina; 3. London, UK.

2759. Bryson, Christopher. 2004. *The fluoride deception*. 1st ed. New York: Seven Stories Press. xxv + 374 p. Illust. 22 cm. *

• **Summary:** Perhaps the best book on the subject. Contents: Through the looking glass. Fireworks at Forsyth. Opposite sides of the Atlantic. General Groves's problem. General Groves's solution: Dr. Harold Hodge and the University of Rochester. How the Manhattan Project [to develop the first atomic bomb, 1942-1946] sold us fluoride: Newburgh, Harshaw, and Jim Conant's ruse. A subterranean channel of secret keeping. Robert Kehoe and the Kettering Laboratory. Donora: "a rich man's hocus pocus". The public health service investigation. As vital to our national life as a spark

plug to a motor car. Engineering consent. Showdown in the west: Martin vs. Reynolds Metals. Fluorine lawyers and government dentists: "a very worthwhile contribution". Buried science, buried workers. Hurricane Creek: the people rule. The damage is done. Epilogue: blind to the truth? Postscript: Dr. Arvid Carlsson, 2000 Nobel Laureate.

Publisher description of the book: "A chronicle of the abuse of power and of the manufacture of state-sponsored medical propaganda, *The Fluoride Deception* reveals how military and industry scientists and public health officials buried information about fluoride's potential for human harm, while promoting its use in dentistry. *The Fluoride Deception* reveals that fluoride pollution was the greatest legal threat facing the wartime Manhattan Project. And the book documents how a secretive group of powerful industries, who all faced extensive litigation for fluoride pollution, collaborated with the Institute of Dental Research to launder fluoride's image. We'll meet the dissident scientists who warned us about fluoride from the beginning. We'll sit with the famous doctor who alerted America in the 1950's to the dangers of cigarette smoking, who reported that fluoride was a systemic poison, with tens of thousands of citizens uniquely sensitive to even tiny doses. We'll walk the cobbled streets of Donora, Pennsylvania, in the shrouded aftermath of the nation's most notorious air pollution disaster in 1948, and meet the scientist who blamed fluoride for the deaths. Today, that scientist joins a growing number of health experts who call fluoride a venomous and hydra-headed poison. They suspect its involvement in a

host of modern illnesses, including arthritis, bone cancer, and emphysema, and a spectrum of central nervous system disorders such as Alzheimer's disease and the epidemic of attention deficit disorder sweeping America's children. Christopher Bryson is an award-winning Columbia Journalism School-trained investigative reporter and television producer. After reporting on Guatemalan Army human rights abuses from Central America in the late 1980s for the BBC World Service, National Public Radio, and The Atlanta Constitution, he won a George Polk Award for work at Public Television's *The Kwitny Report*. In 1998, he was part of a team that won a National Headliner award at ABC News Productions for a History Channel documentary on the bombing of Pan Am Flight 103."

2760. Hottinger, Greg. 2004. *The best natural foods on*

the market today: A yuppie's guide to hippie food. Vol. I. Asheville, North Carolina: Huckleberry Mountain Press. 223 p. Index. 23 cm. [94 ref]

• **Summary:** This book looks very commercial because it mentions many natural products by brand name. We wonder if companies paid to be mentioned. Contains scattered recipes for branded products, and scattered sidebars titled "Hippie wisdom." Discusses: Almonds, almond butter, almond milk, American Miso Co., antibiotics (used in agriculture in 4 different ways; prevention, treatment, and control of disease, and growth promotion. In 1998 the European Union banned the use of antibiotics to promote growth in livestock. In Oct. 2000 the FDA proposed a ban on two antibiotics also used to treat humans), antioxidants, Bifidobacterium (bifidus), bovine growth hormone, bovine somatotropin (BST), Bragg Live Foods, Bragg Liquid Aminos, breast cancer, calcium, canola oil, celiac disease, cereal & Kellogg Brothers, cheese alternatives, dulse, edamame, Eden Foods (says "Eden Foods opened shop in 1968. By 1969 they were grinding their own flours and bottling their own oils and nut butters"), FDA, flaxseed oil, Galaxy Foods (says they "started in 1972 when founder Angelo Morini invented a new way to make a cheese product free of saturated fat, cholesterol, and the milk sugar, lactose"), genetically engineered foods, ghee, ginger, gluten sensitivity, glycemic index, GMO [genetically engineered] crops, Graham–Sylvester, heart disease, hippie foods, Horizon Organic, hormones, Lactobacillus, lactose intolerance, Lappe–Francis Moore, Lightlife Foods, magnesium, Maine Coast Sea Vegetables, Messina–Mark, milk–problems with, miso, Miso Master brand, nutritional yeast, oils, olive oil, omega-3 and omega-6 fatty acids, organic farming, palm oil, phytochemicals, phytoestrogens, prostate cancer, protein, Red Star nutritional yeast, quinoa, saturated fat, sodium, soy milk, soy products, soy sauce, soy supplements and concerns, soy yogurts, spelt, Stonyfield Farm, tahini, tamari, tempeh, trans fats (hydrogenated oils), WholeSoy Company. Near the back are many color coupons for the companies mentioned in the book by name. Address: MPH, RD, Asheville, North Carolina.

2761. Iacobbo, Karen; Iacobbo, Michael. 2004. *Vegetarian America: A history*. Westport, Connecticut, and London: Praeger Publishers. xvi + 267 p. Illust. Index. 25 cm. [447 ref]

• **Summary:** An excellent history of the vegetarian movement in the United States from the late 1700s to the present—extremely well researched, well documented, and original. There have been three major waves of interest in vegetarianism, each beginning about 70 years apart. The first was in the 1830s and 1840s, and included Sylvester Graham and William Alcott. The second was from about 1900 to 1930. And the third and current period began in about 1970.

Contents: 1. Seeds are sown: Native Americans,

Benjamin Franklin, Johann Conrad Biessel (1691-1768; founded Seventh-Day Baptists, Ephrata Cloister in Pennsylvania), vegetarian Dunkers, William Dorrell and The Dorrellites (Leyden, Vermont), John Wollman (Quaker) and his journal, Herman Daggett, L. Du Pre, Johnny Appleseed (John Chapman, follower of teachings of 18th century Christian mystic and vegetarian Emmanuel Swedenborg), Joshua Evans.

2. Abstinance from fleshfoods: Christian vegetarians, and the English connection: Percy Bysshe Shelley, George Nicholson, Joseph Ritson, Rev. William Cowherd and the Bible Christian Church of Salford, William Metcalfe comes to the Philadelphia 1817 and establishes the Bible-Christian Church.

3. Sylvester Graham, Grahamism, and the Grahamites: Cholera epidemic, Graham's preventive medicine, why vegetarian?, Jacksonian era dining habits, Graham bread, Jacksonian era medicine, Isaac Jennings, Asenath Hatch Nicholson, Dr. John Burdell, Graham in the press, William Andrus Alcott and *The Moral Reformer*, American Physiological Society (APS) in Boston, founded in 1837, Mary Gove Nichols, *The Graham Journal of Health and Longevity*, the vegetable diet, Dr. Luther V. Bell and his prize-winning essay, Dr. Milo L. North, Asa Mahan and Charles Finney of Oberlin College [Ohio], Dr. Reuben Mussey, Grahamites and anti-Grahamites, J.J. Flournoy, abolitionists and transcendentalists, A. Bronson Alcott (father of Louisa May) of Concord, Massachusetts, nonviolence and Thoreau, James Pierrepont Greaves, Ham Common, Alcott House, William Lambe and the Physiological and Health Association, Fruitlands, abolitionist-vegetarians, Orson S. Murray, Horace Greeley and Mary Youngs Cheney (his wife), Graham's teachings on physiology and anatomy, William Metcalfe's book *Bible Testimony on Abstinance from the Flesh of Animals as Food...* (June 1840), Larkin B. Coles.

4. The American Vegetarian Society (AVS, organized in 1850 by William Metcalfe): First convention on 15 May 1850 in New York City, the society's periodical *The American Vegetarian and Health Journal* (Nov. 1850–Oct. 1854), Joel Shew and water cure / hydropathy, John Grimes and the first Vegetarian Festival in New York City (Christmas, 1851), feminism, Anne Denton, Charles Lane, death of Sylvester Graham, Dr. Russell Trall, Graham's legacy, front-page headlines in 1853 at the Vegetarian Festival (guests incl. Trall, Greeley, James Caleb Jackson, Frances Dana Gage, Lucy Stone, Susan B. Anthony, and Emilia Bloomer), New York Vegetarian Society (est. 1852), decline of AVS, Henry Stephen Clubb, Fowler & Wells, *The Water Cure Journal*, Quaker Jeremiah Hacker, Thomas Low Nichols.

5. The water cures, Seventh-day Adventists, and the Civil War: Henry Clubb, Octagon Settlement in Kansas (1856), Dr. James E. Spencer and the Harmonial Vegetarian Society in Arkansas (1857), James Caleb Jackson, Our

Home on the Hillside, Dr. Harriet N. Austin, Seventh-day Adventists, Millerites, Ellen G. White, drugless medicine, Dr. Russell Thacher Trall, end of AVS with the death of Wm. Metcalfe.

6. The Civil War to the end of the century: Dr. Mussey, Rev. Henry Ward Beecher, Henry Clubb keeps vegetarianism alive in America (though it lacks a national organization), John Harvey Kellogg, Isaac and Susan Rumford and Joyful News, California, Victoria Woodhull, Clubb founds the Vegetarian Society of America (VSA) in 1886, the VSA cookbook, and its periodical *Food, Home and Garden*, Chicago Vegetarian Society, Rev. A.T. De Learsey, Annie Besant, the New Thought movement, Charles and Myrtle Fillmore found the Unity School of Christianity in Missouri, Ralph Waldo Trine, Chicago World Exposition of 1892 (Illinois), William Axon is secretary of the Vegetarian Federal Union, vegetarian society formed in Washington, DC, vegetarian lectures at the Chicago World Expo, Alice Stockham, Dr. Susana Way Dodds, Dr. Martin Luther Holbrook, *The Herald of Health* magazine (Trall), vegetarianism and Christianity, J. Howard Moore, Lawrence Grunland, Henry Perky and his New Era Cooking School, 1895 gathering of vegetarians to celebrate Thanksgiving at University of Chicago, the animal question and ethical vegetarianism, antivivisection movement.

7. The Progressive Era and the rise of vegetarianism: It followed the Gilded Age and the Victorian Era, women's suffrage and vegetarianism, refrigeration expands food choices, vegetarian foods developed at the Battle Creek Sanitarium and Sanitas Nut Food Co. (Michigan), peanuts and meat substitutes, Dr. John Harvey Kellogg, Lena Francis Cooper [sic, Lenna Frances Cooper], vegetarianism in the media, George Bernard Shaw, Sarah Bernhardt, General William Booth and the Salvation Army, athletes and showmen, Eustace Miles, Karl Mann, walking and cycling, Bernarr Macfadden and his *Physical Culture*, his chain of vegetarian restaurants in New York City, scientific evidence in favor of vegetarianism, M.E. Jaffa, Dabney, E.V. McCollum, Russell H. Chittenden of Yale, Nicola Tesla, Kellogg's *Good Health* magazine, Upton Sinclair and *The Jungle*, passage of the 1906 Pure Food and Drug Act and the Meat Inspection Act, Hereward Carrington, Ernest H. Crosby, glamorous socialite Mrs. Maude R.L. Hammer Sharpe, the Millennium Guild (1912), M.R.L. Freshel, Benedict Lust and naturopathy, Kellogg battles the meat industry, the *Vegetarian Magazine*.

8. The Depression to the sixties: The lean years: Eat more meat, the soybean, Jethro Kloss, Henry Ford, World War II, Symon Gould, John Maxwell, Dr. Christopher Gian-Cursio, Herbert Shelton and natural hygiene, Dr. Jesse Mercer Gehman, *Recovery of Culture*, by Henry Bailey Stevens, the American Vegetarian Party found in 1948 by Symon Gould, its first presidential candidate was John Maxwell, Dr. Mervyn G. Hardinge, H. Jay and Freya

Dinshah, American Vegan Society.

7. Peace, love, and vegetarianism: The counterculture of the 1960s and 1970s: Socialites Pageen and Ed Fitzgerald, the California scene, Gypsy Boots, drugless doctor Pietro Rotundi, Los Angeles Vegetarian Society, Bianca Leonardo, Woodstock, Hog Farm commune of New Mexico, Wavy Gravy, Lewis B. Marvin, Lisa Laws, Yogi Bhajan, Golden Temple restaurant, Haight-Ashbury, hippies, The Farm and Stephen Gaskin in Tennessee, the soy dairy, *The Book of Tofu*, by Shurtleff & Aoyagi, Helen & Scott Nearing, *Diet for a Small Planet*, Nellie Shriver and Connie Salamone, *Vegetarian Times*, PETA, Isaac Bashevis Singer, North American Vegetarian Society, the press, William Blanchard and *Vegetarian World*, McGovern Report.

10. Vegetarianism has arrived: Animal rights, popular vegetarian cookbooks, vegetarianism and the environment, John Robbins and *Diet for a New America*, new scientific evidence, Dr. Neal Barnard and PCRM, Suzanne Havala, Howard Lyman, the movies and television, new vegetarian foods, the Internet, the Atkins Diet attack.

Photos show: (1) William Metcalfe. (2) Sylvester Graham (illust.). (3) William Alcott. (4) Front page of *Graham Journal of Health and Longevity* (16 Feb. 1839). (5) Reuben Mussey, M.D. (6) A. Bronson Alcott in top hat and cape. (6) Henry S. Clubb. (7) James Caleb Jackson. (8) Ellen G. White. (9) Russell T. Trall. (10) John Harvey Kellogg, M.D., dressed in white, riding a bicycle. (11) Menu cover of The First Vegetarian Restaurant, Carl Rasmussen, proprietor. (12) Battle Creek Sanitarium. (13) Bernarr MacFadden on the cover of *Physical Culture* magazine (Sept. 1902). (13) Cover of *Good Health* magazine (Aug. 1898). (14) M.R.L. Freshel. (15) Cover of *The Vegetarian Magazine* (July 1924). (16) Constantina "Connie" Salamone. (17) Ingrid Newkirk of PETA. (18) PETA poster "Does your food have a face? Go vegetarian." (19) Neal Barnard, M.D. of PCRM. (20) Suzanne Havala Hobbs. (21) Howard Lyman. (22) VivaVeggie's Penelo Pea Pod. (23) Two PETA spokeswomen with signs outside Rhode Island State House. (24) Bruce Friedrich of PETA.

Note: This book has several weak points: (1) The authors repeatedly confuse a vegetarian diet with a "plant-based" (vegan) diet. (2) The history focuses too much on the story of individuals and not enough on the great historical forces by which those individuals are shaped. Address: 1. Journalist, researcher, and Adjunct Prof. of English at Johnson and Wales, Univ., Rhode Island; 2. Journalist who has worked for the Associated Press, the Providence Phoenix, and other publications.

2762. Johnston, Robert D. ed. 2004. *The politics of healing: Histories of alternative medicine in twentieth-century North America*. New York, NY: Routledge. viii + 386 p. 26 cm. [1181* ref]

• **Summary:** A creative and sincere look at the complex

subject of the histories of alternative medicine, with many chapters by various authors. “From grocery store to doctor’s office, alternative medicine is everywhere. A recent survey found that more than two in five Americans uses some form of alternative medicine. *The Politics of Healing* brings together top scholars in the fields of American history, history of medicine, anthropology, sociology, and politics to counter the view that alternative medical therapies fell into disrepute in the decades after physicians established their institutional authority during the Progressive Era. From homeopathy to Navajo healing, this volume explores a variety of alternative therapies and political movements that have set the terms of debate over North American healing methods.”

Contents: Introduction: The politics of healing. I. Precursors: The years in the wilderness: Negotiating dissent: Homeopathy and anti-vaccinationism at the turn of the 20th century, by Nadav Davidovitch. Making friends for ‘pure’ homeopathy: Hahnemannians and the Twentieth-Century Preservation and Transformation of Homeopathy, by Anne Taylor Kirschmann. Revisiting the ‘Golden Age’ of regular medicine: The politics of alternative cancer care in Ontario [Canada], 1900-1950, by Barbara Clow. Science and the shadow of ideology in the American health foods movement, 1930s-1960s, by Michael Ackerman.

II. Intersections: Allopathic medicine meets alternative medicine: ‘Voodoo death’: Fantasy, excitement, and the untenable boundaries of biomedical science, by Otniel E. Dror. Western Medicine and Navajo healing: Conflict and compromise, by Wade Davies.

III. Contesting the Cold War medical monopoly: Sister Kenny goes to Washington [DC]: An unorthodox nurse, polio, and medical populism in postwar America, by Naomi Rogers. ‘It could happen here’: California housewives, anti-Communism and the Alaska mental health bill of 1956, by Michelle M. Nickerson. ‘Not a so-called democracy’: Anti-fluoridationists and the fight over drinking water, by Gretchen Ann Reilly.

IV. Contemporary practices / contemporary legacies: Engendering alternatives: Women’s health-care choices and feminist medical rebellions, by Amy Sue Bix. Inside-out: Holism and history in Toronto’s women’s health movements, by Georgina Feldberg. A quiet movement: Orisha and the healing of people, spirit, history, and community, by Velana Huntington. The politics and poetics of ‘Magazine medicine’: New Age ayurveda in the print media, by Sita Reddy. Complementary and alternative medicine cancer therapies in twentieth-century North America: The emergence and growth of a social movement, by David J. Hess. Beyond the culture wars: The politics of alternative health, by Matthew Schneirov and Jonathan David Geczik.

V. Conclusions: Contemporary anti-vaccination movements in historical perspective, by Robert D. Johnston. From cultism to CAM: Alternative medicine in the twentieth

century, by James C. Whorton.

Soy is mentioned on pages 163-64, 174, 177, 178, 179, 348.

Joe D. Nichols is mentioned on p. 55, 324, 325, 326.

“Health foods movement” is mentioned on p. 55-67, 179, 247, 323-24. Address: Assoc. Prof. and Director, Teaching of History Program, History Dep., Univ. of Illinois at Chicago.

2763. Richmond, Akasha. 2005. Organic Milling Co. and Back to Nature Granola (Interview). *SoyaScan Notes*. Feb. 11. Conducted by William Shurtleff of Soyfoods Center. • **Summary:** Organic Milling Co., located in San Demos, California, has a website which says that they started in the 1960s making Back to Nature granola out of the back of a health food store in 1968. They had a link on their website to Back to Nature Granola, which is now owned by Kraft—both the company and the brand. Kraft has a full line of Kraft-type products under the “Back to Nature” brand. Akasha called Kraft and nobody would talk to her; they told her to submit her questions in writing.

So she called Organic Milling Co., which makes the granola for Kraft, and the guy she talked to said they make granola for Weight Watchers, Trader Joe’s, Kraft, etc. The man who founded the company in the 1960s died 4 months ago, and this guy was not there in the beginning. He said he would send Akasha sales sheets showing the original packaging. Address: Los Angeles, California.

2764. Daniel, Kaayla T. 2005. The whole soy story: The dark side of America’s favorite health food. Washington, DC: New Trends Publishing, Inc. xviii + 457 p. Index. 24 cm. Introduction by Sally Fallon. [1797 ref]

• **Summary:** Contents: Acknowledgments. Introduction, by Sally Fallon. Part I: A short history of soy. 1. Soy in the East. 2. Soy goes West. 3. The ploy of soy.

Part II: Types of soy. 4. Green pods, yellow beans and black eyes. 5. The good old soys—Soybeans with culture. 6. Not milk and uncheese—The udder alternatives. 7. All American soy—First generation soy products. 8. All American soy—Second generation soy products. 9. Soy oil and margarine—Fat of the land. 10. Soy lecithin—Sludge to profit. 11. Not trusting the process. 12. Formula for disaster.

Part III: Macronutrients in soy. 13. Soy protein—The inside scoop. 14. Soy fat—Shortening life. 15. Soy carbohydrate—The flatulence factor.

Part IV: Antinutrients in soybeans. 16. Protease inhibitors—Trying on soy. 17. Phytates—Ties that bind. 18. Lectins—Glutins for punishment. 19. Saponins—Soap in your mouth. 20. Oxalates—Casting stones.

Part V: Heavy metals. 21. Manganese toxicity—ADD-ing it up. 22. Fluoride toxicity—Dental and mental fluorosis. 23. Aluminum toxicity—Foil-ing health.

Part VI: Allergens: Shock of the new. 24. The rise in soy

allergies. 25. The soy-free challenge.

Part VII: Soy Estrogens: Hormone Havoc. 26. Phytoestrogens—Food’s fifth column. 27. Soy and the thyroid—A pain in the neck. 28. Soy infant formula—Birth control for baby? 29. Soy and the reproductive system—Breeding discontent. 30. Soy and cancer—High hopes and hype. End notes.

The first six pages of this book are filled with endorsements from Drs. Joseph Mercola, Larry Dossey, Russell Blaylock, Jonathan Wright, Kilmer McCully and many other physicians and scientists.

At the top front of the dust jacket: “Kaayla Daniel blows the lid off nutritional dogma. Soy is NOT a miracle food.—Dr. Joseph Mercola, Founder of the world’s leading natural health and dietary website, Mercola.com.” Address: PhD, CCN (certified clinical nutritionist), 2162 Candelerio, Santa Fe, New Mexico 87505.

2765. Fluoride Action Network (NZ) Inc. 2005. A history of fluoridation (Website printout—part). www.fannz.org.nz/text/world_history.htm 27 p. Retrieved March 6.

• **Summary:** A fascinating overview and chronology (from 1855) of the history of drinking water fluoridation in the USA and several other countries. It argues persuasively that fluoridation of public drinking water is now well known to be of no benefit to citizens. However it is a godsend to large aluminum and superphosphate companies like ALCOA and Reynolds metals, for they can now sell their fluoride which was previously considered an environmental contaminant. Major early players in the drama: H.V. Churchill, ALCOA’s chief chemist. Gerald J. Cox (1930s), a biochemist at the Mellon Institute (founded in 1911; ALCOA’s Pittsburgh [Pennsylvania] industrial research lab); he became a major promoter of fluoridation. Dr. H. Trendley Dean, a public dentist, who began investigating the epidemiology of fluorosis so that new *restrictive* standards could be set for natural fluoride levels. Oscar Ewing, a lawyer.

1939—Prior to this time, fluoride had been targeted for removal from food and water supplies because of its recognized toxicity. Four cities were targeted for initial fluoridation experiments: Grand Rapids, Michigan; Newburgh, New York; Evanston, Illinois; and Brantford, Ontario, Canada. Address: New Zealand.

2766. Richmond, Akasha. 2005. Impressions of the Natural Products Expo at Anaheim (Interview). *SoyaScan Notes*. March 21. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** At the Expo, White Wave hosted and Akasha catered a large (150 people invited) benefit dinner for the relatively new Organic Center, a 501(c)(3) of the Organic Trade Association (OTA). The Center’s main mission is to prove the health benefits of organic foods; it has a new CEO named Mark Davis.

Steve Demos, days after leaving White Wave, came to the dinner, gave a short speech, and got a standing ovation. He was on the verge of tears.

After Dean Foods forced Steve out of White Wave (he definitely did not resign), many other people—especially those with the most experience, have also resigned. Pat Calhoun was one of these, but they offered her \$1 million to stay on for 2 more weeks to help make the transition smooth—so she did.

Steve spent a little time at the White Wave booth, but without him there it just didn’t have its usual energy. Steve went down to the local Disney shop, bought one of those caps with an arrow through his head, and wore it during the show. He said his nickname was Icarus. People just love him.

Dr. Andrew Weil came to the dinner. Akasha was fortunate enough to be able to spend about 5 minutes with him. He has a huge aura, beaming, very approachable, couldn’t have been nicer. His energy is great. He has been a huge supporter of soyfoods over the years. He gave the keynote address at the Supply Expo (part of the Natural Products Expo); his subject was the health care crisis in America. He has a foundation and the CEO of his foundation was there. He organizes a big nutrition conference each year, and he invited Akasha to attend and cook for the next one. Address: Los Angeles, California.

2767. Laepple, G. Wayne. 2005. Paul K. Keene, Walnut Acres founder, dies. *Daily Item (The) (Sunbury, Pennsylvania)*. April 25.

• **Summary:** A superficial obituary. However the one published in this newspaper the next day (April 26) is excellent.

2768. *Daily Item (The) (Sunbury, Pennsylvania)*. 2005. Paul K. Keene [obituary]. April 26.

• **Summary:** One of the best obituaries seen of Paul Keene, of Penns Creek, who died on April 23 at age 94, at Messiah Village, Mechanicsburg, where he had resided for the last four years of his life. Begins with a summary of his life up to the time he and Betty purchased Walnut Acres.

In 1964 Paul and Betty Keene created the Walnut Acres Foundation to further their commitment to the community and the world. Over the years, many thousands of dollars were collected through the generosity of Walnut Acres customers and friends. Two projects became the foundation’s primary focus: the Walnut Acres Community Center and the Family Village Farm, an orphanage in South India, where the foundation built several dormitories and classrooms and finally, in 1990, a large auditorium dedicated to the memory of Betty Keene.

“Paul was an active member of the Emmanuel United Church of Christ in Penns Creek, Pennsylvania, for many decades. For 10 years he was a member of the United Church Board for World Ministries.

“He was also actively involved as a member of the Middleburg joint school board and Center Township supervisors.

“In 1971, he was awarded Susquehanna University’s first Distinguished Citizenship Award, and in 1976, he was presented with an Honorary Doctor of Science degree from Lebanon Valley College. In 1984, he was awarded the Community Partnership Award from Gov. Richard Thornburgh, and in 1986, he received a citation from the Pennsylvania House of Representatives. In 1998, the Organic Trade Association presented Paul with the Organic Leadership Award.

“Music was very important in Paul’s life, and as a graduate student, he sang with the Yale Glee Club [New Haven, Connecticut]. For nearly 30 years, he continued his love of singing as a member of the Susquehanna Valley Chorale.

“In addition to his wife, he was preceded in death by his two brothers, John Keene of Phoenixville and J. Calvin Keene of Lewisburg.

“He is survived by his sister, Ruth Hostetter, wife of the Rev. Mark Hostetter of Cornwall, Pa.; his three daughters, Marjorie Ann Hartley, wife of Thomas Hartley of RR2 Middleburg, Ruth Keene Anderson, wife of William A. Payn of RR2 Middleburg, and Jocelyn Betty Keene, wife of Thomas Phillips of Pasadena, California; six grandchildren; and eight great-grandchildren.

“A service celebrating Paul’s life will be held at 3 p.m. Friday, April 29, at Emmanuel United Church of Christ, Penns Creek.

“In lieu of flowers, donations in Paul’s memory may be made to Messiah Village, 100 Mount Allen Drive, Mechanicsburg, PA 17055; the Susquehanna Valley Chorale, P.O. Box 172, Lewisburg, PA 17837; or Emmanuel United Church of Christ, Penns Creek, PA 17862.

“Private burial was in Penns Creek Union Cemetery.”

2769. *Daily Item (The) (Sunbury, Pennsylvania)*. 2005. Paul K. Keene. April 26.

• **Summary:** An excellent obituary.

2770. Finnerty, John. 2005. Walnut Acres founder was ahead of his time. *Daily Item (The) (Sunbury, Pennsylvania)*. April 26.

• **Summary:** A good obituary. In 1945 [sic, 1946] Paul Keene and his wife Betty bought Walnut Acres, a farm in Center Township, Snyder County.

Various people (such as Gene Kahn, founder of Small Planet Foods in Sedro-Woolley, Washington [state], and Katherine DeMatteo, executive director of the Organic Trade Association) discuss the importance of Paul Keene to the organic farming movement and industry.

In 1998 the Organic Trade Association honored Mr. Keene with its Organic Leadership Award; he was the second

person to receive this award. Note: The first person was The Honorable Patrick J. Leahy (D-Vermont; Senator); the third person was Frank Ford, Founder, Arrowhead Mills.

2771. DeVault, George. 2005. Walnut Acres founder Paul Keene dies at age 94. *New Farm (The) (Rodale Press, Emmaus, Pennsylvania)*. May 12.

• **Summary:** A good obituary. “The year was 1942. Tractors were about to outnumber horses on American farms. Chemical weed-killers and bug sprays were being promoted as the wave of the future. Organic farming and publishing pioneer J.I. Rodale was just kicking around the idea of starting a magazine for organic farmers. And wannabe organic farmers Paul and Betty Keene were farming and teaching for \$5 a week, plus room and board, as they gained experience and searched for land to start their own farm.”

Walnut Acres eventually grew into a business with sales of \$10 million a year, and a mecca for organic farmers worldwide. In its heyday, the catalog had a circulation of more than 40,000.

For a greatly expanded version, see DeVault May 2006, “What became of Walnut Acres?”

2772. Associated Press. 2005. Paul Keene, organic farmer, dies at 94 (News release). 2 p.

• **Summary:** Paul Keene died on April 23 at the Messiah Village Nursing Home, where he had lived for several years. The co-founder of one of the nation’s oldest organic farms, he proved that using organic methods to grow natural foods can be good business.

The son of a minister and educated at Yale [New Haven, Connecticut] he ran Walnut Acres in Penns Creek, Pennsylvania, located about 55 miles north of Harrisburg, for more than 50 years, until the business was sold in 2000.

The farm initially contained only 108 acres; he and his wife, Betty, borrowed \$5,000 to buy it in the mid-1940s. They worked the land without using tractors or electricity and grew crops without using made-made fertilizers or pesticides widely used by other farmers.

An article (early Sept. 1947) in the now-defunct *New York Herald Tribune* praising their first commercial product—apple butter—helped to jump-start the fledgling company.

By the late 1980s, Walnut Acres had sales of \$5 million a year, covered 500 acres, employed 95 people full time, and yielded about 300 organic products that it sold worldwide via its mail-order catalog.

Ruth Keene Anderson, one of their three daughters, said that her parents were “missionaries at heart.” Ruth still lives on the property, which the family now leases to an organic farmer.

In 2003 the Hain-Celestial Group acquired the Walnut Acres Certified Organic brand.

A photo (by Paul Vathis) shows white-haired Paul Keene, co-founder of Walnut Acres, on 13 Dec. 1988 in a

retail store holding two bags of Walnut Acres products. In 1988 the company had annual sales of \$5 million.

2773. Fox, Margalit. 2005. Paul K. Keene, 94, organic farming pioneer, dies. *New York Times*. May 18.

• **Summary:** An excellent obituary for a great man. “When Mr. Keene started Walnut Acres in the mid-1940’s, the agricultural gospel called for using chemical fertilizers and insecticides, with their promise of cheaper, more efficient farming. Natural farming was viewed as eccentric, if not downright un-American.

“‘It doesn’t seem that long ago that everyone thought we were kooks or Commies,’ Mr. Keene told U.S. News & World Report in 1995. ‘Someone once tossed dynamite on the property. Another burned crosses.’”

“A former mathematics professor and avowed pacifist, Mr. Keene never set out to be a commercial farmer. He simply wanted to go back to the land.”

A color photo shows Paul Keene smiling, holding a hoe on one shoulder.

2774. Sullivan, Patricia. 2005. Organic food pioneer Paul Keene dies at 94. *Washington Post*. May 19.

• **Summary:** An excellent obituary for a great pioneer, Paul Keene, who died on April 23 at Messiah Village Nursing Home in Mechanicsburg, Pennsylvania, not far from the farm where he launched the modern commercial market (and movement) for organic, natural foods. The cause of death was not given.

In the mid-1940s he and his wife, Betty, bought 100 acres of land at Penns Creek in Central Pennsylvania and began to grow crops without using chemical fertilizers or pesticides. He spread animal manure over the fields and focused on the basic principle that “healthy soil begets healthy food.” He believed that manmade chemical assistance was unnecessary and potentially harmful. He had to coax beneficial insects and earthworms back into the depleted soil. A neighbor, Jerome Irving Rodale, said he was thinking about starting a magazine to be named Organic Farming, and invited Paul Keene to be assistant editor; he replied that he’d rather farm.

The Keene’s first harvest, from six old apple trees, was about 15 bushels. Using a large iron kettle over an open fire, they simmered the apples down to 100 quarts of apple butter, which they sold for \$1 a quart. “The food editor of the *New York Herald-Tribune* [Clementine Paddleford] came across one of the jars and wrote her praises into print, which gave the Keenes’ fledgling farm a lucrative jump-start into business.” But it took more than a decade before that farm reliably made a profit.

Keene was one of the first organic farmers in the United States and the first to try direct consumer marketing.

In 1964 Paul and Betty Keene created the Walnut Acres Foundation, which funded a community center in Penns

Creek and an orphanage in India.

In 1987 Betty, Paul’s wife of 47 years, died.

In 1995 Keene told *U.S. News & World Report*: “It doesn’t seem that long ago that everyone thought we were kooks or commies.”

Mr. Keene and his family turned their business into an employee-owned enterprise, although they retained ownership of the land, which had grown to 500 acres.

In 1998 the Organic Trade Association gave Paul Keene its Organic Leadership Award.

Before Walnut Acres was sold in 2000, the business had annual sales of \$10 million. They mailed out about a million catalogues a year and offered more than 700 products.

As of May 2005 there are about 900 certified organic farmers in the United States, and the retail value of their products is about \$12 billion a year.

Paul Keene is survived by; three daughters, Marjorie Ann Hartley and Ruth Keene Anderson, both of Middleburg, Pennsylvania, and Jocelyn Betty Keene of Pasadena, California; a sister; six grandchildren; and eight great-grandchildren. Address: Washington Post News Service.

2775. Sullivan, Patricia. 2005. Paul Keene, 94; helped launch U.S. organic food movement. *Record (Bergen County, New Jersey)*. May 20, p. L9.

• **Summary:** A reprint of her obituary published May 19 in *The Washington Post*. Address: Washington Post News Service.

2776. Holleran, Joan. 2005. Awareness, consumption of soy up. *Iowa Soybean Review (Iowa Soybean Association, Urbandale, Iowa)* 16(7):12f-12g of 12-page insert after p. 14. Spring.

• **Summary:** “The United Soybean Board in Chesterfield, Missouri, recently published its 11th annual ‘Consumer Attitudes About Nutrition’ survey that provides insights into nutrition, health and soyfoods. The study identifies consumer attitudes and trends in nutrition. Most of the questions relate to soy, but some do not, says Steve Poole, director, edible program, United Soybean Board.

“‘We want this to be a valuable tool for industry players, including manufacturers, marketers and others who aren’t just focused on soy. It’s meant to be a helpful tool to them when they are talking to consumers,’ he says.

“Poole says many companies use the ‘Consumer Attitudes’ survey for sales presentations or even research. ‘One reason they like it is that USB is a third party. Another is that this is a statistically sound survey, and there are benchmarks going back 11 years.

“‘Companies can use it for developing products, identifying markets where they can provide products to fulfill a health benefit, or in sales materials,’ he says.

“Consistent with the past six years, nearly 90 percent of respondents indicated they were somewhat or very concerned

about the nutritional content of food. This year, 74 percent of consumers claimed to have changed their eating habits due to health or nutrition concerns, a four percent increase from 2003.

“Consumers are well aware of the obesity crisis in the United States. The Centers for Disease Control and Prevention state that approximately 130 million Americans are overweight or obese, a total of 64 percent of the nation’s population. An interesting aspect of the survey, however, indicates a new culprit for the crisis. This year, 36 percent considered individuals responsible for their obesity, while 29 percent blamed the fast food industry. ‘That’s a complete flip flop from last year when 35 percent said the fast food industry was to blame and 29 percent said it was the individual,’ says Poole. In determining the cause of the dramatic shift, Poole could only surmise. ‘Speaking anecdotally, the swing could be due to the publicity around the frivolous lawsuits against brand name products—it may have caused a backlash.’

“More than 60 percent of consumers agree that consuming soy-based foods can play a role in reducing obesity, while three-quarters of respondents agree soy products are healthy.

“Soy awareness up and up and up: Overall, consumer awareness of soy products increased this year. Soymilk’s awareness rating stepped up to 90 percent, while regular use of soymilk held fairly steady at 16 percent. Compared to 2003, significantly more consumers are aware of dried or canned soybeans (13 percent). And the regular consumption of soy nuts increased to six percent. Fewer respondents, however, said they consume soy burgers.

“Consumer awareness of soybean oil as a healthy oil is also big, with approximately 90 percent of consumers believing it’s healthy. ‘Last year it was 88 percent; the year before it was 90 percent, and it’s always right behind olive oil,’ says Poole, who adds that Trader Joe’s markets a 100 percent soybean oil, rather than labeling soybean oil as a vegetable oil. ‘Consumers’ positive perception of soybean oil is probably reflected in Trader Joe’s marketing the product as soybean oil,’ he says. ‘Soybean oil is perceived as healthy, particularly as we’re dealing with trans fats,’ says Poole. ‘In the survey we include fats, and consumers are still very confused about fats.’

“The soybean industry in particular has been working hard to develop new soybean oils that are trans fat free—among other healthier attributes (see story on page S10).

“Healthy cooking oil” impressions

“Olive oil 91 percent

“Soybean oil 87 percent

“Sunflower oil 82 percent

“Canola oil 82 percent

“Safflower oil 79 percent

“Corn oil 67 percent

“One-quarter of Americans consume soyfoods or soy

beverages once a week or more, consistent with last year’s results. However, the percentage of consumers who never consumed soy products was up five percent to 38 percent. Among those who do not consume soy, 37 percent report that nothing in particular prevents them from including soy in their diet. Eighteen percent said taste holds them back from incorporating soy into their diets.

“‘When we ask consumers the question... have you ever eaten soyfoods, they generally think tofu, tempeh, etc.,’ says Poole. ‘Certainly soy energy bars and soy as an ingredient in other packaged foods should be considered, but I don’t know that that’s the case. Are people aware that soy is in the products they consume?’ ‘When people say soyfoods to me, I have a broad view of it. Others, though, may strictly see soy milk and tofu,’ he says.

“Poole also sees that several hurdles to consuming soy are fading away. ‘Early on, taste was a barrier to trial and repeat purchase [of soy]. Convenience was a barrier. Those are gone now. People consume and enjoy soy now and don’t even realise it really is soy.’

“In addition, soy is perceived as healthy, according to Poole. Nearly 75 percent of consumers believe soy is healthy.

“The gender gap: While most consumers understand the health benefits of soy, more women (44 percent) than men (28 percent) stated that soy might provide a healthy addition to their diet. Twenty-seven percent of respondents seek out products that specifically contain soy. And 39 percent of respondents recognized specific health benefits gained by including soy in their diet. Similar to last year, 29 percent of consumers—unaided—reported that soy is good for the heart.

“Interestingly, heart health has been a mixed story for the survey. Poole notes that the heart health claim was authorized in 1999, and by 2000 there was a 47 percent awareness of the heart health claim. ‘That has steadily dropped,’ he says. ‘And during the past two years the heart benefits awareness has remained steady at 29 percent.

“‘What happened was that there was so much news and marketers initially put the message on the front of their packages. That happened the first couple of years and then the message gradually moved to the back of the package. Then the media and marketers moved on to the next big thing. That’s another reason why we’re doing this survey. It tracks those trends. Food manufacturers and soy producers need to be aware there’s an opportunity here to turn the volume up and revisit the heart health claim,’ says Poole.

“While women might be the primary shoppers, knowledge of soy’s health benefits should be known across genders. The American Heart Association lists heart disease as the No. 1 killer of both American women and men. ‘The benefit is there [for men as well as for women],’ says Poole, ‘and we’ve never achieved beyond a 47 percent awareness. It points to where we can follow up a little more for next year’s survey. Maybe a sharp marketer will say: ‘I should be targeting men with this message.’

- “Awareness of health benefits of soy:
- “Heart health 29 percent
- “Prevent obesity /weight loss 17 percent
- “Menopause relief 16 percent
- “Cancer prevention 8 percent
- “Protein source 6 percent
- “Reduced risk of osteoporosis 2 percent

“Twenty-one percent of the women who were aware of soy’s health benefits reported awareness that soy might relieve menopausal symptoms. In fact, says Poole, the awareness of menopausal symptom relief is one of the biggest changes he’s noted in the survey over the years. ‘Awareness was at seven percent in 1999. Currently, it’s 16 percent,’ he says. ‘It was actually a little higher—19 percent—last year, following publicity of the HRT trial.’

“Soy meets world: A new question added to this year’s survey reveals interest in soy blended with other ingredients. Specifically, the survey asked which type of meat consumers would prefer to blend with soy. Of the 56 percent of respondents interested, nearly 70 percent would prefer beef as the type of meat to blend soy with. It begs the question: What other ingredients could be blended with soy for an easy, tasty transition toward healthier eating?”

2777. Al-Wahsh, Ismail A.; Horner, H.T.; Palmer, R.G.; Reddy, M.B.; Massey, L.K. 2005. Oxalate and phytate of soy foods. *J. of Agricultural and Food Chemistry* 53(14):5670-74. June 14. [28 ref]

• **Summary:** “Interpretive Summary: Human consumption of soy products is increasing. Soy foods have high nutritional value and also have been reported to have health benefits. However, high concentrations of oxalate in soy foods increase the risk of kidney stones. These are calcium oxalate kidney stones. Soy foods also contain phytate. Studies suggest that phytate exhibits effective anticarcinogenic action against many types of cancer. Phytate is also a potential inhibitor of calcium oxalate kidney stone formation. Our objective was to test 30 commercial soy foods for oxalate and phytate content. There was a wide range of concentrations of oxalate and phytate in the soy foods tested. Soy food containing low concentrations of oxalate and high concentrations of phytate may be advantageous for kidney stone patients or persons with high risk of kidney stones.”

Table 1 is titled “Total oxalate, phytate, calcium (Ca), magnesium (Mg), and sodium (Na) content in tofus.” In the 10-column table the first two columns are product plus coagulant and brand—For example: Extra firm tofu prepared with calcium chloride (Mori-Nu).

Table 2, titled “Total oxalate, phytate, Ca, Mg, and Na content in soy foods.” In the 10-column table the first two columns are product and brand (for example). Soymilk (Pacific Soy). Soymilk (Westsoy). Soya powder (Fearn). Soy flour (bulk). Soy flour (Arrowhead Mills). Soy protein (bulk, Fred Meyer). Textured vegetable (soy) protein (Red

Mill). Edamame soybeans (vegetable) (Hearty). Sweet soybeans (vegetable) (Safeway). Soybeans (vegetable) (C&W). Shelled edamame (vegetable, Safeway). Edamame (vegetable, Safeway Select). Soy beans (Red Mill). Roasted soynuts (Good Sense) Soynuts (GenSoy). Tempeh (White Wave). Tempeh (Turtle Island). Soynut Butter “original creamy” (I.M. Healthy) Soynut Butter “low carb” (I.M. Healthy) Soy protein (Liquid Aminos). Soy sauce (Kikkoman). Address: 1. Dep. of Food Science and Human Nutrition, Washington State Univ., Spokane, Washington 99210-1495.

2778. *Natural Foods Merchandiser*. 2005. Paul Keene, Walnut Acres founder, 1911-2005. July. p. 10. *

• **Summary:** Note: Paul was actually born on 12 Oct. 1910.

2779. Pimentel, David; Hepperly, Paul; Hanson, James; Douds, D.; Seidel, R. 2005. Environmental, energetic, and economic comparisons of organic and conventional farming systems. *BioScience* 55(7):573-82. July.

• **Summary:** Organic farming produces the same yields as conventional, but uses 30% less energy, less water, and no pesticides. This study is a review of the 22-year Rodale Institute Farming Systems Trial, the longest running comparison of organic vs. conventional farming in the USA. Address: 1. Prof. of Ecology and Agriculture, Cornell Univ.

2780. Lang, Susan S. 2005. Organic farming produces same yields as conventional, uses less energy and no pesticides. *Non-GMO Report (The) (Fairfield, Iowa)* 5(8):8-10. Aug.

• **Summary:** A good summary of the following article: Pimentel, David; et al. 2005. “Environmental, energetic, and economic comparisons of organic and conventional farming systems.” *BioScience* 55(7):573-82. July. David Pimentel is a Cornell Univ. professor of ecology and agriculture. Address: Cornell Univ.

2781. Stephens, Arran. 2005. IP and organic farming best ways to contain GMOs: GMO impact on organic. *Non-GMO Report (The) (Fairfield, Iowa)* 5(8):6. Aug.

• **Summary:** “Organic certification has always been a system guaranteeing that all the production, handling and processing of an organic product has been done in accordance with a practice standard. It has never claimed to be a purity standard and makes no claims as to purity of the certified products.” Address: Founder and President of Nature’s Path Foods, an organic food manufacturer based in Richmond, BC, Canada.

2782. Eden Foods, Inc. 2005. New Edensoy: Now better than ever. *Edenews*. p. 1.

• **Summary:** “Creation and maintenance of purity in food.” “GEO free whole soybeans & grain.” “... no genetically engineered ingredients,...” www.edenfoods.com.

Color photos show Organic Edensoy in Vanilla,

Original, Original Fortified, and Unsweetened flavors.
Address: 701 Tecumseh Rd., Clinton, Michigan 49236.
Phone: 888-424-EDEN.

2783. Eden Foods, Inc. 2005. Organic Edensoy: Better than ever (Leaflet). Clinton, Michigan. 2 panels each side. Each panel: 28 x 21.5 cm.

• **Summary:** A glossy color leaflet (8½ by 11 inch) sent by Patricia Smith from Natural Products Expo East. 2005. Sept. On the front panel: “Improved taste. Smoother, cleaner pour. The only soymilk in America made with 100% real vanilla extract... No refined sugars. Gluten free offerings. USA family farm organic grown GEO free whole soybeans and grain.” Circle K parve.

The inside two panels give details on the following soymilk products (all are organic) now made and sold by Eden Foods. EdenSoy Unsweetened. EdenSoy Chocolate. EdenSoy Original. EdenSoy Vanilla. EdenSoy Carob. EdenSoy Extra Original. EdenSoy Extra Vanilla. EdenSoy Light Original. EdenSoy Light Vanilla. EdenBlend (Rice & Soy). A color photo shows the front of each carton No product contains refined sugars.

The rear panel highlights four of these soymilk products. First: “EdenSoy Original was America’s first soymilk, introduced by Eden in 1983.”

Note: Eden Foods knows very well that this was not America’s first soymilk. Soymilk was made in America in the 1920s, and many brands were made and sold before 1983. Address: 701 Tecumseh Rd., Clinton, Michigan 49236.

2784. Eden Foods, Inc. 2005. New Edensoy: Now better than ever (Leaflet). Clinton, Michigan. 2 panels each side. Each panel: 28 x 21.5 cm.

• **Summary:** A glossy color leaflet. On the front panel: “Improved taste. Smoother, cleaner pour. The only soymilk in America made with 100% real vanilla extract... No refined sugars. Gluten free offerings. USA family farm organic grown GEO free whole soybeans and grain. Circle K parve.

The other panels describe “22 new Eden certified organic foods.” Address: 701 Tecumseh Rd., Clinton, Michigan 49236.

2785. Eden Foods, Inc. 2005. Eden Product Catalog: 2005-2006. Clinton, Michigan. 64 p. 28 cm.

• **Summary:** A very attractive, full-color catalog showing the company’s devotion to the purest and best natural foods possible. On the inside front and back covers is a chronology of major events in the company starting in 1968. On page 1-4 is a company credo starting with:

“Beginnings: Eden Foods was born of worldwide phenomenon centered around macrobiotics. The desire for health, happiness, and peace on Earth caused us to seek a more peaceful way of growing, handling, and nurturing ourselves with food.

“We began as a natural food co-op in Ann Arbor, Michigan in 1968, travelling the back roads to find farmers who would grow without using pesticides, herbicides, fungicides, or chemical fertilizers. We looked everywhere to find grain, soy foods, sea vegetables, and vegetable oils. In small steps we built a dedicated network of family farms.

“As the co-op grew into a retail store, we started producing whole grain stone ground flours, and our roaster and mixer made cereals. We bottled unrefined vegetable oils, filled jars with sesame butter, and made nut butters with a Hobart grinder. Local health food stores began asking for our food. This sparked our distribution activities and the Eden® brand in 1969. The store expanded with a cafeteria, bakery, and book section, and was one of the few places in the country where you could get miso, sea vegetables, and organic whole grain foods. We still hear from people all over the world who remember the good times and great food at The Eden Deli.” Address: 701 Tecumseh Rd., Clinton, Michigan 49236.

2786. New Hope Natural Media, a Division of Penton Media, Inc. 2005. Show directory 2005: 20 years of natural and organic. Boulder, Colorado: New Hope Natural Media. 230 p. + 12 p. Addendum. Illust. Exhibitor Index. Advertising Index. 28 cm.

• **Summary:** Natural Products Expo East is being held Sept. 15-18 at the Washington Convention Center, Washington, DC. Contains many advertisements, color photos, and information about individual companies.

2787. New Hope Natural Media, a Division of Penton Media, Inc. 2005. New products directory: 20 years of natural and organic. Boulder, Colorado: New Hope Natural Media. 44 p. Illust. 28 cm.

• **Summary:** Each page contains six advertisements. The products are organized by product category.

2788. Warner, Melanie. 2005. What is organic? Powerful players want a say. A struggle over standards in a fast-growing food industry. *New York Times*. Nov. 1. p. C1, C4.

• **Summary:** The powerful players include Kraft (Back to Nature, Boca Foods), McDonald’s (coffee from organic, Fair Trade beans), General Mills (Cascadian Farms, Muir Glen), Dean Foods (Horizon Organic, Dean Foods), Groupe Danone, and Wal-Mart. The question: “What exactly does the word “organic” mean? Organic food is still a niche market, with sales of roughly \$12 billion in 2004, within the \$500 billion food industry. Yet this sector is been growing at 20% a year in recent years—which makes it very attractive to Big Food. A bar chart shows organic food sales each year from 1997 to 2004.

Now the federal government is involved again. Last “week Senate and House Republicans on the Agriculture appropriations subcommittee inserted a last-minute provision

into the department's fiscal 2006 budget specifying that certain artificial ingredients could be used in organic food." Katherine DiMateo, executive director of the Organic Trade Association (OTA), supports the new changes, saying the "amendment was intended to protect the industry from the Harvey ruling and will not change the status quo." Arthur Harvey, an organic blueberry farmer, won a federal lawsuit in January, arguing that "no synthetics at all should be used in food bearing the U.S.D.A. organic seal,"

Yet many in the organic industry have been willing to allow some synthetics. Since 2002 the National Organic Standards Board has approved 38 such substances, many of them relatively harmless, such as pectin, baking powder, ascorbic acid, and carbon dioxide.

Yet industry insiders believe the proposed legislation will open the door to a host of other synthetics, "including a large category of so-called food contact substances—things like boiler additives, disinfectants, and lubricants with long names." Moreover, these are not required to be listed on ingredient panels.

There is also major debates over the definition of "organic milk"—the largest organic category—and the meaning of "access to pasture." Discusses Horizon Organic and Aurora Organic Dairy.

2789. Richmond, Akasha. 2005. Natural foods leadership conference in Austin, Texas (Interview). *SoyaScan Notes*. Nov. 5. Conducted by William Shurtleff of Soyfoods Center. • **Summary:** Akasha just returned from a natural foods leadership conference in Austin, Texas, at The Crossing, hosted by Doug Greene (founder of *Natural Foods Merchandiser* and New Hope Communications, Inc.—1975) and Steve Demos (founder of White Wave). About 120 people attended. The tone was very low key, with a spiritual background and lots of mentoring and share-and-tell sessions. One session was on values, and another on the spiritual side of business. Yoga classes were offered every morning. Peter Roy, Drake Sadler, Michael Funk were there. There was a drumming session one evening; each of the participants was given a drum. The theme: We are a tribe and this is our gathering.

Akasha took the galleys to her new book *Hollywood Dish* (formerly *Healthy Hollywood*), showed them to those who were interested (Steve Demos leafed through them), and talked mostly about Otto Carque. Most of the people seemed very surprised to learn that the natural foods industry in California had its origins in Los Angeles in the early 1900s; many felt that they had created this new industry themselves.

Randy Lindberg, who lives in the Los Angeles area, told a remarkable story. His grandmother had 5 health food stores in Los Angeles during the 1950s, named Lindberg Nutrition or Lindberg's Nutrition Service. She used to make what is now called Tiger's Milk in a blender at home. Her husband called it Panther Piss. They turned Adelle Davis onto it and

to the drink's two names. Adelle sold both the product and one of the names (guess which) to Plus Products, and it became one of the most famous of all health foods during the 1960s and 1970s.

Randy's family eventually sold his grandmother's health food stores and used the money to start Nature's Best—a very large distributor of Natural Foods in Southern California; they compete with United Naturals.

Jethren Phillips told the story of Spectrum Naturals, the vegetable oil company. Jethren had previously run United Naturals, a natural foods distributor in Eureka; in the early 1970s he used to work in the Help restaurant in Los Angeles, owned by Warren Stagg.

Steve Demos and Doug Green have become really good friends. They and Steve's wife (who Akasha has found to be a very spiritual, grounded, fabulous lady) left yesterday on a trip to India. Steve hopes to return to his cave at the foothills of the Himalayas. No firm return date is planned. Address: Los Angeles, California.

2790. Hain Celestial Group, Inc. (The). 2005. Annual report 2005: A healthy way of life. Melville, New York. 12 + 62 p. Dec. 28 cm.

• **Summary:** Net sales for the year ended 30 June 2005 were \$619.967 million, up 13.9% from 2004. Net income in 2005 was \$21.870 million, down 20.1% from 2004.

Most of the report is Form 10-K/A. Accompanying the annual report is a "Notice of Annual Meeting of Stockholders and Proxy Statement" (40 p.). Irwin Simon, the founder and CEO, age 46, had the following annual compensation: Salary: \$980,000. Bonus: More than \$1,000,000. Stock options: 300,000 shares. Address: 58 South Service Road, Melville, New York 11747-2342. Phone: 631-730-2200.

2791. Nature's Path. 2005. [Chronology of Lifestream and Nature's Path: 1952-2005]. Richmond, BC, Canada. 8 p.

• **Summary:** In the upper left corner of each colorful page is the Nature's Path oval logo. At the lower right is the text "Nurturing People, Nature & Spirit." On page one are described events from the years 1952, 1971, 1977, and 1980—describing the history of Lifestream Natural Foods, Ltd. A color oval photo shows Arran Stephens "holding the mother of all loaves" and smiling broadly.

The remaining 7 pages contain a chronology of Nature's Path. On the last page are 3 entries for the year 2005. Address: 9100 Van Horne Way, Richmond, BC Canada V6X 1W3.

2792. Richmond, Akasha. 2005. *Hollywood dish: More than 150 delicious, healthy recipes from Hollywood's Chef to the Stars*. New York, NY: Avery—A member of the Penguin Group (USA) Inc. xi + 310 p. Illust. Index. 25 x 20 cm. [125 ref]

• **Summary:** One of the most original and interesting

cookbooks seen in decades. This book, originally titled *Healthy Hollywood*, is much more than just a collection of superb recipes and stories about Hollywood celebrities and glitterati. In carefully researched and well-written sidebars, it documents the history of health foods in Hollywood and southern California. The introduction to each chapter tells the history of that type of food, and every recipe has a long and interesting historical headnote. The acknowledgments show vividly Chef Akasha's high and wide circle of Hollywood friends. The introduction—"The Road to Hollywood" tells the story of how Akasha got interested in and researched this subject. History is woven into every page of this book—in the most palatable way. In short, this is a cookbook with a remarkable tale to tell—one to read and study—as well as one to cook from.

Sidebars and illustrations: (1) "The stars and the Hollywood Diet"—Sue Carol (lovely future wife of Alan Ladd) on the cover of *Motion Picture* magazine, Oct. 1929. (2) Mildred Lager (1908-1960). (3) Harry Chandler (1864-1944). (4) Granola (Layton Gentry, Adelle Davis, Dorothea Van Gundy Jones). (5) Photo of silent film star Anita King eating Sun Maid Raisin Pie, 1916. (6) Adelle Davis (1904-1974). (7) Clarke Irvine, 1892-1975. (8) Photo of Radiant Radish health food store, owned by Beach Boy Brian Wilson, Los Angeles, 1969. (9) Otto Carque, 1867-1935, with a photo of his health wagon, around 1912. (10) Gayelord Hauser (1895-1984). (11) "Nature Boy"—Bill Pester and the 1948 hit song by Eden Ahbez. (12) The Ashram—Hollywood restaurant founded by Anne-Marie Bennstrom. (13) The Hollywood diet, with a photo of page 1 of the "18-Day Diet" from *Motion Picture* magazine, Oct. 1929. The sidebar begins: "The first best-selling diet book in America, *Diet and Health, with a Key to the Calories*, was written by Los Angeles-based Dr. Lulu Hunt Peters in 1918, and sold over 2 million copies. The book introduced the concept of counting calories." (14) Alan Hooker (1902-1993). The grandfather of California cuisine, he opened the Ranch House restaurant in 1956 in Ojai, California. (15) Gloria Swanson—Hollywood's Green Goddess. She "was the highest paid and most popular, influential star of the 1920s." (16) Jim Baker (1922-1975). A pioneering organic restaurateur, he opened the Aware Inn in 1957, then the Source restaurant in 1969. (17) Raw, raw, raw (Arnold Ehret, Vera and John Richter, and raw foods). (18) Photo of silent film star Mary Pickford drinking orange juice made with Sunkist fruit and juicer. (19) The godfather of fitness—Jack LaLanne. Master chef Danny Kaye (1913-1987). (20) The Farmer's Market in Los Angeles, started in 1934. (21) Paul Bragg (1881-1976), with photo of Rita Hayworth on the cover of his *Health Builder* magazine. (22) Books and cooks—"150 Recipes of the Stars" (1928), Helen Evans Brown. (23) Health foods—Dr. John Harvey Kellogg, the rise of health food sections in the late 1800s in L.A. department stores, the rise of health food stores, Sandy Gooch. (24) Mae West (1893-1980). Gypsy Boots (1914-

2004). Photo of Boots and Paul Bragg. (25) Food and film. (25) Photo of Donna Reed and Paul Bragg, sometime in the 1950s. (26) Bernarr Macfadden (1868-1955). (27) Celebrity stew and Leo Pearlstein. (28) Vegetables, fruits, and nuts (incl. Frieda Caplan, Albert's Organics). (28) Rancho La Puerta and the Golden Door. Photo of young Burt Lancaster baking bread at La Puerta. (29) Fred Waring (1900-1984), the blender, and smoothies. (30) Hain Pure Foods. "Harold Hain opened his first health food store in downtown Los Angeles on October 17, 1926." (31) Swamis and yogis. Paramahansa Yogananda arrived in L.A. in 1925; he advocated a healthy vegetarian diet, including in his magazine *East West*, first issued in 1926. On 8 April 1951 he opened SRF India Café at his India House compound on Sunset Boulevard. "Yogi Bhajan (1930-2004) came to Los Angeles in 1969, bringing the teachings of Kundalini Yoga and his own unique style of Indian and Ayurvedic cooking. In 1974 his students opened Golden Temple Conscious Cookery in Los Angeles. I [Akasha] was a cook there from 1979 to 1984..."

Soyfoods are used in recipes (and recipe titles) throughout this book: Edamame or fresh green soybeans (used in 2 recipes), miso (1 recipe), soymilk (many, especially in place of milk in desserts, incl. "Chocolate Jack Daniel's soy gelato" and "Soya chocolate" milk), soy flour (1, Bill Baker's bread), soybeans (whole, 1, "Soybean casserole"), tofu (10), and tempeh (4).

Also discusses: Sophie and Harry Cubbison (p. 47), El Molino Mills (p. 106). Early veggie burgers (p. 106). Silk soymilk and Steve Demos (of White Wave, p. 266).

The recipes in this book are largely vegetarian (including 17 vegetarian main dishes), all call for organically grown ingredients, and many are dairy-free (using soymilk instead of cow's milk). However: Beef (used in 2 recipes, incl. "Filet mignon Japanese"). Pork (used in 1 recipe, "Citrus roasted pork chops with rosemary potatoes"). Chicken (used in 6 recipes, incl. "Endive petals with curried chicken salad"). Turkey and duck (3 recipes). Fish (many recipes as for cod, halibut, salmon, whitefish). Shellfish (crab, scallops, shrimp).

Talk with Akasha Richmond, who calls. 2005. Dec. 7. Her favorite parts of the book are: The smoothie story (p. 275-80, both dairy and nondairy). Otto Carque. Gloria Swanson. Yogis and Swamis, Granola. She is very happy with everything about the way the book and its promotion turned out ("It looks great")—except she wishes she could have included more photos. Address: Los Angeles, California.

2793. The Craig Sams story (Website printout) (Continued—Document part II). 2005. www.macrobiotics.co.uk 2 p. Copyright The Macrobiotic Guide, Dec. 2005. Retrieved 11 May 2006.

• **Summary:** (Continued): "In 1971 we worked with Andrew Kerr and Arabella Churchill on the first Glastonbury Festival.

We did all the food and invited Infinity Foods to join us. We had garnered some experience of catering at rock festivals the previous year at Plumpton (National Jazz and Blues Festival) and at the Isle of Wight Festival.

“We were the only food suppliers at Glastonbury and all the festivalgoers either ate our food (muesli, brown rice, red bean stew, porridge, unleavened bread with tahini/miso spread) or brought their own. We also supplied some food to Sid Rawles, who led the Diggers, who gave out free food from the cowshed near the farmhouse up on the hill.

“On the Sunday afternoon the local hot dog and ice cream vendors discovered there was a crowd at the farm and drove down to the site. They were met by the festivalgoers who blocked their route and rocked their vans, shouting ‘Out, Out Out’ until they turned around and disappeared.

“Also in 1971 my father Kenneth started *Seed The Journal of Organic Living* which was a thinly-disguised macrobiotic monthly of 32 pages that was humorous, witty, energetic and pushed a broad macrobiotic/ecological/vegetarian/natural lifestyle message. It was way ahead of its time, had a healthy circulation and still reads well all these years later.

“It ran until 1977, monthly, a total of 74 issues. Michio Kushi made the cover in 1975 and Terence Stamp was on the cover of Issue No 2 in 1971. We interviewed rock stars, actors and other people who had interesting and healthy lifestyles and sold a lot of ginseng, grain mills and water filters through our mail order pages. It was supported by monthly ads from Harmony, Ceres Grain Shop and Ceres Bakery that covered the basic costs and Kenneth gave his time for free. He had publishing experience and this was an ideal way to spend his retirement.

“In 1970 we also had the first visitors from Boston, who included Eric Utne (later founded *Utne Reader*), his girl friend Peggy Taylor (later founded *New Age Journal*), the ex-editor of the Boston macrobiotic newspaper Ron Dobrin, Bill Tara and his wife Renee and Paul Petrofsky (who founded *Baldwin Hill Bakery*).

“We rented them a house in Lancaster Road, just off *Lad Broke Grove*, where they had cooking classes, shiatsu classes and other activities. We were very busy with *Harmony Foods* and *Ceres* and the restaurant was becoming a managerial burden on Gregory’s and my limited resources. So we suggested that they take over and run the restaurant and use it to leverage interest in macrobiotics and the cookery classes and other activities at the house.

“We gave them a few thousand pounds to refurbish the place and it reopened after being closed for 5 weeks. Gone were the low tables, cushions on the floor, bedouin tent atmospherics and in were bare floors and tables, white walls and a serene, clean atmosphere.

“The food was more austere but well prepared and presented. But the lively vibes of the old *Seed* were gone. When people laughed or talked too loudly a member of staff

would approach them and suggest they tone it down and the whole atmosphere became reverential and studious compared to the rather carefree and raucous atmosphere that had prevailed.

“I remembered Paul Petrofsky once saying that he felt, on entering *Seed*, that he ‘might get stabbed or something’ but had taken it as a joke. Gregory and I got personal phone calls from friends and long-standing customers complaining about the changes but we were both very busy on our other businesses and couldn’t turn back the clock.

“After about 6 weeks sales were down to 1/3 of what they had been and we had to close the place to stem the losses. We handed it over to a guy who renamed it ‘*Magic Carpet*’, broadened the menu away from macrobiotics but kept it vegetarian. After 4 months he gave it to a garage owner in payment of the restoration bill on his *Jaguar S* type and it then reopened as ‘*Pasture*.’ A few months later we opened a ‘macrobiotic workingman’s café’ called *Green Genes* in the old *Ceres* premises in *All Saints Road*—it was smaller than *Seed* but recaptured the friendly and slightly rambunctious atmosphere of the original

“Because *Harmony Foods* was growing fast we needed larger premises to pack and store our produce and we were about to sign a lease on a building near *Ladbroke Grove* when *Bill Tara* sat with me and Gregory in a car in *Bayswater* and broke the bad news to us.

“He had been Vice President of *Erewhon Foods* and he felt he should tell us, before we signed the lease, that *Michio* and *Paul Hawken* had sent him over to *England* to set up *Erewhon Europe*, there would be no role for us in that business (we hadn’t asked) and that we should consider carefully as he would be sorry to see us in financial trouble because we hadn’t realised what was happening.

“Gregory found a great greeting card with a picture of a sword-waving Samurai on a horse being speared by a samurai on the ground, stuck the *Harmony* logo on the samurai on the ground and the *Erewhon* logo on the horseman and sent it to *Paul Hawken*. As it happened, *Erewhon* hit one of its first cash flow crises and couldn’t even offer *Bill* a ticket home.

“In May 1972 we offered him the opportunity to manage our shop, *Ceres*—I had been managing it since the manager, *Pam Donaldson*, had fallen ill with brucellosis from drinking the milk on *Michael Eavis’* farm in *Glastonbury* and now I was opening a bakery in the premises next door to the shop.

“*Bill Tara* and *Peter Bradford* then did a complete refit and redesign of the shop, opening it up in the back and putting in a herbs and specialities section in a little space in the middle. It was an ambitious redesign, cost us £7000, but we now had the sprouciest and most well-appointed shop in *Europe*.

“However, it required a lot of people to keep it all going, we packed lots of stuff in premises rented from a nearby church, stock was all over the place, shoplifting got

out of hand as there were lots of blind spots and we had to hire private security people and the ultimate indignity was that one of the staff, a member of the English (Maoist) Communist Party organised a group of staff and threatened to take the business over and run it as a worker's commune.

"So we had to fire most of the staff after a rather acrimonious meeting in which we explained that property law and the lease on the property all stood in our favour and we also told Bill that we would have to get in a manager who could run the shop more effectively and with less revolutionary activity going on.

"We got a burly Irishman who had managed a delicatessen in Dun Laoghaire and he closed down the back section of the shop and squeezed all the activity into the front, put in a counter and reduced the staff while keeping sales up.

"Bill and Peter had, meanwhile, found premises in Old Street for the Community Health Foundation, which was to be the macrobiotic centre par excellence. I urged them not to move out of Notting Hill as that was still where the concentrated core population who understood macrobiotics lived, but they were seduced by the size and cheapness of the building and moved there, despite the availability of smaller and more easily manageable premises in Notting Hill.

"The CHF was a success, but was dogged by management and financial problems, became the East West Centre and also the home of Peter Bradford's Freshlands shop that became the 'Fresh' in 'Fresh and Wild.

"Harmony Foods continued (and continues) to prosper and its peanut butter became the number 2 brand in the UK, now known as Whole Earth, a name change we brought in in 1962 as we found that Harmony didn't work for our export business as the trademark belonged to other people in Denmark and in Germany.

"In 1990 my kids launched Gusto, the world's first energy drink, based on guarana, ginseng, Siberian ginseng and 'Free and Easy Wanderer', a Taoist herbal formula dating back to the 12th C. It was the spiritual descendant of the macrobiotic 'beer' that Ohsawa was working on for the 1966 Spiritual Olympics and which his wife Lima thought reactivated the filariasis he contracted at Albert Schweitzer's Lambarene institute [hospital, in Gabon] and killed him.

"In 1991 my partner (now wife) and I founded Green & Black's chocolate. We were looking for organic peanuts for the peanut butter and found some from Togo, West Africa, but they failed our aflatoxin tests. The same organic growers also produced cocoa beans and we made a 70% solids chocolate from them that led to a very successful chocolate brand.

"The 70% is still the best seller but the rest of the range all do well. I eat the others rather sparingly but have outgrown the illusion that there is a difference between brown rice glucose, apple juice glucose and sugar cane glucose—there's no escape from simple sugars, so might

as well be realistic and keep all forms of intake as low as possible.

"People ask how we managed to create a new confectionery brand in a sector where there have been no new brands in decades and I often think it's because of being macrobiotic—I understand guilt about sugar consumption so know how to market a product that addresses that in a mature way.

"Our earliest packs contained a sugar warning on the wrapper: 'Please note: This chocolate contains 29% brown cane sugar, processed without refining agents. Ample evidence exists that consumption of sugar can increase the likelihood of tooth decay, obesity and obesity-related health problems.

"If you enjoy good chocolate, make sure you keep your sugar intake as low as possible by always choosing Green & Black's, the chocolate with the least sugar, the most cocoa solids, and organic too!' Nobody in their right mind in the sugar confectionery business would ever put something like that on their labels, but it worked and we have 5% of the chocolate bar market in the UK to prove it!

"Whole Earth and Gusto were sold to Kallo Foods in 2002—I have since bought back the Gusto brand from Kallo and it was relaunched as a fully organic energy drink in April 2004.

"I am also working, with my son Karim (who produces Soma organic smoothies) on a new range of unique and yummy macrobiotic products so I hope there are still a lot of macrobiotics out there—watch the—The Macrobiotic Guide www.macrobiotics.co.uk website for advertised details."

2794. Cryer, Keryl; Wasserman, Debra. eds. 2005. *Vegetarian Journal's guide to natural foods restaurants in the U.S. and Canada*. Expanded 4th edition. Includes inns, vacation spots, and travel companies. Baltimore, Maryland: The Vegetarian Resource Group. xiii + 433 p. Forewords by Moby and Lindsay Wagner. 23 cm.

• **Summary:** The Introduction begins: "When we compiled the first edition of this guide in 1993, vegetarians were beginning to find more than cheese sandwiches when traveling."

Contents: Acknowledgments. Foreword from Moby. Foreword from Lindsay Wagner. Introduction. Key to abbreviations. The restaurants are arranged alphabetically by state, and within each state alphabetically by city, and within each city alphabetically by restaurant name.

Here is a sample restaurant entry in Berkeley, California.

"Smokey Joe's Café

"1620 Shattuck Ave., Berkeley, CA 94709 (no phone)

"Vegetarian. Open since 1973, Smokey Joe's Cafe claims to be the first vegetarian restaurant in the Bay Area. This earthy establishment offers omelets, pancakes, French toast, tofu scramble, oatmeal, home fries, a BBQ veggie sandwich, and much more. Many of their dishes involve

beans, eggs, and sprouts. Open daily for breakfast and lunch. Full service, vegan options, fresh juices, \$\$\$. www.smokeyjoesberkeley.com

Note: Many restaurants go out of their way to say which soyfoods they offer.

2795. Loomis, Mildred J. 2005. *Decentralism: Where it came from—Where is it going?* Montreal, Quebec, Canada: Black Rose Books. xxviii + 169 p. Illust (8 unnumbered pages of plates), 21 cm. [50 ref]

• **Summary:** About the history of decentralization in the United States and the need for restoring community and self reliance, and “bringing social and economic ideas back to a more human scale.”

Chapter 6, “Ralph Borsodi, decentralist supreme,” begins: “Ralph Borsodi’s concern was good living. His search was as wide, deep and complex as life itself. He was both an idealist and a practical man, a philosopher and an activist.” A completely original man, Borsodi was born in New York City on 20 Dec. 1886. He became deeply interested in the economist Henry George and his idea of a single tax. In 1929 he wrote *The Ugly Civilization*. He established a School of Living in Rockland County, New York during the winter of 1934-1935. Before long about 20 families began attending regularly from New York City, spending the weekends at the school. Some commentators claim Borsodi’s books inspired “hundreds of thousands of people” to follow his example during the Great Depression.

Chapter 7, “Rodales at the School of Living.” J.F. Rodale and his son Robert arrives the School of Living in the spring of 1940. Both Rodales had a profound effect on decentralization of food production in America.

Chapter 8 notes (p. 64) that the term “Green Revolution” was coined in 1940 to describe this movement for a decentralized society.

Chapter 9, “School of Living global impacts,” introduces Paul and Betty Keene. The Keenes who soon founded Walnut Acres, are mentioned on pages 65-66, 73, 76, 79-84.

Chapter 10, “Agnes Toms and whole foods,” talks about the need for real, natural food grown on fertile soil. Nine books in the school’s library convinced Agnes of the wisdom and importance of the school’s work. She wrote *Delicious and Nutritious*, “the first natural foods cookbook ever published.” We are introduced to Dr. Joe Nichols and the Natural Foods Association (p. 29, 76, 71, 91) and to natural foods (p. xxviii, 68, 74, 76-78, 82-83, 90, 104, 156). Scott and Helen Nearing, E.F. Schumacher, Leo Tolstoy.

Chapter 11, “Walnut Acres chooses to stay small” is all about Paul and Betty Keene—and the start of a major branch of the first natural foods movement in the USA.

Chapter 12, “Thirty years at Land’s End homestead” tells of the life and work of Mildred and John Loomis—modern homesteaders. They (and others) even grew and

sold soy beans (p. 86, 95, 136). Address: Student of Ralph Borsodi and historian of decentralism.

2796. Lund, JoAnna M.; Alpert, Barbara. 2005. *Cooking healthy with soy*. New York, NY: Perigee. Published by the Penguin Group. viii + 368 p. Index. 21 cm. Series: A Healthy Exchanges® Cookbook.

• **Summary:** This unusual book contains 220 recipes. On the cover: “No trouble and no tofu.” The author admits in the Acknowledgments (p. vii): “When I first started this project, almost all my helpers were a bit hesitant. After all, they really hadn’t tried soy products before—even though they had lived all their lives here in eastern Iowa (a state where, no matter which direction you look, you’ll see soybean fields everywhere). But after our first ‘taste-testing’ lunch, they all agreed that these soy recipes sure tasted good!”

This comb-bound book, which is not vegetarian, calls for a commercial branded product (usually available nationwide in supermarkets) in every recipe. These are grouped into five categories: Dairy alternatives (milk-, cheese-, sour cream-, margarine-, yogurt- and ice cream-alternatives), meat alternatives, nut alternatives, pasta alternatives, and miscellaneous (such as Eden Organic Black Soy Beans, or GeniSoy Mountain Medley Soy Nut Trail Mix).

For example: Milk alternatives: Silk Light Plain Soymilk. Silk French Vanilla Soymilk Creamer. 8th Continent Light Original Soymilk. 8th Continent Light Chocolate Soymilk.

This unusual approach raises several questions: Did the author request a kickback for promoting these products? Why does one need recipes for soymilk? Or for Tofutti Mozzarella Soy-Cheese Slices? Or Tofutti America Soy-Cheese Slices? Or Boca Meatless Cheeseburgers? Or Morningstar Farms Veggie Breakfast Bacon Strips? How about all the people who don’t shop at supermarkets?

In the first section, titled “Main street American is cooking with soy—because its good for your health,” the author states: “If you are a health-food store ‘purist,’ then this book probably isn’t for you. But if you are willing to try new recipes that taste the same as your old favorites but feature soy products, then I think you’ll be mighty pleased with the results. I want to ‘bring to the table’ all those men, women, and children who aren’t necessarily vegetarians or already consuming lots of soy foods and food products.” Address: Author and speaker, DeWitt, Iowa.

2797. McCracken, Jan. 2005. *Healthy carb cookbook for dummies*. Hoboken, New Jersey: Wiley Publishing Inc. xxiv + 356 p. Plus 3 unnumbered pages of plates. Illust. (some color). Index. 24 cm.

• **Summary:** In Part I, “Creating a healthy lifestyle counting carbs,” the section on “Counting on friendly low-carb foods in the kitchen” has a subsection (p. 14) titled “Legumes.” It

notes that they are very high in protein, are low in saturated fats and sodium, are packed with dietary fiber, and are rich in iron, calcium, zinc, potassium, magnesium, and B vitamins. Best if all are black soybeans—and they taste great.

In the section on “Understanding net carb math 101” (p. 28) we learn that since the body does not digest dietary fiber, it can be subtracted from the total carbs. For example, the total carb count for a serving of ½ cup of black soybeans is 8 grams of carbs. But the dietary fiber count for this ½ cup is 7 grams. So $8-7 = 1$ gram of net carbs for the entire serving. “This is healthy low-carb eating at its best.”

Edamame (green soybeans), found in the freezer case, are also great for this diet (p. 50).

On page 100 is a sidebar titled “Black soybeans: A great low-carb secret.” Eden Foods makes canned soybeans.

Soy-related recipes: Caribbean style black soybean soup (with “2 cans { 15 ounces each } Eden black soybeans, drained,” p. 107). Spicy black soybean wraps (with “15-ounce can Eden black soybeans, rinsed and drained,” p. 258). Black bean and veggie chili (p. 276).

For another paragraph in praise of black soybeans, see p. 332. Address: Author of two low-carb cookbooks.

2798. Global Industry Analysts, Inc. (GIA). 2006. Soy foods—Global strategic business report. 5645 Silver Creek Valley Rd., San Jose, California. 302 p. Jan. *

• **Summary:** Publisher description: This report analyzes the worldwide markets for Soy Foods in millions of US\$. The specific product segments analyzed are Soy Ingredients, and Soy Oil. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America, and Rest of World. Annual forecasts are provided for each region for the period of 2000 through 2010. The report profiles 151 companies including many key and niche players worldwide such as Archer Daniels Midland Company, Dean Foods Company, White Wave, Eden Foods, Inc., Galaxy Nutritional Foods, Inc., Gardenburger, General Mills, Glenn Foods, Greet Spot (Thailand), Griffith Laboratories (UK), H.J. Heinz Co. Hain Celestial Group, Hartz International (Australia), Hazlewood Grocery (UK), Heartland Fields (USA), Hermans Foods (Australia), High Mark Foods (New Zealand), Imagine Foods, Inc., Kerry Group PLC (Ireland), Kerry Ingredients (Australia), Kikkoman (Japan, Australia, USA, Singapore), Kimlan Foods Co. (Taiwan), Kuhne Nederland BV (Netherlands), SoyaWorld, Inc., Turtle Island Foods, Inc., and Vitasoy USA, Inc.

Price: Electronic or hard copy 3,496 euros. Please note: Reports are sold as single-site single-user licenses. The delivery time for hard copies is between 3-5 business days, as each hard copy is custom printed for the organization ordering it. Electronic versions require 24-48 hours as each copy is customized to the client with digital controls and custom watermarks. Address: San Jose, California. Phone:

408-528-9966.

2799. Bramblett, Billy. 2006. The real history of Wildwood Natural Foods after its merger with Midwest Harvest to become Wildwood Harvest in 2001 (Interview). *SoyaScan Notes*. Feb. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: They had the official first board meeting of the newly merged company at a high-class restaurant owned Pulmuone in Korea; the five board members were Paul Kang, Mr. Seung-Woo Alex Nam, Jeremiah, Tom Lacina, and Billy. Pulmuone also owns a chain of natural food retail stores (like Whole Foods) in Korea, and three tofu factories in Seoul.

It seemed like a good fit. In mid-2004 the decision was made to merge Wildwood Harvest Foods Inc. and Pulmuone U.S.A. On 20 July 2004 each company issued a news release announcing the new merger. The deal was struck by a man named Paul Kang, who was an investment banker, who was a Korean-American, and who speaks English very well and has a good relationship with the Korean company; he had already done some other deals with Pulmuone. Wildwood Harvest Foods, Inc. was renamed Wildwood Natural Foods and Pulmuone U.S.A. was give two seats on Wildwood’s board. Pulmuone decided to make Paul Kang the CEO of the new, combined company. He many various changes to the logo.

“Pulmuone’s plan was to go public in a few years, and we were all going to be able to cash in our chips.” Billy and Jeremiah both owned shares in Wildwood which, over the years through hard work and good management (up to a point) had become a valuable company.

In the USA, Pulmuone was doing very well in the Korean market but they were struggling in the mainstream and natural foods markets. Paul Kang was a very smart person but he had never been a CEO before—especially of a food manufacturing company. Paul Kang went to Korea with Billy, Jeremiah, etc. Then they all went to Natural Products Expo East in the fall of 2004 and to Expo West in the spring of 2005. After about 8 months with him at the helm, Pulmuone realized they had made a mistake, so by June 2005 they sort of demoted him to COO (chief operating officer) of Pulmuone U.S.A. and brought in another person Y.C. Kang; they are not related. Y.C.’s first title was CRO (chief reorganization officer). He tried to reorganize things and put a whole new program into place. It got really crazy. It was a wild year; Mr. Nam would come over every couple of months and have personal meetings with Billy, Jeremiah, and Tom. It is kind of a hit and miss style. After doing all this analysis, they say “OK, let’s do this.” They try it for some time and if it is not working they say, “OK, let’s change everything.”

Billy and Wildwood have a deep understanding of their customers and the natural foods market, which has enabled

them to stay ahead of the curve all these years.

At the time of the merger: Since Wildwood didn't have any money, they gave Pulmuone stock—so that Pulmuone has almost all the stock. Then they made Jeremiah and Billy into executive sales persons, who would manage different sales in different geographical areas. Jeremiah was in charge of Northern California. Paul Kang took southern California. Tom Lacina took everything out of California. Billy took ingredient, foodservice, and private label. Billy had already been doing this kind of work for a number of years, in part because nobody else was covering that particular channel. The ingredient people would come to Billy and tell him they needed a particular ingredient. He would work with them to develop their products, etc. Trader Joe's had been Billy's account from the beginning; they came onto the scene because Wildwood won the *San Francisco Chronicle* Baba Ganooj tasting contest many years ago. So Wildwood started making soy products (such as baked tofu—teriyaki and Thai—and burgers under the Wildwood label) for them over the years. For a while Wildwood did Soy Sour Cream made in Iowa for Trader Joe's. So in about Feb. 2005 Pulmuone gave all the new salespeople budgets and said, "OK, you make your top line and your contribution margin goals and we're going to promote you and give you money, bonuses, and stuff like that." Paul Kang didn't do very well, so they moved him back to the Korean company to do investment work. Jeremiah didn't do so well so they put him in public relations. Tom Lacina didn't do very well either in the East, although he has a really great guy working for him there named Jim Williams. The company is in a lot of Whole Foods and UNFI warehouses east of the Mississippi. But he wasn't making his goals—so that put him in charge of all sales and marketing. Billy did very well—110% of the goals he was given. But they wouldn't give him credit for it (later they ended up giving him the bonus they had committed to). Billy still does not understand why. Then they took the Trader Joe's account away from him—an account where he had long, positive experience and good contacts. "They said they had a guy in southern California who would call on Trader Joe's. OK, whatever. So things got a little scratchy there." All this happened in the fall of 2005. Right now, Billy's share is not worth much. However if Pulmuone is successful in turning Wildwood around, the value will return and Pulmuone has given Billy and Jeremiah even more options. Billy owns shares in the new corporation which is named Pulmuone Wildwood Inc.; that's a U.S. corporation. Originally the corporate name was PMO Wildwood—because so many Americans can't pronounce Pulmuone. That was perceptive. But then Mr. Alex Nam who is really the head honcho of the whole shebang (CEO of Pulmuone Co., Ltd. Korea), as soon as they fired Paul Kang, decided to change the name back to Pulmuone Wildwood. Remember—every time you change a company name you have to change your labels, letterhead, etc. It's a huge job. Bill's told them he thought the best name

was "Wild One." Nobody got it. But they did allow Billy to develop a few more products, so that was nice, until he came up with "Sloppy Jofu"—which has been selling very well since 2004. Last year he developed a chili, which they marketing department had trouble launching. Wildwood had been selling tofu to the organic division of Seeds of Change for about 7 years; they have used it in their rice bowls and noodle bowls. They wanted a flavored cube, so he just developed a product for them named "Tofu Barbecubes." He makes the tofu, cuts it into 3/4-inch cubes, marinates the cubes and then bakes them in shallow hotel pans in a conveyerized oven. Wildwood has been baking tofu for 20 years, but never in cubes before this. He just made 8,000 pounds of it for them and sent it to them. They liked it and soon ordered 8,185 pounds more. That was kind of his swan song.

Pulmuone's positive attitude started to decrease about a year ago. Pulmuone offered him a pretty good deal, which he took. But Billy is a consultant for three years; they are paying him about two-thirds of his salary and he doesn't really have to do anything. There is a non-compete clause concerning soyfoods that are the same or similar to those of Pulmuone-Wildwood in form and function; now he has two other clients, one of which is Seth Tibbott of Turtle Island. Billy is going with him to Anaheim in March. Billy is a guitar player. His latest project is with some folks who have a little campaign to get organic foods into school lunch programs in southern California. They call it "The Organic Rebellion." Billy told them he'd write a theme song for them. He just finished it and has recorded the basics. He's now getting kids lined up to do the vocals with him. It starts: "Sign me up for the organic rebellion."

Jeremiah just took a severance pay package; his last day at Pulmuone-Wildwood was Jan. 30, 2006. Jeremiah started a new business, Wise Solutions, developing plant-based industrial products. He has several soy-diesel cars and he has been involved in the promotion of soy diesel for a number of years. Address: Pulmuone Wildwood.

2800. Eden Foods. Inc. 2006. Edensoy: Prepared as if it were for our children (Ad). *Utne Reader*. Jan/Feb. p. 31.

• **Summary:** This ad (full page, color) shows a boy (son of Eden's production manager) drinking soymilk through a straw from a carton of Original Edensoy. "At Eden this means: no irradiation, no preservatives, no chemical additives, no food colorings, no refined sugars, no genetically engineered ingredients—the safest, most nutritious, certified organically grown food that can be found. More than 200 Eden Foods are available at discerning retailers in the USA and Canada. Pure food is our passion. Great taste is our joy." Copyright 2002. Address: Clinton, Michigan 49236. Phone: 1-888-424-EDEN.

2801. Silver, Jimmy. 2006. Old-line health-food distributors

that made the transition to being natural-food distributors in the 1970s (Interview). *SoyaScan Notes*. March 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The five main companies were: Kahan & Lessin Co. (Compton, California, near Los Angeles). Landstrom Co. (San Francisco, California). Balanced Foods (North Bergen, New Jersey; Mid-Atlantic states). Health Foods, Inc. (Des Plaines, Illinois, near Chicago). Sherman Foods, Bronx, New York.

Only Balanced Foods (founded in Nov. 1939 by Dr. Maurice “Doc” Shefferman, and Sam and William Reiser) made the transition smoothly and still exists—although not as an independent company.

Kahan & Lessin (K&L) was purchased in the fall of 1983 by Jameson Pharmaceutical Corp. (San Mateo, California, owned by Jim Jones). Jones was already aware of Walmart and saw K&L as a vehicle for distributing supplements to Walmart. However Jones did not know the business; he survived for only 3-4 years, declaring bankruptcy in about 1980-81.

Landstrom was a family-owned business, but by the time the natural foods industry was becoming significant, Bob and June Merriam, and their younger brother Rick, were running the company. They were hard to deal with and went out of business in the early to mid-1980s.

Balanced Foods, long run by brothers Sam and William Reiser, continued to be a powerful distributor on the East Coast during the 1970s and 1980s and a major competitor of Erewhon. In late 1986 Tree of Life, Inc. (St. Augustine, Florida) purchased Balanced Foods to become the largest natural foods wholesaler in the USA. Tree had been purchased in Dec. 1985 by Netherlands-based Royal Wessanen NV Co. for \$15 million.

Note: One other old-line health food distributor doing business in Aug. 1980 was The Pavo Co., Inc. (Minneapolis, Minnesota), a family business since 1931. Address: President, Pure Sales, California.

2802. Silver, Jimmy. 2006. UNFI (United Natural Foods, Inc.) has now passed Tree of Life / Royal Wessanen to become America’s largest distributor of natural foods (Interview). *SoyaScan Notes*. March 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** UNFI grew out of three smaller natural-food distributors: Mountain People’s Warehouse (Nevada City, California), Cornucopia (Connecticut), and Stow Mills (Vermont and New Hampshire). The name United Natural Foods (also called United Naturals) was coined when Mountain People’s Warehouse and Cornucopia merged in 1995.

Note: The Organic Trade Association (OTA) website (www.theorganicpages.com) shows (March 2006): Mountain People’s Warehouse is a division of United Natural Foods Inc., 22 30th St., NE, Suite 102, Auburn (near Tacoma),

Washington state 98002-1726. Phone: 1-800-336-8872.

The UNFI family also includes Cornucopia Natural Foods and Stow Mills (phone: 860-779-2800), Rainbow Natural Foods (303-360-8459), Albert’s Organics (609-241-9090), and Hershey Imports Co. (732-388-9000). UNFI is the company’s ticker symbol on the Nasdaq. Address: President, Pure Sales, California.

2803. Reiser, John. 2006. History of Balanced Foods and of Sam and William Reiser. Part II (Interview). *SoyaScan Notes*. March 30. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: In the early 1960s there were only half a dozen health food distributors in the entire country. Balanced Foods had maybe 50-75 customers (mom and pop health food shops) along the East Coast from Maine to Florida.

Both Sam and William had the vision not to be content with a regional distributorship. They bought Akin Distributors (with warehouses in Tulsa, Oklahoma, and Jacksonville, Florida), Midwest Natural Foods (warehouse in Ann Arbor, Michigan), Northwest Dietetic Supply (warehouse in Kent, near Seattle, Washington), and Keene Distributors (Dallas, Texas)—to give Balanced Foods national reach.

When Balanced Foods moved to New Jersey, Sam and Helen Reiser moved to Fort Lee, New Jersey, which is near the George Washington Bridge, north of North Bergen. It made no sense to commute from New York City. Sam and Helen lived the rest of their lives in Fort Lee, New Jersey. Their main competitor was Sherman Foods, until Sherman left the business about 15-20 years ago. Sherman was located in the armpit of the South Bronx on East 138th St.; it was a horrible, dangerous, sort of burned-out neighborhood. Nobody wanted to get into that area. Yet John thinks that Sherman Foods was as big or bigger than Balanced Foods during the 1950s.

The people who ran these health food companies believed deeply in what they were doing, and they also realized the importance of making money to survive.

Sam and William Reiser were very different people, and very complementary. Sam was the inside, operations, money guy who ran the company; he was calm and reflective. William was the head salesman, the outside guy; he was more volatile, the glad hand, who was forever on sales and business trips. William had health problems and died in 1977, whereas Sam lived more than 10 years longer, dying in 1989—after the company had been sold to Tree of Life. Sam was a man who saw his life dream realized, whereas William had passed away. In the mid-1970s, before he passed, William was making lots of money and had the satisfaction of seeing his son working for the company and the company becoming large and successful, breaking sales records every month, year after year. Sam saw a tiny, struggling company

built into the biggest, strongest natural food distributor on the East Coast, and then sold it in late 1986 for a princely sum. At the time of the sale, Norman Roberts was the head of Tree of Life in the USA. He was told by Wesannen, the Dutch company that owned Tree, to become the largest distributor of natural and health foods in the United States. Roberts saw that the easiest and best way to do that was to buy Balanced Foods—which he did. At the time, Sam was willing to sell to any good company that met his asking price. Tree of Life came to him. He told them his price and they said okay. Few men have that satisfaction.

After Sam sold Balanced Foods, Sam told Tree: “Whatever advice and counsel you need from me, it would be my pleasure to give it to you, free of charge for as long as you’d like. He saw no need for an employment contract. But Tree of Life made it clear there was no need for him to stay around—a huge and costly mistake by Tree, since Sam probably knew more about the industry and had more experience in it than anyone in America. Tree also basically told all other members of the Reiser family (except John) to go home. John, now age 40, was mostly in charge of sales, although he did everything and anything. They praised his past work and invited him to stay on. He accepted. About 2 months after Tree took over, John spent 15-20 hours, writing a 25-30 page sales report, which he sent to the national sales manager of Tree (part of the Wessanen management) in St. Augustine, Florida. In it, he told them everything he felt about the present status of Balanced Foods, where it was going, the problems that he foresaw, and how he thought each of these issues could be addressed. After a month, not having heard anything, John called they sales manager to check that he had received the report. He said that he had received it, then added: “I appreciate it, but next time don’t waste your time.” John was also led to believe that he was stuck in the position he was in, that he wouldn’t get any raises, that they would never fire him but he wouldn’t get anywhere. John thinks they wanted to basically cut ties with the Reiser name and forge ahead on their own. There were some big egos involved. In about 1988, John left Balanced Foods, invested in Sherman Foods (still in the Bronx and on the brink of going out of business), and became a 3rd partner. His investment helped to move the company to New Jersey and find a bigger warehouse. From 1988 to 1990, Sherman’s sales doubled from \$12.5 million to \$25 million. But the new partnership did not work very well, so in 1990 the partners decided to sell Sherman Foods to Tree of Life—which closed it up. For John, it was a good experience but not a great investment. John then co-founded Northeast Brokers in Ridgewood, New Jersey; he is now co-owner of this company. His original equal partner was Steve Giordano, who ran Midwest Natural Foods after it was acquired by Balanced Foods. In about 1993 John brought Doug Braun (who had worked for John as a salesman) as a minority partner. After Steve died in 1997, John and Doug made

arrangements to become equal partners.

John will send a detailed 40th anniversary tribute to Balanced Foods from 1980; it took up half of *Health Food Retailing* magazine.

Only Balanced Foods (founded in 1939 by Sam Reiser) made the transition smoothly and still is business—as part of Tree of Life. Kahan and Lessin sold their business for a good price, several million dollars, and considered that they had been a real success. Landstrom had difficulty making the transition from the founders to the next generation, and in trying to expand into a national distributor. They may have tried to bid against Balanced Foods for several smaller distributors. Address: Owner, Northeast Brokers. Phone: 201-612-1154.

2804. Gomory, Adelle Shefferman. 2006. History of Balanced Foods and of Maurice “Doc” Shefferman (Interview). *SoyaScan Notes*. April 7. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Adelle is the daughter of Maurice “Doc” Shefferman, one of the three founders of Balanced Foods (BF) in Nov. 1939. She recalls that in 1939 if you told someone you were in the health food business, they thought you were nuts; they’d roll their eyes. But its no longer that way; many health foods are now mainstream American foods.

“Doc” Shefferman was a naturopathic doctor, but he never used the titles “doctor” or “Dr”—only “doc.” Before that, he was an optometrist (though he did not have an M.D. degree), but he never practiced. He was born on 10 Jan. 1894 in Zanesville, Ohio. His family soon moved to Washington, DC, where he grew up and went to high school. He did not attend college. He married Dean Spiegel in 1916 in Washington, DC and they had two children, both born in Washington, DC: David (born 20 July 1918) and Adelle (born 20 June 1921).

He became very interested in Benedict Lust (pronounced LOOST, a German-born teacher of naturopathy with headquarters in New York City), so he went to New York City to write for Lust’s pioneering and popular magazine *Nature’s Path*, where he eventually became associate editor. His share of the startup capital for BF probably came from savings from his writings. Maurice was also a talented singer, with a beautiful baritone voice. But he sang and performed for pleasure, not for money.

As Adelle recalls: Her father met Sam and Will Reiser, who were interested in natural foods and they wanted to start a company, but they didn’t have the health-food background. So they wanted to work someone who had a good basic knowledge of the health-food field. “Doc” Shefferman was the one with that knowledge. Jack Schwartz, of *Syndicate Magazines, Inc.* in New York City may well have brought them together.

The three men started this tiny company in Manhattan

(New York City) at 100 Fifth Avenue [between 15th and 16th streets] on the 17th floor of an office building. They were equal owners from the start; they paid the expenses and shared any profits equally. The whole space, no bigger than a big living room, had to hold both the offices and the warehouse. “Everything was right there.”

Adelle, who had graduated from Newtown High School in Queens (New York City) in 1939, was the first employee and the first secretary of Balanced Foods. Helen Hollinger was the 2nd employee. The two young women shared the work that needed to be done—taking orders, typing invoices, etc. But there were only a handful of health food stores on the East Coast in those days. As their number began to increase, so did the size of Balanced Foods.

The USA entered World War II in Dec. 1941. In about 1942 BF moved across the street to 79 Fifth Ave. to get more space. It was a ground floor space with a balcony office, a good open area that had formerly been a bank building. Adelle left the company in 1943. Her husband was in the army in training in the southern USA and she left the company to be with him; he was killed during the war. Adelle did not return to work with BF, but she kept in touch with the company by keeping in touch with her father (“Doc”) and with her friends Helen and Sam.

The company grew rapidly during its early years, moving into a 10,000 square foot after less than 4 years in business. The young company was growing very nicely. “Doc” was grateful that he was in the right place at the right time, doing what he loved best and believed in most deeply, surrounded by talented, trustworthy partners and employees. Each of the partners had unique and complementary high-level skills. They worked as a team, in almost perfect harmony. “Doc” went to work there every day—just like everyone else. He lived what he taught. And he always derived a great deal of satisfaction from his work and from the company he had started.

“Doc’s” specialty was customer relations and education. He knew a lot about nutrition. He continued to write articles about health foods and in 1956 his book, *Food for Longer Living* (Whittier Books, NY; 181 p.) was published. Adelle recalls: He was always a gentleman, always dressed sharp and aware of himself and of others. And, of course, he had that hallmark mustache. He had a lifelong good relationship with his wife and children. He loved to help other people in a very selfless way, and he was almost a missionary for health foods and the good they could do. He was widely respected by others in the health foods industry; he was quite a guy. He was a sweetheart; my father was such a good person. He was very giving, always very thoughtful, good natured with a good sense of humor, good to be around. He stayed active in his business and the industry almost until the day he died—on 19 Sept. 1974 in New York City.

In 1959 Adelle and her 2nd husband, Eugene Gomory, founded Orjene Natural Cosmetics in New York City. This

was a pioneering company, America’s first maker of natural cosmetics—in New York City. Her husband wanted his own business, Adelle knew that the health foods industry was growing nicely, and they found an open niche in the market. In about 1964 their daughter (and only child), Lynne Gomory Machicao, came in to work at Orjene. They ran the company as a family business. After Eugene passed away in 1988, Lynne and Adelle continued to run the company; it is still going in New York and it is still Lynne’s main work. Address: Queens, New York City. Phone: 718-446-5292.

2805. Reiser, Helen. 2006. History of Balanced Foods and of Sam Reiser. Part I (Interview). *SoyaScan Notes*. April 7. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Helen is Sam Reiser’s wife. She was also Balanced Foods’ 2nd employee. Sam and William Reiser grew up in a family of five children. Their parents were Abraham Reiser (born in Poland) and Rebecca Rosovsky (born in Russia). They probably met in America. Abraham owned a shirt manufacturing company, with a small factory first in upper Manhattan in New York City, then later—in the 1920s—a larger one in Virginia or North Carolina (after he landed a contract from Sears Roebuck and needed to expand). He was a good businessman and quite successful. He continued to live in Brooklyn, traveled to his factory in The South when necessary, and had a reliable manager at the factory who took care of day to day operations.

Abraham and Rebecca’s children, in order of birth, were Katherine, Esther, William, Sam, and Myra (who is still alive). William was 14 months older than Sam. The first two children were born in the Bronx; Sam, the 3rd, was born on 8 Dec. 1914 and came home to the family’s new home Brooklyn, New York, where all the kids grew up. All five children graduated from college—remarkable! Rebecca died in about 1940 in Brooklyn. Abraham died in about 1948, also in Brooklyn.

Sam graduated from New Utrecht High School in Brooklyn, then from 1932 to 1936 he attended Cornell University. But, for some reason he did not receive his bachelor’s degree, a BS in chemistry, until 20 June 1938.

Apparently he wasn’t in a hurry to pick up his diploma. It was the midst of the Great Depression and, fresh out of college in 1936, he got a job with a chemical company in New Jersey for several years. But he soon decided that he would like to be his own boss. His elder brother, William, came to the same conclusion at about the same time.

Sam and Will probably met “Doc” Shefferman through Jack Schwartz, who was their cousin. Schwartz was head of Syndicate Publications, Inc. which published *Health Foods Retailing* and several other important health food magazines. “Doc” Shefferman wrote articles for these magazines and knew Schwartz well. Sam and Will Reiser and “Doc” Shefferman decided to establish and become partners in a new company named Balanced Foods (BF), that would

distribute health foods. Actually there was a 4th partner at the beginning—Bernard Freund; he was with the company for about 5-6 years, but he wasn't willing to work hard so he ended up leaving. William Reiser may have joined a few months after Sam did. Each man put up one-fourth of the startup capital to buy the inventory and office equipment, pay the rent and employees, etc. They borrowed this money from family, relatives and friends. From the outset they had competition: Sherman Foods, located in the Bronx, New York City, had been distributing health foods since 1924!

Balanced Foods opened for business in Nov. 1939 in Manhattan (New York City) at 100 Fifth Avenue [a commercial area between 15th and 16th streets, 1 block west of Union Square, a big park] on the 17th floor of an office building. It was a very small space—about the size of a typical living room—containing both offices and warehouse. The first employee, in Nov. 1939, was “Doc” Shefferman’s daughter, Adelle. In Sept. 1940 Helen Hollinger joined BF as a bookkeeper and the second employee; she had just graduated from the City College of New York and was looking for her first job. She did everything—whatever needed to be done—telephone answering, order taking. Here she first met Sam Reiser, who full time worked in the same office and was her immediate boss. Sam was the “inside man,” officially Secretary-Treasurer, in charge of purchasing, finances, etc. Will was more the “outside man,” in charge of sales. “Doc” Shefferman, who was a naturopath and a very elegant gentleman, had a great reputation in the field. “Doc” knew the most about nutrition, and he had contacts in some of the health food stores—although there were very few such stores at this time. He spent some of his time visiting customers; he was very good at working with and helping them. He cooperated with the stores to sponsor lecturers (such as Bragg or Hauser), advertise, and find a hall where they could speak. He also wrote for *Nature's Path* (owned by Benedict Lust); its offices were located a few miles away but he rarely went there.

BF didn't sell too much in bulk—except wheat germ; the other products were packaged. They did carry a few lines, such as that of Paul Bragg, a lecturer.

Not long after Helen arrived, probably in early 1941, Balanced Foods moved across the street to a larger space at 79 Fifth Ave., on the 11th floor. Again, the offices and warehouse were together, and as before the building (used largely for making men's clothing) and space were not suited for a food warehouse. Within a year, war uniforms for American soldiers in World War II took the place of most of the men's clothing.

In those early years, the company was very small. Everyone worked for very little money, some of which the owners used to pay back the startup capital.

In 1943 they moved about 50 blocks north and 4 blocks east into a very large space [10,000 square feet] at 304 East 64th St., 1 floor above sidewalk level. Rolls Royces (the

luxurious British automobile) were being sold a floor or two below. The Knickerbocker Ice Company was on an adjacent floor. BF's new home felt very spacious was much better suited for commercial operation. There was a commercial elevator in the building, and it could be made to stop at the tail end of a truck for quick and easy loading and unloading. Since BF did not yet own a delivery truck, all the goods where shipped by a trucker they knew or by public carriers.

Sam and Helen both lived near one another (by coincidence) in Brooklyn. They would drive to and from the office in the same car with Will and several other people. In this way, Helen and Sam got to know each other outside of work. Continued. Address: New Jersey.

2806. Reiser, Helen. 2006. History of Balanced Foods and of Sam Reiser. Part II (Interview). *SoyaScan Notes*. April 7. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: When the U.S. entered World War II, in Dec. 1941, Sam had a dependent father and a baby business, so he was deferred for a while. But on 5 Oct. 1942 he was drafted into the army, had to report to Aberdeen, Maryland, and was away for about 4 years. He fought in France and Germany. During one of his home leaves, he proposed to Helen and they were married on 26 May 1943.

Stuyvesant Town started to be constructed during the war. A huge middle-income development on the east side of Manhattan, it stretched from 14th to 23rd St. and 1st Ave. to Ave. C. Helen and Sam put their names on a waiting list for an apartment—along with some 20,000 other people.

During the war, Sam kept in close touch with both Helen and with Balanced Foods. Helen still has every one of his letters—as well as all the letters she wrote to him. She intends to pass them on to her son, Paul, who has become quite famous as an actor.

The war ended in Sept. 1945 and that November Sam returned home and to work—as if he had never been away. Sam and Helen's first child was born in May 1947, at which time Helen stopped working for Balanced Foods—but that did not diminish her interest in what was going on at the company. This interest continued until Sam retired. They had 3 more children.

In 1947, Sam and Helen (now living with Helen's parents) received good news. They had secured a large apartment Stuyvesant Town. Priority was given to veterans—such as Sam. So they moved in with their infant daughter.

It is not clear when Balanced Foods was incorporated, but Helen is quite sure that it happened before 1947.

One day in 1947 a friend of Sam's from the Hospital Bureau of Standards, a purchasing agent for private hospitals, contacted Sam and asked him if he sold any water-packed canned fruits or vegetables that contained none of the usual salt or sugar. The Bureau wanted sell these foods to dietitians in the hospitals it served. Sam said “no” but offered to develop these products for the Bureau. He was authorized

to go ahead.

Sam contacted a packer in California, and together they developed a line of unique and innovative, healthy canned foods (with no preservatives) that were packaged under the Balanced Foods label. The first product was peaches; BF had to order a carload. Soon two Reiser families found themselves enjoying a lot of California peaches. Of course most of the carload went into their warehouse. At one point there was a big fire in that warehouse, but insurance covered their losses. Next Sam developed other fruits, plus vegetables such sweet corn, green peas, and many types of vegetables. Both sets of Reiser children grew up eating these healthy foods.

Next, BF began selling these healthy canned foods to health food stores. This was the beginning of Balanced Foods' line of private label products. They did not try to sell these dietetic specialty foods to supermarkets, because they disapproved of the idea; it would undercut their main customers in the health foods industry. An addition, they did not have the quantities needed to serve supermarkets.

Balanced Foods continued to grow. In 1951, after outgrowing their 10,000 square foot warehouse, they moved south to an even larger space at 700 Broadway (and 4th Street), near New York University (NYU) and east of Greenwich Village. The spacious two-level structure had offices on a mezzanine overlooking the warehouse. Helen recalls: "It was hard to get the trucks in and out with all the traffic." Balanced remained here for 16 years.

Sam was a very hard worker and brilliant person. He was especially good at science and math, as well as business. He was also a very good educator, and he loved to help anyone who was interested in starting a health food store. Sam believed deeply in what he was doing and he loved his work.

When BF moved to New Jersey, through William's connection with Michael Goldfarb, the price per square foot of warehouse space was lower than in Manhattan. Sam was very interested and involved in the computerization of the company at the public warehouse. "That computer system made all the difference in the world." It was a big leap forward, and gave BF a major advantage over its competitors. The computer was also instrumental in helping Balanced Foods to make the transition from the health foods industry into the natural foods industry.

In 1974 "Doc" Shefferman passed away at while in his 80s. His shares of the company were equally divided between Sam and Will; the value of the shares was paid to Doc's family. There were no relatives or others who owned shares. When Will died in 1977, Sam became the sole owner of the company. Sam and Will got along very well. "They finished each other's sentences."

Sam retired in Dec. 1986, right after Tree of Life bought the company.

Helen was very happy to see now nicely Sam made the

transition from owning Balanced Foods into retirement. He changed with the changing times. "We traveled a little bit and just enjoyed being together." But he died about 3 years after he retired. The best character description she has of Sam is the obituary his son, Paul, read at his funeral.

In addition to being an excellent businessman and very bright and hard-working, Sam was also a family man. He was very much a hand's-on person to customers. He trusted them, he helped them a great deal. When someone wanted to open a health-food store, he helped them in every way possible—even going there and helping them to put goods on the shelves. He was a friend, and that was also good for business. He was very kind and generous. "My first impression of Sam is putting his hand in his pocket to give somebody money." He was also very supportive of the schools his children attended. In 1996 their son, Paul, established the Samuel Reiser Scholarship Endowment in the Department of Music at Harpur College (where he is an alumnus), Binghamton University (State Universities of New York—SUNY).

Helen has a trunk with some old documents relating to Balanced Foods, including the company's first catalog, and an article from *Whole Foods* (Jan. 1990), which contains a nice obituary and photos of 3 partners and the old office (p. 82) plus a photo of Sam on the cover, and another issue from July 1995 with an article titled "Industry veterans look back at the early days" (p. 72-74).

Helen thinks the health foods movement was started in Germany by the hikers, vegetarians, and outdoor people who liked natural things. Benedict Lust, a German, was the pioneer on the East Coast. In fact, the first owner of Sherman Foods, the first natural food distributor in New York City was Ernest Fried, a German. He started with an interest in a health food store on 34th St. in Manhattan. Then he went into the wholesale business, and became a partner in Sherman Foods.

In the United States, Helen thinks, the health foods industry really started in California. During the 1940s, Gayelord Hauser wrote a book that greatly helped the industry, and he did a lot in Hollywood with the movie people. "Paul Bragg used to love to strut his physique; he was very much a physical culture man. He would pose with his muscles exposed. He also lied about his age; he said he was 80 when he was actually much younger—because he was a great specimen for 80." Helen has a bottle of Bragg's aminos in her refrigerator. Address: New Jersey.

2807. Hillyard, Roger. 2006. Thoughts on the history of commercial organically-grown foods in the United States (Interview). *SoyaScan Notes*. April 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The Erewhon retail store in Boston, Massachusetts, was definitely not the first retail store in the USA to sell organically grown foods. Early sources that

Roger knows were: The Food Mill in Oakland, California. Walnut Acres in Pennsylvania. Giusto's in San Francisco (Opened in 1940). Oh's Fine Foods on Mission Street in the Mission district, San Francisco (an ethnic bulk grain store, mid-1960s). Address: Farley's Coffee Shop, #1315 18th St., Potrero Hill, San Francisco, California 94107. Phone: 415-648-1545.

2808. *SoyaScan Notes*. 2006. Brief history of organic farming and organically-grown foods in the USA (Overview). April 17. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1942 May–J.I. Rodale begins to publish *Organic Farming and Gardening* magazine in Emmaus, Pennsylvania. Note that the word “Farming” precedes the word “Gardening,” indicating that his focus was more on commercial farmers than on home gardeners. By this time there must have been tens of thousands (if not hundreds of thousands) of U.S. farmers who were still farming as their fathers and grandfathers had, and who had not yet made the switch to using chemicals on their crops.

1948 and 1949 J.I. Rodale wrote and published books on organic farming. Then in Aug. 1949 he started publishing a new magazine titled *Organic Farmer*.

Several interesting questions arise: (1) When were the first food products labeled “organic” or “organically grown” sold in retail stores? (2) Who grew them? (3) Where and in what kinds of stores were they sold?

2809. Shurtleff, William; Aoyagi, Akiko. comps. 2006. *History of Erewhon—Natural foods pioneer in the United States: Extensively annotated bibliography and sourcebook*. Lafayette, California: Soyfoods Center. 220 p. Subject/geographical index. Author/company index. Printed April 18. 28 cm. [306 ref]

• **Summary:** A comprehensive history of Erewhon, with a Preface by James Silver. Includes 100 original interviews with Erewhon's founders, early directors, and others close to the company. Also includes 19 copies of key Erewhon documents from Feb. 1967 to May 1981, including all of one early Erewhon catalog. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

2810. Nordquist, Ted; Webster, Robin. 2006. *New developments making dairylike soyfoods in America* (Interview). *SoyaScan Notes*. May 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** WholeSoy & Co. is a wholly-owned subsidiary of TAN Industries; Ted now prefers to use the former name instead of the latter. Modesto WholeSoy Co. is its own entity. Ted and his business partner, Henry, now own 85% of the stock.

Silk soymilk was launched in Jan. 1996. Ted was having a lot of problems with the soy base made by Pacific ProSoya

in British Columbia. About a year later [probably in about March 1997] Ted installed a soy base plant at Soyfoods of America in Duarte, California. He did this together with Wally Rogers, owner of Bean Machine Inc. (BMI—using a stainless steel grinder / disintegrator made for BMI by Corenco, owned by Chris Cory). Wally took Ted to Chris and together they designed the grinders to be installed at Soyfoods of America. In about Sept. 1997 Ted started producing soy base for Silk soymilk at the plant in Duarte. This soy base was sent in tankers from Duarte to Gustine, where Ted and coworkers formulated the Silk soymilk.

Ted's next product was made together with Gary Stein. Gary (of San Diego) called Ted and said that Trader Joe's wanted a soymilk. Ted said to Gary, “That's fine, but I have a contract with Steve Demos, so I can't do that.” So Ted set up Gary. He told Gary that Ann Shaw and Laura Tewnion knew how to formulate soymilk. He and Gary talked a lot about it but he told Gary, “I can't touch it with a ten foot pole, but I'm happy to ship the soy base to you.” So Ted shipped the soy base from Duarte to Gustine, then Gary Stein formulated the soymilk for Trader Joe's and sold it to Trader Joe's.

Ted's next product was Certified Organic Soymilk, made for Wildwood Natural Foods and launched in July 1998.

Next, in 1999, Ted and Henry came up with the WholeSoy name. So they had cups designed for WholeSoy but, of course, they had no sales volume, so they sent that idea to Trader Joe's, which agreed for Ted to private label the product for Trader Joe's. So Ted launched both the WholeSoy and the Trader Joe's private label at exactly the same time. They were exactly the same products but in different cups.

In about May 2004 changed the name of his company to WholeSoy & Co. from TAN Industries, and his brand to WholeSoy & Co. from The WholeSoy Co. The words “WholeSoy & Co.” first appeared on their Lite Smoothies in September 2004. Ted did a focus group in which he put out packaging from products made by Silk [White Wave], Stonyfield, Wildwood, and TAN Industries. The members of the focus group were asked to describe what they understood by looking at the different packages. “They thought that WholeSoy was a generic name, that companies like Safeway and Albertsons were making. They thought WholeSoy was a really big corporation, and that therefore its products should sell for the lowest price.” Ted recalls: “It was unbelievable. I was just speechless. I wanted to go in there and tell them how wrong they were!” They knew the Stonyfield brand and thought that product was worth the money. The Wildwood product attracted them because it had a real good appearance.”

In about Jan. 2006 Ted started printing “Soy Yogurt” in large letters on the front of his yogurt cups—which previously said only “Cultured Soy.” It happened like this. Ted's soy yogurt is made by SSI (Super Store Industries), which is owned by Raley's and Save Mart (both supermarket chains).

Ted was going into new packaging and he asked them: “Do you have any problem using the terms “Soy Yogurt” or “Soy Frozen Yogurt” on the cups? They said they would check. They checked all of their contacts then told Ted that there was no objection to using those terms.

In Jan. 2006 Ted started using the term “Soy Yogurt” in large letter at the top front panel of his yogurt cups. He gradually phased it in to all flavors as new cups had to be printed.

In Sweden, Ted had only one plant in the county of Enköping (pronounced en-CHUR-ping) where he made soyfoods. He built (together with Mark Jungstrum of Trensusms Musteri) a soybase plant in the commune and city of Tingsryd near Karlshamn; it produced 3,000 to 3,500 liters/hour of soybase. And he had a test plant at Alfa-Laval in Lund.

WholeSoy’s Soy Cream Cheese was introduced in Feb. 2005 in two flavors: Original and Garlic & Herb. It had a 90-day shelf life with 12 packs per case. Both are still on the market but Ted is in the process of discontinuing the product by letting them “sell through” until they are all off the shelves. He got them into all the natural food stores, but the total market for this product category is too small, so sales were too slow.

In about Sept. 2004 Ted also launched a WholeSoy Smoothie Light, but discontinued it in about Nov. 2005. It contained very little sugar and used Lo Han fruit concentrate as the natural sweetener. Address: WholeSoy & Co., 49 Stevenson St., Suite 1075, San Francisco, California 94105-2975; 660 Vischer Ct., Sonoma, CA 95476. Phone: 415-495-2870.

2811. Paulson, Amanda. 2006. As ‘organic’ goes mainstream, will standards suffer? *Christian Science Monitor*. May 17.

• **Summary:** “Advocates are cheered by the growing appeal of organic foods. But shoppers, confused by labels, don’t always get what they think they paid for.”

“Mr. Cummins worries about companies buying products like soybeans overseas.

“Consumers buying soy milk or tofu, ‘have no clue that in the case of soy milk and tofu, it’s actually coming from China, where organic standards are dubious and labor standards are abysmal,’ he says.”

2812. DeVault, George. 2006. What became of Walnut Acres? *Natural Farmer (The) (Barre, Massachusetts)*. Spring. p. 29-34.

• **Summary:** Superb! A detailed biography of Paul and Betty Keene and of their pioneering organic farm, Walnut Acres.

Contents: Background. The auction (15 Feb. 2001) of Walnut Acres and all its property; how sad. Paul Keene’s meeting with Mohandas K. Gandhi in 1939 in Mussoorie, India. Meeting Betty Morgan and their marriage in India. Return to the United States and details of where they lived,

when, and what they did from 1940 to March 1946. Return to the auction of 15 Feb. 2001. Paul Keene, who is still living, is (fortunately for him) not there. Age 90 and suffering from Alzheimer’s Disease, he resides in an assisted living facility near Harrisburg, Pennsylvania. The saga of David C. Cole and his acquisition then destruction of Walnut Acres—told from two completely different points of view; that of the organic industry and that of the new CEO of Walnut Acres Mark Rodriguez. Return to the auction of 15 Feb. 2001. Epilogue.

A large photo shows Paul and Betty Keene when they were young (about 1940).

2813. Ferré, Carl; Ferré, Julia; Briscoe, Cynthia; Briscoe, David. 2006. Cornelia Aihara memorial, 1926-2006. *Macrobiotics Today (Chico, California)* 46(3):2, 5-9. May/June.

• **Summary:** Beautiful remembrances of this macrobiotic pioneer and cooking teacher—“spoken at Cornelia Aihara’s Memorial Service on March 4, 2006 at the Unity Church in Oroville, California.” A sidebar, titled “Obituary,” is by Patricia Murray. Chiiko Yokota was born on 31 March 1926 in northern Japan with a congenital heart problem; she was a “country” girl, not a “city” girl. “She first met George Ohsawa when he visited her village. Later she joined his school... It was Ohsawa who suggested she change her name to Cornelia.”

1955—After “corresponding with Herman Aihara, she traveled to New York City with only ten dollars in her pocket trusting that Herman... would take care of her.” He did and soon they were married and had two children.

1960—Cornelia’s macrobiotic work began in New York. 1961—She assisted Lima Ohsawa at the first summer camps held in the United States. Also in 1961, “during the Cuban missile crisis, 16 families, 36 people in all, moved [from New York] to Chico, California. Cornelia cooked for everyone along the way.

1960s—Cornelia and Herman helped to establish macrobiotics on the West Coast, with summer camps in Big Sur, Miramichi, and elsewhere.

1964—*Zen Cookery* is published; Cornelia contributed many of the recipes.

1970—The first French Meadows camp was held—with Cornelia as the head cook. Altogether she cooked at 38 summer camps. Note: French Meadows campground is in Foresthill, California, deep in the Tahoe National Forest, about 15 miles west of Lake Tahoe, California.

1971 March—Cornelia and Herman co-founded the George Ohsawa Macrobiotic Foundation in San Francisco. Also in 1971 her first cookbook appeared, the first in the four-volume series *The Do of Cooking*.

1974—They moved to Oroville and founded the Vega Institute. Herman’s teachings were more theoretical, while Cornelia’s were more practical.

1984—The former Oroville Hospital was transformed into the Vega Study Center. 2006 Feb. 26—Cornellia died peacefully in her sleep in Roseville, California. Her memorial service was March 4th. “Her grave is in the Sierra View Memorial Park in Marysville, California.” Photos show: (1) Portrait of Cornellia Aihara—with another on the cover of this issue. (2) Cornellia, seated at a table, teaching a Japanese song at French Meadows Camp. (3) Cornellia cooking at French Meadows.

Note: Lorenz Schaller writes on 2006. March 24. “Cornellia Aihara graduated to the spiritual world (Sat, Feb. 25, 2006). She left this world 8 years to the day after Herman [her husband] did... Cornellia was certainly a soyfoods pioneer, at least to me, here in the West.” Address: Oroville, California.

2814. Ferré, Carl; Ferré, Julia; Briscoe, Cynthia; Briscoe, David. 2006. Cornellia Aihara memorial. *Macrobiotics Today (Chico, California)* 46(3):5-9. May/June.

• **Summary:** “The following words were spoken at Cornellia Aihara Memorial Service on March 4, 2006 at the Unity Church in Oroville, California.

Life and Accomplishments by Carl Ferré: Good afternoon and welcome to the Memorial Service for Cornellia Aihara, our beloved teacher and friend. On behalf of the Aihara family, thank you for coming to share in this ceremony and celebration of Cornellia’s life and work.

“There was a private funeral ceremony in the Shinto tradition held for Cornellia last Sunday by Priest Koichi Barrish of the Tsubaki American Shrine in Seattle. He reports that the funeral service for Cornellia was a very powerful and moving ceremony. He has sent the memorial plaque so that it will be here during this service to provide a connection to Cornellia’s Shinto practice. We are very grateful to Reverend Barrish and to all who have helped in planning and are participating in the ceremony today.

“I want to begin by providing an all-too-brief remembrance of Cornellia’s life and some of her many accomplishments. Chiiko Yokota was born March 31, 1926 in Northern Japan with a congenital heart problem. As she would remind us many times, she was a ‘country’ girl and not a ‘city’ girl. She taught us what might be termed the ‘country-style’ of macrobiotics. She was never interested in fame or in being in the spotlight but was rather comfortable in the supporting role, teaching us in her very practical ways.

“She first met George Ohsawa when he visited her village. Later she joined his school. Ohsawa said that Cornellia was the best student at remembering his exact words. It was Ohsawa who suggested she change her name to Cornellia.

“In 1955, after corresponding with Herman Aihara, she traveled to New York with only ten dollars in her pocket trusting that Herman, having never met him, would take care of her. He did and soon after they were married. Together

they had two children—a daughter Marie and a son Jiro who are here today. In 1956 it was Cornellia who sent life-saving supplies to George Ohsawa after he had infected himself with tropical ulcers in Africa.

“Cornellia’s macrobiotic work began in New York and in 1960 and 1961 she assisted Lima Ohsawa at the first summer camps held in the United States. In 1961, during the Cuban missile crisis, 16 families, 36 people in all, moved to Chico, California. Cornellia cooked for everyone along the way. During the 1960s Cornellia and Herman helped establish macrobiotics on the West Coast, continuing with summer camps in Big Sur, Miramichi, and elsewhere.

“The first French Meadows camp was held in 1970 and Cornellia could be found in the camp kitchen—the first to arrive each morning before daybreak and the last to leave at night. Altogether she provided the cooking at 38 camps. One of my first years at camp I worked in the kitchen and recall a time when she needed carrots and the 5 or 6 of us who were cutting them were behind in the task. She said, ‘Too slow, you are—don’t try this.’ She put the cutting boards side by side, laid all the carrots on them and cut diagonals in seconds—each piece falling dutifully and perfectly so as to be ready for the next cut. She then cut the entire row in another series of rapid chops. The result was perfect matchsticks, each the same size—you would have to use a micrometer to tell the difference. She scrapped them into the pot, turned giving that slight grin of hers, and said, ‘Okay, now cabbage-ee.’ I asked her later why she needed us since she could do it so much better and faster. She responded simply, ‘then, you never learn.’

“In March of 1971, she and Herman co-founded the George Ohsawa Macrobiotic Foundation in San Francisco. In 1974 they moved to Oroville and founded the Vega Institute. While lessons from Herman were more on the theoretical or spiritual side, lessons from Cornellia tended to be more on the practical side. While Cornellia contributed many of the recipes in *Zen Cookery*, published in 1964, her first cookbooks were the four-volume series of *The Do of Cooking* beginning in 1971. That decade she also wrote *Macrobiotic Child Care*, *Chico-San Cookbook*, which was later published under the title *Macrobiotic Kitchen, Soybean Diet* with Herman, and finally *The Calendar Cookbook* in 1979.

“The 1970s also were a time when Cornellia and Herman would travel around the United States by van, visiting places with anywhere from 6 to hundreds of people in attendance. They took tour groups to Japan and traveled throughout the world spreading the Ohsawa-style of macrobiotics. In 1984, the former Oroville hospital was transformed into the Vega Study Center and Cornellia worked tirelessly to insure that each student was well fed and cared for.

“In 1994 Cornellia’s other area of expertise was displayed with the publishing of *Natural Healing from*

Head to Toe. Whether cooking or home remedies, Cornellia worked her magic with precision and love. Although she had been born with a heart problem, she carried out her dream with determination, perseverance, and great care.

“Our friend Mike Chen reminded me yesterday of one of the most beautiful moments in the service for Herman 8 years ago when the Buddhist priest turned to Cornellia and said: ‘So we have to ask ourselves: Did Cornellia do everything she could for Herman? And, the answer is yes.’ Cornellia came to this country trusting Herman’s words of correspondence and she repaid him for that trust with her undying devotion, hard work, and love.

Cornellia-san, it was an honor to work with you—may you rest now in peace.

“Remembrance by Julia Ferré

“I met Cornellia Aihara in 1980 in Missouri. She was teaching at the macrobiotic summer camp held at Moniteau Farm. I traveled from Madison, Wisconsin, where I was attending college.

“This was my first exposure to macrobiotics. My first cooking class was with Cornellia. She demonstrated how to dice vegetables, carve flowers, and slice crescent moons.

“At the end of camp, I drove with Herman and Cornellia to the airport, but we never got there. The van rolled over on the way. The accident was minor (no broken bones), and thankfully I was back on my feet in a few weeks. Herman, I later found out, was recovering for months. His injuries were more serious. Cornellia nursed him back to health using tofu plasters, green plasters, and around the clock care, regardless of her own injuries.

“A year later in 1981 I attended French Meadows summer camp; afterwards, I moved to Oroville to study with Herman and Cornellia. Cornellia taught me how to cook, among other things, for about a year. Carl was working at the George Ohsawa Macrobiotic Foundation at this time and had just finished work on *Do of Cooking*. We decided to move together to Texas to be close to both of our families and to get married. Our first son was born in Texas.

“In 1985 Carl and I returned to California for Carl to resume working at the Foundation. The Foundation had moved into the Vega Institute’s location on Robinson Street and Carl began working daily with Herman in publishing and managing the Foundation.

“I was in the process of writing my cookbook and Cornellia encouraged me to keep it simple, focusing on daily cooking, which provides one’s core strength. She wrote the forward for my book, *Basic Macrobiotic Cooking*. Cornellia loved children. When our second son was born, we lived in Oroville, close to Vega. Cornellia came to visit me and brought me food. One time she even came and rocked the baby late at night so I could get some needed sleep.

“At French Meadows she always provided extra fruit for the kids’ snacks. She also made kids a special early breakfast and scolded any adults if they tried to eat the kids’ breakfast

rather than waiting.

“I remember Cornellia best when thinking of her at camp. She worked hard, but it seemed her greatest enjoyment came from leading the chanting and from interacting with the children. One year, when I was coordinating the kids’ program, I asked her to come and spend an afternoon with the kids. She came and taught a simple Japanese children’s song. The kids sang that song for years, both informally during the day and for the Variety night show. Cornellia’s eyes lit up every time she heard the children sing. In closing, I would like to say thank you, Cornellia, for all you have shared with me and with the children you loved.

“Peace.” (Continued).

2815. Jones, Morgan. 2006. Remembering Cornellia: or, How could I forget? *Macrobiotics Today (Chico, California)* 46(3):11-14. May/June.

• **Summary:** “‘Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.’”

“I have often come across this quote from Margaret Mead, the insightful and prolific anthropologist. But on just how many of those occasions did I stop to think deeply about the essential truth distilled in these few simple words... and the fact that every moment of every day of my life is richer as a result of one particular ‘thoughtful, committed citizen’?”

“On Saturday, February 25th, Cornellia Aihara, beloved teacher, irrepressible advocate for each individual’s right to be in charge of his or her own life, and the unofficial adopted grandmother of thousands of students of macrobiotics around the world, spoke her last words of enthusiastic advice—this time by telephone to her daughter, Mari, who was visiting with a dear friend in Mexico. Shortly after the phone call with Mari, Cornellia slipped peacefully off this relative plane.

“Cornellia was born in Fukushima prefecture in Japan on March 31, 1926 with a rare and serious congenital heart defect. The doctors were quite convinced her heart would fail and she would die. Well, the doctors were right... but it took a bit longer than they expected for this prediction to come true. Cornellia’s passing comes exactly 8 years to the day after the death of her husband, partner, and likewise much loved teacher, Herman, and just a few weeks shy of her 80th birthday. (Hmmm. Maybe there’s more to this ‘macrobiotic stuff’ ...)

“Since 1955 when she came to America from her native Japan and met and married Herman Aihara, Cornellia and Herman worked tirelessly and selflessly to share with thousands of us lucky students the simple notion that sickness was not some Universal joke played on an unsuspecting mankind, but that health—be it good or bad—was mostly the predictable result of choices each of us makes every moment of every day of our lives. Though it was a strange concept to me, a child of 20th-century America

where science was our new religion, I have come to share Cornellia's unshakable belief that all of us are quite capable of achieving wellness and happiness by relying primarily on our own intuition and insight and—most important of all to Cornellia—our own unique lifetime of experience.

“Nowadays, when I walk into a grocery store—whether my local co-op, a Whole Foods superstore, or even an ordinary neighborhood Safeway or Albertson's or HEB—I see shelves overflowing with inexpensive natural foods I can buy to help keep me physically well and mentally clear. I can easily fill my organic cotton shopping bag with tofu, tempeh, bags of brown rice and millet and quinoa, 6 or 7 varieties of organic miso, pickled umeboshi plums, and a dazzling array of multi-colored organic vegetables from the familiar (carrots and cabbage and cucumbers) to the exotic (daikon and burdock and Hokkaido pumpkin). OK, so maybe Safeway and Albertson's don't yet stock the ume plums or the daikon or the burdock, but just wait... it won't be long.

“Cornellia and Herman Aihara, along with their contemporaries, fellow Ohsawa disciples, and close friends, Aveline and Michio Kushi, comprise one very special ‘small group’ of citizens who have changed my world... and yours. These 4 individuals are the reason we can easily buy the foods that will help us heal and maintain our health in the very same stores that only a few short years ago offered us mostly boxes and bags and cans of packaged, processed, frozen, freeze-dried, preserved and-lately-genetically-modified food-like substances.

“While the TV commercials told us how much less time we'd spend cooking with these modern groceries, Cornellia and Herman knew from long experience that cooking times weren't the only things we'd be shortening. And, boy oh boy, am I glad they chose to dedicate their lives to teaching us what the ads failed to mention.

“Cornellia and Herman taught in many venues—from the living rooms and kitchens of friends with a handful of students in attendance, to the unspoiled campground in the Tahoe National Forest where the annual French Meadows Summer Camp they started in 1970 continues to this day, to the conference auditoriums filled with those of us hungry for a better answer than ‘you only have 3 months to live’ or ‘you'll have to take this medicine for the rest of your life’ gathered again and again.

I met Cornellia and Herman for the first time at the Vega Study Center they founded in Oroville, California when I became a resident student and kitchen apprentice there in 1995. I cannot personally chronicle the whole of her life, as I have only known Cornellia for 11 years. But what I can tell you is it didn't take anyone very long in the presence of this diminutive lady with the unimaginable determination to come to appreciate the twin gifts of her wisdom and her willingness to share what she had learned from a life of working from sunup to long after sundown helping folks who were sick find the path to recovery.

“During my two years at Vega with Cornellia and Herman I came to understand that the lectures and lessons could never be as power fully instructive as the way our teachers—and thus, we their captive students—lived each and every day. While students at Vega we were caught up in the whirlpool that was Cornellia, engulfed in the swirling waters of her wisdom, day in and day out. We learned to cook by cooking (and making a lot of mistakes). We learned to use ginger compresses to relieve pain and help restore kidney function by dipping towels in hot ginger water and applying them to each other over and over again. And we learned to make miso and takuan pickles and mochi and shoyu by... well, by making miso and takuan pickles and mochi and shoyu.

“Cornellia conducted our classes in English, but it took most students a few weeks (and sometimes months) to come to understand her thick Japanese accent made more incomprehensible by what Herman called her ‘speech problem.’ As resident students we would often compare notes while cooking lunch: ‘I think I understood at least half of what Cornellia said in Home Remedies class yesterday,’ one of us would announce with satisfaction and a sense of real accomplishment. ‘Oh yeah, well I think I'm up to 65 percent,’ another would brag. It wasn't a joke that a cooking video Cornellia made in English required sub-titles to be added so that we could understand what she was saying. But difficult as it was to understand her words, Cornellia would not let a one of us misunderstand her methods, her purpose, or her resolve. She lived her life ‘full speed ahead’ and in her teaching she employed this same approach.

“Imagine your loving, gentle, and soft-spoken grandmother as an almost 5-foot tall Japanese woman with slightly sad, dark eyes, long dark hair wound up in a tight bun on top of her head, dressed simply in a pale print cotton blouse and cotton petal pushers, white ankle socks and rice-straw sandals who was keeping six different dishes cooking simultaneously on six individual burners while explaining how fundamentally important it is never to lift the lid on a pot of cooking grain... all done with the evangelistic zeal of a television preacher and the single-mindedness and intensity of a Marine drill sergeant, all the while exuding complete confidence that you, her student, had the brains and the heart to comprehend and apply each and every detail, every day, just as she had presented it.

“Cornellia and Herman were as different as night and day... yin and yang, I guess.

“Herman loved to answer important questions with expansive explanations to help us see ourselves in the largest possible context. If I asked where cancer comes from, Herman would explain the role of the body's acid / alkaline balance in creating the damaged DNA of mutant cells, how a lack of sufficient oxygen intake could slow the body's natural ability to eliminate the damaged cells, how animal protein serves as the building blocks of cancer cells, and how

excess simple sugar supplies the fuel for rapid cell division. And he was just warming up as he spoke of the physical part of the puzzle...

“Cornellia’s answer was simpler: ‘Bad-da diet-ta,’ she would say in her unique usage of the English tongue... and then she would put us all to work, confident that if we cooked for ourselves long enough and paid attention to the changes we saw in our bodies and our minds, eventually each of us would come to understand how what we put in our mouths turned into... us.” (Continued).

2816. Bednarz, Hank. 2006. History of work with Midwest Natural Foods in Ann Arbor, Michigan (Interview). *SoyaScan Notes*. June 6. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Discusses: Education in a Catholic Jesuit secondary school. Going to business school. Now age 61. Recent personal growth seminar in Ojai, California, with Irwin Carasso. Second home (condo) in Las Vegas, Nevada. Founding Soybean Cellars, then Arbor Farms in Ann Arbor. Story of selling tons of calcium lactate at Soybean Cellars only to find out that it was a cutting agent for drugs. “You do the best drugs and the best foods.” Founding of Midwest Natural Foods (MNF). Forming partnership with David Rock, who still owns an interest in a restaurant in Ann Arbor—though they don’t see one another much. Renting of Veterans of Foreign Wars (VFW) hall in 1969-1970. Tim Redmond, Michael Potter, and Eden Natural Foods. Trying to break the vitamin cartel. Attempting to buy The Marty Bellman Co. in Washington state. Attempting to buy Nutrition Aids, a small health foods distributing company in Detroit, owned by Ernie Erkitz. Learning that “mensch” means a good, honorable person in Yiddish. The 80-20 rule—80% of the people give you 80% of the profit. You wear 20% of your clothes 80% of the time. George Mateljan, founder of Health Valley. Mike Gilleland, the mover and shaker behind Wild Oats. John Mackey, founder of Whole Foods, knew how to pick good people and to delegate authority and responsibility. Balanced Foods buys MNF for a very low price; Hank had no bargaining leverage and did not know how to bargain. MNF had a Chicago [Illinois] law firm to represent them during the negotiations. The clause that all vacations had to be approved by both parties. Dispute over his taking his grandmother to Poland after the sale of MNF. Sam Reiser of Balanced Foods was a tough business man, and two women who worked for him and tried to teach Hank how to fight. Not being Jewish was a disadvantage for him. After MNF was purchased, Hank was squeezed out of the company. Balanced Foods (BF) offered him a 10% discount on all products that Arbor Farms bought from MNF, then failed to honor the handshake deal after 6 months so that they ended up in court. He won but his attorney’s fees were greater than his award. BF did this rather than pay a severance or buy Hank out of his contract. Sam had

his grandfatherly act down cold, with his team of two lieutenants Lenny Goldberg (his attorney) and Harvey Nimar (his accountant). “Just like the Sopranos.” He and Sam had different styles. Address: Ann Arbor, Michigan.

2817. Reiser, Helen. 2006. Recollections of an early electric juicer in the health food industry in New York City (Interview). *SoyaScan Notes*. June 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** When Helen worked for Balanced Foods, in about 1941, she recalls that Mr. Drachenberg, who lived in Detroit, Michigan, had invented, patented, and developed an electric juicer. Doc Shefferman, Helen’s employer, was in touch with Mr. Drachenberg and tried very hard to get a license to sell the machines or to get the actual machines to sell. But Mr. Drachenberg was a very temperamental, undependable inventor, and it was very difficult to get hold of him or his machine. After getting some representation, Balanced Foods eventually was able to order a few, which it sold (for well over \$100) mostly to large health food stores, such as Brownies (owned and run by Sam Brown) at 21 East 16th St. in Manhattan—just off Union Square. The machine, which worked well, was used almost entirely to make vegetable juices rather than fruit juices at the “juice bar.” The man who operated the juicer wore a starched white jacket, like that of a doctor; he looked very professional.

Then, Sam Reiser located two men in Switzerland who had something called “Rotel.” They said they could duplicate Mr. Drachenberg’s electric juicer—because he was not a dependable supplier. Helen does not know what came of that, except that Balanced Foods did import a few of the machines. Address: New Jersey.

2818. Reiser, Helen. 2006. Large, early health food stores in New York City (Interview). *SoyaScan Notes*. June 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Helen remembers: (1) Original Health Foods, on Lexington Avenue. (2) Brownies (owned and run by Sam and Edith Brown) at 21 East 16th St. in Manhattan—just off Union Square. and (3) All Health Food Distributors, at 123 34th St. (they also did a little distributing). Address: New Jersey.

2819. *Badische Zeitung (BZ, Germany)*. 2006. Ein Lauf zum Kennenlernen: BZ-Interview mit Taifun-Geschaeftsfuehrer Wolfgang Heck zen ersten Lauffes “Fuer die Vielfalt” [A run to getting to know: Interview with Taifun president Wolfgang Heck]. June 29. [Ger]

• **Summary:** Discusses the Running Festival (*Lauffest*). A color portrait photo shows Wolfgang Heck.

2820. Royal Wessanen nv. 2006. Our history: From windmills to wellbeing, a story of growth (Website printout—part). www.wessanen.com 2 p. Retrieved July 4.

• **Summary:** “In the 17th and 18th centuries, the Netherlands was one of the world’s greatest trading nations, with a huge merchant fleet that carried new and exotic materials between Europe and the far-flung ports of the Far East, the Americas, the Caribbean, and Africa. The hub of this activity was Amsterdam where many of the ships docked and unloaded their cargoes into warehouses that lined the River Zaan.

“Among the owners of the warehouses was the merchant Adriaan Wessanen. In 1765, the 41-year-old Wessanen teamed up with his 31-year-old nephew Dirk Kaan to trade in ‘Mustard, Canary and other seeds.’ The new company flourished...” In 1789 the company name was shortened to Wessanen.

By the early 20th century, Wessanen was “a large company, and following the award of royal warrants it was known as NV Wessanen Koninklijke Fabrieken (royal factories)... But it was still a typically Dutch company, with production facilities on the Zaan River.

“After World War II, new production facilities were created in Germany, Belgium, France, Italy and Spain. Wessanen became a modern European company.” By 1992, after selling its flour mills, it had “successfully transformed itself from bulk manufacturer to multinational marketer of consumer products. A new phase in Wessanen’s history began.

“Between 1972 and 2003, Wessanen acquired over 20 companies, mostly in Western Europe but also in the United States. All of them were engaged in the food and beverage industry, either in production or distribution.”

“As well as health foods, Wessanen entered the Premium Taste [gourmet] sector—ethnic foods from countries all around the world. Both the Health and Premium Taste sectors are underpinned by the element of ‘authenticity’ and the converging need to make healthy foods more tasty and premium taste foods healthier.

“In 1985 Wessanen entered the US market through the acquisition of Tree of Life. This company had started out in 1970 as a retail store in St. Augustine, Florida, specializing in natural and organic foods. By 1980 it had become the premium wholesale distributor and marketer of natural and organic foods in the southeastern United States with sales in excess of \$30 million.

“Recognizing the potential for transatlantic synergies in both the Health and Premium Taste categories, Wessanen invested in Tree of Life’s own growth. In 1988 Tree of Life entered the Premium Taste sector with the acquisition of Gourmet Foods in St. Paul, Minnesota, which had developed a significant business marketing gourmet, ethnic and specialty foods.” Address: Netherlands.

2821. Royal Wessanen nv. 2006. Health food—Brands—Gayelord Hauser personalized dietetics (Website printout—part). www.wessanen.com 2 p. Retrieved July 4.

• **Summary:** “The Gayelord Hauser brand was established

some 50 years ago by a German dietician who believed in ‘eat better, live longer.’ Today, Gayelord Hauser is a well established brand in France in three product categories: slimming, food supplements and daily dietetics. As well as a wide range of food products, Gayelord Hauser offers customized services directed to adapting dietetics more closely to the daily needs of the individual consumer. These services include a nutritional call center, slimming coaching programme, website, and leaflet in-pack.”

A table shows: “Products: More than 100 products... including juices, biscuits, fruit spreads, non-dairy drinks and desserts, meal replacers, hyperprotein bars and drinks, natural food supplements—brewers’ yeast, herbal teas, slimming drinks, digestive paste. Country of origin: France. Distributors: Distriborg in France and Wessanen in Belgium. Retail outlets: Exclusively Supermarkets and Hypermarkets. Farget group: Daily dietetics & food slimming supplements for women over 50 and slimming products for women between 35 and 55. Market share: No. 2 with a 17% share in the functional food market. Ambitions: To become a market leader in functional foods by establishing a strong link with consumers through the position “dietetics at your own pace,”...”

Another page on the Wessanen website titled “Gayelord Hauser Biorythmes,” advocates a new theory of weight loss based on biorythms and concludes: “Hollywood’s best known dietician: Many of the Gayelord Hauser brand products were inspired by the ideas of Australian [sic, German] dietician Gayelord Hauser. During the ‘golden age’ of Hollywood, stars like Elizabeth Taylor, Grace Kelly and Sophia Loren followed his nutrition advice. He is regarded as the founder of modern dietetics.”

Note: Hauser’s obituary states: Helmut Eugene Bengamin Gellert Hauser was born in about 1895 in Tübingen, Germany, the son of a Lutheran schoolmaster and the 11th of 13 children. He went to the USA to be with his elder brother, Otto Robert, who was a Lutheran minister in Milwaukee, Wisconsin. By May 1927 he was in Los Angeles, California, lecturing on health. In his ad in the *Los Angeles Times*, promoting his lecture, he billed himself as the “internationally famous young Viennese food scientist, whose lectures have inspired thousands to live, eat, and think correctly. ‘Health and Happiness for 100 Years.’” He lived in or near Hollywood for most of his adult life, and was a “nutritionist to the stars.” He was also famous as a world traveler and lecturer on popular nutrition. We doubt that any professional nutritionist would regard him as the “founder of modern dietetics.” He was a promoter and popularizer. Address: Netherlands.

2822. Silver, Jimmy. 2006. Re: Recollections of Lifestream and its founder, Arran Stephens, in British Columbia, Canada. Letter (e-mail) to William Shurtleff at Soyfoods Center, July 5. 1 p.

• **Summary:** Jimmy has known Arran for many years, starting in the 1970s, when what was then his distribution company, Lifestream, was a customer of Erewhon's. Eventually he began to make his own Lifestream products, then sold the company [in mid-1981] and started his cereal venture, Nature's Path, which has done very well. A few years ago he bought back the Lifestream brand, but it doesn't seem to do much compared to NP. "He is a very interesting guy... Susan and I like him and his wife."

For a number of years when Jimmy was exporting some of their products under private label to Japan, he worked with their daughter, who was then their export manager (and living in London, UK, not in Vancouver, BC, Canada).

Even though Arran has "moved" with the market in terms of ingredients, partly driven by cost and competition and consumer taste, Jimmy knows from talking with him that his preference would be to make things more in line with what Jimmy likes too—sweetened with fruit juice rather than organic sugar or cane juice, for instance. Address: President, Pure Sales, California.

2823. Gerner, Bob. 2006. Why natural foods are declining in the USA. Thoughts on the work of Arran Stephens of Canada (Interview). *SoyaScan Notes*. July 18. Conducted by William Shurtleff of Soyfoods Center.

Address: Owner, Berkeley Natural Grocery Co., 1336 Gilman St., Berkeley, California 94706. Phone: 415-526-2456.

2824. Stephens, Arran. 2006. Work of with natural foods, vegetarianism, Lifestream Natural Foods Ltd. and Nature's Path. Remembrances of Kirpal Singh and meditation (Interview). *SoyaScan Notes*. July 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** A wide ranging interview on many subjects of interest to Arran over his very productive life. Address: Founder and CEO, Nature's Path, Vancouver, BC, Canada.

2825. *SoyaScan Notes*. 2006. Another dimension of the macrobiotic and natural foods movements: Preserving traditional ways of making foods (Overview). Oct. 10. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** George Ohsawa, and the founders of Nippon C.I. and Muso Shokuhin—both Japanese-run companies based in Japan—were the first to seek out these Japanese makers of traditional foods. Soon Mr. Akiyoshi Kazama, founder of Mitoku Trading Co., joined them in the search.

In the mid-1960s, Paul Hawken of Erewhon went to Japan to find and place orders from companies and craftspeople who made foods in the traditional, natural way. Many of these companies were facing financial difficulties as modernization was sweeping Japan, and this new business and new market gave them a new lease on life.

Phase 2 began when companies in the USA and Europe

started making Japanese foods (such as miso) and European foods (such as whole wheat bread) in the traditional, natural way.

2826. Smith, Patricia J. 2006. Michio Kushi's 80th birthday party at the Natural Products Expo East in Baltimore, Maryland (Interview). *SoyaScan Notes*. Oct. 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Patricia has just returned from the NFM expo in Baltimore, which was very big and a big success. The first NFM expos on the East Coast started in Baltimore, then in Dec. 2001 moved to Washington, DC, shortly after the Sept. 11 terrorist attacks on the Pentagon and World Trade Center. Attendance was down, as it was the next year when there was an anthrax scare in DC. So this was the first year that the expo returned to Baltimore. Patricia got a \$218 ticket round trip, stayed near the airport, and found it very easy to get around. The main subject of speeches at the expo was Walmart, which wants to sell organic foods for only a little more than non-organic foods.

Michio's party was largely organized by his sons. They raised money from 7-8 company sponsors. They rented an elegant room at the Radisson Hotel and about 200-300 people came—including Michio and all his sons (plus many grandchildren, who were all together for the first time in many years). It started at 6 p.m. and lasted until about 8:45. There was a handout brochure. No press was there. There was Hisao Kushi, who gave the opening speech, followed by such luminaries as Chuck Verde, Mark Retzliff, Michael Potter, Christine Pirello, Neal Barnard, and others. Michio's speech was superb. Patricia was deeply moved—what a joy to be around him. He is always very focused on his dream and his mission, and always on purpose. He talked about how he had had a dream shortly after he arrived in the United States, and how he has followed this dream his entire life. It is about one peaceful world and World Federation. When he talks about it, his viewpoint is never self centered, rather he says, "Let's work together and go forward together."

Food was piled high on tables, there was a sushi bar in the back, and several open bars. Many photos were taken and gifts given to Michio. Patricia thinks he had colon cancer a few years ago but now he looks much better. He has a Japanese "partner," about 46 years old, with whom he now lives and who helps him with his work. Address: Radical Food, P.O. Box 952, Mill Valley, California 94942-0952.

2827. Dee, Joel. 2006. History and present status of Edward & Sons Trading Co. (his company) and of his work with miso and tamari (Interview). *SoyaScan Notes*. Oct. 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** A far-ranging interview on his many important innovations and success. Joel appears to have been the first person in the Western world to add flavor to soy sauce, with Lemon Tamari (Aug. 1985), Ginger Tamari (Feb. 1988), and

many other related products.

Joel developed the Premier Japan line because he believed the two main importers from Japan (Eden Foods and Westbrae) both defined their market too narrowly—as macrobiotic. He soon came up with the tagline “Traditional Gourmet,” just as the specialty foods market was taking off in the USA. But the macrobiotics criticized this line as not being “medicinal quality” so it never took off in the macro or natural foods markets.

Joel does not supply Trader Joe’s with their Instant Miso Soup; he is not at liberty to reveal the name of the supplier. The TJ product contains dextrose, clam extract, and bonito powder (all for flavor) which Joel’s Miso Cup does not contain.

The main segments of his company are now: Soy seasonings (miso and tamari), rice crackers, organic canned foods (coconut milk, pineapple, etc.), candy, and baked goods. Address: President, P.O. Box 1326, Carpinteria, California 93014-1326. Phone: 805-684-8500.

2828. Eden Foods, Inc. 2006. Organic & Kosher (K) parve (Ad). *Natural Foods Merchandiser*. Oct. p. 41.

• **Summary:** Full page, color. “Eden®, a pioneer of organic food, is a rare company making its decisions focused on long term goals. We have built a dedicated network supporting over 30,000 acres of organic farmland and we only employ traditional cooking and food preparation methods.

“Dedicated to the ‘Creation and Maintenance of Purity in Food’ (TM) our kosher certification is an additional assurity [sic, assurance] of purity. “Today, Eden provides more natural and authentically organic certified kosher foods than any other company in the world.

“Eden’s processing facilities—our bean and tomato canneries, soymilk plant, pasta company, and flour mills—are certified both kosher and organic. We have teamed with Organized Kashrus Laboratories for over 20 years.

“The Eden brand is also your best assurance of freedom from genetically engineered organisms (GEOs) or their derivatives. A meticulous audit trail guarantees the purity of our food from seed, through the soil, to you.” Address: 701 Tecumseh Road, Clinton, Michigan 49236.

2829. Richmond, Akasha. 2006. Update on Akasha and Steve Demos (Interview). *SoyaScan Notes*. Nov. 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Steve Demos is back from his trip around the world. While he was gone, he and his wife had his house rebuilt. He collected many statues of buddhas, which he now has all around his house—“more buddhas than you’ve ever seen in one place.” Akasha is now out of Eaturna (although she still owns some stock) and is getting into the restaurant business in Culver City, California—about 10 minutes drive from her home. The basic concept will be all natural and organic, delicious healthy food. Kind of like Jim Baker’s

Aware Inn. Investors include Steve Demo (White Wave), Peter Roy (Whole Foods), Mark Retzliff (Horizon Organic), Doug Green (Natural Foods Merchandiser), Anthony Zelesky, and quite a few Hollywood people.

She has found a building in Culver City and she and the landlord hit it off beautifully. It is a designated historic landmark and she will preserve it.

Steve Demos wants to buy land in Costa Rica to live on and farm, but “he’s not done yet.” He has also invested in Sambazon, run by Ryan and Jeremy Black. In 2000 they became the first company to bring acai (pronounced uh-SA-hee) berries to the U.S. They sell acai berries, which have more antioxidants than blueberries, in the form of various drinks (smoothies), smoothie packs, non-dairy ice cream, supplements (Powerscoop and Powerpack). Address: Los Angeles, California.

2830. Hain Celestial Group, Inc. (The). 2006. Annual report 2006. Melville, New York. 8 + 55 p. Nov. 28 cm.

• **Summary:** Net sales for the year ended 30 June 2006 were \$738.6 million, up 19.1% from 2005. Net income in 2006 was \$39.6 million, up 19.6 from 2005.

Acquisitions and divestitures: In Dec. 2005 acquired Spectrum Organic Products and their brands Spectrum Naturals and Spectrum Essentials. March 2006 acquired the Queen Helene Batherapy, Shower Therapy, and Foottherapy brands of skin care, hair care, and body care products. “We established a foothold in the United Kingdom in April with the purchase of a fresh prepared foods business, and in June [June 12] we acquired the Linda McCartney brand (under license), a frozen meat-free [vegetarian entrees] business” from the H.J. Heinz Co., for about \$6.6 million, including its manufacturing facility in Fakenham, England.

At the beginning of fiscal 2007 Hain divested Biomarché, a Belgium-based provider of fresh organic fruits and vegetables, to focus on branded products that complement our growth strategy in Europe. Note: Hain’s 2007 Annual Report states (p. F-43) that on 31 Aug. 2006 Hain complete the sale of Biomarché for about \$8.3 million (6.5 million euros).

Most of the report is Form 10-K/A. Accompanying the annual report is a “Notice of Annual Meeting of Stockholders and Proxy Statement” (42 p.). Irwin Simon, the founder and CEO, age 47, had the following annual compensation: Salary: \$1.1 million. Bonus: \$1.7 million. Address: 58 South Service Road, Melville, New York 11747-2342. Phone: 631-730-2200.

2831. *SoyaScan Notes*. 2006. Soymilk and non-dairy beverage prices at Trader Joe’s in Lafayette, California (Overview). Dec. 12. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Since Dec. 1983, approximately every other year, Soyfoods Center has conducted a survey of the prices

of soymilk and cow's milk in California. (Note: oz = fluid ounces; 32 fl oz = 1 quart; 33.8 fl oz = 1 liter. 2 quarts = one half gallon).

Shelf-stable / Aseptic soymilks: Trader Joe's organic original, vanilla, and chocolate \$2.49/half gallon. Trader Joe's non-organic original, unsweetened, or vanilla \$1.29/quart, or chocolate \$1.49/quart. Trader Joe's non-organic chocolate 4 x 8 oz packs \$2.49. Westsoy organic unsweetened \$1.69/quart. Westsoy non-organic plain non-fat \$2.49/quart. Westsoy Plus organic plain or vanilla \$2.49/half gallon. Soy Dream soymilk original or vanilla \$2.69/half gallon.

Refrigerated / fresh soymilks (in gable-top cartons): Trader Joe's non-organic low fat original or vanilla \$2.99/half gallon. Trader Joe's organic low fat original or vanilla \$3.29/half gallon. Trader Joe's organic unsweetened \$3.49/half gallon.

Non-soy non-dairy beverages—Pacific Foods almond original or vanilla \$1.69/quart. Blue Diamond Almond Breeze chocolate or vanilla \$1.99/quart.

Soy Dream [rice beverage] vanilla or original \$1.69/quart. Soy Dream enriched [rice beverage] vanilla or original \$2.49/half gallon.

2832. *SoyaScan Notes*. 2006. Soymilk, non-dairy beverages, and cow's milk prices at The Natural Grocery Co., Berkeley, California (Overview). Dec. 14. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Since Dec. 1983, approximately every other year, Soyfoods Center has conducted a survey of the prices of soymilk and cow's milk in California. Cindy La reports the following retail prices. (Note: oz = fluid ounces; 32 fl oz = 1 quart; 33.8 fl oz = 1 liter. 2 quarts = one half gallon). All soymilk products at Berkeley Natural Grocery Co. are now organic or largely organic = Org. MOS = Made with organic soybeans. NON ORG = Non Organic.

Shelf-stable / Aseptic soymilks: Westsoy Light and Plus all flavors (MOS) \$2.39/quart. Westsoy Nonfat (MOS) \$1.99/quart. Westsoy original creamy (95% Org) \$2.29/quart or \$1.79 on special. Westsoy shakes (MOS) \$2.49/quart.

Edensoy Original (95% Org) \$2.79/liter. Edensoy Enriched (95% Org) \$2.89/liter. Eden Blend Rice & Soy (95% Org) \$2.65/liter. Edensoy Dream 3-pack (75-95% Org) \$2.89/3 x 8 oz.

Vitasoy Original (75-95% Org) \$2.65/quart or \$2.09 on special. Vitasoy Light (75-95% Org) \$2.65/quart or \$2.09 on special. Vitasoy Enriched (75-95% Org) \$2.65/quart or \$2.09 on special. Vitasoy Holiday Drinks (95% Org) \$2.99/quart or \$2.19 on special.

Soy Dream Regular or Enriched (Hain) (75-95% Org) \$2.65/quart. Soy Dream 3-pack (75-95% Org) \$3.09/3 x 8 oz. Pacific Foods (95% Org) \$2.89. Kikkoman Pearl (75-95% Org) \$2.59. White Wave Silk (95% Org) \$2.49. Silk 3-pack (75-95% Org) \$3.39/3 x 8 oz.

Refrigerated / Fresh soymilks (in gable-top cartons): Wildwood (95% Org) \$2.39/quart or \$3.99/half gallon. White Wave Silk Plain (95% Org) \$1.99/quart or \$3.69/half gallon. White Wave Silk Vanilla (75-95% Org) \$3.69/half gallon. Soy Dream Enriched (75-95% Org) \$3.89/half gallon.

Rice drinks: Rice Dream (75-95% Org) \$2.59/quart. Lundberg (75-95% Org) \$2.69/quart. Pacific Foods (75-95% Org) \$2.19/quart.

Refrigerated cow's milk. Clover Stornetta \$1.29/quart. or \$2.19/half gallon or \$3.99/gallon. Clover Stornetta 100% Organic \$1.99/quart. or \$3.49/half gallon or \$6.39/gallon. Straus 100% Organic in glass bottle \$2.49/quart or \$3.99/half gallon. Claravale Raw Milk non-organic \$3.99/quart. Organic Valley 100% Organic \$1.99/quart or \$3.99/half gallon. Meyenber Goat Milk non-organic \$3.49/quart. Lactaid Milk non-organic \$2.19//quart.

2833. Fromartz, Samuel. 2006. *Organic, Inc.: Natural foods and how they grew*. New York, NY: Harcourt, Inc. xx + 294 p. No illust. No index. 24 cm. [270 ref]

• **Summary:** Contents: Introduction (the case of Arthur Harvey, a small organic blueberry farmer from Maine). 1. Humus worshippers: The origins of organic food. 2. The organic method: Strawberries in two versions. 3. A Local initiative: From farm to market. 4. A spring mix: Growing organic salad. 5. Mythic manufacturing: Health, spirituality, and breakfast (very interesting, largely about Steve Demos, White Wave Silk soymilk and Dean Foods / Suiza, plus Sylvester Graham, Dr. James Caleb Jackson, Dr. John Harvey Kellogg and his brother Will K. Kellogg, Jeremiah Ridenour, Ted Nordquist, *The Book of Tofu* by Shurtleff and Aoyagi, *Diet for a Small Planet* by Frances Moore Lappe). 6. Backlash: The meaning of organic. 7. Consuming organic: Why we buy. Acknowledgments. Notes.

A history (sort of) of the organic food industry in the United States, and how the movement has gone from fringe, to commercial, to mainstream. This is a niche or underdog food culture involving many issues of morality—the relationship of humans to agriculture and nature, and specifically how a principled person or business can thrive in the modern world without compromising ideals.

The author, a business writer, says in the introduction: “I was particularly interested in the people who sought to manifest their values in business... The intersection of idealism and business was not an easy place to stand, since one usually trumped the other.”

“Sales of organic food had shot up about 20% per year since 1990, reaching \$11 billion by 2003.” This industry, which has its roots in utopian ideologies, will surely have an interesting future.

A great deal of this book is devoted to the recent history, and the early history of the organic food industry in the United States is (unfortunately) extremely weak. The book is hurt first by the lack of an index, second by the lack of

endnote reference numbers in the text (the 254 endnotes themselves are excellent), and third by the lack of complete references to key books cited in the endnotes (he gives the author and title, but no year of publication or publisher; so one who wishes to cite these books must take the time to look up the missing information). Address: Business writer, Washington, DC.

2834. Jones, Ellis. 2006. The better world shopping guide: every dollar makes a difference. Gabriola Island, B.C., Canada: New Society Publishers. vi + 169 p. Portrait. Product Category Index. 16 cm. [26 ref]

• **Summary:** This is a book about green and ethical products. The ratings are not about flavor or sales or market leadership; they are about company commitment to a green and ethical world. The author has consulted many reliable sources (p. 7) for his ratings.

Soy related sections include: Dairy alternatives (p. 68-69): Corporate hero: Silk (White Wave). Corporate villain: Cool Whip (Altria). A+: Silk. A: Follow Your Heart, Stonyfield Farms, Nancy's, Wildwood. A-: WholeSoy, ZenSoy. B+: Tofu Rella, Vegan Rella, Almond Rella, Soya Kaas. C: Lisanatti, Tofutti, Soy Moon, Soyco, Galaxy Nutritional, Soymage, Veggie Slices, Rice Slices. C-: Borden. D: International Delight. D-: Carnation. F: Cool Whip.

Note: Cool Whip is a brand of imitation whipped cream named a whipped topping by its manufacturer. Cool Whip was introduced in 1967 by the Birds Eye division of General Foods. Within two years of introduction, it became the largest and most profitable product in the Birds Eye line of products. Birds Eye later merged with Kraft Foods and Philip Morris, eventually becoming part of Altria Group until the spin-off of Kraft Foods from Altria in 2012. Cool Whip was invented by William A. Mitchell, a food chemist at General Foods Corporation. The key advantage of the invention was that it was a whipped cream-like product that could be distributed in a frozen state by grocery chains and kept in the consumer's refrigerator.

Ice cream alternatives (p. 96-97): Corporate hero: Ben & Jerry's. Corporate villain: Haagen Dazs (Nestle). A: Stonyfield Farms, Ben & Jerry's, Soy Delicious, Straus Family. A-: Celestial Seasonings, WholeSoy, Rice Dream, Soy Dream, Natural Choice. B+: Double Rainbow, Julie's, Newman's Own. B: Starbucks. B-: Dole. C+: Weight Watchers, Godiva. C: Tofutti, Crystal, Fruitfull. C-: Breyers, Klondike. D+: Dove, Snickers. D-: Healthy Choice. F: Dreyer's, Nestle, Haagen Dazs.

Meat alternatives (p. 102-03): Corporate hero: White Wave. Corporate villain: Boca (Altria). A+: White Wave, Tofutown. A: Amy's, Wildwood. A-: Yves, Small Planet. B+: Turtle Island, Tofurkey [sic, Tofurky], SuperBurgers. B-: Morningstar Farms. C+: Pete's. C: Gardenburger, Veggie Patch, Veat, Soy Deli, Health is Wealth, Sweet Earth, Mori Nu, Nasoya, Vitasoy, Primal Strips. C-: Quorn. D: Lightlife.

F: Boca.

Milk & alternatives (p. 108-09): Corporate hero: Silk (White Wave). Corporate hero: Straus family. A+: Silk, Straus Family, Edensoy. A: Horizon. A-: Organic Valley, Nancy's. Organic Pastures, WestSoy, Rice Dream, Soy Dream, Amazake, Helios. B+: Clover Stornetta, Pacific. B: Lactaid. B-: 8th Continent. C+: Alta Dena. C: Crystal, Vitasoy. D-: Nestle. F: Knudsen. Address: Sociology teacher, Univ. of California, Davis.

2835. Singer, Peter; Mason, Jim. 2006. The way we eat: Why our food choices matter. Emmaus, Pennsylvania: Rodale Press, Inc. viii + 328 p. Index. 24 cm. [396 endnotes + 37 refs]

• **Summary:** An outstanding book. Contents: Preface. Introduction: Food and ethics. Part I: Eating the standard American diet. 1. Jake and Lee. 2. The hidden cost of cheap chicken. 3. Behind the label: "Animal care certified" eggs. 4. Meat and milk factories. 5. Can bigger get better?

Part II: The conscientious omnivores. 6. Jim and Mary Ann. 7. Behind the label: Niman ranch bacon. 8. Behind the label: "Organic" and "Certified humane" eggs. 9. Seafood. 10. Eating locally. 11. Trade, Fair Trade, and workers' rights. 12. Eating out and eating in, ethically.

Part III: The vegans. 13. JoAnn and Joe. 14. Going organic. 15. Is it unethical to raise children vegan? [No, if they have a reliable source of vitamin B-12]. 16. Are vegans better for the environment? [Yes! A good critique of factory farms or CAFOs] 17. The ethics of eating meat. 18. What should we eat? Appendixes: Where to find ethical food. Where to find information. Acknowledgments. Endnotes.

Soybeans are mentioned on 10 pages in this book (p. vii, 142, 194, 228, 232, 233, 234, 237, 272, 323), tofu on 9 pages in this book (p. 189, 194, 195, 219, 234, 263, 272, 284, 323), soybean on 2 pages (p. 206, 318), soy ice cream on 1 page (p. 197). Soymage and Veganrella (vegan soy-based cheeses), and a "vegan parmesan cheese made with organic tofu" are mentioned on pages 194-95.

Ice cream (p. 195): At Wild Oats in Overland Park, Kansas, JoAnn (a vegan) opens a glass freezer door and says: "This is the most awesome non-dairy ice cream I've found... yet, anyway. It's organic Soy Delicious... mint marble fudge. There are some other alternatives to dairy ice cream that are pretty good too. We also tasted the Rice Dream bars... but they're really high in fat. So we've kind of shifted away from their stuff. The Soy Dream desserts are awesome. I've taken these chocolate ice cream sandwiches to Sarina's friends in gymnastics class and they love them. They're called Li'l Dreamers. They're organic."

She also likes White Wave firm tofu. Then she gestures toward "Smart Deli," vegetarian salami, turkey slices, and baloney made by Lightlife Foods.

More about ice cream on p. 85: "Here's Soy Delicious, a soy-based ice cream. We eat this because the kids like it.

They don't always accept alternatives to dairy and meat. There's another one, Tofutti Cuties, that they like."

For a nice section on great vegan athletes (Scott Jurek, Carl Lewis), see p. 230.

"The proportion of the population living on farms in the U.S. has fallen from nearly 40% in 1900 to less than 2% today" (p. 142).

It takes about 13 pounds of grain and soybeans to produce a pound of boneless beef, 6 pounds of grain and soybeans to produce a pound of boneless pork, and 3 pounds grain and soybeans to produce a pound of boneless chicken. "If we really want to feed ourselves efficiently, we'll do much better to eat the grain ourselves than to feed it to the chickens" [or other animals] (p. 232). Other environmental concerns about rearing animals are the clearing of forests [and consequent loss of biodiversity] and the amount of water used. By the best estimates, it takes 792,000 gallons of water to produce a 1,000 pound steer (p. 235). On the inside rear dust jacket are color portrait photos and brief biographies of Peter Singer and Jim Mason. Address: 1. Prof. of Bioethics, Center for Human Values, Princeton Univ., Princeton, New Jersey; 2. Exmore, Virginia.

2836. Tibbott, Seth. comp. 2007. Tofurky brand products overview: Natural foods segment. Hood River, Oregon: Turtle Island Foods, Inc. [36] p. 28 cm. [1 ref]

• **Summary:** A full-color booklet bound with a handsome, black ProClick plastic spine. On the front cover: "1980-2006: 26th anniversary Turtle Island Foods, Inc." "Sales data from: SPINscan Natural and SPINscan Conventional. 52 weeks ending December 30, 2006. All statistics are for the total U.S. market.

Contents (unnumbered pages): (1) "Turtle Island Foods honored by Inc. magazine: 2,240th fastest growing small business in the USA (of 6 million total). 159.7% growth rate over last 4 years. 57th fastest growing food and beverage company in the USA. 19th fastest growing food processor.

(2) About Tofurky products: 100% vegan. Based on organic soy products. Use non hexane extracted proteins. VegNews. Winner veggie awards—Best meat substitute.

(3) Natural foods market without Whole Foods (which no longer shares sales info with the industry). Growth of top ten brands ranked by dollar volume. Frozen and refrigerated meat alternatives. 52 weeks ended Feb. 24, 2007. Category: \$35.5 million. Growth: 4.7%. Turtle Island is the fastest-growing brand: 16.1%, followed by Quorn, Nates, Amys Kitchen, Morningstar Farms, Gardenburger, and Yves. Lightlife, Boca Foods, and White Wave all have negative growth.

(4) Natural foods market. Frozen and refrigerated meat alternatives. Top ten of 478 items by dollar volume. 52 weeks ending Dec. 30, 2006. #1. Quorn Chicken Style Nuggets. 10.6 oz. \$1,507,537. 5.6%. #2. Turtle Island Tofurky Italian Sausage (organic) 14 oz. \$1,262,616. 25.7%.

#3. Quorn Chicken Style Patties. #4. Lightlife Gimme Lean Sausage. #5. Quorn Veg. Naked Chicken Cutlet. #6. Turtle Island Tofurky Deli Slices, Hickory Smoked. 5.5 oz. \$1,131,760. 19.2%. #7. Lightlife Smart Dogs. #8. Boca Original Patties Chicken Natural (4-pack). #9. Amys Burger California Veggie. #10. Quorn Meat Free Chicken Tenders.

(5) Natural foods market. Refrigerated meat alternatives, Top 10 of 260 items by dollar volume. 52 weeks ending Dec. 30, 2006. Turtle Island currently as the #1, #3, #9 and #10 best selling items among the 260. They are: Tofurky Italian Sausage. Tofurky Deli Slices Hickory Smoked. Tofurky Deli Slices Oven Roasted. Tofurky Kielbasa (sausages).

(6) Tofurky deli slices: Six features, incl. "Organic tofu based." The six types of deli slices are: Oven roasted, Hickory smoked, Peppered, Italian deli, Cranberry & Stuffing, "Philly-style" steak.

(7) Tofurky deli slices. Bar charts of refrigerated meatless deli sales, 2001-2006. For each year are given: Competitor #1. Competitor #2. Turtle Island. Overall category. "While the competition sales have been flat, Turtle Island has grown the subcategory 72 and has become the #1 brand.

(8) Deli slice standings. (9) Tofurky gourmet sausages. (10) Frozen and refrigerated meat alternatives. (11) Tofurky Jurky: 5 features.

(12) Top 10 jerky items (meat and meatless)—SPINscan natural channel. 52 weeks ending Feb. 24, 2007. The category is \$8.3 million. There are three vegetarian jerkys among the top 10. Tofurky Jurky Original is the #2 seller and Tofurky Jurky Peppered is #7. The other vegetarian brand (#6 seller) is Primal Strips Seitan Teriyaki.

(13) Tofurky "foot long" veggie dogs: 5 features, incl. organic tofu based. (14) "Open mouth, insert foot."

(15-17) Turtle Island tempeh: Five features.

(18-22) Happy Tofurky Day: Five features.

(23-35) Glossy color sell sheets, printed on both sides, with the following titles: (23-24) Happy Tofurky Day! (25-26) Brave New Tempeh. (27-28) Tofurky Jurky. (29-30) Frankly speaking Tofurky Franks & Links are the best! (31-32) There's 3 big new dogs in the house. (33-34) Go beyond the bun: Introducing Tofurky 'foot long' veggie dogs. (35-36) Tofurky deli slices: New look. Other Turtle Island glossy color sell sheets. Address: Founder and President, Turtle Island Foods, P.O. Box 176, Hood River, Oregon 97031.

2837. Non-GMO Project. 2007. The Non-GMO Project (Leaflet). Berkeley, California. 1 p. Front and back. [6 ref]

• **Summary:** Contains nine questions and answers, plus announcements of two events: (1) Non-GMO verification: A retailer initiative. Friday, March 9th, 4:30-6:00 p.m., Convention Center [Anaheim, during Natural Products Expo West], Room 207A. Join Michael Funk, Jeffrey Smith, John Fagan, Albert Straus, Michael Potter, and Megan Thompson (Director of the Non GMO Project) for a discussion on the

need for industry-wide non-GMO verification and a look at how the Non-GMO Project offers the organic and natural products industry the mechanism by which to make this important shift.

(2) The Non-GMO Project verification process demo. Saturday, March 10th, 8:00-10:00 a.m., complimentary breakfast served. The Anaheim Marriott Hotel. Hosted by Dr. John Fagan, Sandy Kepler, and Megan Thompson. This “session will include opportunities to address your questions regarding any aspect of the Non-GMO Project and the Project Verification Program.”

Note: According to the Non-GMO Project website (www.nongmoproject.org/about/history) the Non-GMO Project started in 2007 and the first products to bear “the butterfly” reached the marketplace in early 2010. (Retrieved June 2019). Address: P.O. Box 9012, Berkeley, California 94709. Phone: (510) 704-1959.

2838. Ness, Carol. 2007. Top tamari balances sweet and salty: Taster’s choice. *San Francisco Chronicle*. March 28. p. F2. Food section.

• **Summary:** Seven brands of tamari sold in San Francisco were tasted and rated in descending order of preference as follows: 1. Eden (organic, imported green label) (69 points; \$5.69 for 10 oz at Rainbow). 2. Mitoku imported (60 points, \$7.99 for 10 oz at Rainbow). 3. Eden (55 points, organic, plum-colored label, not imported. \$4.19 for 10 oz at Whole Foods). 4. Kikkoman (53 points, made in Japan, \$3.89 for 10 oz). 5. San-J (45 points, black label, \$2.59 for 10 oz at Rainbow). (6) Ohsawa (35 points). (7). San-J gold label 14 points.

Tamari is a Japanese-style soy sauce “made mainly from soy beans with little or no wheat, which gives it a richer taste than regular soy sauce.” Tasters commented mainly about the color, saltiness, sweetness, and (above all) the balance of saltiness and sweetness. “The panel looked for a smooth, rich flavor balanced by the right amount of salt. Common problems were harsh or sweet notes, or too much salt.” Address: Staff writer.

2839. New Hope Natural Media, a division of Penton Media, Inc. 2007. Natural Products Expo West New products buyer’s guide: March 8-11, 2007, Anaheim Convention Center, Anaheim, CA USA. [Boulder, Colorado]. 42 p. 28 cm.

• **Summary:** On the cover: “Ingredients: 43,000 attendees, 2,600 exhibits. 100 hours of education.” Inside, new products are listed by category. A full-page ad (after p. 42) is for www.nplp.com—the “New Products Launch Pad.”

2840. Non-GMO Project (The). 2007. Why is The Non-GMO Project so important for the organic & natural products industry? (Leaflet). [Bellingham, Washington?]. 1 p. Front and back. 28 cm. [6 ref]

• **Summary:** 1. Consumers expect organic and natural foods to be free of GMOs (Genetically Modified Organisms): It is time to assure non-GMO status in a consistent, rigorous way, so that the meaning of organic and natural is preserved. It is critical for manufacturers of certified organic products to know that according to the NOP, pursuing non-GMO verification does not risk organic status. The Non-GMO Project provides a way to clean up and protect organic agriculture from GM contamination, and its Standard has been designed with ease of verification for organic manufacturers in mind. For example, organic certifiers can play a key role by carrying out non-GMO inspections simultaneous with their organic inspections. This strengthens an important service relationship, while minimizing the cost of inspections for the manufacturer and creating a new opportunity for the certifier.

“2. Consumers want choice: Polls consistently show that a significant majority of North Americans want to know if the food they’re purchasing contains GMOs. For example, a 2003 ABC News poll reported that 92% of Americans feel that the federal government should require labels on food products containing GMOs. A 2000 Canadian poll revealed that 95% of Canadians feel the same way.”

“Despite this clear public desire, our governments still have no plans for labeling. In light of this, The Non-GMO Project was formed to establish systems for traceability and informed choice from within the organic & natural products industry. Leaders from all sectors, including manufacturing, retailing, and distribution have joined together in a commitment to making an industry-wide transition to non-GMO verified products. By creating natural and organic products that have met the highest achievable standard for non-GMO, the industry can continue to lead the way toward offering consumers the safest and healthiest foods and supplements possible.

“3. GMOs pose serious risks to human health and to the environment, and therefore are fundamentally at odds with the principles of the organic & natural products industry: The governments of the U.S. and Canada have approved commercial production of GMOs based on studies conducted by the same companies who created them and profit from their sale. In 30 other countries around the world, including Australia, Japan, and all of the countries in the European Union, there are significant restrictions or outright bans on the production of GMOs, because they are not considered proven safe (2). Genetic engineering is a new technology that inserts the DNA from one species of plant or animal into another species, something that could never happen in nature or through traditional crossbreeding methods. Besides being a threat to biodiversity, the potential for harmful effects on human health from these ‘experiments’ in nature is very real. Test results from scientists outside of the biotechnology industry have shown unsettling abnormalities in lab rats and mice that are fed GM corn and soy. According to one

researcher, ‘The morphology and biochemical structures of rats are very similar to those of humans, and this makes the results we obtained very disturbing (3).’

“4. It is time to stop the proliferation of GMOs, and the organic & natural products industry can lead the way: Right now, we know that in the U.S. more than half of the corn and 90% of soy are genetically modified (GM) (4), and 85% of the canola grown in Canada is GM (5). As a result, it is estimated that GMOs are now present in more than 70% of products in the average U.S. grocery store (6). None of these products are labeled to show that they contain anything unusual, but the fact is GMOs are very different from anything that has ever been in our food supply before. The Non-GMO Project is the mechanism through which the natural products industry can get GMOs out of organic and natural foods and supplements, giving consumers the choice they deserve.

“Who is The Non-GMO Project? The Project started as a coalition of over 300 independent retailers in the U.S. and Canada and has since expanded to include all sectors of the organic & natural products industry. Our Board of Directors represents a wealth of experience from the sectors of manufacturing, distribution, retail, growing, and public advocacy. In addition, a Technical Advisory Board comprised of expert scientists and producers exists to advise the Board of Directors on matters regarding implementation of the Standard.

“What are the objectives of The Non-GMO Project? Offering the industry an independent, 3rd party non-GMO Verification Program is at the forefront of our activities. This program is a collaborative effort with our technical advisors, FoodChain Global Advisors. While FoodChain supervises companies’ progress towards non-GMO verification and functions to consolidate and integrate data, whatever testing, inspection and certification is required along the way can be provided by any qualified body. In addition to the Verification Program, The Project also conducts an Outreach & Education Program, designed to inform both consumers and retailers about issues surrounding GMOs in our food supply, promote awareness about the Project’s non-GMO verification program, its Product Directory, and the meaning of our non-GMO verified ‘shopping cart’ seal.

“What are the benefits of centralized non-GMO verification? Having a consistent industry-wide Standard gives producers clear, reliable goals for non-GMO verification and also helps consumers to know what ‘Non-GMO Verified’ means. In addition, by centralizing verification information, costs are distributed throughout the supply chain so that no single participant is burdened with inordinate costs. Efficient data collection and storage prevents duplication of costs and work while maintaining strong firewalls and confidentiality. Redundancy is eliminated in a manner that strictly protects the confidential business information of each industry member. And perhaps

most importantly, there is an element of critical mass required to create adequate non-GMO product supply. By working together, the organic and natural products industry can ensure sufficient demand for identity-preserved ingredients.

“How can I endorse The Non-GMO Project? There is a simple form on our website, at <http://www.nongmoproject.org/join>. Here you can also see which other organizations and individuals have endorsed the Project.

“How can my company take part in the Product Verification Program? You may enroll in the verification here at Expo, by attending one of the programs listed on this flyer, or by visiting us at The Non-GMO Project booth, #5108, or you may visit our website and contact us directly.

“Non-GMO Verification: A Retailer Initiative Friday, March 9th, 4:30pm–6:00pm, Convention Center Room 207A Join Michael Funk, Jeffrey Smith, John Fagan, Albert Straus, Michael Potter, and Megan Thompson (Director of The Non-GMO Project) for a discussion on the need for industry-wide non-GMO verification and a look at how The Non-GMO Project offers the organic & natural products industry the mechanism by which to make this important shift.

“The Non-GMO Project Verification Process Demo: Saturday, March 10th, 8:00am–10:00am, complimentary breakfast served The Anaheim Marriot Hotel (700 W. Convention Way) This meeting is an introduction to the Non-GMO Project’s Product Verification Process, through which manufacturers, suppliers, processors, and growers can verify the non-GMO status of their products and develop strategies for sustainably avoiding GMO contamination in the future. Hosted by Dr. John Fagan and Sandy Kepler (Food Chain Global Advisors) and Megan Thompson (The Non-GMO Project), this session will include opportunities to address your questions regarding any aspect of the Non-GMO Project and the Project Verification Program.”

2841. Gerner, Bob. 2007. The Non-GMO Project (Interview). *SoyaScan Notes*. April 3. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** The Project started in the summer of 2005. Initially 161 stores signed on and sent back information, but it was hard to use. The project has contracted with Genetic ID of Fairfield, Iowa, to do the testing. The key number is 0.1%. That means that if more than 0.1% of a sample tested is found to be genetically engineered, the entire shipment can be deemed “contaminated.” This is the same standard now used by the European Union. But U.S. industry says this is too tight.

At the Anaheim trade show in March 2007 The Non-GMO Project did two presentations. At the first, Michael Funk was moderator. Author Jeffrey Smith spoke for about 20 minutes. The end was reserved for questions from the audience. Megan Thompson is now executive director. Whole Foods has joined the project. Interest in the subject

seems to be growing. Address: Owner, Berkeley Natural Grocery Co., 1336 Gilman St., Berkeley, California 94706. Phone: 415-526-2456.

2842. Sams, Gregory. 2007. History of work with natural foods and macrobiotics in London (Interview). *SoyaScan Notes*. April 12. Conducted by William Shurtleff of Soyinfo Center. [Eng]

• **Summary:** Greg no longer works in the field of food but he is grateful to George Ohsawa for all Greg learned from him. Greg has collected a variety of publications to send Soyfoods Center such as the *Harmony: Macrobiotics* magazine he did in 1968-69 (a full set).

Greg was born in Santa Monica, near Los Angeles on 27 Nov. 1948. His father, Kenneth, had come out of the marines in World War II and (under the G.I. Bill) he was a student at the University of California at Los Angeles (UCLA). Then he got a job in London working for the U.S. government (Air Force) as an airbase historian. He wanted to get out of America and he did not want his kids growing up in America. "He wanted to bring us up in London, which was a pretty good idea, I think." He was in the same class as Ronald Reagan. His eyes were opened by the war.

When Greg's father, Kenneth, was younger, he was abandoned by conventional medicine. They did know what the problem was. He was shrinking away, down to about 90 pounds from about 160, and his skin was turning dark. He thinks it might have been related to the time during the war when he was on Iwo Jima and an ammunition dump exploded next to him. He went into a sort of shock after that, from which he recovered, but several years later he went into another. He doesn't know what it was; it could have been a bug of some sort. In 1946 was abandoned by allopathic medicine and the doctors thought he was going to die. Then someone told him about Dr. Nakadadi in Los Angeles. He was a natural healer. He focused on diet—wholemeal cereals, whole-wheat bread (which his wife had to bake herself), no white refined starches, almost no meat (but fish was OK) and no processed or canned foods. Kenneth's mother and father (Greg's grandparents) came from Syria and the Greg's mother, Margaret, was a good cook and she cooked the foods Dr. Nakadadi recommended. Kenneth recovered within a month; he returned to his natural weight and his skin resumed its former color. Thereafter Greg and Craig were raised on a similar, natural diet; they had a sugar ration of 1 teaspoon a day of dark brown sugar. No TV dinners, homemade bread, very little meat.

In 1958 Greg became a vegetarian (although he still ate fish), largely because of his dislike of red meat. "I was a pescatarian." Also on 1958 Kenneth made a New Year's resolution to go pescatarian again, but it only lasted for 6 weeks. Yet Greg persisted; his brother Craig, who was 4 years older than Greg, ate meat.

In about 1965/66 Greg (age 16-17) was introduced to

macrobiotics by his brother, Craig. "Now my diet is what I eat instead of what I don't eat. I read a lot." Craig got interested in macrobiotics when he read about a raid in New York in which George Ohsawa's books were seized and burned. Craig got hold of Ohsawa's books and "immediately embraced macrobiotics. As soon as he introduced it to me, I immediately embraced it—because it was real food." Greg got deeply involved in the philosophy of macrobiotics and he read a lot about it.

On New Year's Eve 1966/67 Greg broke his back when he fell out a tree while a student at Cal, Berkeley. He was paralyzed from the waist down, and that landed him in a wheel chair for life. Greg went to college for only 3 months—the last 3 months of 1966 which was the 1st quarter of his freshman year. He returned to London for treatment of paralysis and rehabilitation. He planned to return to college.

The previous year his brother, Craig, had opened a macrobiotic restaurant in Airlie Gardens; Craig's was the first macrobiotic restaurant in the UK, but it was only open for a few months; it had no permits, was illegal, and the neighbors complained. Craig was in the process of moving his original restaurant and making it legal. The new location was to be at Westbourne Terrace near Paddington. But suddenly and unexpectedly Craig had to leave the UK so that summer (1967) Greg moved in and opened the macrobiotic restaurant. It was in a basement. John Lennon and Yoko Ono (of Beatles fame) were customers. Later (7 Nov. 1968) John drew an original 8-frame cartoon for Greg to help promote his magazine. One can still see it on Greg's website www.chaos-works.com. Initially it was called either "The Macro" or "Greg's." It had permits and was legal. After a year he named it Seed. "Seed became very popular; it was *the* place to eat in London. It was filled every night. It was the only '60s hippie restaurant in London, so people sought it out. It seated 40-50 people at one time. For Greg, the total motivation for Seed was to spread the word about macrobiotics. In 1967 Greg would hand out free brown rice and veggies to hippies on Portobello Road once a week.

Also in 1967 they established a company named Yin-Yang Ltd.; it turned out to be a holding company for all the other Sams brothers ventures. Each brother owned half the shares.

In 1968/69 Greg edited and published *Harmony: Macrobiotics*, a magazine about macrobiotics. He would duplicate it on his duplicator at home, staple the pages together (24 pages per issue at the beginning; 2s 6d). In all, there were only 3 issues; the last was in 1969.

In 1969 or 1970 he opened Sprout Café in a room off the Seed restaurant; the concept was extremely purist (it served brown rice and miso soup) but it lasted only about 2 months. Also in 1969 he opened Ceres, a store that was the only source of macrobiotic foods on All Saints Road in west London. "It was the first macrobiotic food store in London, and also the first natural food store. You couldn't even buy

brown rice in a health food shop. Ceres did really well, and like Seed was profitable almost immediately. “People from the Findhorn community in Scotland used to come to Seed every couple of months to stock up on food. People would come from all over England, and from Wales. “Ceres is still in operation, although its name and modus have changed.”

In mid-1970 Craig returned to the UK. Together they moved Ceres Grain Store to the Portobello Road to a much bigger location—about 1,500 square feet. At that point Greg got out of the restaurant; he had enough to do. He said “Craig, here’s your restaurant.” No charge. But it was part of Yin-Yang Ltd., which was jointly owned. “At the time I was a young hippie, age 20, and I was just doing stuff. I wasn’t keeping track of money so long as a venture was self-supporting.”

In Aug. 1970 Greg began to wholesale macrobiotic foods through Harmony Foods, a new company that was the first macrobiotic food wholesaler in the UK. Harmony Foods had 3 different locations in its first 18 months. The first was in a basement (with the office upstairs) at St. Luke’s Road, followed by All Saints Rd. (in about they moved Ceres to 269A Portobello Road (and renamed it Ceres Grain Shop), then moved Harmony into where Ceres had been; the first price list was printed in Sept. 1970 at All Saints Road), then in shortly in Freston Road (3 floors). Each location was significantly larger than the one before it. Harmony Foods was thriving in every way, including economically. “My biggest problem was keeping all our food products in stock. Harmony Foods was always our main source of income; it paid for the less successful ventures. Everything was under Yin-Yang Ltd. so all the bills were always paid. The customers were mostly new natural food stores, such as Infinity in Brighton, Suma in Leeds, Real Foods in Edinburgh, Scotland, On the 8th Day in Manchester, Holland & Barrett (a chain of health food stores). Brewhurst (in Surrey) owned Holland & Barrett and was the biggest health food distributor. Everything was moving so fast.

What foods did Harmony Foods wholesale? Brown rice, miso (mugi and Hatcho), tamari (both in wooden kegs; both imported from Muso Shokuhin in Japan), millet, buckwheat (roasted and unroasted), whole wheat, whole wheat flour, aduki [azuki] beans, sesame seeds.

Craig started Ceres Bakery on his own; Greg had almost no involvement in that.

When Harmony Foods moved to its new location on Freston Road, both Greg and Crain started Green Genes Café in its old location on All Saints Road. Green Genes was a working man’s macrobiotic restaurant where the food was less expensive with an element of fixed menu. Green Genes lasted less than a year. Greg opened Ceres Bookstore above the Ceres Grain Shop; it lasted for a few years and usually lost money. It wasn’t that Greg liked a busy life. “One had to do the things that needed to be done. Sometimes you’d bite off more than you could chew.”

The last edition of *Harmony* magazine was in 1969. From 1971 until March 1977 (last issue) Greg was involved in establishing and running *Seed: The Journal of Organic Living*. The first issue was Nov. 1971. It was a real magazine with an editor, properly printed and bound. Craig was also involved, but most of the input came from their father, Ken—who was a civilian colonel in Vietnam; he retired from there early.

In 1974, after traveled to Syria with his father to visit relatives. This idea came from the family’s relatives he had visited in Syria. “They were peasants living in the mountains, in a Christian village. They ate meat only once or twice a year, as at Christmas, Easter or weddings; they couldn’t afford to eat meat regularly. They didn’t know what vegetarianism was. They killed a lamb for us because it was a big deal to have foreign visitors. Vegetarian prig that I was, I wouldn’t eat any of that lamb. Afterwards I felt so stupid and guilty; I realized I’d done the wrong thing. So I resolved to stop being so absolute about not eating meat. That meant I would eat a little meat from time to time when the situation called for it.” Continued. Address: London, England.

2843. Bill Tara: Biography (Website printout). 2007. www.billtara.net/bio.htm 1 p. Retrieved April 15.

• **Summary:** “For 40 years, Bill Tara has been an advocate of a Natural approach to health care. He was vice-president of Erewhon Trading Co, one of the first major distributors of organically grown foods in America in the 1960’s and has been active in the Natural Foods Movement in both America and Europe.

“Bill began his educational work in 1967 teaching in Boston and establishing Macrobiotic centers in Chicago [Illinois] and Los Angeles.

“In 1975 he established the Community Health Foundation and the East West Center in London, England where he served as Executive Director till 1980.

“This center was the largest and most active alternative health center in Europe and served as a model for other organizations worldwide.

“He was a co-founder of the Kushi Institute and together with Michio Kushi developed the first full curriculum for Macrobiotic studies and Counselor Certification.

“Bill has served as chairman of 7 international Macrobiotic Congresses in both Europe and North America.

“Over the years he has been interviewed on numerous television and radio programs, submitted expert testimony to the American Congress on diet and disease and is the author of *Macrobiotics and Human Behavior* and editor of *Your Face Never Lies* by Michio Kushi.

“He has been invited to present seminars on Macrobiotics, Natural Health Care, Deep Ecology, and Mind / Body Medicine in over 20 countries.

“Bill has served on the faculties of the Kushi Institutes, in England and America, the Kiental Institute in Switzerland

and Naropa University in Boulder, Colorado, USA.”

2844. Beresford, Hattie. 2007. The way it was [The Ogilvy Ranch and Sunburst organic foods]. *Montecito Journal*. July 5. 8 p.

• **Summary:** Contents: The many faces of the Ogilvy Ranch. Welcome to Lemuria. Murder most foul. A brief return to paradise.

This is a brief history of the Ogilvy Ranch, which is a small private piece of land in the middle of the Los Padres National Forest in Santa Barbara County, California. Montecito is northeast of Santa Barbara.

One of the owners of the ranch was Norm Paulson, who “was trying to save the lost generation of the 1960s by getting them off drugs and into a spiritual life.”

Norman Paulson was a direct disciple of Paramahansa Yogananda. He had spent years searching for self-realization through meditation, Christianity, inner awakenings, and what he believed were contacts with higher powers. After years of living at various places in California and Nevada, Paulson returned to Santa Barbara to work in the construction industry and teach meditation. He gradually attracted a group of followers / disciples.

1969–Paulson and his followers moved into an old ice cream factory at 808 East Cota St. in Santa Barbara. There he founded the Brotherhood of the Sun and the Sunburst New Age Community. In this community, alcohol, drugs, tobacco, and premarital sex were prohibited. They promoted a healthy lifestyle including organically grown foods.

1970–The group purchased a 160 acre parcel and its old lodge off Gibraltar Road, known as Flores Flats, in Santa Barbara. They christened it “Sunburst Farm.” This was the first of the group’s communal farms.

1971–The group added land to their ranch by purchasing the Ogilvy Ranch [about 150 acres]; they renamed it Lemuria, because Paulson believed he was in contact with Ancients from the sunken continent of Mu or Lemuria.

1974–The community published a brochure which “advertised that Sunburst was a Christian society whose goal was ‘to live a natural way of life ruled by the simple laws of Our Father.’ On the Ogilvy Ranch they renovated 100-year-old buildings and added new adobe structures. They planted wheat, corn, vegetables, and herbs, established orchards and vineyards, and grew all organically—without the use of chemical sprays or fertilizers. They used Percheron horses to pull their plows. They tended goats which provided milk, cheese, and wool. From their bee hives they harvested honey. They even built a blacksmith’s shop which made metal tools and implements. Eventually they built a school for the many children in the growing community. Since there were no telephones or other modern means of communication at Lemuria, messages were sent via homing / carrier pigeons. Since Sunburst was never able to produce or make everything it needed, there were occasional town trips to

bring in needed food and supplies.

1976–Sunburst [with over 300 members] purchased [as a lease option the 3,000 acre] Tajiguas Ranch near Gaviota and Gaviota State Park—west of Goleta and even further west of Santa Barbara; there they established another community. “The organization developed an impressive natural [and organic] foods empire during this time, owning 11 local businesses and four large parcels of land.

1978 late—Things began to fall apart. Internal strife and disillusionment “caused two-thirds of the members to leave. Penniless after years of labor for the common good, the disaffected members sued Sunburst for a share of its properties.

1980–The people at the Ogilvy Ranch / Lemuria, were told to move to Tajiguas. Caretakers were hired to watch the Ogilvy Ranch property until it could be sold.

1981 Oct.—One of the caretakers committed a murder on the ranch and cremated the body there. Evidence was later found “of Sunburst’s increasing paranoia that Armageddon was imminent.” Weapons and signs of paramilitary operations were found.

1984—Chris Thompson moved onto the farm as the new caretaker. He and his girlfriend set about “creating a paradise of organic farming and self-sufficiency.” Once every two weeks he’d take his produce or split wood to town.

1987—When Chris Thompson died, his ashes were spread over the ranch he loved. His son, Danny, became the sole owner of the ranch.

Six photos show the Ogilvy Ranch at different times.

Note 1. The comments at the end of this article, most by people who had lived on the Ogilvy Ranch during the Sunburst period, are very interesting.

Note 2. As of Aug. 2010 an offshoot of Normal Paulson’s group still exists at www.sunburstonline.org. Located about 40 miles north of Santa Barbara, they can be contacted at P.O. Box 2008, Buellton, California 93427.

2845. New Hope Natural Media, a division of Penton Media, Inc. 2007. Natural Products Expo East New products buyers’ guide 2007: Sept. 26-29, 2007, Baltimore, Maryland USA. [Boulder, Colorado]. 38 p. 28 cm.

• **Summary:** New products are listed by category.

2846. Archer, D.W., Jaradat, A.A.; Johnson, J.M.-F.; Weyers, S.L.; Gesch, R.W.; Forcella, F.; Kludze, H.K. 2007. Crop productivity and economics during the transition to alternative cropping systems. *Agronomy Journal* 99:1538-47. *

2847. Hamilton, M. 2007. Organic edamame production. Center for environmental farming systems, North Carolina State Univ., Goldsboro. *

2848. Hofer, Michaela; Schweiger, Peter. 2007. Die

Bedeutung der Kulturpflanze Soja fuer die biologische Landwirtschaft on Oesterreich: Status quo, forschung and Entwicklungspotential [The importance of cultivated soybeans for organic farming in Austria]. Vienna. [Ger]*

2849. Blereau, Jude. 2007. Wholefood: heal–nourish–delight. Philadelphia, Pennsylvania: Running Press. 332 p. Illust. Index. 23 x 19 cm. [8 ref]

• **Summary:** This cookbook is not vegetarian. Vegan recipes are so labeled. One chapter, titled “Soy” (p. 92-110) is divided into two parts: Tofu and tempeh The index contains 18 entries for tofu, 14 for tempeh, 3 each for miso and tamari, 2 each for miso soup, soy beans, 2 and soy milk, and 1 each for soy flour, teriyaki marinade, and textured vegetable protein.

“Jude Blereau is a natural foods chef, food coach, and cooking teacher who has been involved with the organic and wholefoods industry for more than 15 years. She first became involved in the natural food industry while living in the U.S. in the late 1980s. In 1997, Jude co-founded The Earth Market, a much loved wholefood store and cafe; in Perth, Western Australia. Her focus is on helping people learn about good food-what it truly is, where to get it, how to use it-and to give them the tools and information to make healthy eating a part of their everyday lives. Blereau lives in Australia.” From publisher’s description. Address: Natural Foods Chef, Australia.

2850. Clark, Lisa Frances Ellen. 2007. Organic limited: the corporate rise and spectacular change in the Canadian and American organic food sectors. PhD thesis, Dep. of Political Science, Simon Fraser University, Burnaby campus, Canada. x + 278 p. Published as a book in 2009 in Ottawa, Canada by Library and Archives Canada. [495 ref]

• **Summary:** “This thesis examines the changing political economy of the organic food sector in Canada and the U.S. over the past twenty years.”

Contents: Abstract. Dedication. Acknowledgements. Table of Contents. List of Tables. List of Acronyms and Abbreviations.

Chapter: 1 Introduction: Why Study Organic Food? Major Themes. Research Design. Conclusion.

Chapter 2: A Clash of Values: The Organic Philosophy and the Corporate Approach to Organic Agriculture: The Roots of the Organic Philosophy. The Components of the Organic Philosophy. The ‘Corporate’ Approach to Organic Food Production. Conclusion.

Chapter 3: Business As Usual? Corporate Strategies in the Organic Food Sector. Introduction. Restructuring the Agro-food Sector: From Agriculture to Agribusiness. Conventional Corporate Strategies Applied to the Organic Sector, Implications of the Corporate Strategies for Substantive Elements of the Organic Philosophy. Conclusion.

Chapter 4: From Private To Public: Instituting

Organic Food Regulations into Public Policy Frameworks. Introduction. From Private to Public: the Changes in Organic Agriculture Policies. Institutionalizing Organic Food Regulations into National Policy Frameworks. Regulating Organic Agriculture at the Federal Level. Conclusion.

Chapter 5: Globalizing Organic Food: Regulating Organic in Regional and Global Trade Agreements. Introduction. The NAFTA and the WTO: Basic Principles of Trade Applicable to Organic Food and Agriculture. The Agreement on Technical Barriers to Trade and the Sanitary and Phyto-Sanitary Measures. International Authorities on Organic Agricultural Standards: The Codex, ISO and IFOAM. Conclusion.

Chapter 6: The Development and Transformation of the Early Organic Social Movement. Introduction. The Origins of the Organic Social Movement. The Organic Movement in Transition. Conclusion.

Chapter 7: New Actors, New Directions: The Contemporary Organic Movement as an Advocacy Network. Introduction. The Rise in Professional Organizations in the Organic Social Movement. Issue Linkage: The Anti-GMO and Organic Movement. Conclusion.

Chapter 8: Conclusions–Moving Beyond Organic? Contributions to Political Economy and Future Prospects for Social Resistance Against the Globalized Food System. Themes of the Changing Political Economy of the Organic Agriculture. Contributions to Studies in Political Economy. Social Resistance to Industrialized Agriculture.

Appendices:

Appendix 1: Time Line of Corporate Involvement in the Organic / Natural Food Sector 1984-2007.

Appendix 2: Top Ten Conventional Global Food Retailers: Investment in Organic Agro-Food.

Bibliography

Secondary Sources.

Primary Sources.

Other Primary Sources.

Personal Interviews (p. 278). Address: Burnaby, BC, Canada.

2851. El-Hage Scialabba, Nadia. 2007. Foreword. In: William Lockeretz, ed. 2007. Organic Farming: An International History. Oxfordshire, UK; Cambridge, Massachusetts: CAB International. xi + 282 p. See p. ix-xi.

• **Summary:** Some say it started thousands of years ago, when hunter-gatherers settled down and took up agriculture. “After all, farmers of the remote past certainly did not have to deal with synthetic chemicals! However, true organic agriculture is practised by intent, not by default; you do not automatically become organic simply because you never used prohibited chemicals anyway. This makes it clear that organic agriculture started much more recently. It is hard to specify exactly when, but early landmarks include the founding of biodynamic agriculture in the 1920s, the

emergence of a strongly organized movement in the UK in the 1940s and the promulgation of the first organic production standards in the 1960s.”

Organic agriculture is an “oasis,” “a vibrant and innovative movement for cultural and social development.” Address: Senior Officer (Environment and Sustainable Development), Food and Agriculture Organization of the United Nations (FAO).

2852. Lockeretz, William. ed. 2007. *Organic farming: An international history*. Oxfordshire, UK; Cambridge, Massachusetts: CAB International. xi + 282 p. Index. 24 cm.
• **Summary:** An outstanding book. Contains 16 chapters (after the List of contributors and Foreword) by various authors, in four parts.

I: Origins and principles.

1. What Explains the Rise of Organic Farming?, by W. Lockeretz.

2. The Origins of Organic Farming, by G. Vogt.

3. Organic Values, by M. Sligh and T. Cierpka.

4. The Science of Organic Farming, by D.H. Stinner

5. The Evolution of Organic Practice, by U. Niggli

II: Policies and markets.

6. The Development of Governmental Support for Organic Farming in Europe, by S. Padel and N. Lampkin.

7. The Organic Market, by J. Aschemann, U. Hamm, S. Naspetti and B. Zanoli

8. Development of Standards for Organic Farming, by O. Schmid

III: Organizations and Institutions.

9. IFOAM and the History of the International Organic Movement, by B. Geier.

10. The Soil Association [UK], by P. Conford and P. Holden.

11. Ecological Farmers Association and the Success of Swedish Organic Agriculture, by I. Kullander.

12. MAPO and the Argentinian Organic Movement, by D. Foguelman.

13. NASAA and Organic Agriculture in Australia, by E. Wynen and S. Fritz.

14. FiBL and Organic Research in Switzerland, by U. Niggli

15. The Organic Trade Association, K. DiMatteo and G. Gershuny.

IV: Challenges.

16. A Look Towards the Future, by B. Geier, I. Kullander, N. Lampkin, S. Padel, M. Sligh, U. Niggli, G. Vogt and W. Lockeretz.

The soybean is mentioned on pages 56 (“the conventional maize-soybean system”) and 221 (“soybean consignments have already been rejected for exceeding GMO limits”). “Organic soybeans” are mentioned on page 268.

Biodynamic agriculture (including Demeter) is

discussed throughout the book, starting on pages 6, 19-24. Ehrenfried Pfeiffer is mentioned on pages 22, 41, 43-45, 243. Jerome I. Rodale and the Rodale Institute are mentioned on pages 26, 31-33, 51, 56. Rudolf Steiner is mentioned on pages 19, 20, 23, 31, 41-44, 143, 153, 176, 203, 242.

Dedication: “In memory of Ben Stinner. His insightful intelligence, quick wit and engaging geniality delighted and inspired all who knew him.” Address: Friedman School of Nutrition Science and Policy, Tufts Univ., Boston [Medford], Massachusetts, USA.

2853. Lockeretz, W. 2007. What explains the rise of organic farming? In: William Lockeretz, ed. 2007. *Organic Farming: An International History*. Oxfordshire, UK; Cambridge, Massachusetts: CAB International. xi + 282 p. See p. 1-8. [17 ref]

• **Summary:** The number of organic farms was almost negligible until the 1980s; but today such farms number 623,000 with some 32.5 million ha managed organically (Willer and Yessefi 2006, chap. 5). Sales of organic products worldwide reached an estimated \$28 billion in 2004 (IFOAM 2006).

During this time, the organic farming industry has grown in stature and receives increased respect and serious interest from researchers, educators, and agricultural policy makers—a change that started in earnest only in the late 1970s.

At the first international scientific conference of the International Federation of Organic Agriculture Movements (IFOAM), held in Switzerland in 1977, a total of 25 presentations were given. Yet when this same conference returned to Switzerland in 2000, more than 500 presentations were given—a 20-fold increase.

Many European countries spend 6 million euros a year of public money on agricultural research.

In 1971 Earl Butz, Secretary of USA, famously declared, “before we go back to an organic agriculture in this country, somebody must decide which 50 million Americans we are going to let starve or go hungry” (Butz 1971). Yet in 1980 the USDA (headed by Bob Bergland) issued a comprehensive report that enthusiastically endorsed organic agriculture. *Report and Recommendations on Organic Farming* became “one of the most widely requested reports in USDA’s history. It had a startling impact, not just because of what it said, but also because of who was saying it.” Organic agriculture dealt directly with such basic problems as energy shortages, declining soil productivity and fertility, soil erosion, chemical residues in foods, and environmental pollution.

Today the organic agriculture movement has spread to almost every country of the world, including developing countries.

A new concern is that the newcomers to organic farming are in it primarily for the money or subsidies. Address: Prof.,

Friedman School of Nutrition Science and Policy, Tufts Univ., 150 Harrison Ave., Boston, Massachusetts 02111.

2854. Sligh, M.; Cierpka, T. 2007. Organic values. In: William Lockeretz, ed. 2007. *Organic Farming: An International History*. Oxfordshire, UK; Cambridge, Massachusetts: CAB International. xi + 282 p. See p. 30-39. [16* ref]

• **Summary:** Contents: The organic alternative to industrialized agriculture. The diverse sources of values (Albert Howard and Eve Balfour in the UK, Jerome I. Rodale in the USA, and Rudolf Steiner in Germany. Also traditional farmers and peasants worldwide). “Paul Keene, who in 1946 founded Walnut Acres, the oldest US mail order organic foods company.” He was inspired by Mahatma Gandhi in India. The breadth of values in organic agriculture’s formative years and later. Organic values and integrity in the face of increasing trade. Key elements of organic integrity: Environmental stewardship, accountability and fairness. Address: Director of Just Foods, RAFI-USA, PO Box 640, Pittsboro, North Carolina 27312 USA; 2. Director of Member Relations and Human Resources, International Federation of Organic Agriculture Movements, Charles-de-Gaulle-Str. 5, 53113 Bonn, Germany.

2855. *The Source: the untold story of Father Yod, Ya Ho Wa 13 and the Source Family*. 2007. Process. *

2856. Vogt, Gunter. 2007. The origins of organic farming. In: William Lockeretz, ed. 2007. *Organic Farming: An International History*. Oxfordshire, UK; Cambridge, Massachusetts: CAB International. xi + 282 p. See p. 9-29. [54 ref]

• **Summary:** An extremely interesting chapter. Contents: Introduction. Context of the origins: crisis in agriculture and agricultural science, emergence of biologically oriented agricultural sciences, life reform (*Lebensreform*) and health reform movements (in Germany, starting in the late 1800s), farming cultures in the Far East (East Asia). Natural agriculture and its successors in the German-speaking world: Concepts of organic agriculture, organization and pioneers (starting in 1927/28), further development; natural, biological and ecological agriculture, organic-biological agriculture. Biodynamic agriculture (Rudolf Steiner, starting in 1924), biodynamic concepts, biodynamic pioneers and their activities, organizations and activities, biodynamic agriculture during the Third Reich (a collaboration based on compromises was gradually worked out), after World War II.

Organic farming in the English-speaking world (roots go back to agricultural scientist Albert Howard {1873-1947} and to physician Robert McCarrison {1876-1960}): Beginnings in India, organic farming in the UK (incl. Eve Balfour, The Soil Association, the journal *Mother Earth*), organic farming in the USA (incl. The Dust Bowl, The

Friends of the Land, Edward H. Faulkner, Louis Bromfield, Paul Sears, Aldo Leopold, and the first head of USDA’s Soil Conservation Service, Hugh H. Bennett, Jerome I. Rodale and his book *Pay Dirt* {1945}, Selman A. Waksman). Address: Friedrich-Naumann-Str. 91, 76187 Karlsruhe, Germany.

2857. Ness, Carol. 2008. House organic crowned top tofu: Taster’s choice. *San Francisco Chronicle*. Jan. 23. p. F2.

• **Summary:** For tasting they chose 15 brands of firm tofu, served plain. The ranking was: House organic 79 (\$2.49 for 14 oz at Andronico’s). House 74 (non-organic, \$1.69 for 14 oz). Soy Deli organic 73 (\$1.99 for 12 oz). Whole Foods 385 67 (\$0.99 for 14 oz), Azumaya 66 (\$1.79 for 14 oz). Trader Joe’s organic 64. Wo Chong 57. White Wave 55. Soy Fresh 40. Golden Gate 38. Soga (extra firm [made by Pulmuone]) 38. Mori Nu (box, silken) 36. Nasoya 21. Wildwood 20. Small Planet 2. Address: Chronicle staff writer.

2858. Pollan, Michael. 2008. In defense of food: An eater’s manifesto. New York, NY: Penguin Press. 244 p. Index. 22 cm. *

• **Summary:** On the cover is a head of lettuce with a narrow yellow band around it, on which is written: “Eat food, not too much, mostly plants.”

Contents: Introduction. Part I: The age of nutritionism. From foods to nutrients. Nutritionism defined. Nutritionism comes to market. Food science’s golden age. The melting of the lipid hypothesis. Eat right, get fatter. Beyond the pleasure principle. The proof in the low-fat pudding. Bad science. Nutritionism’s children.

Part II: The Western diet and the diseases of civilization. The Aborigine in all of us. The elephant in the room. The industrialization of eating: what we do know: From whole foods to refined, from complexity to simplicity, from quality to quantity, from leaves to seeds, from food culture to food science. Part III: Getting over nutritionism. Escape from the Western diet. Eat food: food defined. Mostly plants: what to eat. Not too much: how to eat. Address: Prof. of Journalism, Univ. of California, Berkeley, California.

2859. Pignataro, Anthony. 2008. In the name of the ‘father’: Celebrity nutritionist and health food seller Patricia Bragg isn’t an easy person to pin down. Here’s what we found when we tried to find out exactly who she is and what she intends to do with all that Waiehu land she owns. *Maui Time Weekly*. Feb. 28. Cover story.

• **Summary:** A very interesting 3-part article with much new information about Patricia Pendleton Bragg. In 2002 Patricia Bragg paid \$1.1 million for 553 acres of farmland and 40,000 macadamia nut trees in Waiehu, a place on the northern coast of Maui. She is a self-proclaimed “Health Crusader.”

“Yet one of her oldest friends has described her as a

'mystery,' and there's considerable truth in that. Bragg is a complex personality, capable of both selfless generosity and relentless self-promotion. She constantly invokes the name of her 'father,' the late nutritionist Paul Bragg, yet clams up when talk turns to her actual biological parents. She'll drop the names of her friends at the drop of her bright pink hat—Tom Selleck, Clint Eastwood, Jack LaLane—but insists she's not a 'Hollywood celebrity.' Bragg Health Foundation donates money to a surprising spectrum of charities: groups opposed to genetically modified foods on one hand, fundamentalist Christian ministries on the other."

Patricia repeatedly refers to Paul Bragg as "my dad." She did so at least a dozen times during the course of this interview. However: "According to her California birth certificate, she was born Patricia Pendleton at Oakland's Peralta Hospital. Her birth took place at 1:57 a.m. on April 29, 1929, and her biological parents were Harry C. and Nettie Pendleton."

"Patricia's use of the Bragg name comes from her marriage to Robert E. Bragg, a chiropractor and son of Paul Bragg. That makes Paul Bragg Patricia's father-in-law."

When the writer asked Patricia about this contradiction, she replied that Paul Bragg had legally adopted her. She repeated for emphasis: "Yes. He legally adopted me."

"While certainly possible—adult adoptions are legal in California—*Maui Time* could find no public record of it having taken place. When I asked Patricia when the adoption occurred, she said simply, 'Years and years ago. My private life is my private life.'

"This became a nearly constant refrain. 'You don't need to go into that,' she'd lecture me whenever I asked about her biological parents. 'I'm not a Hollywood celebrity.'"

Patricia is also president of the Bragg Health Foundation, a non-profit foundation based in Santa Barbara, California. Its website is www.bragghealthfoundation.org. The foundation contributes money to worthy causes.

Note: On the homepage of the Bragg foundation website is a color photo of "Patricia Bragg, N.D., Ph.D., World Health Crusader." The text begins: "Dear Health Friends: The Bragg Health Foundation is a living legacy dedicated to my father's life of promoting optimal health and wellness worldwide. My father, Paul C. Bragg, N.D., Ph.D. dedicated his life to spreading the gospel of good health, happiness and love everywhere he went on his world travels."

"Bill Galt, who founded the Good Earth Restaurant chain in 1976, credits a Paul Bragg lecture with transforming his life from 'the junk food junkie of the world' to being a healthy eater." Address: News editor, Maui Times.

2860. Shurtleff, William; Aoyagi, Akiko. 2008. *Le livre du tofu: La source de protéines de l'avenir—dès maintenant!* [The book of tofu: Protein source of the future—now! Translated from the English by Nathalie Tremblay]. Varennes, Quebec, Canada: Éditions AdA Inc. 430 p. Illust.

by Akiko Aoyagi. Index. Feb. 28 cm. [53 ref. Fre]

• **Summary:** Contents: Preface. Acknowledgments. Part I. Tofu: Food for mankind. 1. Protein East and West. 2. Tofu as a food. 3. Getting started. Our favorite tofu recipes (lists about 80 recipe names for each of the different types of tofu, plus soymilk, yuba, whole soybeans, gô, okara, and curds; very favorites that are also quick and easy to prepare are preceded by an asterisk).

Part II. Cooking with tofu: Recipes from East and West (500 recipes). 4. Soybeans: History, cooking with whole dry soybeans, roasted soybeans (*iri-mame*), fresh green soybeans (*edamame*), kinako (roasted full-fat soy flour), soybean sprouts (*daizu no moyashi*), natto (sticky fermented whole soybeans, with "gossamer threads"), tempeh (fermented soybean cakes), Hamanatto and Daitokuji natto (raisin-like natto), modern western soybean foods (natural soy flour [full-fat], soy granules, defatted soy flour and grits, soy protein concentrates, soy protein isolates, spun protein fibers, textured vegetable protein (TVP), soy oil products). 5. Gô (*purée de fèves de soya fraîches*; a thick white puree of well-soaked uncooked soybeans). 6. Okara or Uohana. 7. Curds and whey (*Caillé et petit-lait*). 8. Tofu (includes history, and preparatory techniques: Parboiling, draining, pressing {towel and fridge method, slanting press method, sliced tofu method}, squeezing, scrambling, reshaping, crumbling, grinding).

9. Deep-fried tofu (*Tofu frit*): Thick agé or nama agé (*Agé épais {côtelettes de tofu frit}*), ganmo or ganmodoki (*burgers de tofu frit*; incl. *hiryozu / hirosu*), agé or aburagé (*pochettes de tofu frit*; incl. "Smoked tofu," p. 197). 10. Soymilk (*Lait de soya*). 11. Silken tofu (Kinugoshi ou tofu soyeux) ("*Kinu* means 'silk'; *kosu* means 'to strain'; well named, kinugoshi tofu has a texture so smooth that it seems to have been strained through silk"). 12. Grilled tofu (*Tofu grillé*). 13. Frozen and dried-frozen tofu (*Tofu surgelé et tofu surgelé sèche*). 14. Yuba (incl. many meat alternatives such as Yuba mock broiled eels, Buddha's chicken, Buddha's ham, sausage). 15. Tofu and yuba in China, Taiwan, and Korea (incl. Savory tofu {*wu-hsiang kan*}; see p. 258 for illustrations of many meat alternatives, incl. Buddha's fish, chicken, drumsticks, and duck, plus vegetarian liver and tripe, molded pig's head, and molded ham). 16. Special tofu (*Tofu particuliers*).

Part III—Japanese farmhouse tofu: Making tofu for more and more people. 17. The quest. 18. Making community tofu. 19. The traditional craftsman. 20. Making tofu in the traditional way. Appendices: A. Tofu restaurants in Japan (many are vegetarian). B. Tofu shops in the West (Directory of 43 shops in the USA, in Europe {Germany 11, Austria 1, Belgium 2, Denmark 1, Finland 1, France 6, Ireland 1, Italy 3, Netherlands 4, Portugal 1, Spain 6, Switzerland 4, UK 9, Wales 1}, and 3 in Latin America {Brazil, Colombia, El Salvador, Guatemala, Mexico}). C. People and institutions connected with tofu. D. Table of equivalents. Bibliography.

Glossary. Index. About the authors (autobiographical sketches; a photo shows Shurtleff and Aoyagi, and gives their address as New-Age Foods Study Center, 278-28 Higashi Oizumi, Nerima-ku, Tokyo, Japan 177). Sending tofu in the four directions.

pudding recipes include: Rice pudding with gô and apple (p. 76, incl. 2 cups soymilk). Tofu chawan-mushi (p. 147; Steamed egg-vegetable custard with tofu). Tofu fruit whips (p. 148). Tofu rice pudding (p. 150, incl. 1 cup soymilk). Tofu custard pudding (p. 152). Soymilk custard pudding (p. 208). Brown rice pudding (p. 208, with 2 cups soymilk). Soymilk chawan-mushi (p. 209). Chawan-mushi with yuba (p. 249).

Dessert recipes include: Tofu whipped cream or yogurt (p. 148; resembles a pudding or parfait). Tofu ice cream (p. 149, with chilled tofu, honey, vanilla extract and salt). Banana-tofu milkshake (p. 149). Tofu cream cheese dessert balls (p. 149). Tofu icing (for cake, p. 149). Tofu cheesecake (p. 150). Tofu-pineapple sherbet (p. 151). Also: Soymilk yogurt (cultured, p. 205). Healthy banana milkshake (p. 206). On p. 160 is a recipe for “Mock tuna salad with deep fried tofu.”

Note. This is the earliest French-language document seen (Sept. 2013) that mentions soy cream cheese (p. 125), which it calls *Fromage à la crème au tofu*. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549 USA. Phone: 925-283-2991.

2861. Hain Celestial Group, Inc. (The). 2008. Annual report 2007. Melville, New York. 8 + 69 + 3 p. April. 28 cm.
 • **Summary:** Net sales for the year ended 30 June 2007 were \$900.4 million, up 21.9% from 2006. Net income in 2007 was \$47.5 million, up 22.1% from 2006.

Acquisitions and divestitures: On 8 Dec. 2006 Hain acquired Haldane Foods Ltd., a UK-based producer of meat-free food and non-dairy beverage products, from the Archer Daniels Midland Co. (ADM). Haldane’s brands include Realeat frozen foods, Granose, Direct Foods and Realeat dry mixes, and Granose non-dairy beverages. Price: About \$10.1 million.

On 11 Jan. 2007 Hain acquired Avalon Organics, a leader in body care, for approximately \$126.1 million in cash. This includes the brands Avalon Organics, Alba Botanica, and Alba Organics. On 7 Dec. 2007 Hain acquired Tender Care International, Inc., a marketer and distributor of chlorine-free and gel-free natural diapers and baby wipes under the Tender Care and Tushies brand names for \$3.9 million in cash (see 2008 Annual Report, p. 37).

Most of the report is Form 10-K/A. A table of the company’s common stock prices, as listed on the NASDAQ Global Select Market under the ticker symbol Hain, shows the highs for FY 2006 ranged from \$20.59 to \$27.94. The highs for FY 2008 ranged from \$32.33 to a record high of \$35.14.

Page F-2: “On June 15, 2007, we announced that the company had received an informal inquiry from the SEC [Security and Exchange Commission] concerning the company’s stock option granting practices and the related accounting and disclosures.” An independent investigation was conducted. The numerous problems found in the dating and documentation of stock options are discussed. For example: “Approximately one-third of all options granted were priced at quarterly or annual lows.” “Some grant dates in earlier periods appear to have been selected in hindsight.” Tables on page F-8 and F-9 show that the above problems resulted in \$6.5 million of additional income taxes and a total loss to the company of \$11.7 million. For example, net income for FY 2006, previously reported as \$37.067 million, is now restated as \$36.367 million, a decrease of about 1.9%.

Accompanying the annual report is a “Notice of Annual Meeting of Stockholders and Proxy Statement” (34 p.). Irwin Simon, the founder and CEO, age 49, had the following annual compensation: Salary: \$1.25 million. Total compensation: \$3.851 million. Address: 58 South Service Road, Melville, New York 11747-2342. Phone: 631-730-2200.

2862. Nordquist, Ted. 2008. (1) The increasing difficulty of sourcing organic, non-GE, clear hilum soybeans for making soymilk, etc. (2) SunOpta: Their role in the U.S. soymilk market. (3) Stremick’s Heritage Foods (Interview). *SoyaScan Notes*. June 27. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** (1) Organic, non-GE, clear-hilum soybeans now constitute only 0.03% of total U.S. soybean acreage. 96% of that acreage is genetically engineered. For details see Rhonda Cole’s 2008 PowerPoint presentation. She says (slide 10) that organic soybean production in the USA in 2005 (according to USDA Economic Research Service data) is 122,217 acres. At 40 bu/acre that is 4.9 million acres or 133,000 metric tons. A major problem is contamination of soybeans from genetically engineered crops. When that happens, farmers must sell their soybeans at a low price for use as feed. Then they switch to other soybean varieties that give higher yields than clear hilum; they sell these organic, non-GE soybeans for organic feed. The grower knows that Ted will check the soybeans to be sure they meet non-GE standards, whereas Ted believes that companies buying the soybeans for use as feed rarely check. These developments have not led to an increase of the organic, non-GE, clear hilum soybeans that Ted buys because he has a long-term special relationship with a farmer who supplies the soybeans. A year ago, from most suppliers (not including Ted’s) the price for such soybeans was 39-42 cents/pound; now it is more like 62-70 cents a pound. This gives Ted a price advantage over his competitors, but it won’t go on forever.

Ted is in the process of putting together a nationwide private label soymilk program with Heritage Foods, which

recently bought the Jasper soymilk plant in Missouri. At this plant they formulate the soymilk and package it into plastic half-gallon bottles, UHT (=ESL) half-gallon cartons, and Tetra-Pak aseptic packaging machines. UHT (ultra-high temperature) is held at 185°F for 1-2 seconds.

(2) By far the biggest soymilk manufacturer in the USA is Dean Foods / Suiza. They have about 8 soymilk plants and they used to have about 80-85% of the U.S. market, but Ted thinks they have lost market share to private label soymilk, so they may now be down to roughly 65-70%. SunOpta is also a major producer; they took away the Costco soymilk account from Dean / Suiza. To service this account, SunOpta could have reopened their Wyoming plant (Ted is not sure). Costco, the largest membership warehouse club chain in the world based on sales volume, is headquartered in Issaquah, Washington, with its largest warehouse in nearby Seattle. SunOpta has soymilk extraction plants in Alexandria, Minnesota; Huevelton, New York (the plant in upstate New York they bought from Raj Gupta), and Afton, Wyoming. They have plans to build a soymilk extraction plant in Modesto, California (near Ted's plant) but that plant will probably not start operating for 18-24 months. They have already started to pay rent on the building in order to start getting their permits, waiting for stainless steel machinery, etc.

SunOpta temporarily shut down its plant in Afton, Wyoming, Ted's company took the Bolthouse Farms account, for soybase, away from SunOpta. Bolthouse, headquartered in the San Joaquin Valley, California, makes a line of healthy beverages including "Perfectly Protein Vanilla Chai Tea with Soy Protein"—sold at Walgreens and Whole Foods. (3) Heritage Foods (recently renamed Stremick's Heritage Foods) is a big dairy milk, beverage, and juice company that has been around the dairy milk market for a long, long time. Note: The Heritage website states that they are Nestle's largest distributor in the Western United States. "The early stages of development were begun in 1988 when our President and CEO, Lou Stremick, purchased Carnation dairy in Los Angeles and changed the name to Main St. In 1990, Lou and a group of investors purchased Adohr Farms and merged both Main St. and Adohr together. Adohr Farms was founded in 1916 by Merritt and Rhoda (backwards, that's Adohr) Adamson, and became the worlds largest milk producer. After a rich history including Spanish land grants, a battle to overcome the Great Depression, and more than two decades of ownership by Southland Corporation, Adohr Farms was ready for a new vision and new direction."

Lou's son is Sam Stremick (he does all the organic products) and Ted works with both men. They have many plants that process and fill fluid products, for other people and under their own brands.

Heritage owned half of the Adohr plant in Cedar City, Utah. When Steve Demos left Ted at Morningstar (in Gustine, California) and started having SunRich make his

Silk soybase, it was co-packed [cooperatively packed] at this Adohr plant. So SunRich sent tankers of soybase to the Adohr plant, where it was processed, formulated, and packaged. SunRich was making more and more Silk soymilk for Steve Demos (White Wave), so they decided to save Steve money by building a new plant for making / extracting soybase in Wyoming, which was much nearer to the Adohr plant in Utah. Why SunRich built the plant in Wyoming and not in Utah, Ted does not know. The story is that, without telling SunRich, Steve Demos purchased a APV-Crepaco soybase plant and built it right next to the Adohr plant in Utah. When he started piping soybase into the Adohr plant next door, he just stopped ordering from SunRich—which must have upset them greatly. Steve also has created a lot of bad karma with Richard Rose (on soy cheese) and with Ted (on soybase; Steve didn't pay Ted \$320,000 for 8 months, until Ted took him to court), but he may not have done anything illegal. "Steve is a very shrewd businessman."

Back to Heritage Foods. At Gustine, Ted was working with Neil Donovan, the man who invented Lactaid. Neil was making Lactaid at the Gustine plant and distributing it through Suiza. Neil and Ted designed cartons for WholeSoy Soymilk, which they planned to piggy-back with Lactaid through Suiza. All they needed was for Suiza to sign off on it, when Tony O'Brien from Suiza in Dallas, Texas, called Ted and said he was going to make his own soymilk (SunSoy) so he didn't need Ted. Apparently a man named Loren Wallace from Good Karma Foods went to Dallas and convinced Suiza that they didn't need Ted Nordquist and his soybase; they could buy soy powder from him, and make their soymilk from the powder. That's what they did—and named it SunSoy. After several years Steve Demos (White Wave) had 84% of the soymilk market and SunSoy had 14%. When Ted and Neil got dumped by Suiza, Neil knew Sam Stremick, so they both went to him and asked him if he could package their soymilk at the Stremick packing plant in Santa Ana. He said he could not, and Ted thinks this was because Sam was half owner of the Adohr plant where they were packing Silk. Sam has since purchased the Adohr plant and renamed it Western Quality Foods. Today, Ted has a private label soymilk program with Heritage Foods which started about 5 years ago, as soon as Ted started operating his own soybase plant in Modesto. Ted ships soybase (12% solids) from his plant in Modesto to the Adohr plant in Utah. There it is processed, formulated, filled, and packaged. "Processing" means the soybase is blended (at a certain temperature) with the other ingredients (water, sugar, tricalcium phosphate, a flavor, and some carrageenan) according to a proprietary formula, then the soymilk (6% solids) it is pasteurized or ultra-heat treated, homogenized, and filled into packages. The same process is also used for dairy milk. Western Quality Foods (Heritage Foods) then sells the soymilk. Ted knows what all the private labels (presently four) look like and which companies buy the product, but he does not know

how much soymilk is sold to what companies.

Today White Wave has roughly 7-8 extraction plants where soybase is extracted from soybeans. Address: WholeSoy & Co., 49 Stevenson St., Suite 1075, San Francisco, California 94105-2975; 660 Vischer Ct., Sonoma, CA 95476. Phone: 415-495-2870.

2863. Bakkum, Leila. 2008. Update on Barry Evans and American Miso Co. (Interview). *SoyaScan Notes*. July 1. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Barry Evans has moved to China and is now living and traveling there and in Thailand. He is traveling throughout the country, visiting existing suppliers, trying to find new ones, and working to be able to go direct, to eliminate middle-men. He seems to be having the best time of his life.

American Miso Co., Inc. (Rutherfordton, North Carolina) will soon be celebrating its 30th anniversary. Greg Gonzales, a former miso maker, has moved on, and Joe Kato is now the main miso maker.

Update: e-mail from Barry Evans. 2008. July 2. "I have had the most interesting, most exciting three years of my life here in Asia. I don't know why I didn't leave the US long ago!" He has found the top expert on Thai massage and has had over 100 two-hour superb treatments from her at \$6/hour. He has also become an expert on and grown to love Thai cuisine.

"Thai people don't like to leave Thailand because they can't get real Thai food abroad and they never really like other cuisines very much. Now I know why."

"I have had a chance to travel widely through much of East Asia in search of the best sources of organic food and I can state unequivocally that in my own experience the Chinese especially are quite conscientious in their devotion to organic standards and have a keenly developed ecological consciousness." Address: Great Eastern Sun Trading Co., 92 Macintosh Rd., Asheville / Enka, North Carolina 28806. Phone: 828-665-7790.

2864. Macdonald, Bruce S. 2008. Re: History of Green Mountain Grainery natural food store in Boulder, Colorado. Letter (e-mail) to William Shurtleff at Soyinfo Center, July 3. 1 p.

• **Summary:** "The Green Mountain Grainery, the very first natural food store in Colorado, was opened sometime in 1967 by George Slavin and Zev Rosenberg. I purchased it in 1971 by trading my shampoo company (The Natural Living Company—Sesame Shampoo and Sesame Lotion) for the shares of Green Mountain Grainery. Over the years we added a wholesale company (Green Mountain Commodities), a granola manufacturing company (Earlybird Granola), and two additional stores in Denver.

"The original Green Mountain Grainery was always a grocery store dating to the 1870's. It was located at the foot

of the Flatirons and the street address was 925 Arapahoe Ave., Boulder, CO. It was condemned by the city of Boulder in 1979 as an eminent domain ostensibly because we were in a 100 year flood plain. The city later build a new library on the site which included the condemnation of 7 businesses and 4 residences adjacent to the Grainery."

Bruce adds in phone call on July 3. Many people in the natural foods movement today don't realize that that movement actually started as a macrobiotic foods movement, with Erewhon being the pioneering company and retailer, starting in April 1966. Also, the word "Grainery" is also often misspelled "Granary." Address: Founder and president, Natural Import Company, 9 Reed Street, Biltmore Village, North Carolina 28803. Phone: 828-277-8870 or 1-800-324-1878.

2865. Macdonald, Bruce S. 2008. Re: History of Cliffrose, Green Mountain Commodities, Mountain Rose, and Green Mountain Grainery in Colorado. Letter (e-mail) to William Shurtleff at Soyinfo Center, July 28. 1 p.

• **Summary:** "Mountain Rose was the name chosen when Green Mountain Commodities and Cliffrose merged. Cliffrose was started in the early 1970s by Lyman White and his wife (whose name escapes me). At one point we distributed by semi to 12 western states. The merger broke up after about 6 months when the very large debts of the former Cliffrose became evident. Lyman went bankrupt about 3 months after I left the company.

"Green Mountain Commodities was the wholesale arm of Green Mountain Grainery. I started it in Boulder I think late 1973 or early 1974. We were competing with Cliffrose so it seemed at the time (around 1978) appropriate to combine our interests. I later found out he had been losing money by the bucketful and was deeply in debt. In those days I didn't know about "due diligence." One debt I remember was \$150,000 to Arrowhead Mills, a princely sum in the 1970s. There were many others..."

"Lyman was not macrobiotic. He was a gutsy entrepreneur, albeit a dishonest one." Address: Founder and president, Natural Import Company, 9 Reed Street, Biltmore Village, North Carolina 28803. Phone: 828-277-8870 or 1-800-324-1878.

2866. Potvin, Yves. 2008. The basic business model of Garden Protein International, Inc. (GPI) (Interview). *SoyaScan Notes*. Oct. 7. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** GPI's main product is Gardein (TM, pronounced gar-DEEN, a word derived from Garden + protein). In his previous business, Yves Veggie Cuisine, Yves was a retail brand manufacturer. He manufactured everything he sold, and built a brand. Then he realized in 1998, when he developed this new proprietary process, Gardein, that he is now an ingredient manufacturer. That was one reason he sold

his former business, but also because his present business is very capital intensive, so he needed more money to get it started.

Many different formulas / recipes are used to make Gardein; its both an art and a science—and constantly evolving with new R&D. All the formulas have much in common (all are meatless. The main ingredients are wheat gluten and soy protein), but each one is different—and thus custom designed—to suit each individual product application. Yves works closely with a chef (and he is also a trained chef with many years of experience) to develop the best possible formula for each application. The product behaves differently with different sauces (when its a low pH sauce they must start with a softer product. The protein in Gardein reacts to a dairy-based sauce much differently from the way it reacts to a tomato sauce). They have recently started to add new grain ingredients such as quinoa, kamut, amaranth, etc. to give new and interesting textures, and to increase the percentage of grain in the product. In Canada Gardein must be fortified to makes its nutritional value equal to or better than that of the meat product it is designed to replace; this is not required in the USA. The strips that they make for Trader Joe's are simply the raw material (plain Gardein), whereas the Chick'n Breasts they make for Costco are carefully formulated and formed to make a second generation product. GPI has no list of all the different types of Gardein. Rather, each company tells GPI the application, and GPI develops Gardein specifically for that product; no two are the same.

Gardein is always sold in a moist form (62-65% moisture, very much like that of meat)—never dry.

GPI sells Gardein either refrigerated or frozen—to keep it fresh. Any product sold refrigerated must be pasteurized first, which creates a whole new manufacturing cycle. Gardein is still much more difficult to process and handle than meat—for example. Most retailers buy it refrigerated, but most of the bulk product (shipped overseas or to foodservice) is sold frozen as to Cysco, Kellogg, Loblaw.

In 2005, after two years of solely R&D, Yves started to sell Gardein; his first customer was the Kellogg Co., which was already selling a line of meat alternatives under their Morningstar Farms brand. This began even before sales in bulk to foodservice.

Yves' basic strategy is to sell the ingredient (Gardein) to food product manufacturers, but they are required by a license agreement to put the Gardein logo on the label. The agreement specifies very precisely the size and location of the logo, how the ingredients are to be listed, etc. and the fact that the buyer cannot mix Gardein with meat.

But GPI also sells Gardein in four other ways: (2) Private label, as when they sell to Kellogg's, Loblaw's, President's Choice or Trader Joe's. Each of these customers also signs a licensing agreement. GPI and the customer work together to design and name the product and ingredients. Many private label customers (such as Kellogg and Trader

Joe's) design their own package / label—but this can be frustrating sometimes, as when Yves can see that a poor package design will hurt sales of the product. The customer then sends its packages to GPI in Vancouver (actually in Richmond, BC, a suburb of Vancouver) where GPI packages its product.

(3) Control label, as for very large customers such as Costco, under the name Garden Goodness. The Gardein logo appears prominently on both the front (lower right corner) and the back (bottom center) of the attractive box. GPI owns the brand "Garden Goodness." Costco asks GPI to develop the product and to design the package; Costco has to approve of both, but they do not get involved in the details. Costco is happy because no other company has that Garden Goodness brand, and GPI is happy because it is their own label and their Gardein brand prominently displayed. "It is a win-win situation." Presently GPI makes only one SKU for Costco—"6 Veggie Chick'n Breasts," but they are about to launch several new items with Costco. GPI has already made the presentation and Costco liked the ideas.

(4) Under its own label, using the "It's All Good" brand. Initially Yves had no intention of going back into the retail business, because its very painful. But as he was trying to work with his previous company (Yves Veggie Cuisine), they kept saying it was too complicated, etc. So he realized he could use his own brand to do basic R&D. For example, in Canada he has tried selling "Its All Good in the meat section, the deli section, and the produce section of food stores. From this experiment, he has learned where it sells best, and he can share this valuable information with his customers that buy Gardein. He has also learned which product types and names sell best, what's the price point, etc. And he gets lots of consumer feedback about those products. Customers such as Trader Joe's, Costco, and Safeway in Canada always want the best seller in the It's All Good" line. Yves always changes the product name slightly, as from "Tuscan Tomato" to "Basil Tomato." A new product Yves is developing to sell under his own label is a stuffed product (like a stuffed chicken), which is Gardein stuffed with black beans (frijoles) and corn; the package has a tomato sauce inside. GPI uses a broker (who is paid 5%) to get these products into the retail market. In addition, GPI has its own sales force (1 person each in Ohio, New Jersey, and Toronto, and 3 in Vancouver). One guy is responsible for private label, one for the club business, etc. Next Wednesday they will make a presentation at Safeway headquarters; GPI wants to launch the "It's All Good" line with Safeway in the U.S. The week after that they go to Kroger headquarters, then the next week to Publics. Yves attends the most important presentations, which causes him to travel a lot.

Yves is also in the process of raising some money to finance that growth; he projects sales to double in the next 24 months. Currently Yves owns all the shares in GPI Inc. He's basically looking for one venture capitalist who will invest

about \$1 million in exchange for 10% of the business—just enough to go to the next level. He hopes to find a person who understands his vision and wants to be part of the journey. Yves believes this can be a \$1 billion company.

Yves believes that he GPI must be strong in its own backyard before it tries to conquer the world. So his initial focus has been on Vancouver, British Columbia, and Canada (with 30 million population). His products are all over Canada, with 80% distribution. “But the big market for us is really the U.S.” Right now, about 40-50% of his sales are in the USA and 10% in the UK, but in 1-2 years he expects that figure to rise to 70%.

GPI presently has two manufacturing sites in Vancouver, located 5 minutes apart; the second facility is leased, 20,000 square feet, and houses all the sales and marketing. One is the distribution center where all products are shipped fresh, refrigerated. The other site makes products that are sold frozen. As soon as every batch of product is made, it is frozen to keep it fresh. Within the next 2-3 years Yves expects to have one plant in the USA and one in Europe, then one in Asia within 5 years. The product has tremendous global potential. Yves is fortunate to have already started one business, and to have already had so much business experience. This makes the growth go much faster, but it is still painful—yet he wouldn’t want to be doing anything else. Yves is married and has two kids. He feels that raising a family and growing a business are quite similar.

(3) GPI sells Gardein (as an ingredient, frozen, by the container) to a customer, such as Tesco or Grassington’s Food Co. in the UK, which has the product developed and produced, and packaged. Of course they also sign GPI’s licensing agreement as described above. In this case the Gardein logo and text must appear in the lower right corner of the front panel: “Made with Gardein(TM). Farm grown protein.” UK customers have (so far) asked for GPI’s opinion on their package design, and GPI always gives an honest opinion. A new brand in the UK will be “Pick of the Crop.”

(4) Food Service Products started with Whole Foods Market in Los Angeles, California, but are now sold to delis, restaurants, schools, catering companies, cafeterias, hospitals, etc. and go mostly through a distributor (such as CANA, UNFI, or Cysco Corp.), unless a company has large enough volume to go direct. GPI’s main foodservice customer at present is Whole Foods, which sells Gardein in their deli and displays the Gardein logo prominently on the deli case. When a product is sold to foodservice, GPI realizes that this product will be served in a wide variety of ways (salads, sandwiches, fajitas, in a sauce, etc.), so it must be designed with that flexibility in mind. Moreover, the product must keep its good texture and flavor whether it is eaten hot or cold. As of Oct. 2008 the following products were available to food service: Chicken Cubes, Chicken Strips, Beef Strips, Chicken Breasts (nonbreaded), Beef Burger, Chicken fillets (non-breaded or breaded), and a seasonal

Stuffed Turkey.

2867. Edge, John T. 2008. Kentucky bloodlines in a new soy sauce. *New York Times*. Oct. 22. p. D3.

• **Summary:** Matt Jamie is making artisanal shoyu in Louisville, Kentucky. In 2003, while thinking about career opportunities, he realized that nobody in the USA was making “small batch soy sauce.” He buys local soybeans that are not genetically engineered, uses limestone filtered water from a nearby spring, and ages his soy sauce in old whiskey barrels, purchased from two distilleries. Its shoyu with an “impeccable Kentucky pedigree.”

In August 2008 his first batch of Bluegrass Soy Sauce hit the market—\$5 for a five-ounce bottle. A photo shows Matt Jamie holding a bottle of his soy sauce.

Note: As of March 2011 Bluegrass Soy Sauce is sold at Whole Foods. The URL is www.bourbonbarrelfoods.com. A video on the website shows Matt, his shop and his process.

2868. **Product Name:** SoyButter (Soynut Butter) (Smooth, or Crunchy).

Manufacturer’s Name: Hilton Soy Foods.

Manufacturer’s Address: Staffa, Ontario, Canada. Phone: 734-973-0778.

Date of Introduction: 2008 October.

Ingredients: Non-GMO toasted soy, soy oil, granulated cane sugar, monoglyceride (from vegetable oil), sea salt.

Wt/Vol., Packaging, Price: 20 kg bag in box, 20 kg pail, 500 lb drums, 2,400 lb bulk totes.

How Stored: Store in a cool, dry, dark place.

New Product—Documentation: Mailing sent by David Singsank, Hilton Soy Foods, 2863 Quail Hollow Ct., Ann Arbor, Michigan 48108. 2009. March 19. Contains a cover letter, 2 undated news releases, a glossy sell sheet (titled “SoyButter: You won’t believe its NOT peanut butter”), and a new product announcement. Website: www.soybutter.com.

Soyinfo Center taste test: Very nice. Tastes a lot like peanut butter, but quite a bit sweeter.

E-mail from David Singsank. 2009. March 20. The company deliberately decided not to call this “Soynut Butter” in order to keep the dreaded word “nut” (for those with peanut allergies) out of the product name. Moreover, 95% of mainstream consumers have never heard of either “soy butter” or “soynut butter.” “Right now we have this product in 85 food service distributors, most of which is sold in schools, some in vegetarian restaurants.”

“Our SchoolSafe SoyButter has been sold in 17.6 oz jars in 2,000 Walmart superstores for 6 months now as SoyButter under its Private Label Great Value. Tree of Life just finished its new label for both smooth and crunchy as Soy Wonder SoyButter. Also A&P stores on the East Coast. About 10 other supermarket chains will launch the jars in 2009 as well.” As for the ingredient listing, which now reads “Non-GMO toasted soy,” they originally had “Soybeans,”

“but considering such a large percent of mainstream still turns their nose up at soy or bean anything, we wanted to use what we felt was the most likely soy word to not cause that reaction. We may add the word ‘whole’ in front of ‘soy.’ Hilton’s product is 10-15% less expensive than competing brands. Why? “Hilton grows their own soybeans, and does all the cleaning, toasting and processing themselves (on farm), so I guess they have lower overhead, including no transporting here and there for those various processes.”

The product is made by Hilton Whole Grain Millers Ltd. A member of Soyfoods Canada. Their listing reads: Contact: Scott Mahon RR#2 6939 Line 26 Staffa, ON Canada N0K 1Y0. Phone: 519-345-0111.

Letter (e-mail) from David Singsank. 2009. March 28. Hilton is owned by Barry & Karen Mahon and their 3 sons, all of whom are involved in the farming and all steps of processing. They make the “best” soynuts (the most important part of the soybutter), toasted soynut pieces, and toasted soy flour. Nothing else, just Soy. Non-GMO and Kosher. The plant is also certified organic, and indeed currently has customers for the OG SoyNuts and Flour. David also send 3 color attachments: (1) Hilton Soy Foods: Soy foods have never tasted this good! Hilton has their own 20,000 sq. foot. facility, located near Stratford, Ontario, Canada. They are able to maintain the highest quality standard. “Our plant and products are Gluten Free, Dairy Free, Kosher certified and 100 Peanut Free and Tree Nut Free.” (2) SoyButter: The testimonials keep coming. Eight glowing testimonials. (3) Article from *Today’s Parent* magazine [Toronto, Ontario, Canada], titled “Battle of the butters” (Sept. 2008, p. 188). FreeNut Butter [Soynut Butter, made by Hilton Foods, Canada] was the top pick of four of the five young taste testers.

2869. Welters, Sjon. 2008. Re: History of work with amazake. Letter (e-mail) to William Shurtleff at Soyinfo Center, Dec. 17—in reply to specific questions. 4 p. 28 cm. • **Summary:** “When I started to study macrobiotics in 1973 in The Netherlands I became aware of a product called amazake. It was not for sale at the time in The Netherlands. I learned how to make it, using koji, from cooking classes at the [macrobiotic] East West Center in Amsterdam. We always used Cold Mountain Koji, made and sold by Miyako Oriental Foods (owned by Mutual Trading Co.) in Los Angeles. We made a few gallons of amazake a week initially. I did not do much with it, aside from teaching how to make it during cooking classes I gave all over the Netherlands from 1977-1983. When I went to the USA in 1980 I saw the Mitoku pouch pack amazake from Japan.”

Q: When and where and why did you start making and selling amazake? Ans: “In Alkmaar [a city in The Netherlands in the province of Noord Holland] we had a natural food store and restaurant between 1977 and 1983, and made amazake from koji imported from Japan. We made

desserts with it and experimented with making our own sake and miso with the koji. It was just a fascinating sweetener and food that I loved from the first day I tasted it.

“In late 1982 I started to experiment with making my own domestic kind of amazake. But I did not use koji because it was expensive, foreign, and hard to get. So I used sprouted wheat and barley at first, but did not like the aftertaste the hulls of the grains gave. I then started to work with pure enzymes that I got from a European enzyme company; bacterial and fungal amylase and other enzymes, that worked well. I continued to make it off and on, with koji or enzymes, for home use but did not sell the koji-made amazake commercially until many years later.

“I took this knowledge and the enzymes to the USA when we emigrated to Fayetteville, Arkansas, in October of 1983, where I continued to experiment using enzymes from American companies. I told Joel Wollner, an old friend of mine and the reason we ended up in Arkansas, about my work with amazake and enzymes. During the winter of 1983-84 we came up with a plan to start a company that would produce (among other things) seitan, of which we would use its by-product, the starch, as the raw ingredient for an amazake-like product. Bob Kennedy, owner of the Chico-San rice cake company, who’s company was also making rice syrup using enzymes at the time, was approached as a possible financier. He came to Fayetteville to talk and I eventually ended up at his rice syrup plant looking at ways to improve the process and see if we could work together. Nothing came of this however, as Chico-San got sold to Heinz shortly thereafter and I moved to Massachusetts and became a partner in Nasoya [a company that made tofu].

“(Note on the side: Joel took Bob to a facility of the University of Arkansas where they were shown UA’s work on a “pounded sweet glutinous rice food,” they, according to Joel, being totally oblivious to the fact that such a product already existed in Japan.)

“However, during our time in Arkansas, the founders of Rice Dream (Robert Nissenbaum and Ken Becker) were running experiments while they were living at an intentional community [Moniteau Farm] north of us in Jamestown, Missouri, trying to figure out how to make amazake ice cream. They were stuck with koji as being an ineffective and expensive way of turning this big kettle full of cooked brown rice into a sweet base for their rice ice cream. Joel and I visited them there and saw what they were doing. Afterward Joel continued his contact with Chico-San and spoke to Peter Milbury (who after Chico-San’s sale, started to work for Lundberg Farms) there about my experiments with enzymes. The word was out and no sooner Robert and Ken started to experiment with enzymes, too. They eventually developed what we now know as Rice Dream, the non dairy ice cream, and Rice Dream the drink, both amazake-inspired products widely available in the US.

“In about 1993, while working in Aveline Kushi’s sushi

restaurant in Stockbridge, Massachusetts, I learned that Mutual Trading Company had a branch in New York, and that they sold Cold Mountain koji—although I think it was still made in California.

“In 1997 we started our restaurant in the back of State Street Market at 20 State Street, Montpelier, Vermont. It was named ‘The Wrap’ until April 2002, when the name was changed to ‘Rhapsody,’ the present name. We started making and selling amazake at the same time we opened the restaurant. Although this amazake was unflavored it was naturally fortified with kombu—just like Eden soymilk. It was sold in 12 fl. oz. plastic bottles in the natural food store cooler, without a label on the bottle; the label or sign was on the shelf just below the bottles.

On 3 May 2002 we expanded into our own restaurant at 28 Main Street in Montpelier, and changed our name to “Rhapsody” from “The Wrap.” In early 2003 we introduced three flavors of amazake in larger (16 fl. oz.) plastic bottles and discontinued the original amazake fortified with kombu. These had nice color labels and were sold in our cooler.

“Currently one of our people at Rhapsody makes about 80 pints per week in our restaurant kitchen, but the demand is much higher. We are just not set up yet to produce more. We cook the amazake and bottle it hot and freeze it to give it its shelf life of one year (at least). Refrigerated it lasts about 3 weeks. Hopefully somewhere in 2009 we will be able to produce at least enough for the New England market.

“Our restaurant, Rhapsody, is self-serve. Therefore, our amazake is not on our menu (we have no menu) and we do not serve it (hot or cold) in cups to people as they are dining. Rather, we sell it as a drink from our beverage cooler (three flavors: I will send you the labels) for \$3.50 per pint, and to stores in Central Vermont. Recently Associated Buyers of Barrington, New Hampshire, has started to distribute the products, too. It is a special, yet exclusive product that deserves wider acceptance, which will come over time as people will start to embrace a more natural diet. I’d be happy to assist the regional development of amazake production.

“The Bridge of Connecticut sells their original amazake in Whole Foods in the Boston area. Charlie Kendall stopped making it as far as I know quite a while ago.”

Note: Sjon has never learned how to make koji starter, so he has always had to buy ready-made koji for his amazake.

In March 2010 Sjon sent a label (red and white) for his Rhapsody Brown Rice Amazaké [Original], made in Vermont, which was re-released on 2 Feb. 2010. Address: Founder and owner, Rhapsody, 28 Main St., Montpelier, Vermont 05062. Phone: 802-229-6112.

2870. Kleiner, Art. 2008. The age of heretics: A history of radical thinkers who reinvented corporate management. San Francisco, California: Jossey-Bass. ix + 391 p. + [16] p. of plates. See p. 323-37. Illust. Index. 24 cm.

• **Summary:** This is the second edition of a book first published in 1996. The material about Erewhon appears to be identical, but it is now on pages 232-37.

2871. Uyttenhove, Chantal. 2009. Re: Lima Seasalt was being sold by 1957. Letter (e-mail) to William Shurtleff at Soyinfo Center, Jan. 27. 1 p.

• **Summary:** “Indeed, we were the exporters of Lima seasalt to the US. As far as I can remember, Eden Foods did import the salt and before that, it was Pierre Gevaert himself who had contacts with Erewhon. EdenSoy has long been produced with Lima sea salt and yes, we delivered salt to the American Miso company.

“In those days, Lima seasalt came from France, from the Isle of Noirmoutier. The so called ‘grey’ seasalt because it is/was harvested from handmade clay pans—*salières*. The gray clay interacts with the salt and thus gives it its color. Today, we still have Lima seasalt but years ago, I decided to step away from Noirmoutier salt because of some issues we had. Today, the Lima seasalt comes from South Portugal, from a company who, years ago, decided to repair and restore century-old *salinas* [salt fields] and started cultivating sea salt the old way. They have hand harvested salt, traditionally sun dried and have been rewarded as a ‘slow food company’ several times. Their ‘Fleur de sel’ is a real ‘delice.’

“The only difference: the salt is white. There is a much longer harvesting season in Portugal so that they don’t have to scrape the salt to the bottom of the salinas. And so, the salt stays pure white because it does not interact with the clay. That company in Portugal is a real beauty.” Note: Chantal encloses two color photos of the white seasalt being harvested in Portugal.

Update: Jan. 29 e-mail. “I started working for Lima in January 1985. Since Lima started in 1957, there is a lot of history before me.

“We are planning on moving to a new building at the end of this year—an ecological friendly building with the least possible footprint—so, I’m in charge to make sure we don’t throw away the old things. I’m sitting on the first ever Lima-Tamari packaging (brown plastic bottle, actually a cosmetic bottle) and all sorts of things. There are a lot of old documents that I still have to go through. There is also a very old movie from before my time which needs to be digitalised. (When finished, I can send you that if you are interested. There is a French and a Flemish version).

“The oldest document I have referring to the sea salt is a handwritten order from 1962. So my guess is that we started with the salt even before that as we have contracts older than that. I did not go through old invoices nor do I have a price list but I’m sure we have that somewhere. Later this year, those things will ‘surface’ again.”

Follow-up e-mail from Chantal. 2009. Feb. 2. “Dear Bill, We do have a well documented history—there is the start of a book; it begins with the engagement of the father

of Pierre, Edgar Gevaert, his work for world peace, first contacts with Ohsawa—and with the start of the Lima production in the kitchen and the opening of the first store to the start the company Lima. One catch: it's all in Flemish ! I'm so sorry.

“Here it says that Pierre Gevaert made a trip to Ile de Ré in France to buy seasalt and that only later, in 1957, he bought machinery. That would mean he started even before 1957 with buying seasalt for the production of tahini and gomashio which was produced in the kitchen.

“The history is so rich Bill, that I could put my job aside and do only this. Unfortunately, that is not possible. I wish more was available in another language but then Flemish and French were the languages at the time so all the documents are in those languages.

“Should something come up during the move, of course we'll think of you. Thank you and kindest regards, Chantal.”
Address: Purchasing Manager, Hain Celestial Europe [Belgium] (formerly Lima Foods N.V.).

2872. Clearspring, Ltd. 2009. Clearspring (Website printout-part). www.clearspring.co.uk Retrieved Jan. 28.

• **Summary:** Contents: Home page. About us. Awards. Glossary. FAQ. News. Books. Links. Stocklists. Trade. Contact. Food quality. Producers. Health. Recipes. Where to buy.

“Introducing the chairman: Christopher Dawson was born 19 September 1953, at New Plymouth Hospital, New Zealand and grew up in Opunake, a rural town in New Zealand. He is the third son of William Geoffrey and Joan Dawson.

“Education: He did his primary, secondary and tertiary education in New Zealand. He first started independently studying vegetarianism and organic agriculture at the age of 18. In 1974 he came to London to further his studies of organic agriculture, both at the Henry Doubleday Horticulture and Nutrition Research Centre in Braintree and the Bio Dynamic Agriculture section at the Rudolf Steiner Emerson College, Sussex.

“Beginning Organic Food Distribution: In 1977, he opened and managed the East West Natural Foods Store at the Community Health Foundation, Old Street, London. He developed this shop into a distribution centre for traditional natural / macrobiotic foods, sourced from both local organic farms and from abroad, especially from Japan.

“From August 1978 through to January 1980 he traveled extensively throughout Europe, America, Australia and Asia, investigating the traditional dietary practices and food-processing techniques. He studied at the East West Foundation in Boston, Massachusetts, U.S.A. about Far Eastern philosophical principles and traditions and studied the distribution network of the natural foods movement in both America & Europe, as well as Australia and New Zealand.

“Eighteen Years in Japan: Christopher made his first trip to Japan in July 1979, visiting natural food enterprises throughout Japan with Mr. A. Kazama, president of Mitoku Co. Ltd. He returned to Japan in January 1980 and began extensive studies into the daily life and cultural and dietary practices of the Japanese people.

“At the end of 1980 he commenced full-time employment at Mitoku Co. Ltd., the major exporter of traditional, natural Japanese foods. During the eighteen years he spent with the company Christopher studied Japanese Foods & production, worked with the producers to develop products to suit the needs of customers abroad and help the producers become compliant with EU organic certification. He also travelled extensively to introduce the foods to markets worldwide, with the intention to see if Japanese foods could really become international foods.

“Building Clearspring in the UK, Europe and the Middle East: In September 1993, Christopher bought the Clearspring Ltd. company, which was then a London based wholesaler with one shop, the very shop that Christopher started in 1977! By 1998, he felt he had sufficient knowledge of traditional, top quality Japanese food and decided it was the right time to come back to UK and to focus on marketing organic and authentic Japanese foods under the Clearspring brand.

“Recognition from the Japanese government: On 25 May 2007, Christopher received the Award for Overseas Promotion of Japanese Food 2007 from the Ministry of Agriculture, Forestry and Fisheries of Japan, for his distinguished contribution to the promotion of Japanese organic food worldwide.”

Down the right side of this page are the following photos: (1) Christopher seated at a desk, writing in a notebook, looking very happy, at an early age (about 6), already a promoter of the written word. (2) Christopher at the East West Natural Foods Store in 1977. (3) Christopher with his mother at home in New Zealand. (4) Christopher at Mitoku in Japan (with Mr. Kazama and staff) in the late 1980s. (5) Photo taken 11 Oct. 1990 with Lima Ohsawa, then 91, the wife of macrobiotic teacher George Ohsawa, and Aveline Kushi, then 67, the wife of macrobiotic teacher Michio Kushi. (6) Christopher with his young family (Japanese wife and 3 children) in Japan in the early 1990s. (7) Christopher, with his wife and two sons in Spain in 2006. (8) Christopher now regularly visits Clearspring's suppliers in Japan, here with team of Sendai Miso Shoyu Company and Mr. Yoshida from Mitoku. (9) Christopher in Japan with Onozaki san, miso producer. (10) Christopher at the Organic & Natural Products Show, London 2007. (11) Special vegetarian foods prepared at the Dawson household, to celebrate the New Year. Address: 19A Acton Park Estate, London W3 7QE, UK. Phone: +44 (0)20 8749 1781.

2873. Dawson, Chris. 2009. Re: History of Clearspring

and brief biography. Letter (e-mail) to William Shurtleff at Soyinfo Center, Feb. 14. In reply to an e-mail questions from W. Shurtleff. 2 p.

• **Summary:** “Weeks flying by. Sending a note from home, just before I head out to www.biofach.de organic trade fair in Nuremburg.

“Your focus on soyfoods and soya beans is of prime importance *Today*.

“Soya beans are the most misunderstood food/crop/legume.

“Today rain forests are being destroyed to grow soya for animal feed. Japan is the only country/nation which fully understands the true value of soya, producing some 500,000 tons of miso. Only some 10,000 tons goes abroad. In the West, we are so busy making TVP and/or feeding the soya to animals. We have not a clue!

“Sometimes I feel that I should focus the whole emphasis of Clearspring on Miso, to wake up the West to the true value of Soya.

“I became a vegetarian in 1971-1972.

“I came to London in 1974, still a vegetarian but a bit bored with beans sprouts and the like.

“One bowl of miso soup in 1974 and I immediately knew that miso soup was the key to having an exciting vegetarian diet and that miso is a vital food for now and the future.

“1974 April 1st I headed out for London from Auckland, New Zealand. 36 hours of travel! Came here, to further my studies in organic agriculture.

“1977 A bunch of us started The Community Health Foundation here in London. Within that complex, I started: East West Natural Foods, in Old Street, London. The shop became one of the most important macrobiotic food stores in Europe.

“Already running from around 1974 [what was?]. Peter Bradford, Bill Tara, Harry and Bob Harrop and several others were running Sunwheel Foods.

“I made indirect imports from Mitoku through Sunwheel Foods for the shop.

1978 Oct. I decided to travel through the U.S. and head back to N.Z., to set up an import business of macrobiotic foods there.

“Sunwheel bought East West Natural Foods in about 1979. Peter went to work there, keen to do retailing. The shop may have run with the Sunwheel name for awhile.

“Sunwheel company was sold off in early 1980’s. The managers, Bob Harrop and Jonathan Toase stayed on for a while. Eventually both Bob and Jonathan left. Bob went to work with Peter at the shop. Jonathan started a wholesale company.

“From a hat full of names, the shop became Clearspring Wholefoods, Clearspring being the name suggested by Bob.

“Next, Peter was keen to open a chain of stores. Peter and Jonathan teamed up again to start a wholesale company/

warehouse around 1988 for the planned chain of stores. Clearspring became the wholesale company and the shop became Freshlands. Clearspring became the importer from Mitoku. Sunwheel having been sold a couple of times and having lost its interest in Japanese foods.

“1993 British pound collapsed against the Yen.

Sunwheel struggled to open L/C [letters of credit] to Mitoku.

“Enter Christopher Dawson (again)! I did stay in N.Z. for a period, importing from Mitoku. I visited Kazama-san in Japan in 1979 and joined Mitoku in 1980. Kazama-san had visited my store in London in 1977-78. I had been with Mitoku since 1980, running around the world doing sales and running around Japan discovering producers, making their products certified organic.

“I decided to personally start a new company in the U.K., buying Clearspring in Sept. 1993, and then making it an international trading house of Japanese Foods and Western organic Foods. Jonathan stayed for a while as manager

“1998 I decided to come to London and run the company on site, rather than giving directions from Japan. Bob Harrop was always giving me a hand at a distance. In 2002 he came onboard full time and is with me today as Finance Director.

“These few notes today and will try to get back to you with some statistics soon.

“Thank you, Christopher.” Address: 19A Acton Park Estate, London W3 7QE, UK. Phone: +44 (0)20 8749 1781.

2874. Morano, Jim. 2009. The transformation of the natural foods industry (Overview). *SoyaScan Notes*. Feb. 22. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** This is a summary of a talk with Jim Morano, PhD, founder and owner of Innovative Sweeteners, Somerset, New Jersey—on 22 Feb. 2009.

Jim watched as the natural foods industry changed from the first wave (the pioneers who built a new industry, starting in the mid-1960s, because of their deep commitment to and interest in natural foods) to the second wave (the money guys who saw that the industry was taking off and wanted to get in and make money). The pioneers started companies like Erewhon, Westbrae Natural Foods, Chico-San, Tree of Life, and Eden Foods. The pioneers typically had many great ideas and lots of energy; but they often lacked business skills and money. However they learned fast through experience.

The second wave guys typically had both business and marketing skills and experience, plus either money or the ability to attract it. They wore suits, ties, and short hair, and had less interest in the foods themselves than in the profit that could be made from taking them into the mainstream market. They were pretty smart guys and quick learners. Using marketing and money, they could make things happen, big time and fast.

During the 1990s the natural foods market was growing

much faster than the mass market, even though it was much smaller. While the mass market for foods was experiencing annual growth rates in the low single digits, the natural foods market was growing in the low double digits—and certain segments of the natural foods market (mainly soyfoods) were growing well in excess of 25% a year.

It was this difference in growth rates that attracted both the “suits” and Big Food to take notice.

The transformation took place during the years 1995 to 1997. There had been three ingredients that it was forbidden to use or sell (by common unwritten consensus) in natural foods prior to about 1995; sugar (especially white sugar), meat, and highly refined products such as white bread, white rice, white flour, white sugar, etc.

The crucial event in the transition came when white sugar was renamed “evaporated cane juice” (by Bruce Kirk, who was working with Florida Crystals) and allowed into a growing number of natural food products. The era of real food had changed into the era of the illusion of real food.

Jim was well positioned to witness this transition. He was selling natural brown rice syrup, which he had developed and which was sticky and tan. Evaporated cane juice (which Jim calls “minimally refined sugar” and which is only 1% less refined than pure white sugar) gradually took away much of his market and hurt his business.

The “standards” set by the natural food stores represent the “last line of defense” for product quality to the consumer. If an ingredient supplier attempted to rename less-refined sugar as ECJ (Evaporated Cane Juice), it would not fly unless the natural food outlets went along with this false and misleading designation.

In many ways, your local natural food store was similar to the local pharmacy. Most people ask their pharmacist for recommendations and transparent information about medicine. In a similar manner, the natural-food consumer depends on the natural food store proprietor for similar information about natural / healthy food alternatives. As these outlets became more consolidated and commercialized, they lost the commitment to “higher standards” as an uncomfortable trade-off to “higher profits”. Today, it is more about the perception and connotation of the *label* than it is about the quality of the *product*. What we seem to be doing more and more of today is finding new and better ways of making the consumer feel good about eating lousy foods.

Big Food and the “guys in suits” realized early on that the major deterrent to making acquisitions in this new and exciting growth segment was the fact that the natural foods industry started as a counterculture movement to the mass foods market. What consumer back then would trust the name of a mass-market company on a health food product? This is the very reason why, when companies like Kellogg from the mass-market acquired small natural foods companies like Kashi, the former was very careful not to allow their name to be commercially connected

to the latter. Mass-market companies that broke this rule quickly learned a painful lesson. For example, General Mills was one of the first cereal companies to come out with an organic cereal under their own name. If you look up the history of the General Mills product called Sunrise (organic cereal), you will see that it lasted in the marketplace for less than two years. After they failed with the Sunrise product, General Mills purchased Small Planet Foods as well as Cascadian Farms and were careful not to let their corporate name contaminate the historically pure reputation of their acquisition. Even today, it is hard for the average consumer to connect Kashi to Kellogg’s. Address: PhD, founder and owner of Innovative Sweeteners, 1 Kingsbridge Road, Somerset, New Jersey 08873; Now head of Suzanne’s Specialties, Inc. Phone: 732-545-5544.

2875. Gerner, Bob. 2009. The transformation of the natural foods industry (Interview). *SoyaScan Notes*. Feb. 26. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** The two key events that led to a decline in the quality of natural foods were the sale of Bread and Circus (in Massachusetts) to Whole Foods Market (in Dec. 1992) and the sale of Mrs. Gooch’s Natural Foods Markets (in Los Angeles) to Whole Foods (in 1993). Before that time, all natural foods and ingredients had to be “Goochable”; they had to meet Sandy Gooch’s high standards. The next day it didn’t matter.

Mrs. Gooch’s held its suppliers to rigorous standards: no harmful chemicals or preservatives, no artificial colors or flavorings, and no white flour, refined sugar, alcohol, caffeine or chocolate.

Sandy Gooch opened her first natural foods store (Mrs. Gooch’s Natural Foods Market) in Jan. 1977 in West Los Angeles. Over the next decade, the one store grew to become a highly influential natural foods retail chain, with stores in Hermosa Beach (1978), Northridge, Sherman Oaks, Glendale, Beverly Hills, and Thousand Oaks.

These were the two key events from the viewpoint of a natural foods retailer. Address: Owner, Berkeley Natural Grocery Co., 1336 Gilman St., Berkeley, California 94706. Phone: 415-526-2456.

2876. Hain Celestial Group, Inc. (The). 2009. Annual report 2008. Melville, New York. 60 p. Feb. 27. 28 cm.

• **Summary:** Begins with an 8-page question and answer session with Irwin Simon, the CEO. Net sales for the year ended 30 June 2008 were \$1,056 million, up 17.3% from 2007. Net income in 2008 was \$41.221 million, down 13.3% from 2007.

Acquisitions and divestitures: On 6 March 2008 Hain acquired nSpired Natural Foods Inc., with its MaraNatha and SunSpire brands, for approximately \$37.6 million in cash, including transaction costs. MaraNatha makes nut butters and SunSpire gives Hain an entry into the natural Candy

category.

On 10 March 2008 Hain Pure Protein Corp., a 50.1% owned subsidiary, acquired the turkey production facility and distribution center of Pilgrim's Pride Corp. of New Oxford, Pennsylvania, for \$19.1 million in cash. This expands Hain's ability to offer branded, premium poultry products.

On 2 April 2008 acquired Daily Bread Ltd., a London-based manufacturer of branded fresh prepared foods for the foodservice channel in the UK for about \$36.5 million in cash.

Accompanying the annual report is a "Notice of Annual Meeting of Stockholders and Proxy Statement" (71 p.). Irwin Simon, the founder and CEO, age 50, had the following annual compensation: Salary: \$1.325 million. Total compensation: \$7.380 million. Address: 58 South Service Road, Melville, New York 11747-2342. Phone: 631-730-2200.

2877. Smith, Patricia J. 2009. Re: The Natural Products Expo at Anaheim (Color postcard). Letter to William Shurtleff at Soyinfo Center, March 7. 1 p. Handwritten.

• **Summary:** A Mickey Mouse postcard, with Goofy, Mickey and Minnie Mouse, Donald and Daisy Duck, etc. On the front: "Hello! from California."

Patricia writes: "Well, the Japanese have made an impression at the expo—along with soyfoods and probiotics. There are 1,600 booths and 50,000 people. the aisles are jammed. The atmospheric is electric." Address: Mill Valley, California. Phone: (617) 354-2001.

2878. Pursell, Tricia. 2009. Park will honor Paul Keene family: Center Township supervisors step closer to starting work. *Daily Item (The) (Sunbury, Pennsylvania)*. March 10.

• **Summary:** Ruth Keene Anderson, a daughter of Paul Keene, is "president of the Walnut Acres Foundation, which in 2006 donated 6½ acres in Penns Creek to Center Township for the purpose of creating a public park to serve residents of the community and the surrounding area.

"About 40 years ago, Keene purchased the land through the foundation and built a community center, which still stands today."

"The park will be named Keene Community Park in honor of Anderson's parents and their many contributions to the community throughout the years and is meant to serve young and old alike," Anderson said, "with a playground, ball field, walking trails and picnic facilities."

2879. Andrews, Roger. 2009. Re: History of Spinning Kitchen (early tofu shop in Boulder, Colorado). Letter (e-mail) to William Shurtleff at Soyinfo Center, May 9. 3 p.

• **Summary:** "This is the account of my Spinning Kitchen enterprise, with the erstwhile partner, Beverly Migliori, from 1977-79. In preparing the outline and draft, I began to pass through memories that, though vivid, I would rather leave

unvisited. I have one good instance from that time and I keep it dearly. My recollection of that time (Corn Mother, Spinning Kitchen) is not unlike the story of The Frog and the Scorpion. Lesson taken, no desire to repeat.

"I had eaten tofu in Japanese restaurants before coming to the Carnival Café. I was intrigued by the ways that tofu was used there in a vegetarian conversion style- tofu 'egg salad', etc. As the interest in tofu for an important vegetarian nutrient source was peaking, it seemed that deliveries of tofu to the restaurant might have been becoming more sporadic. We needed to know more about this wonderful substance.

"Three of us took an early spring ('75?) field trip to 'Denver Tofu' in hopes of cultivating greater interest with our supplier. The cursory tour lasted about 20 minutes. We were shown some of the equipment but none of the processes.

"Some months later, myself, Gene Casternovia & Ann Ford left the 'Carnival Café' to start the 'Corn Mother Restaurant' in an older house where Boulder People's Food Co-op was also located. We each gave time and effort to the planning, development and acquisition for that venture. Service was the buzzword and I was 'in for a pound' on that theme. I did not feel like a third wheel in the business though time proved that was indeed the case. A sad condition became ever more apparent when I asked for some measure as they were taking and none came forth.

"I had met my partner, Beverly, while I was working at the Carnival Café, in Boulder. After my time at the Corn Mother, we were both suddenly unemployed and sought to begin a joint venture. We had The Book of Tofu and a related commercial production manual. With these and the 'mother of invention', we formulated a business outline and set to work. In my mind, I could again hear the admonition that "anything worth doing is worth doing well".

"We took three small loans with Beverly's delightful landlady, once for the beginning expenses, once to import a Japanese tofu grinder and two stainless steel tofu forms, and again for a used telephone company truck as the delivery van. These loans had a great effect on Beverly, as each time that we would borrow money, she would disappear for a few days. All monies were gratefully paid back.

"We used some of the crocks from my childhood, one smaller for the 1st stage of the nigari solution and another larger to soak the two to three daily batches of soy beans. The various stainless steel vessels were found at local restaurant supply stores.

"The Cumberland General Store carried an impressive inventory of cast-iron ware as might have been found in common use in a 19th century farmstead. I asked about larger vessels and they said that the foundry would occasionally cast larger kettles for rendering and so forth. It was a few long months until a 17½ gallon kettle was ready. It was delivered by truck. It took some time to prepare it for our use, chasing the roughcast, cleaning it and seasoning

with several runs of beans that were then respectfully disposed. A corn/feed grinder was crudely adapted to make the *go* [fresh soybean puree]. It was later replaced with a proper machine.

“I fashioned a stock-pot heater from some steel channel and the burner from a large water heater. Such heaters were not so easily found then as now and there was more ingenuity than cash. Tested outdoors first, it was then placed in a fireboard installation beneath a vent in the ceiling. I still have the fire extinguisher that was purchased for the room.

“The Honduran man, Albert, who had been the juice maker for the restaurant had upgraded to a more modern press for his operation and we bought the heavy wood and iron screw press. I fashioned a stainless steel sieve and collar that fit it to the purpose.

“The chemistry and oceanography classes at university came in handy to make good sense of the specific gravity of the saline solutions and ratios for the sizes and optimal temperature of the batches. A woodworker from Arvada, Colorado made the cedar barrels and redwood forms to my specifications. A sheer voile fabric was used for the liners in the tofu forms.

“A local farmer heard of our enterprise and offered to plow virgin soil to plant a few acres of soybeans. He stored the beans there and we would fly them out a ton at a time. He generously tried several varieties until we found one that was best in flavor, texture and tofu yield. Our research had shown us the variables for fine and soft tofu or the more firm varieties. We fixed the process to produce a tofu that was just slightly on the softer side of firm, to include the smooth texture with the firmness to withstand transport. Within a year, the ratio was of a consistent quality at about a 4.25:1 yield, tofu to soaked beans, with the Westbrae nigari. Pushing the chemistry or methods beyond that and the tofu would not stand properly.

“For a short time, we had the good help of very modestly paid assistants. Properly cleaning the equipment was nearly half the day’s work. Upon instruction from the local health department, we used boiling water to clean the wooden vessels, a practice that would not likely pass these many years later.

“Beverly and I paid ourselves after business costs to cover our personal expenses. Hopes were to one day expand into something more viable. We sold our products locally in Boulder and Denver and by air to Aspen and Rapid City.

“We also made soymilk in the quart size, vanilla and carob flavors. Beverly printed a brochure with some of her tested recipes using our soymilk and tofu. A graphic artist, somewhat in the style of R. Crumb, nicely drew up our labels and signs.

“After almost two years, Beverly suddenly abandoned our project and I continued for a couple of months solo. The already early, long and hard work became too much and I was forced to close up shop. (This put our dear farmer at

a great disadvantage. Hoping to help recoup his losses, I steered him to the new venture in town, White Wave.) She then absconded with the truck, all of the equipment and one other item. I have not seen or heard of her since.

“Steve Demos and White Wave had no influence on the Spinning Kitchen; he was doing good factory production and we did traditional hand-made style. No conflict. (I have read that White Wave was sold for some millions. I miss the tofu.)

“Gene Casternovia seemed to enjoy having a tofu shop above his restaurant as if it were part in parcel. Annie seemed increasingly annoyed with our activity upstairs.

“About a year after the demise of The Spinning Kitchen, I received a call from a couple in Safford, Arizona who were putting together a lovely vegetarian restaurant called Desert Gardens. I gave a shopping list over the phone. When I arrived, in fact not a thing had been done. We drove around southern Arizona and northern Mexico for a few days looking for a masa grinder or something that might be made to work and other kitchen implements. I left after a week or so with little having been accomplished. They had my production notes and later I heard that they had indeed gotten something going.

“Further levels of detail and I might have a book of my own. I am very recently aware that there are other varying accounts of this time and activity.” Address: P.O. Box 21128, Cheyenne, Wyoming 82003. Phone: 307-214-9510.

2880. Kastel, Mark. 2009. Cornucopia Institute provides further clarification on Silk importation of soybeans from China. http://www.organicconsumers.org/articles/article_18064.cfm#. 2 p.

• **Summary:** “1. Silk, a pioneering brand [of soymilk] in the organic marketplace, used 100% organic soybeans in their products prior to their acquisition by Dean Foods.

“2. Dean Foods is an \$11 billion agribusiness giant and the largest milk processor in the United States. They own over 50 milk labels around the country, including Horizon Organic, a brand that heavily depends on factory farms each milking thousands of cows.

“3. According to reports by farmers and farmer-owned cooperatives, after Dean Foods purchased the company, they discontinued buying some or all of their organic soybeans from domestic organic producers and told the farmers that their decision was based on price—a price that American farmers could not match.

“4. Dean Foods gradually started introducing additional varieties and flavors [of Silk], many made with ‘natural’ soybeans. These are conventional soybeans. The percentage of their products manufactured with organic soybeans declined steadily over the years, and recently plummeted.

“5. Dean Foods’ statement about buying all North American soybeans was recently put up, presumably, since we had announced the imminent release of our report. We have no way of verifying whether the information is

accurate. Unlike their two competitors in the refrigerated dairy case (Organic Valley and Wildwood), Dean Foods refused to transparently participate in Cornucopia's study—depriving their customers of an independently verified review of their practices.

“6. In terms of Dean Foods buying a ‘small portion’ of their soybeans from China in the past, that seems to contradict the reports from organic growers in the United States, and the company has never released any hard data on their purchases.

“7. Recently, Dean Foods reformulated their Silk product line changing almost all their products over to ‘natural’ (conventional) soybeans. They did this, quietly, without telling retailers or changing the UPC code numbers on the products. Many retailers reported that they didn't find out until their customers noticed and complained.

“8. To add insult to injury, not only did the price of Silk products not go down when they converted to cheaper conventional soybeans, but they now reintroduced three products with organic soybeans and raised the price on those. Greedy profiteering plain and simple.

“On a recent visit to Whole Foods in Milwaukee (May, 2009) the store was offering 25 different Silk soy milk products, in different sizes and flavors, including creamers, of which only one (1) was organic. So much for Dean Foods and their WhiteWave division's commitment to the environment, consumer health and the hard-working family farmers that produce certified organic soybeans in this country.” Address: The Cornucopia Institute, P.O. Box 126, Cornucopia, Wisconsin 54827.

2881. Kimura, Takuji “Tak.” 2009. Shelled edamame (*mukimi no edamame*) in the USA and Japan. Update on the edamame market in America (Interview). *SoyaScan Notes*. June 22. Conducted by William Shurtleff of Soyinfo Center. • **Summary:** The Japanese word “edamame” refers to soybeans served, cooked and seasoned with salt, in their green, fuzzy pods. Shelled green soybeans are not part of traditional Japanese culture. These shelled green soybeans, which are called *mukimi no edamame*, were probably introduced to Japan about ten years ago; the idea may well have come from the United States. The shelled green soybeans are still quite rare and hard to find in Japan. They seem to be most widely sold at high-grade restaurants that serve “fusion” cuisine; the shelled edamame are often used as a colorful, delicious and healthful ingredient in salads.

Shurtleff would be interested to know the answers to the following questions about shelled edamame in Japan (*mukimi no edamame*). When did the word originate in Japanese? When did they start to be sold in Japan? By which company? At what restaurants and stores would you buy them today? Do you have any data on the development and current size of this niche market?

Tak gives his best guess as to the answers.

In the USA, Whole Foods sells 80% edamame (in the pods) and 20% shelled edamame, whereas Trader Joe's is the exact opposite—80% shelled and 20% edamame. Green Leaf, an organic distributor, sells 80% edamame and 20% shelled edamame.

In the USA, sales of edamame rose rapidly from 1994 to 1999 (doubling each year), reached a peak during the years 1999-2001, then dropped about 30%, but have been level since Oct. 2008. However many Americans now eat edamame at least once a week.

On July 11, Tak and his wife plan to go to a Japanese store in San Jose. He will buy chamame, so we can learn exactly what it is and how it differs from regular edamame and kuro edamame (black edamame). Address: 3616 Delancey Lane, Concord, California 94519-2357. Phone: (925) 687-2422.

2882. Walsh, Bryan. 2009. Getting real about the high price of cheap food. *Time*. Aug. 21. [2 ref]

• **Summary:** A hard-hitting but factual article that could have been written by Upton Sinclair, or by Eric Schlosser or Michael Pollan. Pigs, with their tails cut off and packed tightly into pens, are slaughtered at about 5 months of age to become inexpensive pork, ham, or bacon that helps make more than two-thirds of Americans obese, and is a factor in coronary head disease.

This industrial system of raising meat comes at a high cost to the animals, the environment, and to humans. “... our energy-intensive food system uses 19% of U.S. fossil fuels, more than any other sector of the economy.”

Despite the growing awareness, less than 1% of American cropland is farmed organically. Yet our industrial type of food production will have to end sooner or later.

2883. Dimitri, Carolyn; Oberholtzer, Lydia. 2009. Marketing U.S. organic foods: recent trends from farms to consumers. *USDA ERS Economic Information Bulletin* No. 58. 27 p. Sept. <https://naldc.nal.usda.gov/download/41697/PDF> [72 ref]

• **Summary:** “Abstract: Organic foods now occupy prominent shelf space in the produce and dairy aisles of most mainstream U.S. food retailers. The marketing boom has pushed retail sales of organic foods up to \$21.1 billion in 2008 from \$3.6 billion in 1997. U.S. organic-industry growth is evident in an expanding number of retailers selling a wider variety of foods, the development of private-label product lines by many supermarkets, and the widespread introduction of new products. A broader range of consumers has been buying more varieties of organic food. Organic handlers, who purchase products from farmers and often supply them to retailers, sell more organic products to conventional retailers and club stores than ever before. Only one segment has not kept pace—organic farms have struggled at times to produce sufficient supply to keep up with the rapid growth in

demand, leading to periodic shortages of organic products.”
Address: 1. US Dep. of Agriculture, Economic Research Service; 2. Pennsylvania State Univ.

2884. *Organic and Non-GMO Report (The) (Fairfield, Iowa)*. 2009. Food, Inc. exposes problems with industrial food system. 9(8):16-17. Sept.

• **Summary:** A movie review, filled with praise for this hard-hitting new film.

2885. Brown, Lester R. 2009. Our global ponzi economy. *www.earthpolicy.org*. Oct. 7. [1 ref]

• **Summary:** “As recently as 1950 or so, the world economy was living more or less within its means, consuming only the sustainable yield, the interest of the natural systems that support it. But then as the economy doubled, and doubled again, and yet again, multiplying eightfold, it began to outrun sustainable yields and to consume the asset base itself.”

“In a 2002 study published by the U.S. National Academy of Sciences, a team of scientists concluded that humanity’s collective demands first surpassed the earth’s regenerative capacity around 1980. As of 2009 global demands on natural systems exceed their sustainable yield capacity by nearly 30 percent. This means we are meeting current demands in part by consuming the earth’s natural assets, setting the stage for an eventual Ponzi-type collapse when these assets are depleted.

As of mid-2009, nearly all the world’s major aquifers were being overpumped. We have more irrigation water than before the overpumping began, in true Ponzi fashion. We get the feeling that we’re doing very well in agriculture—but the reality is that an estimated 400 million people are today being fed by overpumping, a process that is by definition short-term. With aquifers being depleted, this water-based food bubble is about to burst.”

“And there are more such schemes. As human and livestock populations grow more or less apace, the rising demand for forage eventually exceeds the sustainable yield of grasslands. As a result, the grass deteriorates, leaving the land bare, allowing it to turn to desert. In this Ponzi scheme, herders are forced to rely on food aid or they migrate to cities.

“Paul Hawken, author of *Blessed Unrest*, puts it well: ‘At present we are stealing the future, selling it in the present, and calling it gross domestic product. We can just as easily have an economy that is based on healing the future instead of stealing it. We can either create assets for the future or take the assets of the future. One is called restoration and the other exploitation.’ The larger question is, If we continue with business as usual—with overpumping, overgrazing, overplowing, overfishing, and overloading the atmosphere with carbon dioxide—how long will it be before the Ponzi economy unravels and collapses? No one knows. Our industrial civilization has not been here before.”

Adapted from Chapter 1, “Selling our future,” in Lester Brown, *Plan B 4.0: Mobilizing to Save Civilization* (New York: W.W. Norton), available for free downloading and purchase at www.earthpolicy.org/Books. Address: President, Earth Policy Inst., 1350 Connecticut Ave., N.W., Suite 403, Washington, DC 20036. Phone: 202-496-9290.

2886. Hain Celestial Group, Inc. (The). 2009. Annual report 2009. Melville, New York. 60 p. Nov. 9. 28 cm.

• **Summary:** Begins with an 6-page question and answer session with Irwin Simon, the CEO. Net sales for the year ended 30 June 2009 were \$1,135 million, up 7.5% from 2008. Net income in 2009 was a loss of \$24.723 million, a dramatic decrease from the profit of \$41.221 million in 2008. There were no acquisitions or disposals of companies during fiscal 2009.

Accompanying the annual report is a “Notice of Annual Meeting of Stockholders and Proxy Statement” (71 p.). Irwin Simon, the founder and CEO, is age 51. Address: 58 South Service Road, Melville, New York 11747-2342. Phone: 631-730-2200.

2887. Attune Foods. 2009. Attune Foods announces acquisition of Uncle Sam, Erewhon Cereal brands (News release). 535 Pacific Ave., 3rd Floor, San Francisco, CA 94133. 1 p. Dec. 14.

• **Summary:** “San Francisco—Attune Foods, maker of the world’s first Probiotic Chocolate Bar, announced today that it has acquired the Uncle Sam and Erewhon cereal brands from US Mills, LLC, further expanding its portfolio of great tasting food products that deliver digestive health benefits.”

“Erewhon is a leading all natural gluten free cereal brand that is available in more than a dozen delicious varieties. Many varieties are wheat free, low in sodium, low in fat and have long been a staple in gluten free diets.”
“We are thrilled to add Uncle Sam and Erewhon cereals, two brands firmly rooted in the digestive health space, to the Attune Foods line-up of innovative products. With the addition of these great cereals along with our existing probiotic chocolate and granola bars, Attune Foods has cemented its status as a leading natural digestive health company,” said Rob Hurlbut, CEO of Attune Foods.”

“Attune Chocolate and Granola Probiotic Bars contain probiotics that are clinically proven to support a healthy digestive system and boost immunity. Each bar includes 6.1 billion cfus (colony forming units) of the most clinically tested probiotic strains, is an excellent source of calcium and contains less sugar than most yogurts.”

Attune Probiotic Bars were introduced in Jan. 2007.

For details visit www.attunefoods.com. Address: San Francisco, California. Phone: 415-277-4901 or attune@allisonpr.com.

2888. Esselstyn, Rip. 2009. The Engine 2 diet: the Texas

firefighter's 28-day save-your-life plan that lowers cholesterol and burns away the pounds. New York, NY: Wellness Central. xiii + 273 p. Foreword by T. Colin Campbell, PhD. Illust. Index. 24 cm.

• **Summary:** A very interesting, readable, and innovative book that advocates a sound, healthy diet that can last a lifetime. "Rip managed to convert a firehouse full of committed firefighters to a plant-based diet. Rip (born in 1963) is the eldest son of Caldwell B. Esselstyn, Jr., M.D., who has become famous for his ground-breaking book *How to Prevent and Reverse Heart Disease*. This book is both similar and different. It is similar in that the basic whole foods, plant-based diets advocated by father and son are 98% the same (and please focus on practicing that 98% and not squabbling about the 2%). It is different in that Rip is from a younger generation, is not a physician but an athlete and firefighter, and is trying to help people who want help in lowering their high cholesterol levels and their weight. He is not primarily trying to help people who have had at least one heart attack, are a death's door, and are (generally) willing to do almost anything to save their lives.

In Chapter 2, "My story," we read that while in school, Rip was an outstanding athlete. He set many high school swimming records (he still holds a national record in the 200 meter medley relay); he was a top player in his high school tennis team and co-captain of the water polo team.

At the University of Texas at Austin, he was a three-time All American swimmer and an Olympic trials qualifier in the 100- and 200-meter backstroke and freestyle events. In 1986 he graduated from the University of Texas and within six months he was competing as a professional triathlete—which required a 1-mile swim, a 24.9 mile bike ride, and a 6.2 mile run. In the Hawaii Ironman Triathlon he competed against six-time Ironman Champion Dave Scott, who was powered by a plant-based diet—Rip lost. So in 1987, because of the influence of his father and of Dave Scott, Rip changed to a healthy, whole foods, plant-based diet. In 1997 he decided to become a fire fighter in Austin, Texas. He continued to compete and won many events and set many records. For example, in May 2008 he set the National Record at the U.S. Masters Swimming Championship in the 200 yard backstroke (1:56:55). Rip is married to Jill Kolasinski, and they have a son, Kole.

Rip's commitment to a healthy plant-based diet has resulted in many people asking him to help them with their diets. So in 2007, he devised the six-week Engine 2 Pilot Study in which 62 people agreed to eat a plant-strong diet; he put them through a gauntlet of tests before and after study to quantify the results—which were spectacular. Then in May 2008 he initiated a similar 4-week (28 day) study in which 15 people participated, 13 Engine 2 firefighters and two civilians. Again careful before and after records were kept. The average participant saw his total cholesterol drop 62 points (from 197 to 135), his average LDL (bad) cholesterol

fall 50 points (from 125 to 74), and his weight drop 14 pounds (from 203 to 189). And all this in only 4 weeks! This book is based on the latter plan.

Rip makes much more use of soyfoods in his plant-based diet than does his father. The index contains 16 entries for tofu, 4 for tempeh, 4 for seitan, 2 for milk substitutes ("soy, rice, almond, and oat milk, for example"), 1 each tofu sour cream (p. 239), soy milk, soy yogurt (Silk or WholeSoy).

Soy related recipes include: Migas especiales (with 1 lb firm tofu, p. 154). Breakfast tacos (with "½ tube vegetarian breakfast sausage {we like Gimme Lean})," or use scrambled tofu (p. 155). E2 omelet (with "12 ounces Silken Lite Firm Tofu," p. 156). Lemon cornmeal pancakes (with "2 cups soy milk" and "½ cup soy yogurt, p. 157). Tofu steaks and mushrooms with mashed potatoes and green peas (with "1 pound extra-firm tofu," p. 180).

Linguine and creamy alfredo sauce (with "1 package Silken Lite firm tofu" and "2 cups unsweetened soy milk," p. 195). Lynn's meatloaf (with "10 ounces firm tofu," p. 204). Vegetable stir-fry with brown rice (with "1 pound seitan" and "two tablespoons low-sodium tamari," p. 208). Tempeh-mushroom stir-fry and soba noodles (with "1 package tempeh," and "3 tablespoons low-sodium tamari," p. 209). Red vegetable curry and brown rice (with "1 pound extra-firm tofu," p. 210).

Pad Thai (with "1 pound broiled tofu cubes {see p. 210}," p. 211). The great wooden bowl salad (with "1 pound extra-firm tofu," p. 214-15). Tofu vegetable spread (with "½ pound extra-firm tofu," p. 238). E2 sour cream (with "1 package Silken Lite firm tofu," p. 239). Asian marinade (with "3 tablespoons soy sauce, p. 241). Island marinade (with "4 tablespoons soy sauce," p. 241). Add tofu and allow to marinate refrigerated for 30 minutes to 4 hours (p. 241). Rip's favorite snacks include "4. Soy yogurt: I'm particularly fond of the Westsoy... cherry" (p. 243). E2 Basics chocolate pudding (with "1 package Silken Lite tofu," p. 245). Fruit bowl with soy drizzle (with "4-6 ounce container of soy yogurt," p. 249). Fruit mousse (with "1 package extra-firm Silken Lite tofu," p. 255). Maple sour cream dream (with "1 vanilla soy yogurt," p. 256).

Many recipes call for "Bragg Liquid Aminos" which are simply HVP (hydrolyzed vegetable protein) made by a quick and unnatural / artificial process; soybeans, wheat, and/or corn are immersed in hydrochloric acid until, after 1-3 days, the acid has broken down the protein into its constituent amino acids. Fermentation (as of soy sauce) can do the same thing naturally in 4-6 months. HVP is a source of flavor without salt, but that flavor is generally considered to not nearly as good as the flavor of soy sauce.

Rip has an exercise component to his "Engine 2" 28 day plan.

And Rip gives people a choice as they start the 28 day plan; one can be a Fire Cadet or a Firefighter (p. 22). The

“Fire Cadet option is for those who prefer a more gradual approach.” In week 1 Cadets must stop eating dairy products and processed / refined foods (such as refined sugar, white flour, etc.). In week 2 Cadets must stop eating meat, poultry, fish and eggs. In week 3 Cadets must do without added or extracted oils—even vegetable oils such as olive oil. In week 4 Cadets and Firefighters eat the total E2 diet, a healthy, whole-foods, plant-based diet. A Firefighter (the plan Rip recommends) requires that a give up all of these unhealthy foods from the start of the program. “Americans consume a staggering 50 percent of their calories from refined and processed foods.”

Cholesterol-lowering drugs (such as statins: Rip, who is not a physician, does not use them).

Salt and sodium: Rip advocates a low-sodium diet.

Support groups after the 4-week program: Optional.

People who wish to can create or find one themselves (p. 92).

Meditation and relaxation to reduce stress: Not part of the program.

Sugar and sweets. Avoid refined sugars, high fructose corn syrups, and things such as sodas, candy to which they are added. Instead choose natural sugars such as those in whole naturally-sweet fruits (p. 114-15, 134). In desserts, Rip often calls for up to 3-4 tablespoons maple syrup or agave nectar, yet a recipe for Brownies (p. 247) calls for “½ cup light brown sugar, packed” and “½ cup raw sugar.” And a recipe for “Oatmeal raisin cookies” (p. 253) calls for even more refined sugar. Rip admits he has a sweet tooth. Some of his desserts violate the basic principles of the Engine 2 diet; they contain large amounts of refined sugars—unlike the recipes (developed by his mother) in his father’s book. Moreover, his mother strongly suggests that desserts be saved for special occasions.

This is a sound, healthy diet and anyone who stays on it for 28 days will see dramatic improvements in their overall health and weight.

The Engine 2 diet is a good, practical diet for the rest of your life. But go easy on the desserts and try to avoid the ones with refined sugar. Address: Austin, Texas.

2889. Walters, Terry. 2009. *Clean food: a seasonal guide to eating close to the source, with more than 200 recipes for a healthy and sustainable you*. New York, NY: Sterling. 290 p. Illust. (Color). Index. 24 cm.

• **Summary:** This vegan cookbook, with a strong macrobiotic flavor and 223 recipes (arranged by season), shows you how to eat seasonal, unprocessed, and locally-grown foods that are good for people and the environment.

On pages 17-18 is a section titled “Soy” in which the author describes her belief that “there is so much information about whether soy is healthy or not.” We have rarely seen a short section on soy containing so many clearly false or misleading statements as this one—too many to list. Clearly she gets her information about the nutritional value

of soy from the Web rather than from scientific journals. Nevertheless she recommends and uses miso, tempeh, tamari / shoyu, and tofu.

The glossary of foods likewise contains many errors. For example: Aduki beans: Misspelled. Fermented black beans: She fails to mention that these are soybeans. Gomasio: Misspelled. Tempeh: “Made from pressed and fermented soybeans.” Tofu: “Made from soybean curd.”

The index contains 23 recipes for tofu, 9 each for miso, and tempeh, 3 for shoyu, and 4 for tamari. Address: Connecticut.

2890. Allan, John. 2010. Re: Work with Harmony Foods, a macrobiotic wholesaler, in London, England—and with macrobiotics. Letter (e-mail) to William Shurtleff at Soyinfo Center, Jan. 6. 2 p.

• **Summary:** John now lives in Japan, but was a worker at Harmony Foods, the macrobiotic wholesaler, and various other wholefood outlets in London during the early 1980s. He read *You Are All Sanpaku* in about 1981.

“If you ever get into documenting the ‘microbiotic history’ of the movement in the UK, I might be able to fill in some details (or offer opinions / reflections on it), such as why the marvelous East-West center collapsed and then Harmony Foods (after the Sams sold it), who was responsible for the softening of the message from the old days and pointing a finger to the role of the many Italians strangely enough. There are other people in the UK, like John Law of Community Foods and Infinity Foods Coop of Brighton, that also would deserve a mention. Of course, there were the foundations of the old ‘Nature Cure’ and naturopathy days going back to at least the 1920s and 1930s.

“Peter and Montse Bradford would, obviously, have to have a mention. You know Bill Tara. You probably know most of the other main players.

“One episode I would suggest you were brave enough to investigate is the failure of the Community Health Foundation / East-West Centre on City Road in London. It was one of the greatest, untimely losses to the movement. A fabulous, old Victorian school converted into a nexus of original / alternative health culture. There was a macrobiotic grocer that numerous incarnations later became Clearspring and Fresh and Wild, a bookshop, a macrobiotic restaurant, the Kushi Institute doing macrobiotic cooking and consultations, above them therapy centers and a dojo. Down in the basement a nursery and kitchen. In short an ideal community. A total immersion experience. You learn, you eat, you buy, you read, you trained, your kids were taught, you got a rub down and therapy.

“It was huge and cheap. This is a rough sketch that I would give you to investigate. As I understand it, it all failed and fell apart when the lease came up for renewal. All the others wanted to buy out the lease out, and take over their floor of the building, except for the Kushi Institute as it was

and would not pay for itself. It was supporting itself off renting out, managing the space. The lease was not bought out. A new lease or landlord came in. The rent went way up and one by everyone had to move out. Fresh and Wild, the grocer was the last to leave. The final chapter is even sadder. Within a few years, the area in which it was, changed from being a barren, post-industrial, working class area on the City borders where no one went or lived, to being the most trendy up and coming area in London. Like an East Village, New York City. As a location it could not have been better. I think most folks hold the KI [Kushi Institute] responsible. They had too much small and not enough business. Other folks might speak of ‘management problems.’

“The other story would be Erewhon Foods, basically, trying to screw over Harmony Foods and “conquer” (my words) Europe.

“Harmony was sold off to an ex-Metal Box upper-middle class corporate type named John Guyon who went on to bankrupt it and screwed over a lot of small suppliers. If you find an American ex-hippie Gideon who used to work there as director, you might get more of the story. His wife Mary is still involved in the ‘scene’ in the UK.

“It would be good if you add a bit of realism to the story, but you might have to brave enough to risk putting a few noses out of joint.” Address: Japan.

2891. Roseboro, Ken. 2010. The 2010 non-GMO sourcebook: A buyers guide to global suppliers of non-GMO and organic seeds, grains, ingredients, and foods. Fairfield, Iowa: Evergreen Publishing, Inc. 106 p. Illust. (both color, and blue and white photos). Index. 28 cm.

• **Summary:** Contents: Editor’s introduction (by Ken Roseboro, publisher and editor). Suppliers of non-GMO products: United States, Canada, Europe, Africa / Middle East, Asia / Australia, Latin / South America. The Non-GMO Project special section (includes comments by Michael Potter and Nature’s Path {in Canada}). Related products, services, and organizations. rBGH-free dairy processors in the US. Index of non-GMO suppliers by product category: Seeds (corn, soybeans), canola / rapeseed, processed canola / rapeseed products, corn / maize, processed corn / maize products, soybeans (identity preserved, specialty, organic), processed soy products (flakes, flour, germ concentrate, grits, lecithin, meal, nuts, oil, low linolenic oil, phytosterols, protein, textured protein, soymilk, soymilk powder, soy sauce, tofu, vitamin E / tocopherols), other grains / oilseeds and processed products (alfalfa / hay, barley, cotton,...), other ingredients and processing aids (citric acid, dairy ingredients...), sweeteners, food products, food supplements, animal feed. Index of related products, services and organizations. Complete index of listings. Index of advertisers.

Note 1. In the Suppliers section, many company entries have the Non-GMO Project logo (with an orange and black

butterfly on a green leaf) next to their company name (e.g., Eden Foods, p. 17; WholeSoy & Company, p. 42).

This comprehensive book gives the single best picture of the growing industry, worldwide, opposed to genetic engineering. Address: Editor / Publisher, P.O. Box 436, Fairfield, Iowa 52556. Phone: 1-800-854-0586.

2892. Shurtleff, William. 2010. Thoughts about George Ohsawa. *SoyaScan Notes*. Feb. 5. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** There are six things I greatly admire about George Ohsawa: (1) He had a tremendous sense of gratitude for life itself and for all things. (2) He emphasized the oneness of all things (nonduality) and showed that the pairs of opposites are more deeply one. (3) He had a marvelous love of life, great vitality, and sense of humor. People remember him as a deeply happy and charismatic man. (4) He had a very original and creative mind—especially for a Japanese man of his time. (5) He introduced many fine Japanese foods into Western diets that Caucasians now actually eat on a regular basis—miso, tofu, shoyu / tamari, umeboshi, kuzu, sea vegetables, seitan, natto, and many more—and in doing so played a major role in starting the natural foods movement in America. (6) He played a leading role in introducing brown rice into American food culture, starting in the 1960s. Address: Founder and owner, Soyinfo Center, Lafayette, California. Phone: 925-283-2991.

2893. Assaly, Peter. 2010. Re: History of Nature’s Select, a snack food manufacturer and maker of soynuts. Letter (e-mail) to William Shurtleff at Soyfoods Center, Feb. 15—in reply to inquiry. 1 p.

• **Summary:** What year and month did Nature’s Select, Inc. begin making and selling its first commercial soy product? “I founded Nature’s Select, Inc. and incorporated in June of 1989 as a snack food manufacturer of the world’s first shelf stable Dry Roasted Sunflower Nut available in flexible packaging. Also produced in shell Dry Roasted Sunflower Seeds, Dry Roasted Pumpkin Seeds and Pepita. Then started processing Dry Roasted Soynuts in October 1991, and subsequently launched a full nut line in 1994.

I purchased a building in Jackson, Michigan in late 1991 where we first processed en masse our Dry Roasted Soynuts for Amway Corporations Modern Magic Meals private label program. In March of 1992 we had our first export of a 14-foot container to a company in Italy which lead to the development of packaging and the introduction of our Nature’s Select Brand “Original Home Style” in 1993.

2. What was the company’s address at that time? “Nature’s Select, Inc., 500 Cascade West Pkwy, SE, Grand Rapids, MI 49546.”

3. Soy product names and initial flavors. Nature’s Select Brand Dry Roasted Soynuts—Original Home Style (Herbs & Spices). Nature’s Select Brand Dry Roasted Soynuts—Lightly

Salted. Nature's Select Brand Dry Roasted Soynuts–No Salt. Nature's Select Brand Dry Roasted Soynuts–Spicy Mexican Flavor (Salsa). Nature's Select Brand Dry Roasted Soynuts–Honey Coated.

4. 4. Did you sell in bulk only? Who first bought your soy nut products? Here's only a partial list of our first original packaged customers: 1. S. Abraham & Sons, Inc. the 6th largest Candy & Tobacco Wholesale distributor in the U.S. selling to convenience stores and small supermarkets. 2. Army & Air Force Exchange Commission. 3. Private label to Amway Corporation. 4. Nature's Best, Brea, California. 5. Food for Health, Phoenix, Arizona. 6. Tree of Life, Clayburne, Texas; Bloomington, Indiana: etc. 7. Atlantic Dominion Distributors. 8. Correctional institutions. 9. Vending companies.

Partial list of bulk sale customers included Wild Oats Market, Whole Foods Market, Mountain People's Warehouse; Cornucopia; Rainbow Natural Foods; Northeast Co-Op; United Natural Foods; Tree of Life. Fred Meyer Stores–Nutritional Centers, Clackamas, Oregon. Caudill Seed.

Note: As of 3 Feb. 2011, Nature's Select has its own plant in Greensboro, North Carolina. It is managed by Peter's partner, who has a PD degree. Address: President, Nature's Select, Inc., 500 Cascade W. Parkway S.E., Grand Rapids, Michigan 49546. Phone: 616-956-1105.

2894. Money, Elizabeth Linhart. 2010. A family history in rice. *Edible East Bay (Oakland, California)*. Spring. See also the Koda Farms website.

• **Summary:** An excellent history (initially heart-wrenching) of Koda Farms, located in South Dos Palos (about an hour southeast of Tracy) the dusty heart of California's Central Valley. It is the home of Kokuho Rose, the best sushi rice on the market. It has produced medium- and short-grained rice for over 81 years.

1882–Chinese Exclusion Act of 1882 enables Japanese workers to replace Chinese as the state's main agricultural workers. But the Japanese suffered much the same type of discrimination as the Chinese had.

1908–Prof. William Wylie Mackie, a soil scientist working in Butte County, concluded that the Sutter Basin, which was seasonally flooded by the Sacramento River, could become “the best rice producing land in the world.” An associate of Mackie's, Kenju Ikuta, a Japanese immigrant, sought to use this new knowledge to benefit the Japanese community.

1908–Keisaburo Koda, born in Japan, son of a samurai turned rice miller, sets sail for California. The state's fledgling rice industry (which had developed to meet the needs of Chinese gold-rush immigrants) was about to take off.

“If you've ever traveled the length of the Central Valley, you'll know that the Sacramento and San Joaquin river

valleys are vastly different. To the north, the Sacramento Valley is a land of wide rivers with lush grasslands and riparian corridors [wetlands between river and land]. By contrast, the larger San Joaquin Valley, lying south of the Delta, is considerably drier” and water is a constant issue.

1913–California passes the Alien Land Law, which prohibits non-citizens from owning land in the state. Although it does not mention Japanese, they were its specific target. Since Keisaburo now has young sons, who are American citizens, he makes them shareholders in his new company. But no one will sell good farmland to a Japanese man.

1918–Land prices in the Sacramento Valley are now \$200 an acre, way up from \$30 in 1913. California now has 125,000 acres planted in rice.

1920s late–Keisaburo buys land in the San Joaquin Valley town of Dos Palos where he establishes the State Farming Co., Inc. He becomes a pioneer in sowing presoaked seed with airplanes.

1942 Feb.–Executive order 9066, signed by Pres. Franklin Roosevelt at the start of World War II, forces all Americans of Japanese descent to relocate in “internment centers” away from the West Coast. The Koda family was relocated to Colorado. The Koda family planned to close their operation until they could return. The United States government, however, ordered that their business be kept running to produce food and fiber. This forced Keisaburo to entrust management to strangers since his friends on neighboring farms were too busy overseeing their own operations during the wartime agricultural boom.

1945–When Japanese Americans were freed from the internment camps, the Koda family immediately headed back to Dos Palos to see what had become of their beloved farm. They returned to find it stripped bare. Almost 9,000 acres of land had been sold. Land, dryer, mill, mechanized equipment and planes had been liquidated. Moreover, tensions in the valley were high as local newspapers ran anti-Japanese editorials. Gunshots were fired into many Japanese homes and churches.

Reconstruction of the business was assigned to Keisaburo's sons. Edward and William built another processing facility a quarter mile from their original homestead and gradually repurchased landholdings.

1940s late–The Koda Brothers noticed an unfilled market niche for “sweet rice” (also called “glutinous rice, or *mochi-gome* in Japanese). The instituted a rice breeding program and became the first commercial growers of sweet rice in California. The rice was brand-named Sho-Chiku-Bai Sweet Rice and its flour was Mochiko Blue Star Brand Sweet Rice Flour. The latter was introduced as an innovative thickening agent with superior freezing properties valued by the food industry.

1950s late–A rice-breeding program was established at the farm that resulted in a unique variety of rice that

Keisaburo named Kokuho Rose.

1963–Kokuho Rose was introduced to the domestic market as the first premium “medium” grain rice. Unique in appearance as well as flavor, Kokuho Rose quickly became established as the favorite of Japanese Americans throughout the country.

“Meanwhile, Keisaburo threw himself tirelessly into the arena of Japanese American civil rights.” He worked to repeal the Alien Land Law, and to organize the Naturalization Rights League. In 1954 he proudly became a naturalized American Citizen.

“But one ‘hobby’ that Keisaburo took up in his retirement years that vexed the family... no end was his indefatigable promotion of brown rice.” “He would take a pressure cooker and a bag of brown rice with him wherever he went, and demo it for anyone willing to try it.” Unknown to him, the Beat movement and George Ohsawa, founder of the macrobiotic movement, were also promoting brown rice for its nutritional benefits.

By the 1960s the “brown rice era” had begun. In 1959 Ohsawa made a trip to California and spent a week at Koda Farms. He praised its quality and soon Koda Farms was selling brown rice to one of Ohsawa’s distributors. Brown Rice was served regularly by Edward Espe Brown, head cook at Tassajara and a disciple of Zen master Shunryu Suzuki roshi.

Note: Koda Farms was soon passed by Lundberg Family Farms, an early producer of organic short-grain brown rice. In 1968 Bob Kennedy, president of Chico-San in Chico, California, signed an important early organic contract with the Lundbergs.

2004–Koda Farms begins converting some fields to organic. As of 2010 they have 400 certified organic acres and 350 in transition. Their goal is 1,200 certified organic acres. This move has opened the market to brown rice and increased sales due to the evolution of the organic and local food movements. Address: Freelance food and travel writer, North Beach, San Francisco.

2895. Hodo Soy Beanery. 2010. Hodo Soy Beanery names John Scharffenberger chief executive officer (News release). Oakland, California. 1 p. June 14.

• **Summary:** “Oakland, Calif.–Hodo Soy Beanery, the Bay Area’s only maker of artisan organic soymilk, tofu, yuba, and ready-to-eat soy products, announced today that food and wine entrepreneur John Scharffenberger has joined the company as its CEO. Scharffenberger brings extensive knowledge and experience in launching and building successful gourmet food and wine companies to this new position, where he will oversee Hodo’s growth, build the sales team and distribution network, drive strategic planning, and raise awareness of the distinctive soy products coming from the company’s state of the art facility.

“Scharffenberger discovered Hodo Soy Beanery at the

Berkeley Farmers’ Market, and he subsequently joined as an advisor and board director. John Notz, CFO of Hodo, comments, ‘As John got more involved as an investor and Hodo board member, we realized that he would be a great fit for CEO. Ironically, when we were first crafting our vision for the company, we talked about Hodo as the “Scharffenberger of Soy.” We are very lucky to have him.’

“Scharffenberger admits that he didn’t particularly love tofu, ‘but Minh Tsai, Hodo’s founder and tofu master, had me hooked with the first bite. I’m definitely looking forward to joining the team and expanding awareness of how amazing and innovative Hodo’s tofu products are. This new appointment also frees up Minh to focus on his passion for making great tofu and sharing his enthusiasm for the tofumaking process.’

“Throughout his career, Scharffenberger has energized under-appreciated food and wine categories such as sparkling wine and gourmet chocolate with the successful launches of Scharffenberger Cellars and Scharffen Berger Chocolate Maker. More recently, he has traveled the world as a chocolate expert and served as consultant to the farming and food production industry, helping private for-profit and nonprofit producers analyze, develop and achieve sustainably higher returns. According to Scharffenberger, ‘Hodo Soy Beanery is ready to move to the next level. The creative work of Minh and his crew is converting tofu skeptics with their fresh, locally made products. Our factory tours and production transparency reminds me of when Scharffen Berger was at the same stage.’

“Scharffenberger begins work at Hodo Soy Beanery on June 14th, 2010.

“Hodo Soy Beanery is an organic bean-to-block tofu and yuba maker in Oakland, California. Their products are made fresh daily with whole organic, non-GMO soybeans sourced from a Midwest farmers’ cooperative. Hodo Soy Beanery’s products are available at Bay Area farmers’ markets, specialty grocers like Whole Foods and on the menus of notable restaurants, including The Slanted Door and COI. For more information or to reserve a tour, please visit <http://www.hodosoy.com>.”

Note: In Aug. 2005 Scharffen Berger Chocolate Maker was purchased by The Hershey Co. Hershey purchased Scharffen Berger for about two times the company’s annual revenue, which was approximately \$10 million a year at the time of the 2005 acquisition (Source: Wikipedia).

Previously, John founded Scharffenberger Cellars, an ultra-premium sparkling wine producer, which he sold to LVMH in 1995.

2896. *Chico Enterprise-Record*. 2010. Eldon Lundberg (1928-2010). June 30.

• **Summary:** Eldon Albert Lundberg died on 26 June 2010; he was of Swedish Ancestry. He was born on 20 June 1928 at the home of his parents, Albert and Frances Lundberg, in

Phelps County, Nebraska. This home was part of the farm homesteaded by his grandfather, Andrew Lundberg, who emigrated from Sweden in the 19th century.

In 1937, due to the ravages of the Great Depression and the Dust Bowl, the family decided to leave Nebraska. “They joined many relatives and friends who had already settled in Richvale, California to begin farming land purchased by Frances’s father in 1906. He became a devout Christian. After high school he attended Chico State College for two years.

In the spring of 1948 he began rice farming with his father, but this was interrupted by a draft notice. In Feb. 1951 he joined the U.S. Army and served on the island of Ishigaki in the Ryukyu Islands.

In Nebraska he met his wife, Ruth Marilyn Wendell, and they were married in the Keene Evangelical Free Church on 4 Dec. 1953. Returning to Richvale, they raised three children, Jennifer, Grant, and Julianne. As Eldon farmed rice with his father and three brothers, they established Lundberg Family Farms. Eldon loved to fly the family’s airplane.

“He is survived by his wife of 56 years, Ruth; daughters and sons-in-law, Jennifer and Kevin Parrish, Julianne and Blake Stafford; son and daughter-in-law, Grant and Susie Lundberg; his grandchildren, Emma, Madeline, Grace, Ansel, Georgia, Mae, and Nelson, and his three brothers and their wives and families, Wendell and Carolyn, Harlan and Carolyn, and Homer and Carol Lundberg.”

2897. Pfeiffer Center. 2010. The Pfeiffer Center (Website printout–part). www.pfeiffercenter.org Retrieved Aug. 2.

• **Summary:** Click on Ehrenfried Pfeiffer for a good history of Ehrenfried Pfeiffer and his relationship to the Threefold Community in New York.

“The story of biodynamics in America is deeply intertwined with the biographies of Ehrenfried Pfeiffer and of the Threefold Community, home of the Pfeiffer Center for Biodynamics and the Environment.

The Community’s story begins in 1926, when the members of New York City’s Threefold Group bought a farm in rural Rockland County, about 30 miles northwest of New York City. These American anthroposophists (students of Rudolf Steiner) ran a laundry, a furniture-making shop, a rooming house, and a vegetarian restaurant near Carnegie Hall. Many of them had encountered anthroposophy and even met Rudolf Steiner personally in Europe, and were at or near the origins of many anthroposophical impulses in the arts, education, medicine, and agriculture. They shared a heartfelt obligation to bring anthroposophical ideals to life in the social fabric of the New World, and Threefold Farm was integral to this impulse.

“On July 8-23, 1933, the first Anthroposophical Summer School took place at Threefold Farm. The faculty included three European anthroposophists making their first-ever visits to North America, one being Ehrenfried Pfeiffer.

Pfeiffer’s seven lectures included two with the title, ‘Dr. Steiner’s Biologic Dynamic Agricultural Methods Practically Applied in Farming.’

“Pfeiffer, who was born in 1899, first met Rudolf Steiner at the age of 19. Pfeiffer’s mother and stepfather were both anthroposophists and knew Steiner personally, but they never spoke to Ehrenfried about Spiritual Science, leaving him to find it on his own. Pfeiffer was in university at the time, and Steiner immediately set to work designing Pfeiffer’s education. The course load was extremely heavy, and strongly weighted to the sciences: as Steiner told Pfeiffer, to overcome materialism, we must know its means and methods as well as we know our own.

“Within a few years, Pfeiffer was living in Dornach and working closely with Steiner. Pfeiffer wrote that ‘In 1922 Rudolf Steiner described for the first time how to make the biodynamic preparations, simply giving the recipe without any sort of explanation—just “do this and then do that.”’ It was Pfeiffer, with Ita Wegman and Gunther Wachsmuth, who made and applied the first batch of 500, years before the Agriculture Course of 1924. Pfeiffer was one of a small circle of people entrusted with putting biodynamics into practice, to get as much land as possible under biodynamic care so that, in Steiner’s words, ‘in future everyone will be able to say, “We have tried it, and it works,” even though some of these things may still seem strange right now.’

“In 1928, Pfeiffer took charge of Loverendale, a farm of over 500 acres in the Netherlands. To the massive task of converting a conventional farm to BD, and making it economically self-sufficient, all in the difficult economic conditions of the inter-War years...”

“Pfeiffer lectured in the States regularly during the 1930s, and was a fixture at the Threefold summer conferences, which grew in length and scope with each passing year. In the late 1930s he was invited to work at Philadelphia’s Hahnemann Medical College, where he experimented with using the crystallization patterns of blood for the diagnosis of cancer. This work resulted in Pfeiffer’s being awarded an honorary Doctor of Medicine degree from Hahnemann in 1939. When the war came, Pfeiffer brought his family to Kimberton, Pennsylvania, where Alaric Myrin offered Pfeiffer the opportunity to create a model biodynamic farm and training program. Pfeiffer also led the initiative to found the Biodynamic Farming and Gardening Association, and to start its journal. While at Kimberton, Pfeiffer met J.I. Rodale, a relationship that gave biodynamics a little-known place in the history of the American organic movement.

“Interpersonal difficulties—a motif of Pfeiffer’s life—brought to a close the Kimberton Farms chapter. Aiming to continue his work training biodynamic farmers, Pfeiffer bought a farm in Chester, New York, where a small colony arose focused on farming, education, and the administration of the Biodynamic Association. In the mid-1940s, tuberculosis caused Pfeiffer’s confinement in

the New York State sanatorium in Pomona, not far from Spring Valley. Pfeiffer's wife, Adelheid, and their children Christoph and Willi kept the farm running, but Pfeiffer's illness made it impossible for him to work his milk cows. Upon his discharge from the sanatorium, Pfeiffer was offered living quarters and work space at Threefold Farm. The Bio-Chemical Research Laboratory, which opened in 1946 and operated until 1974, worked to perfect the mass production of the biodynamic preps, among many other projects.

"In the 1940s, Pfeiffer developed and brought to market commercially viable compost 'starters' that helped make biodynamics accessible to home gardeners and conventional farmers. Between 1950 and 1952, he developed and directed an innovative municipal composting program in Oakland, California, in which Oakland's household garbage was composted and pelletized for use as agricultural fertilizer.

"Pfeiffer died in 1961, his life shortened by multiple illnesses and also no doubt by the massive workload he took upon himself, the scope of which is barely suggested in this brief account."

Photos show: (1) Biodynamic vegetable gardens at Threefold Farm, in 1929. (2) Rudolf Steiner in the 1920s. (3) Dr. E. Pfeiffer at Threefold Farm in the 1940s. (4) Christoph, Adelheid, and Willi Pfeiffer. Address: 260 Hungry Hollow Road, Chestnut Ridge, New York 10997. Phone: 845-352-5020.

2898. *SoyaScan Notes*. 2010. The first and second natural food movements in the United States: Differences and similarities (Overview). Aug. 19. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** There have been three major reform movements, or waves, related to food and health in the United States. Each has had its own philosophy or theory of diet and health, its own periodicals, and, of course, its own founders, leaders, and teachers / lecturers. All three believed that there were certain natural laws of health and of the body which, if transgressed, would lead to sickness. The way to restore health was not (generally) to take medicines (which simply cover up the symptoms) but to stop the activity which was causing the sickness. All three believed in the healing power of nature, and advocated the return to a simpler, more natural way of living and eating. All three emphasized the importance of a good diet as the basis of good health, and (at least initially) all three advocated a diet based on traditional, natural foods, and avoidance of refined, highly processed, or artificial foods. Each new wave was bigger than the one before it and had more influence on American food culture.

The first natural foods movement, which started in 1953, had its headquarters in Atlanta, Texas. They published an excellent monthly magazine titled *Natural Food and Farming* from April 1954 until Aug. 1995 (Vol. 41, No. 2). Each issue was 8½ by 11 inches, and in 1957 a typical issue was 22 pages long.

The movement was based on an organization named "Natural Food Associates" (NFA) (founded in 1953), which had a large membership from the mid-1950s on, and had many nationwide chapters—such as the "Connecticut Natural Food Associates." Their basic missions were to raise awareness that our food system, soil, water, and bodies were being poisoned by a host of new agricultural chemicals (such as DDT), fluoridation, etc., and to provide an alternative for those who were concerned about their health and/or the environment: "natural foods grown on fertile soil eaten fresh and poison free" (April 1958, p. 6).

They encouraged people nationwide to start a vegetable garden and grow their own food using compost and without using chemical fertilizers or toxic pesticides. They were independent of but closely allied with and active in promoting the fledgling organic gardening and farming movement and the biodynamic farming movement (especially Ehrenfried Pfeiffer). As they watched with alarm as the fertility of the soil was being destroyed by large-scale chemical farming methods, they were especially active in linking the health of the body to the health of the soil.

They worked very hard, for example, to ban DDT and fluoridation and many of their leading members (PhDs and university professors) testified against it.

The founder, president and sparkplug of NFA was Joe D. Nichols, M.D., from 1954 until his death on 27 May 1992. Most of the officers and leaders of this movement were adults, and a large percentage were physicians (M.D.s), dentists, or in academia. They had annual nationwide conventions, and before long, regional and state chapters and conventions. They were very active and well funded—nationwide.

Note: In 1962 *Silent Spring* was published. In 1972 DDT was banned in the USA.

The second natural foods movement started in the mid-1960s and continued until the present. It was founded largely by young men and women who came of age during the period from 1960 to 1980. They discovered, to their surprise, that most food crops grown since the 1940s, were produced using chemical herbicides, pesticides, insecticides, and fertilizers. The safety of these agrichemicals had not been adequately tested. Moreover, many foods were then highly processed or refined, and contained added white sugar, preservatives, stabilizers, and other chemicals. It was quite difficult to obtain traditional, natural foods—even at health food stores. These young people, most of whom considered themselves part of the counterculture (they had fought against the Vietnam War and racial segregation, and for women's rights) decided to try to create a new food system. Some started companies to make new foods (from whole-grain breads and pastries to tofu and miso). Hundreds (eventually thousands) of others started new natural foods stores—which (for the first 10-15 years) sold many foods unpackaged in bulk, would not sell meat, refined foods,

or foods containing sugar or chemical additives, pills, alcohol, or tobacco. From the beginning, the influence of macrobiotics, and of macrobiotic teachers such as Michio and Aveline Kushi (in Boston), Herman and Cornelia Aihara (in Chico, California), and George and Lima Ohsawa (world travelers from Japan) was strong. In fact, the 2nd natural foods movement actually started as a macrobiotic movement. They imported, introduced, and helped to popularize a host of foods from Japan—foods that most Americans had never heard of or tasted—such as brown rice, tamari soy sauce, azuki beans, sesame seeds, sesame salt (gomashio), soba (buckwheat noodles), udon (special wheat noodles), amazake, miso, sea vegetables (hijiki, wakame, kombu, nori, etc.), umeboshi (salt plums), kuzu, kabocha pumpkins, burdock root, jinenjo (glutinous yam), bancha twig tea, seitan, rice cakes, and mu tea. Erewhon was the first company to distribute many of these foods, and many of them gradually made their way into the American diet and language. Macrobiotics taught that whole grains should be the center of the diet—something many Americans had once believed but had long forgotten. Substances unfit for normal human consumption were white sugar, alcohol, dairy products, and all kinds of drugs.

Important early periodicals were East West Journal (Jan. 1971, Boston, macrobiotic), Vegetarian Times (March 1974, Chicago, Illinois), Health Foods Business (1973), Whole Foods (Jan. 1978, Berkeley), and Natural Foods Merchandiser (Feb. 1979).

Erewhon (Boston) was the first distributor of natural foods (fall 1969). Other early distributors were: Westbrae (July 1970, Berkeley, California), Erewhon—Los Angeles (summer 1970), Essene (Feb. 1971, Philadelphia), Eden Foods (June 1971, Ann Arbor, Michigan), Laurelbrook (Aug. 1971, Maryland), Shadowfax (1971, New York), The Well (1971, San Jose, California), Janus (Jan. 1972, Seattle, Washington), Tree of Life (1972, St. Augustine, Florida).

“Pioneers and leaders included the founders and heads of the major distributing companies and periodicals. Plus Sandy Gooch (Mrs. Gooch’s), Tony Harnett (Bread and Circus), Peter Roy and John Mackey (Whole Foods).

By the mid- to late-1970s, most of the health food distributors mentioned above were carrying a complete line of natural foods and distributing them to both health food stores and natural food stores.

Surprisingly, the natural foods industry has never developed its own trade association. Therefore the company that owns Natural Foods Merchandiser has used this opportunity to organize very successful trade shows at Anaheim, California, and Washington, DC each year, and to publish the industry’s most important periodical.

In those heady days of the late 1960s and early 1970s it looked like America was headed into a peaceful, nonviolent revolution. Young people, the revolutionaries (“Power to the people!” “Don’t trust anybody over 30”) would be in

the vanguard. They needed to develop new models for the rapidly approaching future. The Erewhon retail store at 342 Newbury Street that opened in Nov. 1968 was developed as a model new food store. Wooden walls, food in bins, only healthy natural foods. Fred Rohe’s New Age Natural Foods in San Francisco was an early West Coast model retail store.

Erewhon was developed as a model wholesale distributor of the new foods. Many other new and successful companies modeled themselves after Erewhon.

The 2nd natural foods movement was largely vegetarian in addition to eschewing refined foods—and specially white sugar. The 1st natural foods movement advocated the eating of meat, poultry, and fish as good sources of protein.

Soyfoods were a major part of the 2nd natural foods movement, but a very minor part of the 1st. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549.

2899. Thimmaiah, A. 2010. Organic agriculture: Addressing food security in a changing climate. *Palawija News (Bogor, Indonesia)* 27(2):6-10. Aug.

• **Summary:** Contents: Introduction. Sidebar: What is organic agriculture? Organic agriculture. Organic agriculture and food security. Productivity in organic agriculture systems. Energy conservation. Adaptation to climate change. Inclusive business models. Support mechanisms for smallholders through labelling and certification: Fair trade certification, the Participatory Guarantee System. Conclusion.

“The fruits of Green Revolution are turning sour due to the stagnation of crop productivity combined with the deterioration in quality of food and soil health. This is due to the environmental degradation for decades owing to unsustainable agriculture practices. In addition, the modern agriculture has contributed to huge environmental cost by facilitating soil erosion, ground water contamination, loss of soil fertility, loss of agricultural land through salinization and acidification, depletion of ground water tables, loss of biodiversity, increased pest resistance and release of greenhouse gases through deforestation.”

Note: Some of these problems are also caused, in part, by population growth. Address: Advisor, National Organic Program (NoP), Ministry of Agriculture and Forests (MoAF), Royal Government of Bhutan, Thimphu, Bhutan.

2900. Kowitt, Beth. 2010. Inside Trader Joe’s: America’s hottest retailer is also notoriously hush-hush. *Fortune* uncovers the secrets of its success. *Fortune*. Sept. 6. p. 36-37, 88-90, 92, 94, 96.

• **Summary:** An excellent article. 1967—The first Trader Joe’s store is started in Pasadena, California, by Joe Coulombe (pronounced COO-lomb). His store had a superb selection of wine and other alcoholic beverages. His philosophy is limited selection, high turnover.

A sidebar is titled “Meet the original Joe.”

1979—Joe Coulombe sells his company to German

grocery mogul Theo Albrecht—as a great investment. The Albrecht family owns Aldi in Germany and most parts of the European Union

1993–TJ opens its first store outside California in Arizona.

1996–TJ leapfrogged the country, opening two stores near Boston—in Brookline and Cambridge.

Today about 80% of its SKUs (stock-keeping units) are private label products.

2901. Boswell, April. 2010. Re: Work at the Erewhon retail store on Newbury Street in Boston. Letter (e-mail) to William Shurtleff at Soyinfo Center, Oct. 13 and 24. 1 p.

• **Summary:** “On a whim yesterday I googled Erewhon, the natural foods store on Ellery St. in Boston for whom I worked a few months in early 1971. As I scanned through what came across, memories began slipping back. So I thought I’d send on to you what I remember although you probably have plenty of information, and my memories are not very clear. Nevertheless...

“As a 20 year-old (my name was April Deborah Van Outrive in those days) I moved from California to Cambridge, Massachusetts in January 1971, and into a third-floor walk-up apartment with my boyfriend at the time Rory Ingalls (he might have been working at Tao Books), and two other roommates, a South American fellow, Manuel Manga (who was obsessed with geodesic domes) and Fern Weiner. They were all eating and living macrobiotically and I was learning from them. Fern did all the cooking for the house. She taught me how to make an authentic Japanese futon and some basics of macrobiotic cooking.

“After only a month or so for reasons I don’t recall, we moved again into a lovely old macrobiotic house on Ellery St., around the corner from the Orson Wells theater and down the street from Harvard Square. There were eighteen to twenty people living in this house which was run by Bruce and Melinda Gardner. Melinda was pregnant and subsequently had her baby, David, that spring or summer. The house was three stories and had been built in the early eighteen hundreds. I remember Melinda making tofu from scratch in the big kitchen there with a number of us women. My memories of Bruce and Melinda are that they were both calm, gentle people. Melinda called their baby ‘Davie-cha.’

“I went to work for Erewhon on Newbury St. and rode the bus from Cambridge, past MIT and over the bridge into Boston. Russell Desmarais (spelling?) was managing the store as I recall. We had large open barrels of grains, seeds and nuts as well as nut butter grinders, and I recall estimating amounts when helping customers with their grains. One time the famous singer Odetta came in and I waited on her. I didn’t know who she was at the time. I also recall a young man who worked at Erewhon, he played the flute and would sit outside the back door on a ledge or a stairway during his breaks; I was charmed by his haunting tunes.

“Some of us Erewhon employees took a bus one weekend up to Vermont, to donate our time to work on a farm there. We worked in the fields digging stones out of the soil. The stones were as numerous as potatoes in the ground but less satisfying to unearth. I recall wondering if they just continued to rise to the surface over time. Another memory of that weekend is that along the way there, we stopped and swam in the bend of a clear cold river. The idyllic nature of that swim and that time remains with me today.

“On another occasion there was a big party at what may have been the Kushi’s house that we all attended. I recall it as being a gracious home. It might have been Aveline or Michio Kushi’s birthday celebration.

“We attended lectures given by Michio Kushi in Boston, I think this was downtown at a church, close to the Boston Commons.

“Bruce and Melinda were offered the opportunity to run a big house and farm in the countryside outside of Boston, where we had also visited as a group. I think they did leave the Ellery St. house to do that.

“In June or July of 1971, I decided to catch a ride back home and put up a sign to that effect on the bulletin board at Erewhon. A girl name Dulcie answered my ad; she was heading to California in her little VW and could use a traveling companion. She arrived bright and early one fine summer day, I packed my things in her car and off we went. Life made its usual twists and turns and I did not return to Boston.

“I was the girl on the cover one month of the little publication put out by Erewhon, might have been the East-West Journal. I think I was holding a big basket of fresh produce.

“So that’s my little story! Thanks for allowing me to reminisce.” Address: Clayton, California.

2902. *Organic and Non-GMO Report (The) (Fairfield, Iowa)*. 2010. Research finds organic farms produce better fruit, create healthier soil. 10(9):15. Oct.

• **Summary:** “Side-by-side comparisons of organic and conventional strawberry farms and their fruit found the organic farms produced more flavorful and nutritious berries while leaving the soil healthier and more genetically diverse.

“Our findings have global implications and advance what we know about the sustainability benefits of organic farming systems,’ said John Reganold, Washington State University Regents professor of soil science and lead author of a paper published in the [open access] peer-reviewed online journal, *PLoS ONE*. ‘We also show you can have high quality, healthy produce without resorting to an arsenal of pesticides.’

“The study is among the most comprehensive of its kind, analyzing 31 chemical and biological soil properties, soil DNA, and the taste, nutrition and quality of three strawberry varieties on more than two dozen commercial fields—13

conventional and 13 organic.

“There is no paper in the literature that comprehensively and quantitatively compares so many indices of both food and soil quality at multiple sampling times on so many commercial farms,” said Reganold.

“The researchers found that organic had significantly higher antioxidant activity and concentrations of ascorbic acid and phenolic compounds. The organic strawberries also had longer shelf life.

“The researchers also found the organic soils excelled in a variety of key chemical and biological properties, including carbon sequestration, nitrogen, microbial biomass, enzyme activities, and micronutrients.”

2903. *Organic and Non-GMO Report (The) (Fairfield, Iowa)*. 2010. Monsanto Roundup: Gates Foundation under fire for purchasing Monsanto shares. 10(9):20. Oct.

• **Summary:** “The Bill & Melinda Gates Foundation recently purchased 500,000 shares of Monsanto Company, worth an estimated \$27.6 million. Farmers and advocacy organizations around the world were outraged by the purchase, according to the non-profit group AGRA Watch.

“Our biggest concern is that the foundation is invested in Monsanto so they’re looking for Monsanto to make a profit,” said Travis English, of AGRA Watch, in an interview with the *Seattle Times*. “What they’re doing is opening up new markets in Africa for Monsanto to monopolize the seed market.”

“When the economic power of Gates is coupled with the irresponsibility of Monsanto, the outlook for African smallholders is not very promising,” said Mariam Mayet, environmental attorney and director of the Africa Centre for Biosafety in Johannesburg.

“In response to the stock purchase, 250 Seattle residents sent postcards to the Foundation expressing their concern that its approach to agricultural development, rather than reducing hunger as pledged, would instead ‘increase farmer debt, enrich agribusiness corporations like Monsanto and Syngenta, degrade the environment, and dispossess small farmers.’ They also urged the Foundation to cut all ties to Monsanto and the biotechnology industry.

“A 2008 report initiated by the World Bank and the UN, the International Assessment of Agricultural Knowledge, Science and Technology for Development (IAASTD) concluded that small-scale agroecological farming is more suitable for the third world than the industrial agricultural model favored by Gates and Monsanto.”

2904. Hain Celestial Group, Inc. (The). 2010. Annual report 2010. Melville, New York. 8 + 92 p. Nov. 10. 28 cm.

• **Summary:** Begins with an 8-page statement by Irwin D. Simon, the CEO, with a photo of him. Net sales for the year ended 30 June 2010 were \$917.337 million, down 18.3% from 2009. Net income in 2010 was \$28.619 million, way

up from a loss of \$24.723 million in 2009. Arrowhead Mills, founded in 1960 by Frank Ford, celebrated its 50th anniversary. Disposals of companies during fiscal 2009.

Accompanying the annual report is a “Notice of Annual Meeting of Stockholders and Proxy Statement” (81 p.). Irwin Simon, the founder and CEO, age 52, earned a base salary of \$1.4 million and total compensation of \$4.32 million. Address: 58 South Service Road, Melville, New York 11747-2342. Phone: 631-730-2200.

2905. Gorell, Wallace. 2010. Re: Brief memoir—Interest in and involvement with macrobiotics. Letter (e-mail) to William Shurtleff at Soyinfo Center, 27 Dec. 2010 and 6 March 2011. 5 p. [1 ref]

• **Summary:** “I moved to San Francisco in January of 1966 at the invitation of my friend Deacon with whom I had studied acting at the Carnegie Institute of Technology, Pittsburgh, Pennsylvania (then considered to be the best theater program in the country; now Carnegie-Mellon University), and soon became a part of The Firehouse Repertory Theatre company, which up to that point had consisted of Bill Tara, director; Jean Allison, actress, George Eby and Deacon, actors, and a few others who took care of technical matters. Paul Hawken did lighting for us and co-produced (with Bill) some of the rock and roll dances we put on to make the money we needed to produce plays—such as “Endgame,” a 1957 theatre-of-the-absurd play by Samuel Beckett. At this remove, I can see that the dances we produced were more culturally significant than the theatre, but we were not far from that view even then. We saw both endeavors as art making.

“Bill Tara has not been celebrated as Bill Graham and Chet Helms have, but he was really good at putting on rock and roll dances. He hired great people to do visuals for us, like Elias Romero, who invented liquid light projections, and Roger Hillyard, a talented filmmaker; he put together great bills with terrific bands—Big Brother and the Holding Company, the Amazing Charlatans [Sopwith Camel, The Wildflower, Great Society]; and he encouraged our company members to dream up performances to incorporate in the evening. He wanted our dances to be more than entertaining; he wanted them to be enlightening. We all did.

“We were intent on changing the world, nothing less, so we saw *everything* we did—eating, tripping, dancing, loving—as vitally important. Reading Timothy Leary, Jethro Kloss, Alan Watts, George Ohsawa and others, we learned that we had to change ourselves before we could change anyone else. So we determined to change ourselves, to *embody* change. It was critical.

“We tend to remember the sixties as carefree, but in fact they were fraught with anxiety. The draft had many of us in a constant state of apprehension. As President [Lyndon] Johnson heated up the war in Vietnam, we watched atrocities on TV as if we were seeing them first-hand. Life seemed nightmarish. A lot of young people, many of them flooding

into San Francisco, got the idea we could turn things around—to open our hearts, to give peace a chance, to treat our brothers and sisters and the planet on which we all live with respect. The belief that we could bring peace to the world by making ourselves peaceful was, perhaps, an exuberance of youth. Most adults would say so. (I haven't reached a conclusion.) But at the time that sort of cynicism dismayed us. We believed it could be done. We believed ourselves to be the *avant garde* that would lead the way. Many of us had experiences with cannabis, LSD and mescaline that seemed to validate such a vision. We wanted to share that vision with the world. “During the so-called ‘Summer of Love’ (1967—the war was still raging in Vietnam) my friends Greg and Mary, with whom I was then living, famously took acid so Joan Didion, on assignment for *Look* magazine, could watch.* (See Didion's essay ‘Slouching towards Bethlehem’ in the collection of the same name). Meanwhile, Bill, Jean, Deacon, Paul, Roger and I were busy planning an anti-war art piece to be presented at the big dance we had scheduled for Halloween night with The Grateful Dead, Quicksilver, Mimi Fariña and other performers. We had bought every second-hand baby doll we could find in San Francisco, had taken a blowtorch to them, and planned to hang them in camouflage netting all over the hall. Roger was putting together a montage of grisly war footage, and Bill, Jean, Deacon and I had rehearsed a piece to perform over the PA system—an excerpt from Kenneth Patchen's ‘Journal of Albion Moonlight.’ The artistic intent was to portray war as a bad trip.

“Ken Kesey, then on the lam, announced that he would appear with the Dead at Winterland Ballroom on Halloween to tell America's youth to turn away from drugs. Hold on, we thought, we have The Grateful Dead under contract for our dance at California Hall. This was confusing. Some of the Pranksters were actually staying at Bill's warehouse home south of Market. (By that time we had been kicked out of the firehouse and were now called the San Francisco Calliope Company.) Could we transfer what we had planned to Winterland, a much larger venue? We decided to sit tight and wait to see what would happen. Then rumors started to circulate that Kesey actually intended to dose the punch at Winterland, thumbing his nose at the law. What would happen if we did our anti-war piece—especially with all those burned baby dolls—to an audience on acid? Not pretty. As it turned out, our dance went on as scheduled. Nothing happened at Winterland. (Another version of this story appears in Tom Wolfe's *The Electric Kool-Aid Acid Test*).

“In retrospect, I can see our bad trip war piece wasn't *just* about Vietnam. It was expressive of what was happening that summer in San Francisco. Psychedelic drugs had, for a year or two, fostered genuine camaraderie there, but other drugs that had appeared on the scene—notably crystal methamphetamine and PCP—had seriously undermined it. The vibe had changed. A lot of youths had lost faith. Some

of us decided we had indeed seen the light, but needed to do more work to sustain the vision. Bill, Jean, Paul, Roger and I were interested in attaining higher consciousness through clean living. Deacon and quite a lot of others weren't.

“We had seen some issues of ‘The Order of the Universe’ out of Boston and wanted to know more about the Macrobiotic study center there. I wrote to the editor, assuming that English was not his first language, and offered my help. Embarrassed, Jim Ledbetter accepted my offer. My friends Mike and Jan Costello drove me across country while I read aloud to them *You Are All Sanpaku* and *The Book of Tea*. By the time I reached Boston, Paul (in his early twenties) was already there, and Aveline Kushi (then about forty) was having an affair with him.” Continued. Address: Berkeley, California, and Flinders Island, Tasmania.

2906. Gorell, Wallace. 2010. Re: Brief memoir—Interest in and involvement with macrobiotics (Continued—Part II). Letter (e-mail) to William Shurtleff at Soyinfo Center, 27 Dec. 2010 and 6 March 2011. 5 p. [1 ref]

• **Summary:** Continued: “Here is an extract from my 1967 journal, describing my arrival in Boston. (It was written without capital letters):

“now i am at 29 university road, brookline. i was greeted by beverly (renée's friend) who said ‘welcome, you can put your things in the basement till we see if you will stay.’ on the way out to the car i met rebecca [Dubowsky], the housekeeper. she asked mike and jan to come only at night [because they looked like hippies—they had even longer hair than I did then]. as i went to bed she was having beverly make her short hair shorter. i wonder about my hair. is my desire to keep it only natural or is it materialistic?

“just being here has made me very high. they are wonderful. i have so much to learn.

“today i have met the kushis. both he and she are amazing. very young-seeming, full of energy. i have spoken to jim ledbetter who is more like i imagined than the kushis. he is thoughtful. they are. their children are happy and active. already i feel love for them all. tomorrow perhaps mom and dad will arrive. “they arrived on the 11:00 shuttle from new york. they like the house and the people. at dinner last night they even liked the seaweed. they spoke with mr. kushi who gave them a brief run down of their ills by looking at them and trying a few pressure points. he ordered two bags full of macrobiotic staples which might be difficult to get in pennsylvania. martin brought the foodstuffs back from the store and i packed them in a picnic basket for their return trip. most everyone here at the house has told me how lucky i am to have such friendly, aware, and open-minded parents.

“now they have left. mother sounds as if she may take mr. kushi's advice and come here to live for a week or so to learn to cook and to have consultation and massage therapy. i have a slight headache and a beginning cold. michael has come by to find out what to do about jan who is sick. i

unpack.

“Because I wouldn’t cut my hair or beard, I was not included as part of the public face of the macrobiotic community. But I quickly made myself at home on University Road, doing a lot of the cooking for our ‘study house,’ and I co-edited ‘The Order of the Universe’ with Jim. I also intently studied macrobiotic theory, trying to make sense of the yin-yang system. I sat with Michio for hours working on a relative ranking of foods. [Note: This was no simple matter given the number of factors to consider. Yin food characteristics: large, wet, fragrant, sweet, sour or spicy, oily, seeds on the outside, native to a warm climate, coloration toward the violet end of the spectrum. Yang food characteristics: compact, dry, odor-free, salty or bitter, seeds on the inside, native to a cold climate, coloration toward the red end of the spectrum. Flesh is more yang than vegetables. Roots are more yang than fruits, stems more yang than leaves, etc., etc.]. ‘Which is more yin,’ I would ask, ‘Cucumber or eggplant? Eggplant or banana? Banana or onion?’

“Another journal entry from that time:

“Michio says that ‘macrobiotics’ will no longer be nonsense in ten years. perhaps that means that in ten years everything will be so nonsensical that no one will notice that macrobiotics still is.

“I returned to San Francisco for the summer of 1968 to share what I had learned—the theory still didn’t make much sense, but the diet did. I served as Bobby Weir’s macrobiotic advisor (Bobby was one of the founding members of the Grateful Dead). I taught a beginning cooking class weekly in the Haight Ashbury, and an advanced class in North Beach. Then after another year in Boston I went off to Japan, in August of 1969, to study acupuncture (which was still thought of as some medieval barbarism in the West, if it was known at all). Michio said he would arrange everything for me, that his parents would meet me at the airport and that I would stay with them while I was studying. Luckily Evan Root, a friend from Boston, met my plane, because I never saw or heard from Michio’s parents during the subsequent year and a half I was in Japan.

“Why Michio told me those things, I have never understood. I tried to construe the whole thing as a trial he had contrived for me, guru-like, but it didn’t make me think better of him. On my own, I never found an acupuncture teacher I wanted to study with, but I did study cooking with Darbin Yamaguchi [the wife of Alcan Yamaguchi] in Kyoto; I did work with the Katsuragis on their farm in southwestern Japan [Okayama] for a year, where I studied traditional methods of food preservation [the family made its own miso and *takuan* pickles]; and I did study shiatsu massage with the generous Miyamoto family in Hokkaido.

“After returning to the States, I worked for a year at my father’s window business near Pittsburgh before returning to Boston. Here is another journal entry from that time:

“9/71 it seems i just can never write in here when the action’s fast. weeks again have gone by and much has happened. now i’m in the hartford airport on my way to pennsylvania to gather up my things so i can return to boston to work with paul and bill and everyone at the erewhon trading company on filthy farnsworth street. who could have guessed it? it wasn’t even on my list of options. i didn’t even try. and already i’ve produced a whole new line of bags for them (us?) and i’m living at garner road. why this year i may even pay taxes.

“now [I’m being paid at erewhon] dollars five hundred sixty [\$560] for each calendar month. paul tells me i’ll be getting seven hundred by december (probably november), but he doesn’t seem to want to be precise. stories of michio shafting various people monetarily make me uneasy in arranging money business here.

“what effects did the trip to japan have on your thinking?” michio asks, and my mind whirls. what a question. ‘about macrobiotics,’ he says. well then. and we talk for over an hour.

“paul hawken seeks to form a new corporation in texas. he says the miller wants to give us (erewhon) nine million dollars.

“There are many unsavory stories I could tell about Paul. He named his son after Frank Ford of Arrowhead Mills in Texas—the miller mentioned above—in order to clinch an Erewhon-Arrowhead merger, then changed the boy’s name when the merger fell through. He had an avid companion in his bed every night his wife Dora was in the hospital bearing him that son. (To get to his room at the Gardner Road house one had to pass by mine.) He routinely dissed Erewhon’s idealistic workers. His secretiveness and duplicity made it difficult for his co-workers, many of whom had once thought of themselves as his friends, to do their jobs. One day when I couldn’t take it any more, I went into Paul’s office to challenge him on his behavior. Screaming, he told me he had no intention of treating anyone any differently, so I resigned. When I returned to my desk, several people at the desks around me whispered, ‘What was *that* about?’ ‘I quit,’ I said. Just then he stormed out of his office, loudly accused me of being incompetent and told me he was firing me. ‘I already told them I quit,’ I replied. He flushed crimson, and screamed at me to get out.

“Precisely because their president was only twenty-three—who can be surprised that he lacked maturity?—many of Erewhon’s employees thought they were working in the ranks of a new world order. They gave up better-paying jobs in order to take part in the great healing. We had an M.D. working in our shipping department. But at the management level I was perhaps the only one who didn’t need to curry favor with Paul. The others had no previous corporate experience—no CV that could land them a similar position anywhere else. I could easily return to a job with my father’s business or, as it happened, return to school (to study

Japanese).” Continued. Address: Berkeley, California, and Flinders Island, Tasmania.

2907. Gorell, Wallace. 2010. Re: Brief memoir–Interest in and involvement with macrobiotics (Continued–Part III). Letter (e-mail) to William Shurtleff at Soyinfo Center, 27 Dec. 2010 and 6 March 2011. 5 p.

• **Summary:** “Michio and Aveline Kushi saw business, saw Erewhon, as a way of advancing the macrobiotic campaign (and/or their own ends). They asked us, the troops in that campaign, to help make Erewhon successful. We tried, telling ourselves we were creating a new business paradigm, although, week after week, the discord Paul created made it harder to swallow that line. Would Erewhon have been peachy without Paul? It seemed so to me at the time, but perhaps that was more youthful naiveté. Bill Tara, Jean Allison, Beverly Sky, Roger Hillyard, Judy Coates, Nancy Lesourd and I—others too, perhaps even Paul—were artists who, trying to change ourselves, trying to change the world, found our way to Boston to study a new technique. We were counter-culturists, mostly strangers to the world of business. The way things were at Erewhon, it was a very uncomfortable world to spend time in. Ill at ease there, disenchanted, some of us migrated away from the scene—although not necessarily away from macrobiotics—trying to find a personal path, to further a personal vision, to walk peacefully forward. Some have been kind of successful, some—not so much. But no doubt all, like me, have found it an interesting passage.”

Note: After reading an earlier draft of this memoir, Shurtleff asked Gorell several specific questions, whose answers are given below. Please excuse any of this information that is now repetitive.

Although the Grateful Dead and The Quicksilver Messenger Service never played at The Firehouse, Wally assumes they did play at the dance his group organized at California Hall.

Wally says he hardly knew Paul Hawken in San Francisco. When asked: “How did Paul, Jean, Bill Tara, etc. support themselves for 2-3 years in San Francisco? How did they pay for food, rent, psychedelics, etc.” Wally replies: “I have no recollection. I worked at the post office for a while and then after the Firehouse / Calliope Company folded I worked as an actor with the New Shakespeare Company which has become today’s Shakespeare in the Park.”

“I don’t believe I ever knew Erewhon to have a head other than Paul Hawken when I was in Boston. I was there for three different stays. Searching back through my journals I find that... I first arrived in Boston in mid-September of 1967. I remained there for the academic year, studying with Michio and Aveline, co-editing ‘The Order of the Universe’ and cooking for the University Road study house. In June of 1968 I returned to San Francisco to share what I had learned.

“In late summer of 1968, I went back to Boston to

continue my studies with Michio and Aveline, to continue to work with Jim Ledbetter on editing ‘The Order of the Universe’ and to try to rationalize the yin-yang classification system for foodstuffs, and again I cooked for our study house on University Road.

“In August of 1969 I traveled to Japan for the first time. I expected I would have enough trouble getting along there without the problems created by having long hair at that time, so I cut it off short before I left.

“I returned to the USA in early 1971, worked for my father in Pennsylvania for about nine months, and then was offered the position of Director of Imports with Erewhon. To be perfectly frank, I can’t recall ever having performed any of the duties that title would suggest, although I suppose I must have. I developed recipes for our packaged line of foods, designed the labels, illustrated (I think) and hand-lettered them. In my free time, I edited some of the recipes for a cookbook Aveline was producing, I painted the signs for Sanae restaurant.”

“I first studied cooking with Aveline and helped her when I could, particularly after returning from Japan when I was living on Gardner Road. In Japan I studied with Lima Ohsawa a few times and took regular weekly classes from Darbin Yamaguchi during the latter part of 1969. I also learned a lot from teaching cooking classes which I began to do in 1968 and continued for some time as a way of repaying the obligation I felt toward my teachers.

“Names [of people studying macrobiotics in Boston during Wally’s first year]: Connie Frank, Beverly Sewerski, Nahum Stiskin, Paul Hawken, Martin Russell (ran the retail store), Rebecca Dubowsky, Anne Harkless, Georgeanne Coffee, Richard Sandler, Bill Tara, Renée Gremore (that’s her name now, can’t recall her name then), Jean Allison, Evan Root, Jim Ledbetter, Joe Leis, Nancy Lesourd, Judy Coates, Dora Coates, Peggy ___ (she became a Druid nun)...

“I’m afraid I can’t tell you who came first and who came later. Just don’t remember except for Jimmy and Susan Silver who I believe came in my second year.”

When asked if he remembered an early tofu “cheesecake” developed in the macrobiotic community in Boston: “There was a lot of experimentation attempting to make foods that people missed—tofu ‘cheesecake,’ seitan ‘chicken,’ etc. I was never much interested in those efforts. I liked food that could be appreciated for what it was and cuisine that presented that food as simply and honestly as possible. But then I didn’t have wild cravings for ‘forbidden’ foods the way many of my fellow macros did. Brown rice was (and continues to be) one of my favorite foods. There were times in those days when I seemed to be the only person I knew—including Michio—who was actually *following* a sensible macrobiotic diet. Everyone else seemed to lurch between bingeing and making penance. This tendency was, I felt, instigated by Ohsawa’s extremism. Japanese macrobiotic adherents paid little or no attention to his edicts

about drinking as little as possible, avoiding yin foods entirely, never picking up your child except for feeding, etc.; while many of his American adherents, to their detriment, strictly followed his advice.”

When asked when and where he learned to write formal Japanese (*keigo*): “After all three stints in Boston, and not really knowing what I was getting myself into, I decided to go back to school to study Japanese formally. (I had done a seven week crash course at Harvard before going to Japan for the first time, but had not, otherwise, done any formal coursework.) I didn’t want to study in a big city so The Monterey Institute of Foreign Studies (as it was then called) was the only place to go. I spent a year there, then transferred to U.C. Berkeley where I completed my B.A. degree. I then went off to study for a year at the Inter-University Center for Japanese Language Studies in Tokyo, where they put us through a *lot* of *keigo* paces. And then I did three more years of graduate study in the rhetoric department at UCB, working on rhetorical analyses of Japanese language materials, mostly the poems of a 20th century symbolist poet by the name of Nishiwaki Junzaburo—six years of formal study in all.

“Sad to say, my reading skills are now back to the level of decoding and my writing skills are next to non-existent, but I can still carry on everyday conversation fairly well and I understand most of what it is said at my tea ceremony lessons.”

Martin ran the Erewhon retail store most of the time Wally was around. He was a “key figure who, as I recall, ran the retail store pretty much by himself for some years. He had a limp from childhood malady and always seemed to feel a bit one down because of it, but was a really good man and quite capable.” Address: Berkeley, California, and Flinders Island, Tasmania.

2908. Spencer, Bob. 2010. Re: Work / study with Erewhon and macrobiotics. Letter (e-mail) to Evan Root forwarded to William Shurtleff at Soyinfo Center, Dec. 30. 1 p.

• **Summary:** “Today I googled the history of Erewhon. I knew what would be there: natural foods pioneer, macrobiotic business, etc. However, there are some bits and pieces often left out.

“Like the majority of young people who went to work either in the retail stores or the warehouses at Farnsworth and then East St., I was at least a part time student of Michio while living in Amherst. In 1971, my experience began as a warehouse laborer unloading trucks of whole grains from the American Mid-west, 100# bags of French seasalt and 20 ft ocean containers of Japanese imports.

“Paul Hawken hired me, but left soon after. Some said it was because of a disagreement with the Kushis over the direction of the business. Doug Bray was my supervisor in the warehouse at that time (late 1971), but he was fired soon after for providing the entire crew with LL Bean shirts for

Xmas. There was no heat in the warehouse.”

“Then came my years in the Production Department as packager, miller (M.I.A.T.) and Assistant Manager under Steve Zoller. Following that came a stint as Sales Representative to Northern N.E. When the company moved to Cambridge, I had the opportunity to try something completely different: warehouse inventory control in an IBM based digital environment. Then, during the approach of bankruptcy, my next job was that of Private Label Purchaser. After bankruptcy my assignment was to manage the Brookline Village retail store: final stop on the Erewhon path. Later I worked for Tony Harnett at Bread and Circus at their Brighton warehouse and eventually left the food business as a result of a dead end decision to manage an independent “Natural” food store in Jamaica Plain in 1984.

“So, why do I tell all this. It is because Erewhon was for me (and for many others) more of a school of business than a pioneer in the natural foods industry. Many of the folks in that picture were not followers of any particular dietary or philosophical regimen. Instead they were people looking to work at a place that appreciated their efforts. In return for good works, they had opportunities to grow with the business and gain all sorts of experience for future employment.

“It wouldn’t surprise me if a large number of folks went on to have their own businesses, like myself. I write this as I sit here at my desk awaiting an ocean freight container of imported stone to arrive and be passed thru US Customs. I have a small warehouse for storage and shipping of the stone. I know what my inventory is and its value. My suppliers make products for me at my own specifications. My accountant relies on the information I provide to make her reports to my bank. Are these not skills developed while employed by the Kushis?

“True, I still eat a lot of rice and pasta. My diet is much wider than before. However, my wife uses the most natural products available. Most of what we eat she cooks herself to control fats, additives and preservatives.

“Oh, yes... I forgot to mention that she also worked at Erewhon in 1974 where we met. That was another benefit.

“Thanks to you both for the chance to remember the 13 years of my life spent working in the food industry. The point is that Erewhon was really much more about opportunity, education and work than it was about natural foods.”

Address: Chestnut Street, Charleston, a neighborhood of Boston, Massachusetts.

2909. Fraser, Evan D.G.; Rimas, Andrew. 2010. Empires of food: Feast, famine, and the rise and fall of civilizations. New York, London, Toronto, Sydney: Free Press. xiii + 302 p. Map. 24 cm. [600* ref]

• **Summary:** Ten thousand years of history suggest that “sustainable agriculture” may be an illusion.

Part I: The price of food. The three gorges dam. 1. Fairs: the food trade. 2. Larders: what do you do with ten

thousand tons of grain? 3. Farms: growing food for profit and environmental rapine.

Part II: The price rises. An experiment in survival. 4. Water: irrigation's questionable cure. 5. Dirt: the chemistry of life. 6. Ice: preserve us.

Part III: Empty pockets. Storm clouds. 7. Blood: the conquest of food. 8. Money: tea and famine. 9. Time: fair, organic, and slow. Conclusion: the new gluttony and tomorrow's menu.

For 95% of human history, people have eaten only what they hunted and gathered. Before plant domestication, there were no empires. The world's short experiment with agriculture is still ongoing, but agriculture seems to be fatally flawed. It is not just a problem of returning to traditional farming methods. "Bargain-priced energy is the reason we've been free to breed and feed our population past the 6 billion tally. Remove the energy, and those billions, too, will be taken away."

For an excellent review of this book by Richard Manning see *OnEarth* (2101 Fall, p. 70-71). "The flaw of agriculture is inherent and fatal, based in the depletion of soil. The phrase 'sustainable agriculture' has every bit as much meaning as 'clean coal.' The rise and fall of empires is driven by and rooted in agriculture." The cultivation of cereal grains (such as wheat, corn, and rice) inexorably depletes the soil [unless biodynamic or organic soil building practices are used]—not through oversight, negligence, or greed but inevitably. When the soil is exhausted, the city or country goes looking for more soil—and so builds an empire. This is the cycle of history, based on soil depletion. But by about 1960 there was no more new soil to be taken.

Soybeans are discussed on pages 26, 38, 67, 87-88, and 119. Address: 1. Academic specializing in farming, climate change, and the environment; 2. Journalist, Boston, Massachusetts.

2910. Life Food GmbH. 2010. [Tofu assortment (Brochure)]. Freiburg, West Germany. 6 p. 30 cm. [Ger]

• **Summary:** This colorful brochure on glossy paper, with many photos, shows all of Life Foods' food products, grouped by category. Natural tofu: Natural tofu, Demeter tofu, silken tofu. Japanese tofu: Nigari tofu, kinugoshi tofu. Tofu terrine: Tofu terrine: Graffiti." Tofu cutlets: Spelt-sunflower cutlets [spelt is an ancient species of wheat], greenspelt-hazelnut cutlets, tofu-rice cutlets with corn-pepper.

Smoked tofu: Smoked tofu, smoked tofu with almonds and sesame seeds, Demeter smoked tofu with herbs and sunflower seeds. Mediterranean: Tofu rosso, Tofu basil, Tofu olive. Tofu snacks: Japanese tofu filets, pizza-pizza tofu filets, wild garlic tofu filets.

Sausages for cooking (vegan): Tofu wiener, Pusztai wiener (Hungarian style), Tofu cocktail sausages. Sausages for frying (vegan): Tofu grillsausages, Tofu grill herb

sausages, Sombreros (hot tofu sausage for drying and grilling), Tofu-herb grill sausage. Falafel: Falafel traditional, Falafel curry-kokos ["cocos" refers to the coconut], Falafel paprika-harissa ["Harissa" is a Tunisian hot chili sauce commonly eaten in North Africa]. Chilled spreads: Paté "Verdi," Paté Rossini." Cold cuts: Papillon, Rondo.

Taifun bestsellers for 2010: 1. Tofu-wiener. 2. Smoked tofu with almonds and sesame seeds. 3. Natural tofu 200 gm. 4. Basil tofu. 5. Grillsausages. 6. Tofu rosso. 7. Grill help sausages. 8. Tofu filets wild garlic. 9. Spelt sunflower cutlets. 10. Tofu filets Japanese style.

Note 1. "Rosso" is the Italian word for "red." The Taifun website says of its Tofu Rosso (which is part of its "Mediterranean Tofu" line): "This little Italian, with olives, tomatoes and pepperoni has conquered the hearts of tofu fans everywhere, and was awarded the "Bestseller of the Year" prize at the 2005 BioFach trade fair in Nuremberg.

"Fresh fruity taste, ideal for Mediterranean cuisine. Cold with bread, in salads or steeped in olive oil. Sautéed with pasta, rice and potatoes."

Note 2. Demeter is a certification for biodynamic agriculture—as originally developed by Rudolf Steiner (lived 1861-1925). Demeter certification is the oldest traditional organic certification in Europe and is regarded by many as the highest grade of organic farming in the world. Certification is difficult to come by and must be renewed annually. Demeter's "biodynamic" certification requires biodiversity and ecosystem preservation, soil husbandry, livestock integration, prohibition of genetically engineered organisms and viewing the farm as a living "holistic organism" (Source: Wikipedia). Address: Bebelstrasse 8, D-79108 Freiburg, Germany. Phone: +49 761 / 15210-0.

2911. Pfeiffer, Ehrenfried; Ahrens, Lexie; Scharff, Paul W. 2010. Ehrenfried Pfeiffer: A modern quest for the spirit. Compiled by Thomas Meyer. Translated by Henry Goulden. Spring Valley, New York: Mercury Press. 281 p. *

• **Summary:** An English translation of writings by Ehrenfried Pfeiffer—a student of Rudolf Steiner and the founder of biodynamics in the United States. The collection includes autobiographical memoirs; articles on etheric research and nutrition, the etherization of the blood, and the function of the heart; and personal memories of Pfeiffer by Lexie Ahrens and Paul W. Scharff, M.D. Compiled and introduced by Thomas Meyer. Valuable for those wishing to delve deeper in the history of anthroposophy and biodynamics and Pfeiffer's role in it.

2912. Reed, Matthew. 2010. Rebels for the soil: The rise of the global organic food and farming movement. London, Washington, DC: Earthscan. vii + 168 p. Index. 24 cm. [279 ref]

• **Summary:** The best book seen to date on the historical evolution of the organic farming and organic food

movements, written from the United Kingdom where the movements began and have most thoroughly developed.

Contents; Preface. Tables and boxes. Acronyms and abbreviations. 1. Introduction: Organic farming 101, key arguments, organization of the book, identifying organics. 2. Social movements. 3 Saving the soil. 4. Poisonous elixirs. 5. Small, beautiful and reorganized, 1960s and 1970s. 6. The rise of organic food retailing, 1980s. 7. Fighting the future—against GM crops. 8. Peak organics? Bibliography. Index.

Summary: This book investigates the emergence of organic food and farming as a social movement. Using the tools of political sociology it analyses and explains how both people and ideas have shaped a movement that from its inception aimed to change global agriculture. Starting from the British Empire in the 1930s, where the first trans-national roots of organic farming took hold, through to the internet-mediated social protests against genetically modified crops at the end of the twentieth century, the author traces the rise to prominence of the movement (From the publisher).

“The global organic movement has gone through four periods, or ‘waves’ that are distinct from one another. The first was in the 1920s and 1930s when there was no mass movement but a network of people investigating the ideas and themes that became the underpinning of a wider movement. Writers and scientists as diverse as Rudolf Steiner and Albert Howard, separately but simultaneously, started investigating the basis of agricultural fertility.” This period ended with the outbreak of World War II in Europe (see Chapters 3 and 4). The second wave went from the mid-1940s to the late 1960s (Chapters 5 and 6). “The third wave started in the early 1970s when the global movement turned toward ethical or green consumerism backed by state and private regulation...”

“The fourth wave, as the final chapter argues, is forming now around the question of ‘peak food.’”

The subsection titled “The Soil and Health Foundation” notes that in the United States, “the first to sell organic food was Robert Keene, who founded Walnut Acres in 1946, a mail order service.” Keene, who had been to India and had become a follower of Gandhi, saw organic farming as part of a wider challenge to the values of society (Sligh & Cierpaka 2007). Malabar Farm was built in 1939 by Pulitzer Prize-winning novelist / author Louis Bromfield. Located in the hills of Pleasant Valley, Ohio, it was the place where he experimented with sustainable farming during the 1940s. “The most significant actor was Jerome I. Rodale, who founded the Soil and Health Foundation in 1947 to finance scientific research into the ideas of organic farming. He became an enthusiast and advocate after reading Albert Howard’s *Agricultural Testament*. He started publishing his first organic magazine, *Organic Farming and Gardening*, in May 1942.

Ehrenfried Pfeiffer is mentioned on pages 78, and 131-32. Also discussed at length (see index) are: Lady

Eve Balfour, biodynamic farming, Bovine Spongiform Encephalopathy (BSE), Rachel Carson, IFOAM, etc. Address: Senior Research Fellow, Countryside and Community Research Inst., Univ. of Gloucestershire, Cheltenham, UK.

2913. Martin, Timothy W. 2011. Government advises less fluoride in water. *Wall Street Journal*. Jan. 8. p. A1, A3.

• **Summary:** For the first time in 50 years, the government has lowered its recommended level for the amount of fluorine in drinking water. Since 1945, fluoride has been added to U.S. drinking water in hopes of lowering tooth decay. Since 1962, government health authorities have recommended adding a range of 0.7 to 1.2 milligrams per liter.

The new recommended limit is 0.7 milligrams per liter.

A large photo (p. A1), titled “Another moment in the long controversy over fluoride,” shows Dr. Frederick McCay with a dental patient. In 1952, when fluoride was “cutting edge,” he was championing its use.

2914. Tibbott, Seth. 2011. Update on tempeh, Tofurky and Turtle Island (Interview). *SoyaScan Notes*. Jan. 19. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Tempeh sales constituted about 10.7% of Turtle Island’s total sales last year; the remaining 89.3% was Tofurky products. “The various types of Tofurky have steadily become our dominant products by far. Yet sales of all our tempeh products increased 39.8% during calendar year 2010. The increase was in two areas: In March 2009 we launched tempeh strips [Marinated Tempeh] in 3 flavors (Lemon Pepper, Coconut Curry, and Sesame Garlic), and packaged each in a nice box. In June 2010 we added a fourth flavor—Smoky Maple Bacon.” The 39.8% sales increase figure refers to sales of these tempeh strips (4 SKUs, in a 12-pack to the natural food market and a 6-pack to the mass market) and sales of cake tempeh and tempeh strips to the mass market. Last year, Seth sold 27,000 cases of tempeh strips and 29,000 cases of tempeh cakes (of various types) in the natural foods market. Seth has been selling tempeh in cakes for about 30 years, but in strips for less than 2 years. So the strips (which weigh 7 oz per individual package) have caught on very rapidly and are almost at the level of the cakes (which weigh 8 oz per individual). In short, natural foods customers like flavored, heat-and-serve, 2nd generation tempeh products. But here’s the kicker; sales of the strips are growing fastest in the mass market (supermarkets), where Seth sells about 10 times as many cases of strips as he does cakes. And its just getting started. In places like North Carolina and South Carolina they just can’t get enough of these 6-pack cases of marinated strips.

Turtle Island was already in mass supermarkets in the southeastern United States, but by mid-2011 the tempeh products were added as line extensions in those accounts—

especially in Florida, North Carolina, South Carolina, and Georgia, in that order. The Sesame Garlic and the Smoky Maple flavors are the best sellers in the line.

There are a growing number of voices in America talking about the health and flavor benefits of fermented foods.

Seth's tempeh sales (all cakes) (all types) were \$472,000 in calendar year 2002, rising to \$1.3 million in 2009. So sales of tempeh cakes are way up compared with 10 years ago.

The biggest tempeh maker in the USA by far is Lightlife Foods (in Massachusetts); they make about 10 times as much tempeh (Fakin' Bacon and cake tempeh) as Turtle Island. No. 2 is Turtle Island, followed by Hain ("Where good brands go to die"—which now makes Westsoy Tempeh, which was originally made by Steve Demos of White Wave and is probably still made at the former White Wave plant in Boulder, Colorado), then (in the natural foods market) Surata Soyfoods (Oregon), Northern Soy / Soy Boy (Rochester, New York), Rhapsody (Vermont), Wildwood Natural Foods (Pulmuone, southern California, made by Turtle Island), Bountiful Bean (Madison, Wisconsin), Central Soyfoods (Lawrence, Kansas), 21st Century Foods (Jamaica Plain, Massachusetts), Sweet Earth (Birmingham, Alabama), M Café, and Hearty Vegan (Texas).

In the SPINS data there is no category for tempeh alone; rather the category is "Tempeh and Seitan." That category was \$6.1 million in 2006, increasing to \$6.5 million in 2009—but those numbers are inaccurate because Whole Foods Markets recently stopped selling its data to SPINS.

How long will Seth continue to be in charge of his business? Good question. His stepson, Jaime Athos, who is extremely bright, has a PhD in neurobiology from the University of Washington (Seattle), is a vegetarian, and has good business sense, is "chomping at the bit" to take over the business from Seth. Seth wants to continue working there, but perhaps in an emeritus position and as chairman of the board. Seth's 60th birthday is coming up on April 20, 2011, so he has to start thinking about succession and what else he wants to do. He is considering starting a foundation.

Yet his basic financial situation is "rags to better rags; it's not rags to riches." Seth does not have a big attraction to money. "It's never been about money for me. In 1980 when I was first starting Turtle Island on my 2,500 bucks, I had never taken a class in business, but there were these free classes from the SBA [Small Business Administration] on how to start and run a business. So I figured, well, it's free and I don't have any money, so I'd better go there and learn about business. So I go the first class and this guy stands up there and his first question to this room-full of entrepreneurs is: 'How many of you people are out there to save the world?' And my hand shot up. I looked around and no one else's hand was up. And I go, 'Oh god. It's a rhetorical question. I just flunked my first business exam.' And then he goes, 'How many of you are out there to make

money?' Every hand shot up. The place went wild. I was embarrassed—but... I see myself as the cosmic goof—the least likely person to succeed in business. Anyone with a good work ethic, little luck, a good product—so long as she doesn't take herself too seriously—can succeed in business.

"When I was younger, I was always this humorous guy. But when I started a business making tempeh I suddenly transformed into this serious guy. The conventional wisdom was—you don't want to make this funny; just play it straight. You don't wanna upset the middle class with a joke. And I lost tons of money. It was only when I came out with this wacky Tofurky product, that people thought was a joke, did I start making money. Humor started creeping into the way Turtle Island presented itself at that time. The subject lent itself naturally to humor. "I could feel I was letting my true self come through in the business."

One important development: Pasteurizing tempeh by using vacuum sealing for longer refrigerated shelf life. This has been taking place since the mid-1990s, but it has been steadily improved. Refrigerated tempeh has a better texture and flavor than frozen, and requires much less energy use.

Also: People are increasingly becoming aware of the many important benefits of fermented foods and fermented soyfoods.

There has been a shakeup at Lightlife Foods. Top management has been asked to leave Turner Falls and move to Conagra Headquarters in Omaha, Nebraska. At least one top manager has quit.

In June 2010 Turtle Island launched a new product which has, so far, been extremely successful—Tofurky Pizza (vegan), in 3 SKUs. The cheese they use is the remarkable new tapioca-based Daiya Vegan Cheese, made by Daiya Foods, a relatively small start-up company in Vancouver, Canada (www.daiyafoods.com) that was founded in mid-2007 by Andre Kroecker and Greg Blake. They have taken the cheese-alternative category by storm. You can find shredded pieces of Daiya at any Whole Foods Market in the non-dairy cheese section.

Seth asks:

"Have you heard the joke about the fire in the vegetarian cheese factory? Everything melted except the cheese!" This non-dairy cheese really melts and stretches, is gooey and tastes great. Amy's owns the natural foods pizza category but Seth's 3 vegan pizzas are moving up fast on the charts. They started to be sold commercially in June 2010.

Sales of the three Tofurky products (Roast & Gravy, Feast, and Roast) reached 353,250 units in calendar year 2010. Sales have increased every year since Turtle Island started making the product in about 1995. The number sold has increased every year as follows (numbers prior to 2002 were rounded off to the nearest thousand): 1995–500. 1996–1,500. 1997–18,000. 1998–45,000. 2000–84,000. 2002–118,000. 2004–152,070. 2006–201,108 (one millionth Tofurky roast sold!). 2008–308,436. 2009–339,996 (two

millionth Tofurky roast sold!). 2010–353,250. Total: 2,360,734.

Tofurky Feast (3.5 lbs): First sold in November 1995. Gone through several incarnations of size and product offerings. Current pack holds: two pound Tofurky Stuffed Roast, 14 oz Savory Tofurky Gravy, 11 oz Amy's Vegan Chocolate Cake, one set of Tofurky Jurky Wishstixs, Happy Tofurky Day card, coupons for Tofurky products. Sold Frozen, mainly in Natural Foods stores like Whole Foods, Berkley Bowl, etc.

The Tofurky Roast has always had tofu in it; the first two years it was all tofu, no wheat gluten. In 1997 wheat gluten was added to give more turkey-like texture and to aid in freeze/thaw process. Tempeh Drumettes were part of the original Tofurky Feast but were replaced with Cranberry Apple Potato Dumplings in 2003, which were in turn replaced with Amy's Vegan Chocolate Cake in 2010.

Tofurky Roast (26 oz): First sold in October 2002. Only the Tofurky Stuffed Roast. Sold Frozen, mainly in Natural Foods market.

Tofurky Roast and Gravy (2.5 lbs): First sold in October 2005. Includes one 26 oz Tofurky Stuffed Roast and 14 oz of Savory Tofurky Gravy. Sold Refrigerated in Mass Market accounts like Trader Joes, Publix, Safeway, etc. Address: President and Founder, Turtle Island Foods, Inc., P.O. Box 176, Hood River, Oregon 97031. Phone: (503) 386-7766.

2915. Kushi, Norio. 2011. Re: History of Erewhon, Los Angeles. Letter (e-mail) to William Shurtleff at Soyinfo Center, Jan. 20. 1 p.

• **Summary:** "Erewhon Los Angeles was initially located at 8001 Beverly Boulevard. It was opened in the fall of 1970. John Deming and John Fountain were major investors in helping to open the LA store and during the 1980s Erewhon troubles in Boston, ownership of the LA Store was transferred to John Fountain before Tom DeSilva finally (in 1980) bought Erewhon Los Angeles.

"Tom DeSilva later (May 1991) moved Erewhon to its present location at 7660-B Beverly Blvd. #A, Los Angeles, California 90036-2737. Phone: (323) 937-0777." Address: Traveling by truck in Portland, Oregon.

2916. Robbins, John. 2011. The real Jack Lalanne. *Vegsource.com*. Jan. 27. <http://www.vegsource.com/news/2011/01/the-real-jack-lalanne---by-john-robbins.html>

• **Summary:** An excellent tribute to Jack LaLanne and his legacy—with a nice color photo. It begins: "Jack LaLanne died on Sunday, at the age of 96. He was a mentor to me, as he was to many. He was a great man, more so than most people realize.

"His wife of 51 years, Elaine LaLanne, knew. 'I have not only lost my husband and a great American icon,' she said, 'but the best friend and most loving partner anyone could ever hope for.'" "When it comes to exercise and

health, the name 'Jack LaLanne' has long been virtually synonymous with fitness. Jack literally inspired millions to live a healthful life. But Jack LaLanne didn't start out as a model of health. Far from it." Address: Founder and Board Chair Emeritus, EarthSave International.

2917. *SoyaScan Notes*. 2011. Jesse Frank Ford, Jr.—Social Security Death Index, 1933-2011 (Overview). Feb. 2. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** The full name of Frank Ford (owner of Arrowhead Mills) was Jesse Frank Ford, Jr. Born on 16 Jan. 1933 in Hereford, Texas, he died on 2 Feb. 2011 at age 78. His last residence was 92028 Fallbrook, San Diego County, California. His obituary was published in the Amarillo Daily News and in the Amarillo Globe-News (Feb. 8, 2011, Texas). Spouse's name: Shwu Ching Hahn Ford. Parents' Names: Marjorie Winn Ford.

Children's names: Davis W. Ford and wife Gina of Benton, Texas; Cindy Skypaia and husband Greg of Amarillo, Texas; Susan Lee Ford of Amarillo; Dan Ford and wife Kim of Allen, Texas.

Siblings' names: Davis L. Ford and wife Gwen; Susan Wiltshire and husband, Ashley.

Number of grandchildren: 10. Military: Army.

2918. Kushi, Norio. 2011. Re: The origin of the first Erewhon retail store at 303-B Newbury St. in Boston. Letter (e-mail) to William Shurtleff at Soyinfo Center, Feb. 9. 1 p.

• **Summary:** "Prior to the Erewhon store [in April 1966], starting in September 1964, at 101 Walden St, Cambridge, Massachusetts, we started buying items in bulk from Japan as well as grains in bulk from within the US. We would stock them in the basement and I along with others would package them into smaller containers. We would sell these every day since we had dinners and lectures most evenings. It was a busy happening place. We moved to 7 Eastman Circle in Wellesley, Massachusetts in December 1, 1965 and then to 216 Gardner Rd, Brookline, Massachusetts in March 31st 1966. During these moves we continued to buy the food products in bulk, package them and sell them at our dinners. It was while living in Wellesley, Massachusetts that Evan Root came to live with us.

"We had barely moved into 216 Gardner Rd, Brookline, when within a couple of weeks, the town of Brookline, Health Department finding out about the food operation, shut us down. This is what necessitated the opening of the Erewhon Natural Food Store at 303-B Newbury St. [in April 1966]. The name Erewhon, although it is known that it came from Samuel Butler's book, was actually picked because George Ohsawa had a special fondness for the book Erewhon. George Ohsawa created a comic series titled, 'Jack & Miti in Erewhon.'

"One year later, when my mother opened 'Sanae' Restaurant one block to the east of Erewhon, the original

intention was to call the restaurant 'Nowhere.' When Evan Root went to the Boston City Hall to register the name, the people there thought the name was really odd and refused to allow the restaurant to be called Nowhere. Evan called my mother and while on the phone, my mother picked Sanae for the name." Address: Traveling by truck.

2919. Young, Jean Allison. 2011. Chronology of interests in macrobiotics and work with Erewhon (Interview). *SoyaScan Notes*. Feb. 10. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Chronology: 1945 June 1–Jean is born in St. Paul, Minnesota. She has two brothers. Her father was killed in a traffic accident when she was 18 months old. Her mother went into the hospital for about 2 years. Her mother later came back into their lives, but her father's parents were suing for custody of the children. So her mother married her stepfather (who turned out to be a nice guy) and in 1949 the two of them moved with the 3 children to Los Angeles when Jean was age 4—to get away from the custody lawsuit.

1959 Aug. 22—The family moves to the Hawaiian Islands the day they became a state of the USA. Jean goes to high school in Hilo, on the island of Hawaii, and graduates in 1963 with honors.

1963 early summer—Jean leaves Hawaii to work for the summer at Army/Navy Supply House in San Francisco, California, as a secretary. In the fall she enters San Francisco State College while continuing her job part time during the fall. During college she also worked in several temporary jobs ranging from tax work and insurance to general office work. During 1965-66 she worked part time at Wilson's Advertising Agency in San Francisco as a secretary. She did not graduate from college (this was a time of turmoil, strikes, and protests at San Francisco State) but she does have a 4½ year education in Liberal Arts. Like many students, Jean did participate in the protests.

At the college, Jean was involved in acting, and through that she met both Paul Hawken and Bill Tara, who were doing theater in San Francisco and the psychedelic "drug scene" at that time.

1963-1967—Jean, Paul Hawken and Bill Tara grew to know one another well during the six years when they lived (often together) in San Francisco. In the early spring of 1966, shortly after rock concerts began at the Fillmore Auditorium [at the corner of Fillmore St. and Geary Blvd.] in San Francisco, they rented an old abandoned firehouse [fire station] at 3767 Sacramento Street, north of the Haight-Ashbury district in the Sunset District. Jean, Paul and Bill all lived in the firehouse the entire time they were there. Jean was Bill's girlfriend. They organized and hosted live musical performances and dancing with some of the original street bands in San Francisco—Sopwith Camel, The Charlatans, Big Brother and the Holding Co. (including Janis Joplin), etc. The firehouse held about 100 people, and the door

was kept "closed," admitting people only in small groups. The resulting noise was kept carefully under control so as not to disturb the residential neighborhood. People paid a mandatory "donation" [one ticket shows: "Donation \$2.00"] to hear the performance, and the hosts did not make change. No one sat, as there were no chairs, so everyone danced—although it was usually so crowded that no one could dance. Concerts were held at the firehouse for at least 3 months [Feb. 12 to April 2]. "Since the last concert was the Wreckers Ball, I would assume that we had been told by the landlord that the place was to be raised and he wanted us out." "It was a wonderful and exciting time—to be there at the beginning of the rock and roll music scene in San Francisco." Jean thinks they moved from the firehouse directly to the warehouse south of Market Street, but she is not sure.

Note: This Firehouse is now part of early rock and roll legend in San Francisco. See the long blog titled Rockarchaeology101. See also: <http://www.chickenonaunicycle.com/Firehouse%20History.htm>.

"The rest of the time we were dealing and using drugs." The only LSD they could get in those days was the real Sandoz LSD. Several days in advance of each trip, they carefully prepared their minds, bodies, and the environment. They had someone who was not taking it who was in the room with them to ground them. They did it the right way because it was "a spiritual experience."

They soon moved into and rented one floor of a warehouse on an alley [65 Harriet St.] south of Market Street, between 6th and 7th streets. They pooled the money to pay the rent. "The warehouse was actually an old factory for making the pre-packaged small half-pies that you could buy at a convenience store. Initially, we had a wicked problem with rats and mice (a house cat took care of that) but had so many cockroaches that we use to have a monthly 'cockroach killing party' with Raid and beer. Great fun."

"We lived communally in a huge warehouse space, except for a single room in the back. We each set up our own bedroom area—but shared the living room area (defined by a sofa, chairs and a rug) and open kitchen (defined by a table, stove, refig and cupboards). Bill lived there, I lived there but moved out before Bill, and Paul lived there for a time also."

"The word 'studio' fits to a certain degree. Bill Tara and I were a couple for several years although we broke up at about the time we started the macrobiotic diet—which was Renee came along. Michio and Aveline Kushi made several attempts to get us back together as a couple as they wanted to send us off as a 'teaching team.'"

Jean thinks that Paul Hawken was the first of the group to learn about macrobiotics in about 1967, perhaps from little yellow book that he was given by Roger Hillyard, who was doing light shows in San Francisco at the time. "My memory says that we were pretty much off of drugs by then. As a group we were pretty disgusted with the whole 'flower child' movement of the late 1960's—the indiscriminate use of drugs

just to get as high as you could. We were also more cautious about the drugs that were available at that time, they were cut [diluted] with just about anything that came to hand. You couldn't be sure about the quality. So I would expect that we started with the exact diet as proposed by Ohsawa—brown rice for X number of weeks, gradually adding miso, shoyu, veges [veggies], etc. Alcohol was never a big deal with any of us, so I expect we just stopped. As to sugar, you know how hard that one is!! But, I expect we all tried hard. Very idealistic. I also think we were several months in to the diet—close to a year, before we left for Boston.” Continued. Address: Chatham, Massachusetts.

2920. Young, Jean Allison. 2011. Chronology of interests in macrobiotics and work with Erewhon. Part II (Interview). *SoyaScan Notes*. Feb. 10. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Continued: 1967 early summer—Jean arrives in Boston, Massachusetts. In the summer and fall of 1967 she works at Harvard University's Carpenter Center for Visual Arts as an assistant to the head of purchasing and accounts receivable.

1968 fall—She joins the macrobiotic community in Boston. From the fall of 1968 until the spring of 1970 she was one of the early employees at Erewhon Trading Co., Inc. Her work with Erewhon is described later.

She lived both at Gardner Road and on University Road, and elsewhere. She never lived “off campus.” “Being part of the ‘elite’ of the store, most of the time was spent at Gardner Rd. I moved to University Rd. to be closer to an impermanent lover of the time. At University Rd. I cooked the dinners for a while until I was asked to step down. I was trying to experiment with foods—trying to use standard macrobiotic ingredients to replicate items in the normal American diet, e.g. can you make strawberry ‘shortcake’ with ‘whip cream’ out of flours, rice and berries, etc. This didn't sit well with people who wanted only miso soup, rice and vegetables.

1970 spring—Jean leaves Erewhon and sets out on a trip around the world. Her biological father had left her \$3,000 as insurance. She did not know what to do with it but she wanted to go to Japan so she bought a ticket on a airplane. She left Boston, “I believe with Jim Gronemeyer (an off-site macrobiotic lover of the time), traveling through most of Europe, then Greece, Iran, Afghanistan, Pakistan, Kashmir, India, Thailand, Vietnam (where I tried to get to visit some macrobiotics living in the demilitarized zone but was turned back by the military), Hong Kong and then Japan. I taught a few cooking classes in Germany although since I was paying my own way, my time was my own. In addition, my two-months stay in India [which she found the most fascinating so far] included cooking and teaching at a hospital outside of Calcutta, with macrobiotic Joe Levine, for Indian patients that had been ‘given up’ by their local doctors as incurable.

Cooking and prep was done on the floor on top of pottery jars filled with cow dung. The cockroaches were as big as bats and they would hover just out of reach of the knife, sneaking in when you weren't looking! Good fun!”

By the time she reached Japan, she had run out of money. But she intended to land in Japan because she and Beverly Stiskin were best friends (and Nahum was a close friend)—and had been for at least several years in Boston. They had met in Boston through macrobiotics.

1970 Nov. to 1972 spring—Jean arrives in Tokyo, Japan with \$5 in her pocket. She knew the Stiskins were there. She called Nahum (in Kyoto) and asks him what she should do. He said, “I'm sending you a ticket.” She stays in Japan at the home of Nahum and Beverly Stiskin in Uzumasa (near *Kitano-jinja*—Kitano Shrine), west of Kyoto. Reuben Stiskin was a baby at the time. She pays her way by teaching English in Kyoto to Japanese, and she studies tea ceremony (with Bev) with a Japanese teacher. Michio Kushi wanted all his macrobiotic students to study Japanese culture and language. Jean learned a little Japanese—“enough to get around.” The Stiskins help support her financially, in part with a room in their home. When the Stiskins move to Tokyo, Jean moves with them. Nahum was writing a book on Shinto.

1972 spring—Jean leaves Tokyo, returns to California, stays with relatives, buys a car (1957 Ford Fairlane station wagon with a mattress in the back), and during that summer and fall (10 months) takes a slow, interesting trip across the United States by herself—seeing places such as the Grand Canyon, Yellowstone, Wounded Knee she had long wanted to see—and seeing how people lived. “It was important to me to know America.”

In Boston she moved in with two semi-macrobiotics in an alley off Beacon Street in a basement (not in a macrobiotic house; Woodie and his wife and their two children). When Woodie and his family move out, Jean keeps the place.

1973-1974—Martha Fielding (later associated with Shambhala Books) moves in with Jean.

1973 fall—Jean works for 2-3 years at the Center for International Affairs at Harvard University as a staff assistant; this center was the predecessor of the Kennedy School of Government.

1974 early—Jean meets her husband to be, Andrew P. (“Andy”) Young, who was not a macrobiotic and had no interest in it. He was deeply interested in Japanese food and loved sushi with raw fish. At that point Jean let go of her interest in macrobiotics.

1979 June 30—Jean Allison and Andrew P. Young are married. He goes to Tuck School of Business at Dartmouth College. In 1981 she completes her B.A. degree there—unfinished since San Francisco State days. She becomes a mother of two.

1981—They move (full time) to Chatham, Massachusetts (at the “elbow” of Cape Cod) where Andy starts his own

management consulting business. After several years he goes to work for the local bank. He is now a commercial loan officer. Address: Chatham, Massachusetts.

2921. Young, Jean Allison. 2011. Recollection of work with Erewhon in Boston in 1968-1969 (Interview). *SoyaScan Notes*. Feb. 10. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Jean was in Boston for about 10-12 months before she began to work for Erewhon. "I do remember that shortly after I arrived and moved in to Gardner Road, I experienced my first snowstorm, standing out in the street at night watching the flakes fall through the street light in my raincoat (the only coat I had)."

In the fall of 1968, Jean was asked to become the executive secretary for a small company named Erewhon Trading Company, Inc. In the more than 2½ years that she worked for Erewhon, all her energy and ability was called upon to help the company grow, and it did grow—at an amazing rate. Her main responsibility was to see that the president, the partners and the employees worked together efficiently and smoothly. Later, another part of her work was the lengthy negotiations required for the import and export of food products from Japan. This part of the work really sparked her imagination, as through these negotiations she began to notice a distinct difference between the "way of thinking" of the westerner and his oriental counterpart. This difference would later be one of the main reasons for her trip to and eventual settlement in Japan.

At Erewhon she was also responsible for the ordering of goods, billing, correspondence, and all of the general secretarial work that is necessary for the running of an efficient business. She also designed and implemented a workable bookkeeping system, and accounts receivable and payable system, and a filing system suited to the needs of the company.

In early 1968 she was elected assistant treasurer with check signing authority. As a member of the board, she was intimately involved with all decisions.

But Jean emphasizes: "Whatever you do, don't make my part large. It wasn't."

In Nov. 1968, when Erewhon moved up and across the street to its larger store at 342 Newbury St., Jean was one of six Erewhon employees Paul Hawken, Bruce Macdonald, Roger Hillyard, Jim Docker, Bill Tara, and Jean Allison. They all worked at the Erewhon retail store. Jean never worked at the previous store at 303-B Newbury St. (below street store). After the move, Bill soon left to start a macrobiotic center in Chicago, Illinois. Other people in the macrobiotic community in Boston at the time that Jean arrived were Susan and Roger Hillyard, Nahum and Beverly Stiskin, Jim Ledbetter and Jim Gronemeyer. She has no recollection of Martin Russell.

They knew they were going to do their first real mailing

of products available and prices to the people who had ordered from Erewhon in the smaller store. Evan Root and others had kept a list of names and addresses. Paul Hawken was an extremely dynamic, very charismatic, very intelligent natural leader. He probably has much the same qualities today as he did then. But charismatic leaders believe that they are absolutely right. After the new store closed each day (and sometimes when the store was not busy), all or most of the 5 original employees would meet in the office (off the back storeroom) where they talked about the issues of the day. As Paul said in an interview, it was a group of very energetic, very motivated people who were working for *no* money (only for their room and board).

Jean sees the same spirit in her own children today—the wish to do something that they really love. Jean, who is now retired, has again found something she loves to do, volunteering at a small local historical society, typing into a computer the text of old archival documents from the 1700s and 1800s. She finds it fascinating to just hold and read old documents. "It totally turns me on."

Paul Hawken is pretty tall. Bruce Macdonald was even taller. Bruce also had the beginnings of the charisma and leadership qualities that Paul had. If there was going to be a debate or argument, it was going to be between Bruce and Paul. Should we carry such and such a product? How do we know it really is organic? How do we know if the foods from Japan are produced either organically or without chemicals? When somebody asks you if a product is organic, do you say yes, or no, or I don't know for sure? Shall we price our products low to get them out to the people, or should we price them higher to reflect their higher quality and to enable us to expand this rapidly growing business so we can reach more people? These were all young people with no business experience. There were only two chairs and two desks in that office and it was quite small, so some people sat on desks or on the floor. In the summer, after a while, the group would move out of doors, where there was more room and warmth and fresh air.

The fourth person Jean recalls was Roger Hillyard. He was very quiet. He wasn't confrontational at all. He would wait for a place to break into the discussion and would state what he thought. He was sort of the settling influence between Bruce and Paul. Jean had an equal say. Jim Docker was expected to cover the front of the store; Jean does not recall his being in the backroom sessions. When Paul Hawken left for Japan (about March 1969), Bruce Macdonald took over as head of Erewhon. When Bruce was going to leave, Roger Hillyard was scheduled to take his place.

In early 1970, major changes in policy and management were made which Jean felt were incompatible with the original intentions of the still-small company. Address: Chatham, Massachusetts.

2922. Attune / Attune Foods (Website printout-part).

2011. www.usmillsinc.com/usmills/company_history.php
Retrieved Feb. 12.

• **Summary:** A news release stated that Attune Foods had acquired the Erewhon cereal brands. So we searched Google for: Attune Foods Erewhon

We find this website to be confusing. The large, bold color banner atop the home page says "Attune." Yet the URL, which is completely different, begins www.usmillsinc.com/ as shown above. Moreover the browser tab reads: "Erewhon History."

The page titled "Company History" states correctly that Erewhon was established in 1966 by two macrobiotic educators and was operated out of its initial storefront location on Boston's Newbury Street.

The next paragraph states: "1966-Erewhon founders establish the first Charter of Quality Standards for Natural Products." Note 1. We cannot imagine what this refers to.

Four paragraphs down we read: "1986-Erewhon acquires U.S. Mills. U.S. Mills is the new company name, and Erewhon is retained as a brand name."

"2009 Attune Foods acquires Erewhon, Uncle Sam, New Morning and Skinner's."

For more see Feb. 2011 interview with Rob Hurlbut, CEO of Attune Foods.

Note: Talk with Bruce Macdonald, one of the early and most important principals at Erewhon. 2011. March 2. Bruce is not aware that Erewhon ever established a "Charter of Quality Standards for Natural Products." If they ever did, it certainly was not in 1966, and certainly not before 1971. However Bruce is quite sure that Paul Hawken did something like that, but for Erewhon only, not long after he returned to the USA from Japan in Dec. 1969. Address: 535 Pacific Ave., 3rd Floor, San Francisco, California 94133. Phone: 1-800-641-4508.

2923. Hawken, Paul. 2011. Re: Comments on interview with Jean Allison (Feb. 10). Letter (e-mail) to William Shurtleff at Soyinfo Center, Feb. 12. 1 p.

• **Summary:** Shurtleff e-mailed Paul Hawken: "Could I ask you a few questions that I missed last time we talked about the early history of Erewhon?"

Hawken replied: "By email, yes!"

Shurtleff replied: "I have never done interviews by e-mail and I think I'd rather not. I wanted to ask you about your time in San Francisco as an entrepreneur before you went to Boston and began work with Erewhon.

"Also, how you got interested in macrobiotics in San Francisco and why you decided to leave that exciting city for Boston.

"So instead I will enclose part of an interview I did this week with Jean Allison, who was one of the early employees at Erewhon and who knew and worked with you in San Francisco—only the part that relates to San Francisco.

"If you would like to comment on it in any way, I would be very grateful. Especially if you find any inaccuracies or disagree with any of it, or would like to add anything to it—which I will attribute to you."

Paul Hawken replied: "A few comments. when bill and jean were living at the firehouse, i was living in north beach and attending sf state [san francisco state college].

"i was not there dealing drugs.

"i/we were not doing a drug scene. that is a stereotype. we were interested in culture, theater, music, performance arts, religion.

"it sounds like people were hanging around for drugs. nonsense. drugs were there of course. just as they are everywhere in current society all the way to the white house, except they call it alcohol. but you wouldn't call the white house a drug scene, so please don't fall for that stereotype of what was happening, at least as far as i was concerned.

"the firehouse could seat maybe a 100+ but in the other part of the firehouse it could hold another 150 people on the dance floor.

"we were hiring big brother and the warlocks for \$50 a night. they weren't the grateful dead quite yet.

"the alley was 69 harriet street. it was memorialized by tom wolfe in electric koolaid acid test. it was where ken kesey held the acid graduation.

"i learned about macrobiotics from a film maker, ben van meter, in 1966.

"jean should speak for herself. she says "we" this and that, and she should say I.

"everyone had a different experience with cleaning up their diet. she describes it in a rather cartoon way. bill lost 80 lbs. in a relatively short time. i didn't lose a pound and didn't need to either, etc." Address: Mill Valley, California.

2924. Tara, Bill. 2011. Re: Creative work with music, dance and lights in San Francisco (1966-67) before starting work at Erewhon in Boston. Letter (e-mail) to William Shurtleff at Soyinfo Center, Feb. 13 and March 3. 2 p. Plus part of website printout: <http://rockarchaeology101.blogspot.com/2009/11/firehouse-3763-sacramento-street-san.html>. Printed Feb. 13.

• **Summary:** "... I signed the lease on the Firehouse (at 3737 Sacramento St., San Francisco) from a guy who built a small theatre on one side of the space for a Jewish youth theatre group. Myself (and George Eby) met at the Ashland Shakespeare Festival where we were part of the company. The plan was to open it as an experimental theatre venue. We had started to do readings in the upstairs and lived there along with Jean Allison, a theatre major at San Francisco State [College]. Paul Hawken had returned from the South as a photographer of the civil rights movement. Paul and I decided to start producing events at the Firehouse.

"We produced seven evening events that were part 'happening,' part music and dance. The first event was

February 1966 and continued till April of that year. I worked a little at the Matrix (the first Rock club in the city and did a little lighting work with Ray Anderson). George knew a few musicians so we created these crazy evenings. Paul worked out lighting. We featured Big Brother and the Holding Co., The Amazing Charlatans, the Sopwith Camel, Wildflower and The Great Society (Grace Slick's first band) as well as some folk and blues performers such as Jessie Fuller and Ale Xtrom.

“Ray Anderson and Elias Romero did light shows and film, we had actors, dancers and generally a crazy time. We had some of the first light shows in the city. We had to move out since the building was sold and was to be turned into a parking lot. The last event was called the Wreckers Ball. After moving out Paul Hawkins, Jean and I formed the Calliope Company. Our group also included Wally Gorell [see handbill for concert on 26 July 1966]. We had a warehouse South of Market [on Harriett St.] and Paul and I fitted it out and lived there as well as using it as a rehearsal space and a studio for the light shows. We produced several Rock Concert / Dances in the California Hall featuring the Dead and the Airplane [Grateful Dead, Jefferson Airplane]. One of these was October 31, 1966 and called the “Dance of Death” generally credited as being produced by Bob McKendrick—he was the money man. It was scheduled on the same night that Ken Kesey was trying to do the Acid Test Graduation and the Dead had signed a contract they couldn't break. The best version of this story is in *The Electric Kool-Aid Acid Test*, by Tom Wolfe.

“Paul was introduced to macrobiotics through a book by Ohsawa given to him by Roger Hillyard who was also doing light shows. Paul and I were both interested in Eastern philosophy and environmental issues. We started to experiment with diet and had fun doing it. Paul and I sought out sources in SF for miso etc. and started to meet some people who had studied with Michio Kushi in Boston. Renee Gremore (later Tara), Paul Petrofsky (founder [with Hy Lerner] of Baldwin Hills Bakery) and Evan Root (the first Erewhon worker). We invited Herman Aihara down to give a talk to a group of outrageous hippies in the warehouse backed by a huge American flag. Years later Herman would comment how he was first to teach the ‘hippies.’ Paul went to the East Coast to install a light show in Washington, DC, visited Boston, met Michio and Aveline, and told me that Michio was the real deal.

“I was just finishing a show I directed but within a few months, Jean, Wally and I had moved to Boston. Roger came later. Paul, Jean, Wally, Roger and I all ended up in the Erewhon crew.”

Note: Bill now lives in Scotland and has spent about 15 years in the UK since 1970. He lived for a while in Portugal. He was born and raised in Santa Cruz, California.

2925. Hurlbut, Rob. 2011. Attune Foods acquires the

Erewhon brand from U.S. Mills (Interview). *SoyaScan Notes*. Feb. 14. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Attune Foods completed the transaction with U.S. Mills on Dec. 11. Attune Foods bought four cereal brands from U.S. Mills; one other brand was sold to another company. But Attune Foods did not purchase or merge with U.S. Mills. Attune can now use the Erewhon brand on any food product they wish.

U.S. Mills is no longer in existence; they shut down on or before 31 Dec. 2010.

Rob founded Attune Foods in Oct. 2006. Their first product, Attune Probiotic Wellness Bar, was on the shelves of stores in Jan. 2007.

Rob grew up in Brookline, Massachusetts and graduated from Brookline High School, but he was not part of the macrobiotic community.

For many years U.S. Mills had their own Erewhon Crispy Brown Rice Cereal. Attune Foods began to sell the product with their name on it in about April 2010. It is the #1 product bearing the Erewhon brand today. All of the growth in the Erewhon cereal line of the past 4 years has been in the gluten-free products. Attune Foods' Erewhon Crispy Brown Rice Cereal is the leading gluten-free box cereal in the natural channel—according to SPINS. Attune Foods has 14 different products (SKUs) bearing the Erewhon brand—including Erewhon Corn Flakes, Erewhon Crispy Brown Rice with Mixed Berries, Cocoa Crispy Brown Rice, etc.

Color photos show the front panel of (1) The original Attune Foods Erewhon Crispy Brown Rice Cereal. (2) The new front box design, which will be on store shelves by March 2011.

Attune Foods makes products for people who have digestive problems. Professionals in the field (gastro-intestinal doctors, registered dietitians, naturopaths, etc.) generally agree that the best way to address digestive issues is through dietary change. Even people at the American Gastro-Enterological Association, who deal with many severe digestive diseases (such as constipation, irregularity, IBS {Irritable Bowel Syndrome} and IBD {Inflammatory Bowel Disease}) have no standard prescription, but they generally prescribe dietary changes or the addition of probiotics to the diet. Erewhon Crispy Brown Rice Cereal approaches the problem in three ways: It (1) Adds fiber to the diet by adding brown rice. (2) Adds probiotics to make sure that the gut flora are in balance. (3) Avoids allergens by eliminating gluten and other allergens that may exist in conventional food channels. Uncle Sam cereal is really about high fiber; it is rolled wheat flake and flaxseed, which delivers over 10 grams of fiber per serving without any artificial ingredients. All the Erewhon cereals are organically grown.

Attune Foods prefers to do ethnographic research instead of focus groups. So company representatives meet

with Erewhon consumers, spend time with them in their kitchens, look in their cupboards, find out who these people are—so that when they talk about the product and think about new Erewhon products, that they are completely consistent with the values of those consumers. Erewhon consumers are the “cultural creatives”—and have been for the past 50 years. Many people have said that once they started to use Erewhon cereal their digestive problems decreased. They have many testimonials saying that eating one of these products has had a major life-changing effect.

Americans get, on average, 17 grams of fiber per day in their diet, but they should get closer to 30 grams. Fiber is the nutrient that is in shortest supply in the American diet relative to the Recommended Daily Allowance. Address: CEO and founder, Attune Foods, 535 Pacific Ave., 3rd Floor, San Francisco, California 94133. Phone: 415-486-2102.

2926. Wolfgang’s Vault—Where live music lives. 2011. San Francisco Calliope Company presents (Website printout—part). www.wolfgangsvault.com/tour-show/san-francisco-calliope-company-presents.html Retrieved Feb. 14.

• **Summary:** This handbill (4¼ by 11 inches) is for a concert to be held on Thursday, July 28, 1966 at California Hall in San Francisco. Billed by the website as “Big Brother and the Holding Company,” it is being sold for \$814. The handbill has green print on a yellow background. The largest word is “Thursday and the next largest, just below it is “California Hall” (at Polk and Turk).

From left to right: (1) A circular logo (in engraving style) with a mythical animal (resembling an antelope) inside, biting its right rear ankle. The text around the perimeter: “The San Francisco Calliope Company’s Greatest Caper. Bilbo’s Birthday Party.”

(2) A vertical list of 8 lines: Big Brother and the Holding Company. The Great Society. The Amazing Charlatans. Electronic Sound. Lights by Romero [Elias Romero Show]. Movies by Anderson. Gifts—Trips—Love. Advance tickets \$2.00.

(3) San Francisco Calliope Company Logo. Their address is: 248 Sixth St.

(4) Ticket outlets: San Francisco: City Lights [bookstore]. Psychedelic Shop. Ms Records. Sausalito: Tides Rock Shop. Berkeley: Shakespeare & Company.

A description of the handbill by the website states: “Concert promoters created handbill versions of many of their posters and used them as sidewalk handouts and dashboard fliers to promote upcoming shows. Many of the handbills are double-sided, with poster art on one side and a calendar of upcoming shows on the other. These handbills represent an important element of rock concert history because they were hands-on marketing tools that united promoter and patron.”

Note 1. California Hall (on Polk Street) was being used as a venue for rock music by 9 April 1966, when The

Jefferson Airplane opened there (Source: Chronology of San Francisco Rock—1965-1969; <http://www.sfmuseum.org/hist1/rock.html>).

Note 2. E-mail from Wally Gorell. 2011. March 14—in response to the question: “Did you design this handbill?” “I’m embarrassed to say I did—terrible lettering.” Address: San Francisco, California.

2927. Sharp, Carolyn Heidenry. 2011. Re: Erewhon, Michio and Aveline Kushi, and the Boston macrobiotic scene. Part I. Letter to William Shurtleff at Soyinfo Center, Feb. 15. 11 p. • **Summary:** “I was a minor player in the Erewhon story, but I lived in Los Angeles (L.A.) and Boston and experienced a little of its life, especially towards the end.

“In September of 1967 I arrived in Boston, age 19, at 29 University Road, the Kushis’ first study house (aside from their own home). My then boyfriend was ill and wanted to try macrobiotics. We had been living in Fairfax, California, when a friend passing through during the summer left behind a copy of *Zen Macrobiotics*. When the doctors could find nothing wrong with him, but he was still sick, we went first to the Zen Macrobiotic Restaurant in L.A. on Hollywood Blvd. near Western, which was run by a very nice Japanese man and his family. I don’t remember their family name. It was there for many years and was visited by John Lennon, among others. When we went to Boston I thought we were going to some kind of clinic. I had no interest in macrobiotics myself, and continued to eat my usual diet, which was pretty bad at the time.

“At 29 University Road, we had a room on the third floor next to Matt and Richard Sandler, and in another room, Wally Gorrel. Also in the house were Nahum Stiskin, Bill and Rene Tara, Rebecca Dubawsky, John Palumbo, Bob White and his wife (a black and white couple, unusual for that time), John Claude Ducet, a French Canadian who made the benches and tables for the first Sanae restaurant at 272B Newbury St., Steve Helfner, and Mrs. Ninomiya and her son, who had a separate little apartment or room and did not eat with the rest of us. She made ‘happy coats’ a kind of short kimono to sell to whoever would buy them. There were several others there whose names I do not remember.

“Michio would often come over during the day to check on things, and on people (a few had health issues) and sometimes would give a lecture in the evening in the living room. The Kushis’ home at 216 Gardner Road was less than a mile away.

“At the beginning I didn’t know I was expected to eat the same food as the rest of the household until Steve Helfner asked me one day not to heat up the canned soup, containing meat, that I was going to eat, in the pots used for the rest of the cooking. I think I had a frosted cake in the fridge, too. I don’t know if everyone was being polite or just didn’t take the time to explain to me how things worked there. I was kind of clueless. Anyway, I wouldn’t eat most of

the food served at dinner, for a good while, except the rice and beans, as everything looked so unfamiliar. Michio made numerous dietary recommendations for my friend, that I had to cook specially for about three months. After that period he was well again. We split up and I went to work at Sanae restaurant with Evan Root and Peggy Taylor early in 1968.

“My first impression of Michio, besides that he seemed very cordial, kind, humorous and good-natured, was that this man knows something about life. I didn’t know what though. A few lectures began to enlighten me. It was obvious that he had a different level of understanding. I went to the Arlington St. church lectures also.

“At Sanae, I helped with prepping the vegetables and fruits during the day, along with Peggy, and waitressed in the evenings. Later Rosemary Traill, future sister-in-law of Richard Young, waitressed there also, as did others from time to time. Richard Young worked at a small flower shop just a few blocks away, and would drop by the restaurant during the day sometimes. He was a friend of Peggy and sisters Rosemary and Maureen Traill. He would later marry Maureen Traill after she and Bruce McDonald married and divorced. During the year I worked at Sanae, Marty Russell and then Billy Anton also worked there.

“Evan was a very good restaurant cook, a good boss, and was also very good with the customers. Responsible, solid, earthy, dependable, funny, and I respected him. The customers liked him, and a lot of fellows in the community looked up to him. He was a very good ‘root’ for the macrobiotic movement in Boston. I remember him taking Michio home late at night once, after lecture, on the back of his motorcycle. Michio looked hilarious in a motorcycle helmet. Eventually Richard Sandler took over Evan’s job.

“I moved to the Kushis’ home at 216 Gardner Road, doing the housekeeping and handling minor bookkeeping. Among those who lived there during the year or so I was there were Judy Flohr, who later married Denny Waxman, Susan Sims, who was married to Duncan Sims and moved to Canada, Jim Ledbetter, who made some very strange food in the downstairs kitchen of the 3-story home which Aveline referred to as ‘dogfood,’ Anne Riegal, now the wife of Ron Kotzsch, Eric Utne, Peggy Winter and, of course, Michio and Aveline and their children. Shizuko Yamamoto visited once or twice.

“After about a year I went out to Los Angeles, where Aveline was now living temporarily, to study cooking with her. I intended to stay about six weeks, but ended up staying seven years. I arrived in May 1970 at the 7511 Franklin St. home that Aveline had rented. During this summer Jimmy and Susan Silver and their toddler Rachel lived there, as well as Bruce and Maureen McDonald and their baby daughter, I, Diane Brewer and a few others.

“Aveline would prepare lunches for the Erewhon crew every morning and deliver them to the retail store on Beverly Blvd. Diane Brewer and I would have to prepare

and deliver special meals to a rather tyrannical old woman in a wheelchair who seemed permanently dissatisfied with everything.

“Sometimes Aveline would ask one or more of us to accompany her to Little Tokyo, where she would take her youngest child to get treated by a Japanese doctor for a leg injury, the result of a fall on the stairs in Boston. Her other children remained in Boston with Michio. Once the police stopped us on the freeway because Aveline was driving too slowly. Years later, she said that she had failed her driving test or exam (I’m not sure which) three times. After the third try the examiner told her that if she paid him a certain amount of money (\$75 I think) he would give her a passing mark. She paid.” Continued. Address: P.O. Box 125, Hinsdale, Massachusetts 01235.

2928. Sharp, Carolyn Heidenry. 2011. Re: Erewhon, Michio and Aveline, and the Boston macrobiotic scene (Continued, Part II). Letter to William Shurtleff at Soyinfo Center, Feb. 15. 11 p.

• **Summary:** Continued: “Michio came out to visit once, during the summer I was there, perhaps for meetings about Erewhon. He gave a lecture in the living room at 7511 Franklin also. I remember a cat, perched on the mantelpiece behind the blackboard, stretching its neck around to look at Michio writing something on the board, and everyone laughed. Michio’s immediate response—‘Even cat wants to study, why not man?’

“Another memory from that summer—Aveline and I sitting in the back yard and she telling me ‘Michio always thinks (of) my happiness.’

“Another—scrubbing the new warehouse floor, catty corner from the retail store, on my hands and knees. My first experience working for Erewhon.

“Around September I think, Aveline rented a huge mansion up the street at 7357 Franklin Ave. and we all moved in. Jimmy and Susan Silver, Bruce and Maureen McDonald, Tom DeSilva and his two little boys Joe and Patrick, and many others. The house had once been owned by film star Ruby Keeler, and her name was still there, engraved on the metal mailbox. Ozzie and Harriet lived across the street. Gloria Swanson called once to speak to Aveline and was furious with me because I didn’t know where Aveline was. She’d gone out.

“Hollywood was always more or less present in this Hollywood house. The landlady had been in show business in earlier days in some way and was always willing to let the various film companies shoot films in the front yard or in the house (they paid well I believe). Several were shot during the couple of years I was there. This was always happening in L.A. and you would often see a film shoot taking place on this or that street as you drove by.

“Aveline returned to Boston late that autumn, I think, and left me in charge of the house. I wasn’t a particularly

good cook, by any means, but tried my best, and others cooked also.

“Many people stayed at that house for long or short periods of time. At one time there were nearly 60 people, staying in every nook and cranny, the attic, the basement, over the garage, in the cleaned-out tool shed, everywhere. I occupied a large closet for a while. It was all rather hippie-ish, without the drugs, though there might have been one now and then who took drugs, but certainly not openly that I ever knew about. But many had taken drugs in the past.

“Ron and Iona Teeguarden were there, during which time I think Iona wrote a lovely cookbook. John Fountain was a frequent dinner guest. John Deming was there briefly, and there was much interest in macrobiotics and always many people. Jacques and Yvette de Langre [DeLangre] lived a few blocks away, and held ‘Soba Night’ on Tuesdays. Yvette was a very good cook, and Jacques was a happy, upbeat and friendly personality in the community. He had a photography studio close by on Sunset Blvd., a few blocks away from his home, and once took a number of photos of the Franklin St. house and people there. Mrs. Durkin, the landlady, dropped by from time to time to check on things, a little nervous I think about so many people living there— young, hippie types. She was a kind woman, but made me ask a 16 year old girl to leave the house, worried about having an underage person living there. And also a nice black fellow because she thought he would draw too much attention from the wealthy neighbors. Michio came out from time to time and gave lectures in the very large library, and consultations and sometimes a cooking class. The lectures were very well attended. During one lecture, he levitated (I wouldn’t believe this until I saw it with my own eyes). This was the only time I ever heard him ask the audience to be very quiet as he had to ‘concentrate.’ Usually there were babies making noises in the back of the room or children playing in the hall outside the sliding doors. Michio told the audience that he had been levitating recently to cure the arrogance of some of the teachers, presumably in Boston as L.A. didn’t really have any. Later on, he said he stopped levitating because people were giving it too much attention, over his dietary teachings.

“After a couple of years I left the house in the hands of Roy and Mariko Stevens, and went to work as a secretary for Erewhon in the warehouse in Culver City.

“I think Jim Gronemeyer was vice president when I got there around late 1972 or early 1973, not sure when. I remember him coming in wearing his tennis clothes and carrying his tennis racket, quite late in the morning. Not sure if he took his responsibilities seriously. Byron Jennings took over his job at some point. I don’t know if Gronemeyer left of his own accord, or was fired. Byron was very intense, very yang, but a good fellow, strong, hard-working and with a good sense of humor. He cared about the job and the company. Very brusque and took no b.s. from anybody. But I

liked and respected him. He wasn’t a slacker.

“Loren Spector was there also, in upper management. He had previously run one of the Kushis’ study houses in Boston. He was also intense, also hard-working, and also seemed to care very much about the job and the company. He and Byron seemed to work well together and both seemed together, intelligent and focused.

“I typed letters and answered the phone, and later took orders, so I have no idea what the financial condition of the company was, or the state of operations. But all seemed well. Jeff Flasher ran the warehouse in the back. He was very popular, smart and worked well with people.

“It was kind of a hippie operation, except for Eddie ____, the accountant, another good guy, who was also very focused and worked hard.

“I remember Paul Hawken came out from Boston, for meetings I suppose, and to have a look at things, and arrived at the warehouse at 6 a.m. before anyone was there, and found the front door unlocked. Someone had forgotten to lock it. I’m not sure, but I had the feeling that relations between Erewhon Boston and Erewhon L.A. were not as cordial as they might have been. At that time anyway. But as I said, I don’t really know much about what went on.

“Once, as I left the building at the end of the day, I walked into the middle of a film shoot taking place on the street. I had no idea that anyone was filming the front of the warehouse, and inadvertently disrupted the filming.” Continued. Address: P.O. Box 125, Hinsdale, Massachusetts 01235.

2929. Sharp, Carolyn Heidenry. 2011. Re: Erewhon, Michio and Aveline, and the Boston macrobiotic scene (Continued, Part III). Letter to William Shurtleff at Soyinfo Center, Feb. 15. 11 p.

• **Summary:** Continued: “After a year I left Erewhon L.A., and one day Tom De Silva suggested that I open a macro restaurant. So I did. I found some backers and bought a little hole in the wall restaurant at 525½ Fairfax Avenue, a few blocks from Erewhon. It was only about 25 seats. The menu was very basic, as was the decor (rice, beans, veggies, soups, salad, desserts, tempura, stirfries) but there was no lack of customers. People were hungry for natural foods. Being L.A. we were also visited by a number of celebrities and actors, including John Lennon and Governor Jerry Brown who visited a half dozen times at least, and once conducted an interview there during dinner.

“Three years later I sold the restaurant to a mother and daughter team and moved back to Boston. There I lived and worked at 62 Buckminster Road, which was now the location of the Kushis’ home. I arrived there in September 1977. Laura Knudson, who later married New Hampshire teacher Blake Gould, and I shared the office work and the cooking. Olivia Oredson was also there.

“Aveline had been searching and searching for a location

in which to open the Kushi Institute. Finally she found a third floor space (three rooms) in a warehouse at 17 Station St., less than a mile from their home. Michio and Aveline asked Olivia and me to manage it, using a \$20,000 loan from Sandy Pukel. The opening ceremonies took place on September 25th (I think) 1978. As there was no cooking class room yet, Aveline cooked all the delicacies for the opening at Buckminster Road (which was quite a job) and then had them all transported down to Station St. and carried up the stairs (there was no elevator) to the third floor. It was a very happy day for Michio and Aveline.

“A year later, around August or September of 1979, Michio asked me to come to a meeting at Buckminster Road. Michio had decided to start a ‘Human Relations Board’ (HRB) at the Erewhon warehouse in Cambridge to help the situation there. I believe there were union rumblings [at Erewhon] at the time, though I don’t remember how far along things were.

“The HRB was to be composed of Marty Roth, Lewis Legon, and me. We three and Michio were seated on the floor, in front of the couch in the living room, around a coffee table (Michio always preferred sitting Japanese style) and Michio went over the two or three pages outlining the HRB’s responsibilities. So, in the course of one weekend, I went from working at the Kushi Institute in which I’d been totally absorbed, to walking into a situation I knew nothing about. I’d never worked at Erewhon in Boston, and my job at the L.A. warehouse had been secretarial.

“I don’t really know why he wanted me included in this Human Relations Board. I think he was pleased with the way the Kushi Institute was going at the time. (I was the administrative director and Olivia Oredson was the educational director, but those were big titles for what was still a two-bit operation). For the first couple of weeks at Erewhon I had to go to the Kushi Institute each evening after working all day at Erewhon, to explain my job to my replacement, Steve Gagne.

“In this new job, I was unsure at first, uncertain where to begin, because I had no knowledge of the situation. But it didn’t take too long to get the general picture. My memories of the time I spent in the HRB are as follows:

“There was heavy tension between Jeff Flasher, who was now president of Erewhon, and Marty Roth. I do not know the reason for it, but it was palpable on Jeff’s side. I don’t think Jeff supported the HRB. He wasn’t at the meeting at Buckminster Road, or chose not to attend, though presumably Michio had informed him beforehand.

“Lewis, Marty and I worked well together, and might have been able to make a significant improvement in the company had we had Jeff’s support. But I think he felt very threatened by the HRB, particularly by Marty.

“Instead of handling what we were supposed to handle, Jeff had Marty and I handle union negotiations, along with Evan Root, who was then vice president.

“Before the union negotiations began, Evan seemed a little unsure of his position, and didn’t seem to have a niche, or much to do. At some point he said he was staying for the money. He added a solid feeling to the company, but his talents were not utilized, I think, until union negotiations began.

“The company wasn’t unified. There was an ‘us and them’ feeling between the truckers and the production floor employees, on the one hand, and the managers and ‘suits’ on the second floor. At least there was this feeling on the part of the former. So it was a perfect environment for the union organizers to take hold, and as I found out, these were not the noble union organizers one thinks of as saving the day for the down-trodden employees. They were out for blood.

“I remember being astonished by the woman from the local union who was coaching and advising the employees during our evening meetings. She seemed to be *extremely* hostile to put it mildly. Excitable, ready for a fight. The employees totally distrusted us, and were very into accusing. I think much of this was fostered by the union organizers. Many of the employees were victims in a way, somewhat brain-washed by the union organizers.

“Walking past the Arlington St. Church one weekend, someone outside handed me a flyer and encouraged me to come in and listen to Caesar Chavez speak. I thought well of him at the time from the little I knew about him. However, the incredibly vile things he said during that speech shocked me. I never respected him after that. Had there been a tv crew or microphone there, I think the speech would have been completely different. He may not have realized that he wasn’t speaking only to hard core union sympathizers, but also to members of the general public.

“That experience and the experience of being in on the union negotiations at Erewhon, completely changed my formerly rather benign and supportive views about unions and union organizers. Not very honorable people from the little I saw.” (Continued). Address: P.O. Box 125, Hinsdale, Massachusetts 01235.

2930. Sharp, Carolyn Heidenry. 2011. Re: Erewhon, Michio and Aveline, and the Boston macrobiotic scene (Continued, Part IV). Letter to William Shurtleff at Soyinfo Center, Feb. 15. 11 p.

• **Summary:** Continued: “I still have my notes, from the three or four months I worked at the Erewhon warehouse in Cambridge in 1979, for a meeting with Michio. Excerpts: ‘Both Lewis and Marty are paranoid about Jeff Flasher, in part justifiable, due to the emotional state and suppressed tension of Jeff, and a few incidents that happened.’ (Can no longer recall what those were). ‘Jeff put up a brick wall against the HRB, though he likes me personally I think, and I think he also likes Lewis, so the administration and the HRB are divided. Can’t work under this. Must be unified, or at least not hostile. But Jeff feels threatened. Hands of HRB are

tied. Jeff gave Marty and me union negotiations to deal with, along with Evan.”

“The HRB has had two different proposals for its purpose, one from you (meaning MK) and one from Jeff. The result is confusion, an uncomfortable situation and stagnation.”

“Erewhon needs yang—clear, just policies, good systems and accountability to a yang source. Erewhon’s systems and structures not orderly. The warehouse is not clean. The company needs to follow American-style business logic to succeed. Some of the employees need someone firm to tell them when they’re really out of line.”

“Besides firm authority, they also need some understanding. The employees are hungry for support (many of them) and encouragement. Problems: no one seemed to listen to them, or cared when they listened, prior to union negotiations. No one communicated the company’s side when suggestions were turned down. There seems to be no one (in authority) who cares about them, everyone is busy with other things. Need a channel for their ideas and some practical utilization of their ideas, and communication about why, when not used.’ (I remember thinking that upper management, in general, was not heartless, just so very focused on the future that they didn’t give enough attention to the present, to the employees).

“Jeff now tightening very much on the HRB and a few of the managers, but mostly the HRB. No one knows or understands what we are doing. We don’t know our limits and freedoms.’ Also, ‘Not enough fellowship. Time is crowded. Most of my time is spent keeping the peace between HRB and Jeff, union correspondence and communication.”

“The warehouse also needs yin, improvements to the dining room, better cafeteria food, little parties, socializing, etc.’ I suggested that Michio think about all of this, and then discuss it with us before he left for Europe, for a seminar tour.

“Key points

“1. Straighten out Jeff and Marty’s relationship.

“2. Straighten out Jeff and HRB’s relationship.

“3. Clarify in Jeff’s presence our purpose and function.

“4. Straighten out where there is overlap, and how to handle.”

“The only way the situation would have been fixable, in my opinion, would have been if Jeff had used the talent that was already on board in the following way. Of course, hindsight is 20/20 they say.

“(1) If Marty Roth had been made operations manager, the company would. have undergone a number of much-needed improvements. Marty was very smart, capable, somewhat experience (I believe he learned a lot about business management from his father), had good sense and good suggestions, and management ability. He was capable of making tough decisions, if necessary. But he was

relatively powerless in the position he was in, given Jeff’s attitude and the change in the purpose of the HRB.

“(2) If Lewis Legon had been empowered to deal with all employee issues, he would have gone to bat for them, but in a way fair to the company, as he could see both sides. This would have helped morale, and taken some of the wind out of the sails of the union organizers. Lewis was capable, smart, and very good natured. He was a great asset to the company in my opinion, and Marty could have been as well.

“(3) While Evan was less willing to consider the employees side as much, he was a good company man. ‘Into protecting the interests of the company. Sees certain sides no one else thinks of. Good at certain administrative duties, like security, benefits, complicated work dealing with outsiders. Very good at representing the company in matters other than financial, though (at that time) lacking in expressing interest or concern for people’s needs.’ He could have continued to take some of the load off Jeff’s shoulders.

“(4) In addition to those three, who were already working at Erewhon, I believe the company need a different person in the position of comptroller, for a number of reasons.

“With those four players, the major problems could have been turned into manageable challenges.

“Michio and Aveline were not at Erewhon much, at least not during those few months I worked at the warehouse, except for a couple of times. I remember both of them attending a meeting we had with one of the lawyers who was advising us on some aspect of the union negotiations. The lawyer had been speaking at length when suddenly Michio began to snore softly. He had fallen asleep, sitting up perfectly straight (eyes closed) on a couch between Aveline and me. Aveline bent forward, looked over at me with a comical expression, repressing a laugh. Evan looked over at Michio and said ‘let him sleep’ and turned his attention back to the lawyer. Aveline dug her elbow into Michio’s side. I wondered what the lawyer thought.

“The lawyers were expensive, one older male, and one younger female. Evan said Erewhon was probably paying for her training (through this experience of helping to handle Erewhon’s union negotiations). But then that was true of many of Erewhon’s employees and managers. Eventually the negotiations went to federal mediation. The mediator was a little surprised, I think, at the company’s greenness and lack of sophistication. Anyway, I left after three or four months feeling that the situation wasn’t fixable, or at least that there was no way I could help to make it better under the current circumstances.” Continued. Address: P.O. Box 125, Hinsdale, Massachusetts 01235.

2931. Sharp, Carolyn Heidenry. 2011. Re: Erewhon, Michio and Aveline, and the Boston macrobiotic scene (Continued, Part V). Letter to William Shurtleff at Soyinfo Center, Feb. 15. 11 p.

• **Summary:** Continued: “I think Erewhon failed for a variety of reasons, not just one thing, but the two most important reasons were that: (1) There was too much youth in management. There were no older, riper, mature heads to steady things. (2) There was almost no one in management who had business skills and training, certainly not at the level and of the type that Erewhon needed at that stage of its growth.

“There was an absence of older, experienced and qualified people managing all of Michio and Aveline’s enterprises and organizations. They were mostly always young and unqualified for the positions they held (including me and including, sometimes, Michio and Aveline’s children). It was the ‘Peter Principle’ [“In a hierarchy every employee tends to rise to his level of incompetence.” “Members are promoted so long as they work competently. Sooner or later they are promoted to a position at which they are no longer competent”]. If you did well in one thing (and sometimes a person was selected even without that slim qualification) you were given more to handle, often much more, often beyond your capabilities.

“So almost everyone was out of their depth, in all of their enterprises. Most everyone was learning on the job, finding their way, with only a very few exceptions, whether in L.A. or Boston. This was also true of Michio and Aveline, but they were not usually involved in the day-to-day management of their businesses. (And they had the additional difficulty of dealing with a different culture, ways of doing things, different language, etc.) They also had so many enterprises going at the same time, which resulted in them giving only a little attention to each, in between travelling and teaching, both abroad and at home.

“Michio and Aveline were inexperienced and unfamiliar with what they were dealing with at Erewhon, and weren’t there often anyway, and wouldn’t have always known what to do if they were. Michio’s success at Takashimaya in NYC in earlier days didn’t translate into success at Erewhon.

“The seventies and eighties were a time when things were developing fast. There was so much interest in macrobiotics or, at least, in natural foods. I don’t think Michio and Aveline, or anyone else, thought it would diminish. Many problems were seen just as difficulties on the way up the mountain to further development and success. Michio and Aveline both had an enormous capacity to remain unperturbed by calamity, at least until it was too late.

“Michio’s lawyer, Morris Kirsner, had a strong influence on Michio and Aveline. He was a very good and trustworthy man, and very protective of the Kushis, but I think his outlook and advice was often too protective, too strict and unyielding, and thus at odds with the more laid back and informal approach of many of the Kushi managers and employees, and even of Michio and Aveline themselves, who were almost always casual and informal. So the two sides didn’t jive, they were both rather extreme, and there wasn’t a

lot of middle ground.

“Other reasons include:

“–The fact that so much money was lost to the law firm to handle the union negotiations. In effect, the union organizers helped to lose all of the jobs of the people they were supposedly trying to help, because the company went into Chapter 11 bankruptcy and was sold. But the union may not have gained a foothold, had management listened and cared more.

“–The fact that so much money was lost to upper level management and other employees who, in my opinion, were taking too high salaries. I doubt if most of them were able to command such salaries at wherever they worked after they left Erewhon. Though some were talented, not all were quite the hotshots some thought they were. Somebody should have put a cap on the salaries. I do not believe Michio and Aveline were involved in this. If they were, I very much doubt that they had any accurate frame of reference for what they were agreeing to. (Often the case.) Aveline didn’t handle money well (she handled it quite badly) and Michio didn’t handle it at all. But more than a few Erewhonians in the offices on the second floor seemed to be living rather high on the hog.

“–Too much money was lost to Tony Harnett of Bread and Circus. Though Richard Young was a good man, he may have been practically giving the goods away in his job as salesman. I do not know if this is definitely true, but I heard something of the sort during the time I worked at the warehouse. He should have been reined in, fast.

“–When the decision was taken to carry dairy foods, meat, etc. to ‘remain competitive with other distributors’ that change in direction changed the heart and soul of Erewhon, and its integrity and purpose, on some level at least. Michio would only have made such a decision if presented to him in a very positive light as the only way to go. I think one must look at all this from the Kushis’ perspective as well. They were always engulfed in a swirl of opinions, pro and con, on many matters, and often didn’t know who was right or who to believe. They were too busy and overloaded as well. They were also dealing, a lot of the time, with many young and inexperienced people, some of whom were rather full of themselves, had all the answers, knew all the solutions, or so they thought. More than a few of them should have been very grateful that they were employed by the Kushi organizations and businesses, as they wouldn’t have had a chance at getting similar positions anywhere else. People also often left on the spur of the moment, and several people stole money or awarded themselves ‘bonuses’ without the Kushis’ knowledge, until after the fact (and those are just the ones I know about—probably there are some that were never known to anyone else). Riding these rapids, and bumping along in the turbulence, Michio and Aveline Kushi tried to stay afloat. They both had their faults, most certainly, and made their share of mistakes, but so did their employees and associates. That should be remembered and taken into

account.

“—Lastly I think there was another financial drain on the company. Jeff Flasher told me he’d taken a \$10,000 loan from Erewhon, during the months I was at the warehouse. I wonder if there were other ‘loans’ after I left. I wonder why Tom Williams, the comptroller, disappeared.” Continued. Address: P.O. Box 125, Hinsdale, Massachusetts 01235.

2932. Sharp, Carolyn Heidenry. 2011. Re: Erewhon, Michio and Aveline, and the Boston macrobiotic scene (Continued, Part VI). Letter to William Shurtleff at Soyinfo Center, Feb. 15. 11 p.

• **Summary:** Continued: “Given all of the above I suppose it was inevitable that Erewhon should fall.

“Many people would have had difficulty filling the shoes of president. Not an easy job. Probably no one, among the community of friends and associates that Michio and Aveline knew, and from whom they would have selected a president, had the experience or training to handle the job. And most anyone would have had some successes, and also made some mistakes. However, if Tom DeSilva or Evan Root had been president of Erewhon, I don’t think either of them would have tolerated too-high salaries, too-low profit margins, or hired Tom Williams as comptroller. Or taken out \$10,000 loans from the company.

“After the collapse of Erewhon, Michio once said that if ever he began a food company again, he would make it a very simple operation, selling grains, beans, sea vegetables, Condiments, miso, soy sauce, noodles, etc. of very good quality, rather than the hundreds of items (thousands I think) that Erewhon carried before it died.

“So, about 12 years later (in about 1994), I was very disappointed and puzzled when he began KFC–Kushi Food Corp. And not sorry when it folded. Michio often had a short memory.

Note: The company was originally named “Kushi Macrobiotic Corporation” (KMC). It was listed on Nasdaq as KMAC as early as 7 Nov. 1995 and as late as 23 Aug. 1996. But by Feb. 1996 it had been renamed (probably for wider appeal) to “Kushi Natural Foods Corporation.” On 26 Sept. 1996 its merger with American Phoenix Group, Inc. was completed.

“When I met the CEO that Michio and Fred Sternau selected to run the company, I was stunned. I mentioned my misgivings firmly to Michio and Fred, separately, when I next saw them. They both seemed strangely casual and not too concerned about it, and didn’t seem to realize the huge impact this person would have on the company.

“One final note: In all the years I worked for Michio and Aveline and in all the time I lived at their home, I never heard either of them say one word that could be construed as anti-semitic. In fact, there were so many Jewish people working for them in their various enterprises and organizations, that I remember the Kushis being criticized

for having too many Jewish people running things. Michio’s secretary for several years, Donna Cowan, was also Jewish. Michio’s lawyer for several decades, Morris Kirsner, was Jewish. And many students and employees were Jewish or half Jewish. Michio seemed too evolved to carry around prejudice of any kind. He was, and is, a great friend of humanity. All humanity.” Address: P.O. Box 125, Hinsdale, Massachusetts 01235.

2933. Root, Evan. 2011. Re: History of Erewhon from Aug. 1967 to Nov. 1968. Letter (e-mail) to William Shurtleff at Soyinfo Center, Feb. 17—in reply to inquiry from William Shurtleff. 1 p.

• **Summary:** “This is my recollection, not perfect, I’m sure.

“In August of 1967, there was an understanding between Paul Hawken, the Kushis, and Evan Root that Paul would take over the management of Erewhon from Evan Root. However, Paul needed to return to San Francisco to wind up his affairs there, pack and return. This would take about a month or perhaps a bit more.

“Paul and Evan took this trip to SF together via ‘drive-away’ car, stopping at various macrobiotic friendly stops along the way. Evan gave ‘lectures’ and cooking classes, and Paul helped out as well as continued to soak up everything he could as preparation for his next step.

“Paul, Bill Tara, Rene, and, I think Jean, lived in a warehouse in San Francisco which they had converted to living quarters. It was quite unique. I gave a MB [macrobiotic] class there which about 30 people attended, Jean and Ty Smith among them.

“The whole trip back and forth took a month or more, so we returned to Boston in late September, 1967. During our absence, Martin Russell, I think, was the main store keeper holding the place for Paul’s return.

“During the next several years, several people from that SF warehouse scene started arriving in Boston, Bill Tara and his then girlfriend (soon to be wife) Rene, Jean, Ty, in particular.

“In my opinion, and I could be wrong, Jean probably signed on to Erewhon one year later than she recalls. The reason I think this is that the first time I met her was in SF in Sept. of 1967. If she arrived in Boston, as stated in #3, in the early summer of 1967, she would have had to return to SF for me to initially meet her there. I suppose that is possible, though she would have had to leave her employment at Harvard to do so. If, however, she arrived in the early summer of 1968 and started at Erewhon in September of that year, then it all makes sense.” Address: Ashland, Massachusetts.

2934. Silver, Jimmy. 2011. Re: Erewhon and San Francisco rock music. Letter (e-mail) to William Shurtleff at Soyinfo Center, Feb. 17. 1 p.

• **Summary:** Jimmy and his wife, Susan, arrived in Boston

in December 1970. “The Erewhon store was first in a little basement space further down Newbury Street [at 303-B Newbury] from Massachusetts Ave. and on the opposite side of the street from the bigger store [at 342 Newbury St.] that succeeded it (the original space became Tao Books and then Redwing Books).

“Once the new store was built, as I recall Jim Gronemeyer was one of the first managers and was succeeded by Eric Utne. I was sent over from the warehouse to keep an eye on Eric for a while, as he was sort of an unknown quantity who was probably chosen by Michio Kushi for the job, for some unknown reason. At least that is my hazy recollection.

“Roger Hillyard and Ben Van Meter’s company [in San Francisco] was called the North American Ibis Alchemical Company [NAIAC] and they appear on many dance posters from that era. Roger then became president of a synthesizer company for a while.

“The North American Ibis Alchemical Company put on light shows and provided the ‘atmosphere’ at many, many of the rock concerts of that era. If you check out the posters for the Fillmore, Avalon and other venues, down at the bottom or somewhere in the body, you will find NAIAC on many of them. I would venture to say that they were THE light show provider of that time.”

Note: NAIAC existed by 17 March 1967; they folded in 1968 and their kit was sold off, Brotherhood of Light buying 12 carousels off of Ben. One website says of them: “possibly the best lightshow name... EVER.”

I remember Marty Russell. Very sweet little guy, walked with a limp and had vitiligo—the skin on his face and neck was discolored brownish and pink. He was married to the oldest of the Coates sisters, Ronnie. I think he died a few years ago, but I’m not certain. The other Coates sisters, Dora and Judy, married Paul Hawken and John Deming respectively. Dora was also married to Richard Young for a while, I believe. There may have been a fourth Coates sister, not in the macro scene—I’m not sure. Note: Sarah Coates and Nancy Coates were not in the macro scene.

“I mainly worked at the warehouse, costing out the import shipments. I sat... at a big desk that had been moved out onto the landing outside the door into the offices. As I recall the offices were on the top floor, the fourth floor, so it was a walk up four flights of stairs and there was my desk, facing the wall outside the door. Paul had the desk moved out there for me—the offices were tight for room but it always seemed kind of personal too.

“However, I was, for a while, sent to ‘work’ at the store and keep an eye on Eric Utne. Eric was pretty loose, so it was fun in a way, although he liked to do all these things that I thought were somehow not what the higher-ups had in mind, like going over to the Prudential Center where they had a sauna and steam room almost every day, or going down to Sanae (at that time there was only ‘little’ Sanae, on

Newbury Street, before The Seventh Inn [originally “Sanae 2”] was built and opened across from the Commons) for lunch. Eric’s idea of work was more like hanging out.”
Address: President, Pure Sales, Irvine, California.

2935. Threefold Educational Center. 2011. A brief history [and chronology] of the Threefold community (Website printout—part). www.threefold.org/about_us/history_and_chronology/history/page1.aspx 2 p. Retrieved Feb. 22.

• **Summary:** The first decades of the twentieth century were a time of social experimentation and spiritual exploration. In New York City in the 1920s, a small band of Anthroposophists—students of Rudolf Steiner—ran a rooming house, a laundry, a furniture-making shop, and a vegetarian restaurant near Carnegie Hall. No ordinary entrepreneurs, the pursuits of the Threefold Group, as they called themselves, were all undertaken to put into practice the social ideals indicated in the writings and lectures of Rudolf Steiner.

Note: The restaurant was “Threefold Vegetarian Restaurant,” at 318 West 56th St. Their menu or sign read: “Finest vegetarian fare with meat dishes for non-vegetarians.”

“It was during the First World War years that Steiner, already a well known scholar and educator, turned his attention to the social question. The times gave the topic special urgency. The war was a catastrophe for all of Europe, and Steiner correctly foresaw that the terms of its conclusion would have dire consequences for Germany’s social and economic fabric. Meanwhile, the Russian Revolution of 1917 showed vividly the powerful, widespread yearning for new social forms, and the total inadequacy of existing solutions.

“Steiner saw that human development had outstripped existing social forms, even the supposedly forward-looking and revolutionary ones. In response, he offered observations that were neither prescriptive nor Utopian, but rather ‘how people would arrange things for themselves’ if they were given the freedom to do so. Freed from distortions imposed by outmoded political, economic and religious structures, Steiner wrote,

“—every individual would freely express and live by his religious and spiritual beliefs—and would confer that right on every other individual (Cultural Life);

“—every individual would enjoy equal political rights—and would honor every other individual’s political rights (Rights Life); and

“—every individual’s economic life would be based on the recognition of our universal interdependence with other people for all our material needs (Economic Life).

“The Threefold Group adopted the task of creating a community where, as Steiner put it, “real cooperation continually renews social forces.” Its members were mostly young Americans; many had encountered Steiner and his teachings while traveling in Europe. Ablaze with idealism,

they threw themselves into pursuing work and social lives driven by ideals of service and goals of social and spiritual improvement.

“Their guiding light was Ralph Courtney. Courtney met Steiner while working in Europe for the *New York Herald Tribune*; soon after, he returned to the U.S. and took it upon himself to find ways to spread awareness of Steiner’s teachings in this country. Indeed, that became his life’s work, beginning with the founding of the Threefold Group and its many ventures in New York City.

“In 1926, the Threefold Group purchased a small farm on Hungry Hollow Road in what was then South Spring Valley, New York. Their aim was to create a conference center, summer retreat, and Biodynamic farm to supply the New York City.

“Biodynamic gardening began almost immediately, making Threefold Farm the first in North America to use the Biodynamic technique that had just been described by Steiner. Anticipating by decades the era of *Silent Spring* and the organic movement, Biodynamics introduced a consciously chemical-free method of agriculture that has been shown to go beyond ‘sustainability,’ and actually strengthen and enliven the soil where it is practiced. “With the help of Charlotte Parker, Paul Stromenger, and Alice and Fred Heckel, among many others, improvements were made, and additions and new buildings were constructed, all with the aim of getting the farm ready to host large groups of people, and in 1933 the first Summer Conference was held. The early conferences featured lecturers from Europe who had known and studied under Rudolf Steiner, many of whom gave their first American lectures at Threefold Farm.”

“In 1993, the Hungry Hollow Co-op Natural Foods Market, which began in 1973 as a natural foods buyers’ club in the basement of a Green Meadow teacher’s home, opened its doors to the public at the location of the old Threefold Corner Store. When the Co-op’s building was renovated and expanded in 2004, Threefold extended its mandate for conscious land care by installing a 3,000 square foot rain garden and starting an ongoing program of ecological landscaping.

“The life of the Threefold Community has always been intertwined with the development of the Biodynamic method of agriculture and land care in North America. In Threefold Farm’s earliest days, it was home to the first Biodynamic gardens in North America. Ehrenfried Pfeiffer, whom Rudolf Steiner selected to be ambassador of Biodynamics to our shores, taught at the first summer conference in 1933, and at dozens more courses in the years that followed. He lived and worked at Threefold from 1946 until his death in 1961, and his biochemical laboratory carried on its work at the community until 1974.

“In 1996, Threefold built upon this legacy by creating the Pfeiffer Center for Biodynamics and Environmental Education. The Pfeiffer Center’s founding director, Gunther

Hauk, brought to Threefold many years’ experience as a Waldorf teacher, authority on Biodynamics, and beekeeper. In its first ten years, the Pfeiffer Center’s One-Year Part-Time Course in Biodynamics, internship program, workshops on beekeeping and other topics, and other programs for adults and children earned it a national reputation for developing and promoting innovative and forward-thinking agricultural and educational practices.”

The excellent chronology has many entries from 1926 to 2007. Photos show: (1) The stylish inside of the vegetarian restaurant. (2) To the right of the chronology: A portrait of Ehrenfried Pfeiffer, outdoors, wearing a hat.

Letter (e-mail) from Rafael (Ray) Manacas of Threefold Educational Center, The Pfeiffer Center, 260 Hungry Hollow Rd., Chestnut Ridge, NY 10977. 2011. Feb. 22. When Ehrenfried lived and worked here (including the period 1955-59), it was know as Threefold Farm, located in Spring Valley, New York. The Pfeiffer Center is in that exact same location today.

“In 1965 the various undertakings centered at Threefold Farm were brought together under the umbrella of the Threefold Educational Foundation and School, a not-for-profit. Today the Foundation is the umbrella for the Threefold Educational Center as well as the Green Meadow Waldorf School, Eurythmy Spring Valley and the Pfeiffer Center to name just a few.” Address: 260 Hungry Hollow Road, Chestnut Ridge, New York 10997. Phone: 845-352-5020.

2936. Keene, Jocelyn. 2011. The ancestors of Paul Kershner Keene and Enid Betty Morgan (Website printout-part). http://freepages.genealogy.rootsweb.ancestry.com/~jbkeene/KeenePhillips/WC01/WC01_002.HTML 8 p. Retrieved Feb. 24.

• **Summary:** A carefully researched and documented genealogy of the ancestors of these two people. A small photograph of each person is given. Address: Pasadena, California.

2937. Keene, Jocelyn. 2011. Re: Paul and Betty Keene (her parents) and Walnut Acres. Letter (e-mail) to William Shurtleff at Soyinfo Center, Feb. 25. 1 p.

• **Summary:** “My father did have lots of files of letters. I haven’t yet done anything with them. These are some of the boxes and boxes of papers in my sisters barn or elsewhere. The letters that I have been quoting from are my mother’s letters. She kept almost every letter ever written to her and I have put them into plastic sleeves in 3 ring binders, preserving the envelopes whenever they were available. She did not have any system for saving her letters. We found them scattered all around the house in drawers and boxes—all jumbled together or separately. But it is a great collection and I have put into chronological order all that I have found. I have 3 large binders of them and when I took care of my

sister... a few years ago I found an equal number of them at her house and now she also has 3 large binders. Someday we will have to get these collections together. Of course, there are not so many letters from my father because they were not separated on many occasions.”

“We noticed my father’s memory failing when my parents were in their 70s. Unfortunately, though my mother’s mind remained clear, she had inherited a then untreatable and fatal lung disease and so died at the fairly young age of 74. It was a blow to my father. His memory became steadily worse and when he was 90 it was noticeably very bad. By that time, he was suffering also from some delusions. But, though his short term memory was bad, he could still remember things in the past and express himself well. He started on our family history before I did and I took over where he left off. When he was 90 is when the business end of Walnut Acres was closed and everything sold at auction. My sister (and all of us as well) was desperate for him to not see that and so we put him into a nursing home so that he wouldn’t be watching the sale of his beloved business in his front yard. I’m sure that also speeded his degeneration. But if he had stayed in his home, the sadness and confusion of that time would also have hastened his demise. There was no way to win in that situation.” Address: Pasadena, California.

2938. Kushi, Norio. 2011. Re: Kushi Macrobiotic Corporation (KMC), formed in 1994. Letter (e-mail) to William Shurtleff at Soyinfo Center, Feb. 26. 1 p.

• **Summary:** “KMC are the initials of the company that was formed in 1994. The full name was Kushi Macrobiotic Corporation, headquartered in Stamford, Connecticut.

“An associate of my father’s, Fred Sternau, approached my father about starting a publicly traded ‘Macrobiotic’ food manufacturing company. Fred Sternau, through his connections, raised over \$2 million to start this venture, which was named, Kushi Macrobiotic Corporation.”

“Basically my father wanted to re-create Erewhon, under the family name ‘Kushi.’ My feeling is that the company was ill conceived and the corporate players had no vision other than to make money. The company basically folded within two years after spending all the venture capital.

“Once it was seen that the company was not going to make any money since the product line was ill conceived and there was no demand for these ‘value added’ products, the CEO resigned with a hefty severance pay of roughly \$200,000 to \$300,000.00—I don’t recall exactly.

“Apparently there is still ‘value’ in having a NASDAQ listed ‘shell.’ Therefore the KMAC shell was split and a company, called American Phoenix, bought 1/2 of the ‘shell’ thereby potentially retaining value for the share holders. American Phoenix was actually based in Australia and they were involved in some products relating to yachts or sailboats.

“The other half of the KMAC shell was renamed Kushi

Food Corporation with the intention that the Macrobiotic Food venture would be resurrected, or, it could be used to lure a private ‘Macro’ biased food company into a public ‘shell.’ As far as I know, nothing ever came of the Kushi Food Corporation shell.

“The CEO of Kushi Macrobiotic Corporation, Robert Morrow, came with an impressive resume, and, as it turned out was either fiction or elaboration of the positions he had held in prior companies. He had no knowledge of the natural food industry, and, the first time he stepped foot in my parents home, stated, ‘Don’t you dare ever offer me any of this Macrobiotic Food, I refuse to ever touch any of it!’ This was prior to him even being hired. In spite of this remark, my father, who was chairman of the board, promptly hired him without checking any of his background.” Address: Traveling by truck.

2939. Deming, Judy Coates. 2011. The six Coates children and memories of Erewhon (Interview). *SoyaScan Notes*. March 1. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** The six Coates children were, in order of birth: (1) Sarah. (2) Judith (“Judy”). (3) Daniel. (4) Marion (“Ronnie”). (5) Dora. (6) Nancy.

Only three studied macrobiotics in Boston: Judy arrived first, in about 1968, then Dora, and finally Ronnie, who went there to be with Judy when Ronnie had her baby in July 1969. However Sarah and Daniel worked at the family business, Laurelbrook Foods, in Bel Air, Maryland.

How did Judy get involved with macrobiotics? She graduated from college in 1966 and went to Baltimore. Carl Sauter and Paul Petrofsky came to visit Baltimore, bringing a 50-lb bag of brown rice. Paul had sent Judy the book *You Are All Sanpaku*, which was her first introduction to macrobiotics. They began eating this brown rice; Carl was eating it raw, right out of the bag—he never did anything half-way. Then Judy moved to New York City, where she lived for 12-18 months. Then she moved to Boston in late 1968 or early 1969. Judy first worked for Erewhon at the 303-B Newbury St.—“that little bitty place downstairs.” Evan Root was also working there, and probably Paul Hawken. Judy lived in the Kushi’s house on Boylston Street; Jean Allison was also there. Also in Boston at the time were Rosemary Traill and her sister, Maureen Traill who married Bruce Macdonald, Bill Garrison, and Jim Docker.

Judy married John Deming. Dora married Paul Hawken. and Ronnie married Martin “Marty” Russell. Address: Ross, California.

2940. Root, Evan. 2011. Re: Tom Williams at Erewhon. Letter (e-mail) to William Shurtleff at Soyinfo Center, March 1—in reply to inquiry from William Shurtleff. 1 p.

• **Summary:** “I remember Tom Williams. He was with Erewhon after the move from Farnsworth to 3 East Street. He was the Comptroller. The Comptroller position at

Erewhon was the first of the 'hired gun' positions. That is to say a professional business person was hired to fill that role. Fairly quickly after the move more positions were filled by professionals with experience, such as trucking manager, operations manager, purchasing manager. Even though many personnel were not 'macrobiotic' almost all were into whole foods or were in some way 'counter-cultural' so to speak. There was a friendly relationship with the professional hires while, at the same time, a difference, sort of like a non-native aura about them.

"At some point Tom was given a vice-president title, and after Jeff Flasher left, he was made president to oversee the chapter 11 proceedings. I did a stint at the 3 East Street warehouse & production facility (with the honorary title of VP) from around the start of the new facility until the summer of '81 before the chapter 11 filing. What the ins and outs were after I left, I am fairly ignorant." Perhaps Patricia Smith or Jeff Flasher might know. Address: Ashland, Massachusetts.

2941. Kushi, Norio. 2011. Re: My brothers and sister. Letter (e-mail) to William Shurtleff at Soyinfo Center, March 2. 1 p.

• **Summary:** "My sister and brothers are:

"Lily, Lillian Midori Kushi, born July 20, 1953.

"Norio, Arnold Norio Kushi, born December 15, 1954.

"Haruo or Larry, Lawrence Haruo Kushi, born December 10, 1956.

"Phiya, Phillip Yoshio Kushi, born October 29, 1959.

"Hisao, Hisao Tenshin [or Tenzing] Kushi, born June 8, 1965.

"Phiya is a nickname that I came up with when we were children and the name stuck. My father picked the western names, which were used as the first name and my mother picked the middle Japanese names, with the exception of our youngest brother Hisao. When Hisao was born, my grandparents on my father's side were living with us. My mother picked the name Hisao, which was decided to be the first name and my grandmother picked the name Tenshin to be used as the middle name.

"The four older children were born in New York City and Hisao, was born in Cambridge, Massachusetts. All of us kids were born in a hospital. "My sister spelled her name 'Lilly' for most of her life. However, in her later years, perhaps the last five years of her life, definitely after the book titled *Aveline* was printed, she began spelling her name 'Lily.' She never made a big deal about it and never corrected anyone if someone were to spell her name 'Lilly.' However, she herself would always spell her name 'Lily.'

Norio (who has long loved cars) writes (3 March 2011, in reply to a question): "I initially started driving a truck in 1981. I also drove for Greyhound and helped to start a bus company, Premier Coach of Vermont for the owner, Ron Charlebois. I went back to driving a truck back in 2002 and have been doing so since then, other than a short period

when my father got sick and went into the hospital. I pretty much live in the truck full time, getting home to Asheville, North Carolina, about once a month. I left Asheville on Monday and am currently in Oxnard, California, having made a delivery here this afternoon.

A photo shows Norio, holding a guitar, with truck in background. Address: Traveling by truck.

2942. Anderson, Ruth Keene. 2011. Re: Recollections of the later years of Walnut Acres. Letter (e-mail) to William Shurtleff at Soyinfo Center, March 9—in reply to questions. 1 p.

• **Summary:** "My recollection of my father's visit with Gandhi was that they walked together and possibly had tea together. I don't think it was even an entire day. Maybe Jocelyn could also comment on that. I remember that Gandhi said to him that there are two ways in which to be wealthy. One way is to have a lot and the other is to want little. He told our father that, if he wanted to find true happiness, he must go home and give away everything that he had.

"Pennsylvania is where our father was born and raised but, more than that, I believe that farm land was cheap there and Snyder County was certainly cheaper than the Philadelphia area. He paid just \$5,000 for the original farm. Walnut Acres is just about a mile from the village of Penns Creek.

"I honestly don't know when people began coming to the farm or when the first tractor was purchased. I guess I thought that there was electricity all along, but there were no indoor bathrooms. What do you remember Jocelyn?

"Our father really didn't involve any of us in the business when we were growing up except that we held menial summer jobs in the manufacturing facility—earning our spending money for college. I was the only daughter to eventually come back to the farm after college and marriage. My husband was in the navy and, after the Vietnam war, was asked by my father to come back and work in the business. Neither my husband or I had business degrees or any experience along those lines.

"In the 1960s, Walnut Acres was the only game in town and the company was booming. After taking the family to Europe on an extended trip, our parents incorporated the business and started a form of employee ownership. Working with a local accountant and a local attorney, they came up with the plan. It seemed quite viable at the time, but as the years went by and there were more and more employees, it put a huge strain on the company. Eventually, the debt to the employees grew to more than \$1,000,000. When an employee retired, he or she would cash in the stock over five years or so.

"The company continued to grow although, at the end, catalog sales were struggling and it was the wholesale side of the business that was booming. Our customer base grew to about 100,000 names and our highest circulation was

about 2,000,000. Our highest sales were in the \$10,000,000 range, but I'm not sure of the years—probably the mid-'90s. It became more and more difficult to show a profit in spite of all our efforts in hiring marketing consultants, etc., etc.

“Some of the mistakes we made were that we offered far too many products in far too many sizes. Everything was very expensive to produce in the small batches we prided ourselves on. In the 1970s we grew all the vegetables on the farm. Our tomatoes were hand picked by the same Amish family for many years. We canned the vegetables in our small cannery; we grew our own beef on one of our farms and used the meat in the many soups and stews we produced. We grew our own grains and ground them into flours and cereals in our mill. We had a bakery where we baked breads and cookies and made some of the first granolas. We also brought in many goods that we repacked to sell. These were things like nuts, seeds, beans, etc., as well as private label products like juices. We made jams and jellies from organic fruits. One of our most popular products was peanut butter which we produced on the farm from organic peanuts that we brought in from Texas and New Mexico.

“A huge challenge came when we were required by interstate commerce regulations to provide nutritional labeling for all of our products. It was an extremely expensive and time consuming project, but it eventually got done. Other expensive projects were computerizing the customer list and, eventually, the entire ordering and fulfillment process.

“My position in the company had to do with catalog production as well as product development and merchandising. At first, we worked with outside firms who developed our catalog. Eventually, we hired a graphic artist from one of these firms and we developed the catalog in house.

“Other than those early years in the 1960s, the company was never wealthy and never had large profits. (I often wished that our father had put even a little bit of that excess money into the stock market but, as a child of the Great Depression, he had no faith in that kind of thing.) Then, in the 1980s, as the Whole Foods Markets and other retailers came along, it became easier and easier for folks to get the same products at a lower price. We tried everything we could think of—full color catalogs, renting endless mailing lists, etc., but it was more and more difficult to compete. And, as the older employees began retiring several at a time, the company had to pay them for their stock. The cash simply wasn't there and the rest is history.

“We brought in someone who we hoped would be a partner and would love Walnut Acres just as we did. Wow, were we wrong! Paul hired a young man right out of graduate school to run the operation and gave him free reign to spend the \$3,000,000 infusion he brought to the company. In a year's time, the money was gone, the plant was closed and we were all fired from our jobs. Absolutely the worst

time of my life! The only good thing that we were able to do in that horrible time was to see to it that our employees got their stock money. Two of our oldest and most beloved customers from Nova Scotia even sent \$10,000 to be distributed among the oldest employees.

“My sisters and I still own the farms and I have been able to maintain their certified organic status by hiring local farmers who are willing to farm organically. It becomes harder and harder to keep that going. These farms have never had chemicals added to the soil and it is heartbreaking to think of that happening in the future. All the farm equipment was sold at auction so I have none of that. The manufacturing facility which is housed in the original barn with many additions is now a noisy and dirty stone veneer plant on 11 acres in the middle of our farm.

“A woman who was one of our fine employees at Walnut Acres lives in the original farmhouse where we grew up. I live in a neighboring farmhouse which was not a part of the original Walnut Acres farm, but became part of it eventually.

“My father still participated in the running of the company until he was in his late 70s. When our mother died in 1987, he went into a kind of hibernation for a couple of years. I went with him to India in about 1990 and by then he was showing signs of the beginnings of Alzheimer's. He was 80 years old by then. He stayed involved in the company, writing his 'Greetings From the Farm' for as long as he was able. He managed his dementia pretty well and was able to live on his own until he was 89, although I was always close by to help him as needed. I'm not sure how much he grasped of the company's closing, but it was an awful time all the way around.

“In many ways, our parents lived their lives as Gandhi instructed them to do so—always giving in every way they could. They formed the Walnut Acres Foundation and built a community center in the village of Penns Creek. This was all funded by our customers and had to close when the company was shut down. They also did a lot of good in raising money for an orphanage in India, the country where our mother was born.

“I hope this helps put a perspective on things. It's awfully difficult to be the second generation who allows the family business to fail, but I'm not sure we had much choice with the way things were set up.” Address: Penns Creek, Pennsylvania.

2943. Macdonald, Bruce. 2011. Competition and feelings between Erewhon and Chico-San. The short-grain brown rice saga (Interview). *SoyaScan Notes*. March 28. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** The split between the Kushis and the Aiharas began in 1961 when Herman and Cornelia, following Ohsawa's advice, moved to Chico, California, with the group (including Bob Kennedy) that started Chico-San, Inc. in early 1972; Michio and Aveline decided to stay on

the East Coast. All four (Michio and Herman, Aveline and Cornelia) were best buddies up until 1961. After that, there was a certain coolness. Bruce remembers, for examples, that when he and others were out in California, they never invited Herman (a sensei) down to lectures or other events. That was unusual.

But Bruce knows much more about the business side of things. “Essentially Bob Kennedy was irate with us because we were selling directly to stores and he was selling through big distributors.” He had chosen to go that route as the easy way to get distribution for his products. This was also in the era before there were many natural food retail stores. “We were underpricing Bob Kennedy, in part because we did not have to go through a distributor and in part because we were willing to sell larger quantities at a time—such as 50- or 100-lb bags. Koda brown rice came in 100 lb bags; Lundberg brown rice came in 50 lb bags. The bags were a generic brown multi-wall paper bag. “I think it said ‘Premium Short-Grain Brown Rice’ on each bag.

In Los Angeles, Bruce first saw short-grain brown rice grown by Lundberg [Note: It was probably harvested in the fall of 1970]. It was described in the Erewhon catalog as “unsprayed.” It was not listed in catalogs as “organic” because Erewhon was afraid of a lawsuit from Chico-San. “Essentially everybody knew that it was the same rice that Chico-San was selling [i.e., organically grown]. How did they know? They just kind of knew. The word got out. At Erewhon, Los Angeles, we had to move a lot. The rice, in bags was piled 4-5 bags high on the floor of their little warehouse across the street from the retail store. Erewhon West hadn’t yet started their warehouse in Culver City, which they moved into in the summer of 1970. So Bruce probably saw this rice in L.A. in early 1970. Bruce has always understood that the Lundbergs had done OK with their organic brown rice in the first year they grew it, but they had gotten trouble in the 2nd year. Bruce suggests that Shurtleff contact Homer or Harlan Lundberg to try to resolve this conflict of dates—and to try to see the actual contract.

In Japan, as Bruce understands it, the traditional practice was to sell rice at little or no markup so that everyone could afford to eat. “I always loved that idea. That’s one reason why Erewhon’s unsprayed rice wholesaled for \$11.00 per 100 lb. bag. We did not take a full markup on that.” Address: Natural Import Co., Asheville, North Carolina. Phone: 802-869-2010.

2944. Shurtleff, William; Aoyagi, Akiko. comps. 2011. *History of Erewhon—Natural foods pioneer (1966-2011): Extensively annotated bibliography and sourcebook*. Lafayette, California: Soyinfo Center. 311 p. Subject/geographical index. Printed 4 April 2011. 28 cm. [416 ref]
 • **Summary:** Begins with a Preface by James Silver, and an Introduction and Chronology of Erewhon by William Shurtleff. Contains 93 historical photos, many in color.

<http://www.soyinfo.com/books/142>. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

2945. Hansen, Fran Lynggaard. 2011. *Memories of a building and its business [Brooks House in Brattleboro, Vermont]. Commons (The) (Brattleboro, Vermont)*. April 20. p. 11.

• **Summary:** Last night the Brooks House building burned down. Rachel Bennett recalls: “Llama, Toucan and Crow the health food store [where the Wasteland Gift Shop is now] was the best food store ever. This was before the Food Co-op became an actual grocery store. (It was a buying club at that time.) I went in there every day after middle school.”

A black-and-white photo by Roger Katz (Special to *The Commons*) shows Jack MacKay in front of Llama, Toucan and Crow in the Brooks House on Main Street in the 1980s. MacKay later became one of the co-founders (in Sept. 1980 in Austin, Texas) of Whole Foods Market. Address: Local historian.

2946. Brucia, Larry. 2011. Re: The story of Trail Mix. Letter (e-mail) to William Shurtleff at Soyinfo Center, April 30—in reply to request. 3 p.

• **Summary:** “In the Fall of 1973 I was working at a bakery wholesaler called Hirschfelder Company located on Howard Street in San Francisco. I had just gotten the job making \$2.00 an hour filling orders and loading trucks. It was my intention to make just enough money to go back to Greece where I was working and living.

“A Friday evening visitor changed all of my plans.

“It was around 6 pm on Friday night and most of the guys in the warehouse were either gone for the day or about to leave. Being the new guy in the warehouse I was usually given jobs that no one else wanted to do. So I was asked to go over to the return area of the warehouse and put back into stock or throw away product that was either returned by the customer or damaged in transit.

“The first box I picked up had obviously been damaged as it appeared that something heavy had landed on it. I carried the box over to the shipping table and opened it up. Hirschfelder Company was a bakery wholesaler and carried many products for a bakery. Enclosed in the box were 1 to 2 pounds of various nuts, seeds, dried fruit and coconut in individual bags. When the box was crushed in some way, most of the bags split open and inside the box was a mixture of nuts, seeds and fruit.

“I was going to throw the whole box away as I was not interested in separating the nuts from the seeds, especially at 6 pm on a Friday night, when one of my co-workers, David Ruegg, asked me what I was going to do with it.

“I told him I was going to throw it away. He then said that he wanted it. I asked him what he wanted to do with it and he said that he was going camping and would eat some

himself and feed some to the chipmunks.

“As David was mixing the remaining products together and removing the small individual bags from the box, into the warehouse walks Mr. Peretz, who owned Berkeley Health Foods. My Peretz was one of those customers who like to place their orders in the warehouse by looking for deals, especially overstocked or damaged goods.

“He immediately looked at what David was doing and asked me while pointing at the mixed nuts and seeds, ‘What is that?’ I turned around and asked David, ‘What is that?’ He in turn said, ‘Its David’s Mix.’ I looked at Mr. Peretz who then said, ‘How much do you want for it?’ I again turned to David and said in a low voice, ‘How much do we want for it?’ David hesitated and looked perplexed. I then turned back to Mr. Peretz and said, ‘A buck a pound.’ He then responded back, ‘Too much.’ ‘Ok’, I said, ‘Ninety-eight cents a pound.’ And with that, Mr. Peretz gave me cash for ‘David’s Mix.’ I cannot remember how much it was but I believe it was around \$20.00.

“I told the owner that Mr. Peretz gave me \$20.00 for something I was going to throw away and David was going to feed to the chipmunks and he indicated that we could keep it and so we decided to go to a local bar and have some beers on ‘David’s Mix’ money.

“We laughed about the experience in the bar and never gave much thought to the event until the following Wednesday.

“I got a call from the office indicating that I have a phone call. I picked up the warehouse phone and it is Mr. Peretz who indicated he wanted to place an order with me. He ordered 25 pounds of walnuts, 30 pounds of raisins, and various other products and then added, ‘I also want 100 pounds of David’s Mix.’

“I put my hand on the receiver of the phone and yelled into the warehouse, ‘Mr. Peretz wants 100 pounds of David’s Mix!’ Someone between the pallet racks yells, ‘Ask him what is in it.’ So I did. After Mr. Peretz told me what was in it, I hung up the phone. Meanwhile the guys in the warehouse are yelling, ‘Beer money... beer money.’ Unfortunately, this time, we did not the cash as it went through the regular billing system of the company.

“So I got myself a plastic trash can and lined it with a large trash bag. I then figured out a formula of raisins, chopped dates, dehydrated pineapple, roasted cashews, sliced dehydrated coconut, and peanuts based on a sell of \$.98 per pound. I then put a lid on the trash can and rolled the trash can on its side mixing the above ingredients.

“We then shipped 4-25 pound boxes of David’s Mix to Mr. Peretz at Berkeley Health Foods in the Fall of 1973.

“Over the next several months, Mr. Peretz ordered a number of times. He was repacking David’s Mix into small baggies; twist tying the bag; slapping a label on it; and selling it as David’s Mix in his store.

“Then in late 1973, early 1974, I got a phone call in the

warehouse from the ‘Coop’ stores in Berkeley. There were 6 of these large supermarket type coop stores throughout the East Bay. They asked me if we were the ones making ‘David’s Mix.’ I indicated that we were. But before I allowed them to say anything else and thinking they were a big company, I then said, ‘But the minimum order is 100 pounds.’ They replied, ‘Oh no, we want a 1000 pounds!’

“I rolled a lot of barrels that day to make 1000 pounds of David’s Mix. I then realized that there was a business making David’s Mix.

“I asked David if he would like to go into business with me making David’s mix. I borrowed some money from my dad and David come up with some money as well and we rented a small warehouse in San Rafael, California and started a company called Marin Food Specialties in the Spring of 1974.

“We bought a Montgomery Ward cement mixer and started making David’s Mix in our warehouse. We packed the product in 25 pound boxes and started selling it to health food stores in the San Francisco bay area. We delivered the product in our cars.

“After about a week, David indicated to me that he did not want to be involved anymore in the company and decided he wanted to be a chef. So I bought David out and he went off to culinary school. Meanwhile, I was in our little warehouse making David’s Mix.

“While I was watching the cement mixer go around, I thought to myself, ‘Why am I calling this David’s Mix when David is no longer here?’ So I came up with an idea to make a box with a drawing that looked like a knapsack. I would then package the mix in a bag; drop the bag into the box and there would be a window in the front of the box that would show the product. “I came up with the name, ‘Knapsack Trail Mix.’

“I never did create the box. I got busy making Knapsack Trail Mix in bulk 25 pound boxes and over time created over 20 different kind of mixes and pioneered the bulk sets in natural food stores and grocery stores.

“David Ruegg and I kept in contact over the years. He became a chef and unfortunately passed away on March 21, 2004. I sold the distribution part of Marin Food Specialties in 1986 and my family continues to own Marin Food Specialties that is still manufacturing mixes, snacks and many other products.

“I never went back to Greece. But I am hoping in 2012 I will visit the places in Greece I was planning to go back to in the Fall of 1973—almost 40 years later.”

“P.S. I’m enclosing the earliest document I can find about me and the trail mix story [see Rosenbaum 1986]—published about 25 years ago.

“I did apply for a trademark in later years (probably in the mid 1970’s) for the words Knapsack Trail Mix. It was rejected due to Trail Mix being a descriptive but they did allow Knapsack. I probably could had fought the rejection

but did not due to either lack of money or awareness that I could. We cannot located the file of any information regarding the trademark office.

“As I mentioned [when we talked by phone] Marin Food Specialties was clobbered by a 500 year flood in Marin County on January 4, 1982 where we experienced 4 feet of water in our offices and warehouse. It almost put me out of business. I am afraid many of the early records were lost in the flood. We also moved in September of 1982 to a new location and then again in 1990. So, most of the records have been lost.” Address: San Anselmo, Marin County, California.

2947. Shurtleff, William; Aoyagi, Akiko. comps. 2011. *How Japanese and Japanese-Americans brought soyfoods to the United States and the Hawaiian Islands—A history (1851-2011): Extensively annotated bibliography and sourcebook*. Lafayette, California: Soyinfo Center. 328 p. Subject/geographical index. Printed 12 July 2011. 28 cm. [1259 ref]
 • **Summary:** Begins with a chronology of how Japanese and Japanese-Americans brought soyfoods to the United States and the Hawaiian Islands. Contains 110 historical photos and illustrations (some in color), graphs, and tables. <http://www.soyinfocenter.com/books/146>.

By food: As of late 1941, 537 different Japanese-owned companies in the United States and the Hawaiian Islands made soyfoods. Of these, 418 (78% of the total) made tofu, 62 made miso, 57 made shoyu (soy sauce), and 4 made natto. Five of these companies made more than one soyfood product. Many of these companies are no longer in business.

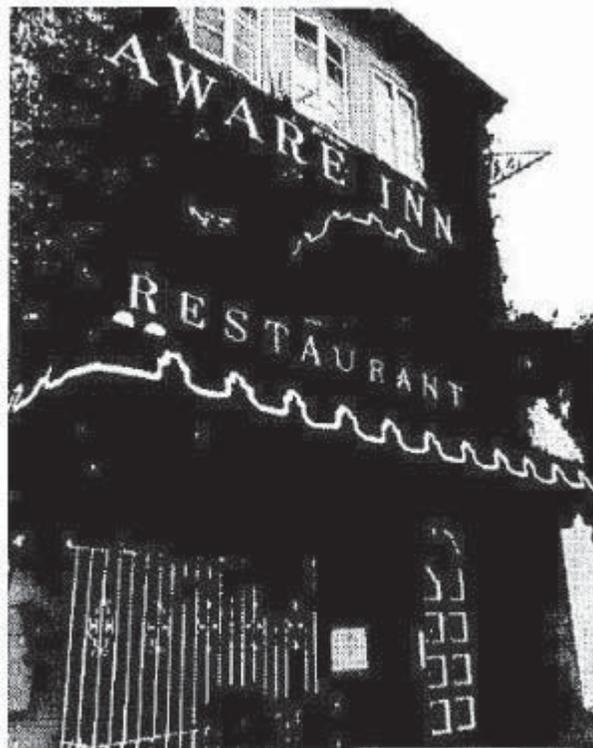
By state: As of late 1941, 311 of these 537 companies operated in California (58% of the total), 156 in Hawaii, 22 in Washington state, 15 in Utah, 10 in Oregon, and 4 in Idaho. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

2948. Whitaker, Jan. 2011. *Famous in its day: the Aware Inn*. <https://restaurant-ingthroughhistory.com/2011/07/12/famous-in-its-day-the-aware-inn/>

• **Summary:** This excellent blog about The Aware Inn, begins: “Whether or not it was the first organic restaurant of the post-WWII era, it is clear that Los Angeles’ Aware Inn significantly predated the late ‘60s beginnings of the natural food movement in restaurants. When Jim and Elaine Baker (pictured below in 1955) opened it in 1957 they were dedicated to providing meals using fruits, vegetables, and meats produced without pesticides, artificial fertilizers, and hormones.” No sources are cited.

It also discusses two other restaurants that he and Elaine started: The Old World and The Source.

Photos show: (1) The Aware Inn Restaurant, a two-story building (undated). (2) Jim Baker and his wife Elaine in 1955, embracing. (3) An ad for the Aware Inn, “operated by its creator, Elaine Baker, facing Sunset Strip.”



2949. Kushi, Michio. 2011. Kushi Institute International Aveline Award presented to William Shurtleff and Akiko Aoyagi. Aug. 4.

• **Summary:** The plaque reads: “In recognition for your enduring support of macrobiotics. Your teachings and writings have brought hope and healing to people around the

world. With this award Michio Kushi expresses his gratitude to you for your important contribution to macrobiotics, humanity, and the world.”

Signed, Michio Kushi.

“Presented on August 4, 2011, at the International Macrobiotic Summer Conference.

Note: The award was presented in absentia since Shurtleff was unable to be present at the award ceremony. The plaque is 10½ by 13 inches, with a leather border. The body of the plaque is the printed paper covered by a sheet of glass. The blue logo of the Kushi Institute International is near the top of the sheet of paper.

Other recipients of this award, listed alphabetically by surname are:

Aihara, Cornelia
 Avoli, Diane
 Akbar, Chris
 Baranda, Luchi
 Briscoe, Cindy
 Briscoe, David
 Brown/Waxman, Melanie
 Colbin, Annemarie
 Davis, Garry
 Dr. Cottrell, Maggie
 Esko, Ed
 Ellis, Mirea
 Garcia de Paredes, Patricio
 Hidenri [Heidenry], Carolyn
 Jack, Alex
 Jack, Gale
 Jacobs, Leny
 Janetta, Phil
 Kitatani, Katsuhide
 Kitatani, Akiko
 Lacy, Janet
 MacKenna, Marlene
 MacKenney, Judy
 Miyaji, Masao
 Miyaji, Evelyn
 Nussbaum, Elaine
 Pukel, Sandy
 Reel, Jeffrey
 Shurtleff, William/Akiko Aoyagi
 Stanchich, Jane
 Stanchich, Lino
 Stefan, Karen
 Varatojo, Chico
 Varatojo, Eugenia
 Verona, Verne
 von Caugenberghe, Mark
 Waxman, Denny
 Waxman, Melanie
 Yamamoto, Shizuko.

Starting in 2014 the year started to be recorded.

2014–Rod House

Richard Bourdon

Woodward and Florence Johnson

2015–Wieke Nillesen

Evan Root

Bruce and Crystal MacDonald

Waddy Fyler

2016–Kezia Snyder

Christian Elwell

Satoru Sato

Bill Shurtleff

Carol and Joseph Louro

Businesses:

Lundberg Family Farms

Maine Coast Sea Vegetable

Maine Seaweed

Mitoku Co. Ltd.

South River Miso

Natural Import Company. Address: Massachusetts.

2950. Sharp, Carolyn Heidenry. 2011. Re: Gung Ho!: Aveline Kushi and macrobiotics. (Continued–Part II). Letter to William Shurtleff at Soyinfo Center, Aug. 15. 11 p.

• **Summary:** Continued. Perspective: As to the why of Aveline’s unbalanced diet, again as with Michio, I think there were many reasons that contributed to her unusual way of eating. Thinking back to when she first arrived in this country, around 1951, at her destination, New York City, one can easily imagine some of what she experienced. Gone from her life were all the little shops she had frequented in Japan, filled with what she was used to cooking, and had grown up eating. The many varieties of vegetables, the extremely fresh fish on display everywhere, the noodle shops, different types of delicious pickles, various kinds of mochi and gelatins that girls and young women ate so frequently in little shops, tofu dishes, roasted sweet potatoes and chestnuts, and all the other little niceties to which she had been accustomed. In their place was an alien world with an alien cuisine—steaks and ham, hot dogs and donuts, pizza and hamburgers. Small vegetable selections, unlike now, that didn’t include much of what she was used to cooking, and that also lacked the sea vegetables she liked so much.

“Many of the foods that she would have enjoyed and that would have contributed to a more balanced diet simply weren’t available. This was long before Erewhon, Infinity Foods, Chico-San, Eden Foods, Ohsawa, Great Eastern Sun, Natural Import Co., and all the other high quality natural food wholesalers and retailers that developed in later years. And though New York had a Chinatown, I doubt whether it had the variety and abundance available there now, and what there was was not all of good quality. In addition, Michio and Aveline had no car for a long time, and it’s unlikely that Aveline would have lugged groceries home on the subway from Chinatown more than just occasionally. Not with an

infant in one arm, and then later an infant in one arm and a toddler in tow. Then two toddlers, then three. Even with a car this would have been a difficult expedition. She probably shopped as locally in her neighborhood as she possibly could. And that meant many limitations.

“She was also away from all the support she would have had at home in Japan, not only culinary, but also the support of and interaction with friends, family members, neighbors, and teachers (another kind of “food”—for the soul and heart) especially Lima Ohsawa who would have continued to be a very good influence on her. Then, too, she was away from all the charm and graciousness and quaint little ways and ancient traditions of her native land, which would have been still another form of nourishment. Away from the musical language that would have surrounded her daily. Away from the wonderful calligraphy on display in the shops and streets. So though she was now living in an interesting and powerful city, there were many things missing from her life to which she had been accustomed.

“She had to have been a rather headstrong person to live without all that and then, as well, to eat in a way that was so completely different from the way the people in her new country did, a way that was also, to a significant degree, somewhat inaccessible to her given the few stores where she could buy the relatively inferior products with which she was at least familiar. Had she come here as part of a large family, probably it would have been somewhat easier. But she came alone, and joined one man. So for the first 20 to 30 years there weren’t all the hundreds of natural, organic, quality products we now take for granted. It made a macrobiotic diet quite limited. Still, she made very good meals, but it was quite different and less varied than it is now.

“Homesick: She once told me that when living in New York in the early years, she happened to eat some fruit one day, and then started weeping because she was so homesick for Japan. After that she avoided eating fruit for a long time, not wanting to feel that sadness and longing for Japan which she thought had been induced by the fruit she had eaten. It was a lesson in how food affects psychology, but it also ultimately led to a too-yang condition. However, she wanted to stay yang, so she would be strong, and not pining away for Japan. There was not a trace of self pity in her when she spoke of this. Rather, she was kind of laughing about it. She knew she had chosen to come here, and that in some ways she had had a very good life. But apparently there was an undercurrent sometimes when memories tugged at her heart. It gradually faded over the years, I think, the longing for, though not the memories of, Japan. The trips back and forth to Japan in later years probably helped.

“It wasn’t until the mid-to-late sixties that the first developments in the natural food industry (as we know it today) came about, all very well detailed in Bill Shurtleff’s “History of Erewhon” which covers so much more than just Erewhon. But for a long time, for years and years,

Aveline was somewhat isolated from all that she knew and remembered about food, and was usually without many of the products she would have enjoyed and used in Japan. Michio, too. How much he would have enjoyed all the neighborhood sushi restaurants and noodle shops if he wanted to go out, as Japanese men so often do with each other, had he and Aveline returned to, or never left, Japan. All he had here and all he could usually afford were coffee shops, which had very different menu selections, to say the least.

“So Aveline had a somewhat imbalanced and impoverished diet right from the start in America, as did Michio, and for a very long time after that. Instead of living in a country, city and neighborhood enriched by a wide variety of wonderful vegetable, grain and fish dishes, she made do with a lot less for a long time. I think this was a very big factor in contributing to her imbalanced diet and condition.

“Another factor was that she had done so much cooking for so many years, first for the family when the children were younger, then for so many parties and special occasions for the students, as well as making lunches for employees when Erewhon first started up in Los Angeles, and also all the cooking classes—so many over the years in so many countries. On top of all that there were the dinners for a crowd every night when the students began staying with them. And so, eventually, she delegated the preparation of daily meals at home to others, to student cooks, though she continued to give many cooking classes, both in Boston and wherever she and Michio travelled. After so much intense cooking for so many years, she understandably wanted a change.

“Too yang: Having first learned from George Ohsawa, Aveline leaned towards a rather restricted version of a macrobiotic diet, like her teacher. I think most people who have used the macrobiotic eating plan for any length of time, however much they might appreciate Ohsawa’s insights, life and wisdom, feel nevertheless that his dietary approach was too restrictive to be healthful and balanced in the long run. While his recommendations might be helpful as a cleansing diet for certain people for short periods of time, they can produce a tight mental state and even nutritional deficiencies over time. George Ohsawa was an extraordinary man and an extraordinary teacher, and it would be challenging to encapsulate all that he contributed to our understanding of the impact of food on individuals and societies. However, his approach was lacking in sufficient vegetables, variety and sweets, at least for the average American accustomed to a diet heavy in meat, dairy foods, and sugar. Yet something in Aveline responded to his overly yang style and recommendations, (perhaps that was simply all she knew) and though having children loosened and broadened her views, there was still this tendency towards an overly restrictive approach to her own diet for a long time.

“Aveline was not really a student and teacher of macrobiotic principles in the way Michio was. But she had a strong interest in sharing the traditional cooking and food customs of her native land, and she balanced Michio’s theoretical teachings with the daily practicalities of feeding her family and teaching her students. She also enjoyed teaching the traditional ways of caring for infants, and sharing the happy sounds and sights of her childhood and adolescence, some of which are included in her books.” Continued. Address: P.O. Box 125, Hinsdale, Massachusetts 01235.

2951. Sharp, Carolyn Heidenry. 2011. Re: Gung Ho!: Aveline Kushi and macrobiotics. (Continued–Part IV). Letter to William Shurtleff at Soyinfo Center, Aug. 15. 11 p.
 • **Summary:** Continued. “Memories: One of Aveline’s best traits was her delight in babies. It always made her so happy when an infant was brought to the house by a friend or student to show to Michio and Aveline. She was wonderful with infants. She loved to hold them, gaze at them, talk about them, carry them on her back in a Japanese baby sling, while she did a slow walk around the room, gently juggling the child up and down, her arms clasped underneath them.

“Another memory was her gentleness with food. Many times I admired the way she handled food, with such gentle care and respect, though not overly slow or gingerly. It seemed unconscious and a natural part of her being. There was never anything slap-dash in her manner when preparing food, even when cooking for a large crowd or when pressed for time. If she could see some of the cooking shows on television now, she would probably be shocked at the hurried frenzy of some of the cooks, and the blow torches and blenders-loud and chaotic, not peaceful and gentle.

“Other memories include her laughter. In later years, when her English was better, she would tell funny stories about how she tried to teach Michio to drive, and him driving up on someone’s lawn into a bush. (He never did get that license, fortunately for the rest of us). Or about the time her slacks fell down once as she walked down the aisle of an airplane, imitating, as she told the story, Michio’s bug-eyed expression when he saw what had happened. Or about how she walked straight into a very clean plate glass window once, not realizing it was there. Or about how in her early years in Japan, after she had learned a little about Western-style cooking, she pushed all her family members to cook with butter. Then, some time later, after she had learned about the macrobiotic way of cooking, she pushed them all not to cook with butter, and them reacting all confused and puzzled by her reversal. Aveline could laugh.

“She could also cry. But very rarely. In fact, the only time I ever saw her cry, aside from certain Japanese movies, was once. She stood at the window in the office looking out into the yard, forlornly and tearfully, because she hadn’t been able to find a location to rent in which to begin the Kushi

Institute—one that was affordable, that is. It was extremely discouraging to her, after having put so much time and effort into searching, to come up with nothing. But she rallied, gave it another try, and continued the search. Finally she found three rooms on the third floor of a small warehouse, in a building that was mostly being used for artist lofts. A few years later, she would do another long search for a residential facility for Kushi Institute in the country.

“Aveline may not have had the refinement of Lima Ohsawa, but that quality might have been more of a drawback a good deal of the time in the life she lived. It took a tougher, sturdier nature to get through the years in America, and to enjoy them. Lima, wonderful woman though she was, probably would have headed for home very early on, had she been the one to land in New York. Though her life with George Ohsawa was difficult at times, and though she had strength, too, underneath that beautiful doll-like exterior, I think Aveline had a greater challenge.

“I am always mystified when I hear someone speak of Aveline in words that imply she was a sweet, self-effacing, dainty little Japanese wife. She was anything but, and nothing could be further from the truth. And I don’t think she would like to be seen in that light. Because it is a false image, and Aveline wasn’t a phony. Perhaps in the very early years (first year?) of her marriage she was a dutiful and obedient wife (she said as much once) for a little while anyway—a memory that both Michio and Aveline seemed to find amusing in later years. But by 1970, certainly, she was a force to be reckoned with. She very much liked the freedom and participation in society of American-style womanhood, and she lived it to the hilt. Perhaps too much so at times, but that’s another story.

“It took an unusual woman to do what she did. Most other Japanese wives would probably have said, and would have been perfectly justified in saying—I don’t want all these students living in our home, go get a real job and make some money, we have five children to support, we are always broke (most of their early years anyway), I don’t understand Americans, let’s go back to Japan where we understand the culture, I miss Japan, and I don’t want all these phone calls at all hours of the day and night.

“But Aveline had the strength and zest for this great adventure, hard as it was at times, and the willingness to do whatever it took, or at least to give it her best effort. Aveline was a tiny tugboat, pulling the macrobiotic movement (the part that emanated from Boston) with all the might she could muster. I think her life was very important to it taking root in America. Very important.

“And when the feds came to that first little Erewhon store in Boston back in the sixties to look for the incriminating books (health food stores were not allowed to sell books that recommended foods for specific illnesses at that time) she hopped up on the trash can in which the books were hidden and sat on it.

“And when the police came to the door of her home because the neighbors had complained about all the cars parked outside on the road (she was giving a cooking class which was not allowed by the zoning laws) she told the police it was her birthday party (it wasn’t) and they quickly left with many apologies.

“Aveline had spunk with a capital S and pluck with a capital P. She had the spirit of “I’ll try that” and “Let’s do that!” She was always willing to give it a go, whatever it might be. It might not always have been well thought out, or well managed, but she had the gung ho! spirit nevertheless. She once said, when an unavoidable problem was looming on the horizon in connection with some endeavor or other—“then we just suffer”, i.e. we will just suffer and endure it and keep going. And she said it with a laugh. She wasn’t going to let any little thing like a problem stop her from trying to do something.

“Aveline was colorful, both literally (often dressed in a beautiful kimono when going out) and figuratively. She was gutsy. At times she could be feisty. She met challenges head on. With neck outstretched. Ready to ram into them, if need be. She was not faint of heart. Nor a shrinking violet. Of course she was unconventional. She had to be, to live the life she lived, to deal with what she had to deal with. She tried her best, succeeded at some things, failed at others, made plenty of mistakes (some of them colossal), was impulsive, enthusiastic, unapologetic, and kept on going and going.

“She could drive you crazy, often, and offend you deeply with outrageous remarks, once in a great while. She could be extremely parsimonious with money to an overworked staff, while simultaneously being overly indulgent to her children. She henpecked Michio mercilessly at times, especially when she was in a too yang condition. (I asked Michio once why he ate ice cream since he didn’t recommend it to others. He said “when wife is severe.” and his voice trailed off. The man didn’t drink. Doesn’t, that is). Aveline wasn’t always pleasant to work for, but many others would have crumbled in her position.

“All in all, though my experience of Aveline included both positives and negatives, I’m glad I knew her. She gave it her all for a very long time. This dream of a healthy, happy world. I don’t think it was easy to be Michio’s wife. I also don’t think it was easy to be Aveline’s husband. They were so mismatched and unlike. But in some ways they were also well-suited to each other if they were going to take on the life they did. They didn’t really seem to have a marriage in the typical sense of the word, though probably it was more typical in the early years. Later on it seemed to be more of a partnership than a marriage, a partnership in their life work, and of course, partners in parenting their children and in being grandparents. Not all marriages have to be alike.” Continued. Address: P.O. Box 125, Hinsdale, Massachusetts 01235.

2952. *Chico Enterprise-Record*. 2011. Harlan D. Lundberg (1933-2011). Aug. 23.

• **Summary:** “Harlan was born September 20, 1933 to Albert and Frances Lundberg in Nebraska, and died of cancer at his home in Richvale on August 16, 2011.

“He is survived by his wife, Carolyn; sons, Mark (Susan), Bryce (Jill), and Eric (Heidi); grandchildren, Anders, Lars, Anne, Emily, Brita, Regan, Dylan, and Luke, and brothers, Wendell and Homer.

“He moved to Richvale in 1937, graduated from Biggs High, Yuba College, and attended Cal Poly SLO [San Luis Obispo] until he was drafted by the US Army. Harlan married Carolyn Murray of Richvale in 1958 and began farming organic and specialty rice with his three brothers, Eldon, Wendell, and Homer, at Lundberg Family Farms.”

A portrait photo shows Harlan Lundberg.

2953. Ferré, Carl. 2011. Planting and nourishing the seed: the origins of West Coast Macrobiotics, Part 1. *Macrobiotics Today (Chico, California)*. July/Aug. p. 25-28. [9 ref]

• **Summary:** Note: This is a history of West Coast macrobiotics up until 1970.

“The spark that ignited macrobiotic activity in the United States was George and Lima Ohsawa’s first visit to the United States late in 1959. After arriving in New York in late November and staying for about a week, Ohsawa traveled to California and gave lectures in Los Angeles and San Francisco. Tommy Nakayama was one of Ohsawa’s students who moved to the U.S. in 1952. He hosted George and Lima in Los Angeles and organized lectures and cooking classes for them (reference 1). Ohsawa also searched for a reliable source of brown rice and discovered the Koda Brothers in Dos Palos, California. These introductions to macrobiotic thinking planted the seed for macrobiotic development on the West Coast.

“Ohsawa returned to New York after being in California for about a week and lectured in New York for about four months. Working with some of his Japanese students already living there, the Ohsawa Foundation of New York was formed in 1960. The first macrobiotic newsletter was published with Herman Aihara as editor in May of 1960. The first Ohsawa-style camp was held that summer at the New Horizon Camp, Southampton, Long Island. Ohsawa taught at the camp and for a while after. According to camp records, 360 people attended the camp at one time or another and the camp served 2,128 meals during the 9 weeks of the camp (2). Herman was elected president of the Ohsawa Foundation in February, 1961 (3).

“George Ohsawa gained some popularity for predicting impending troubles for Gandhi and president Kennedy. One prediction that didn’t come true, however, led to the beginning of macrobiotics on the West Coast of the United States. Ohsawa, concerned about the building of the Berlin wall in 1961 and actions that would lead to the Cuban

missile crisis in 1962, advised the macrobiotic community in New York to move to a safer place in case the crisis resulted in nuclear war and fallout.

“On October 1, 1961, 34 macrobiotic people arrived in Chico, California and were welcomed warmly by the town at the City Plaza. Several people in the group were celebrities and the trip garnered national attention. Teal Ames was a famous television star. J. Robert (Bob) Kennedy, Irv Hirsh (also spelled Hirsch), and Dick Smith were outstanding professional musicians (4). Bob was a trumpet player in the band of the Ed Sullivan Show—one of the most popular television programs in the U.S. for many years. Bill Salant was a noted economist. Alvin Bauman was the group’s unofficial leader. The group arrived a day ahead of schedule and the Chico Chamber of Commerce lodged them for free in local motels. The town of Chico held a banquet the next day in the group’s honor (5).

“This group arranged to hold weekly meetings beginning on their first day in Chico. Their macrobiotic understanding, judgment, and enthusiasm inspired many people to change their lives. They understood three things needed for success—development of body, mind, and spirit. While Ohsawa had planted the seed late in 1959, it was this small group of people that nourished and helped macrobiotics grow on the West Coast.

“Food for the Body: Shortly after getting settled in Chico, the group decided to form a food company (6). Chico-San, Inc. began operations in March of 1962. Chico-San provided brown rice, beans, miso, soy sauce, sea vegetables, and other staple foods imported from Japan to the group and to the local community. J. Robert (Bob) Kennedy was the president of the new company, which was staffed by members of the group—Dick Smith, Irv Hirsh, and others.

“Chico-San’s first company-made product was unleavened ‘macrobiotic’ bread. Herman Aihara and others went around the Sacramento valley selling this bread and Chico-San’s other products out of the back of his car. In fact, Herman made Chico-San’s first sale at the tailgate of his car. Herman often joked that the bread was worth its weight in gold and was as heavy as a gold brick!

“The early years of Chico-San were a struggle. The bread and imported products were not that popular. Most of the workers had to take jobs in order to survive. The musicians in the group found places to play. Herman picked peaches in local orchards. Dick Smith worked for the highway department building the four-lane freeway through Chico. One of the reasons for Chico-San’s poor sales in the earliest days was that people didn’t know why or how to use the products—teaching was needed.

“Publications for the Mind: While everyone contributed to the group’s growth in unique ways, Herman and Cornellia Aihara and Lou and Shayne Oles developed macrobiotic teaching on the West Coast in the early 1960s. Herman and Cornellia were the main teachers, although Herman always

maintained he was a student like everyone else. His ego-less style and willingness to accept his own and other people’s shortcomings allowed him to be an effective leader. While Cornellia learned and could recite Ohsawa’s teachings without hesitation, Herman understood the essence more than the specifics. Herman’s insights into this essence shaped West Coast macrobiotics and allowed him to remain forever faithful to Ohsawa’s philosophy.

“Regular meetings helped the group develop its core teachings; however, it was their publications that transmitted them to a larger audience. The magazine, *Macrobiotic News*, that began in New York in 1960 moved with the West Coast group and continued under a new name of *U.P.* for one issue in early 1962, then *Yin Yang: The Unique Principle* for the rest of the year. These early magazines contain many writings by George Ohsawa, Herman and Cornellia Aihara, and Lou and Shayne Oles.

“Lou’s translating and editing skills provided accessibility of Ohsawa’s writings to an English-speaking audience. He also helped fashion the West Coast macrobiotic method by writing and teaching that there is much more to macrobiotics than diet. He realized that curing individual symptoms was not enough—without comprehension of the dialectic of yin and yang and the oneness of the logarithmic spiral, there is no real cure (7). His urging to understand oneness is reflected in another name change by Lou as editor of the newsletter from *Yin Yang: The Unique Principle* to *Yin Yang: The Unifying Principle* at the beginning of 1963. Lou’s wife, Shayne, was instrumental in presenting macrobiotic recipes and editing recipes of Cornellia and others.

“Macrobiotic book publishing of Ohsawa’s books also moved to the West Coast under the direction of Herman and Lou. The first macrobiotic book published in the United States was *Zen Macrobiotics* in mimeograph form in New York in 1960. By November, a revised edition of *Zen Macrobiotics* in book form was available followed by a translation of Ohsawa’s 1956 French work, *The Philosophy of Oriental Medicine*. *Zen Macrobiotics* provided the details for a macrobiotic practice and *The Philosophy of Oriental Medicine* provided the theory. The need for both theory and practice was, and is, a fundamental principle of West Coast macrobiotics. These books helped many people begin a macrobiotic practice without needing to live near one of the major macrobiotic centers.

“Classes and Events for the Soul: Visits by George and Lima Ohsawa to Chico in November and December of 1962 greatly invigorated the young movement. George visited San Francisco on December 7 for a few days before returning to Japan. The Chico group led by Herman, Cornellia, Lou, and Shayne traveled to Sacramento, San Francisco, and Las Vegas spreading Ohsawa’s teachings to many more people. Other lecturers of note in those early days were Bill Nichols and Al Bauman. They also traveled to Los Angeles to meet with Tommy Nakayama and to teach there.” Continued.

Address: President of the George Ohsawa Macrobiotic Foundation (GOMF) and editor of *Macrobiotics Today*, Chico, CA.

2954. Ferré, Carl. 2011. Full speed ahead: the origins of West Coast Macrobiotics, Part 2. *Macrobiotics Today* (Chico, California). Sept/Oct. p. 25-28. [11 ref]

• **Summary:** “In 1961, 34 people packed up and migrated from New York to Chico, California. They started Chico-San to make quality food available and gave lectures to the local community. However, two years later, the macrobiotic group was still relatively small. The townspeople thought the group was strange and found macrobiotic principles difficult to understand and the foods unfamiliar. The impending nuclear disaster had been averted and the excitement about the group’s move had died down.

“Turning Points: Events in 1963 provided a turning point that allowed the growth of macrobiotics on the West Coast. Slowly, Chico residents began to accept members of the former New York group as neighbors. Rumors about communists within the group turned out to be false. Concerns that their weird meatless and sugarless diet was lethal changed from fear to curiosity as the locals saw that the macrobiotic practitioners were not only surviving but also thriving.

“Health food faddists and sick people were attracted to a macrobiotic diet, but only a few people were attracted to the underlying principles. The tendency was to reduce Ohsawa’s universal macrobiotic philosophy to nothing more than a healing diet. This tendency gave macrobiotics the feeling of a cult or fad rather than a philosophy on which one could base his or her life. Some members of the macrobiotic group understood this and remained committed to teaching macrobiotics in a more unlimiting way.

“Meanwhile, Chico-San needed to find a product that would have mass appeal. Bob Kennedy, the company’s president, asked George Ohsawa for ideas and George suggested rice cakes. George sent a rice cake machine from Japan to Chico in 1963. Later, he sent Junsei Yamazaki, one of his most promising students, to help. Junsei not only set up the rice cake machine, he also was the first person to make natural, traditional miso in America and produced some of the finest Yinnies rice syrup and candies, toasted sesame butter, and traditional tamari shoyu (reference 1).

“These products, especially rice cakes, gave Chico-San a solid financial footing and helped place the Chico macrobiotic group at the leading edge of the natural foods revolution in the United States. The increased sales and visibility meant more people interested in a macrobiotic diet and philosophy.

“By 1963, things were happening in Los Angeles, too. George and Lima Ohsawa and others encouraged Tommy Nakayama, one of Ohsawa’s first students who had moved to Los Angeles in 1952, to open a restaurant. In 1963, Tommy

and his family opened “Zen Restaurant” in Hollywood. George attended the grand opening and was very pleased. Many celebrities from John Lennon, Yoko Ono, Red Buttons, Gloria Swanson, and Meredith Wilson to many other television stars, movie directors, composers, and models were regular customers. They learned about macrobiotics and the yin and yang of foods at the restaurant. Tommy also opened a tearoom next door to the restaurant to introduce Japanese culture to Americans (2).

“In the early 1960s, Louis and Susan Remy, a Belgian couple who were long-time disciples of George Ohsawa, moved to Los Angeles from Canada (3). They gave one of Ohsawa’s books in French to Jacques and Yvette de Langre, introducing them to macrobiotics (4). Together, Louis and Jacques opened a photography studio in Hollywood in 1964. Later that year, Louis and Susan opened the Los Angeles Home of Macrobiotics, offering a residential place for advice and consultation for beginners to macrobiotics as well as for those advanced in understanding the Unique Principle. Herman Aihara and Bob Kennedy were the first guests in November of 1964 (5). These activities greatly increased the visibility and understanding of macrobiotics on the West Coast.

“Publications: For several years, the only macrobiotic books in English were Ohsawa’s *Zen Macrobiotics* (early 1960) and the *Philosophy of Oriental Medicine* (late 1960). Although new and better-quality printings of these titles became available in the early 1960s, these two books were thought to contain all that was needed for successful macrobiotic practice. The early magazines published by Herman Aihara provided useful information and encouragement. Both the books and the magazines were sold mostly at lectures or passed around among friends. By 1964, the group realized that more was needed.

“The primary need was a cookbook. By 1964, Cornelia Aihara collected her recipes and those of Shayne Oles and others in the Chico macrobiotic group. *Zen Cookery* was published in November as an accompaniment to *Zen Macrobiotics*. Even though the numbering system of *Zen Cookery* didn’t correspond to those in *Zen Macrobiotics*, the new cookbook provided needed instruction in macrobiotic cooking.

“Lou Oles began work on a revised version of *Zen Macrobiotics* to make it more accessible to Western readers. He also worked on a new edition of *Philosophy of Oriental Medicine* and had the vision to combine these two books with a translation of Ohsawa’s 1947 Japanese book, *Macrobiotic Guidebook for Living*, as a trilogy. His revised version of *Zen Macrobiotics* came out in 1965. In August of 1965, the Foundation’s newsletter/magazine, *The Macrobiotic Monthly*, was made available on newsstands and in bookstores in an effort to reach out to a larger audience (6).

“Perhaps the most significant publication in 1965 was

You Are All Sanpaku. The author was listed as Sakurazawa Nyoyi (Ohsawa's Japanese name) with William Dufty, a New York journalist and an excellent writer, as responsible for the English version. The majority of the book is his reworking of Ohsawa's works—most notably *Philosophy of Oriental Medicine*. The first 50 pages are Dufty's spellbinding account of his conversion to macrobiotics; they moved many people to make changes in their lives. *You Are All Sanpaku* and his most popular work, *Sugar Blues* published ten years later, helped make macrobiotic philosophy accessible to an ever-widening audience.

“Summer Camps: The 1963 camp held in Chico, California was the first Ohsawa-style camp on the West Coast. George and Lima Ohsawa attended and it was somewhat successful. The second West Coast camp was held near Big Sur, California from August 1-9, 1964. The camp, being located between San Francisco and Los Angeles, was attended by an average of 80 people per day with many Japanese guests. George Ohsawa attended five days and lectured each morning he was there. Other lecturers were Alcan Yamaguchi (7) and members of the Chico group such as Herman Aihara, Teal Nichols, and Lou Oles. Susan and Louis Remy did the cooking for the camp (3).

“One of the attendees of the 1964 camp was Alex Lesnevsky. Alex was an electrical engineer who had dropped out of the mainstream to find something greater in life. He was studying Zen in Los Angeles in 1963 and attended Ohsawa's lectures organized by Tommy Nakayama. The wide range of topics and Ohsawa's willingness and ability to answer all questions using the unique principle impressed Alex. He recalls:

“When he got into it deeper and deeper, I could see the logic of it. There was more to it than I had imagined. He got into all sorts of things I never dreamed of. He wasn't just talking about diet—he was talking about life. He was talking about connecting everything in the universe” (8).

“Alex met many of the old-time macrobiotic group at the camp and a month later he went to work for Chico-San. He also recalls that many sick people attended because they had heard that George was some kind of healer. Day and night people begged for Ohsawa's advice, which he gave freely without charge. He was accepting and considerate of everyone (8).

“In 1965, Camp Satori was held an hour away from Chico in the Feather River Canyon. Lou Oles was camp director and reported that the event was not a happy one. First, some in the Chico group decided not to attend. Second, the enormity of teaching the Unique Principle and the Order of the Universe to people who lacked the ability to comprehend it was overwhelming. Third, many of the younger attendees were more interested in LSD and other recreational drugs than macrobiotics (9).

“Campers also were dissatisfied because they didn't feel they received enough answers. They simply refused to think

for themselves, prompting Lou to write: ‘They have failed to understand the value of the true teacher in the Orient. Only in so far as he is able to provoke his students into thinking for themselves is he worthy of the title Sensei—true teacher’ (9).” Continued. Address: President of the George Ohsawa Macrobiotic Foundation (GOMF) and editor of *Macrobiotics Today*, Chico, CA.

2955. Ferré, Carl. 2011. Full speed ahead: the origins of West Coast Macrobiotics, Part 2 (Continued—Document part II). *Macrobiotics Today* (Chico, California). Sept/Oct. p. 25-28. [11 ref]

• **Summary:** (Continued): “Another perspective on the 1965 camp comes from Alex Lesnevsky. He picked up George and Lima Ohsawa from the airport in Sacramento and drove them to the camp. The camp location was good as was the food and attendance; however, there were lots of hippies—and lots of dope. George was disgusted and blurted out during one lecture, ‘You have low judgment!’ George told Alex that it was the worse summer camp he had ever attended (8).

“It is ironic that the hippies ended up providing the impetus for macrobiotic philosophy to flourish on the West Coast and throughout the United States. This rise in macrobiotic activity proves one of Ohsawa's fundamental principles, the bigger the front, the bigger the back—from the dirtiest mud comes the most beautiful flower.

“Summary: Things were looking up by the beginning of 1966. Lou and Shane Oles decided to move to Los Angeles to be in a larger city with more printing services. This move also allowed Jacques de Langre with his photographic skills to be more involved. New books and new editions of existing books were planned. The remaining members of the New York group had been accepted into the Chico community. More people were familiar with macrobiotics and Chico-San was doing well.

“Macrobiotic teaching was developing. Many sick people looked to macrobiotics for help. Herman Aihara and Lou Oles were intent on keeping Ohsawa's macrobiotic principles at the forefront of the teaching. Herman Aihara summarized Ohsawa's teaching in the early 1960s as follows:

“Ohsawa's greatest concern was that we understand and live with Oneness or Infinity. In other words, he wanted us to live without exclusivity. He wanted us to accept everything with joy and appreciation, making no excuses for ourselves.’ (10). Ohsawa himself was busy working on Louis Kervran's theory of biological transmutation. Simply stated, biological transmutation is the theory that one element can be changed to another in a person's body. Ohsawa had done some experiments in 1964, during which he claimed to have changed sodium into potassium and carbon into iron using very low heat and energy. Ohsawa felt transmutation could usher in world peace because nations would no longer have to fight over expensive elements—they could be transmuted

from cheaper ones (11).

“Another of Ohsawa’s projects involved the Olympics. He noted that there was a physical, athletic Olympics every four years and was organizing the first ever International Cultural and Spiritual Olympics to be held in Japan in the summer of 1966. The future looked bright and overall macrobiotics was moving ahead at full speed. No one, except perhaps Ohsawa himself, foresaw the major bump in the road ahead—the subject of the next installment.

“Notes: 1. Milbury, Peter. ‘Junsei Yamazaki: Ohsawa’s Eternal Student.’ *Macrobiotics Today* [George Ohsawa Macrobiotic Foundation, Oroville, CA] Nov. 1988: 8-9.

“2. Letter from Tommy Nakayama’s daughter, Toyo Furukawa, received May 29, 2011.

“3. Editor. ‘News from Chico.’ *Yin Yang: The Unifying Principle*, vol. IV, no. 2 [Ohsawa Foundation, Inc., Chico, California] Sept. 1964: 11.

“4. Jacques and Yvette would start Happiness Press and publish several important books, including Jacques’ own *Do-In 1, Do-In 2*, and *Seasalt’s Hidden Powers*. Jacques’ specialties were naturally-leavened sourdough bread and sea salt. He would later establish the Grain and Salt Society, which is still in business today, providing quality sea salt. Jacques and Yvette’s non-dogmatic style contributed greatly to the growth of West Coast macrobiotics.

“5. Remy, Louis and Susan. ‘New from Los Angeles.’ *Yin Yang: The Unifying Principle*, vol. IV, no. 5 [Ohsawa Foundation, Inc., Chico, California] Dec. 1964: 8-9.

“6. Oles Lou. ‘Editor’s Page.’ *The Macrobiotic Monthly*, vol. 5, no. 8 [Ohsawa Foundation, Chico, CA]. Aug. 1965: 1.

“7. Alcan Yamaguchi met Ohsawa in 1943 and became one of Ohsawa’s students. He went to New York in 1960 at Ohsawa’s request and helped establish America’s first public macrobiotic eating place in Greenwich Village called, ‘musubi.’ From Kotzsch, Ronald E., Ph.D. *Macrobiotics: Yesterday and Today* [Japan Publications, New York]. Sept. 1985: 166-167. Alcan attended the 1964 camp on his way back to Japan.

“8. Milbury, Peter. ‘Interview with Alex Lesnevsky.’ *The Macrobiotic*, no. 102 [George Ohsawa Macrobiotic Foundation, Oroville, CA] Dec. 1974: 2-20.

“9. Oles Lou. ‘Editor’s Page.’ *The Macrobiotic Monthly*, vol. 5, no. 9 [Ohsawa Foundation, Chico, CA]. Sep 1965: 1-2.

“10. Aihara, Herman. ‘Ohsawa is Coming.’ *Macrobiotics Today* [George Ohsawa Macrobiotic Foundation, Oroville, CA] May 1985: 5.

“11. Kotzsch, Ronald E., Ph.D. *Macrobiotics: Yesterday and Today* [Japan Publications, New York]. Sept. 1985: 134.”

Photos: (1) Carl Ferré. (2) Lou Oles, Shayne Oles, and Junsei Yamazaki standing next to one another. (3) Jacques DeLangre, Tommy Nakayama, Lou Oles, and Bob Kennedy, seated together on the ground. Address: President of the George Ohsawa Macrobiotic Foundation (GOMF) and editor

of *Macrobiotics Today*, Chico, CA.

2956. Hain Celestial Group, Inc. (The). 2011. Annual report 2011: Organic, natural, illustrating a healthy way of life. Melville, New York. 8 + 80 + [8] p. Nov. 10. 28 cm.

• **Summary:** Begins with an 8-page statement by Irwin D. Simon, the CEO, with a new illustration of him. Of the \$1.130 billion in worldwide sales, \$981 million were from North America and \$149 million were from Europe. Net sales for the year ended 30 June 2010 were \$1,130 million, up 23.2% from 2010. Net income in 2011 was \$54.982 million, up 92% from the \$28.619 million in 2010. Address: 58 South Service Road, Melville, New York 11747-2342. Phone: 631-730-2200.

2957. *SoyaScan Notes*. 2011. Chronology of major soy-related events and trends during 2011 (Overview). Dec. 31. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** May–DuPont buys Danisco A/S in Copenhagen, Denmark, for \$6.35 billion.

June 27–William Shurtleff, founder and director of the Soyinfo Center (Lafayette, California), is selected as the 2011 recipient of the Association of College and Research Libraries (ACRL) Science and Technology Section (STS) Oberly Award for Bibliography in the Agricultural or Natural Sciences for his bibliography “History of Soybeans and Soyfoods in Africa (1857-2009): Extensively Annotated Bibliography and Sourcebook.”

July–Sprouted tofu starts to become more popular. Sprouting soybeans, among other things, before grinding them to make tofu, inactivates phytic acid.

Note. This is the earliest English-language document seen (Jan. 2013) that mentions sprouted tofu.

Almond milks appear increasingly in both supermarkets and natural- and health food stores.

Aug. 1–Lightlife Foods (owned by ConAgra Foods, Inc.; Omaha, Nebraska) fires all of its brokers. A week later they fire the sales people who managed these brokers. This is consistent with their moves over the past 3 years to consolidate management of the brand in Omaha. Meals for Millions, Soy, and Freedom from Hunger (1946-2011).

In 2011 Shurtleff & Aoyagi publish ten free digital history books on Google Books. They are histories of: Erewhon–Natural Foods Pioneer in the United States (1966-2011); Artemy A. Horvath–History of His Work with Soybeans and Soyfoods (1886-1979); Li Yu-ying (Li Shizeng)–History of His Work with Soyfoods and Soybeans in France, and His Political Career in China and Taiwan (1881-1973); Henry Ford and His Researchers–History of Their Work with Soybeans, Soyfoods and Chemurgy (1928-2011); How Japanese and Japanese-Americans Brought Soyfoods to the United States and the Hawaiian Islands–A History (1851-2011); William J. Morse–History of His Work with Soybeans and Soyfoods (1884-1959); Tempeh and

Tempeh Products (1815-2011); Fermented Tofu—A Healthy Nondairy / Vegan Cheese (1610-2011); Fermented Black Soybeans (165 B.C. to 2011).

The budget of the Weston A. Price Foundation (run by Sally Fallon) has increased 10-fold over the past decade. This gives them more power to criticize soy and to promote their agenda which includes raising and eating animals. All this information and their funding sources are on the website.

2958. Ferré, Carl. 2011. From tragedy to happiness: the origins of West Coast Macrobiotics, Part 3. *Macrobiotics Today (Chico, California)*. Nov/Dec. p. 25-28. [13 ref]
 • **Summary:** “Everything changed on April 24, 1966 when George Ohsawa suddenly and unexpectedly died. Lima Ohsawa was with him when he died and sent the news. Four Japanese doctors familiar with macrobiotics diagnosed the cause of death as arterial thrombosis. Theories on the underlying cause among macrobiotic followers range from overworking, sleeping only two to three hours per night, to experiments trying to make a macrobiotic herbal drink that would be as popular as beer and sugared soft drinks.

“Ohsawa himself felt he had revealed too much about the Infinite world and that it was his time to move on. In 1963, he told Madame Rivière, a leader of macrobiotics in France, that he only had three years to live (1). In 1965, he told Alex Lesnevsky, “I shall not live long because I have abused my body too much” (2). His contracting filaria (blood parasites) in Africa in 1956 to prove the worth of the macrobiotic method to Albert Schweitzer comes to mind.

“Some people felt Ohsawa’s death would mean the end of the macrobiotic movement. Actually, the opposite occurred. The growth of macrobiotics on the West Coast and elsewhere increased because of the timelessness of Ohsawa’s teachings and the dedication of Ohsawa’s students. About Ohsawa, Lou Oles wrote, ‘We, who are left behind, face the future with the humility, the smiling faces, the sense of responsibility, and the deep purpose that would have made him the happiest of men (3).

“The macrobiotic group faced other challenges in the early days of 1966. The biggest challenge was the death of Beth Ann Simon. After Herman and Cornelia, Lou and Shayne Oles, and others moved from New York to Chico, California in 1961, Irma Paule ran the Ohsawa Foundation of New York. Irma was a French actress who spoke French and thus became Ohsawa’s assistant while he was in America. In the spring of 1965, Beth Ann and Charles Simon attended one of Irma’s lectures and decided to start a strict macrobiotic practice. Unfortunately, they misunderstood macrobiotic teaching and tried to balance years of LSD, marijuana, and harder illegal drug use with excess yang—lots of salt while drinking little or no water. She died in New Jersey late in 1965.

“Beth Ann’s father was an influential lawyer. He attempted to cover up the drug use and to blame macrobiotics

for her death. Irma Paule was accused of poisoning her but no evidence of this could be found and she was not charged. The father got the FDA involved and the FDA raided the Ohsawa Foundation of New York with hatchets in hand. The Ohsawa Foundation of New York closed, although Irma continued teaching and counseling informally for about forty years (4).

“The Beth Ann Simon case had a profound effect on the West Coast group as well. The FDA inspected the Chico-San store. They made it clear that it was illegal for the same company to sell food products and to provide health claims or information about these products. Chico-San and the California Ohsawa Foundation had to be completely separated. As a result, Herman Aihara resigned from the Ohsawa Foundation and worked for Chico-San only—at least officially. Lou Oles became editor of *The Macrobiotic Monthly* and moved the editorial office to Los Angeles early in 1966.

“The Foundation’s move to Los Angeles separated the food (Chico-San) and the theory (Ohsawa Foundation) and satisfied the FDA. Lou discovered that macrobiotic people in Los Angeles had the mistaken notion that the Chico group had a direct link to inside information about how and what to eat and drink. Lou did his best to dispel this idea. He placed the emphasis back on each person deciding for him- or herself the best foods and preparations for him or her. Lou wrote: ‘Bear in mind that you must enter the Kingdom of Heaven by yourself and for yourself. No one but you can tell you how to be Macrobiotic.’ (5). These statements provide the essence of West Coast macrobiotic teaching.

“One of Ohsawa’s last projects was to establish a Cultural and Spiritual Olympics in 1966. George worked on preparations for over a year before his death. The event was held in Japan as scheduled and many people from the West Coast group attended along with people from around the world. It was a true meeting of East and West as George had envisioned it. The spiritual Olympics in Japan was held instead of a West Coast camp in 1966.

“Early in 1967, the Ohsawa Foundation manned a booth at the National Health Federation Convention held at the Statler Hilton Hotel in Los Angeles. They answered many questions, displayed the Foundation’s publications, and served delicious macrobiotic food. Macrobiotic activity was increasing around the world during the spring of 1967. Lou wrote, ‘Young people from everywhere are turning to the Unique Principle as a source of guidance in a troubled world’ (6).

“The third event to shock the macrobiotic community was the death of Lou Oles on August 20, 1967. Toward the end of June 1967, Lou became ill during a meal at a French restaurant. After becoming weaker and losing much weight over the following few weeks, x-rays were taken and an obstruction in the stomach was found. He flew to Japan to see Lima Ohsawa, arriving on July 18. He was hospitalized

and treated by doctors who understood macrobiotic principles, but his symptoms were too advanced. An autopsy revealed stomach cancer that was at least ten years old, even though Lou was unaware of it, having practiced macrobiotics for the last seven years without any symptoms or perceived illness (7).

“The three deaths, Beth Ann Simon in 1965, George Ohsawa in 1966, and Lou Oles in 1967, were difficult to understand for people who perceived macrobiotics only as a healing diet. People who understood macrobiotic principles, however, saw the deaths as proof that the principles work. Beth Ann misunderstood the principles and tried to counter extreme yin with extreme yang. Lou mistook a lack of symptoms for real health. And, George understood the principles and accepted the price he had to pay for the life he had lived. It was Lou Oles and Herman Aihara who kept the emphasis of West Coast macrobiotic teaching on the order of the universe and the unique principle–theory and practice. Following Lou’s passing, Herman returned as president of the Ohsawa Foundation and the editorial offices returned to Chico, California in the fall of 1967. Herman wrote about the deaths of George and Lou as follows:

“Sadness is followed by joy. Without sadness, no joy, and vice versa. This is the law or justice of the universe. There is only one thing left for us to do and that is to change sadness to joy. Try to change the most disagreeable thing to joy. Our happiness exists only in this effort. Avoiding or escaping the sad or difficult never brings us happiness” (8).

“Unexpected Boost: Many young people who were using LSD and other recreational drugs attended the 1965 West Coast camp. George Ohsawa was disappointed with the drug use. However, some of these attendees would help spread macrobiotics in a huge way. The hippie movement was developing in the Haight-Ashbury district of San Francisco in 1965 and 1966. Some macrobiotic principles, especially dietary ones, became widely accepted by 1967 within this community. While the West Coast groups in Chico and Los Angeles were dealing with the recent death of George Ohsawa and others, hippies in San Francisco were dealing macrobiotics along with marijuana and other drugs (9).

Copies of *Zen Macrobiotics* were passed around and many hippies readily accepted the dietary part of macrobiotics. It was counter to a typical American diet and the food was inexpensive. The number 7 diet also offered a quick cure for every illness created by modern fast-food diets. Natural food stores and restaurants began selling macrobiotic foods. Bill Zemsky created a rice cart stand in front of UC Berkeley and by 1968 with Sandy Rothman as owner and operator, it was reported to be selling ‘hotter’ than the hot dog stand next to it (10).

“The pace of macrobiotic growth quickened by 1967. Both Herman Aihara and Michio Kushi acknowledge that macrobiotics spread more widely and quickly due to

the hippies from San Francisco. Many went to Boston to study with Michio and several became instrumental in the development of macrobiotics on the East Coast and around the world. Others helped Herman and Cornelia develop macrobiotics on the West Coast.

“New macrobiotic restaurants in Los Angeles and elsewhere were established in 1968. That year, Herman Aihara regularly lectured up and down the West Coast from Seattle to Los Angeles and to places closer to home such as San Francisco and Reno, Nevada. In May, Michio Kushi toured the West Coast, lecturing in many of the same cities. In August, Herman traveled to Denver for lectures. Macrobiotics was growing quickly both in numbers and throughout the Western United States.” Continued. Address: President of the George Ohsawa Macrobiotic Foundation (GOMF) and editor of *Macrobiotics Today*, Chico, CA.

2959. Ferré, Carl. 2011. From tragedy to happiness: the origins of West Coast Macrobiotics, Part 3 (Continued–Document part II). *Macrobiotics Today* (Chico, California). Nov/Dec. p. 25-28. [13 ref]

• **Summary:** (Continued): “There was a summer camp announced for August of 1967, but there is no report on this camp in *The Macrobiotic Monthly*. Despite the increased numbers of macrobiotic followers, only about 30 people attended the 1968 camp held in the San Bernardino Mountains. Herman reported that this was the first camp without George Ohsawa present, (11) giving credence to the idea that the 1967 camp was cancelled due to Lou Oles’s failing health.

“In late July of 1968, the largest macrobiotic camp to date was held in France. Over 200 Europeans attended along with about 80 Japanese and people from the United States, Africa, and South America. Shayne Oles from the West Coast group attended.

“The increase in macrobiotic followers meant a larger staff for *The Macrobiotic Monthly*. Twelve issues were published in 1967, and they included more substantial articles. Many of the articles became pamphlets or books. *Macrobiotic Reports* (later called Macro Guides) that were completed in 1968 included *Biological Transmutation*, *Vitamin C and Fruit*, *Life and Death*, and a new translation of *Macrobiotic Guidebook for Living*. These books and other publications helped spread macrobiotics even more.

“Be Your Own Teacher: By 1969, macrobiotics was widely known on both coasts. Teaching on the East Coast was highly organized and more theoretical. Teaching on the West Coast was less formal and more community oriented. In February, Bill French wrote, ‘Studying and learning macrobiotics is somewhat less formal here and could be placed in the category of everyday living, the emphasis being on practical application. Each person is more or less his own teacher and student.’ (12) Herman Aihara lectured in Los Angeles, San Francisco, and Chico each month. Jacques and

Yvette de Langre, Lennie and Susan Richards, and Tommy Nakayama gave other lectures in Los Angeles. The name of the monthly magazine changed to *The Macrobiotic* in January of 1969. In May, Herman and Cornelia moved to Carmichael, a suburb of Sacramento, for easier travel to Los Angeles and San Francisco. The magazine's editorial offices moved to Carmichael in June. Herman continued to travel to Los Angeles and San Francisco monthly for lectures. New macrobiotic restaurants were opened including one in Seattle.

"There were two West Coast macrobiotic summer camps in 1969. The first was held from July 26 to August 2 at Mayaro Lodge in Northern California and about 40 people attended. The main lectures and nightly discussions were led by Herman Aihara with camp directors Shayne Oles and Lennie Richards and others leading other discussions. Cornelia Aihara, Shayne Oles, and others prepared delicious meals. There were cabins and thus 'ample opportunity to be alone, and this was often the case.' (13).

"The second camp was held from August 16 through 25 near Big Sur and was attended by about 150 people. This location had no cabins and thus 'there was little chance for privacy in the camp sites; we all interrelated, grew, and learned—from changes in ourselves, others, and in all of us as a group.' (13) Herman Aihara and Michel Abehsera, author of *Zen Macrobiotic Cooking* who had created and operated several macrobiotic restaurants in New York City, gave the main lectures. Costs were kept low so that many people could attend.

"George Ohsawa gave his first macrobiotic lectures on the West Coast late in 1959. Ten years later by the end of 1969, macrobiotic followers were eagerly awaiting the first California organic brown rice from Chico-San. New books and pamphlets from the Ohsawa Foundation included *Rice and the Ten-Day Rice Diet* and *Macrobiotic Pregnancy*. Through the works published by Herman Aihara, Lou Oles, and Jacques de Langre, annual summer camps, and countless lecture trips on the West coast, the group that migrated to California in 1961 had created a stable and growing macrobiotic community. The group was looking forward to the 1970s and to new challenges to come.

"Notes:

"1. Rivière, Madame. #7 *Diet* [George Ohsawa Macrobiotic Foundation, Chico, CA]. 2005: 142.

"2. Milbury, Peter. 'Interview with Alex Lesnevsky.' *The Macrobiotic*, no. 102 [George Ohsawa Macrobiotic Foundation, Oroville, CA] Dec. 1974: 16.

"3. Oles, Lou. 'The Editor's Page.' *The Macrobiotic Monthly*, vol. 6, no. 3 [Ohsawa Foundation, Los Angeles]. May 1966: 6.

"4. Colbin, Annemarie. 'Interview with Irma Paule.' *Macrobiotics Today* [George Ohsawa Macrobiotic Foundation, Chico, CA] March/Apr. 2003: 10-13.

"5. Oles, Lou. 'The Editor's Page.' *The Macrobiotic*

Monthly, vol. 6, no. 2 [Ohsawa Foundation, Los Angeles]. Feb. 1966: 1-2.

"6. Oles, Lou. 'The Editor's Page.' *The Macrobiotic Monthly*, vol. 7, no. 2 [Ohsawa Foundation, Los Angeles]. Late Spring 1967: 1.

"7. Oles, Shayne and Lima Ohsawa. 'Letter from Shayne Oles' and 'A Letter from Mrs. Lima Ohsawa.' *The Macrobiotic Monthly*, vol. 8, no. 4 [Ohsawa Foundation, Chico, CA]. April 1968: 2-4.

"8. Aihara, Herman. 'President's Message.' *The Macrobiotic Monthly*, vol. 8, no. 1 [Ohsawa Foundation, Chico, CA]. Jan. 1968: 1.

"9. Kotsch, Ronald E, Ph.D. *Macrobiotics: Yesterday and Today* [Japan Publications, New York]. Sep. 1985: 169-170.

"10. Aihara, Herman. 'Foundation News and Notes from the President.' *The Macrobiotic Monthly*, vol. 8, no. 3 [Ohsawa Foundation, Chico, CA]. March 1968: 1.

"11. Aihara, Herman. 'Editorial.' *The Macrobiotic Monthly*, vol. 8, no. 7 [Ohsawa Foundation, Chico, CA]. July 1968: 2-3.

"12. French, Bill. 'Macrobiotic Schools.' *The Macrobiotic Monthly*, vol. 9, no. 2 [Ohsawa Foundation, Chico, CA]. Feb. 1969: 23.

"13. French, Bill. '1969 West Coast Macrobiotic Summer Camps.' *The Macrobiotic Monthly*, vol. 9, no. 7 [Ohsawa Foundation, Chico, CA]. Sep. 1969: 13-15." Address: President of the George Ohsawa Macrobiotic Foundation (GOMF) and editor of *Macrobiotics Today*, Chico, CA.

2960. Mattson, Robert. comp. 2011. *Macronology: A chronological survey of the macrobiotic movement towards world health and world peace*. Waltham, Massachusetts: Published by the compiler. 125 p. Illust. No index. 28 cm. • **Summary:** A historical chronology available in printed and electronic (Microsoft Word) formats from 400 B.C. (Hippocrates) to 31 Dec. 2010. Contents: Introduction (p. 1-4). Yin and yang (p. 4). Chronology (p. 5-125).

Macrobiotic books list (47 p.).

The International Macrobiotic Directory is available as a printed, bound book or as part of the e-book. The names are arranged alphabetically by country (and within the USA by state), with name, position, address, phone and fax numbers, and email if available (62 p. + 11 p. of yellow pages).

Contains many excellent biographies of people active in macrobiotics.

A full-page biography of Robert Mattson is found on the page after p. 125. Address: Publisher, 46 Howard Street, Waltham, Massachusetts 02451. Phone: 413-281-5584.

2961. Stephens, Arran; Rosen, Eliot Jay. 2011. *The compassionate diet: how what you eat can change your life and save the planet*. Emmaus, Pennsylvania: Rodale Press.

160 p. Illust. (color). Index. 18 cm. [20 ref]

• **Summary:** Contents: Foreword, by Rajinder Singh. Acknowledgments. Preface. Introduction. What is a vegetarian? The health benefits of a vegetarian diet. The ethics of a vegetarian diet. You are what you eat. Vegetarianism and world religions. Concluding thoughts.

“*The Compassionate Diet* persuasively advocates choosing a plant-centered diet rather than an animal-foods diet from a completely holistic perspective. I especially appreciate the book’s extensive coverage of the spiritual aspects of dietary choice, which most of the books and essays in the important conversation about industrial food systems and diet tend to ignore”—John Mackey, Cofounder and CEO, Whole Foods Markets, and a vegan (from the back cover). Address: 1. Vancouver, BC, Canada.

2962. Ferré, Carl. 2012. Think for yourself: the origins of West Coast Macrobiotics, Part 4. *Macrobiotics Today* (Chico, California). Jan/Feb. p. 26-28. [3 ref]

• **Summary:** “The first ten years of the Ohsawa Foundation were filled with changes. Herman Aihara, Al Bauman, Teal Nichols, and Mary Barsamian formed the Ohsawa Foundation of New York in 1961. Herman was elected as the first president. In the fall of 1961, 34 people, including Herman Aihara and family, moved to Chico, California and began West Coast macrobiotics. The West Coast group began Chico-San in 1962 and continued macrobiotic teaching, publishing, and conducting annual summer camps that were begun in New York.

“The Ohsawa Foundation of New York dissolved in 1965 after a raid by the FDA. That same year, Herman Aihara, Bob Kennedy, Lou Oles, Bill Salant, and Bill Nichols incorporated the Ohsawa Foundation of Chico. Herman and Bob were forced to resign from the Foundation because of their work with Chico-San. At that time, teaching about healthy food and selling those foods at the same time was forbidden. Lou Oles moved the Foundation to Los Angeles at the beginning of 1966.

“The young macrobiotic community was stunned in April of 1966 by the death of George Ohsawa. Lou Oles died the following year. Herman Aihara quit working at Chico-San and became president of the Ohsawa Foundation once again. From late in 1967 to 1970, there was a sharp rise in the sales of books, pamphlets, and subscriptions to *The Macrobiotic*. The Aihara family moved to Carmichael, a suburb of Sacramento, in 1969.

“Good Times: By the beginning of 1970, Herman was teaching regularly up and down the West Coast from Seattle and Portland to San Francisco and Los Angeles. In the summer of 1970, the Aihara’s made their first United States/Canada macrobiotic lecture tour accompanied by Alcan Yamaguchi. They lectured in San Francisco, Los Angeles, Tucson [Arizona], Houston [Texas], New Orleans, Philadelphia, New York, Boston, Toronto, Columbus [Ohio],

Chicago, Kansas City [Missouri], Denver, Vancouver, Seattle, Ashland, Chico, and Carmichael.

“The first French Meadows Summer Camp was held from August 14 to 23, 1970. Cornelia Aihara, Nan Schleiger, and Yvette de Langre cooked, and Jacques de Langre began the tradition of having Do-In each morning at 6:30 a.m. The main lectures by Herman and others were in the morning; afternoon classes were more optional. There were lectures and discussions after dinner along with children’s campfires and goodies (1).

“A second West Coast camp was held August 22 to 31, 1970 at Wiley Creek Campground in the Stillaquamish Valley 1½ hours northeast of Seattle. Herman and Alcan attended this camp as well. The community in Seattle was growing fast (2). By the end of 1970, Herman attributed increased interest in macrobiotic teaching to eight factors:

- “1. Young adults (Herman later referred to them as hippies).
- “2. Increased awareness of ecology.
- “3. Increased awareness of organically grown foods.
- “4. Increased awareness of the harmful effects of cyclamates, MSG, refined sugar, and synthetic chemicals.
- “5. Michio Kushi’s work.
- “6. More macrobiotic communities and educational meetings.
- “7. You Are All Sanpaku.
- “8. Chico-San, Erewhon, and other macrobiotic food manufacturers and distributors making good food more available (3).

“One More Big Change: Things were going quite well in 1970, yet there was one more major change to come. The directors of the Ohsawa Foundation of LA [Los Angeles] were Herman Aihara, Shayne Oles Suehle, Fred Suehle, and Bernard Silver. On the November 10, 1970, Herman sent a letter to the other directors proposing a re-organization of the Ohsawa Foundation. He asked that 18 new directors, including Michio Kushi, be added. This increase would give greater suggestions and participations from more local organizations (3).

“Herman’s proposal was rejected, after which he resigned, moved to San Francisco, and formed the George Ohsawa Macrobiotic Foundation early in 1971. The new organization had great support and, that year, many new books were published, including *Is Acid Yin, Is Alkaline Yang?*; *Macrobiotics: An Invitation to Health and Happiness*; *Hidden Truth of Cancer*; and *Milk: A Myth of Civilization*. *The Macrobiotic* magazine continued under Herman’s leadership.

“The next 27 years for West Coast macrobiotics were more stable. However, in 1974, the Aihara’s made another move—this one to Oroville, California, a small town 23 miles from Chico. They purchased a house in Oroville for the George Ohsawa Macrobiotic Foundation and 40 acres in the hills above Lake Oroville to begin a residential learning

center. Herman and Cornelia founded the Vega Institute in 1974 and both organizations were moved into the former Oroville hospital building a decade later.

“The Foundation moved to a separate location in Oroville in 1995. Three years after Herman’s passing in 1998, the George Ohsawa Macrobiotic Foundation moved back to Chico—40 years after the group from New York began teaching macrobiotics on the West Coast. To this day, the Foundation continues with its mission to present macrobiotics to the general public as originally enunciated by George Ohsawa and as appended by Herman and Cornelia Aihara. The Vega Institute closed shortly after Cornelia’s passing in 2006.

“Summary: The essence of West Coast macrobiotics originates from Ohsawa’s insistence that each person learn to think for him or herself. This requires that each person learn macrobiotic principles and how to use them. Each individual is unique, meaning that there is no one diet that is appropriate for everyone all the time. The ultimate goal is to realize our connection with Oneness—our true nature. Then, we can live without exclusivity and without making excuses for ourselves. We can accept everything—good and bad—with joy and appreciation. Ohsawa gave us macrobiotic principles and dietary advice to point us in that direction.

“Ohsawa understood that dietary choices lead us toward this realization or away from it. Much to his disappointment, the early macrobiotic group tended to view macrobiotics only as a curative diet. This thinking led to lists of foods to eat and lists of foods to avoid. Such lists are okay as an introduction as long as people realize that the lists become secondary once macrobiotic principles are learned. Macrobiotics, according to Ohsawa, is more about elevating judgment than about eating certain foods and avoiding others. Understanding macrobiotic principles and eating good food are equally important.

“The early West Coast teachers emphasized learning the order of the universe, the unifying principles of yin and yang, the levels of judgment, and the logarithmic spiral. They encouraged each student to discover for him or herself the natural order of life and how to apply it for whatever purpose he or she chooses. No one person can tell another person how to be macrobiotic. Macrobiotic practice, as a way of life, is unique to each individual and has value for that person.

“The current West Coast macrobiotic objective is to present macrobiotics in as unlimiting way as possible and accepts and encourages all expressions of macrobiotics. Thus, people who see macrobiotics as a way to elevate judgment or to realize divinity are welcome. Macrobiotic practitioners who see macrobiotics only as a curative diet are equally welcome. The reason for this acceptance is simple. We can change what we eat. We can change how we feel. We can change what we think. We can change what we believe. But, we can’t change our true nature. Realizing that which does not change, leads to tolerance, kindness, freedom,

peace, and love—the real essence of all universal teaching, including macrobiotics.

“Notes: 1. Aihara, Herman. ‘West Coast Macrobiotic Summer Camps.’ *The Macrobiotic*, Vol. 10, no. 3. [George Ohsawa Macrobiotic Foundation, Carmichael, CA] Aug/Sep. 1970: 2.

“2. Johnson, Robert. ‘Dear Macrobiotic Friends.’ *The Macrobiotic*, Vol. 10, no. 2. [George Ohsawa Macrobiotic Foundation, Carmichael, CA] May/ June 1970: 1.

“3. Aihara, Herman. ‘A Proposal for Reorganizing the Ohsawa Foundation.’ *The Macrobiotic*, Vol. 10, no. 4. [George Ohsawa Macrobiotic Foundation, Carmichael, CA] Dec. 1970: 0-1.”

Note: Muramoto sensei (who arrived in 1971), Cecil Levin, and many others who arrived after 1970 are not included in this history which goes up to 1970. Address: President of the George Ohsawa Macrobiotic Foundation (GOMF) and editor of *Macrobiotics Today*, Chico, CA.

2963. Troy, John. 2012. Update on life and work since the year 2000 (Interview). *SoyaScan Notes*. March 7. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** John is now age 72, retired, and still married to Carol. They live on 20 acres of land in Cedar Grove, North Carolina, in a home that he has been building for the last 16 years or so. His ancestors came from North Carolina, and when he was growing up he spent a lot of time hiking in the Great Smoky Mountains.

In 2006 John sold his sauce manufacturing and bottling company for \$7 million to an investment company named Dogwood Equity. He was making and bottling about 500 different products (SKUs) at the time, most for other people / companies. Everyone he asked said he would be less happy after he sold it than he was at the time, but he sold it anyway. Dogwood changed the name from The Wizard’s Cauldron Ltd. to a name that was not as good, diversified into the wrong products, and generally messed things up. It was an “asset purchase” and they bought the rights to make the products. Many of the companies who were John’s customers are no longer with Dogwood.

Why did John name his company “Wizard’s Cauldron”? His wife, Carol, threw the *I Ching* (using special coins) and got Hexagram #50, the Cauldron. Then she threw it again and got the same hexagram. So “Cauldron” became a key word in his company’s name.

His original company was named American Natural Foods. Pure and Simple (owned in part by Jimmy Silver) was his distributor and had a large inventory of his products. When Pure and Simple went down the tubes (bankrupt), John’s company did too.

John is now very much involved with travel and spiritual practice. He also has a radio program, “Conversations with Avant-Garde Sages,” on WCOM 103.5 FM in Chapel Hill, North Carolina, or Cyber Satsang via live streaming audio

(www.thewizardllc.com). Every Tuesday, Eastern Time from noon until 1 pm. He has hosted people such as Norio Kushi (who has written a book).

Where does creativity and everything else come from? “It all emerges out of silence.” “The ‘I’ thought is the big mistake and the problem.” John once asked Doug Greene, who founded *Natural Foods Merchandiser*, what he felt was the secret to his life and work. John said: “I just went with what wanted to happen.”

John has written one book titled “Wisdom’s Soft Whisper” and another titled “The Human Gospel of Ramana Maharshi.” Address: 5134 Boone Village Trail, Cedar Grove, North Carolina 27231.

2964. Nanabayashi, Shugo. 2012. Japan C.I. after George Ohsawa: Part 1: Lima Ohsawa as chairperson from 1966 to 1999. *Macrobotics Today (Chico, California)* 53(2):22-25. March/April. [20 ref]

• **Summary:** “On April 24th, 1966, Yukikazu Sakurazawa, also well known as George Ohsawa (GO), set out on a journey for the infinite universe [passed away]. In 1945, he established True Life Cooperative (*Shin Seikatsu Kyôdô Kumiai*), which later became the present Japan C.I. Two years later, the Cooperative was renamed True Life Association (*Shin Seikatsu Kyôkai*), whose center was called *Maison Ignoramus* (MI). While GO published the magazine ‘Compas’ and ‘SANA,’ he taught a large number of young men and women about Macrobotics (1). In the same year, GO founded World Government Association (*Sekai Seifu Kyôkai*) and took office as the chairperson. Around this time the organization “World Government” (*Sekai Seifu*), whose title is “Macrobotique” at present, began to be issued (2). In 1948, MI juku (or school) was organized in Yokohama, Kanagawa prefecture, and, with the title of the organization changed into “To the New World,” Japan C.I. saw the light of day (3).

“Relying on the footprints of the major contributors to the magazine *To the New World* and *Macrobotique*, we are going to overview a brief history of macrobotics in Japan, focusing on the activities of Japan C.I. Those contributors include Lima Ohsawa, Moriyasu Ushio, Masanori Hashimoto (4), Masaharu Kawashima (PU-named Garimar), Haruko Tanaka, Hanai brothers (Akira & Ryouhei), Makoto Koga, Katsumata family (Yasuhiko, PU-named Toma, and Yuichi), and others who have played significant roles in the dissemination of macrobotics until today. [PU name refers to the name given a person by George Ohsawa.–Ed.]

“The first installment of this series covers 1966 to 1999. During this period, Lima Ohsawa played the role of Chairperson of Japan C.I. We are going to break the period down to a decade term, and introduce people involved who played a major role in each term.

“1960s: Soon after the passing of GO, Spiritual Culture Olympic (*Seishin Bunka Olympic*) was held in Japan from

July to August in 1966. In those days, signs of Japanese culture boom were being revealed after WWII. It was especially Zen culture, which was introduced by Tenshin Okakura and Daisetsu Suzuki, that most impressed Western people (5). By grasping this opportunity GO thought of holding an international conference to achieve the world eternal peace, and called this conference Spiritual Culture Olympic, in comparison with the physical festival: the Olympics. He longed to invite those who intensively studied Japanese culture, to show them around the traditional Japanese temples and shrines, to create occasions for them to meet with the leaders at each place, and to have them have friendly talks with ordinary people. Through all of these cross-cultural interactions between Japanese and western people he intended to find a way toward the world peace. In the end, with the participants of sixty-five western intellectuals and entertainers, the Spiritual Olympic ended in a big success (6).

“What deserves special mention in the 60s besides the Spiritual Culture Olympic is that just a year before GO died, Lima Ohsawa opened the then only macrobotic cooking school, Lima Cooking Academy in 1965 (7). Until she passed away on November 9th, 1999, at the age of just one hundred, she had been the principal of the school for more than thirty years. She also energetically contributed to the magazine, and almost every month until the Aug-Sep 1990 issue, she had constantly introduced macrobotic cooking recipes such as basic ones, seasonal ones, ones for treatment, and ones arranged for Western people who were at first unfamiliar with traditional Japanese original ones.

“In the 1960s, among those who vigorously contributed to the magazine was Ushio Moriyasu. Until he passed away in 1992, Dr. Ushio had been the vice chairperson of Japan C.I. and had written for the magazine nearly every month. From 1968 to 1970, Dr. Ushio wrote more than seventeen articles, following twenty-one by Lima Ohsawa. Since the contents of the articles varied to a great extent, it would be hard to bundle his articles in one piece sweepingly. Year after year, however, he came to have a keen awareness of the problems in each month, and wrote his ideas about those problems in the lights of macrobotics.

“Other than those people mentioned above, Yoshimi Kurimu [Clim Yoshimi] reported macrobotic movements overseas, mainly focusing on Paris, France. Yuzuru Sasai (PU-named Mac) also wrote—primarily about natural agriculture methods.

“1970s: In 1971, Lima Ohsawa published an encyclopedic cookbook, *Macrobotic Cooking*. This book is filled with practical regimen cookery nurtured through years of togetherness with GO and experiences acquired through practice in her own cooking school. In the same year, after the passing of Mrs. Raicho Hiratsuka, who was the leader of women’s liberation movement throughout the pre- and the post-war period and also involved in the peace movement

in her later years, Lima Ohsawa wrote an article about her death in the July 1971 issue.

“In 1972, Lima Ohsawa, for the first time after GO died, departed for the world trip by herself to give lectures in each country. The magazine, under the column named ‘LO (Lima Ohsawa) correspondence,’ covered her having made a tour to the United States and European countries. Her visit to the States started at Hawaii, and then proceeded to Los Angeles, San Francisco, Chico, Seattle, Chicago [Illinois], Detroit, and finally ended at Boston (8). In Boston, she was welcomed by the Kushi’s, and paid a visit to the store and the warehouse of the natural food store Erewhon (9), which Michio Kushi had opened. Following from the United States, Lima Ohsawa visited London, and then Paris, where Klim Yoshimi guided her to a macrobiotic restaurant, Tenryu (10). In 1979, she also made a long-desired visit to Brazil where Tomio Kikuchi lived, who had been a key figure in promoting macrobiotics in South America. It was a long-desired visit because even GO could not visit his beloved disciple in Brazil in his lifetime (11).

“The number of the articles Lima Ohsawa contributed in the 1970s was the most, which totaled 109. She outnumbered the second-most-active contributor, Hideo Ohmori (thirty-two articles). Seemingly, she was the busiest in the 70s with all the everyday cooking classes, visits to macrobiotic gathering overseas, and writings for the magazine.

“In the meantime, Dr. Ushio continuously wrote for the magazine almost every month. While he covered a variety of themes from the point of view of macrobiotics, there was one keyword that characterized his articles in the 1970s: *shio* (or salt). Salt became the keyword because of the fact that Dr. Ushio was appointed as the chairperson of Committee for Investigation on Edible Salt. The Committee was organized in 1972 with a view to restoring the natural salt movement and associated investigation on the quality of salt (12). What lay behind the establishment of the Committee was that a new salt manufacturing method had been introduced, making possible the mass production of salt that had been frowned upon by the manufacturers of the conventional natural salt (13). This very fact that a new chemical or artificial salt was introduced in the conventional market, however, luckily or unluckily, led to the recurrent movement toward the conventional natural salt manufacturing. Moreover many Japanese cuisine cook masters often remarked, ‘I think the recent salt is not as tasty as it used to be,’ which resulted in one reason for setting up the Committee. In the end the investigation report permitted the manufacturing of natural salt for special usage, and new natural salt *Akou’s Amashio* was born in June 1972 (14). Dr. Ushio referred to the details in the March 1974 issue.

“In the 1970s, another prominent contributor to the magazine was Hideo Ohmori. Hideo Ohmori first came across the famous GO book, *The Order of the Universe* in 1950, and improved his longstanding weak constitution

through the dietary cure of GO. With this experience as a turning point, he started volunteering to accept sick people and offer them treatment with macrobiotic methods (15).

“People who knew him well often mentioned that he had did everything in his power to take care of sick people. Therefore his articles were mainly about the treatment through practice of macrobiotics. However, while in the 80s and 90s his articles were mostly focused on conditions of and treatments for each disease, which had previously been discussed in his Right Diet and Medicine Seminar (*Seishoku Igaku Kôza*), in the 1970s, on the other hand, he covered rather basics of macrobiotics and its relation to sickness (16)” (Continued). Address: Researcher of Japan C.I., Japan.

2965. Nanabayashi, Shugo. 2012. Japan C.I. after George Ohsawa: Part 1: Lima Ohsawa as chairperson from 1966 to 1999 (Continued–Document part II). *Macrobiotics Today (Chico, California)* 53(2):22-25. March/April. [20 ref]
 • **Summary:** (Continued): “1980s” In the 1980s, Lima Ohsawa most actively engaged in the cooking school; whereas in the 1970s she was striving for the macrobiotic dissemination campaign primarily through visits to both domestic and foreign camps. She would have wanted to visit the camps in the 1980s too, but her weakened body of eighty to ninety years old may have prevented her from doing so against her will. Besides, she seemingly wished to bring up as many successors and future leaders as possible. In fact, under the leadership of Lima Ohsawa as the principal of the cooking school, there were several future teachers in the school from the 1970s through 1990s (17) From the latter 1980s on, while Hideo Ohmori, Kazue Ohmori’s husband, enjoyed his heyday teaching at Right Food Medicine Seminar, Mrs. Ohmori also wrote articles mainly about parturition and nursing. Furthermore, the current school principal, Mitsushi Matsumoto, with his own experience working for a traditional Japanese restaurant and guidance given by GO and Lima Ohsawa, held a seminar called Technique on Regimen through Cooking (*Shyokuyô Ryôri Gihô*).

“The most active teacher in the 1980s, other than the ones in the cooking school, was Hideo Ohmori. As mentioned above, it would not be too much to say that he had spent almost all his life taking care of sick people after the improvement from his innate weak body through the practice of macrobiotics. He held Right Diet and Medicine Seminar at Japan C.I. While he taught the basic theory of macrobiotics and its application to the disease cure, his wife Kazue handled the practical aspects of the application. Working together they implemented disease cure through right diet. Based on GO’s conventional Yin-Yang theory Mr. Ohmori ventured to change it into more acceptable one for the general public. This was so-called *Four Aspects* (18). He divided traditional yin and yang into four sets: yin-yin, yin-yang, yang-yin, and yang-yang, and at the

center is positioned Moderation (*Chu-yō*). This was the first application theory from GO's, and its theoretical support was based on the theory of the Cosmic Dual Forces and the Five Elements in Chinese Cosmology (*Yin-Yang Gogyō Setsu*). There are some opinions against Hideo's theory because, they insist, it would instead further complicate the original GO's theory and is merely following the lead of the cramming-oriented modern educational system.

"Although this had no direct relation to the activities held by Japan C.I., John Denver, a famous folksong singer in the 1970s, came to Japan C.I. along with his friends. They met Lima Ohsawa, Dr. Ushio, and Aiko Tanaka (19)." Their guide and translator was Ronald E. Kotsch, who wrote the book, *Macrobiotics: Yesterday and Today* in 1985.

1990s: In the 1990s, Lima Ohsawa didn't act as enthusiastically as she used to. Her primary role at Japan C.I. was writing articles for the magazine, whose number also had declined to only sixteen. Instead, however, her successors, as if they were filling the void of Lima Ohsawa, began playing a major role in the cooking school. Among them were Kazue Ohmori, Hiroko Ukitsu, and from the mid-1990s, Shouko Kawauchi, who wrote energetically for the magazine. Above all, Shouko Kawauchi started to write articles in 1995, and until the late 1990s twenty-four articles appeared in the magazine. This outnumbered Kazue Ohmori (15 articles) and Hiroko Ukitsu (16 articles). Mrs. Ohmori continued to enjoy her role in the practical aspect of her husband's Right Diet Medicine Seminar. Though Lima Ohsawa passed away on November 9th, 1999, her students cherished the tradition and continued to manage her beloved cooking school.

"Whether it came from the affection for elderly Lima Ohsawa or from a sense of urgency not to let the macrobiotic beacon go off, GO's disciples Yuzuru Sasai and Yoshimi Kurimu [Clim Yoshimi] resumed writing for the magazine in the 90s. What is noticeable in particular about their articles is, as readers may easily figure out once they see the title of each article—"Principles of Unique" by Mr. Sasai and "Transmutation in Lower Energy" by Mr. Kurimu, they strived to revive GO's macrobiotics and shed the light over the theme of transmutation in his later time. Concerning the transmutation, however, some people regret GO for not having paved the way for his successors (20).

"As in the 1980s, Mr. Ohmori appeared on the magazine most often. His articles counted eighty-eight in the 1990s. This decade is said to be his golden age. As he took an active role both in the magazine and the lecture, the tendency toward the idea, "macrobiotics equals treating diseases" became conspicuous. Along with this tendency, Eiwan Ishida began appearing on the magazine with articles on basic macrobiotics and treatment of diseases. Mr. Ishida studied under Mr. Ohmori and wrote the second-most articles (seventy-five) in the 1990s. He, too, is a person who supported the macrobiotic movement in this decade.

"The title of the magazine was renamed, "Macrobiotique," from "To the New World," in 1995. The reason a coined French word was chosen for the new title had a lot to do with GO's affection for France. Moreover, in order to make macrobiotics more social or acceptable for the public, Japan C.I. felt the need to rename it.

"Notes:

"1. In 1947 GO began to deal in natural foods in one division of True Life Association. This division later became Ohsawa Japan Inc. in 1969. (From Japan C.I. homepage (a)).

"2. The organization was renamed "To the New World" in 1959 and the title was changed into the current "Macrobiotique" in 1995. (From Japan C.I. homepage (a)).

"3. The office was moved to Shibuya, Tokyo in 1954, and then after a few times of relocation settled at the current address of Ohyama-cho, Shibuya, Tokyo in 1974. (From Japan C.I. homepage (a)).

"4. Mr. Hashimoto had been the chief editor of the magazine until *To the New World*, vol. 649 (Printed in Oct. 1991).

"5. See Ryu Ohta (1984).

"6. Thereafter the second Spiritual Olympic was held in 1968. The second Olympic was hosted by Paris C.I., and the total number of eighty-seven Japanese people visited each camp place in Europe. Furthermore in a session of the second Olympic, the third and fourth openings were resolved, which were never held in the end. (See Edt. Hisao Yasuhara, 1976).

"7. The cooking school was renamed Lima Cooking School in 1998, and the name has been still the same until this day. (Edt. Akira Hanai, 1998. 11 and Edt. Akira Hanai, 1998. 12).

"8. See Edt. Masanori Hashimoto (1972. 10).

"9. Concerning the detailed history of Erewhon, see "Soyinfo Center (2011).

"10. See Edt. Masanori Hashimoto (1972. 10).

"11. See Edt. Masanori Hashimoto (1979. 10).

"12. Japan C.I. homepage (a).

"13. See Edt. Masanori Hashimoto (1974. 3).

"14. The current chairperson of Japan C.I., Yasuhiko Katsumata, was the president of Amashio Inc. from 1998 to 2003. (Japan C.I. homepage (b)).

"15. See Ryu Ohta (1984).

"16. Hideo himself never wrote for the magazine. His articles were based on the Right Diet and Medicine Seminar, and these were later compiled for the magazine by his disciples.

"17. Among them were Kazue Ohmori, Hiroko Ukitsu, Hikari Ogata, Mieko Sakurai, and Shōko Kawauchi, some of whom are the chief cooks of the cooking school as of 2011.

"18. See Ryu Ohta (1984).

"19. See Masanori Hashimoto (1981.7).

"20. See Ryu Ohta (1984).

"About the author: Shugo Nanabayashi was born to

macrobiotic parents and started practicing and cooking brown rice for himself at age fifteen. He became a research student of Japan CI, the first macrobiotic promotion association that George and Lima Ohsawa founded. Shugo has a M.A. in management from Meiji University and B.A. in International Imports/Exports Business from Kanagawa University. He enjoys tai chi, chi nei tsang, and playing soccer in his spare time. For more information on Japan CI, see: www.ci-kyokai.jp (in Japanese)."

Photos show: (1) Portrait photo of Shugo Nanabayashi. (2) Lima Ohsawa and John Denver in Japan, both seated before a large sign that reads: "Welcome John Denver." Address: Researcher of Japan C.I., Japan.

2966. Tofutti Brands Inc. 2012. Tofutti. 2011 annual report. 50 Jackson Dr., Cranford, NJ 07016. 44 p. 28 cm.

• **Summary:** Tofutti Brands Inc. hit hard times last year as reflected by the fact that, for the 2nd year in a row, they stopped putting the unchanging color cover on their annual report. This report now consists of a 1-page summary by David Mintz, Chairman and CEO, followed by Form 10-K, required by the Securities and Exchange Commission.

Net sales for 2011 were \$15.926 million, down 11.1% from the previous year. Net income was \$43,000, down 90.7% from \$462,000 the previous year. Despite this 90% drop in profits, the salary paid to the CEO was unchanged at \$450,000.

On page 1 Mintz (now age 80) explains that the company's largest customer [Trader Joe's] stopped selling branded goods, including Tofutti's. On the positive side, sales to foreign distributors in 2011 increased to approximately \$2.049 million (13% of sales) compared with \$1.652 million (9% of sales) the previous year.

During the first quarter of 2012, the firm introduced Tofutti Jumbo and Mini Raviolis made with Better than Ricotta, their new non-dairy ricotta cheese product.

Tofutti gets its kosher certification from KOF-K, of Teaneck, New Jersey.

Sales to health food distributors account for about 52% of total sales.

A 13-page "Notice of Annual Meeting of Shareholders" accompanies the annual report. Address: Cranford, New Jersey. Phone: 908-272-2400.

2967. Tsai, Minh. 2012. Making and marketing yuba at Hodo Soy Beanery (Interview). *SoyaScan Notes*. July 4. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** During the past 8 years Hodo Soy has been very effective and innovative in introducing yuba to people in the Bay Area of California. Part of this success has been through effort and part has been (Minh modestly admits) through timing and luck. "We are very fortunate to be in the Bay Area. The only two other places it might work are Los Angeles and Manhattan, New York."

Yuba is now an important and profitable product for Hodo Soy, accounting for about 20% of total sales. However the yuba tables take up about half of all Hodo Soy's manufacturing space.

What are the key's to yuba's success for Hodo Soy? First, education. We have worked to educate our customers who are chefs at restaurants about the large amount of labor that goes into making yuba and contributes to its high price (about \$15 a pound). We have also met with chefs in restaurants and explained that 1 ounce of yuba is quite a good serving size; so each serving costs less than \$1.00. And it looks great on the menu and on the dish." Minh also educates chefs about yuba's versatility (use it as a wrap, put it in soups, etc.) which enables them to develop recipes. The chefs have developed innovative recipes using yuba and their customers seem to enjoy their creations. Most people really love the taste of yuba. "People think of it as a starch-free, gluten-free noodle. It's always al-dente; it doesn't fall apart."

"I believe that we have been doing more education on tofu and yuba than all the big tofu-makers combined." Minh does 95% of this education himself—in person. He enjoys this teaching quite a bit, and he knows these chefs personally.

Yuba has brought a lot of positive publicity to Hodo Soy. It has been called everything from "the lingerie of tofu" to "the sashimi of tofu." Daniel Patterson, chef at Coi restaurant described yuba as tofu's "elegant and sexy cousin" (New York Times, 6 Aug. 2006). This is important in terms of branding, as the company is known to be the introducer and maker of this new product.

Minh (who has Chinese ancestry) was smart (and innovative) to call the product "yuba" instead of "bean-curd skin"—like most Chinese restaurants. But there was another reason he called it yuba. "Our research shows that, as far as willingness to pay for food at a premium price, the Japanese are at the top of the list. They know what it is and they realize it is expensive. And the majority of our Asian customers are actually Japanese." But Hodo Soy's Asian customer base is still relatively small; Minh mission is to introduce high-quality soyfoods to mainstream America.

Hodo Soy sells mostly "mature yuba" (plain fresh yuba) and value-added yuba products, such as Spicy Yuba Strips. From time to time he has requests from high-end restaurants for "nama yuba," which is soft, formless yuba that is not yet mature and fully formed. Each chef wants a particular texture, so Minh sells it to them on a customized basis—and requires that the chef come to Hodo Soy the first time to make exactly the texture of yuba they want.

Hodo Soy delivers all its own yuba and tofu products; they have four delivery vehicles that deliver to 50-60 accounts in the Bay Area—both restaurants and natural grocery stores; Rainbow Grocery in SF, Tokyo Fish Market, and Berkeley Bowl all carry Hodo Soy's fresh yuba. They have a "make to order approach" and a restaurant must order 4-5 days in advance. Value added products are sold through

chains such as Costco, Whole Foods Markets in Northern California, Andronico's, and Molly Stone's.

The two Bay Area restaurants that have done the most to introduce yuba are Coi (Daniel Patterson, in SF's North Beach) and The Slanted Door (Charles Phan; modern Vietnamese cooking near the Ferry Building). Other restaurants that offer may serve yuba include Cyrus (Healdsburg), The French Laundry (Yountville, California), and Ozumo (Oakland and San Francisco).

Hodo Soy has never done focus groups or taste panels with yuba.

Minh first made yuba in about May 2004 when he was tinkering with Sogo Tofu in San Jose. They had a yuba table (with 10-12 frames) that they weren't using. Sogo Tofu was initially built as an adjunct to a large Chinese health grocery store—sort of a Chinese Whole Foods. This store (named Sogo) was part of a chain named Marina Foods, which has a handful of stores in the Bay Area. Sogo, the grocery store, has since closed down but the tofu shop continued to operate. Minh asked Sogo Tofu to make yuba for him, then he experimented using this yuba in recipes, and introduced these dishes to his customers at farmers' markets. The people who owned and operated Sogo Tofu were relatives of Minh's wife. The three yuba dishes, starting in May 2004, were Soy Omelette, Yuba (Fresh), and Poached Yuba Loaf. Minh quickly learned the people at farmers' markets really liked these products. They learned about yuba from him, and he learned from them. The first soy product gave them was the Poached Yuba Loaf, followed by Soy Omelette (yuba marinated in soy sauce and a little brown sugar, then pan fried in a little oil). People were generally surprised at the texture and taste, but they found it to be delicious and asked, "What is it?" He replied, "It's yuba." They asked back, "What's yuba?" So he explained. Eventually they came to want the plain fresh yuba so they could experiment with their own recipes. Another early yuba product was Spicy Yuba Strips (made at Sogo Tofu starting in Dec. 2004); this is still a best-seller at retail outlets for Hodo Soy Minh's 5th yuba product was Sesame Yuba Strips (made at Sogo Tofu and discovered by accident; the other ingredients were toasted sesame paste / butter, a little brown sugar and soy sauce).

To take a step back: Minh approached tofu-making very much from a Western food processing and food science point of view. He wanted to leave the basic traditional methods (as shown for example, in a flow chart) unchanged but introduce modern equipment to do the work of lifting, pressing, scooping, and slicing, and modern methods for measuring temperatures, times, and Brix, etc. Minh soon realized (in about 2004-05) that he needed to supervise the making of tofu at Sogo Tofu. But he was just a beginner. How can a beginner, in a traditional Chinese family and craft, tell his experiences aunts and uncles to change. "It was an impossible situation. After about 2 years Sogo had reached saturation—in terms of quality, sanitation, good

manufacturing practices, and traceability of ingredients. Starting at the end of 2005, our sales for the next 2-3 years basically remained static. In 2006 we decided to build a plant in Oakland, and that took about 2 years." Minh traveled a lot, learned a lot, visited some tofu companies, and made some mistakes. As Minh prepared to open his tofu plant in Oakland, he realized that he "did not want to hire anyone with legacy tofu experience. I wanted to teach them from the very beginning."

Minh's wife, Jean Ku, was not directly involved with the tofu and yuba business at all. But she has been a tremendous supporter by bringing home the income to support the family during the early years. Jean is a top executive at the Energy Foundation—Program Manager for the China Sustainable Energy Program. Although it has been in existence for only 20 years, the Energy Foundation is the biggest contributor to the reduction of carbon dioxide in China. The foundation began with the sole mission of reducing carbon dioxide, and it identified China as the biggest potential culprit. Its founder decided to focus all of its resources on China. So a foundation based in San Francisco has been focused on China's CO2 problems for 20 years! Amazing. It is responsible for the very progressive energy policy in China today—which is more progressive than that of the U.S. One of the advantages of a dictatorship is that it can move policy much more quickly than is possible in a democracy. The Energy Foundation has learned a great deal about problem solving during these 2 decades and the model has now been expanded to Brazil and India. She is doing exactly what she finds most interesting and important—critical to the future of the planet. "She loves what she does, and she is very grateful, just like I am, that we have work that we love." Continued. Address: Founder, Hodo Soy Beanery, 2923 Adeline Street, Oakland, California 94608. Phone: 510-735-4587.

2968. Schweiger, P.; Hofer, M.; Hartl, W.; Wanek, W.; Vollmann, J. 2012. N₂ fixation by organically grown soybean in Central Europe: Method of quantification and agronomic effects. *European J. of Agronomy* 41:11-17. Aug. * Address: 1-2. Plant Breeding Department, University of Agricultural Sciences Vienna, Gregor Mendel Strasse 33, A-1180 Vienna, Austria.

2969. Nordquist, Ted. 2012. Re: Bio of Jonathan Gordon. Letter (e-mail) sent to Henry L. Glasser; Robin Webster; Bill Shurtleff; Jeremiah Ridenour; Laura Tewnion, Sept. 28. 1 p. • **Summary:** Dr. Jonathan Gordon posted a bio / resumé for the IFT symposium. Nancy Chapman (director of SANA) sent a copy of it to Ted Nordquist, with a note ("Reading through the Bios, I have a problem with this Bio") and with the following part of Jonathan's bio highlighted in yellow: "After travelling the globe for two years working with every multinational food manufacturer and many major national

brands, he moved to White Wave Inc., where he was in charge of all production and R&D (and invented 'Silk' soymilk)."

Ted replied to Nancy as follows:

"Jonathan was hired by Steve Demos after we started manufacturing the Silk soymilk for Steve in Gustine, California in the Morningstar plant, beginning in January, 1996. In 1994-95 I developed the Silk soymilk using formulations I brought from Sweden, using the Morningstar pilot plant and the help of Laura Tewnion and Ann Shaw. We produced the Silk soymilk for White Wave from January 1996 to March 1998. Then Steve began producing Silk in the then Ador plant in Cedar City, Utah. Jonathan was the QC [quality control] manager [at White Wave] during the last phase of our making Silk and was then involved in the product from that time on. For him to publish in his Bio that he "invented Silk soymilk" is very far from the truth. To get confirmation of this you can contact Laura Tewnion who still works now for Dean Foods" (her e-dress of Laura Tewnion and Jeremiah Ridenour are given).

"Bill Shurtleff and Henry Glasser can also testify to these facts.

"Jeremiah Ridenour, then President of Wildwood Natural Foods can also testify to these facts. Jeremiah took me to Gary Veuve, then Manager of the Morningstar, Gustine plant and we agreed that I would develop the first ESL gable-top soymilk for Wildwood Natural Foods. For the record, it is important to note that the 'first ESL gable-top soymilk' idea was that of Jeremiah Ridenour! I developed soymilk formulations in Sweden, but with Tetra Pak cartons. ESL is exactly the same pasteurization techniques as aseptic Tetra Pak, but in a less stable carton. It requires refrigeration, but with up to 80 days shelf life, making it a 'refrigerated product' and sold in the dairy case. This introduced 'soymilk' in ESL cartons into the dairy case in the US. I believe the good flavor and being in the dairy case is what made soymilk successful in the USA. I would also give Steve Demos credit for his devotion to marketing this product and Jonathan for keeping the flavor good and developing additional variations. The original Silk soymilk had 5 grams of protein per serving, but when the FDA 'Heart Healthy' seal came along, all the soymilks were increased to 6.25g or 7g of protein per serving (just a little less water in the formulation). It is still sold almost exclusively in aseptic Tetra Pak in Europe. Once the product was developed (Morningstar was manufacturing Lactaid in ESL gable top), Jeremiah could not take it to market because of the minimum volumes required. I was running out of money so I took the ESL soymilk to Myron Cooper of Westbrae and Steve Demos. Steve signed onto the ESL soymilk and then developed the 'Silk' brand name. We made the product in the Silk ESL cartons for Steve for two years, selling it to him FOB Gustine, California, before he left us (abruptly)."

"Thanks, Ted.

"P.S. If you would like to forward this email to Jonathan, please do. I would like to see his response!" Address: Boulder, Colorado.

2970. *Central Valley Business Times (California)*. 2012. Food and ag chemical companies dumping \$34 million against Prop. 37. Oct. 3.

• **Summary:** Berkeley: "In the survey, released Sept. 27, even when presented with information about how much regulation might cost the cash-strapped state, a majority of voters support the ballot initiative.

"Sixty-one percent of Californians favor Proposition 37 and labeling genetically engineered food, while 25 percent of voters are opposed, the survey said. Forty-seven percent said they support the ballot initiative 'strongly,' while 16 percent were 'strongly' opposed. Here are the top ten contributors, according to a MapLight analysis of Secretary of State data through Sept. 30, "Yes" on Prop 37:

"1. Mercola.com Health Resources LLC \$1,100,000.

"2. Nature's Path Foods U.S.A. Inc. \$610,709

"3. Dr. Bronner's Magic Soaps... Inc. \$358,883.

"4. Organic Consumer Organizations' Committee for the Right to know about GMOs (unitemized contributions) \$335,122.

"5. Wehah Farm, Inc., DBA Lundberg Family Farms \$250,000.

"6. Alex Bogusky \$100,000.

"7. Amy's Kitchen \$100,000.

"8. Clif Bar & Company \$100,000.

"9. Great Foods of America \$100,000.

"10. Organic Consumers Association \$92,468."

2971. Brawerman, Mark. 2012. Big changes in dairy free products at Turtle Mountain LLC (Interview). *SoyaScan Notes*. Oct. 4. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Question: When did you realize that you had to make products from other than soy? Ans: "It's not that we had to make something other than soy. On 15 April 2005 we signed a national distribution agreement with Dryer's Ice Cream. This was done with Tom Delaplane, who had run Dryer's for 20 years. Shortly thereafter Nestlé went from having 20% ownership of Dryer's to having 100% ownership. Tom said that he had tested all the non-dairy ice creams worldwide and found that Turtle Mountain's were by far the best. Tom said that he would put Turtle Mountain products in Walmart and in major supermarkets nationwide. He said that our sales would increase to \$40-50 million in 2-3 years, but Dryer's is definitely not going to make any of these products, so you will have to expand production rapidly. Everything he said has actually happened. That created a new problem and a new opportunity for us. At that time, Dryer's carried Mocha Mix, which they stopped distributing once they started distributing our products.

Now up until 2005 Mark had made non-dairy soy products—except for a little frozen dairy yogurt in 1987-88. In 2005 Turtle Mountain was strictly a soy company. But Mark was watching this little company named Coconut Bliss in Eugene, Oregon. They started making their product on a Gelato machine in a clean room—it was very icy and kind of gritty and funky. Yet it started to sell, then sales and distribution increased steadily. In 2007 at a strategic planning session, Mark’s people were talking about new products, including a soy cup yogurt since they thought “the products on the market at that time were all terrible tasting.” Mark starting talking to his people about making a coconut product. But they had no interest in it. Mark’s products had been in Whole Foods for 15 years. He and his people would meet with Whole Foods in December 2007 and show them the new products they planned to be shipping in March/May 2008. Four weeks before the meeting Mark decided that he wanted to take 3-5 flavors of coconut ice cream to that meeting. He normally would never give such a command to his guys; its not a dictatorship. In the northwest, data showed that Coconut Bliss was now outselling Mark’s products. The coconut flavors got developed and Mark took them to the meeting with Whole Foods in Austin [Texas]; they liked them and they started appearing in stores the following April. “Within 5 weeks of putting the product into Whole Foods, each of the 5 ‘So Delicious’ coconut flavors in pints was selling more units and more dollars and at a 20% price premium to his Ben & Jerry’s-type Purely Decadent soy products, than any single soy ice cream. Each one was selling better than any other product we manufactured. Why? People preferred the taste of the coconut to the soy—that’s all I can tell you.”

Mark thinks his company got into coconut just before the anti-soy publicity on the Web became significant. His sales of soy products had not yet started to decrease. “Coincidence, act of God, whatever it was.” His timing was incredibly fortunate—almost perfect.

In April 2008 they first released their coconut ice creams to national distribution via UNFI (United Natural Foods); it went to their 12-13 national distribution centers. Once they brought out the first coconut ice creams in Whole Foods, from that year on their soy business started to go down by double digits each year; the sales of all their ice cream competitors were going down even faster. “We went from about \$27-28 million of net soy sales down to \$16-\$17 million in 3 years.” The coconut went up much, much faster than the soy went down. Mark’s total sales in 2005 were \$10-\$11 million; this year (2012) they will be \$75-80 million. “We have been very blessed with consistently growing the business double-digit for the past 6-years straight. We certainly try hard.” The coconut products (especially coconut ice cream and coconut beverage) have been responsible for most of the growth. Today Mark’s has more than 70% of the dairy free frozen dessert market in the USA. Tofutti

is steadily decreasing in size. Rice Dream (developed by Imagine Foods, now owned by Hain) is almost nonexistent.

Over the years, the dairy industry has gotten a bad image for its products, with things such as bovine growth hormone—but of course Mark never mentions that.

Mark buys his coconut in the form of dried meat—by the container. He uses it all—even the fiber which makes his coconut products a good source of fiber. The fact that the coconut has been dried (is not fresh) has no influence on the flavor—in Mark’s opinion.

Does Mark get many questions about the saturated fats in coconut products. Yes, but he explains that medium-length triglycerides are easier for the body to digest. All of the polyunsaturated oils (such soy, corn, safflower, etc.), which are the predominant edible oils in the United States are scavengers, looking for electrons, disrupting cells so that they can become more stable. They have long chains, are hard to digest, and they make people fat. Moreover, coconut meat is an old food; Polynesians have eaten it for thousands of years.

By the time Mark brought out the coconut ice cream, he had also introduced a soy yogurt. Within 6-9 months thereafter the other soy yogurts (such as WholeSoy and Silk) had a dramatic improvement in flavor.

After the coconut ice cream hit the market, they launched a “So Delicious” coconut yogurt and then a coconut milk. Then in March/April 2011 they were showing a Greek-style dairy free coconut yogurt very quietly at the Natural Products Expo. They were also showing similar Greek-style almond yogurt. They brought out the coconut yogurt first and then the almond yogurt in June 2012. In late 2011 they decided to make an Almond Plus dairy free beverage with 5 gram of protein per serving. They thought—mistakenly—that consumers would pay a little more for the large increase in protein at a 10% premium price; the supermarket store and Walmart buyers loved the product but the consumers refused to pay more. The magic price for selling any dairy free beverage is \$2.99 a half gallon. The almond product is still selling, but Walmart cut it down to 400 to 500 stores from 3,200. It was not the magical home-run product we thought it would be.

Why have sales of dairylike soy products decreased? Mark thinks a key reason is competition from other non-soy products such as coconut and almond. Noise about soy not being healthy on the Web is clearly also a reason, even if it is false.

The official name of Mark’s company has been changed to Turtle Mountain LLC from Turtle Mountain Inc., but they now answer the phones as “So Delicious Non-Dairy.”

Before Mark got involved with soyfoods, he had been in the garment business for many years, including 1½ years with Levi-Strauss. Address: Springfield, Oregon.

2972. www.commondreams.org. 2012. Scenes of ‘Dust Bowl

Days' return (Web article). Oct. 20. Printed Oct. 20.

• **Summary:** "Dramatic video footage and eye witness accounts from Oklahoma on Thursday tell the story of a scene right out of the Depression-era 'Dust Bowl days' as a massive wind-swept cloud of 'reddish-brown' dirt made visibility impossible on a stretch of Interstate-35 between Oklahoma City and Kansas City, Missouri.

"Experts have warned for years about the impact of top soil erosion caused by an over-reliance on industrial farming practices, including heavy use of chemical fertilizers.

"As science journalist April Kelsey, writing for *Suite 101*, explains: "The chemical fertilizers and pesticides commercial farmers rely on to produce high single-crop yields kill many of the essential microorganisms and insects that aerate and build the soil, while heavy farming machinery destroys soil structure through compaction. Chemicals also leach water from the soil, making it salty and acidic and leaving crops vulnerable to drought. Dry and damaged soil erodes much faster than healthy soil.

"Experts estimate that 66 percent of U.S. soil degradation and erosion has resulted directly from these kinds of agricultural practices. The corn fields of the U.S. Midwest are "an area of particular local concern," where as much as 75 percent of the topsoil has been lost to erosion."

2973. Railey, Stuart. 2012. The Hearty Vegan hopes to bring tempeh and other organic foods to larger retailers. *Daily Texan (The) (Austin, Texas)*. Oct. 28.

• **Summary:** "Despite the shadow of today's stifling economy, small business owners Beth and Becky Taylor have subsisted on a passion for delicious food and the adoration of their loyal customers, specializing in the Indonesian delicacy called 'tempeh.' This mother and daughter duo, known commercially as The Hearty Vegan, aims to extend their meatless cuisine beyond UT [University of Texas] co-ops to larger retailers like Whole Foods Market."

"But as the Taylor family has discovered, winning over the hearts and stomachs of food lovers isn't always ideal in a small business setting. The path to success has often been paved with sleepless nights and work without pay. Two years of cooking, marketing and saving has only just started turning a profit for The Hearty Vegan."

"If your mindset is, 'There's no other way but forward,' then you work through all the things that make you quit and it's very good, even for your own personal growth,' Beth added.

"Nonetheless, copious amounts of unrelenting work are slowly beginning to pay off, and not just in revenue. After eight months deliberation with the Austin Health and Human Services Department, The Hearty Vegan is now the only certified tempeh grower in the state of Texas.

"Because the production of tempeh involves keeping food within the 'Danger Zone,' a set of temperatures between 41 degrees Fahrenheit to 140 degrees Fahrenheit, this feat

was not easy to come by."

"In order to get our stamp of approval, we had to figure out ways to deal with each of the main pathogens: salmonella, listeria and clostridium, which is botulism,' Beth Taylor said."

2974. Silver, Jimmy. 2012. History of Cornucopia Natural Foods (Interview). *SoyaScan Notes*. Nov. 12. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** In about 1977 Norman A. Cloutier [owner, pronounced KLAU-tee-ay] and Daniel V. Atwood [Norman's 2nd in command] founded Cornucopia Natural Foods as a distribution company in Rhode Island. Within several years they moved their warehouse to Connecticut.

Jimmy is quite sure this distribution company is not connected to the Cornucopia Natural Foods that was started by Richard Buck in July 1976 as a retail store in Berkshire, Massachusetts.

When Jimmy was an owner of Pure & Simple, in 1980 Cornucopia was a big customer. Jimmy and Jeff went to see them in Connecticut, where they had a brand new building. They had just moved there from Rhode Island. That building, Jimmy thinks, is the Whole Foods regional warehouse for New England.

In about 1988 Norman sold Cornucopia to his employees as an ESOP (Employee Stock Ownership Plan). Norman Cloutier, Steven Townsend, Daniel Atwood and Theodore Cloutier loaned the employees \$4.080 million so they could buy the company. In those days, if you sold your company to an ESOP you got tremendously favorable tax treatment—a very low tax on the income. After the employees owned Cornucopia, Norman continued to work there as the president of the company, and Dan (who may have received some money from the sale) continued on as the vice-president, Then Norman bought a horse farm...

When UNFI acquired Stowe Mills, they acquired Cornucopia at about the same time. Jimmy is not sure of the sequence of events—if Stowe bought Cornucopia and then UNFI bought the combined companies. Or whether UNFI acquired Cornucopia and then Stowe Mills and then forced them together and ultimately combined them in one new warehouse in either New Hampshire or Vermont—where he thinks they remain to this day—but he is not sure. The Connecticut building was taken over by Whole Foods Market, which needed a bigger regional warehouse than the one in Brighton that Bread and Circus had maintained. When UNFI had to merge the two companies operations, Jimmy thinks that Norman was in charge of that, and that merging the two computer systems was such a disaster that it didn't work for about a year; after a year they got rid of Norman. "Norman was a really driven kind of guy, who really liked to succeed at things."

Jimmy thinks that Dan still works for UNFI on the East Coast; he may be a vice-president of the company or he may

have retired. Dan would know all the history of Cornucopia.
Address: President, Pure Sales, P.O. Box 5116, Irvine,
California 92716-5116.

2975. Hain Celestial Group, Inc. (The). 2012. Annual report 2012: Hain Celestial offers products to help support health & nutrition as part of a healthy lifestyle. Melville, New York. 8 + 88 + [6] p. Nov. 10. 28 cm.

• **Summary:** The first 8 pages (8 x 10 inches), which are bound separately, contain a long statement by Irwin D. Simon, the CEO, with a new photo of him. On each left-hand page is a statement, written in large letters (all caps, with a few colored letters or symbols) of different sizes, about the past year or the company's mission. For example (p. 2): "Fiscal year 2012 was a milestone year for Hain Celestial as we finished the year with record sales, operating income and net income. Our year saw double digit growth in sales and earnings with solid results across all of our segments as consumers increasingly focus on health, wellness and nutrition."

Of the \$1.378 billion in worldwide sales, \$991.6 million were from North America, \$192.4 million were from the United Kingdom, and \$194.3 million were from the rest of the world.

The Hain Celestial 2012 Form 10-K is bounded separately. On p. 49 we read: Net sales for the year ended 30 June 2012 were \$1,378 million, up 24.3% from 2011. Net income in 2012 was \$79.225 million, up 44% from the \$54,982 million in 2011. Address: 58 South Service Road, Melville, New York 11747-2342. Phone: 631-730-2200.

2976. Non-GMO Project. 2012. Michael Funk: Chair and Co-Founder, United Natural Foods, Inc. www.nongmoproject.org. Retrieved Nov. 12

• **Summary:** Michael Funk founded Mountain Peoples Warehouse in 1976. As one of the pioneers of the natural food industry, and President of MPW, he built the company into the leading natural food wholesaler in the west. In 1996, he co-founded United Natural Foods, to form the largest natural food distributor in the country. As President and CEO of UNFI, Michael led the company to sales of over 2.5 billion dollars. Michael is active in numerous industry and trade groups, and is the president of the Non-GMO Project. He also serves on the Boards of several environmental non-profit groups such as the Sierra Fund and the South Yuba River Citizens League.

A color portrait photo shows Michael Funk.

Note: The Non-GMO Project was established in 2005, by The Natural Grocery Co. (Berkeley, California) and Big Carrot Natural Food Market (Toronto, Ontario, Canada). Address: California.

2977. *SoyaScan Notes*. 2012. Soy milk and cow's milk prices in the refrigerated dairy case at Trader Joe's in Lafayette,



California (Overview). Dec. 27. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Since Dec. 1983, approximately every other year, Soyinfo Center has conducted a survey of the prices of soy milk and cow's milk in California.

Trader Joe's is an all-purpose grocery store which emphasizes low prices and natural foods. Both soy milk and cow's milk are sold in the dairy case under the Trader Joe's brand.

All soy milk is sold in ½-gallon gable-top paper milk cartons. Low-fat vanilla or original (5 gm of protein per cup): \$3.29. Organic unsweetened \$3.49 (7 gm of protein per 8 oz cup). Organic low-fat unsweetened \$2.99 (7 gm of protein per cup).

Trader Joe's organic soy yogurt in the dairy case: Organic 24 ounces: \$2.49. Strawberry or peach (6 oz. cups): \$0.99 each.

Trader Joe's has two sets of soy milk (each set is of about equal size) in its dairy case: Non-organic and organic.

Trader Joe's has two sets of cow's milk (each set is of about equal size) in its dairy case: Non-organic and organic. Most dairy milk is sold in plastic bottles or jugs. In the prices that follow the Non-organic price will be listed immediately before the organic price, separated by a "/".

Cow's milk (fortified with vitamins A and D) sells for the following prices at the Trader Joe's in Lafayette, California: (1) Fat free: quart \$1.29/NA (not available) or half gallon \$2.19/\$3.49 or gallon \$3.39/\$5.99

(2) Low fat (1% fat): quart \$1.29/NA or half gallon \$2.19/\$3.49 or gallon \$3.39/\$5.99.

(3) Reduced fat (2% fat): quart \$1.29/ NA or half gallon \$2.19/\$3.49 or gallon \$3.39/\$5.99

(4) Whole (homogenized, fortified with vitamin D only): quart \$1.29/ NA or half gallon \$2.19/NA or gallon \$3.39/\$5.99. (5) Reduced fat (2% fat) with the cream on top, half gallon NA/\$3.49. (6) Whole (nonhomogenized) with the cream on top, half gallon NA/\$3.49.

The best-seller among these is the fat-free gallons, \$3.39 per gallon, with 4 facings.

Trader Joe's has no acidophilus plus bifidus milk.

2978. *SoyaScan Notes*. 2012. Soymilk and other nondairy milk prices in nonrefrigerated shelf-stable (aseptic) cartons at Trader Joe's in Lafayette, California (Overview). Dec. 27. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Since Dec. 1983, approximately every other year, Soyinfo Center has conducted a survey of the prices of soymilk, other nondairy milk, and cow's milk in California.

Trader Joe's is an all-purpose grocery store which emphasizes low prices and natural foods. Various nondairy milks are sold under the Trader Joe's brand and several other brands.

Varieties of soymilk: Trader Joe's Soy Essential: Soy Beverage. 1 quart, organic, unsweetened, with 500 mg omega-3 ALA [alpha-linolenic acid] plus a good source of fiber and enriched with 7 nutrients: \$1.69.

Trader Joe's Organic. 1 quart: \$1.69. 2 quarts (half-gallon), original, or vanilla or chocolate (all 3 sweetened with sugar): \$2.99.

Trader Joe's nonorganic. 1 quart, original, or vanilla or chocolate (all 3 sweetened with sugar): \$1.69.

WestSoy Nonfat Organic Soymilk (made by Hain-Celestial). 1 quart. Plain (sweetened), vanilla, or vanilla unsweetened: \$1.99.

Soy Dream Organic Enriched (made by Hain-Celestial). 2 quarts (half gallon). Original or vanilla: \$3.19. Enriched with: Soy isoflavones 47 mg per serving. Vitamins A, B-12, D & E. Calcium equivalent to milk. Sweetened with evaporated cane juice [sugar].

Nonsoy, nondairy beverages: Trader Joe's rice milk in 2-quart (half gallon) cartons: Original (unsweetened) organic and vanilla (unsweetened) not organic: \$2.99 each. The same two products in quarts: \$1.69 each.

Blue Diamond Almond Breeze. 1 quart, nonorganic. Unsweetened vanilla, unsweetened original, and sweetened original: \$1.99.

Trader Joe's Almond Smooth. 1 quart, nonorganic, fortified with calcium plus vitamins A, D, and E. Original, chocolate, or vanilla: \$1.69.

Pacific Organic Almond (from Pacific Foods, Oregon). 1 quart. Vanilla or original: \$1.99.

Trader Joe's coconut milk, 1 quart, with calcium, vitamins A and B-12 plus medium-chain fatty acids. 1 quart, nonorganic: \$1.99.

2979. Roseboro, Ken. 2013. GM food labeling: "We lost the battle but we will win the war." Arran Stephens and Gary Hirschberg on the way forward after Proposition 37 [in California]. *Organic and Non-GMO Report (The) (Fairfield, Iowa)* No. 129. Dec. 2012 / Jan. 2013. p. 4-7.

• **Summary:** Six million people in California voted yes on Proposition 37, the ballot initiative to label genetically engineered foods, in the face of \$46 million in spending to defeat the proposition; it lost by 51.5% to 48.5%. Stephen's food company, Nature's Path, donated \$660,000 to support

the proposition, the largest sum donated by any organic food company.

Another GM labeling initiative, I-522 is on a forthcoming ballot in the state of Washington.

Current color photos show: (1) Arran Stephens, CEO of Nature's Path. (2) Gary Hirschberg, chairman of Just Label It.

2980. Roseboro, Ken. 2013. The 2013 non-GMO sourcebook: A buyers guide to global suppliers of non-GMO and organic seeds, grains, ingredients, feed and foods. Fairfield, Iowa: Evergreen Publishing, Inc. 106 p. Illust. (both color, and blue and white photos). Index. 28 cm.

• **Summary:** Contents: Editor's introduction (by Ken Roseboro, publisher and editor). Suppliers of non-GMO products: United States, Canada, Europe, Africa / Middle East, Asia / Australia, Latin / South America. The Non-GMO Project special section (p. 51+). Non-GMO shopping guide. Related products, services, and organizations. rBGH-free dairy processors in the US. Index of non-GMO suppliers by product category: Seeds (corn, soybean, edamame), canola / rapeseed, processed canola / rapeseed products, corn / maize, processed corn / maize products, soybeans (identity preserved, specialty, organic), processed soy products (flakes, flour, germ concentrate, grits, lecithin, meal, nuts, oil, low linolenic oil, phytosterols, protein, textured protein, soymilk, soymilk powder, soy sauce, tofu, vitamin E / tocopherols), other grains / oilseeds and processed products (alfalfa / hay, barley, cotton,...), other ingredients and processing aids (citric acid, dairy ingredients...), sweeteners, food products, food supplements, animal feed. Index of related products, services and organizations. Complete index of listings. Index of advertisers.

Note 1. In the Suppliers section, many company entries have the Non-GMO Project logo (with an orange and black butterfly on a green leaf) next to their company name

This comprehensive book gives the single best picture of the growing industry, worldwide, opposed to genetic engineering. Address: Editor / Publisher, P.O. Box 436, Fairfield, Iowa 52556. Phone: 1-800-854-0586.

2981. Guardino, Lorraine. 2013. Re: How Soy City Foods in Toronto, Ontario, Canada, became Sol Cuisine (Interview). Letter (e-mail) to William Shurtleff at Soyinfo Center, Feb. 28. 1 p.

• **Summary:** In 2002 Dror Balshine bought Soy City Foods (of Toronto, which had been founded in 1980) and four of people remained with Sol Cuisine for a two year period: John Esquivel, Production Manager; Lorraine Guardino, Sales Manager; Charlie Lund, Production; Peter Ness, Production; Of these only John and Lorraine remain working for Sol Cuisine. Lorraine is still in Sales and John is still Production Manager. Len Bugyra now runs a successful insurance benefits company. Paul Whitehead passed away

several years ago and I have no idea what Jon Cloud is up to. Patrick Lorraine's husband of 30 years but he has not been with Soy City since 1980. Lorraine started working part time (while our children were young) in 1983 at the front of the "Soyateria" as it was called and then began working in production, moved on to sales and have been doing that ever since. John Esquivel has been our Production Manager ever since Jon Cloud left Soy City. Golden Age Foods which was Soy City Foods and the Vegetarian Restaurant, closed its doors when we were purchased from Sol Cuisine.

"Patrick was the first Manager. He was also a welder which came in handy when he built the first tofu shop we had. Wow are we going back! Funny, Lorraine just recently was going through some old files here and found your book, Patrick used it as a bible when he built the first tofu shop and his notations are all through the very weathered copy we have. Lorraine took it home for him.

"Do you know Haro Wehrmann? He grows our Certified Organic soybean for us here in Ontario."

All of the products that Sol Cuisine presently sells contain soy, and many have soy as the main ingredient. All are vegetarian. They sell to both retail and foodservice. They sell in Whole Foods and Raleys in California, People's Co-op in San Francisco. Their three most popular products are tofu, burgers (various types), and breakfast patties. www.solcuisine.com. Address: Sales Manager, Sol Cuisine, 3249 Lenworth Drive, Mississauga, ONT L4X 2G6 Canada. Phone: 905-502-8500 x 221.

2982. *SoyaScan Notes*. 2013. Soy milk and other nondairy milks in nonrefrigerated shelf-stable (aseptic) cartons are moved to a less conspicuous part of the store in a small shelf area at Trader Joe's in Lafayette, California (Overview). March 15. Compiled by William Shurtleff of Soyinfo Center. • **Summary:** This would seem to indicate that these products are becoming less important and selling less.

2983. *SoyaScan Notes*. 2013. Growth of tempeh sales in the USA in mass grocery stores and in the natural foods market (Overview). Compiled by William Shurtleff of Soyinfo Center. [2 ref]

• **Summary:** Sales of refrigerated tempeh in the mass grocery market: For the 52 weeks ending 13 April 2013 sales were \$4.336 million and compared with \$3.543 million during the previous year. This is a year-over-year dollar increase of 22.4%.

Sales of refrigerated tempeh in the natural foods market: For the 52 weeks ending 16 Jan. 2013 sales were \$2.319 million and compared with \$2.167 million during the previous year. This is a year-over-year dollar increase of 7.0%.

From this we also see that about 87% more dollars are spent on tempeh in the mass grocery market compared with the natural foods market.

2984. **Product Name:** Organic Koji [Long-Term Rice Miso, Short-Term Rice Miso, Amazake].

Manufacturer's Name: Rhapsody Natural Foods.

Manufacturer's Address: 752 Danville Hill Rd., Cabot, VT 05647-9622. Phone: 802-563-2172.

Date of Introduction: 2013 April.

Ingredients: Deep well water, polished certified organic brown rice, *Aspergillus* culture. (White to yellow-green color).

Wt/Vol., Packaging, Price: 16 oz (454 gm) sealed plastic bag. Retail for \$10. 15 lbs. \$112.50 bulk quantity.

New Product–Documentation: Letter (e-mail) from Sjon Welters. 2015. Nov. 25. "We started to make our own koji for the mellow red miso and sweet white miso and amazake. Then we introduced our own koji in a retail pack in April of 2013. We make all our koji ourselves. It is organic. All 3 types are made with short-grain brown rice, lightly polished. It can be stored frozen, refrigerated or at room temperature. We have not found a difference in potency in either method. We have three different types of koji because when we ordered koji starter from Mitoku in Japan, they offered these three different kinds of starter. Basically the proportion of different type of enzymes varies with each type of koji."

2985. Shurtleff, William; Aoyagi, Akiko. comps. 2013. History of whole dry soybeans, used as beans, or ground or flaked (240 BCE to 2013): Extensively annotated bibliography and sourcebook (Continued–Document part II). Lafayette, California: Soyinfo Center. 950 p. Printed 2 July 2013. 28 cm. [2337 ref]

• **Summary:** 1917 May 19—An article titled "Soybeans for Human Food, by Kay B. Park, published in *Ohio Farmer* is the first to recommend that soybeans not be cooked in the water in which they are soaked. "One result of the work is that an exceedingly simple household method has been found by which soybeans can be made as palatable as navy beans. The process consists merely in soaking the beans overnight in a large excess of hot water or until the bad flavor has disappeared, which can be determined by tasting. The water should be poured off and the beans rinsed. When the strong flavor has been removed the beans can be cooked like navy beans."

1917 Sept.—The term "soy-bean pulp" is first used in the popular *Good Housekeeping* magazine in an article titled "Soy: The Coming Bean," by William Leavitt Stoddard. Eight soy recipes are given; six call for whole "soy beans" and two for "soy-bean meal"—full-fat soy flour. The term soy-bean pulp probably refers to whole soybeans that have been baked then ground or mashed to a pulp.

The term is next used (very clearly) on 2 Jan. 1918 in several recipes in the *Boston Daily Globe*.

1918 Feb.—Dr. John Harvey Kellogg, in an article titled "The Soy Bean" published in *Good Health magazine*,

describes an ingenious way to pressure cook soybeans without using a pressure cooker and with no concern about stirring or burning.

1918 Feb.–The term “whole soy-beans” first appears in the *Journal of Home Economics* (p. 64-70).

1918 July 30–The *Boston Daily Globe* writes: “Odd as it may seem, and incredible as it may appear, the Boston baked bean of today is almost invariably the soya bean, which is imported from China and grown on Southern estates, from Virginia to the Mississippi.”

1918–During the season of 1916 about 100,000 bushels of American-grown soy beans were packed as baked beans by several canning companies in the Central and Eastern States” (W.J. Morse, *Yearbook of the USDA*).

1921 April 27–The term “canned soybeans” is first used by J.C. Hackleman of the University of Illinois, in a letter to W.J. Morse.

1926–Hain Health Foods (Los Angeles, California) begins selling “Canned Soy Beans.”

1929 Nov.–La Sierra Industries (Arlington, California; founded and run by T.A. Van Gundy) starts selling “La Sierra Soy Beans” (Canned; Unseasoned Green-Seeded Type, or With Tomato Sauce) and “La Sierra Soy Cereal”—a toasted and shredded all-soy product. The latter was the company’s best-seller in the early 1930s.

1929-1930–During their 2-year expedition to East Asia, Dorsett and Morse (USDA agricultural explorers) find many commercial products in Japan (Tokyo) containing whole soybeans—many of them treats or sweets for children. In Korea they find no food products but several uses of cooked whole soybeans as feed (as for an ox). In China they find no uses for food or feed.

1933–California Food Kitchens (Los Angeles, California) launches a line of whole soybean products—the earliest such products for which we have an advertisement. These include Gud Fud Soya Beans, Soya Loaf, Soya Rice Lunch, Soya Sandwich Spread, etc.

1934 June–La Sierra Industries launches La Sierra Soy Breakfast Food (Ready to Serve Cereal). The company advertised it in *Health* magazine as “Perfect Protein, High Alkaline Ash, Low Starch.”

1941-1945–During World War II, soybeans again return to prominence just as they did during World War I.

1945–The Kellogg Co., famous maker of breakfast cereals (Battle Creek, Michigan), introduces Kellogg’s Corn Soya Shreds, and advertises them widely—including two full-page color ads in *Life* magazine. They were made from “soya flakes.”

1960–The influential book *Zen Macrobiotics*, by George Ohsawa, contains many recipes for soybeans (including black soybeans) served as beans, often with Japanese seasonings—such as soy sauce or miso.

This is the earliest macrobiotic document seen that gives a recipe for whole soybeans served as beans.

1965–In his work “Soybean Utilization in Japan,” William Brandemuhl has a section on Soybean tsukudani and nimame. He says a very large maker might use 300-350 kilograms of soybeans per day for soybean tsukudani.

This is the earliest document seen that contains the term “Soybean tsukudani.”

1971–Arrowhead Mills (Hereford, Deaf Smith County, Texas) uses a unique process that involves infrared heat to make Soybean Flakes. This type of heat plasticizes the soybeans so that they become cohesive flakes rather than grits and flour.

1992–In *The Zen Monastic Experience: Buddhist Practice in Contemporary Korea*, Robert Buswell, Jr. states: “Bean products constitute one of the largest components of the monastic diet during all seasons. Cooked black [soy] beans, seasoned with soy sauce, sugar, and white sesame, are served at least once a day.” Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

2986. Shurtleff, William; Aoyagi, Akiko. comps. 2013. *History of soymilk and other non-dairy milks (1226-2013): Extensively annotated bibliography and sourcebook*. Lafayette, California: Soyinfo Center. 2,972 p. Subject/geographical index. Printed 30 Aug. 2013. 28 cm. [8761 ref] • **Summary:** This is the most comprehensive book ever published about the history of soymilk and other non-dairy milks. It has been compiled, one record at a time over a period of 35 years, in an attempt to document the history of these interesting beverages. It is also the single most current and useful source of information on this subject.

Contents: Search engine keywords. Dedication and acknowledgments. Introduction: Brief chronology / timeline of soymilk and other non-dairy milks. About this book. Abbreviations used in this book. How to make best use of this digital book–Search it. Eight pages of color photos. Contains 233 photographs and illustrations. <http://www.soyinfocenter.com/books/166>.

Contents: Scope for Soymilk: This book focuses on the use of soymilk as a beverage. Soymilk has long been the most widely consumed non-dairy milk worldwide. Soymilk also appears as a step in the process for making tofu, yuba, soy yogurt, soy ice cream, soy cheese, fermented soymilk (incl. soy acidophilus milk), etc. Each of these soy products is or will be the subject of a separate book.

Amazaké, a thick fermented non-dairy rice beverage from Japan, usually served hot, topped with a dab of grated gingerroot, is also the subject of a separate book.

Use in East Asia: Only in China has soymilk (*doujiang*) long been used as a beverage. Traditionally it was been served hot, ladled from a caldron for breakfast, at the place where it was made either sweetened or as the base of a salted soup served with deep-fried crullers. It was not used to feed infants or as an infant formula.

Starting in the 1920s, a small number of companies in

China started to make and sell bottled soymilk.

In Hong Kong, Vitasoy was launched in 1940 by K.S. Lo as a nutritious food for refugees fleeing during World War II. By 1968 it had captured 25% of the Hong Kong soft drink market, second only to Coca-Cola.

In Japan, bottled soymilk arrived in about 1957. The first soymilk boom started in about 1980; the many brands of soymilk were all sold in 180 ml aseptic cartons.

In the United States and Europe, soymilk started to become popular in the 1980s. The first two brands sold nationwide were Vitasoy and Edensoy, both aseptically packaged so they did not need refrigeration. The first superstar of soymilks, Silk, was launched by White Wave of Boulder, Colorado, in early 1996. It was sold in the dairy case in gable-top cartons that looked like typical milk cartons.

The first widely popular rice milk was Rice Dream, launched in June 1990 by Imagine Foods of Palo Alto, California

Brief chronology of soymilk and other non-dairy products.

1226–Kitab al-tabik [A Baghdad Cookery Book], by al-Baghdadi et al. is the earliest document seen that mentions a non-dairy milk—almond milk.

1365?—Yiya Yiyi [Remnant Notions from I Ya], by Han Yi is the earliest document seen that mentions soymilk, which it calls doufujiang.

1390—"Almond milk" is first mentioned in English in The Forme of Cury. It came to be widely used in Europe during Lent—the first popular non-dairy milk in the Western world.

1640 ca.—Soymilk is probably in use in China by the beginning of the Qing dynasty (H.T. Huang 2006).

1704—Soymilk is first mentioned in English by Domingo Fernandez Navarrete in his book A Collection of Voyages and Travels. Navarrete served as a Dominican missionary in China.

1790?—An undated painting of hawkers selling soymilk (doujiang) in China, by Yao Wenhan, is from the Qing dynasty.

1790—Soymilk is mentioned by Juan de Loureiro in his book The Flora of Cochin China. Loureiro was a Portuguese Jesuit missionary who lived in what is now Vietnam. He notes that soymilk is part of the process for making tofu.

1866—Soymilk is first discussed as a drink in its own right by the Frenchman Paul Champion, who traveled in China. In a French-language article he stated that the Chinese had taken their cups to tofu shops to get hot soymilk, which they drank for breakfast.

1896 June—Soymilk is first referred to in the United States by Henry Trimble in the American Journal of Pharmacy.

1897 July 7—The term "soy-bean milk" (or any cognate / relative thereof) first appears in a USDA or U.S. government

publication: C.F. Langworthy. 1897. "Soy beans as food for man." USDA Farmers' Bulletin No. 58. p. 20-23. July 7. The table, titled "Comparison of the composition of soy-bean milk and cows' milk," gives the nutritional composition of the two liquids. The same term next appeared in Dec. 1916 in a USDA Bulletin by Piper & Morse, and then on 7 Feb. 1917 in a USDA Weekly News Letter.

1897 Nov. 16—Peanut cream and peanut butter are now being made in Kokomo, Indiana by Lane Bros. (Kokomo Daily Tribune, p. 4). This is the earliest document seen that contains the term "peanut cream."

1899—Almeda Lambert of Battle Creek, Michigan, in her book Guide for Nut Cookery, describes how to make "peanut butter, peanut cream, peanut milk, raw peanut milk and cream, almond milk, hickory milk, pine-nut milk, chufas milk and cocoanut milk" at home. This is the earliest document seen that contains the term "peanut milk" or the term "cocoanut milk."

1906 April—Katayama, in Japan, reports that he has made "A condensed vegetable milk" from soy-beans.

1909—The first soy-based infant formulas and soymilk made from full-fat soy flour are developed in the United States by John Ruhrah, a pediatrician. He reports his results in the Archives of Pediatrics (July 1909).

1910—The world's first soy dairy, named Caséo-Sojaïne, is founded by Li Yu-ying, a Chinese citizen, biologist and engineer, at 46-48 Rue Denis Papin, Les Vallées, Colombes (near Asnières), a few miles northwest of Paris. In December 1910 he applies for the world's first soymilk patents (British Patents No. 30,275 and 30,351). The first patent is titled "Vegetable milk and its derivatives." He is issued both patents in Feb. 1912.

1913 June 13—Li Yu-ying is issued the first U.S. soymilk patent (No. 1,064,841), titled "Method of manufacturing products from soja." He filed the application on 10 Oct. 1911.

1914—Maria M. Gilbert, in her book Meatless Cookery, gives a recipe for "Rice milk."—the earliest known use of this term.

1917—Soymilk is being produced commercially in the U.S. by J.A. Chard Soy Products in New York City.

1921 Sept. 23—Vita Rice Products plans to build a factory to make "rice milk products," including Vita Rice Milk, in San Francisco (San Francisco Business, p. 20).

1921—Leon Rouest of France gives the first detailed discussion (in French) of calf-milk replacers based on soymilk.

1929 Nov.—T.A. Van Gundy, founder of La Sierra Industries in Arlington, California, launches La Sierra Soy Milk, and becomes the first Seventh-day Adventist worldwide to make soymilk commercially. The product was canned and the beany flavor removed by live steam processing.

1929 Dec.—Bottled soy bean milk is now widely made

and sold in China. “One large factory in Peking now makes and distributes over a thousand bottles of [soy] milk daily; in Shanghai two factories each meet an even greater daily demand. The industry is bound to grow rapidly to greater dimensions” (Adolph and Wang 1929).

1931–Madison Foods of Madison, Tennessee, introduces Madison Soy Milk—the world’s earliest known soymilk to be fortified with calcium and the second commercial soymilk product made by Seventh-day Adventists in the USA. Madison Foods is a company run by students and faculty within Madison College, a pioneering work/study school.

1936 Jan.—Dr. Harry W. Miller and his son, Willis, start making Vetose Soya Milk, sold in natural or chocolate flavors in sterilized half pint or quart bottles at their Vetose Nutritional Laboratories in Shanghai, China. Dr. Miller is a Seventh-day Adventist physician, a student of Dr. John Harvey Kellogg, and a medical missionary living in China. The world’s first “soy dairy,” this company also made soy ice cream and Acidophilus Vetose (a cultured soya milk)—both launched in Jan. 1936. But Japan was invading China. Within months after the soy-milk business began booming, a Japanese bomb blew up the soy dairy.

1936 April—The earliest known English-language document to contain the modern word “soymilk” is: Miller, Harry W.; Wen, C. Jean. 1936. “Experimental nutrition studies of soymilk in human nutrition.” *Chinese Medical Journal* 50(4):450-59. April. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

2987. Shurtleff, William; Aoyagi, Akiko. comps. 2013. *History of soymilk and other non-dairy milks (1226-2013): Extensively annotated bibliography and sourcebook (Continued—Document part II)*. Lafayette, California: Soyinfo Center. 2,972 p. Printed 30 Aug. 2013. 28 cm. [8761 ref]

• **Summary:** (Continued): 1936 June—Sobee, the world’s earliest known branded soy-based infant formula, is launched by the American Soya Products Corp. of Evansville, Indiana.

1939 autumn—Dr. Harry W. Miller, forced by the war in China to return to the USA, starts making soymilk at Mt. Vernon, Ohio, in a large brick plant which he and coworkers built from the ground up. The first two products are canned liquid soymilk (made in a pressure cooker and fortified with vitamins and minerals) and malted soymilk (Soy-A-Malt). Pressure from the powerful U.S. dairy industry and the USDA convinced Miller not to call his product ‘soymilk,’ so he latinized the name to Soya Lac. This term was first used in late 1939 for Miller’s first American soymilk.

1940 March—K.S. Lo, founder and managing director of the Hong Kong Soya Bean Products Co. Ltd. starts to make soymilk in Hong Kong. His product, originally named Vita Milk (Wai-ta-nai in Chinese) was fortified with calcium, cod-liver oil, and vitamins, and sold in milk bottles, primarily as a nutritious, affordable beverage for refugees. In June

1940 the product was renamed Sunspot, and in 1953 it was renamed Vitasoy.

1943—Bob Rich first learned about soymilk from employees of Henry Ford, who were making soymilk at the Carver Laboratory in Dearborn, Michigan, for use in the Ford Hospital. In April 1945 Rich Products Corp. launched Whip Topping—a non-dairy product. The first lawsuit against Whip Topping (1949) charges that this is an imitation dairy product—and thus illegal. Bob Rich and Rich Products (Buffalo, New York) mount an aggressive defense, contending that their product is not an imitation (which implies inferiority to the real product) but a replacement. By 1974 Rich Products (which now also made non-dairy Coffee Rich—a coffee whitener or creamer) had won 40 cases. That year the Kansas Supreme Court declared Coffee Rich “a new and distinct food” and the dairy lobby gave up. Were it not for Bob Rich and his lead attorney, Ellis Arnall (former attorney general and governor of Georgia, 1943-47), non-dairy products might still be illegal in the USA!

1950s—Soymilk enters the modern era as it begins to be marketed in bottles like soft drinks, largely due to work by K.S. Lo of Vitasoy in Hong Kong and Yeo Hiap Seng in Singapore.

1956 Dec.—The Plantmilk Society has its first annual general meeting in London. Mr. C.A. Ling is in the chair. This report in *The Vegan* is the earliest English-language document seen that uses the word “plantmilk” to refer to soymilk and other non-dairy milks—a nice short word.

1957—Japan’s first commercial soymilk, sold in bottles, named Tōnyu, is introduced by the Ueda Tofu Shop in Hachioji, Tokyo. Dr. Harry Miller was the inspiration for and helped to establish the shop.

1960s—In Japan, soymilk slowly increases in popularity. New manufacturers are: Nihon Tanpaku Kogyo (1962). College Health Foods (later renamed San-iku Foods) in Chiba prefecture with its Soyalac (1969, also inspired and aided by Dr. Harry Miller). Luppy Tanpaku (House Shokuhin) in Saitama prefecture with its Luppy soymilk (1969).

1965—ProSobee, the world’s earliest known non-dairy infant formula based on soy protein isolates, is launched by Mead Johnson & Co. of Evansville, Indiana.

1966—The enzyme lipoxigenase is discovered by scientists at Cornell University [Ithaca, New York] to be responsible for the “beany” flavor in soymilk. They develop a process which can be used to help eliminate this “beany” flavor.

1967—Soymilk begins to be packaged aseptically in Tetra Pak cartons. This allows it to be sold without refrigeration for six months or more. The first such product was Beanvit, made by Yeo Hiap Seng Ltd. in Singapore and packaged in a disposable tetrahedron-shaped container.

1970s and 1980s—Soymilk becomes a popular beverage throughout Asia, spreading to Europe, Australia and the

United States.

1979–Hong Kong Soya Bean Products Co. Ltd. starts to export Vitasoy, packed in Tetra Brik cartons, to selected countries throughout the world. By the early 1980s exports were going to over 20 countries, both developed and developing. Exports to the USA began in 1980.

1980 Jan.–DE-VAU-GE Gesundheitswerk, a Seventh-day Adventist food company near Hamburg, Germany, launches GranoVita Soja Drink in 500 ml Tetra Brik cartons; this soymilk product is made by N.V. Vandemoortele (one of Europe's largest oilseed crushers, founded in 1934) in Izegem, Belgium.

1980 June–N.V. Alpro is founded by Vandemoortele to take over production of this soymilk. Inspired and headed by Philippe Vandemoortele, Alpro purchased the land on which it was located from Vandemoortele, and became an independent manufacturer. Alpro quickly became Europe's leading producer of soymilk, making private-label brands for scores of companies.

1983 July–Edensoy brand soymilk is launched by Eden Foods of Clinton, Michigan. Imported from Japan (where it is made by Marusan-Ai Co.), it is sold in plain and carob flavors in stand-up foil retort pouches.

1984 Feb.–The first comprehensive study of the soymilk market in the U.S. is published by Soyfoods Center of Lafayette, California. It estimates that total soymilk consumption in the U.S. in 1983 (not including soy-based infant formulas) was 2.68 million gallons (26% of this was imported), and total production of soy-based infant formulas was 32 million gallons.

1984 March–Vitasoy (USA) introduces the first soymilk whose flavor is described as “Original”—meaning dairylike or resembling (as much as possible) dairy milk.

1984 Aug.–Westsoy Natural brand soymilk is launched by Westbrae Natural Foods of Emeryville, California. Imported from Japan (where it is made by San-Iku Foods), it is sold in one flavor in stand-up foil retort pouches.

1984 Oct.–Westbrae Natural Malted's, a thick soymilk resembling a milk shake, are launched in many flavors by Westbrae Natural Foods, imported from Japan.

1986 Nov.–Edensoy starts to be made in America by American Soy Products (ASP) at a large, modern plant in Saline, Michigan, and sold in Tetra Brik aseptic cartons. ASP is a joint venture of 4 Japanese companies and Eden Foods.

1986–Raj Gupta (of ProSoya Foods International, Ottawa, Ontario, Canada) applies for two patents on the oxygen-free, cold-grind process and equipment that he has invented. The first U.S. patent is issued on 17 May 1988. This process soon becomes widely used to make good-tasting soymilk. ProSoya becomes a major manufacturer of systems used to make soymilk worldwide.

1988 Nov.–Pacific Foods of Oregon launches its first soymilk product, Naturally Northwest Soy Beverage [Plain], in a 1-quart Tetra Brik Aseptic carton. The company's new

factory is in Tualatin, Oregon.

1990 April–WestSoy Lite, America's first “lite” soymilk, with a low fat content, is introduced in plain, vanilla, and cocoa flavors by Westbrae Natural Foods. Made by adding water to regular soymilk, the product is less expensive to make, but also contains less nutrients.

1990 June–Alpro opens a new soymilk plant at Wevelgem, Belgium. Costing about US\$15 million and having a capacity of 45 million liters a year, it is reputed to be the largest in the world. Alpro now makes about 70% of the soymilk in Europe.

1990 June–Rice Dream, a non-dairy beverage, is launched in a Tetra Pak aseptic carton by Imagine Foods of Palo Alto, California. It is made by California Natural Products of Manteca, California, using an innovative patented process, in which the ground rice is digested by enzymes. Many prefer its flavor to that of soymilk. (Continued). Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

2988. Brawerman, Mark. 2013. Recent history of Turtle Mountain LLC (Interview). *SoyaScan Notes*. Sept. 10. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** In 2007 Turtle Mountain, Inc. launched its first product that was not a soy ice cream—a soy yogurt. It was named So Delicious Cultured Soy.

In the 2nd quarter of 2008 they launched a dairy free coconut yogurt named So Delicious Dairy Free Cultured Coconut Milk. Within 18 months it became America's #1 dairy free yogurt—as it is still today.

2008 April–Turtle Mountain's first non-soy frozen dessert, made with coconut milk instead of soymilk, is first shipped to stores—Whole Foods and UNFI. Turtle Mountain introduced 5 flavors of non-dairy coconut ice cream in April. A manufacturer is able to go onto the Whole Foods portal and see how much of his own product is being sold in every Whole Foods store five or six weeks after they first started shipping coconut to Whole Foods, the sales data showed that Turtle Mountain was selling more units of each of these 5 flavors than any other product they were selling to Whole Foods—and at a price 20% higher. It was a revelation! After all these years of building up Soy Delicious. If Mark had not forced the R&D people to develop these coconut frozen desserts, he believes the company would have gone out of business.

By 2009 sales of Turtle Mountain's soy frozen desserts were decreasing. Turtle Mountain has not introduced any new soy flavors or products since 2008. Yet the company's website shows that they still offer a lot of soy products. Personally, for his own consumption, Mark prefers the soy to the coconut; he likes the taste better. However Mark prefers coconut oil to soy oil (which is polyunsaturated). But Mark's attitude has always been: Give consumers what they want so long as it is 100% dairy free and natural.

Turtle Mountain has an elaborate system of allergen control to ensure that a person who is allergic to dairy products can enjoy these products with peace of mind.

All of Turtle Mountain's frozen desserts belong to the Code of Federal Regulations category "non-dairy frozen desserts" but their brand is "Dairy Free."

Starting in the last quarter of 2013 all Turtle Mountain brands will change to be So Delicious; for example "Purely Decadent" will be dropped. The process is expected to take 6-9 months. Why change? There are two sets of reasons. (1) In April 2005 Mark signed a national distribution agreement with what was then Dreyer's Ice Cream. At that point Turtle Mountain needed to build a plant; their existing co-packers couldn't make enough product. To raise the money for this plant, Mark had to bring in an investor. He chose Wasserstein & Co. (of New York City). Like all investors, this investor wanted to have the greatest possible return on their investment. They will eventually want to sell Turtle Mountain to some strategic food buyer, some big corporate entity. That is the pact with the Devil that you end up having to make when you don't have enough money. Mark needed \$10 million which he didn't have. The strategic buyer wants a company with one big, well-known brand—such as So Delicious. Hence the need to change all Turtle Mountain brands to this one. Here is how the realization came about:

Turtle Mountain bought a big motor home and put a trailer behind it that would hold 10,000 little cups in a frozen environment. They were looking for someone to drive that vehicle around the United States and do demos. Tom Lawlor, who had done all of Turtle Mountain's label design since 1998 (and who was married with a baby daughter) asked if he could have the job. He is very expressive, outgoing, fun-loving, amiable person—and she is too. Besides being a graphic artist and a photographer, he's a superb marketing person. Tom and his family left on the trip from California in Feb. 2005 and returned that November. As he recalls "It was an amazing experience." He found great consumer interest and insight. About 80% of the people to whom he offered a sample tasted it and were very pleasantly surprised. But roughly 20% of the people to whom he offered a sample would not even try it. They pushed it back saying, "I'm sure it's good for you, but I know I wouldn't like it because it's made with soy." Their attitude had nothing to do with health issues with soy; it was only about taste. Because of that, Tom told Mark, "We should change the brand, because if we don't have the word "soy" screaming on the front of the package, maybe people would be more willing to try it." Mark agreed.

So shortly before Mark signed the contract with Dreyer's in April 2005, he went to Tom Delaplane (who had run Dreyer's for 20 years and who built it into the Dreyer's we know) and explained that he had both good news and bad news. The bad news was that Mark wanted to change the brand of the product Tom thought so much of (Soy Delicious) to "So Delicious." Mark explained, the soy and

taste issue, then added a second point. "And what happens in the future if we want to sell a product that contains no soy? What are we going to do?" Tom thought for a moment, smiled and said "OK." So that's how the name change was decided. On 15 April 2005 Turtle Mountain signed the national distribution contract with Dreyer's. By late 2005 Turtle Mountain had started to make the actual change to So Delicious from Soy Delicious on its labels and sales sheets.

Back to the year 2005. Mark needed \$10 million because he realized he would have to build a plant to manufacture non-dairy frozen desserts. During the previous 2-3 years Mark had been contacted by many people who wanted to buy the company or buy into the company or invest in the company. So in 2005 he chose Wasserstein & Co. (in New York) as the investor and financial partner who would provide the \$10 million. They have since invested even more. Mark was able to retain operational control until 2013. Mark got a used warehouse in Springfield, Oregon, hired a plant manager, and built an entire plant to manufacture frozen desserts—but to the more stringent dairy specifications. The key part is the mix room.

In May/June 2008 Turtle Mountain opened its plant in Springfield; it was the world's first dairy free ice cream plant. There they manufactured mix, froze pints and quarts and tubs, and had an extruded stick bar machine. Turtle Mountain started to make its own extruded novelties. Before that they were doing it with co-packer Oregon Ice Cream in Eugene—which owned cows and made dairy ice cream. They created Turtle Mountain LLC (prior to 2005 the company was named Turtle Mountain, Inc.). Turtle Mountain, Inc. still exists; Mark owns 100% of it. That entity holds Mark's common and preferred and profit unit interests of the LLC. At about the same time Turtle Mountain moved its offices from Eugene to an industrial park in Springfield, where they also have large warehouse space.

2011—They brought out the no sugar added pints and novelties. This is very significant, in part because they are natural ingredients. They use monk fruit (*Siraitia grosvenorii*; *luo han guo*; the extract is nearly 300 times sweeter than sugar) and stevia. This product is also high in fiber, because Turtle Mountain uses all of the coconut, including the dietary fiber. Turtle Mountain's coconut products are a significant source of fiber.

2012 first quarter—Turtle Mountain introduced its almond ice creams—no soy and no coconut. Hain-Celestial has a similar non-dairy product (Almond Dream) which is selling better because Turtle Mountain's product is too expensive.

Also in 2012 Turtle Mountain discontinued all its brands with relatively small sales—such as Sweet Nothings, It's Soy Delicious, etc.

2013 April—Mark stepped down as CEO in April; he is still chairman of the board. The new CEO is Chuck Marcy, who now runs the company.

For the first 7-8 years of Mark's company's existence, Turtle Mountain's net sales were about \$2 million a year. In 2013 the company's net sales will exceed \$100 million. Since 2006 net sales have increased by more than 30% a year—and much of this is during the “Great Recession.” The company now employs 175 people. Of this \$100 million, about 38% are non-dairy frozen desserts, followed by beverages, cultured products (mostly like yogurt), and non-dairy creamers (the smallest segment). They make the beverages and the creamers as both aseptic / shelf-stable and refrigerated products. Address: Springfield, Oregon.

2989. Brawerman, Mark. 2013. Re: Important dates in the history of Turtle Mountain. Letter (e-mail) to William Shurtleff at Soyinfo Center, Sept. 17. 1 p.

• **Summary:** 1980 July—Mark starts to distribute and sell his first product, Jolly Licks Ice-C-Bean, in six flavors. A non-dairy frozen dessert, it is made for him by an ice cream manufacturer: Richmaid Ice Cream Company, Lodi, California (Myron and Brigitte Brockmeyer).

Mark is one of the first, if not the first, of a new kind of soyfoods company—the marketer-distributor. He is soon joined by Legume, Inc., Brightsong Light Foods, and a host of others.

1980 July (later in the month)—Mark changes the name of his company to Pacific Trading Co. and the name of his product to simply Jolly Licks.

1982 Feb.—Pacific Trading Co. introduces its Living Lightly line of products, including six frozen entrees, soft and firm tofu, two flavors of Tofu No-Cheese Cake, etc.

1984 end—Mark stops distributing products. Pacific Trading, Living Lightly and Jolly Licks completely cease operations at approximately the end of 1984. Mark makes suggestions to the manufactures for which he had distributed as to whom of his prior competitors they might approach to distribute on their behalf.

1987 May—Turtle Mountain, Inc. is incorporated to provide protection of Mark's personal assets from his business assets.

1989 early—Mark Brawerman moves his company from San Francisco to Junction City, Oregon, to be near his frozen yogurt co-packer, Jock Gibson of Lochmead Dairy, in Junction City, Oregon.

1994—Mark changes his brand from Living Lightly to Living Rightly.

1996 March—Mark changes his brand from Living Rightly to “It's Soy Delicious” by Sweet Nothings.

1998 March—Turtle Mountain, Inc. introduces two flavors of its new Soy Delicious line of non-dairy frozen desserts.

1999 March—At the Natural Products Expo at Anaheim, California, Trader Joe's buyer, Richard Baltierra, comes to Mark's booth (while Mark was away briefly) and left three purchase orders. Each order was for a full truckload

of product—roughly \$200,000 worth of Soy Delicious ice cream—under Mark's brand (they switched to private label years later). Without this order, Mark would probably have decided to close his business. His sales has been stuck at \$2 million for 5 years and he was either breaking even or losing \$20,000 a year and taking no money out of the business. My father of blessed memory was furious with me: ‘You are newly married and just blowing your mother's inheritance and for what purpose?’” Mark had decided to go to the show and to introduce three new flavors of Soy Delicious, for a total of 5 to make a shelf. “If things don't change at this show, then I'm going to fire all my employees, sell my inventory of finished goods, and walk away. Richard / Trader Joe's changed our luck!! Our sales increased to over \$5 million during 1999. I am grateful to Trader Joe's because of their business over many years; this single handedly funded the growth of our business such that by 2006 we did \$16 million net sales. It allowed us to hire experienced personnel and experiment with new soy based non-dairy frozen dessert products. It is an open miracle from God.”

That volume, concentrated in a small number of flavors, enabled Mark to get his pricing down for his packaging, to get better pricing on ingredients, and to actually make some serious money. With that money Mark hired John Tucker—the first really professional person, who had worked for a large company, he had ever hired. John had run R&D for a \$500 million ice cream company in New Zealand. John became VP Technology and Marketing, but in many ways he worked together with Mark on the same level.

2005 April 15—Turtle Mountain signs a national distribution agreement with Dryer's Ice Cream. Tom Delaplaine, who had run Dryer's for 20 years, predicts that Turtle Mountain's sales would increase to \$40-50 million in 2-3 years. Net soy sales never exceeded about \$25 million. Shortly after April 2005 Nestlé went from having 20% ownership of Dryer's and Haagen Dazs to having 100% ownership.

2005 July—Turtle Mountain LLC is established when Wasserstein and Co. provided the financing to build the first non-dairy ice cream plant in the world for Turtle Mountain.

2007 March—Turtle Mountain begins to manufacture a mini wafer sandwich (similar to Tofutti Cuties) in Springfield, Oregon, but at a different location from our their future non-dairy ice cream plant. They had their mix made at Lochmead, they bought the wafers, and they made the wafer sandwiches.

2008 June—Turtle Mountain begins production of non-dairy frozen dessert mix, extruded, chocolate enrobed stick bars, and other products at its plant in Springfield, Oregon. Pints, quarts, etc. were also filled.

2009 late—Turtle Mountain moves its offices from Eugene, to Springfield, Oregon.

Note: The frame of their extruded stick bar equipment is the same frame originally used by the Haagen-Dazs Ice

Cream Company to manufacture in Bronx, New York, their ice cream stick bars on a glacier extruded line which contained this frame. When Turtle Mountain ordered their new machine to be built, they were able to save a few hundred thousand dollars by “recycling” the old Haagen-Dazs frame.

2011 May—Mark makes John Tucker president of Turtle Mountain LLC; he continued to report to Mark, the CEO. John left Turtle Mountain in May 2013 and became CEO of Dave’s Killer Bread based in Portland, Oregon. Address: Founder and Chairman of the Board, Turtle Island LLC, Springfield, Oregon.

2990. Shurtleff, William; Aoyagi, Akiko. comps. 2013. History of cheese, cream cheese and sour cream alternatives (with or without soy) (1896-2013): Extensively annotated bibliography and sourcebook. Includes tofu cheesecakes and cheesecake alternatives (Continued—Document part II). Lafayette, California: Soyinfo Center. 567 p. Printed 22 Oct. 2013. 28 cm. [8761 ref]

• **Summary:** (Continued): In America, this new category has a number of basic characteristics: (1) Casein (a milk protein) or caseinates is used in more than 95% of all products to make them melt and stretch like dairy cheeses. Less than 5% of all products are truly non-dairy; (2) In the late 1980s, most manufacturers, marketers, and retailers deliberately concealed from consumers the fact that casein is derived from cow’s milk (complicated by the fact that FDA regulations allow food products that contain casein to be called “non-dairy”); (3) Many consumers believe that most cheese alternatives are truly non-dairy products. Fortunately, labels and promotional materials have become more honest with each passing year—yet many consumers still remain confused and some deceptive practices still exist; (4) All products are free of cholesterol and lactose, and relatively low in saturated fats. Some are also low in total fats, calories, and sodium; (5) About 95% of the products are soy cheeses and 5% are nut or seed cheeses without soy. Most products contain tofu (either dried or fresh) as a major ingredient; (6) Most products are sold at natural- or health food stores, and retail for about 50% more than typical dairy cheese sold at supermarkets; (7) About 95% of the products are hard cheeses and 5% are soft cheeses, mainly cream cheeses.

1986 Jan.—The first major soy cheese to hit the market is Soya Kaas—a landmark product. It was developed and introduced by Richard McIntyre of Soya Kaas Inc., a subsidiary of Swan Gardens Inc. Marketed exclusively by American Natural Snacks of Florida, it is still America’s most popular cheese alternative.

1986 June—Mozzarella Style Tofu-Rella is launched by Richard and Sharon Rose of Brightsong Foods of northern California. In about 1990 the company was renamed Sharon’s Finest and the product was renamed TofuRella.

1986 Oct.—Original Pizsoy (a whole-wheat pizza topped

with soy cheese) is introduced by Tree Tavern Products; it is the first product in which soy cheese is used as an ingredient.

1987 Jan.—Soymage is introduced by Soyco Foods, a Division of Galaxy Cheese Co.; This is Soyco’s first soy cheese product and the first modern soy cheese that contains no casein.

1987 April—NûTofu is introduced by Cemac Foods Corp. This is Cemac’s first soy cheese product.

1988 April—Soyco shreds and slices are introduced—the first soy cheese shreds and slices.

1988 Nov.—Soyco Foods introduces the first grated soy cheese; it is sold in shakers and contains casein.

1988—New labels for Sharon’s Finest Tofu-Rella become the first (as far as we can tell) to state clearly on the label that the casein in the product is derived from milk.

1990 Nov. 8—Nutrition, Labeling and Education Act (NLEA) of 1990 is signed into law by President George H.W. Bush. The law gives the Food and Drug Administration (FDA) authority to require nutrition labeling of most foods regulated by the Agency. This act unfortunately does not make it illegal to characterize on the label as “nondairy” a product which contains casein or caseinate. But it does deal with this problem as follows (21 CFR Ch. 1(4-1-93 Edition), p. 21). 101.4 (d) “When foods characterized on the label as ‘nondairy’ contain a caseinate ingredient, the caseinate ingredient shall be followed by a parenthetical statement identifying its source. For example, if the manufacturer uses the term ‘nondairy’ on a creamer that contains sodium caseinate, it shall include a parenthetical term such as ‘milk derivative’ after the listing of sodium caseinate in the ingredient list.”

1991 Jan.—Fat-Free Soyco is introduced—the first fat-free soy cheese.

1992 March 27—Tree of Life purchases Soya Kaas, Inc. (founded by Richard McIntyre). American Natural Snacks (ANS, a wholly owned subsidiary of Tree of Life) was McIntyre’s only customer; they had an exclusive arrangement.

1992 Sept.—Soyco Foods introduces Soymage Grated Parmesan Cheese Alternative; it is 100% dairy free and casein free.

1992 Dec.—Almond Cheeze is introduced by Wholesome & Hearty Foods—the first major non-soy cheese alternative in modern times.

1994 April—VeganRella (made from Brazil nuts) is introduced by Sharon’s Finest—a true non-dairy non-soy cheese said to have excellent flavor and texture.

1994 April—The size of the natural foods cheese alternatives market in the USA is about \$15 million/year at wholesale and \$25 million/year at retail; this is the equivalent of about 5 million lb/year. The category has grown at a remarkable rate—about 20% a year for the past 3-5 years.

According to *Packaged Facts* (1995): Sales of cheese alternatives (in million dollars at retail) rose from \$12.0 in

1989 to \$17.3 in 1991 to \$25.0 in 1993 and \$28.8 in 1994. The average annual sales growth for this period was 19.1%.

1994 Sept.–Sharon’s Finest introduces HempRella (with casein), the first cheese made with hemp. There is no trace of THC (the bioactive/psychedelic substance in marijuana) in the product; the company had it tested by the U.S. government.

1999 March–Richard Rose establishes HempNut, Inc., a new company to handle all of his work with legal hemp in a variety of fields, mostly food.

2005 Feb.–WholeSoy & Co. of San Francisco, California, launches Cream Cheese Style Soy Spread.

The many names of soy cheese, soy cream cheese, tofu cheesecake, and soy sour cream (helpful for digital searching)

Artificial cheese
Cheese alternative
Cheese analog
Cheese substitute
Engineered cheese
Imitation cheese
Imitation sour cream
Sour cream substitute
Soya cheese
Soya Kaas
SoyaRella or Soya Rella
Soybean cheese
Soycheese
Soy cheese
Soy sour cream
Tofu cheese
TofuRella or Tofu Rella
Tofu sour cream
Soya cream cheese
Soybean cream cheese
Soy cream cheese
Tofu cream cheese
Soy Cheesecake
Tofu Cheesecake

Tofu Cream Pie. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

2991. Sauerheber, Richard. 2013. Physiologic conditions affect toxicity of ingested industrial fluoride. *J. of Environmental and Public Health*. <http://dx.doi.org/10.1155/2013/43940>. [55 ref]

Address: Dep. of Chemistry, Univ. of California, San Diego, La Jolla, CA 92037.

2992. Grandjean, Phillippe. 2013. Only one chance: how environmental pollution impairs brain development—and how to protect the brains of the next generation. Oxford, England: Oxford University Press. xvii + 212 p. Index. 25 cm. Series: Environmental Ethics and Science Policy. [200+* ref]

• **Summary:** A superb, powerful book. A good example of this power is Chapter 3, “Invisible lead” about how industry put lead in gasoline, then controlled the research on lead pollution, and argued that lead was harmless.

“Today [2013] one out of every six children suffers from some form of neurodevelopmental abnormality. The causes are mostly unknown. Some environmental chemicals are known to cause brain damage and many more are suspected of it, but few have been tested for such effects... The brain’s development is uniquely sensitive to toxic chemicals...” (from inside front dust jacket).

“Environmental pollutants such as lead, mercury, and pesticides interfere with brain development, yet we do not test industrial chemicals for brain toxicity. In this book, Philippe Grandjean argues for the necessity of protecting the brains of future generations and proposes a plan of action to halt what he refers to as chemical brain drain” (from the publisher). Address: Prof. and Chair of Environmental Medicine, Univ. of Southern Denmark.

2993. Krampner, Jon. 2013. Creamy & crunchy: An informal history of peanut butter. New York, NY: Columbia University Press. xv + 298 p. Illust. Index. 24 cm.

• **Summary:** This is the best and most comprehensive book on the history of peanut butter seen to date. Excellent research and writing, plus careful documentation. A+.

Unfortunately for us, we obtained this book only a short time before our book went to press, so we were able to benefit only a little from its superb contents, timeline and endnotes.

Contents: 1. Peanuts 101. 2. The social rise of the peanut. 3. The birth of peanut butter. 4. Peter Pan: “improved by hydrogenation.” 5. How Peter Pan lost its groove. 6. Skippy: “he made his first jar of peanut butter in his garage”. 7. Skippy on top. 8. Jif: “but is it still peanut butter?” 9. “Choosy mothers choose...” 10. Peanut butter goes international. 11. The music of peanut butter. 12. Deaf Smith: what’s old-fashioned is new again [A good history of Arrowhead Mills. In 1970 Frank Ford launched a peanut butter that was both natural (unstabilized) and organic (made from peanuts grown without chemicals)]. 13. The rise and fall of the florunner. 14. The peanut butter crisis of 1980. 15. “You mean it’s not good for me?” [about aflatoxins in and serious allergies to peanuts and peanut butter; also its high fat content]. 16. The short, happy life of Sorrells Pickard. 17. Peanut Corporation of America: “There was no red flag.” 18. Peanut butter saves the world. 19. Where are the pea butters of yesteryear?

Appendix 1: Author’s recommendations. Appendix 2: Peanut butter time line. From the publisher: Peanut butter is “found in the pantries of at least 75 percent of American kitchens. Americans eat more than a billion pounds a year.”

Soy is also mentioned on at least 13 pages in this book: “There are about 80 million acres each of corn and soybeans

in the United States, about 15 million acres of cotton, and perhaps 1 to 2 million acres of peanuts” (p. 21).

“Originally, only hydrogenated peanut oil was used in peanut.” But soy, cottonseed, and canola oils are now less expensive, so they are often used instead of peanut oil. Moreover, peanut butter customers may not be aware of the fact that, as of 2001, 80% of U.S. soybeans and 68% of U.S. cotton were genetically engineered (transgenic) (p. 53).

“... palm oil is highly saturated, so it increases bad cholesterol more than unsaturated oils like peanut, canola, soybean, and cottonseed oils. Palm oil is even more saturated than lard, by a margin of 51 to 41 percent” (p. 55).

Soybeans are mentioned in passing as growing outside the CPC peanut butter plant in Arkansas (p. 91).

William T. Young founded Big Top Peanut Butter (which Procter & Gamble later renamed Jif). “Since the 1920s, the hydrogenated oil put into peanut butter to stabilize it had been peanut oil. But starting around 1958, when Jif first came on the market, the peanut butter industry switched to other vegetable oils, such as soy, cottonseed, and canola or rapeseed” (p. 104).

“The plant manager said, ‘You know, they move soybeans in rail cars—why can’t we move peanuts that way?’” (p. 113).

Winners in Jif’s most creative peanut butter sandwich contents include “Crunchy Chinese Fortune Cookie Sandwiches... served with an Asian-style dipping sauce of creamy peanut butter, coconut milk, soy sauce, brown sugar...” (p. 124).

Surprisingly, the world’s earliest brand of peanut butter was made in Melbourne, Australia on 28 Jan. 1898 by Edward Halsey, a Seventh-day Adventist who had worked with Dr. John Harvey Kellogg in Battle Creek, Michigan. A jar sent to the author in 2008 contained no salt or sugar; it is stabilized “with about 1% sunflower-seed oil, as opposed to the soy, canola, and cottonseed oils used in the United States” (p. 128).

In the Netherlands peanut butter is called peanut cheese (*pindakaas*) and the Dutch eat more of it per capita than Americans eat peanut butter. It is used to make satay sauce to go with Indonesian food, especially satay. Two key ingredients in satay sauce are peanut butter and soy sauce (p. 129).

A detailed recipe for satay and its sauce are given on p. 133.

In 1980, when drought caused a shortage of peanuts and high peanut price. Florence Fabricant suggested that consumers mix their precious peanut butter in a blender with tofu (p. 171).

In about 1958 soy, cottonseed and canola or rapeseed oils replace peanut oil to become the three most common stabilizers in peanut butter (p. 240 timeline).

“80 million soybean acres possible” appears in endnote #19 (p. 248).

From the publisher: “In *Creamy and Crunchy* are the stories of Jif, Skippy, Peter Pan; the plight of black peanut farmers; the resurgence of natural or old-fashioned peanut butter; the reasons why Americans like peanut butter better than (almost) anyone else; the five ways that today’s product is different from the original; the role of peanut butter in fighting Third World hunger; and the Salmonella outbreaks of 2007 and 2009, which threatened peanut butter’s sacred place in the American cupboard. To a surprising extent, the story of peanut butter is the story of twentieth-century America, and Jon Krampner writes its first popular history, rich with anecdotes and facts culled from interviews, research, travels in the peanut-growing regions of the South, personal stories, and recipes.” Address: Los Angeles, California.

2994. Krampner, Jon. 2013. Deaf Smith: What’s old fashioned is new again. In: Krampner, J. 2013. *Creamy & Crunchy: An Informal History of Peanut Butter*. New York, NY: Columbia University Press. xv + 298 p. See p. 145-57. Chap. 12. Illust. Index. 24 cm. [31 ref]

• **Summary:** This chapter is largely about Arrowhead Mills and Frank Ford. Ford did not found or establish Arrowhead Mills; in 1960 he bought it from founder Henry Turner (no citation given).

Frank Ford was born in Hereford, Texas, the son of [Jesse Ford, 1894-1969] a country agricultural agent. He went to work at age 11, then went to college at Texas A&M University, which had a strong military tradition; it sent more officers to World War II than West Point. After graduating [in 1955 with a bachelor of science in agronomy] he earned the rank of second lieutenant and was stationed at Fort Lewis, Washington [state], from 1956 to 1958. He served as a battery commander with the Army’s Fourth Division, “the first Army division to have nuclear weapons.” He trained with the “Honest John Rocket.”

After leaving the army, “he returned to Hereford, and went to work for Arrowhead Mills, which he bought from the founder Henry Turner.” Frank worked hard to expand the business.

He was idealistic, religious, and dedicated to healthy living. Boyd Foster, a local farmer who soon became Ford’s chief lieutenant, and before long was president of the company, says of his boss: “‘A born promoter who was very good at promoting Arrowhead Mills and its products. A very good speaker, he was a sort of magnet to our company.’”

Arrowhead Mills started with two products: whole wheat flour and cornmeal. Ford ground them with a traditional stone mill and delivered them to local stores from the back of his pickup. “In 1970 he added a peanut butter that was both natural (unstabilized) and organic (made from peanuts grown without chemicals).” Ford chose the name “Deaf Smith” for his peanut butter and he decided to make it from Valencia peanuts, which were small and sweet but

which had never been used to make peanut butter. Grown just over the border in New Mexico, they “flourish in hot, dry weather and require a shorter growing season than runners and Virginias,…” They constitute only 1-2% of the U.S. peanut crop. Moreover, Ford included the peanut’s skin (which had a somewhat bitter and astringent flavor) right in the peanut butter to make it a whole food.

Such a product fit very nicely into the hippie, natural-food movement. Before long hippies were arriving in buses to meet Frank Ford (a lifelong Republican), to visit Arrowhead Mills, and to see organic farming up close.

After selling Arrowhead Mills to Hain in 1998, Frank and his second wife, Jane Han, moved to southern California, where they lived in San Diego County. Jesse Frank Ford died in 2011.

A photo (p. 156) shows Frank Ford with white hair. Address: Los Angeles, California.

2995. Shurtleff, William; Aoyagi, Akiko. comps. 2014. History of soybeans and soyfoods in Japan, and in Japanese cookbooks and restaurants outside Japan (701 CE to 2014): Extensively annotated bibliography and sourcebook (Continued–Document part III). Lafayette, California: Soyinfo Center. 3377 p. Printed 19 Feb. 2014. 28 cm. [11505 ref]

• **Summary:** (Continued): 1948 Oct. 10–Since the end of World War II, Japan has imported only 42,569 tons of soybeans (Kurakake 1948).

1950 June 25–Outbreak of the Korean War between North and South Korea. Soybean imports from China to Japan come to a complete stop (Hirano 1952).

1951–From about this time, the number of natto makers in Japan increases rapidly. Natto consumption begins to spread southward from the northeast prefectures (*Tohoku chiho*).

1956 Jan.–There are now in Japan about 50,000 tofu shops, 6,000 soy sauce plants, 5,000 miso shops, and 3,000 oil mills (Strayer 1956, p. 8).

1956 April–The Japan American Soybean Institute (JASI) is established in Tokyo with Shizuka Hayashi as its first director and most of its funding from USDA’s Foreign Agricultural Service (FAS). It has only one objective: To increase the market for U.S. soybeans and soybean products in Japan. With its earlier major sources of inexpensive soybeans in Manchuria and Korea now gone, Japan quickly becomes a major importer of U.S. soybeans. However Japanese makers of soyfoods constantly complain, year after year, of the poor quality of U.S. soybeans (too much foreign matter, broken soybeans, weed seeds, etc.).

1957 June–Kikkoman International Inc. (KII), a soy sauce sales company, is established in San Francisco, California, in the United States. KII imports Kikkoman Shoyu from Japan and markets it in the USA.

1957–Japan’s first commercial soymilk, sold in bottles,

named Tōnyu, is introduced by the Ueda Tofu Shop in Hachioji, Tokyo. Dr. Harry Miller is the inspiration for and helps to establish the shop.

1959–The first instant miso soup is introduced by Yamajirushi Miso in Nagano. It contains dried green onions, wakame, dried tofu [probably dried-frozen tofu], etc.

1960–Soybean imports rise to 1,128,000 metric tons (tonnes) topping 1,000,000 tonnes for the first time.

1960–Per capita consumption of shoyu drops to 13.7 kg. It has now fallen below 14 kg/person. Japan is moving toward a more Western-style diet, with bread replacing rice and with more total protein, animal protein, meat, and fat.

1961 July 1–The tax on imported soybeans is removed.

1962–A new natto container made of Styrofoam (*PHP yoki, happo suchiroru*) is invented.

1963 Jan.–William Brandemuhl (an American) arrives in Japan to begin 15 months of field research on soybean realization. In June 1963 he is joined by Tomoko Arai, his bride to be, who helps him greatly. Their resulting book (now published *only* on Google Books), containing many photos, gives a detailed record of soyfoods in Japan at this time.

1964 Oct.–Noda Shoyu Co., Ltd., is renamed Kikkoman Shoyu Co., Ltd.

1965–Per capita miso consumption drops to 7.8 kg, falling below 8 kg/person.

1966–At about this time meat analogs, based on modern soy protein products, start to be sold commercially in Japan.

1966–Soybean imports rise to 2,168,467 tonnes, passing the 2 million tonne mark for the first time. Production of soybeans in Japan drops below 200,000 tonnes for the first time. Japan now produces only 9% of the soybeans it consumes.

1966 May–Kikkoman starts to sell low-salt shoyu.

1968 July–Shizuka Hayashi retires as managing director of the Japanese American Soybean Institute in Tokyo after 12 years of service. Scott Sawyers takes over as country director in Japan for the American Soybean Association.

1968–Bottling of Kikkoman Soy Sauce for the American market begins at the Leslie Foods plant in Oakland, California.

1969 March–Nineteen major food manufacturers in Japan join to form the New Protein Food Council, which will make meat alternatives based on modern soy protein products and wheat gluten.

1969–Annual per capita consumption of soy oil in Japan rises to 3.2 kg, passing the 3 kg mark for the first time. In 1960 it was 1.2 kg/person.

1960s–In Japan, soymilk slowly increases in popularity. New manufacturers are: Nihon Tanpaku Kogyo (1962). College Health Foods (later renamed San-iku Foods) in Chiba prefecture with its Soyalac (1969, also inspired and aided by Dr. Harry Miller). Luppy Tanpaku (House Shokuhin) in Saitama prefecture with its Luppy soymilk (1969).

1972 March–Kikkoman Foods, Inc. (KFI), is established in Walworth, Wisconsin (USA) for the purpose of manufacturing soy sauce and teriyaki sauce. The grand opening and ribbon-cutting is on 21 June 1973, with the governor of Wisconsin present.

1973 June 27–President Richard Nixon sets new regulations for soybean exports from the USA. This comes as a huge shock to the Japanese—and causes them to look to other soybean suppliers, such as Brazil, to diversify their sources.

1978–Soybean imports rise to 4,260,000 tonnes, topping 4 million tonnes for the first time. This is 4.5 times as much soybean imports as 20 years earlier.

1979–Tofu production continues to rise, reaching 1,114,000 tonnes, and topping 1.1 million tonnes (metric tons) for the first time.

1980–Production of natto reaches 153,000 tonnes, up 33% compared with 10 years ago (when it was 115,000 tonnes). This is largely a reflection of the health food movement in Japan.

1980 Oct.–Kikkoman Shoyu Co., Ltd. is renamed Kikkoman Corporation—the company’s present name.

1981 Feb.–Morinaga Tofu starts to be imported and sold in the USA from Japan.

1981 June–Japan’s first soymilk ice cream is made by Kibun in Tokyo.

1981 Nov.–The Ministry of Agriculture and Forestry in Japan announces a Japanese Agricultural Standard (JAS) for soymilk. The soymilk boom in Japan starts; the total yen value of the soymilk by all major Japanese manufacturers is 5,000 million yen. The boom peaks in 1983.

1982–Annual per capita consumption of soy oil in Japan rises to 5.1 kg, passing the 5 kg mark for the first time. In 1960 it had been 1.2 kg/person.

1983 June–Torigoe Seifun, Japan’s fifth-largest flour miller, starts production of tempeh. This is the earliest known commercial tempeh ever made in Japan.

1983 July–At the NNFA show in Denver, Eden Foods surprises the natural foods industry by launching designed-for-America Edensoy in plain and carob flavors. Made in Japan by Marusan-Ai and exported by Muso, it is packed in a 6-ounce retort pouch. Sales of Edensoy soon skyrocket.

1983 Nov. 19–House Shokuhin Kogyo, a major Japanese food company, invests \$2.5 million in Hinode Tofu Co. in Los Angeles as part of a joint venture to expand tofu production.

1983–The soymilk boom in Japan peaks this year at 116,724 kiloliters (kl.). By 1986 it has fallen to 43,392 kl, which is only 37% of the peak.

1985 Sept.–Tofu Time Inc. (founded by David Mintz, maker of Tofutti) enters into an agreement with Daiei, Inc., Japan’s largest ice cream retailer, to export \$350,000 worth of Tofutti to Japan. Daiei also plans to open three Tofutti Shops in Tokyo within the next 6 months.

1994–Yamasa Corporation (the world’s 2nd largest manufacturer of soy sauce after Kikkoman) opens a plant making shoyu in Salem, Oregon. The shoyu is first shipped in April 1995.

1996 April–Kikkoman establishes Kikkoman Foods Europe B.V., Europe’s first soy sauce manufacturer, located in Hoogezand-Sappemeer, in the Netherlands.

1997 March–Kikkoman holds a ground-breaking ceremony for its second U.S. soy sauce production plant in the United States, in Folsom, California. Shipments start in Oct. 1998. Kikkoman’s U.S. production of soy sauce rose from 1.59 million gallons in 1973 to 23.81 million gallons in 1993.

2005 Nov. Yamasa Corporation purchases San Jirushi Corp. and San-J International of Kuwana, Japan, and Richmond, Virginia. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

2006. Shurtleff, William. 2014. How to garden or farm organically without the use of animal manures (Overview). *SoyaScan Notes*. March 13. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Use soybean cake or meal (ideally, made without chemical solvents) just as the Chinese and Japanese did for centuries. The Japanese found that it worked better on rice fields than fish meal and was less expensive. The Chinese used it mostly on sugar cane plantations.

For an excellent, more detailed discussion of this subject see: Nearing, Scott. 1953. “Food without animal residues.” *Vegetarian (The)* (Wilmslow, Manchester, England) 1(6):188-89. Nov/Dec. Address: Soyfoods Center, Lafayette, California 94549.

2007. *Organic and Non-GMO Report (The)* (Fairfield, Iowa). 2014. Kroger, Safeway join trend away from GMO food. No. 142. April. p. 8-9.

• **Summary:** The two largest grocery stores in the United States, Kroger and Safeway, have made commitments to not sell genetically modified salmon, according to Friends of the Earth and a coalition of more than 30 consumer, health, food safety and fishing groups, including Center for Food Safety, Food and Water Watch and Consumers Union.

“By making commitments to not sell genetically engineered salmon, Kroger and Safeway have joined the large number of grocery chains that have wisely chosen to listen to the majority of consumers who do not want to eat genetically engineered fish,” said Dana Perls, food and technology policy campaigner with Friends of the Earth. “Now Costco, Walmart, Albertsons and other retailers need to catch up and provide their customers with natural, sustainable seafood that isn’t genetically engineered.”

“The total number of companies committed to not sell GM salmon now stands at more than 60 retailers comprising 9,000 stores, including Target, Whole Foods, Trader Joe’s,

Aldi, H-E-B, Meijer, Hy-Vee, Marsh, Giant Eagle, and now Safeway and Kroger.” Address: PhD.

2998. Jeavons, John. 2014. Re: A letter from John Jeavons and the Ecology Action Team. Letter to Dear Friends at Soyinfo Center, June 3. Typed, with signature on letterhead. [405* ref]

• **Summary:** Aware of intensifying world challenges and the basic need of people to feed themselves, we have been working for 40 years to develop an elegant, small-scale agricultural system—Grow Biointensive® Sustainable Mini-Farming—that when practiced correctly, nurtures healthy soil fertility, produces high yields, conserves resources and can be used successfully by almost everyone. Our goal is to help this system be known and used locally... on a worldwide basis.

Healthy people need healthy food. Healthy food requires healthy soil. Healthy soil requires critical nutrients properly applied and composting.

U.S. initiatives in Grow Biointensive (GB) include:

(1) Two-week GB farmer training course. (2) Economic mini-farm project. Urban outreach and training. Secondary education. Post-secondary education.

Recognizing that a thriving world of health and vitality will be possible only when everyone is empowered to grow healthy soil and healthy food, Ecology Action is offering Global Intensives in GB. (1) Six month internship training program. (2) Milan, Italy. (3) Kenya—G-Black (Grow Biointensive Agriculture Centre of Kenya) has already trained 8,000 people in the GB method. (4) Malawi. (5) Rwanda. (6) South Sudan. (7) International Scouting. (8) Latin America at Dominican Republic. (8) Latin America—Establishment of eleven Mini-Ag Center

Soil Test Stations across Latin America.

Each class offers both hands-on fieldwork and classroom teaching.

An accompanying card summarizes: Grow Biointensive Sustainable Mini-Farming.

“Deep soil preparation plus

“Compost makes possible

“Close plant spacing.

“The use of open-pollinated seeds to grow

“Carbon/calorie crops for calories and compost materials

as well as

“Special calorie root crops for area-efficient calories

with good

“Companion planting provides sustainable soil fertility and a complete balanced sustainable diet within

“A whole system.”

More at: www.growbiointensive.org Address: Ecology Action, 5798 Redwood Rd., Willits, California 95490. Phone: 707-459-0150.

2999. Tibbott, Seth. 2014. From Birkenstocks to corporate

stocks: An abbreviated history of meat alternatives in America (PowerPoint presentation; Continued—Document part II). First presented at the Western New York Inaugural Veg Fest in Buffalo, New York, Aug. 3. 41 frames.

• **Summary:** Continued: (26) “Finally, The Birkenstock Era (BE), begins: Meat Alternative Pioneers of the 1970s and 1980s. Photo: Person walking in a pair of Birkenstock leather sandals—from the knees on down.

(27) “Bill Shurtleff: With wife Akiko Aoyagi, Zen Buddhist visited 300 cities in 1975 sampling and promoting soy foods as an alternative to meat.” Photos: (a) Shurtleff & Aoyagi standing next to the side of their white Dodge van during 1975 tour in Tennessee. (b) Front cover of the following books by Shurtleff & Aoyagi: *The Book of Tofu*. *The Book of Tempeh*. *The Book of Miso*. *Tofu & Soy Milk Production*. *Tempeh Production*. *Miso Production*.

(28) “Stephen Gaskin and The Farm: Ex Marine and college professor, founded the largest hippie commune, The Farm in Tennessee in 1971. It had 1750 acres which they farmed. At its height 1500 vegan hippies lived there. They grew and ate a lot of soybeans and did great pioneering efforts on a variety of soy foods.” Photos: (a) Stephen Gaskin seated cross-legged and looking very happy. (b) Aerial view of much of The Farm in Tennessee.

(29) “Farming Soy Hippie Style.” Photos: (a) A man (naked) with a women (dressed) next to a horse. (b) Many long-haired Farm members carrying armloads of sorghum to load it onto a wagon. (c) Farm members planting seeds. (d) A Farm member in a field of soybeans, talking with two Guatemalan farmers.

(30) “Meat Alternatives Pioneered at the Farm: For protein, the farm processed soybeans into tofu, tempeh, soy milk and ice bean [soy ice cream]. Photos: (a) The rainbow-colored label from the top of a pint of Farm Foods Ice Bean. (b) Farm tofu shop in San Francisco circa 1972. (c) Ditto, with a Farm member pouring a white plastic bucketful of soy puree into boiling water in a caldron. Photos from The Farm Archives.

(31) “Pioneering Tofu Brands of the 1960’s and 70’s: Though tofu had been made by Asians in this country since the early 1900s, in the BE Caucasians, inspired by Shurtleff and the Farm started opening businesses. BE Tofu Companies:

NoMoo Dairy, Portland, Maine

Heartsong Tofu, Miami, Florida

Metta Tofu, Denman Island, British Columbia, Canada

Island Spring, Vashon, Washington

Laughing Grasshopper, Millers Falls, Mass.

Surata Soyfoods, Eugene, Oregon

Rochester Tofu, Rochester, New York

White Wave, Boulder, Colorado

Nasoya, Leominster, Massachusetts.

Photos: (a) Front panel of a carton of Surata Organic Firm Tofu. (b) Michael Cohen and co-worker turning over

a large box of tofu at Laughing Grasshopper. (c) Lulu and Yoshi Yoshihara standing in shop of Shin-Mei-Do Miso.

(32) “Pioneering Tempeh Brands: In 1975 Gale Randall started the first commercial tempeh business in the USA in Lincoln, Nebraska. Other early tempeh companies:”

Tempehworks, Greenfield, MA

Pacific Tempeh, San Francisco, California

Island Spring, Vashon, Washington

Soyfoods Unlimited, San Leandro, CA

White Wave, Boulder, Colorado

Turtle Island Soy Dairy, Forest Grove, Oregon.

Photos: (a) Turtle Island Soy Tempeh label. (b) Seth Tibbott, founder and owner of Turtle Island, dehulling soaked soybeans with a Corona Mill set up in the kitchen of the Hope Coop Cafe circa 1981. (c) Seth Tibbott, holding up two bags of his tempeh. (33) “Turtle Island Foods’ Evolution into The Tofurky Company.” Photos: (a) The earliest existing photo of Seth standing in front of his tempeh incubator. (b) 1980: Hope Coop Café, Forest Grove, OR. (c) 1982: Old Husum schoolhouse, Husum, WA. (d) Seth’s home [in a tree house he built] 1984 to 1991. (e) 1992: Graf Building, Hood River, OR. (f) 2014 New LEED Platinum Tofurky Plant, Hood River, OR. (g) Seth Tibbott holding a box of Tofurky.

(34) “After Birkenstocks Landscape (AB): Most Meat Alternative companies today base their products on soy protein isolate. Quick Guide for Veggie Burgers / Meat Alternatives. No Hexane-extracted Soy ingredients Used.” Amy’s, Asherah’s Gourmet, Field Roast, Helen’s Kitchen, Primm Springs Foods, Soy Deli, Sunshine Burgers, Tofu Shop, Tofurky, Turtle Island Foods, Wildwood.

“Likely Hexane-extracted Soy ingredients Used: Boca, Dr. Praegers, Franklin Farms, Fantastic World Foods, Gardein, Gardenburger, Lightlife, Morningstar, SoyBoy, Spice of Life, StarLite Cuisine, Trader Joe’s, Yves Veggie Cuisine. Photos: (a) Front panel of Tofurky Italian Sausage. (b) Boca Flame Grilled. (c) Amy’s Quarter Pound.

(35) “From Birkenstocks to Corporate Stocks.” A table with two columns shows: (a) Original Meat Alternative Company -> Now Owned By.

Tempehworks (Lightlife) -> Brynwood Partners Via ConAgra.

Nasoya -> Vitasoy.

White Wave -> Dean Foods.

Turtle Island Foods, Inc. -> Turtle Island Foods, Inc.

Boca Burger -> Kraft.

Yves Fine Foods -> Hain Celestial.

Worthington Foods -> The Kellogg Company.

Gardenburger -> The Kellogg Company.

(36) “Who Owns Who?” A complex diagram showing how big food companies have acquired small ones. Many names & words are too small to read.

(37) “Meat Consumption Trends: In 2012, the USDA projects the average American will consume 12.2% less meat and poultry than in 2007. 5% of the US population classifies

their diet as “vegetarian”*. 13% to 17% of the US population now eats vegetarian meals at more than half of their weekly meals*. * according to Harris Interactive poll April, 2011 and 2012 poll by the Humane Research Council. Graphs: (a) Total U.S. meat & poultry consumption, per capita, boneless equivalent (1960-2011). (b) U.S. meat & poultry consumption, per capita, boneless, by species: Beef, pork, broilers, turkey (1955-2012). Source: USDA, December 2011.

(37) “Who Eats Meat Alternatives Today? 36% of Americans!” A bar chart shows “Use of meat alternatives, by age, Mintel, March 2013. Photo: Smiling lady holding a box of Tofurky.

(39) “US Turkey Production vs. Refrigerated Meat Alternative Trends.” Graphs: (a) US turkeys raised, 1989-2012. Rose from 260 million in 1989 to a peak of about 307 in 1995, falling to 250 in 2012. (b) US refrigerated meat alternative sales, 2008 to 2013 in million dollars. Rose from \$587.5 million in 2009 to \$597.5 million in 2013.

(40) “Modern Meat Alternatives of America.” Photos: (a) A veggie burger between sesame buns with a slice of cheese and lettuce. (b) Gimme Lean (chub pack). (c) Veggie burger between buns with lettuce and tomatoes. (d) Gardein Mandarin Orange Crispy Chicken. (e) Original Field Roast (3 flavors in clear chub packs). (f) Tofurky Roast. (g) Chicken-Free Strips. (h) Tofurky Deli Slices: Hickory Smoked.

(41) “This Season’s People.

“We are the people.

We are this season’s people.

There are no other people this season.

If we blow it, it’s blown”–Stephen Gaskin

“If not you, who?

If not now, when?”–Hillel

Photos: (a) Stephen Gaskin (1935-214). (b) Alexander Lyon, tempeh pioneer (1939-2014). Address: Founder and owner, The Tofurky Company.

3000. Nordquist, Ted. 2014. Re: The fall and rise of WholeSoy Soy Yogurt. Letter (e-mail) to William Shurtleff at Soyinfo Center, Oct. 11. 1 p.

• **Summary:** “Provisions Food was evicted by the Visalia Sheriff at 5 AM on April 11th. I was told this on Monday, April 8th and succeeded in removing and taking control of all equipment and supplies by 5:00 PM on April 10th.

“We told the Trade we were back at the Natural Products Expo West in Anaheim in March. All of the natural food companies welcomed us back with open arms with the same article numbers. HEB in Texas did the same since they are distributed by KeHe a natural food distributor. The big chains like Wegmans did the same, although Raley’s and Kroger have not yet taken us back. See Spins Report. We should be getting an updated report next week.

6 oz cups (all flavors) were back in retail stores the first

week of March 2014. 24 oz cups August 4th, 2014.

Ted is still struggling to survive. "It is a daily struggle primarily due to UNFI not paying us in a timely fashion *and* taking off invoice deductions they know will take us months to recover.

Note: UNFI is the sole distributor to Whole Foods Markets, nationwide. Address: TAN Industries, Inc., 353 Sacramento St., Suite 1120, San Francisco, California 94111.

3001. *SoyaScan Notes*. 2014. Soy yogurt and other non-dairy yogurt prices at Whole Foods Market in Lafayette, California (Overview). Oct. 18. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Maker: WholeSoy. Milk made from: Soy. Size: 6 oz. Organic: Sort of. Made with organic soybeans. Plain, Vanilla and Unsweetened are 95% Certified Organic. All other fruit flavors are 70% certified organic (fruit is not organic) certified by QAI. Flavors: Key lime, lemon, plain, mixed berry, raspberry, vanilla, blueberry, peach, cherry, apricot. Price: \$1.19, but today on sale for \$0.89. Large sizes: 24 oz. Flavors: Vanilla, plain, unsweetened plain. Price: \$3.39, but today on sale 2 for \$5.00. Many flavors and one large size are out of stock.

Maker: Nancy's (Oregon). Milk made from: Soy. Size: 24 oz. Organic: Yes. Flavors: Plain Price: \$3.49. Large sizes: 32 oz. Flavors: Plain. Organic: Yes. Price: \$4.49.

Maker: So-Delicious. Milk made from: Coconut. Size: 6 oz. Organic: No. Flavors: Blueberry, strawberry, vanilla, plain, chocolate, raspberry, passionate mango. Three are Non-GMO certified. Price: \$1.99. Large sizes: 16 oz. Flavors: Plain, vanilla. Price: \$3.99.

Maker: Hain Celestial. Brand: Almond Dream. Milk made from: Almonds. low fat. Size: 6 oz. Organic: No. Flavors: Plain, vanilla, strawberry, mixed berry, coconut. Price: \$1.69, but today on sale for \$1.39. Large sizes: 24 oz. Flavors: Vanilla. Price: \$4.49.

3002. Nature's Path. 2014. The future is organic. Let's plant the seeds (Ad). *Organic and Non-GMO Report (The) (Fairfield, Iowa) No. 145. Nov. p. 11.*

• **Summary:** A large color photo shows Arran Stephens, founder and chief garden-keeper of Nature's Path. In the lower right corner is Nature's Path's organic logo, with the words "Eat well. Do good."

3003. Roseboro, Ken. 2014. Whole Foods making big commitment to biodynamic products. *Organic and Non-GMO Report (The) (Fairfield, Iowa) No. 145. Nov. p. 4-5.*

• **Summary:** "Whole Foods Market is leading the way in promoting biodynamic certified products, according to the retailers' executive global grocery coordinator, Errol Schweitzer." Schweitzer sees biodynamic as the future because it is a deeper form of organic agriculture. "Whole Foods now sells about 20 biodynamic products in its stores."

A color photo shows Elizabeth Candelario of Demeter USA with a display of biodynamic products at a Whole Foods store.

3004. Roseboro, Ken. 2014. Biodynamic agriculture: Biodynamic brings holistic perspective to organic agriculture. Agriculture system views farm as an organism encompassing soils, plants, animals, humans, and nature's cycle. stations. *Organic and Non-GMO Report (The) (Fairfield, Iowa) No. 145. Nov. p. 4-6.*

• **Summary:** Frey Vineyards, a "third-generation organic vineyard and farm, is nestled on the slopes of the Redwood Valley in northern California... near the headwaters of the Russian River."

"The view of the farm as an organism was first presented by Austrian Philosopher Rudolf Steiner in a series of lectures in 1924. German farmers had requested Steiner's help after they became concerned about the increasing use of agricultural chemicals. Steiner responded by calling for a spiritual renewal of agriculture."

3005. Madison, Deborah. 2014. The new vegetarian cooking for everyone. Revised. Berkeley, California: Ten Speed Press. vi + 665 p. Index. 27 cm. Originally published in New York by Broadway Books in 1997.

• **Summary:** This book (vegetarian) is a revised an expanded edition of *Vegetarian Cooking for Everyone* (Oct. 1997).

Chapter 16, titled "Tofu, tempeh and miso" (p. 521-539) begins: "Soy was the big hope in the 1970s, '80s, and into the '90s for its protein, lack of cholesterol, its ability to imitate meat in many forms, and its possible health benefits.

"Then suddenly it was under suspicion, and still is. Tofu, which is difficult to digest, should be thought of as a food you eat in small quantities, while fermented soy products, like miso and tempeh, are now preferred." This page goes on to discuss the pros and cons of soyfoods. TVP (textured vegetable protein) a highly-processed, sawdustlike by-product, often used as a filler in meat dishes, sits at the bottom of her list of wholesome and delicious foods. Hexane, used to treat some "natural" soy products, is a neurotoxin [and a highly volatile petroleum fraction]. She has found that soy oil and soy flour are too often rancid, yet both are widely available in supermarkets. Soymilk and tofu have their own problems; much of their wholesomeness depends on the company that makes them, the sources of their soybeans (are they organic, non-GMO) and who certifies them when they are imported from China. Eden Foods gets high marks for the integrity of its various types of Edensoy®. Silk® soymilk, made by Dean Foods, gets low marks for its high level of sweetness and the fact that its maker refuses to give the source of its soybeans. Yet soymilk may be beneficial to those who are very lactose intolerant. Some people find it hard to digest soymilk and other soy products. Fortunately there are now other plant milks that are easier on the body

and widely available.

Recipes: This section begins with 4 Asian dipping sauces, three of which call for soy sauce. The section on tofu begins with a discussion of tofu, the eight types of tofu, cooking techniques (draining, firming and precooking), four additional sauces for tofu and tempeh (pages 59-61), marinating tofu and tempeh plus 4 marinades, then 16 tofu recipes.

The section on tempeh begins with a discussion of tempeh followed by 9 tempeh recipes.

The section on miso begins with a discussion of miso and the best known of the many types of miso. Since miso is best known in miso soups there are two recipes for kombu stock followed by 6 miso recipes and a list of more garnishes for miso soups.

About the author: On the rear inside dust jacket is a color photo of Deborah Madison. The text below it reads: "Deborah Madison is the author of eleven cookbooks and is well known for her simple, seasonal, vegetable-based cooking. She got her start in the San Francisco Bay Area at Chez Panisse before opening Greens, and has lived in New Mexico for the last twenty years. In addition to writing and teaching, she has served on the boards of Slow Food International Biodiversity Committee, the Seed Savers Exchange, and the Southwest Grassfed Livestock Alliance, among others. She is actively involved in issues of biodiversity, gardening, and sustainable agriculture." Address: Author and chef, Santa Fe, New Mexico.

3006. Sams, Craig. 2015. Michio Kushi, last of old school macrobiotic gurus, is no more (Web article). *www.craigsams.com*. Jan. 28. [1 ref]

• **Summary:** "Modern Zen macrobiotics was created by the Japanese leader George Ohsawa. His leading apostle was Michio Kushi. Kushi died in December, leaving the macrobiotic movement leaderless for the first time in its history in the West. In any belief system there is always the potential to confuse the messenger with the message.

"The Ten Commandments ban worshipping graven images and Islam prohibits images of Mohammed. This prevents believers worshipping a fellow human who connected with the universal spirit of love and peace (or 'health and happiness' if you prefer) instead of seeking that connection themselves. In macrobiotics the tendency to follow the man rather than the practice has been a marginalising factor that has kept it as a cult instead of the universally popular diet that we once thought it would become. Yet macrobiotic principles are now the guiding principles of the renaissance in nutritional awareness that is gathering pace worldwide. It looks like we've won, just not under our flag."

"Ohsawa died suddenly in 1966, leaving the macrobiotic movement leaderless.

"Michio Kushi on the East Coast and Herman Aihara

on the West Coast, took up Ohsawa's mantle. Kushi set up the East West Institute in Boston [Massachusetts]. It was a mecca for burned-out hippies who would make the hajj to Boston and work in the study centre or the associated restaurant and food wholesaling business Erewhon, while learning the philosophy and how to cook the food. Kushi's lectures to his followers were published in *The East West Journal* and the *Order of the Universe* magazines, reaching more than 100,000 subscribers worldwide. His students became the missionaries of macrobiotics beyond Boston. Many of them came to London, where we welcomed them and gave them jobs in our restaurant, bakery and shop. We rented them a house in Ladbroke Grove where they could promulgate Kushi's message, give shiatsu classes and teach cooking. They disdained our free and easy approach to macrobiotics and advised us to go to Boston to study with Michio. We thought they were too 'straight.' They wore suits, smoked cigarettes and drank Guinness and coffee just like Michio. But the rest of their diet was much stricter than ours, allowing little in the way of sweeteners or dairy products. It was a bit alienating, but we thought 'each to his own' and were grateful to be introduced to shiatsu and to have active missionaries spreading the message.

"A few years ago I wrote here about our macrobiotic sea cruise. It included late stage cancer sufferers who had, thanks to Michio Kushi's teachings, been clear for five or ten years. It was moving to hear their stories and their gratitude that macrobiotics had given them life beyond their doctors' expectations.

"Will macrobiotics thrive in Kushi's absence? The philosophy is now everywhere, the basic principles of making healthy diet the foundation of your physical and mental well being; eating whole unrefined cereals; exercising actively; always choose organic; avoid sugary refined foods; prefer sourdough over yeasted breads; avoid artificial preservatives and colourings; no trans fats; eat locally and seasonally. these were once quirky macrobiotic precepts but are all now well-established and the stuff of Sunday newspaper supplements. George Ohsawa once commented that as long as you were in a state of bliss it didn't matter what you ate, you were macrobiotic. Kushi's messaging was more prescriptive, but it reached a lot more people. These great men are no longer with us, but thanks to their teachings the quality and variety of food we can easily obtain is better than it has ever been in human history. There is no excuse for eating crap any more. For this we should be eternally grateful."

A photo shows Craig Sams, elder brother of Gregory Sams. Below that is the following brief autobiography:

"Welcome, my name is Craig Sams, I live in Hastings in the south of England. This site's about stuff in which I have involvement or interest.

"I was born in Nebraska in 1944. Our farm was between Emerson and Homer, poetically-named towns a few miles

south of Sioux City.

“After obtaining a B.Sc. in Economics from the Wharton School at the University of Pennsylvania I moved to London in 1966 with the aim of opening a macrobiotic restaurant. In 1967, after a brief career in the ethnic fashion and import business (Afghan coats, Indian posters, Tunisian kaftans, Tibetan shoulder bags, hand-dyed silks) I

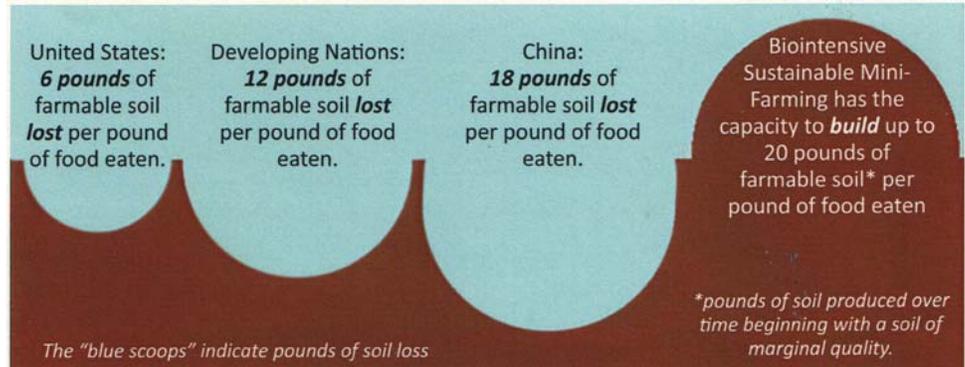
founded, in partnership with my brother Gregory, Whole Earth Foods, a leading organic food company, expanding from its original organic macrobiotic restaurant ‘Seed’ into retail, wholesaling and manufacturing with the Harmony, Ceres Bakery and Whole Earth brands.

“I’m the author of four books: *About Macrobiotics* (1972), *The Brown Rice Cookbook* (1982, new edition 1992), *The Little Food Book* (1993) and, with Josephine Fairley, *The Story of Green & Black’s*. The Sams family (our Dad Ken, Gregory and me) published “Seed Magazine–The Journal of Organic Living” from 1972-1977. I was Hon. Treasurer of the Soil Association from 1990 to 2001 and was Chairman from 2001-2007. I then chaired Soil Association Certification Ltd from 2007-2009 and continue as a director. I chaired Slow Food UK from 2008 to 2015 and continue as a trustee and as a member of Slow Food Sussex.

“In partnership with my wife Josephine Fairley I founded Green & Black’s Organic Chocolate in 1991, an award-winning organic and fair trade confectionery brand whose Maya Gold chocolate was the first product to carry the Fairtrade Mark. I grow most of my own vegetables organically in our potager garden in Hastings and on my smallholding nearby, where we also have a watercress bed and woodland. I’m now President of Green & Black’s Ltd—a non-executive advisory role. I am co-founder and Executive Chairman of Carbon Gold Ltd, a carbon sequestration business based on the use of biochar as a soil improver. Biochar is emerging as a major tool for mitigating climate change and restoring our planet’s degraded soils. In addition I serve as a director of Duchy Originals Ltd and of Gusto Organic, the organic soft drink makers. Josephine and I host the Wellington Square Natural Health Centre in Hastings, a venue for alternative and complementary therapies.”

3007. Jeavons, John. 2015. Re: Happy New Year. A letter from all of us here at Ecology Action. Letter to Dear Friends at Soyinfo Center, Jan. Typed, with signature on letterhead. [405* ref]

• **Summary:** An in-depth discussion of the worldwide Grow Biointensive sustainable mini-farm method. “Over the past 43 years of work, we’ve shown that this is an amazing method that people of all ages and cultures can



use. Compared to conventional farming methods, Grow Biointensive (GB) saves water, builds fertile soil, increases yields and income, reduces or eliminates inputs and energy use, sequesters carbon to reduce global warming, and helps protect wild lands from agricultural impacts.

“The end result of our programs, the thing we’re so proud of, is that people learn how to feed themselves and their families sustainably, and as a result, they no longer have the need to deplete forests and other diminishing natural resources to survive. Rather than leaving their homes to try to eke out a living somewhere else, they are able to stay in their own cities, towns, and villages to help each community thrive.

“And it doesn’t stop there: each person who participates in our programs creates a positive ripple effect as they grow food successfully and teach the method to their neighbors. As these grassroots efforts spread, they not only strengthen people and communities, but they also provide solutions to some of the most serious challenges facing the Earth.

“Tens of thousands of farmers, educators, government officials, and activists have already been trained in this way, and people are practicing Biointensive agriculture in over 140 countries around the world. As the challenges to food security and sustainable living continue to grow, we continue to develop our programs to reach out to an ever-greater number of people.”

Inspiring news from Kenya, Malawi, Rwanda, South Sudan, West Africa, North Carolina, Mexico, Dominican Republic, etc. Address: Ecology Action, 5798 Redwood Rd., Willits, California 95490. Phone: 707-459-0150.

3008. Rossoff, Michael. 2015. The memorial service [for Michio Kushi]. *Macrobiotics Today* (Chico, California) 56(2):17-12. Spring.

• **Summary:** “A memorial service for Michio Kushi was held on January 31, 2015 in Boston, Massachusetts. We begin with Michael Rossoff’s remembrance of the service.—Ed.

“On a very cold winter’s day in Boston, with snow piled high along the sides of the street, about 500 people gathered to show their gratitude and respect for Michio Kushi. Inside the Arlington Street Church where Michio taught weekly during the late 1960s and early 1970s, there was a warmth

and friendship that pulsed throughout the church. Many people had not seen each other for 10, 20, 30, or more years. They all shared one thing in common—having studied or been deeply inspired by Michio and Aveline Kushi’s teachings.

“Though I have been back to Boston over the past years—seeing friends, colleagues, and students—it was another thing to see people from the distant past, whose lives had taken them in different directions. I lived in Boston from 1969 to 1972, in several ‘study houses’ and in an apartment of my own. I also worked at Sanae Restaurant for 2 years and knew many people from that time. For me, it was a total immersion experience, plus a time of great experimentation. There was a common link despite our many differences. That link—an enthusiasm for macrobiotics and the shared deep appreciation for Michio and his teaching of the macrobiotic way of life—was what brought us all back together. Furthermore, people came from across America, Europe, and Japan for a celebration of Michio’s life and dream plus a reunion and sharing.

“The master of ceremony, Haruo (Larry) Kushi, set the tone and focus for the memorial. Speaking for Michio’s four sons and wife Midori, he said that we are as much a part of their extended family as they feel a part of ours. Each speaker brought some unique remembrance of Michio’s life and of his impact on their life and on the much larger scope of society and the world. The speakers were:

- “Midori Kushi, Michio’s second wife
- “Masao Kushi, Michio’s younger brother from Japan
- “Evan Root, friend
- “Eric Utne, friend
- “Alex Jack, Kushi Institute [KI]
- “Aldebert Nelissen’s (created the KI of Europe) two

children:

- “Gideon Nelissen, played a Bach violin sonata
- “Horriah Nelissen, shared a message from her mother
- “Chico Varatojo, director of KI of Portugal
- “Toyofumi Yoshida, president Mitoku Company
- “Michael Potter, president Eden Foods
- “Dennis Kucinich, former Congressman of Ohio
- “Hisao Kushi, youngest son

“The event was a wonderful celebration of Michio’s life, accomplishments, visions, and dreams. Following the memorial service, there was a gala reception at a nearby hotel with music, food and a wonderful opportunity to meet, greet, and catch up with many people from around the country and the world.” Address: Kushi Institute, Becket, New Hampshire.

3009. Stephens, Gurdeep. 2015. *This earth is ours: 30 organic years along nature’s path*. Victoria, BC, Canada: D&I Enterprises. 201 p. Illust. (mostly color). Index. 23 x 29 cm. [98 ref]

• **Summary:** A marvelous, beautifully designed book with an important message for everyone who lives on Planet Earth.

It is much more than a history of Canada’s most famous and revered natural and organic food company, Nature’s Path Foods and its founders, Arran Stephens and Ratana Stephens, his wife. It is about our Earth and its soil, which hang in the balance between forces of organic renewal and forces of fossil-fuel-intensive, chemical agriculture, genetically engineered (GMO) food, and huge, cruel slaughterhouses.

Contents: Dedication. Welcome. Foreword. Introduction. 1944-1985 Deep Roots: Goldstream to LifeStream to Woodlands. 1985-1990 Tilling the Soil: The Birth of Nature’s Path. 1990-1999 Nourishing the Soil. 2000-2010 Sowing the Seeds: into the Mainstream. 2010-2015 Fields of Dreams. Mission Statements and Paths. Acknowledgements. Timeline. Evolution of Corn Flakes (19805 to 2015). Awards. Appendix. Sources [Bibliography]. Photo Credits. Index.

The company’s motto: “Always leave the Earth better than you found it.”

Note: This book is not for sale. It was “cobbled together” from August to December, 2014, for family and friends. The publisher is not a real publisher. Gurdeep Stephens is the publisher. In “D&I Enterprises,” D = Diya and I = Isha, are her daughters. Only 2,000 copies were printed. Address: Nature’s Path Foods, Inc., 9100 Van Horne Way, Richmond. BC V6X 1W3, Canada.

3010. *Organic and Non-GMO Report (The) (Fairfield, Iowa)*. 2015. Organic, GMO supporters clash at “coexistence” meeting. No. 152. April. p. 13.

• **Summary:** “The US Department of Agriculture recently held a two-day summit on coexistence of organic and genetically modified agriculture but the event instead revealed the bitter chasm between supporters of the two systems. At the outset of the event, US secretary of agriculture Tom Vilsack said he was ‘really tired of division’ and wanted to find a ‘path forward’ but speakers at the summit showed how difficult that can be.

“Errol Schweizer, executive global grocery coordinator for Whole Foods Market, discussed the rapid growth in consumer demand for both organic and non-GMO verified foods. He described the challenge of sourcing organic and non-GMO crops in the US because of the threat of contamination from GM corn. ‘It’s like pushing a rope uphill,’ Schweizer said. ‘I actually am importing heirloom corn from Mexico. It’s a huge issue.’

“Lynn Clarkson, an organic grain buyer in Illinois, agreed, saying it was difficult to get organic corn that is below a GMO threshold of 0.9%. Schweizer said that organic is the future of American agriculture. Former US secretary of agriculture Dan Glickman disagreed: ‘We’re not going to feed the world with organic foods.’

“Ron Moore, an Illinois farmer who grows GM soybeans and corn, was unhappy about consumer opposition to GM foods and felt that his fanning system was being disparaged.

“An organic grain handler described how he rejected four truckloads of organic corn due to GMO contamination and lost \$5000. ‘What is the incentive for that farmer to keep growing organic?’ he asked.

“(Source: Associated Press).”

3011. *Organic and Non-GMO Report (The) (Fairfield, Iowa)*. 2015. Center for Food Safety sues Department of Agriculture for withholding GM crop records. No. 157. Oct. p. 8.

• **Summary:** “Center for Food Safety (CFS) recently filed a law suit against the US Department of Agriculture’s Animal and Plant Health Inspection Service (APHIS) under the Freedom of Information Act (FOIA), alleging that APHIS has violated FOIA by routinely failing to respond to requests for records related to genetically modified crops, unlawfully delaying its responses, and withholding public disclosure of information. APHIS has failed to provide a timely final response to at least 29 of CFS’s FOIA requests or appeals. Of these, APHIS has entirely failed to provide a final response to 10 requests and 2 appeals. The lawsuit asks the court to direct APHIS to promptly provide CFS with the requested information and to order APHIS to stop its practice of failing to respond to FOIA requests related to GM crops.

“As an example, APHIS failed to respond to a FOIA request related to GM sorghum, a crop that has completely evaded review and regulation. In another instance, CFS filed a FOIA request in 2004 related to field trials of GM ‘Roundup Ready’ creeping bentgrass. APHIS delayed its response for over four years. In another example, CFS has made three requests regarding GM Wheat field trials since 2002, and APHIS has failed to provide a timely response each time.”

3012. *Chico Enterprise-Record*. 2016. Wendell J. Lundberg (1930-2016). June 19-23.

• **Summary:** “Wendell J. Lundberg, the second eldest of four brothers who built Lundberg Family Farms, a national leader in organic rice and whole grain products, died on Sunday, June 12, 2016 at Enloe Hospital in Chico, CA. He was 85 years old.

“Wendell J. Lundberg was born August 17, 1930 in Holdridge, Nebraska to Albert and Frances Lundberg. In 1937, Wendell and brothers Eldon, Homer and Harlan moved with their parents to Richvale, California.”

“Wendell met his future wife, Carolyn Osborn in 1968. They married three years later and together raised three children, Jessica, Joe, and Alyscia Lundberg. Married for more than 45 years, Wendell and Carolyn Lundberg were also proud grandparents to four grandchildren, Rebecca, Alexandra, Ivan and Maxine.”

Two portrait photos show Wendell J. Lundberg.

3013. Schaller, Lorenz K. 2016. Re: Best books from which a beginner can learn the history of macrobiotics. Letter

(e-mail) to William Shurtleff at Soyinfo Center, Sept. 5. 1 p.

• **Summary:** “Hi Bill, Regarding your question 2. 5-10 books as source material for a ‘History of Macrobiotics.’ The answer to this is complex. The only work I know of on this subject in English is Ronald Kotzsch’s thesis and book [Macrobiotics: Yesterday and Today]. But there must be other writings in Japanese, which I do not know about. This topic is a field that has hardly seen the plow. I would point the putative historian to your book ‘History of Erewhon,’ but that work does not describe itself as a ‘macrobiotic history’ though it veritably is (of the Sixties and Seventies in USA and England). What is missing for our putative historian (and in my view this missing element is huge) is the key and elemental role that acid [LSD] had in the birth of both the modern ‘healthy eating’ trend and the modern ‘natural food’ commercial activity.

“I know of no written works that tackle this topic (I have tried, in a short, extremely obscure mss). ‘Acid’ is still a ‘hot potato’ in our society. It is tainted with the word ‘drug’ and the idea to those who have no experience with it, that it is an ‘artificial substance’ that transports the taker into some kind of artificial, non-reality, ‘drug experience.’

“It was nothing less than acid that, tsunami-like, created a wave of interest in personal health, healthy-eating, and ‘natural’ food. From that interest, everything could bloom, including the huge eventual audiences for your wide-selling published works. Acid is disrespected and misunderstood in the contemporary surrounding society, and for a writer to tackle this topic, they would become a lightning rod.

“The macrobiotic establishment has always added its voice to the condemnation and misunderstanding of acid. Too bad Michio didn’t take a few, really well-guided, well-supported, ‘trips.’ (My view).” Address: Founder & Director, The Kusa Seed Research Foundation, P.O. Box 761, Ojai, California 93024.

3014. Natural Oilseed Crushers Association. 2016. Let’s get hexane out of the natural food supply chain (Ad). *Organic and Non-GMO Report (The) (Fairfield, Iowa)* No. 167. Oct. p. 5.

• **Summary:** A half-page color ad. “Join us. Our mission is to promote the natural processing of all non-GMO oilseeds and to create awareness and transparency of all non-GMO food processing.

Become a member. Contact Patrick Connors. 314-809-9499. Learn more at NaturalCrush.org.

3015. Yanase, Kumiko. 2016. Tōfu chiizu keeki [Tofu cheesecake]. Tokyo: Bunkagakuen bunkashuppan-kyoku. 77 p. Illust. (Color). [Jap]*

3016. Lunsford, MacKensy. 2017. Farmers find getting goods into markets a challenge: Small agriculture operations not natural fit for big food stores. *Asheville Citizen-Times*

(Asheville, North Carolina). Jan. 18. p. 1A, 4A.

• **Summary:** “Asheville—Local food is an important industry in Asheville, a city with an abundance of groceries touting mountain-made products and hundreds of farms ringing the area.

“Finding help: In some cases, Whole Foods gives low-interest loans to help small producers defray costs of inspections and other operating expenses as it did for Smiling Hara Tempeh.

“In 2006, Whole Foods Market set aside \$10 million for the program. In 2013, Whole Foods Market expanded the program to \$25 million in loans for independent food businesses.

“‘We’ve dealt with a few small business assistance organizations, and the Whole Foods process was much easier,’ Smiling Hara co-owner Chad Oliphant said. ‘It’s probably the simplest loan application we’ve gone through.’”

3017. Duggan, Tara. 2017. Nut, dairy industries in a froth over ‘milk’ label. *San Francisco Chronicle*. Feb. 13.

• **Summary:** The dairy industry wants the soymilk and nut (such as almond) industries to stop using the word “milk” on their labels. However (1) Most soymilk is sold under a fanciful name, such as Silk or Vitasoy or Edensoy or Westsoy or Safeway O, with the taglines such as “original soymilk” or “light soymilk.”

(2) The USDA first used the term “soy-bean milk” in a U.S. government publication in 1897—more than 100 years ago. In USDA Farmers’ Bulletin No. 58, titled “Soy beans as food for man,” C.F. Langworthy in July 1897 was the first U.S. government employee to refer to soymilk. In his article a table titled “Comparison of the composition of soy-bean milk and cows’ milk,” shows that the two liquids (soy / cow) have the following composition: Water 92.53% / 86.08%, albuminoids 3.02% / 4.00%, fat 2.13% / 3.05%, etc. Since 1897, more than 350 U.S. government publications have referred to soymilk using terms that contain the word “milk.”

(3) The dairy lobby challenged the soyfoods industry on its use of the word “milk” (in terms such as “soymilk”) in the mid-1990s. The soyfoods industry hired a Washington attorney (Steve McNamara) and ultimately won the battle. From that time on the FDA recognized the word “soymilk” as a legal generic term describing a fanciful name. Address: Special to the Chronicle, Chronicle columnist, San Francisco.

3018. Sams, Gregory. 2017. Re: Wholefood history of Britain (Continued—Document part II). Letter (e-mail) to William Shurtleff at Soyfoods Center, March 27, in reply to request. 7 p.

• **Summary:** (Continued): “The Harmony range was sold both packaged and in bulk to health foods shops around the country, and to newly opened natural food outlets such as Infinity in Brighton, Suma in Leeds, Community Foods in

Camden Town, On the 8th Day in Manchester and Realfoods in Edinburgh. We formed a loose-knit Natural Foods Union and met occasionally to discuss issues of product standards and conscious retailing. Most of these early shops later became regional wholesalers.

“In 1972 the eel & pie shop next to Ceres closed and we took the lease on it. Craig set up Ceres Bakery, Britain’s first dedicated 100% wholemeal and sugar-free bakery. He has tales to tell about getting pastry cooks to work without white flour, sugar, cream or butter, but customers came from all over for the best wholegrain bread in Britain (and the legendary cheese and onion pies). We sometimes had customers pulling a ‘prescription’ sheet out their pocket to ask for ‘100% wholemeal bread,’ which some enlightened doctor had presumably prescribed for their constipation.

“Harmony Foods was soon bursting at the seams, selling products to shops throughout Britain as well as natural food retailers in Europe. At the end of 1974 we moved to a new 15,000 square foot warehouse in Bermondsey, south east London. It was time for forklift trucks, pallet racking, automated packing equipment and a stone flour mill I salvaged from a premises in the west country. We soon had over a hundred products on our list with goods arriving in 20-ton containers.

“In 1975, Craig moved into Harmony’s former vacant premises, installed ovens, and turned Ceres Bakery into a wholesale wholemeal bakery, supplying outlets throughout London and nearby counties. Naturally leavened bread was first introduced to the nation at this bakery, Craig having been inspired by our visit to the Lima bakery in Belgium a few years earlier.

“During the early 1970’s Craig and I also catered the first Glastonbury festival, the Isle of Wight, Phun City and other legendary events celebrating hippie culture. Our food was affordable, it tasted good and people felt the extra energy and vitality (i.e. they could party harder). Edible introductions were made to the benefits of eating real food and flyers handed out, urging them to demand our products at their local health food store.

“After Ceres had moved to the Portobello there was a vacant space, so we had a shot at creating a macrobiotic café for the masses, with simple, inexpensive tasty food. We named it Green Genes after a Frank Zappa track we both loved. I think it survived about six months. Ahead of its time, perhaps.

“Our father Ken had now retired early and returned from Vietnam where he’d been a high ranking civilian running Project CHECO for the Air Force. In his spare time he had been publishing an ‘underground’ magazine for the troops, called Grunt Free Press (‘grunt’ having replaced GI as the term for enlisted men).

“Now a lot of Ken’s time was spare so we put our three heads together and decided a magazine was needed. Our father was to publish Britain’s first monthly magazine

dedicated to promoting the holistic life and joys of natural living. *Seed, the Journal of Organic Living* pointed out the perils of the national diet and the benefits of real food. What's wrong with sugar, refined starches, fast foods, food additives, dairy and factory farming? Why should we respect Mother Earth by growing organically, instead of with chemicals that are toxic to the soil and us? *Seed* was discussing these questions back in the 1970's. It changed a lot of lives. Craig and I were regular contributors with my *nom de plume* being 'Bill Barley.' During its final two years Craig and I each took the helm as publishers.

"By 1978 Harmony Foods was once again in need of more space and a massive 55,000 square foot warehouse was on the market in north west London. The rent was a bargain so we moved in, shifting equipment, flour mill, and everything but the wonderful south London ladies who had run the entire packing room. There was space to create a dedicated cash & carry for wholefood traders as well as lots more peanut butter mills and equipment to keep up with the burgeoning demand. Hundreds of tons of food were shifting in and out of our airplane hanger sized premises. Before we made the big move, we'd had some deep discussions and Craig decided to wind up the bakery business and devote his skills to marketing at Harmony Foods. From his post-crisis return to the enterprise, we had always been equal shareholders in everything

"Our experience as sole European agent for the American organic brand Health Valley gave us a taste for something more secure than beans in bags, and we created the Whole Earth label to cover manufactured food products. First off was a range of innovative no-sugar-added jams that Craig had developed, which got us into trouble with the law—because there was no sugar added (the jam eventually won, on appeal). Harmony peanut butter was later rebranded Whole Earth.

"Our product range expanded again, and along with that came more staff to run the office and warehouse. But margins are thin in the food trade and we were experiencing the combined effects of rapid growth pains and a business property tax that nearly doubled every year for three years, becoming twice our rent by 1981. There always seemed to be a plausible reason why we hadn't made a profit in the previous month, and it was always something new. The situation was not good, and complicated. We'd had to bring in minority investors and now they and the banks were breathing down our necks. After all this growth, we had to downsize. Plans were afoot to contract pack the entire range, sell off the cash & carry, and generally 'do something about it,' as we were trading while insolvent, which is an offence.

"While this was in progress I came down in the autumn of 1981 with a case of hepatitis A, which had me grounded at home for a couple of months. It was here that, with a view to re-vitalizing the company, I conceived and created a product that I thought had great potential, and could be entirely

outsourced to avoid adding to the fixed overheads we were desperately cutting. I made up a list of names for this product that included Plantburger, Sesameburger, Vegeburger, Earthburger and Greenburger. They all sounded strange at the time but after a few days 'VegeBurger' came to the fore. As a brand new word, which did not seem descriptive at the time, it was not a problem to register it as the trade mark VegeBurger®. Vegetarians were not yet termed veggie, and vegans were almost unheard of.

"The VegeBurge® was launched in March 1982 under the Whole Earth label and much as I extolled its virtues, our bankers and backers were not impressed, pointing out that 90% of all new food product launches fail. They wanted concrete. I wanted to devote myself to this new 'baby' and, by the 18th of June 1982, I had negotiated myself a resignation as Chairman and M.D. of the company. I gave my negative value shares to brother Craig, and ran off with the VegeBurger.

"I set up my dream business in a spare bedroom at home, trading as The Realeat Company, without limited liability or staff. It was all managed with VisiCalc [spreadsheet software] on my Apple IIe computer from a spare bedroom, utilizing reliable outside contractors and having no employees. This is now called a 'virtual company' and it allowed me to spend my time demonstrating, promoting and marketing. I had no bureaucracy, no fixed overheads, and it was a joy to handle this free-flowing enterprise.

"The VegeBurger quickly became a nationwide success and was soon doing over 250,000 burgers a week, further boosted by the press coverage received following release of my first Realeat Survey in 1983, timed to tie in with the launch of the frozen VegeBurger. I had commissioned Gallup to poll public attitudes to meat consumption, getting the first ever vegetarian head-count. It was news, with more people moving away from red meat consumption than anybody had realized. VegeBurger was on television, radio and newspapers to such a degree that I had to rapidly ramp up production to keep retailers stocked with the new hit. The survey brought a huge number of latent vegetarians out of the closet, especially young women who realized they were not alone in their aversion to meat. The arrival of Mad Cow disease certainly didn't harm sales, either" (Continued). Address: 2 Trevelyan Gardens, London NW10 3JY England.

3019. Jack, Alex. 2017. Update on the Kushi Institute and macrobiotics (Interview). *SoyaScan Notes*. April 1. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** William Shurtleff phoned Alex to request a list of recipients of the Aveline Award from the time it was established.

Alex talks about the Kushi Institute which closed at the end of 2013. The Kushi Foundation (nonprofit) is also no longer active. The Kushi Institute was the main function

of the Kushi Foundation. In late 2013 Michio (who was president and founder of the Kushi Institute) had brought Alex in as the director of the Kushi Institute; Edward Esko was the associate director. The previous management group was on the verge of closing down the Beckett land. They ran the Institute with Michio, who lived in Boston, until he passed away in Dec. 2014. The Institute had been active for 35 years. Aveline had died in 2001. The first thing Alex and Ed did was to start the “annual fund.” which was a fundraising program. There had previously been no comprehensive fundraising to pay off the difference between annual income and expenses. Most schools are non-profit (even Stanford and Harvard) and have this same problem, but they have endowments. Alex and Ed continued to manage the Institute for the next two years. But after Michio died there was a big vacuum and there had not been a functioning board of directors before that time. There had been a few people on the board but the board was basically nonactive since about 2000. After Michio died the board was basically reconstituted; it was controlled by Michio’s family—his children and widow, Midori Kushi. There were four people on the board: two Kushi family members and two non-Kushi family members. It was not a legal board because the law required a majority of non-Kushi-family members. The family owned the 600-acre property at Beckett, which had originally be purchased for the use of the Kushi Institute. During those 35 years the Institute and the programs it conducted leased the land from the Kushi family. There was an inherent conflict of interest because the Kushi family owned the property at Beckett and controlled the Kushi foundation. The foundation could never raise money legally to improve the buildings on the land at Beckett. There were two main buildings on the property, one of which was called the “main house”; they were run-down and deteriorating big-time, with badly-leaking roofs, a furnace that was about to fail, etc. Michio didn’t have funds for renovation. “So the place was kind of falling apart. That was a big problem over the past ten years or so.” The Institute could, by law, maintain the property but it could not make any capital improvements. A number of people wanted to donate money to macrobiotic education. They could donate to the Institute but not for the purpose of improving the property or the buildings on it. The money could be used for programs, salaries, maintenance, etc. Nevertheless by 2015 hundreds of people took programs on the Beckett land each year—maybe as many as a thousand. The programs ranged in length from weekend workshops to 1 week workshops (the flagship program named “Way to Health”), and then there were teacher training programs that took one month; there were three levels and eventually a fourth level. As a rule there were two programs running at once, occasionally three. The last few years they had a summer conference on the Beckett land.

In addition, there were old debts of several hundred

thousand dollars principal. Some were bank loans that Michio had taken out. The interest came to about \$3,000 a month.

Alex and Ed also arranged with Tufts University to do the first controlled clinical studies on breast cancer in macrobiotic practitioners. Tufts and John Hopkins contact them first. Lawrence Kushi, MD, is a breast cancer researcher. However in the summer of 2016 the board fired Alex and Ed Esko. Long story. The breast cancer study never happened. Alex is still reeling from the closing of the Kushi Institute; it became very personal. Alex has never lived on the land at Beckett—except for a few years about 25 years ago when he managed the place and lived in one of the buildings; he has a house nearby. There were never any private homes on the property. Some of the staff lived in the main house.

The board of the Kushi Foundation is now selling the 600 acres of land at Beckett. Alex thinks they already sold 400 acres to the Nature Conservancy. The Kushi Fund stopped on Thanksgiving of 2016.

Since the mid-1990s, the macrobiotic movement has been losing visibility and is not as dynamic as it once was. That was about when the Kushis began to have health problems. Michio didn’t have a regular life. He always wanted to be available.

Shurtleff notes: “Macrobiotics has certainly had a long-time big influence on the natural foods movement. If you walk into a Whole Foods Market today you will be able to see the effects of macrobiotics all over the place, but it won’t have that word on it.”

Alex has his own nonprofit, Planetary Health, Inc., that he has had since about 2000-2001. This is where he is now putting his energy. Address: Planetary Health, Inc., 305 Brooker Hill Rd., Becket, Massachusetts 01223.

3020. Sams, Craig. 2017. A 50-year contribution. *NaturalProducts News*. April. p. 76. [1 ref]

• **Summary:** “50 years ago I opened a little restaurant and macrobiotic study centre in Notting Hill. People filled in their own bills based on what they ate and paid on an honour system. Then Graham Bond brought his Hammond organ down for a party one evening and played until 2am. The neighbourhood erupted in rage and I was chucked out.

Note: Gregory Sams add: “The first restaurant didn’t live long enough to get a name. It was just the macrobiotic restaurant, as was Seed for the first six months or so until I decided to christen it.”

“I found ideal new premises: two big rooms in a hotel basement between Paddington and Notting Hilt. I got it ready to open, but then a complication about my right to stay in the UK meant I had to leave the country. That’s when my brother Gregory, who had been a wheel-chair user since an accident eight months earlier at the University of California Berkeley, rose to the occasion. He completed the restaurant project, supported by our mother Margaret and my girlfriend Ann.

“Seed Restaurant opened in early 1968. It was an instant success, with great macrobiotic food and a loyal customer base that included John and Yoko [Lennon], Terence Stamp and everyone else who understood that organic, wholesome food was the way of the future.

“Macrobiotic harmony: Gregory published a magazine called *Harmony* that neatly set out the basics of the macrobiotic philosophy. He then opened the first ever natural foods store called Ceres Grain Shop. It had all the grains, beans, seeds and organic vegetables. There were no products containing sugar, honey, refined cereals and no supplements. Ceres was the model for the new natural food stores, distinctly different from health food shops.

“I rejoined him in 1969 and we went on to create Harmony Foods, with an offering of hitherto unfamiliar (in the UK) foods like organic brown rice, miso, tamari, aduki beans and seaweeds. Ceres Grain Shop moved to Portobello Road where the manager in 1971 was Pamela Donaldson. Pam represented us in setting up the first Glastonbury Fayre. She became ill so I took over running the shop, working with Gregory. We did the food at that legendary Glastonbury. In 1972 the premises next door became available and we opened Ceres Bakery, pioneering sourdough and wholemeal sugar-free baking. There was little or no competition in those days. Most people were still wondering how long this natural organic food fad would last.

“Gregory liaised with committed organic farmers who grew cereals and bought their wheat, oats, rye and barley, milled it at Harmony Foods and supplied it to Ceres Bakery. He organized flaking of cereals that led to British cereal flakes being the mainstay of German organic mueslis.

“He also sat on the Soil Association committee that drafted the first organic standards: two pages, would you believe? When the Soil Association expressed a lack of interest in ‘trade’, he and David Stickland set up Organic Farmers & Growers to certify and market home-grown organic cereals.

“Organic connections: Harmony Foods went from strength to strength and we moved to a huge warehouse/factory in Willesden. We had a big cash ‘n’ carry area and manufactured our Whole Earth-branded jams, peanut butter, packed cereals and macrobiotic specialties. We grew too fast, and in 1982 found ourselves overstocked and with cash-flow problems. Gregory had just created the world’s first Vegeburger and trademarked it because nobody had used the word before. I concentrated on downsizing Harmony Foods and focusing on peanut butter and jam.

“Gregory instigated the Gallup polls that highlighted the trend to vegetarianism. The Vegeburger was a massive success; Gregory cashed out and retired. For a few months. Then in 1989 he created the world’s first fractal art shop and created stunning posters based on the Mandelbrot set and Chaos Theory. Since then he has written two groundbreaking books: *The State is out of Date* and *Sun of God*, two

books that will change your perspective on everything.

“I am honoured to have known this remarkable guy for 68 years and to acknowledge his seminal contribution over 50 years to this wonderful world of natural and organic food we take for granted today.”

Note: Craig and Gregory Sams are pioneers in the UK organic and wholefood sector. Address: Hasting, Sussex, England.

3021. Bakkum, Leila. 2017. Update on American Miso Co. (Interview). *SoyaScan Notes*. June 6. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** In 2016 Great Eastern Sun (GES) sold about 807,500 lbs of organic, non-GMO Miso Master miso made by American Miso Co.—based on GES’s internal computerized records.

GES has six SKUs (stock keeping units, or varieties) of miso.

Leila calls the first three short-term, light misos and the last three long-term dark misos.

(1) Sweet white miso, aged for 15 days. Accounted for 16.3% of the total.

(2) Mellow white miso, aged for 30 days. 31.1% of the total.

(3) Chickpea miso, aged for 30 days. 17.8% of the total. Contains no soy.

(4) Red miso, aged for 1 year (365 days). 28.1% of the total. Contains mainly rice, soybeans and salt.

(5) Brown rice miso, aged for 2 years. 3.2% of the total. Contains mainly brown rice, soybeans and salt.

(6) Barley miso, aged for 2 years. 3.4% of the total. Contains mainly barley, soybeans and salt.

Mellow white miso is the #1 best seller, red miso is #2 (it sells almost the same amount as #1), and chickpea miso is #3.

American Miso Co. is a separate company from Great Eastern Sun (each has its own books) and each is owned by Barry Evans, who now lives in Thailand but he travels throughout East Asia. He visits each of the 4-6 GES suppliers every 9-18 months to ensure their integrity, to get to know the owner and his family, and to develop their personal and business relationship. These suppliers make sea vegetables (3 types), pasta, wasabi, shiitake mushrooms, etc. Barry Evans has real integrity when it comes to the sourcing of the products.

GES is a natural foods company; its products are organic and certified non-GMO. They had the first non-GMO miso in the world and the first non-GMO sea vegetables.

The miso master at American Miso Co. is Joe “Yoshiharu” Kato, who loves his work and speak good English but with a distinct Japanese accent. The two all-natural brands of miso in America are Miso Master (American Miso Co.) and South River Miso; each is given a great deal of attention, love and care. They are the only

miso companies in America (so far as Leila knows) that do not heat-treat their misos to accelerate the aging process. Other companies also use yeast as an ingredient to speed up the fermentation. On their 3 long-term misos they state on the package how long the miso is aged. Only in the last few years have Americans woken up to the importance of fermented products, unpasteurized products, and living foods. Most people relate to yogurt as the first cultured product.

When Leila goes to trade shows, she never ever serves miso soup. She makes a miso pesto (with sweet white miso) to be served on pasta, a miso barbecue sauce, miso mixed with maple syrup (nice on ice cream), miso salad dressing, miso marinade; everyone at trade shows associates miso with miso soup.

Great Eastern Sun deserves a lot of credit for the advent and rise in popularity of miso because they go to so many trade shows and expos (including fancy food shows) where they introduce people to miso; Leila attends each of these herself and it's exhausting. At every one she is proselytizing and preaching about miso. Rarely does she talk about the health benefits of miso. They want to know, "How do I use this as an ingredient outside of miso soup." She wants to get people excited about other ways of using miso. "When they taste that miso pesto, you can just see their eyes light up."

Leila also has a great idea for a delicious coffee alternative named Miso Sip; here's the link to her video: www.misosip.com—for a misolicious day,

Dr. Michael Gregor just came out with a study on the effect of fermentation on the salt in miso. Fermentation changes the salt, beneficially. Check out his video: <https://tinyurl.com/ya5b98um>

On the GES website (www.great-eastern-sun.com) are five professional videos. Click on media. They are: The Miso Master story (6 min.). Making authentic Miso Master miso (3 min.). 3. Whole Foods interviews American Miso (3:24). (4) New uses for Miso Master Miso (0:58; shows how to make miso pesto, served on pasta). (5) American Miso made in Rutherfordton, NC (2:21, featuring Joe Kato. A traditional Japanese seasoning has been made in the mountains of North Carolina for 35 years).

"In 2015 the following brands of miso were sold in the United States: Miso Master, South River, Westbrae, Cold Mountain, Eden, Mitoku, Hikari, Hanamaruki, Marukome, Ohsawa, and Muso.

Photos show: (a-b) American Miso Company's retail and bulk miso products. (c) A lid of one product showing the length of time this long-term miso is aged. (d) Miso Master Joe Kato. (e) Miso aging / maturing in wooden vats. (f) Yearly sales of Miso Master miso from 2008-09 to 2015-16. (g) Yearly sales of Great Eastern Sun and American Miso Co. combined from 2008-09 to 2015-16. Address: National Sales Director, Great Eastern Sun Trading Co., 92 Macintosh Rd., Asheville, North Carolina 28806.

3022. Dawson, Chris. 2017. Re: Mr. Kazama and history of macrobiotics in the UK. Letter (e-mail) to William Shurtleff at Soyinfo Center, June 12. In reply to an e-mail questions from W. Shurtleff. 2 p.

• **Summary:** Mr. Kazama passed away on 24 March 2012. For an obituary or details contact Yoshifumi Yoshida-san at Mitoku; he is Mr. Kazama's son-in-law and the current President at Mitoku.

For a history of macrobiotics in the UK, contact Marion Price.

"Clearspring must now be most dedicated macrobiotic food company in EU (the world!). I am such a troublemaker with suppliers, making them produce without sugar, agave, refined salt, accelerated fermentation etc.

No one goes to this extent.

All good fun, to try to raise the profile of good food. Address: 19A Acton Park Estate, London W3 7QE, UK. Phone: +44 (0)20 8749 1781.

3023. Ferré, Carl. 2017. Chronology of the life and work of Herman and Cornellia Aihara after they moved to Oroville, California (Interview). *SoyaScan Notes*. July 2. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** 1971 March 2—The George Ohsawa Macrobiotic Foundation was officially incorporated in San Francisco.

1974—Herman and Cornellia Aihara moved to Oroville, California, a small town 27 miles from Chico. In June they purchased a house in Oroville for the George Ohsawa Macrobiotic Foundation at 1544 Oak St., and 40 acres in the hills above Lake Oroville, near the town of Berry Creek 12 miles northeast of Oroville, to begin a residential learning center. They had a small farm and barracks there. The Aiharas lived at 1544 Oak St. for a month while the farm was being made ready. There were years of drought and their attempts to grow rice on the farm did not work out, so they sold the land at Berry Creek in Feb. 1978.

1974 Dec. 26—The Vega Institute, Inc., founded on 26 December 1973 by 11 persons including Herman and Cornellia Aihara, Robert Kennedy, and Peter Milbury, becomes a legal entity, endorsed and filed by Edmund G. Brown, California's Secretary of State at the time. It was a non-profit 501-c-3 corporation. The name "Vega" was chosen because that star is supposedly moving toward the position of the North Star (Polaris), the current celestial north pole. At that time all human conflicts may be resolved.

Carl believes IRS was the cause of Vega starting. When they moved to Oroville they wanted to start a tax-exempt organization out of which they could run their educational activities—and keep that separate from the foundation—GOMF, which was the publication (books and magazines) and summer camp arm. They used the name Vega—instead of Center Ignoramus—for the school.

1977 July—Carl Ferré first meets Herman Aihara at the

French Meadows Summer Camp.

1978 May—Carl arrived in Oroville to work with Herman and was with him for the last 20 years of Herman's life. Vega was closed when Carl arrived (Herman died in 1998).

Note: Herman and Cornelia were living at 1676 Grand Ave. in Oroville; they had moved there from Berry Creek some time in late 1976 or Jan. 1977.

1979—Herman and Cornelia purchased and moved into a house at 2545 Monte Vista near Oroville High School (2-3 miles from downtown Oroville). That was their last residence together. They lived in that house until Herman died in 1998.

1978 Feb.—Herman and Cornelia sell the Vega property near Berry Creek.

1978-1979—Herman ate all meals with the entire staff (6-10 people) at 1544 Oak St. Cornelia ate lunch with the staff but didn't eat dinner; she would cook and then go home. 1544 Oak Street is right next to the post office in downtown Oroville.

1979—The Foundation (GOMF) bought the property at 902 14th St, which the Foundation then moved to. (Carl lent the money to make this purchase possible). The magazine was being printed at 902 14th St. by Mr. Appleman, who wanted to leave town. Herman used the former print shop to print his own magazines. Vega stayed at the Oak Street house.

1984 June 26—The Vega Institute, Inc. purchased the former Oroville hospital at 1511 Robinson St. Both Vega Institute, Inc. (1544 Oak St.) and the George Ohsawa Macrobiotic Foundation (902 14th St.) moved into the former Oroville hospital at 1511 Robinson St. as both properties were used in the transaction. Herman used the building as an educational center. There were three wings; one for the staff, another for students, and the 3rd was used by the Foundation and Vega Offices.

1995 Jan. 1—The Foundation is moved to a separate location in Oroville at 1999 Myers Street.

1998 Feb. 25—Herman Aihara passed away at the Oroville Hospital at age 77.

2001—Three years after Herman's passing, the George Ohsawa Macrobiotic Foundation is moved back to Chico—40 years after the group had moved from New York and began teaching macrobiotics on the West Coast.

2006 Feb. 25—Cornelia passed away at the Roseville hospital, south of Oroville. Address: President, George Ohsawa Macrobiotic Foundation, P.O. Box 3998, Chico, California 95927-3998. Phone: 530-566-9765.

3024. Wasserman, Debra; Stahler, Charles. 2017. 35 years of vegan activism by The Vegetarian Resource Group. *Vegetarian Journal (Baltimore, Maryland)* 36(3):4, 18-22. Cover story. [3 ref]

• **Summary:** Looks at the history of the VRG in blocks of 2-3 years at a time.

“The Vegetarian Resource Group was started in 1982

by Ernie Kopstein, a vegan medical doctor and Holocaust survivor; Norris Fluke, a vegan Senior Olympics swimming medalist; Audrey Fluke, a vegetarian nurse; and vegan activists Debra Wasserman and Charles Stahler. All had previously participated in Vegetarian Society of D.C. activities. Debra was VSDC's treasurer and Charles was their secretary for several years.

“Our intention was to participate in a vegetarian group in Baltimore. When we went to an address from a list of existing vegetarian organizations, we found an abandoned building. So we started a new group originally called Baltimore Vegetarians. Our goal from the beginning was to be scientific, practical, and of assistance to others. As we produced materials, we soon had tens of thousands of people from all over the country asking us for information. Thus was born The Vegetarian Resource Group and *Vegetarian Journal*. Many ideas we tried locally have since been replicated in other areas. Thank you to all who have contributed in their own unique ways to advancing a better world.”

“Following are a few examples of our 35 years of vegan activism:

“1982-1984: VRG Sponsored a Tofu Cooking Class by Sandy Weinstein. Tofu was relatively unknown then to many Americans. Later, Sandy was asked to do a tofu demo on *People Are Talking*, a Baltimore TV show. Someone named Oprah Winfrey was co-host of this show in the 1970s.

“Outreach to hundreds of kids at Timonium, Maryland Children's Fair. We had kids prepare fruit salad, display jars full of dried beans and grains, and then make necklaces using the beans and grains as a way to learn the names of each food.

“Other projects included publishing *I Love Animals* and *Broccoli Activity Book*, a vegetarian display in the front of the main branch of the Baltimore Pratt Library, and the start of VRG's essay contest, which continues, and also evolved into our awarding \$20,000 in college scholarships to high school seniors annually.

“Vegetarianism and the Environment: It was nice for vegetarianism to have moved beyond only the food section. Environmental writer Tom Horton wrote about us in the *Baltimore Sun* in his article on the environment titled ‘Save the Bay—Eat Beans; Will this be the slogan of the environmentalists?’

“He continued, ‘Even those who toil in the environmental movement in Maryland might not recognize them, but the three people with whom I had lunch recently are probably doing in the most basic of ways, as much as anyone in the state about the kind of pollution that is troubling the Chesapeake Bay. Debra Wasserman, Charles Stahler, and Keith Akers are vegetarians—they prefer the term “vegans,” since they don't use eggs or dairy products in addition to abstaining from red meat, fish, and fowl. Our heavy meat consumption in America, they argue, is more

than just a luxury. It exacts a price from our land, water, and energy resources that no country can afford to pay indefinitely.' A resulting editorial in *The Sun* stated, 'Events sometimes converge in unexpected ways. For instance, there is the growing alarm about over-use of farmland-in the United States and the concern over health effects of too much cholesterol. At first glance, the two developments do not seem to have much in common. Intensive farming, American style, damages topsoil and contributes to the ecologically harmful runoff of chemicals and waste into waterways such as the Chesapeake Bay. Consuming too much cholesterol and other fats, as most Americans do, contributes to a horrendous high heart attack, stroke, and cancer death rate...'

"Supermarket Consumer Board: Debra Wasserman volunteered on the Giant Supermarket Chain Consumer Board. She gave input into their adding non-dairy calcium sources of food into their nutrition brochures. At that time, she was able to hear about their introduction of Dreamy Tofu, their own brand of nondairy ice cream. Giant also introduced organic produce wrapped in plastic. Debra tried to explain that most organic consumers didn't want all that packaging, but it really took the moving in of Whole Foods stores before most groceries looked at the organic market seriously.

"1985-1988:..."

3025. Schaller, Lorenz K. 2017. Re: Questions on macrobiotic history (Continued–Document part III). Letter (e-mail) to William Shurtleff at Soyinfo Center, Aug. 6. 8 p. • **Summary:** (Continued): "Is the author of this essay being over-critical?"

"Yes, you think so?"

"Well then, let us reconsider..."

"Success!"

"Today, brown rice can be purchased in every supermarket in the land, tofu too. Oriental medical arts are widely accepted across the U.S. and are flourishing. The cattle-slaughter nation itself is changing as it too, attempts to survive. Ohsawa's bold prediction of the melding of the East and West is glowing on the distant horizon.

"Conclusion and Postscript

"How could an orphan in Japan (abandoned by its biological father, orphaned by a mother taken away by illness while still in her prime), then hunted as an adult by the secret police of his country, then caught, harshly treated and cruelly persecuted, how could this human being, a resident of far-away Japan, come to see Woodstock on the horizon, bright and glowing, large and clear, decades before Woodstock happened? How could such a thing be possible? The present writer has the sense that at the core of the answer to the above question, lies a mystery; an inscrutable mystery of the Orient, a mystery impossible to penetrate in the here and now. In other words, there is much we do not know, and will never know, and this is how it should be.

"'Macrobiotics' appears today no more enduring than the necklaces, beads, belts and bells, paisley bedspreads and shirts, incense and bellbottoms of the hippies. Like the man himself, the word and the movement it spawned was perishable; "time-sensitive." It delivered its impact and was gone. 'Macrobiotics' today appears no more enduring than the Grateful Dead, the Jefferson Airplane, Big Brother and the Holding Company, the Quicksilver Messenger Service, Canned Heat, the League of Spiritual Discovery and the Brotherhood of Eternal Love. Did they endure? Yes and no. They came (arrived), sang their song, and were gone. But their effects live on amongst us today.

"Somewhere, off in the distance, a new future is brightening its light. Up in the heavens above, a well-experienced locksmith wearing magic spectacles is seated at his workbench, smiling broadly and confidently, cutting a key that will turn the tumblers. A key that will open the door wide for each and all.

"Notes

"1. For the biography see Ohsawa 1973, pp 127-134.

"2. For details on these days, source material is contained in the serial publication *The Macrobiotic* (new title: *Macrobiotics Today*) published continuously since 1960 by The George Ohsawa Macrobiotic Foundation. Chico, California. Also see Shurtleff 2006, Erawhon for a comprehensive accounting of early events.

"3. Durant, p viii.

"4. *ibid*, p vii-viii

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"Ohsawa, George. 1973. *The Unique Principle: The Philosophy of Macrobiotics*. First edition. Herman Aihara, editor. George Ohsawa Macrobiotic Foundation. San Francisco, California.

"Shurtleff, William and Akiko Aoyagi. 2006. *History of Erawhon: Natural Foods Pioneer in the United States. Extensively Annotated Bibliography and Sourcebook*. Soyfoods Center. Lafayette, California." Address: Founder & Director, The Kusa Seed Research Foundation, P.O. Box 761, Ojai, California 93024.

3026. Muso Co. Ltd. 2017. *Mu-Tea (Macrobiotic Herbal Beverage)* (Website printout–part). www.muso-intl.com/Macrobi/pdf/mu-tea16.pdf Retrieved Aug. 20.

• **Summary:** "Muso's Mu-tea is made from herbs, most of which are grown in China. Macrobiotic founder, George Ohsawa was the first to blend them into effective mixtures for various diseases. The herbs used in Mu-tea are selected for only the highest quality and maximal effectiveness. Great care is taken to bring out and maintain the original color, flavor, and aroma of the herbs. For today's often stressful lifestyle,

“Muso combines various herbs in Mu-tea that promote a strong body resistant to colds, and soothe stomach problems. Muso offers “Mu-Tea #9” with 9 different herbs and “Mu-Tea #16” with 16 different herbs.

“Citrus Unshu (Mandarin Orange Peel): compounding ratio: 16.6%—digestive troubles, colds, expectoration, cough, pain

“Poria Sclerotium (Hoelen): compounding ratio: 11.2%—diuresis, sedation, cough, diarrhea, palpitation, insomnia, vertigo

“Cnidium Rhizome (Japanese Parsley Root): compounding ratio: 10.0%—tonic, sedation, anemia, menstrual disorders, poor blood circulation, painful period, headache, postpartum disorders

“Herbaceous Peony Root: compounding ratio: 10.0%—fever, abdominal pains, cramps, stomach cramps, muscular pain, nerve pain, painful period, uterine disease, anemia, constipation, cold

“Atractylis: compounding ratio: 10.0%—diarrhea, unformed stool

“Cinnamon: compounding ratio: 9.3%—excitement, carminative, anticonvulsant, sterilization, antiviral

“Angelica Root (Cniuous): compounding ratio: 8.3%—poverty of blood, abdominal pains, menstrual disorder, painful period, constipation, poor circulation. * It has a strong effect to warm hands and feet up

“Glycyrrhiza (Licorice): compounding ratio: 6.7%—corrigent, decline of fever, cramp, stomach cramp, an ulcer of the digestive organs, hemorrhoids, sore throat, cough, expectoration, digestive trouble, hepatitis

“Cyperus: compounding ratio: 5.0%—sedation, menstrual disorders, painful period, menopausal syndrome, hysteria, nervous digestive trouble, stomachache, poor appetite, nausea

“Ginger Root: compounding ratio: 5.0%—irrigation, decline of fever, cold, cough, expectoration, headache, abdominal pains, digestive trouble, evil thought, nausea, travel sickness

“Apricot Kernel (Peach Kernels): compounding ratio: 3.8%—asthma, bronchitis, cough, labored breathing, edema, expectoration

“Rehmannia: compounding ratio: 1.7%—tonic (medicine), hemostasis, poor blood circulation, dry skin, menopause, menstrual disorder, deficient secretion of hormone, diabetes, enlarged prostate, senile back problem, cataract, impotence, poverty of blood

“Coptis: compounding ratio: 0.7%—inflammation, antibacterial, gastritis, indigestion, diarrhea, injury disease, stomatitis, eye disease, pain

“Penax Ginseng: compounding ratio: 0.7%—tonic, alimentation, fragile health, fatigue, during and after one’s sickness, poor appetite, bad complexion, poor circulation, digestive trouble, cold, cough, expectoration.

“Cloves: compounding ratio: 0.7%—indigestion,

vomiting, diarrhea, abdominal psychroalgia

“Moutan: compounding ratio: 0.3%—decline of fever, pain relief, inflammation, menstrual cramps, menstrual disorder, painful period, appendicitis, pain, acne, hemorrhoid.”

Posted by Muso: 2005/11/15. Address: Japan.

3027. Shurtleff, William. 2017. Some effects of macrobiotics on American food culture (Overview). *SoyaScan Notes*. Aug. 20. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** 1. New Japanese foods (and words) that macrobiotics introduced to Caucasians in the Western world: Miso. Brown rice. Natto. Kuzu. Tamari—and awareness of the quality of the soy sauce you used. Sea vegetables—such as wakame, nori, kombu, hijiki, kanten. Azuki beans. Soba (buckwheat noodles). Udon (flat, wheat-flour noodles). Sesame seeds. Sesame salt (*gomashio*). Tahini (sesame paste). Seitan (wheat gluten & soy sauce). Amazake (thick fermented rice beverage). Umeboshi (salted pickled plums). Mu tea (a delicious herb tea). Many new vegetables, such as burdock root, daikon, etc.

1A. Asian foods whose consumption macrobiotics encouraged: Tofu. Tempeh.

1B. Foods and food accessories to avoid: Sugar (“without question the number one murderer in the history of humanity”), alcohol, recreational drugs.

2. The natural foods movement was initially a macrobiotic foods movement (e.g., Erewhon). This movement is still going strong with stores such as Whole Foods Markets.

2. The idea that whole grains (such as brown rice) should be the center of the diet and constitute 40-50% of the meal.

3. The idea that food was the best way to heal and prevent most diseases by changing one’s constitution. Address: Soyfoods Center, Lafayette, California 94549.

3028. Sharp, Carolyn Heidenry. 2017. Re: History of the Kushi Institute. Letter to William Shurtleff at Soyinfo Center, Aug. 23. 7 p.

• **Summary:** The first Kushi Institute was founded in London, England, in 1977. Bill Tara was one of the co-founders.

“After a difficult beginning in the early 1960s trying to teach macrobiotics in New York city, as well as in Cambridge and Wellesley, Massachusetts, Michio and Aveline Kushi moved to Brookline, a suburb of Boston. There Michio taught informal gatherings of students at his home at 216 Gardner Road, and also at a second home they rented to house the overflow of students who wanted to stay at their home and study with them. This second home, at 29 University Road in Brookline was referred to as a ‘study house’ which was a boarding house where their students lived and were, served macrobiotic meals, and attended

lectures given by Michio in the small living room. Aveline also taught macrobiotic cooking in her home kitchen. From this tiny beginning their educational efforts would eventually grow into many learning centers in many countries.

“Around 1967 Michio began giving lectures in the lower level of the Arlington Street church in downtown Boston across from the Public Gardens. Small groups of about 20 people would gather there, at first, to listen to him speak. Almost fifty years later, after he passed away, his memorial service would be held upstairs in the great old church.

“Not far from the Arlington Street Church was the first little ertwhon store that Michio and Aveline had opened to sell brown rice and miso and other natural and wholesome foods. Later on it was moved to a larger location across the street that was handsomely designed in a welcoming, woodsy, natural decor. Just down the street, they also opened Boston’s first macrobiotic restaurant in the lower level of 272 Newbury Street, which they named Sanae. A few years later they would open a second restaurant, larger and a bit more upscale, called the Seventh Inn, also near the church.

“In December of 1971 they established the East West Foundation. They had used the name East West Institute prior to this when living in Wellesley. A large second floor room was rented on Boylston Street, just around the corner from the Arlington Street Church, and here Michio began giving his lectures.

“Seven years later, in September of 1978 they opened the Kushi Institute in Brookline Village at 17 Station Street not far from their home. (After moving from Gardner Road they moved next to 440 Boylston Street nearby and then to 62 Buckminster Road. They had intended to house many students in this spacious residence and hold classes there, but found out after purchasing it that zoning laws did not permit such activities, even though the old mansion had once been part of a school). So, when they found the Brookline Village location in a commercially-zoned area, they moved their educational activities there. Also in the village they opened a smaller ertwhon natural food store, and later on the Open Sesame restaurant nearby. Meanwhile Kendall Food Co. began their mochi-making business just up the block and one of Michio and Aveline’s students opened an aikido dojo in the same building that housed the Kushi Institute. A small community began to grow around the Kushi Institute, just as it had in downtown Boston in the vicinity of the Arlington Street Church.

“When it opened with the help of a \$20,000 loan from a macrobiotic friend, the Institute consisted of just three rooms on the third floor (walk-up) of a warehouse building that was mostly being used for artists’ lofts. During the previous year they had opened a Kushi Institute at 188 Old Street in London, England.

“The curriculum, as designed by Michio and Aveline during the summer of 1978, consisted of three ‘levels’ of study, each of which were comprised of five courses. These

were (1) Macrobiotic Healthcare. (2) Oriental Diagnosis. (3) Macrobiotic Cooking. (4) Order of the Universe (principles and theory) and (5) Shiatsu massage.

“Successful completion of Level One conferred the designation of Assistant Teacher, and Level Two, Associate Teacher, and Level Three Senior Teacher. Between the levels there was to be a fairly long period of experience and apprenticeship in macrobiotic-related activities or businesses, such as natural and organic farming, macrobiotic food-processing, natural food retail stores, etc. These periods of practical employment and experience were usually not followed through on.

“Michio and Aveline seemed to be creating this curriculum and structure for the first time. Therefore, the Kushi Institute of London may have been more loosely organized, or the teachers may simply have been given a free hand in deciding what classes to present.

“The purpose of the Kushi Institute was to handle the teacher-training aspect of their educational activities, and the East West Foundation was to continue to handle general public seminars, though they also presented at least one, if not more, medical symposia that included presentations by physicians. Eventually the East West Foundation’s activities were suspended probably due to there being insufficient numbers of students to fund two locations. The Kushi Institute then also handled the public seminars.

“Around this time there arose a growing number of people interested in the macrobiotic diet as a healing therapy for serious illnesses, as macrobiotics was gaining a reputation for this, especially for cancer which was on the increase. Many people sought consultations with Michio, and many also attended the week-end program designed especially for those seeking this kind of help. The shorter program made macrobiotics more available to those who either could not afford the money or the time to attend the month-long Levels Program (each Level being four to five weeks long), and who were not interested in becoming teachers of the macrobiotic approach to healthcare.

“More and more attention was given to this aspect of macrobiotics, that is to the health-recovery program, which was disapproved of by some of the Kushis’ long time students who were more interested in the larger perspective and understanding that Michio presented in what was later called the ‘Order of the Universe’ or ‘Destiny’ classes. These classes often consisted of a breath-taking tour of the ‘spiral of history’ or an overview of the physicalization or spiritualization process (how we are born, how we die) or his view of the spiritual world after we pass away, and other loftier perspectives. Also included were the seven levels of judgment, seven principles of macrobiotic theory, the twelve theorems and an explanation of yin and yang energies. Some of this was derived from Ohsawa’s teachings, some were his own. Some students were eager for this kind of knowledge, and some were less appreciative of theory and were only

interested in the more practical aspects of cooking and shiatsu.

“Students were almost always interested in the Oriental Diagnosis course (later called Visual Diagnosis though it included more than just the visible aspects of a person’s physiognomy, such as the sound of their voice, the smell of their breath, and so forth). But it was always popular and enlightening to the students that they could learn so much about their own health and that of their families and friends just by observing obvious indications they had previously ignored.

“The Levels Programs continued to be presented along with the week-end health recovery programs. Right from the beginning of the Kushi Institute students came from various countries, especially those in Europe and South America, probably encouraged by Michio and Aveline during their international seminar tours. No meals were served at the Institute, as there was no kitchen, but many of the students lived in one of the study houses run by friends in the community where they could obtain breakfast and dinner. Eventually, as mentioned, Michio and Aveline began the Open Sesame restaurant nearby the Institute.

“In the beginning the Kushi Institute consisted of three rooms, one of which was used for an office with two desks, two chairs and very little more. The largest room, used for a classroom with chairs and a few folding tables, was bright but very hot in summer. The middle room, also used as a classroom, had zabutons and low desks at which the students sat Japanese-style. It also was unheated in winter which caused some students considerable discomfort. At least one person wore ski-pants to keep warm and others covered themselves in their winter coats. All in all, there were few comforts or amenities” (Continued). Address: 443 N. Washington State Rd., Washington, Massachusetts 01226.

3029. Sharp, Carolyn Heidenry. 2017. Re: History of the Kushi Institute (Continued–Document part II). Letter to William Shurtleff at Soyinfo Center, Aug. 23. 7 p.

• **Summary:** (Continued): Nevertheless, Michio and Aveline were so happy at the opening ceremony of the Institute. Aveline worked so hard and so long to prepare all the food for the many guests. Both of them greeted everyone, and there were many little speeches and smiles all around. In this small, plain setting, in these third-rate premises, it was so touching to see Michio and Aveline, their faces shining with happiness, as pleased and proud as if they were opening a world-class educational center. And, despite appearances, in one sense they were.

“In 1981 the Kushis established the Kushi Foundation, whose mission was to raise two million dollars to buy a Catholic girls’ high school that was up for sale in the expensive Fisher Hill area of Brookline. With a five thousand dollar loan and a rather too ambitious goal, they had high hopes of purchasing this beautiful school as a new home

for the Institute. This plan was strenuously objected to by many of the local residents who didn’t want anyone moving into that school, as one resident said. They especially didn’t want what they considered to be a ‘group of mostly hippies.’ It was bad enough that the Kushi’s driveway in this quiet residential area was always filled with too many cars, even pick-up trucks, and too many people of different colors and races going in and out all the time. There was a good deal of gossip on the hill amongst the neighbors about what was going on at the Kushi home. The Kushi Foundation, such as it was, was located in the same building as the Kushi Institute, though on the second floor along with another large room, still looking as though it were part of the old warehouse which was cleaned up and made into a cooking class kitchen, which had been sorely missing from the facilities.

“The fundraising team of four people worked hard to obtain grants and donations, but no grants could be obtained for property purchases, only for programs. So the fundraising effort failed by the deadline and the \$30,000 down payment on the property was lost. Another \$50,000 that was raised was transferred over to Erewhon in a desperate attempt to save the company which was sinking fast. This was quite illegal, of course, for their non-profit organization to give funds to their business. But to Michio and Aveline, it was all one, a company to supply the wholesome natural foods, and a teaching center to supply the education. Legal considerations didn’t always carry a lot of weight with them. More important was to save their natural food company now that the school had been unattainable. Erewhon sank, and the fifty thousand was lost too.

“Originally, Michio planned to have a number of subdivisions under the umbrella of the Kushi Foundation. The Kushi Institute was one of these subdivisions, and the *East West Journal*, which was the magazine owned by the Kushis, was another. The Journal had moved its offices into the same building that housed the Institute by this time. Michio also had plans for other subdivisions including government and scientific outreach to promote an understanding of macrobiotics among those communities, prison projects to reach those incarcerated with books and classes to help redirect their lives through understanding the effects of food on behavior, and so forth. This was an unusual attempt at centralization for Michio, and opposite to his usual tendency to have many separate organizations and companies.

“When the major Kushi Foundation fundraising effort was being conducted, prior to the East West Foundation’s closing, and prior to Erewhon’s demise, there was the exasperating situation of various Kushi organizations and businesses simultaneously vying for donations or loans for their respective operations from the same pool of friends, students, clients, and associates. This caused considerable annoyance to some, especially the wealthier folks who

resented being approached multiple times during more or less the same time period, even sometimes on the same day.

“Erewhon was lost, the East West Foundation closed, and the Kushi Institute carried on in the same modest facilities in which it had opened.

“Down but not out, Aveline was undeterred and undaunted by these failures. Ever optimistic, she re-focused her attention, this time aiming for a country property. This had long been one of the Kushis’ goals, but the first two attempts had not been a success, the first in Wakefield, Massachusetts, and the second in Ashburnham, also in Massachusetts. Eventually she found a property in the western part of the state, in the little town of Becket. The third time was the charm, just as they had been more successful in Brookline, where their efforts in Cambridge and Wellesley were not.

“With the Kushi Institute still operating in Brookline, the new country residence and dormitory were used partly as a health center and partly as a school. Until that time, about 1985, there had been nowhere for people to live in one central location, where they could have macrobiotic meals three times a day, with teachers on hand to give consultations, cooking classes and healthcare classes where one could learn the importance and effects of different foods. So, in the mid-1980s this goal was finally realized.

“However, some of the local towns people became disgruntled when they learned that AIDS patients were visiting there, and sometimes staying there, and more would be arriving. At that time AIDS was not well understood and there was considerable fear of people who had the disease. So the plans to care for AIDS patients there was dropped.

“But gradually more guests and students began to come to Becket. Some stayed in the lovely old home formerly occupied by an order of Catholic brothers, or stayed in the simple dormitory rooms, in a building which had been converted long ago from a horse barn. Eventually the property became a second location for the Kushi Institute, and some of the Levels Programs were offered there, along with an expanded health recovery program that went beyond the week-end program offered in Brookline to a full week in Becket, allowing for more classes and material to be covered.

“Inevitably, perhaps, competition developed between the two Kushi Institutes for the dozen or more students attending the various programs. Administrators at each location were trying to meet expenses, and with two locations, there was twice the overhead but not twice as many students. So the decision was taken to close the rental property in Brookline and concentrate only on the Becket location.

“Prior to this move Michio had established yet another foundation, One Peaceful World, for the purpose of publishing a newsletter to connect and inform various macrobiotic centers that were taking root around the country as well as in Europe and other parts of the world. The One Peaceful World foundation, begun with a \$25,000 donation,

eventually became the publishing arm of the Kushis’ educational efforts, and produced many macrobiotic-themed books of various kinds during the ten years or so of its existence before it was closed down by a member of the Kushi family over a financial dispute.

“About 1991, Michio had an offer from an investor to purchase the *East West Journal* from the Kushi Foundation. The EWJ had been a relatively successful magazine for over ten years. He chose to sell it because for several years the EWJ had mostly showcased various New Age style authors with only a minimal amount of macrobiotic teachings or articles. Secondly, a scheming had come to light by several people in significant positions at the magazine which, had it come to fruition, would probably have resulted in the demise of the EWJ anyway.

“The magazine was sold and this branch of the Kushi Foundation was no longer. The new owner changed the name to *Natural Health* magazine. And so, a great opportunity was missed for a high quality teaching tool with a global reach” (Continued). Address: 443 N. Washington State Rd., Washington, Massachusetts 01226.

3030. Sharp, Carolyn Heidenry. 2017. Re: History of the Kushi Institute (Continued–Document part III). Letter to William Shurtleff at Soyinfo Center, Aug. 23. 7 p.

• **Summary:** (Continued): “With the publication of the One Peaceful World newsletter there was still some communication with other centers nationally and internationally. However, by establishing the OPW foundation, Michio once again demonstrated his penchant for forming multiple organizations, foundations and businesses. It was another example of what might be termed his tendency towards complexity instead of a simple straightforward unified organization.

“Once again the Kushi Foundation and Institute were competing not only with erewhon and the East West Foundation for donations, but also with One Peaceful World. Michio unwittingly and unintentionally put his various organizations at odds with each other, and again exasperating donors and friends with multiple requests for funding different operations co-existing side by side on the same property. It was confusing for many people rather than clear.

“Through the years Michio and Aveline were almost always looking for donors or loans or investors for their many projects, small and large. There were restaurants, food companies (even post-erewhon), health centers, and various other projects. In Stockbridge about half an hour from the Institute they opened Ghinga restaurant, and in Housatonic they were investors in establishing a high-quality traditional bakery, about an hour away. Before these two there was Deer’s Inn, part restaurant and part bakery, also in the vicinity of the Institute.

“So another community began to take shape as it had in Brookline. Aveline opened a small natural food store

in Lee, a half hour away. Kendall Food Co. moved to Worthington, an hour away, and expanded into making very good quality amazake and natto along with their mochi. The Kushi Foundation opened a small natural food store and later a mail-order business on the Kushi Institute property. A number of people bought second homes in the neighborhood.

“Attendance grew larger at the Institute, gardens were planted that yielded organic vegetables, various kinds of workshops and short programs were added to educational offerings for those especially interested in weight loss or Feng Shui or heart health, etc. Attendance at the annual summer conferences by now approached and sometimes exceeded 500 participants. Occasionally winter conferences were held as well during the December holiday period. Kushi Institute extension programs (the Levels Programs) were held on successive weekends in several cities. Two Kushi Institute cooking teachers trained Ritz Carlton chefs in the art of macrobiotic cooking at the request of the owner of the hotel chain, who had had a health consultation with Michio.

“For nearly forty years thousands of students came through the Kushi Institute, studied the Levels Programs, the health recovery program (eventually named the Way to Health program), had a health consultation to receive personalized dietary guidance, and attended the summer conference or various workshops.

“Some drank deeply from this great well, some took small sips. But many lives were touched and changed for the better by the wise teachings found there. Some went on to help others in their communities and to teach students of their own.

“But with mounting debt, salaries that were far too high for many years beyond what the little educational center could bear, deteriorating facilities, a board of directors in disagreement as to how to proceed, a lack of fundraising efforts on the part of some previous administrators for many years, the selection of highly expensive locations for the annual summer conference which resulted in heavy losses in some years rather than what had formerly been a significant profit, a scandal and ensuing court case, unresolved as of this writing, involving a member of the staff, the decision was finally taken to close the Institute in November 2016 with the possibility of re-opening it in the spring of 2017. But over the winter it was decided to close it down permanently and put the property up for sale.

“And so came the sundown of a dream, the closing of what had been the Kushi’s most successful venture of their entire lives.

“But the dream lives on. For the Kushi Institute leaves a great legacy which continues to ripple ever outward in the lives of its students and their families, thanks chiefly to Michio and Aveline Kushi who gave so much of their time and energy to it. They, and the Kushi Institute, leave the world a far better place, evident in the healthier and happier lives of thousands of students and friends.

“No finer educational institution has ever existed in the United States. This may sound ludicrous to most people who read these words. But if you are familiar with the worth of macrobiotic teachings and have significantly benefited from them, as many people have, you understand this viewpoint.

“For, in not one of our finest universities, with their marbled halls, leafy campuses, huge endowments and all the trappings of status and success, and their great storehouses of knowledge of all kinds, in not one can there be found so much wisdom about life management, health management and how to achieve and maintain a peaceful and vibrant society as at the Kushi Institute.

“If you could look past the condition of the facilities, always in partial disrepair, if you could put up with the small and uncomfortable dormitory rooms and antiquated plumbing, if you could overlook the amateurish aspects of the place, including both the administration and the faculty (though much fine effort, talent and dedication was evident there as well), in other words if you could look beyond the superficial and really wanted to learn about the forces that govern humanity, you could get an education there such as could not be found anywhere else, especially in the things that matter most.

“You could discover there an unequalled treasure trove of wisdom that, in time, may usher in a new age for humanity far above and beyond the ignorance within which it exists today, ignorance especially concerning the very powerful influence of the daily foods we choose to eat.” Address: 443 N. Washington State Rd., Washington, Massachusetts 01226.

3031. Ferré, Carl. 2017. Re: Which books by Herman and Cornelia Aihara sold the best and how many copies did each book sell (including all editions of each). Letter (e-mail) to William Shurtleff at Soyinfo Center, Aug. 25. 2 p.

• **Summary:** This is Carl’s reply to a question asked by Wm. Shurtleff:

“Herman Aihara

“Acid and Alkaline [total sales about 200,000]

“Is Acid Yin? Is Alkaline Yang?—San Francisco, CA: George Ohsawa Macrobiotic Foundation, Inc. 1971.

“Is Acid Yin? Is Alkaline Yang? (2nd edition)—Oroville, CA: George Ohsawa Macrobiotic Foundation, Inc. 1977

“Acid and Alkaline (3rd edition)—Oroville, CA: George Ohsawa Macrobiotic Foundation, Inc. 1980

“Acid and Alkaline (4th edition)—Denver, CO: Royal Publications. 1982

“Acid and Alkaline (5th edition)—Oroville, CA: George Ohsawa Macrobiotic Foundation, Inc. 1986

“Macrobiotics: An Invitation to Health and Happiness by George Ohsawa, edited and appended by Herman Aihara—San Francisco, CA: George Ohsawa Macrobiotic Foundation, Inc. 1971. [sales about 100,000]

“Natural Healing from Head to Toe by Herman and

Cornellia Aihara with Carl Ferré—Garden City Park, NY: Avery Publishing Group. 1994 [sales about 25,000]
 “Basic Macrobiotics [total sales about 20,000]
 “Basic Macrobiotics—Tokyo: Japan Publications. 1985
 “Basic Macrobiotics (Revised)—Oroville: George Ohsawa Macrobiotic Foundation, Inc. 1998
 “Learning from Salmon—Oroville: George Ohsawa Macrobiotic Foundation, Inc. 1980 [sales about 10,000]
 “Cornellia Aihara
 “Do of Cooking [total sales about 20,000]
 “Do of Cooking (Ryorido) Spring—San Francisco, CA: George Ohsawa Macrobiotic Foundation. 1972.
 “Do of Cooking (Ryorido) Summer—San Francisco, CA: George Ohsawa Macrobiotic Foundation. 1972.
 “Do of Cooking (Ryorido) Autumn—San Francisco, CA: George Ohsawa Macrobiotic Foundation. 1976.
 “Do of Cooking (Ryorido) Winter—San Francisco, CA: George Ohsawa Macrobiotic Foundation. 1973.
 “Do of Cooking: Complete Macrobiotic Cooking for the Seasons—Oroville, CA: George Ohsawa Macrobiotic Foundation. 1982.
 “Natural Healing from Head to Toe by Herman and Cornellia Aihara with Carl Ferré—Garden City Park, NY: Avery Publishing Group. 1994 [sales about 25,000]
 “The Chico-San Cookbook [total sales about 15,000]
 “The Chico-San Cookbook: A Guide to Traditional Oriental Cooking Natural and Macrobiotic Foods—Chico, CA: Chico-San, Inc. 1972
 “The Chico-San Cookbook—Oroville, CA: George Ohsawa Macrobiotic Foundation. 1976.
 “Macrobiotic Kitchen: Key to Good Health—Tokyo: Japan Publications, Inc. 1982
 “Calendar Cookbook—Oroville, CA: George Ohsawa Macrobiotic Foundation. 1979. [sales about 10,000]
 “Miso and Soy Sauce for Flavor and Protein [total sales about 10,000] Miso and Tamari—San Francisco, CA: George Ohsawa Macrobiotic Foundation. 1972
 “Soybean Diet: Diet for Better Protein by Herman and Cornellia Aihara—Oroville, CA: George Ohsawa Macrobiotic Foundation. 1974.
 “Miso and Soy Sauce for Flavor and Protein—Chico, CA: George Ohsawa Macrobiotic Foundation. 2013.” Address: President, George Ohsawa Macrobiotic Foundation, P.O. Box 3998, Chico, California 95927-3998. Phone: 530-566-9765.

3032. Hain Celestial Group, Inc. (The). 2017. Annual report 2017: Form 10-K and notice of the 2017 annual meeting and proxy statement. Melville, New York. 109 + 67 + [7] p. 28 cm.

• **Summary:** The Hain Celestial 2017 Form 10-K is separate. On p. 58 we read: Net sales for the year ended 30 June 2017 were \$2.853 million, down from \$2.885 million in 2016 and \$2.609 million in 2015.

Net income in 2017 was \$67.430 million, up from 47.4 million in 2016 and \$164.9 million in 2015. Address: 58 South Service Road, Melville, New York 11747-2342. Phone: 631-730-2200.

3033. Roseboro, Ken. 2017. Regenerative agriculture: New certification aims to make organic regenerative. Regenerative Organic Certification fills gaps in organic rules around soil health, worker fairness, and animal welfare. *Organic and Non-GMO Report (The) (Fairfield, Iowa)* No. 178. Nov. p. 4-5.

• **Summary:** A new Regenerative Organic Certification program is being developed that aims to build on existing organic rules and set a ‘high bar’ standard for agricultural practices that regenerate the soil and sequester climate-changing carbon, provide economic fairness to farm workers, and improve animal welfare.

“A coalition of farmers, ranchers, nonprofits, scientists, and brands led by organic research pioneer Rodale Institute worked together to develop the program, which will be administered by international certification specialist NSF International.

“According to Jeff Moyer, executive director at the Rodale Institute, the term ‘regenerative agriculture’ has its roots at Rodale.

“Bob Rodale started thinking about ‘regenerative agriculture’ back in the mid-1980s,’ he says. ‘These words are the cornerstone of what Rodale has been about for about for a very long time.’

“Regenerative agriculture is a concept that has gained more prominence in the last couple of years, particularly with the pressing challenges of climate change and the need to sequester carbon in the soil.

“In 2016, Moyer began having discussions with David Bronner, president of Dr. Bronner’s Magic Soaps, and Rose Marcario, CEO of outdoor apparel manufacturer Patagonia, about the idea of a regenerative organic certification.

“Marcario says Patagonia became involved because of the company’s mission of ‘wanting to do what’s best for the planet’ and because of their experience in developing certification programs. Patagonia was also the first apparel company to switch to 100 percent organic cotton in its clothing,

“‘Over the years, we’ve developed a lot of standards,’ says Marcario. ‘We are used to this relationship with certification and non-governmental organizations and the process itself.’

“Other leaders in the organic farming movement joined the discussion including David Vetter, CEO and farmer of Grain Place Foods, Tim Joseph, founder of Maple Hill Creamery, Will Harris, owner of White Oak Farms. NSF, which has extensive experience in certification standards, joined the effort to create the standard.

“NSF has the capacity to take novel standards and put

them into practice,' Moyer says.

"The group worked for nine months to develop the certification.

"I think we have a nice constituency with brands and suppliers who are willing to go on the journey with us,' Marcario says. 'I'm hoping this influences the industry in a positive way.' Moyer emphasizes the new regenerative standard is based on the existing organic standard administered by the USDA's National Organic Program.

"We're saying that in order to be regenerative you have to at least start with organic and then move to the next level,' he says. 'Organic is a fine standard, but it is a first step.'

"The regenerative standard goes beyond organic, particularly with its emphasis on improving soil health.

"We pay lip service (to soil health) in the organic standard but the truth is that you can farm organically—meet the letter of the law—and still not improve the health of the soil you are farming,' Moyer says. As a result, soil health is one of the three 'pillars' of Regenerative Organic Certification with the goal to increase soil organic matter over time and sequester carbon in the soil. Recommended practices to accomplish this include the use of cover crops, diversified crop rotations, rotational grazing, and no synthetic inputs or GMOs.

"Other pillars of the Regenerative Organic Certification program aim to address other gaps in organic certification including farmer and farm worker fairness and animal welfare.

"There are a few words in there (organic certification) about animal welfare but there are no teeth to it,' Moyer says. 'The organic standard is also mute on worker fairness. You can buy a \$400 coat made with organic cotton, and that cotton could have been harvested by 10-year-old girls.'

"Another important aspect to the regenerative standard is that it provides a path to continuous improvement that organic currently lacks.

"In organic some have said there is no need or room for improvement, and many of us disagree and say there is room for improvement,' Moyer says. 'Nobody at the Ford Motor Company said we really peaked with the Model T car. Ford is always trying to continuously improve their products. We wanted to create a high bar. Regenerative Organic gives farmers something new to strive for so they can have continuous improvement in their operations.'

"Regenerative Organic Certification differs from a regenerative agriculture definition introduced earlier in the year, which is not restricted to organic practices, thus allowing conventional farmers to participate. Developers of that definition say that all of agriculture needs to be included to regenerate the soil and sequester carbon.

"Moyer disagrees. 'We're saying that once you introduce agricultural chemicals into the system, it cannot possibly be regenerative, because you have already literally poisoned the well. We're saying that in order to be regenerative you have

to at least start with organic.'

"Products that are certified will be able to display a Regenerative Organic logo.

"The goal is to have everything in one place that people can count on as a meaningful certification,' Marcario says.

"The time is now for Regenerative Organic Certification, Marcario says.

"Regenerative Organic Certification represents an important moment. If we don't act now, and start changing what we are doing, we're not going to have the planet we are living on in 50 years. I hope more companies will join us on this journey around Regenerative Organic Certification and focus on making big changes in supply chains.'

"The standard is now open to a public comment period at NSF's website. To submit comments, visit http://standards.nstorg/apps/group_public/document.php?doc-ument_id=39305."

A proposed "Regenerative Organic Certified" logo is shown. Address: Editor.

3034. Kühling, I.; Hüsing, B.; Bome, N.; Trautz, D. 2017. Soybeans in high latitudes: effects of Bradyrhizobium inoculation in Northwest Germany and southern West Siberia. *Organic Agriculture* p. 1-13. doi:10.1007/s13165-017-0181-y. *

3035. Jenkins, McKay. 2017. Food fight: GMOs and the future of the American diet. New York, NY: Avery (Penguin Random House LLC imprint). [xi] + 322 Index. 24 cm. [279* endnotes]

• **Summary:** From the publisher: "How much do you really know about what you eat? In the last two decades GMOs have come to dominate the American diet, and yet many of us struggle to define what they really are and exactly how they are impacting our food system and our health. Advocates hail them as the future of food, a groundbreaking method of crop breeding that can help feed an ever-increasing global population. Critics, meanwhile, call for their banishment, insisting GMOs were designed by overeager scientists and greedy corporations to bolster an industrial food system that forces us to rely on cheap, unhealthy, processed food so they can turn an easy profit. In response, health-conscious brands such as Trader Joe's and Whole Foods boast "GMO free" labels on their products, while companies like Monsanto have become villains in the eyes of average consumers.

"So where can we turn for the truth? Are GMOs an astounding scientific breakthrough destined to end world hunger? Or are they simply a way for giant companies to control a problematic food system?"

"*Food Fight* takes us on a journey across the country to meet people who fall on all sides of the debate, proving that the answers to these questions are much more complicated than we're often led to believe. From scientists working

to engineer new crops that could provide nutrients in the developing world, to Hawaiian papaya farmers who credit GMOs with saving their livelihoods, to local farmers in Maryland who are redefining sustainability—McKay Jenkins reveals that the role of GMOs and the technology behind them extends far beyond being simply ‘good’ or ‘bad.’ A fresh, nuanced, and unwaveringly objective look at the state of our food system, *Food Fight* is the vital guide to making informed choices about your next meal.”

Contents:

Prologue: Square Tomatoes

Part One: Roots.

1. Are GMOs Safe? Is That the Right Question?

2. The Long, Paved Road to Industrial Food and the Disappearance of the American Farmer.

3. Mapping and Engineering and Playing Prometheus.

Part Two: Seeds.

4. The Fruit That Saved an Island.

5. Trouble in Paradise.

6. Fighting for That Which Feeds Us.

Part Three: Fruit.

7. Feeding the World.

8. The Plant That Started Civilization, and the Plant That Could Save It

9. Can GMOs Be Sustainable?

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Epilogue: Getting Our Hands Dirty 275

Acknowledgments.

Notes.

Soybeans are mentioned on pages 4, 6, 8, 9, 23, 30, 37, 38, 43, 49-50, 54, 57, 58, 59, 79, 80, 86, 90, 129, 185, 197-98, 203, 205, 207, 216, 232-34, 236-38, 242, 251-52, 255, 262, 264, 276 (gene editing technique CRISPR). Address: Author, journalist and now prof. at the Univ. of Delaware. Lives with wife and two children in Baltimore, Maryland.

3036. Shurtleff, William. 2018. What is the clean meat or alternative meat movement? (Overview). *SoyaScan Notes*. Feb. 2. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** This movement, which has at least two different names, is made up of companies which are growing meat in the laboratory in an attempt to avoid all the downsides of animal meat production and to make a product that has the taste, texture and appearance of meat or poultry.

“Beyond Meat is a Los Angeles-based producer of plant-based meat substitute. The company’s products include “The Beyond Burger,” “Beyond Chicken,” “Beyond Beef,” “The Beast Burger,” and “Beyond Sausage.” Beyond Meat’s Products became available nationwide at Whole Foods Markets in 2013.

“Beyond Meat was founded by CEO Ethan Brown in 2009. The company has received venture funding from Kleiner Perkins Caufield & Byers, Obvious Corporation, Bill Gates, Biz Stone, the Humane Society and Tyson Foods”

(Source: Wikipedia, at Beyond Meat, Feb. 2018).

Many other companies are working on the problem. However these products are not much different from the hundreds of meat alternatives, such as Tofurky products, that have been widely sold in the USA and the UK since the 1970s. Address: Soyfoods Center, Lafayette, California 94549.

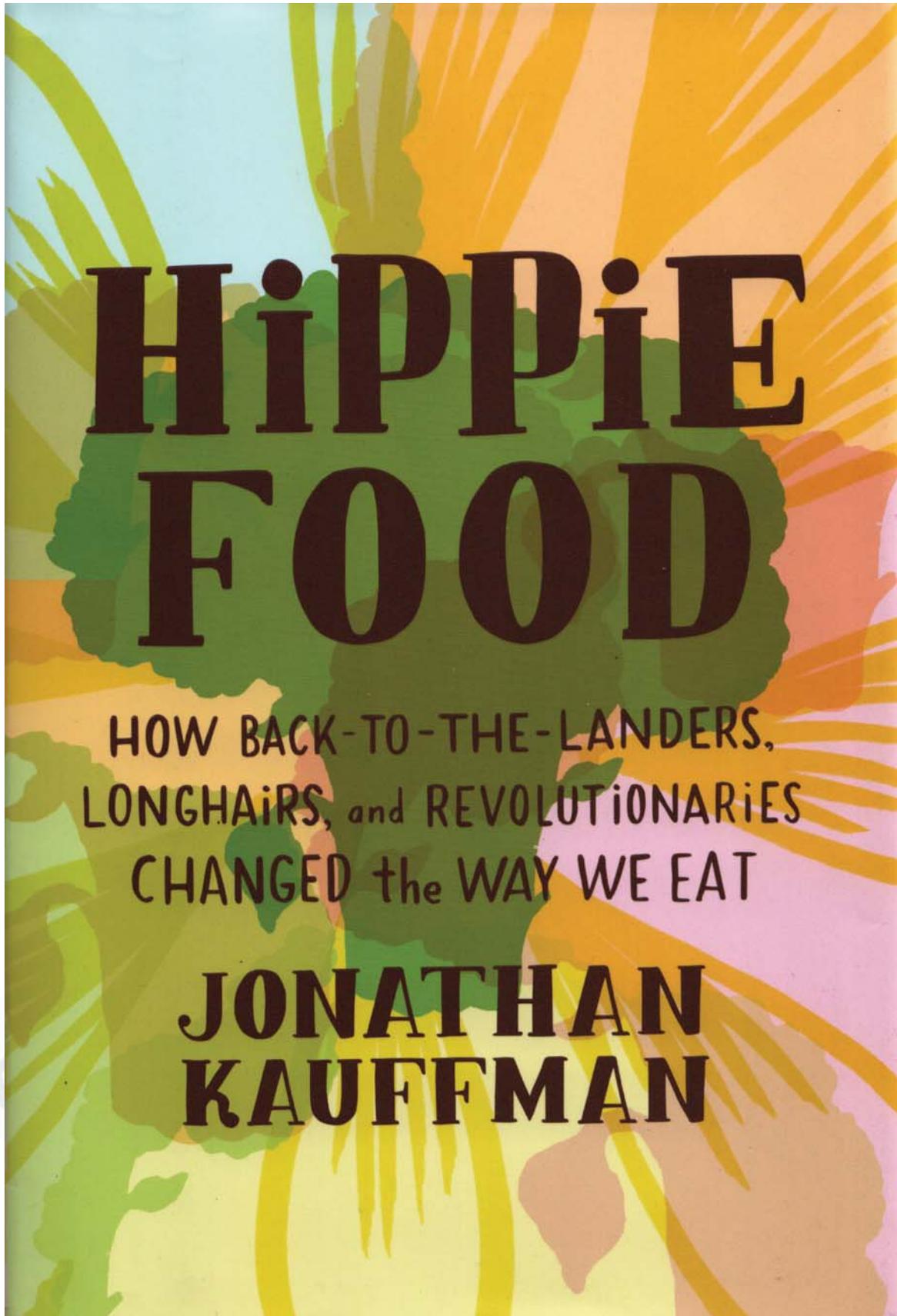
3037. Kauffman, Jonathan. 2018. *Hippie food: How back-to-the-landers, longhairs, and revolutionaries changed the way we eat*. New York, NY: William Morrow, an imprint of HarperCollins Publishers. 344 p. Index. 24 cm. [135 + 390 endnotes]

• **Summary:** See next page. Brown bread, brown rice, granola, tofu, vegetarianism, organic foods. These are just some of the iconic foods that Hippies introduced to America.

Contents: Introduction: Why the counterculture of the late 1960s embraced a completely new type of food and a new way of relating to that food. They wanted real food, pure and from the source. Many Hippies felt America had betrayed their trust. So they worked to build a new America in the shell of the old. Why did Hippie food spread so fast—as if by magic? Taking a journalist’s approach, Kauffmann divides the story of Hippie Food into three eras: (1) The years before 1968 are prehistory. (2) 1968-1974 is the revolutionary era. (3) From 1975 on is the era of creating institutions and businesses, writing cookbooks to bring the revolution to a much broader audience.

1. Fruits, seeds, and (health) nuts in southern California: The Aware Inn, run by Jim and Elaine Baker on Sunset Strip; “it was one of the very first restaurants in the country to print *organic* on the menu.” The Health Hut, owned by Gypsy Boots and his wife Lois, on Beverly Boulevard near La Cienega. Only Los Angeles, which started as a destination for tuberculosis sufferers in the late 1800s seeking to regain their health, could have produced these two. Before them came raw fooders John and Vera Richter, Naturmenschen from Germany, Arnold Ehret, Paul Chappius Bragg, Gayelord Hauser, Healthy Hollywood, *California Health News*, Nature Boys, Jack LaLanne, Steve Allen, Rancho La Puerta, and more.

2. Brown rice and the macrobiotic pioneers: The caravan to Chico, California. Chico-San, George Ohsawa and his teachings, *Zen Macrobiotics*, miso, miso soup, seitan, adzuki beans and kudzu-root, tamari, George Ohsawa Macrobiotic Foundation, rice cakes, organic brown rice, Cambridge, Massachusetts, Evan Root, Beth Ann Simon’s death, George Ohsawa’s death on 24 April 1966 in Tokyo at age 72, Michio and Aveline Kushi, Erewhon, study houses, Paul Hawken, Sanae, macrobiotic restaurants nationwide, the primary practice of macrobiotics seemed to be eating, and selling macrobiotic food, Hawken and organically grown food, Frank Ford of Arrowhead Mills, Erewhon’s quest for brown rice, Lundberg Family Farms starts growing brown rice for



Chico-San, fire destroys Chico-San. Sidebar at end on carob.

3. Brown bread and the pursuit of wholesomeness: Haight-Ashbury and The Diggers, Sylvester Graham and the history of whole-grain bread in America, white flour and bread, discovery of vitamins, Adelle Davis, the poisons in our food (1950-1970s), Black Muslims and dark bread, Beatrice Trum Hunter, Clive McCay and Cornell bread, Ed Brown and Tassajara, *The Tassajara Bread Book*.

4. Tofu, the political dish. Frances Moore Lappé, *Diet for a Small Planet*, eating becomes a political act. Shurtleff and Aoyagi in Japan, The Farm in Summertown, Tennessee, Laurie Sythe Praskin, Stephen Gaskin, The Farm Soy Dairy, soybean missionaries, *The Book of Tofu*, Soycrafters Association founded in Ann Arbor, Michigan, tempeh, Seth Tibbott, tempeh and Tofurky.

Note: This is the best (most accurate and most complete) account of how Shurtleff & Aoyagi, with *The Book of Tofu*, introduced tofu and soyfoods to America in the mid-1970s.

5. Back-to-the landers and organic farming: Samuel Kaymen, Natural Organic Farming Association established in Vermont (June 1971), Sir Albert Howard, J.I. Rodale, Rodale Press, *Organic Gardening and Farming*, Rudolf Steiner, Biodynamics, communes, the back to the land movement, NOFA.

6. Vegetarians on the curry trail: The Seventh-day Adventists, meat substitutes, The Hurds and *Ten Talents*. At the end is a sidebar on Granola and Granula.

7. Food co-ops, social revolutionaries, and the birth of an industry: Whole Foods in Austin, Texas, and Wheatsville.

Conclusion: The revolution failed, the revolution succeeded.

The Aware Inn, a restaurant in Los Angeles, is discussed on pages 19-21, 29, 37-39, 42-44, 55, 178, 218, 232.

Jim Baker, who with his wife founded the Aware Inn, is discussed on pages 19-20, 29-30, 33, 37-39, 42-48, 178, 218, 232.

The Source, a Los Angeles restaurant founded by Jim Baker and his wife, is discussed on pages 45, 47-48, 50-55, 232. The Brotherhood of the Source on pages 51-52, 55. The Source Family on pages 51-54, 275. Address: Reporter for the food section of *The San Francisco Chronicle*.

3038. Ruggles, Ron. 2018. Good Earth restaurant chain founder dies: William Galt, 89, pioneered health food in the 1970s. *Nation's Restaurant News*. Aug. 21.

• **Summary:** A color photo (by Marialice Galt) shows William A. Galt who in 1975 launched Good Earth as a 22-seat restaurant in Reno, Nevada. He eventually grew it to 53 restaurants.

The restaurants served mostly vegetarian dishes “based on Galt’s research into whole grains, hormone-free meats and natural sugars and spices without additives.”

In 1980, General Mills acquired the brand, closing some and converting about 20 of the Good Earth Restaurants into

Olive Garden or Red Lobster brand. General Mills owned these until 1995, when it sold them all to Darden Restaurants Inc.

“In 1986, Richard Martin, West Coast Editor of *Nation's Restaurant News*, told the *Los Angeles Times* that ‘Good Earth is prominently the most prominent chain example of a health-food concept.’”

3039. Hain Celestial Group, Inc. (The). 2018. Annual report 2018: Form 10-K, notice of the 2018 annual meeting and proxy statement. Melville, New York. 105 + 52 p. 28 cm.

• **Summary:** The Hain Celestial 2018 Form 10-K is separate. On p. 60 we read: Net sales for the year ended 30 June 2018 were \$2.457, up from \$2.343 million in 2017 and \$2.392 million in 2015.

Net income in 2018 was \$9.694 million, down from 67.4 million in 2017 and \$47.4 million in 2016.

Irwin Simon will resign from his position as President and CEO of the Hain-Celestial Group and has decided not to stand for re-election. His severance package will be \$34.3 million. Address: 58 South Service Road, Melville, New York 11747-2342. Phone: 631-730-2200.

3040. *Organic and Non-GMO Report (The) (Fairfield, Iowa)*. 2018. First “100 percent organic state” Sikkim wins Future Policy Award. No. 184. Nov/Dec. p. 20.

• **Summary:** “The world’s best laws and policies promoting agroecology were awarded the Future Policy Award (FPA) 2018. The ‘100 percent organic state’ Sikkim, in India, was this year’s winner of the “Oscar for best policies,” beating 51 other nominated policies from 25 countries. Policies from Brazil, Denmark and Quito, Ecuador take home Silver Awards. This year’s award is co-organized by the Food and Agriculture Organization of the United Nations (FAO), the World Future Council (WFC) and IFOAM-Organics International.

“Gold Prize winner Sikkim is the first organic state in the world. All of its farmland is certified organic. At the same time, Sikkim’s approach reaches beyond organic production and has proven truly transformational for the state and its citizens. Embedded in its design are socioeconomic aspects such as consumption and market expansion, cultural aspects as well as health, education, rural development and sustainable tourism. The policy implemented a phase out of chemical fertilizers and pesticides, and achieved a total ban on sale and use of chemical pesticides in the state. The transition has benefited more than 66,000 farming families. The Sikkim tourism sector has benefited greatly from the state’s transition to 100 percent organic: the number of tourists increased by over 50 percent between 2014 and 2017. As such, Sikkim sets an excellent example of how other Indian states and countries worldwide can successfully upscale agroecology.

“Three Silver Awards were granted to Brazil’s National

Policy for Agroecology and Organic Production, Denmark's Organic Action Plan (2011-2020, updated in 2015), Quito's (Ecuador) Participatory Urban Agriculture Programme."

A photo shows: "Maria Helena Semedo, FAO Deputy Director-General presents Pawan Chamling, Honourable Chief Minister of the Indian State of Sikkim, the Future Policy Award." Address: Editor.

3041. Barton, Gregory A. 2018. *The global history of organic farming*. Oxford, UK: Oxford University Press. 242 p. Index. 24 cm. [372* ref]

• **Summary:** From the publisher: "This book tells the untold story of the organic farming movement and its massive impact on the world of agriculture and society. Organic farming turned the gaze of millions of people, institutions, and governments backwards to look at the past as a source of guidance and wisdom. It changed our consumer habits and our ethics, demanding that we think about how our food is grown and the effect our daily habits have on nature. Based on newly discovered archives, it also reveals the towering personalities of Albert Howard and his second wife Louise as overlooked champions of the environmental movement."

Review on abebooks.com: "Organic farming is a major global movement that is changing land-use and consumer habits around the world. This book tells the untold story of how the organic farming movement nearly faltered after an initial flurry of scientific interest and popular support. Drawing on newly-unearthed archives, Barton argues that organic farming first gained popularity in an imperial milieu before shifting to the left of the political spectrum after decolonization and served as a crucial middle stage of environmentalism. Modern organic protocols developed in British India under the guidance of Sir Albert Howard before spreading throughout parts of the British Empire, Europe, and the USA through the advocacy of his many followers and his second wife Louise. Organic farming advocates before and during World War II challenged the industrialization of agriculture and its reliance on chemical fertilizers. They came tantalizingly close to influencing government policy. The decolonization of the British Empire, the success of industrial agriculture, and the purging of holistic ideas from medicine side-lined organic farming advocates who were viewed increasingly as cranks and kooks. Organic farming advocates continued to spread their anti-chemical farming message through a small community that deeply influenced Rachel Carson's ideas in *Silent Spring*, a book that helped to legitimize anti-chemical concerns. The organic farming movement re-entered the scientific mainstream in the 1980s only with the reluctant backing of government policy. It has continued to grow in popularity ever since and explains why organic farming continues to inspire those who seek to align agriculture and health."

Acknowledgements, p. 1: "My greatest debt is owed, however, to the Matthaei family, who carefully preserved the

archives of Albert Howard, and his first and second wives, Gabrielle and Louise. Long thought lost, these newly found papers form a core middle section of this work. The family has kindly allowed me free reign to use this material where the evidence has led, and never intimated any restrictions on my conclusions. I am grateful to them for their generosity. St. Johns College, University of Cambridge, has also kindly accepted the offer of the archival collection from the Matthaei family so that future generations will be able to access the papers."

About the author: Gregory A. Barton is a noted historian of British, world, and environmental history. He is Professor of History at Western Sydney University and the University of Johannesburg, and is the author of *Empire Forestry and the Origins of Environmentalism*, *Lord Palmeston and the Empire of Trade*, and *Informal Empire and the Rise of One World Culture*. Address: Western Sydney Univ., Australia.

3042. Whole Foods Market. 2019. Dinner Tonight: Spaghetti squash with tempeh. *Indianapolis Star (Indiana)*. April 28. p. S6.

• **Summary:** Cut 12 ounces tempeh into small cubes. Marinate tempeh with 2 tablespoons reduced-sodium tamari, ¼ cup mirin and 2 cloves finely chopped garlic for 30 minutes. "Drain tempeh, then add it to the skillet and cook, stirring occasionally, until golden brown, 7-8 minutes; transfer to a plate and keep warm..." A beautiful colored photo shows the finished dish.

Note: This same creative and healthful recipe appears on the same date in the Reno-Gazette Journal (Nevada), Argus-Leader (Sioux Falls, South Dakota), Florida Today (Cocoa, Florida), The Des Moines Register (Iowa), and Arizona Daily Star (Tucson).

3043. Piper, Kelsey. 2019. Beyond Meat is going public. Meat alternatives are going mainstream: you can now buy a stake in vegan meat (Web article). www.vox.com/2019/5/2/18525601/beyond-meat-ipo-vegan-burger 2 p. Retrieved May 2, 2019. [44 ref]

• **Summary:** At the head of the story is a large color photo of a Beyond Burger between buns with all the trimmings.

"Beyond Meat, the plant-based meat company, started publicly trading Thursday morning, and the stock more than doubled in value right out of the gate—it's now trading at \$60, when just last week the company was estimating it would start selling at \$19 to \$21.

"The company sells burgers that contain no meat but taste like they do. Its stated goal is to fix our food system by making such meat alternatives available everywhere and appealing to everyone. Its initial public offering (IPO) is the latest sign that alt-meat is going mainstream—and that's a big deal.

"It's been a good few years for Beyond Meat. National chains including Del Taco, Carl's Jr., and T.G.I. Friday's

have started carrying their products. They've also found their way onto grocery store shelves at Whole Foods, Kroger, and Target. In total, Beyond Meat says its products are available in more than 35,000 outlets, from hotels and college campuses to grocery stores and sports stadiums. Sales have been growing fast—last year, the company reported revenues of \$87.9 million, up from \$32.6 million in 2017.”

Note: Beyond Meat, Inc. was created by vegan Ethan Brown in 2009. The company, which had its IPO on Thursday, May 2 (its ticker symbol is BYND), uses pea proteins that are processed, woven and combined with various flavorings to produce a variety of meat alternatives. Its products are sold in the meat section of most grocery stores and it has long resisted labeling its products as “veggie burgers” or “vegan burgers.” Competitors include Impossible Foods (maker of the Impossible Burger) and Tyson Foods which is working on its own plant-based meat alternatives.

3044. Tibbott, Seth. 2019. How I Built This (Continued—Document part III). Radio broadcast on National Public Radio, May 16.

• **Summary:** Continued: When the company first turned a profit, in about 2000 or 2001, it became really profitable because they brought the production of the Tofurky in house; they had been buying it from a co-manufacturer. In 1998 they started making Tofurky deli slices and Tofurky sausage followed in 2001; they smoked it in a real hickory smokehouse. These new products became popular very quickly. They took the industry by storm and we became a “happening company.” In about 2004-2005 Seth realized the Turtle Island was starting to make a lot of money—enough to give some bonuses and to pay off debts. It was a good feeling, especially since Seth had been so good for so long at losing money. Suddenly businesses that wouldn't talk with Seth about tempeh were now clamoring for Tofurky. Tofurky took Turtle Island from being a regional, West Coast distribution to being a national distribution.

Today the company has a state-of-the-art factory in Hood River. It is a LEED-certified building [applause], with 200+ employees. Revenue is between \$40 and \$60 million a year, very impressive. Seth's products are sold at a tremendous range of stores that sell food—not just Whole Foods and co-ops and Trader Joe's—but also Walmart and Target and Costco.

“What we're seeing right now is the mainstreaming of plant-based foods [applause] and we're in 27,000+ stores worldwide. It's really a friendly world for plant-based foods now. We love to see all great-tasting vegan companies succeed—partly because we're altruists and we're a mission-driven company and we want to see plant based foods grow all over the world, but there's a business reason too, which is that it's easier for us to place products in a category that is hot.

Seth's company, now named The Tofurky Company,

is entirely family owned. In recent years Seth has been approached by a lot of big companies who have offered a lot of money to buy the company. Why not take it? “I feel that I'm rich beyond my wildest dreams right now. To be in this business has brought much joy and a great feeling in my life. I'm able to travel around the world. I'm able to work with nonprofit groups like Veganuary that are just getting going over here [in the USA]. I just feel like the luckiest guy in the world.”

Seth does not want to sell equity in his company; he prefers to borrow, so nobody can tell him what he can do and can't do.

Tempeh now accounts for about 10-15% of Seth's sales. It's really outpacing some of his other products in growth right now. Seth is building a new incubator which will double the company's tempeh capacity; he's pretty excited about that. “I just may have been about 4 decades early on the tempeh thing.” He is no longer using Christmas lights in his tempeh incubator.

Guy Raz: “One final question: How much of this story and the success of this company is because of your hard work and your work ethic and your skill and your intelligence, and how much of this story is just luck and timing.”

Seth's answer: “Certainly luck and timing come into play. I was lucky enough to jump on this jet stream of natural foods that was just starting up in the 1980s and 90s and then helping blaze a trail for other meat alternative companies that come on now. A lot of it is just persistence and hard work and trying to be less stupid.”

“Yeh, that's a good strategy. Seth Tibbott, thank you so much. That's Seth Tibbott, founder of Tofurky. In 2014 Seth's stepson, Jaime Athos, took over duties as CEO [and President] of Tofurky. Last year [2018] the company announced it had sold over 5 million Tofurky roasts. Oh, and you know what Seth and Jaime and others at the company call real live turkeys: fake Tofurkys.” Address: Founder, The Tofurky Company.

3045. Trader Joe's Customer Service. 2019. Why does Trader Joe's have such a poor choice of soymilk? (Interview). *SoyaScan Notes*. June 17. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** 1. There are now only two manufacturers of soymilk in the USA, so the choice is limited in both package sizes and flavors. 2. Many people are allergic to soymilk.

Note: These include: (1) Eden Foods, Inc. = American Soy Products. Address: 800 S. Shamrock Ave., Monrovia, CA 91016. Phone: 626-599-3817.

3046. Roller, Ron. 2019. Update on American Soy Products (ASP) and other soymilk manufacturers (Interview). *SoyaScan Notes*. June 24. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Shurtleff hears from Trader Joe's customer service rep. that there are now only two companies that manufacture soymilk in the USA. Ron says that American Soy Products (which makes Edensoy) and SunOpta (Sunrich) may be the two. SunOpta had a plant that made and packaged soymilk in California and their main customer was Costco (whose main private-label brand is now Kirkland). SunOpta also has a plant in Minnesota that is bigger than ASP.

A look at SunOpta's website shows that "The following soymilks qualify as a milk substitute for federal food programs:

- "Original Soymilk–32 oz.
- "Vanilla Soymilk–32 oz.
- "Unsweetened Vanilla Soymilk–32 oz.
- "Original Soymilk–8 oz.
- "Vanilla Soymilk–8 oz. Three links state:
- "Learn more about SunOpta Soy Ingredients–Liquids.
- "Download The Edge on the Shelf–Soymilk flyer.
- "Contact Us About Organic Soymilk.

Several years ago, Ron wrote a lengthy, original, unpublished report for the ASP board, which wanted to understand why soymilk had fallen out of favor in the USA. It was titled *The Rise and Fall of Soymilk in America*. He went to many different stores and bought one each of all the different soymilk products they sold. He also has reports from TetraPak loaded with data about aseptically packaged soymilk going way back. For Ron, the main thing that stood out was all the negative publicity about soy. The surge of interest in plant protein does not include soy. Very significant is the rise in private label nondairy brands.

Soymilk's flavor is still a problem. 90% of Americans prefer the taste of almond milk to that of soymilk, even though almond milk is very low in protein and other important nutrients.

The fact that soy may be allergenic is a big problem for soy. It is the #1 reason for soymilk recalls. Even if a statement appears about "Made in a plant that also processes soy," that is legally irrelevant. So allergen control is extremely important in today's world. ASP tests the CIP [clean in place] rinsewater using special "allergen trace kits." There are many more regulations, which requires more employees and raises costs. The FDA also seems to be very concerned about food security—that a terrorist could poison our food supply by slipping poison into a blend tank, for example.

The biggest hit for ASP was when soymilk—starting with Silk—started to be sold in refrigerated gable-top cartons. Another ongoing problem is the "super discounters" such as Walmart and Aldi, and the "dollar stores" where the poor are likely to shop. These companies demand lower prices each year; Ron this may be unsustainable.

TetraPak aseptic is growing. ASP was sold almost exactly a year ago to Morgan Foods of Austin, Indiana. Ron

likes his work, which is focused on products, customers, ingredients and making beverages. In Jan. 2019 he resigned as president. ASP makes lots of private-label products.

Check out CloverDale Farms. Another soymilk maker may be So Nice in Canada. Pacific Foods was purchased by Campbell and its products are sold under the Pacific Foods label. Address: American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 734-429-2310.

3047. Canning, Kathie. 2019. Editor's page: It's time to educate confused consumers. *Dairy Foods*. June. p. 10.

• **Summary:** The first problem is that many new plant-based launches "incorporate dairy terminology such as milk, yogurt or cheese in the product name." This is "technically illegal, per federal regulations." It is an issue that the dairy "industry has been asking the FDA to address for some time now."

In 2018 the FDA issued a request for information and got back upwards of 14,000 comments from consumers. The overwhelming majority of comments were in favor of allowing plant-based foods to use dairy terms on labels.

The second problem is that many consumers believe that plant-based products are roughly equivalent in nutritional value to their dairy counterparts. For example, a scientifically valid study found: 77% "of buyers of dairy and plant-based beverages think almond-based drinks [almond milk] have as much or more protein than dairy beverages, when real milk actually has as much as eight times more protein."

Note: Lowfat dairy milk (the best-selling type; 1% milkfat) contains an average of 10 gm per cup of high-quality protein, whereas Blue Diamond Almond Breeze ("almondmilk"), as well as 2 other brands sold at Trader Joe's in Lafayette, California, contain only 1 gm per cup of lower-quality protein. Address: Editor-in-chief, Dairy Foods.

3048. Schweibinz, Marcy; Mangels, Reed. 2019. How does your soymilk measure up? *Vegetarian Journal (Baltimore, Maryland)* 38(3):11-13. [3 ref]

• **Summary:** This 2-page soymilk chart is titled "Partial Soymilk Comparison Chart" because a more comprehensive chart can be found online at vrg.org/nutshell/Guide_to_Soymilks_2019.pdf. The Partial chart contains the following columns for each brand: Product [flavor, powder]. Calories. Protein (g). Fat (g) Carb (g). Sodium (mg). Calcium (mg). Vitamin D (IU). Vitamin B-12 (mcg). Sweetener. Vegan on package/website? Gluten-free on package/website? Organic?

The brands are 8th Continent. Best Choice. Better Than Milk. Eden Foods / Edensoy. Giant Eagle Nature's Basket. Great Value. Great Value Organic. Greenwise (Publix). Hiland Organic Soy. Kikkoman Organic. Nature's Promise Organic. Nature's Soy. Pacific All Natural Organic. Shoprite Wholesome Pantry. Silk, Refrigerated.

3049. Tibbott, Seth. 2019. Re: How Seth started selling his tempeh into Canada. Letter (e-mail) to William Shurtleff at

Soyinfo Center, July 10. 1 p

• **Summary:** “Hi Bill,

Let me work on getting dates and story to you on Canada but I know that we first started selling our tempeh into Canada around 1986. At that time we only sold to a company in Vancouver, BC, called Wild West Organics. They only sold in the western regions of Canada. Around 2001 we started selling to Loblaws, Ontario Natural Foods and other eastern Canada wholesalers. This was accomplished by working with Tim Dunn of Excel Natural Foods brokers. Tim came on to work with us as our National Canadian Sales rep after closing the doors to his brokerage around 2009. This was not related to Trader Joe’s at all.

“Canadian sales data is expensive compared to the US so we don’t buy it often but let me see if I can dig for this information. I do know that in the past several years, Canadian sales have been around 10% of our overall sales.

“Do know Allan Brown but not Aux Vivres.

“Best, Seth.” Address: The Tofurky Company, P.O. Box 176, Hood River, Oregon 97031.

3050. Organic Farming Research Foundation (Website printout). 2019. <http://ofrf.org> Retrieved 16 Oct. 2019.

• **Summary:** Home. News. Events. Donate. Search box (a search for “soybeans” gets about 16 very significant results; for “soy” gets 8, and for “soybean” gets 13). About (Contact, board, staff, financials, internships, jobs, values). Research. Policy. Resources.

“About OFRF: OFRF is a non-profit organization founded in 1990 with the goal of advancing organic agriculture through scientific research. As a leading champion of organic farmers across the U.S., OFRF works to foster the improvement and widespread adoption of organic farming systems by cultivating organic research, education, and federal policies that bring more farmers and acreage into organic production. Through these efforts, OFRF is creating a more resilient and sustainable agricultural system that values healthy environments and healthy people.” Address: P.O. Box 440, Santa Cruz, California 95061.

3051. Hain Celestial Group, Inc. (The). 2019. Annual report 2019: Form 10-K, notice of the 2018 annual meeting and proxy statement. Melville, New York. 103 + 56 p. 28 cm.

• **Summary:** The Hain Celestial 2019 Form 10-K is separate. The new CEO is Mark L. Schiller. His 2019 Annual Base Salary is \$900,000 (p. 31). Mr. Irwin Simon, “who resigned as President and CEO effective Nov. 4, 2018, in accordance with a Succession Agreement dated June 24, 2018 under which he was entitled to continue to receive his base salary of \$1,981,200 through the date of his resignation,” did in fact receive that amount in FY 2019. Address: 58 South Service Road, Melville, New York 11747-2342. Phone: 631-730-2200.

3052. Roseboro, Ken. 2020. The 2020 non-GMO sourcebook: A buyers guide to global suppliers of non-GMO and organic seeds, grains, ingredients, feed and food. Fairfield, Iowa: Evergreen Publishing, Inc. 128 p. Illust. (color photos). Index. 28 cm.

• **Summary:** “When we first started publishing The Non-GMO Sourcebook in 2002, it was 32 pages with about 200 company listings. This year’s 128-page edition features more than 850 companies-ranging from farmers and grain suppliers to ingredient and food manufacturers.

“The growth of The Non-GMO Sourcebook parallels that of the non-GMO market:

“35% of U.S. consumers place non-GMO at the top of their food purchasing criteria.

“The Hartman Group reported that 46% of consumers surveyed in 2018 said they ‘actively avoid bioengineered ingredients,’ compared to just 15% of consumers surveyed almost a decade before in 2007.

“According to the annual International Food Information Council study, 40% of consumers view products with non-GMO ingredients as healthier than identical products made with GMO ingredients.

“There are now more than 60,000 Non-GMO Project Verified products, generating sales of \$30 billion per year.

“The Non-GMO Project verification program grows 15-20% every year. Contents: Editor’s introduction (by Ken Roseboro, publisher and editor). Suppliers of non-GMO products: United States, Canada, Europe, Asia / Australia, Latin America, Africa / Middle East.

Organic & Non-GMO Market News. Related services and products: United States, Canada, Europe, Asia / Australia, Latin America, Index of non-GMO suppliers by product category: Animal Feed, Canola / Rapeseed, Corn / Maize, Other grains, oilseeds, crops, and processed products, Other ingredients and processing aids, Packaged foods and beverages, Plant-based proteins... Processed soybean products.

Note 1. In the Suppliers section, many company entries have the Non-GMO Project logo (with an orange and black butterfly on a green leaf) next to their company name

This comprehensive book gives the single best picture of the growing industry, worldwide, opposed to genetic engineering. Address: Managing Editor and Publisher, P.O. Box 436, Fairfield, Iowa 52556. Phone: 1-800-854-0586.

3053. Wikipedia, the free encyclopedia. 2020. Ehrenfried Pfeiffer (Web article). https://en.wikipedia.org/wiki/Ehrenfried_Pfeiffer. 1 p. Accessed March 23. [15+ ref]

• **Summary:** “Life: Ehrenfried Pfeiffer began work with Rudolf Steiner in 1920 to develop and install special diffuse stage lighting for eurythmy performances on the stage of the first Goetheanum.[1][2] After Steiner’s death

in 1925, Pfeiffer worked in the private research laboratory at the Goetheanum in Dornach, (Switzerland).[3] He became manager and director of the 800-acre (3.2 km²) experimental biodynamic Lovendale farm in Domburg in the Netherlands.[4] This farm was set up to carry out some of the agricultural studies of the Goetheanum laboratory. The work of testing and developing Rudolf Steiner's Agriculture Course of 1924 was an international enterprise coordinated by Pfeiffer at the Natural Science Section of the Goetheanum.[5] Pfeiffer's most influential book 'Biodynamic Farming and Gardening' was published in 1938 simultaneously in at least five languages, English, German, Dutch, French, and Italian.[6] The following year, and just months before the outbreak of World War II, Pfeiffer ran Britain's first biodynamics conference, the Betteshanger Summer School and Conference, at the estate of Lord Northbourne in Kent.[7] Pfeiffer's Betteshanger Conference is regarded as the 'missing link' between biodynamic agriculture and organic farming because the following year (1940) its host, Lord Northbourne, published his manifesto of organic farming 'Look to the Land' in which he coined the term 'organic farming'. [8]

"Pfeiffer first visited the U.S. in 1933 to lecture to a group of anthroposophists at the Threefold Farm in Spring Valley, New York on biodynamic farming.[1] His consulting was essential to the development of biodynamic agriculture in the U.S.

"Pfeiffer developed an analytical method using copper chloride crystallization and used this technique as a blood test for detecting cancer.[9] As a result, Pfeiffer was invited to the U.S. in 1937 to work at the Hahnemann Medical College in Philadelphia[10] While in the U.S., he continued to consult with those interested in biodynamic farming and helped to form the Biodynamic Farming & Gardening Association in 1938. In 1940 he immigrated to the U.S. from Switzerland with his wife Adelheid, escaping the advance of German troops into France. They brought with them their son Christoph and daughter Wiltraud.

"With the advent of World War II in Europe, Pfeiffer took his family to Kimberton, Pennsylvania (near Philadelphia), where Alaric Myrin offered Pfeiffer the opportunity to create a model biodynamic farm and training program. Starting in the late 1930s he taught biodynamic farming and gardening at the Kimberton Farm School. One of his students, Paul Keene, who worked and studied with Pfeiffer there for two years and shortly thereafter co-founded Walnut Acres, recalls: '... he helped bring all of life together for us in a definite coherent pattern' [11]

"While at Kimberton, Pfeiffer led the initiative to found the Biodynamic Farming and Gardening Association, and to start its journal. While at Kimberton, Pfeiffer also met J.I. Rodale, founder of Organic Gardening and Farming magazine, and of the organic movement in the USA. This relationship gave biodynamics a little-known place in the

history of the American organic movement. Interpersonal difficulties—a motif of Pfeiffer's life—brought to a close the Kimberton Farms chapter.[12]

"Aiming to continue his work training biodynamic farmers, Pfeiffer bought a farm in Chester, New York, where a small colony arose focused on farming, education, and the administration of the Biodynamic Association.[12]

"His copper chloride sensitive crystallization theory brought him an honorary degree of Doctor of Medicine from Hahnemann Medical College and Hospital in Philadelphia in 1939.[4] He studied chemistry and became a professor of nutrition in 1956.[3] Pfeiffer wrote on the dangers of pesticides and DDT and Rachel Carson consulted with him when she was writing *Silent Spring*. [13]

"In 1961, at his home in Spring Valley, N.Y., he suffered from a series of heart attacks, lingering for several days, but ultimately was not given the proper medical care and died. His wife subsequently took over the operation of their farm in Chester, New York.

"Work: Pfeiffer was a pioneer of biodynamic agriculture in Europe, Britain,[7] and America. He is most widely known for his innovative work in composting. He conducted extensive research on the preparation and use of biodynamic compost and was the inventor of BD Compost Starter, a compost inoculant.[14] For many years Pfeiffer served as a compost consultant to municipal compost facilities, most notably Oakland, California,[4] as well as countries in the Caribbean, Europe, and the Far East.[14] A technical difficulty with the resulting compost, that it would not spread readily with the commonly used fertilizer spreader, could not be overcome and the project ultimately failed.

"Pfeiffer invented two anthroposophic image forming methods, a method using a round filter chromatography (circular chromatography or chroma test) and the copper chloride crystallization method,[14] developed together with Erika Sabarth. In the latter method, a solution of copper chloride and the test solution is allowed to evaporate. The pattern of the copper chloride crystals can be 'read' based on the patterns of known samples. Similarly, the patterns of the circular chromatographs can be "read" based on known samples.[9] Both methods require much practice to 'read' and interpret the images.

"Honorary degree: Pfeiffer's work at Hahnemann earned him an honorary Doctor of Medicine (M.D.) degree from Hahnemann Medical College and Hospital of Philadelphia on June 8, 1939 at the 91st Commencement ceremony.[15]

"See also:

"Biodynamic Farming & Gardening Association

"Biodynamic Agriculture

"Demeter International

"References (15):

"Biographical resources (5):

"Books and articles by Ehrenfried Pfeiffer:

"Biodynamics in farming and gardening (10)

“Chromatography (2):
 “Composting (2):
 “Other topics (4)”
 “External links (2),”

3054. Wikipedia, the free encyclopedia. 2020. Good Earth (restaurant chain) (Web article). [https://en.wikipedia.org/wiki/Good_Earth_\(restaurant_chain\)](https://en.wikipedia.org/wiki/Good_Earth_(restaurant_chain)) 1 p. Accessed March 27.

• **Summary:** “Good Earth was a natural foods restaurant chain originally founded [in 1975] in Reno, Nevada, by William Galt and Nancy Galt.

“Franchise locations in Santa Barbara, California, Berkeley, California, and San Francisco, California were owned by Dean Stanley Ashby and family (wife Georgia Anne Ashby, and sons Aaron Stanley Ashby and Dean Stanley Ashby II).

“A franchise location in La Jolla, California was owned by James Forcier.

“The Galts sold the concept to General Mills in [Nov.] 1980.[1]. After expansion to more than 50 locations across the United States the concept lost popularity. General Mills converted most of the restaurants into other chain restaurants they were operating, such as Red Lobster and Olive Garden. Most of the restaurants were located in California.

“During the period Good Earth operated widely, it was “probably the most prominent chain example of a health-food concept”, according to industry trade journal Nation’s Restaurant News.[2]”

3055. Shurtleff, William. comp. 2020. Chronology of Whole Foods Market (Overview). *SoyaScan Notes*. March 30.

• **Summary:** 1978–John Mackey and Renee Lawson borrowed \$45,000 from family and friends to open a small vegetarian natural foods store called SaferWay in Austin, Texas (the name being a spoof of Safeway). When the two were evicted for storing food products in their apartment, they decided to live at the store. Because it was zoned for commercial use, there was no shower stall, so they bathed using a water hose attached to their dishwasher

1980 Sept. 20–John and Renee partnered with Craig Weller and Mark Skiles to merge SaferWay with their Clarksville Natural Grocery, resulting in the opening of the original Whole Foods Market in Austin. At 10,500 square feet and a staff of 19, this store was quite large in comparison to the standard health food store of the time.

1981 May 25–Memorial Day: The worst flood in 70 years devastates Austin. The store’s inventory was wiped out and most of the equipment damaged. The losses were approximately \$400,000 and WFM had no insurance. Customers and neighbors voluntarily joined the staff to repair and clean up the damage. Creditors, vendors and investors all provided breathing room for the store to get back on its feet and it re-opened only 28 days after the flood.

1984–Whole Foods expanded inside Texas, first to nearby Houston and then to Dallas; that year it had 600 employees.

1988–The Whole Foods chain bought the Whole Food Company in New Orleans for its first expansion outside of Texas.

1991 Oct.–Acquires Wellspring Grocery (Southeast) for \$2.13 million.

1991 Oct.–Acquires Bread & Circus (Boston / New England) for \$26.7 million (\$20 million in cash, \$6.7 million in shares).

1992 Jan. 23–Whole Foods goes public (IPO) at a price of \$2.125 per share.

1993 Sept.–Acquires Mrs. Gooch’s (Los Angeles Area) for \$2.97 million (shares only). With this acquisition all the food quality standards existing up to this time were largely forgotten.

1995 Feb.–Acquires Bread of Life (Northern California) for \$5 million.

1995 Feb.–Acquires Unicorn Village (North Miami Beach, Florida) for \$4.11 million.

1995 Dec.–Acquires Oak Street Market (Chicago) for \$2.57 million.

1996 Sept.–Acquires Fresh Fields (Philadelphia, Washington, D.C., Chicago, New Jersey) for \$134.5 million.

1997–Whole Foods revenue passes \$1 billion per year, with 70 stores in 16 states.

2002–Whole Foods first expands internationally with a store in Toronto.

2004 Jan.–Whole Foods buys seven Fresh & Wild stores in and around London, England. UK based Fresh & Wild was founded by Hass Hassan in late 1998. He acquired the long established City Health Store in London and opened the first new Fresh & Wild in Camden Town in February 1999.

2007–Merger with the natural food chain Wild Oats (Boulder, Colorado). Wild Oats was founded in 1987 by Michael Gilliland and his wife, Elizabeth Cook, with the purchase of the Crystal Market vegetarian natural foods store in Boulder, Colorado. In 1992, Crystal Market was re-named Wild Oats Vegetarian Market, and in the ensuing years the company began opening and acquiring other, small natural foods stores.

2013–Whole Foods is said to become the first chain to label all foods produced by genetic engineering.

2017 Aug. 28–Acquired by Amazon.com for \$13.7 billion.

3056. Silver, Jimmy. 2020. Re: Sanae, Sanae 2, and the Seventh Inn. Letter (e-mail) to William Shurtleff at Soyfoods Center, March 31. 1 p.

• **Summary:** Wm. Shurtleff begins by asking Jimmy for his recollections of these two macrobiotic restaurants in Boston: “Dear Jimmy,

“I’m just finishing a book about the History of the

Natural Foods Movement. As far as I can tell, the two earliest macrobiotic/natural food restaurants on the East Coast of the U.S. were Sanae (opened to the public in Feb. 1968) and Sanae 2, which was renamed the Seventh Inn. My questions:

“Q1. Roughly when did Sanae 2 open? Ans: I think sometime in 1972. We moved from LA to Boston in late 1970 and I was working at Erewhon until I left to take over the restaurant. I don’t remember exactly.

“Q2. About how long after it opened was it renamed The Seventh Inn. It had that latter name by July 1972. Ans: I think it was called the Seventh Inn when it opened but Susan says she thinks it was called Sanae 2 when it first opened.

“Q3. How long had it been open when you (perhaps with some help from Paul Hawken) started to manage it? Ans: I think maybe six months, not sure. It was failing and Michio and Aveline were looking to make changes to save it.

“Q4. About when did it close? Why? Akiko and I ate there once with Michio and Aveline and found it very attractive, with food we both enjoyed. Ans: Yes, after it rounded into shape I thought the food was good too, and the experience was OK. There were some experienced people working there and a lot of the work had become routine enough that exceptions could be handled rather than producing crises. I think Susan and I had been away from it for a while when it closed; I’m not even sure we were aware that it had.” Address: President, Pure Sales, California.

3057. Nordquist, Ted. 2020. Re: Wholesoy & Co./UNFI story. Letter (e-mail) to William Shurtleff at Soyinfo Center, April—in reply to request. 1 p.

• **Summary:** “WholeSoy & Co. launched the organic probiotic soy yogurts in 1998. The Company used Brown Cow Farm as the main distributor and Oasis Sales and Marketing to organize distribution with a national broker network. At this time there were approximately 14 distributors covering the USA with trucks out of California that carried both refrigerated and frozen food. The WholeSoy organic yogurts had a 60-day shelf life from production. Distributors required a minimum of 30 days of shelf life by the time the product reached their warehouse.

“At the time only two other non-dairy soy yogurts were available, White Wave Dairyless, a pasteurized yogurt, and Nancy’s soy yogurt made with living cultures. In 1998, we launched the WholeSoy yogurts using ‘soy yogurt’ on the cups. However, an inspector from the California State Board of Agriculture objected to the use of ‘yogurt’ so we reprinted all the cups. In about 14 months the WholeSoy yogurts, now called ‘cultured soy’ were the bestselling non-dairy yogurts in the USA.

“The secret to our success was a proprietary ‘soybase’ manufactured from whole organic soybeans using a Swedish processing method of water, milling, heat, vacuum and separation of fiber to create a good tasting soymilk concentrate. The living cultures were grown on a non-dairy

medium, yielding a 100% dairy free soy yogurt. Brown Cow Farms and Oasis Sales and Marketing were instrumental in expanding the sale and distribution of these organic soy yogurts throughout the USA, together with their own dairy yogurts.

“As sales increased, the WholeSoy yogurts made their way into many Natural Food Stores and into the natural food channels of large grocery chains such as Safeway, Albertson’s, Raley’s, Kroger, Stop & Shop, Publix, HEB etc. Over time, the cost of distribution became a major expense.

“In 1999 UNFI (United Natural Foods Inc.) contracted with Whole Foods, the largest natural food chain, to be their sole distributor. With this agreement, UNFI began buying up many other natural food distributors. As we looked more closely at our invoices and UNFI payments, we discovered that UNFI was subtracting money from our invoices without written documentation. Normally, if there was an issue with a payment such as spoiled or damaged product, the deduction would include physical documentation with details of the issue. Instead, UNFI set in motion a system of deducting off invoice with a link to their accounting system. Now we, the manufacturer, were given the responsibility to find evidence that the deduction was correct. This amounted to so much money that we hired an account manager to review all UNFI deductions, which after investigation, often proved to be incorrect. The money ‘recovered’ easily paid for the cost of this employee.

“UNFI sent us a supplier agreement which included a deduction of 2% net payment off invoice. This meant that UNFI could deduct 2% of the invoice total if they paid within 10 days. Upon further investigation, we discovered that UNFI had been taking this deduction for some time, but paying us much later, often more than 30 days after receiving WholeSoy yogurts into their warehouse.

“Our CFO tried to communicate with UNFI to reach an agreement regarding this and other issues related to the new supplier agreement. This agreement essentially gave UNFI full control and left us little recourse including the 2% net off invoice. After months of being ignored by UNFI I sent to them a letter and copied Whole Foods, that we would suspend all WholeSoy deliveries to them by the end of the following month if they did not negotiate a solution with our CFO. Within a few days this communication opened and within weeks UNFI signed a supplier agreement with us that we could accept. It included an electronic payment system which made it possible for UNFI to pay us within 10 days. If payment was not received within 10 days, we would add this deduction to the following invoice.

“The contract between UNFI and Whole Foods resulted in another issue for our company. We produced organic soy frozen yogurt in 9 flavors. UNFI distributed this product to all its warehouses across the USA. Then, we received notice from the Midwestern UNFI warehouse that Whole Foods had introduced a series of private label 365 dairy ice

creams. This warehouse did not have enough room for this new introduction, so given their contract with Whole Foods we were told that the WholeSoy frozen yogurts would be discontinued.

“The discontinuation of the WholeSoy organic frozen yogurts in this Midwestern UNFI warehouse resulted in the loss of sales in all the natural food outlets in that region. UNFI had essentially monopolized distribution in this region. We eventually discontinued the manufacture of this line of frozen yogurts.

“With this discontinuation of one line of products, we experienced huge charges off invoice from UNFI, sometimes months or years later. They would deduct from our invoice charges related to costs they claimed were incurred during this withdrawal of product from the natural food market. These charges were completely unexpected and very difficult to determine if they were correct, since they occurred in the distant past. This experience would come to haunt us later which I will explain below.

“WholeSoy & Co. manufactured a proprietary organic soybase concentrate used for private label soymilks and the WholeSoy line of organic yogurts, yogurt drinks, frozen yogurts and cream cheese. Our business plan was to co-manufacture these products in dairy facilities, where equipment could be thoroughly cleaned to avoid mixing dairy and soy due to allergen concerns. We tested all our products on a regular basis at the University of Nebraska Food Allergy Research and Resource Program (FFARP). Allergen testing of the rinse water in the manufacturing facilities between every changeover of dairy and soy was required. On a routine basis, samples of finished product would be sent to FFARP for testing of casein, whey, egg and nuts down to 5ppm (five parts per million).

“As the WholeSoy & Co. grew, the capacity of dairies to co-manufacture our products became problematic. We started this processing of soy yogurts in 1998 and moved through five different dairies by 2010. Our volume grew, making it more and more difficult to find additional capacity in a dairy, usually producing over the weekend when their facility offered additional processing. In 2010 a large dairy owned by Kraft Foods was purchased by a local California dairy family. Kraft had removed cheese manufacturing equipment and this family offered to build a yogurt manufacturing line for WholeSoy organic cup yogurts.

“This was the first time WholeSoy & Co. could design its own soy yogurt manufacturing line based on years of experience adapting its formulations to coincide with a dairy’s processing equipment. Between June of 2010 and April 2013, the WholeSoy organic yogurt sales grew to over 480,000 cups with deliveries of 24,000 gallons of organic soybase each week” (Continued). Address: Sonoma, California.

3058. Nordquist, Ted. 2020. Re: Wholesoy & Co./UNFI

story (Continued–Document part II). Letter (e-mail) to William Shurtleff at Soyinfo Center, April–in reply to request. 1 p.

• **Summary:** Continued: “Unfortunately, this dairy consisted of 80% spray drying of dairy milk with only 20% of the operations focused on non-dairy yogurt and other specialty manufacturing. The spray drying business lost money and the family was forced to close the business.

“At this point, the WholeSoy & Co. volumes were too large to find a suitable dairy co-manufacturer. We decided to lease the yogurt filling equipment and build a yogurt processing line at the same facility in Modesto, California, where we produced the organic soybase. The idea was unique in that it would allow for a 100% dairy free operation. This would open doors to many future products that required, for example, orthodox kosher pareve certification. We were already certified organic and had Non-GMO Project verification. We sought outside investments to accomplish this task.

“To make a long story short, it took one year to complete the task before we could relaunch the WholeSoy organic yogurts into the natural food market. Whole Foods, Trader Joes and other natural food outlets took us back using the same packaging and UPC codes. However, large chains like Safeway, HEB, Kroger, etc. did not take us back as quickly. In addition, UNFI started deducting from our invoice charges, related to our initial withdrawal from the natural food market. These charges and our inability to get back into the natural food sections of larger supermarkets led to WholeSoy & Co. permanently closing its operations in March of 2015.

“The continued consolidation of natural food businesses by large corporations and the growing monopoly of distribution by companies like UNFI has led to fewer food choices and higher prices for the consumer. As an example, WholeSoy Plain organic soy yogurt in a 6 oz cup in 2015 sold at Whole Foods for a recommended price of \$1.19, but usually sold for under one dollar. Today, Silk soy yogurt is not organic and sells in most stores for over \$1.79 per 5.3 oz cup.”

Note: Thanks to Kathy Housman and to Anne-Marie Nordquist for each reading the manuscript twice. Address: Sonoma, California.

3061. *SoyaScan Notes*. 2020. Europe’s biggest international food fairs / shows and expositions: ANUGA, SIAL, Helfex, and CIBUS (Overview). Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** ANUGA and SIAL are held in Cologne (Germany) and Paris (France) respectively on alternating years in October. Each fair lasts for about 6 days, and tickets cost about \$20. Food people and companies come from all over the world to exhibit and see the latest in all kinds of foods and food equipment. ANUGA is held on odd numbered

years (1987, 1989, 1991, etc.) and SIAL on even numbered years (1986, 1988, 1990).

ANUGA (pronounced uh-NEW-guh) stands for *Allgemeine Nahrungs und Genussmittel Ausstellung* (“General exhibition of food and food adjuncts {stimulants / enjoyables}”). Billed as the “World Food Market–Consuma–Gastroma–Technica,” it is held at the Cologne Messe (Exhibition Center) and is sponsored / produced by Messe und Ausstellungs Ges. mbH, P.O. Box 210760, D-5000 Cologne, West Germany. Phone: 221-8210. The first ANUGA fair was held in 1929. Statistics at ANUGA in 1986 were mind-boggling: 200,000 visitors; 5,201 companies exhibiting, from 86 different countries; and what seemed like 50 miles of exhibit space (actually 227,000 square meters).

SIAL (pronounced see-AL) stands for “Salon International de l’Alimentation,” and is also called the ‘International Food and Dairy Exhibition’. The first SIAL was held in Nov. 1964. The permanent address of SIAL is 39 rue de la Bienfaisance, 75008 Paris.

The ‘SIAL d’Or’ (also called ‘Golden SIAL’ or Food Oscar’) gold medal awards, first presented in Oct. 1986, are given for the best new food products in each food category at the AIDA-SIAL International competition judged in Paris in June. The Oscars are a bi-annual competition between 16 nations, including Canada, Great Britain, Italy and the USA. Each country presents products in 7 food and beverage categories: Grocery, alcoholic drinks, non-alcoholic drinks, dairy, deep-frozen, meat / poultry and delicatessen. The retail trade in each country nominates the representative products. At least one soy product, So Good, a soymilk produced by Sanitarium Foods in Australia, has been awarded the Golden SIAL.

Helfex, the International Health Food Trade Exhibition and Convention, is much smaller than the two fairs mentioned above and its scope is much more limited. Held biannually in the spring in the United Kingdom on even numbered years, it is sponsored by the British Health Food Manufacturers Association and the British Health Food Trade Association. The Foreign Agricultural Service (FAS) of the USDA typically has a large pavilion featuring booths representing U.S. health / natural food manufacturers. In 1988 at least 8,000 visitors came to Helfex from 25 countries. About 600 exhibitors were there and the U.S. Pavilion was the biggest booth at the entire show. About 88% of the natural foods products at Helfex ‘88 came from the U.K. The first Helfex was held on 17-19 March 1974 at the Bloomsbury Centre Hotel in London. The tenth Helfex was held on 8-9 April 1990 in Birmingham, England; over 200 companies exhibited in Birmingham. For more information contact the British Health Food Trade Assoc., Angel Court, High Street, Godalming, Surrey, GU7 1DT, England. Phone: 0483-426450. Fax: 0483-426921.

CIBUS (pronounced CHI-bus), the biggest food fair in Italy, is held in Parma in about May each year.

3062. *SoyaScan Notes*. 2020. Dates and locations of NFM Natural Products Expositions (Overview). Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** 1992: West–April 10-13, Anaheim, California. More than 13,000 people attended. 1993: East–Sept. 9-12, Baltimore, Maryland.

3063. *SoyaScan Notes*. 2020. Chronology of America’s early macrobiotic and natural food distributors, 1969-1973. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Erewhon: 1966 April–Starts a macrobiotic, natural foods retail store at 303-B Newbury St. in Boston, Massachusetts, founded by Aveline and Michio Kushi, owned by Aveline Kushi, and managed by Evan Root. 1968 Aug.–Erewhon starts to import macrobiotic-quality natural foods from Japan. 1969 spring–Starts selling products wholesale out of the back of its store at Newbury St. 1969 fall–Starts distributing products at wholesale prices to natural foods stores in New England.

Erewhon–Los Angeles: 1969 Sept.–Bill Tara (with support from Aveline Kushi) opens a macrobiotic natural food store named Erewhon–Los Angeles at 8001 Beverly Boulevard in Los Angeles. 1969 Sept.–The company starts importing natural foods from Japan, with shipments arranged by Paul Hawken. That same month, with Bill Tara driving a pickup truck up and down the Pacific Coast, the company starts distributing natural foods to about 10 retail stores.

Westbrae: 1970 May–Ten partners (including Bob Gerner, none of whom had any money) open the Natural Food Works on Olive Drive in Sacramento, California. In July 1970 Bob Gerner starts distributing natural foods to various natural food retail stores in Berkeley, California. Originally his distribution company had no name. In Aug. 1970 Gerner, with his sister, Margaret, and his brother-in-law, Bob Ortiz, founded a new natural foods company named Westbrae Natural Foods at 1336 Gilman St. in Berkeley. The store opened on 2 Feb. 1971 and the distribution company, which was also named Westbrae Natural Foods, continued its operation out of the store.

Essene: 1969 March–Starts a retail store named Essene Macrobiotic Supply at 2031 Samson St. in Philadelphia, Pennsylvania, founded by Denny Waxman and two partners and based on the Erewhon model. 1971 Feb.–Essene Traditional Foods starts distributing natural foods at wholesale prices out of its retail store at 320 South St.

Eden Organic Foods: 1969 Nov. 4–Starts a natural foods store in Ann Arbor, Michigan, managed by Bill Bolduc. 1971 June–Starts to wholesale natural foods out of the back of its retail store at 211 South State Street. 1971 Aug.–Eden Foods starts to distribute its wholesale bulk products, especially in the Detroit area. The company starts to bring in small trailer loads of staples from Arrowhead Mills in Texas. Bill Bolduc and Tim Redmond now run the company.

Laurelbrook: 1971 Aug. 23–Laurelbrook Foods begins as a macrobiotic natural foods wholesale distributor in Forest Hill, Maryland (about 25 miles northeast of Baltimore). The company never moved from its original location, but they kept a post office box (P.O. Box 47) in nearby Bel Air. The company was founded by Rod and Margy Coates.

Shadowfax: 1971. Founded by Charlie Smail in upstate New York as a trucking company. In 1974 they are located at 25 N. Deport St., Binghamton, New York 13901.

Janus: 1972 Jan.–Janus Foods Inc. is established as a macrobiotic and natural foods wholesale and distribution company at 712 Seventh Ave. South in Seattle, Washington, by George Gearhart, Blake Rankin, and Tim Hartman. Distribution starts that month.

Tree of Life: 1971 May–Irwin Carasso opens Tree of Life in St. Augustine, Florida–strongly influenced by the Erewhon model. In May 1972 Feb.–Tree begins distributing natural foods.

Llama, Toucan & Crow: 1973 Jan. Bob Swanson, a clerk at the Good Life (a natural food store in Brattleboro, Vermont) starts to truck natural foods from New York to his store. Soon he starts to distribute natural foods to other natural food stores. In May 1976 Barclay McFadden bought the company and renamed it Llama Trading Co. In 1979 he merged it with Stow Mills.

3064. *SoyaScan Notes*. 2020. People I want to contact to do an interview: Wish list (Overview). Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Bob Swanson, founder of Llama, Toucan & Crow.

Charlie Smail, founder of Shadowfax.

Parshan Sahota, owner of LifeSource.

Gene Newman of Manna Foods (Scarborough, Ontario, Canada). Who founded the first natural foods distributors headquartered in Canada? Lifestream, founded by Arran Stephens was first I think.

3070. *SoyaScan Questions*. 2020. Questions about the origin and early history of rice cakes in Japan. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** In 1963, in Chico, California, George Ohsawa suggested that the Chico macrobiotic group try making rice cakes (round, made by puffing rice by heating it). He sent them a rice cake machine from Japan and production began in the fall of 1963. Rice cakes soon became Chico-San's first really popular and successful product.

(1) But who invented rice cakes and the device or machine to make them, when, and where in Japan? (2) What was the earliest Chico-San price list or catalog in which rice cakes appear?

3071. *SoyaScan Questions*. 2020. Questions about the history of Chico-San, Inc. in Chico, California. Compiled by

William Shurtleff of Soyinfo Center.

• **Summary:** 1. When did Chico-San first start operation as a business in Chico, California? What did they do and what was their address? Shumway says (1961 Dec. 8): Believers in eating “natural” foods, they have started the “Chico-San” Bakery and plan to share the profits. They will bake breads with no sugar and little yeast.

They also plan to start a restaurant where the menu will show the exact number of calories per serving, and where live music will be provided by group members.

2. Did they ever start that restaurant? If they did, when did it open and at what address? Did it get any reviews in the local paper? How long did it last?

3. When did Chico-San's first imports arrive from Japan? What products were they and where (at what address) did they store them?

4. When and why did Chico-San first move into the basement of a small hearing aid shop in Chico. What was the address and what was the name of the hearing aid shop?

5. At the time of the fire on 14 Sept. 1972, Chico-San's warehouse was located at 1262 Humboldt Ave. in Chico. When and from where did the company move there? What was the size of the building?

An asterisk (*) at the end of the record means that SOYINFO CENTER does not own that document. A plus after eng (eng+) means that SOYINFO CENTER has done a partial or complete translation into English of that document. An asterisk in a listing of number of references [23* ref] means that most of these references are not about soybeans or soyfoods.

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- Acidophilus soymilk or soy acidophilus milk. *See* Soymilk, Fermented
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Lust, Benedict (1872-1945), Louise Stroebel Lust (1868-1925; his wife) and Louis Lust. Pioneers in Naturopathy in the United States (New York City; “Yungborn,” Butler, New Jersey; Tangerine, Florida) 10, 62, 79, 97, 1176, 1486, 1825, 2159, 2477, 2725, 2750, 2761, 2804, 2805, 2806

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- Whiting, Albert Lemuel. *See* Urbana Laboratories
- Whole Dry Soybean Flakes. *See* Microsoy Corp., Formerly Nichii Company
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