

# Newsletter September 2007 (Special Edition)



# melrose

First in Flaxseed Oil

## This Month

### Naturopath News

Spirulina

### Article

Acid or Alkali  
by Toni Jordan

### Read about us

Australian Natural Health  
- Flaxseed Oil & Fish Oil

Nature & Health - Wheat  
Grass

Women's Health & Fitness  
- Flaxseed Oil

Organic Gardener -  
Flaxseed Oil

Healthy & Heart Wise  
- Flaxseed Oil

WellBeing - Fish Oil &  
Flaxseed Oil

Options Market Place  
- Essential Greens

Slimming & Health -  
Flaxseed Oil

Herald Sun Organic  
Feature - Flaxseed Oil

### Expo's

ACNM Melbourne

Organic Expo -  
Melbourne



## Geoff's Letter

Dear Friends,  
When Wal-Mart introduced organic produce into their US stores, they followed the global move to organics begun some years earlier by UK supermarkets Tesco and Sainsburys. It was no surprise when supermarkets in many other countries followed suit. In Australia, Organic stores pre-dated the supermarkets in organic offerings and in the past few years have substantially increased in number. Lately, more and more Health Food stores have added an organic module in order to keep in touch with the move to organics. Meanwhile, Coles and Woolworths, to some extent, followed the UK supermarkets' lead into organic produce and products to tap into this increasing market. We all realize that the buying power of supermarkets represents a valid threat to the viability of organic stores, especially where supplies are threatened or cornered by the huge quantities required to stock 2,000 supermarkets. Supplies to Organic stores in the US actually dried up when Wal-Mart began their entry into organics. We are all aware of supply shortages, especially in times of hurricanes, drought or flood. To protect the viability of organic stores it seems to me that (growers and manufacturers), wholesalers and stores need to form alliances to protect their lines of supply. In a similar way, we (Melrose), now act in a global world to secure additional lines of supply as a succession of droughts has had a disastrous effect on Australian crops in the past five or more years. Keeping good relations and alliances with your business partners is a necessity in this new era of unpredictability.

I was reading a recent survey on 'keeping your organic customers coming back for more', giving tips on how to thrive in an increasingly competitive market. The first point was the prominence of the display of fruit and vegetables. When you think 'organic' the first thing that comes to mind is produce. You like to see fresh, beautiful-looking fruit and vegetables ranked high at the front of the shop, inviting you to go inside. In fact, the survey indicated that the fresh fruit and vegetable display was the greatest encouragement to return to a particular store. Almost as important was exceptional customer service, especially for customers looking for unusual herbs or oils. To follow up these enquiries with a personal call is rated very highly in keeping the customer coming back. Giving the best price possible is of course high on the list, but people will pay higher prices if they feel they are getting quality.

One interesting topic in the article was the type of community in which you live. The urban population provided the highest proportion of organic shoppers and interestingly the newest consumers of organic products made their purchase at the conventional supermarkets. Mothers want the best in order to get their young children off to a good start in life and often will pick up just a few organic items because they are not deep enough into organics to travel the distance to an organic store. This may also apply to expectant mothers who now have more concern for their health and that of their offspring. Maybe an alliance with the nearby pharmacist will alert you to someone who could be interested in the benefits of organics for their child's well-being.

See us on Stand No 45 at the Organic Expo at the Exhibition Buildings in Carlton - Trade day Friday 7 September and open to the public on Saturday and Sunday. When we exhibited at the first Organic Expo in Sydney two years ago there were less than 90 exhibitors. In Melbourne, I believe there will be closer to 300 exhibitors, such is the growth in organics. We look forward to welcoming you to our stand.

Regards,

# Product information



**The following products manufactured by Melrose Health are certified Kosher:**

## **Nut Spreads**

Melrose ABC Spread  
Melrose Almond Spread  
Melrose Brazil Nut Spread  
Melrose Cashew Spread



Melrose Hazelnut Spread  
Melrose Macadamia Spread  
Melrose Pistachio Spread

## **Flaxseed Oil**

Melrose Organic Flaxseed Oil  
Melrose Omega Flaxseed Oil



## **Vitamin C**

Melrose Calcium Ascorbate  
Melrose Sodium Ascorbate  
Melrose Ascorbic Acid

## **Glucosamine**

Melrose Glucosamine



**Claridges are discontinuing their herbal tea range, we still have some stock, but they are all quickly running out. We also won't have the Raw Honey or the Organic Bee Pollen any more. Claridges products still available are:**



Sea Salt Fine Organic Natural 500g  
Sea Salt Coarse Organic Natural 500g  
Sea Salt enriched with Kelp Organic 300g  
Pepper and Salt Mix Organic 300g  
Manuka Honey 10+ Organic 250g  
Manuka Honey 10+ Organic 500g  
Manuka Honey Organic 250g  
Manuka honey organic 500g  
Manuka Honey Organic 1kg



**And limited supplies, until stock runs out, of:**

Lemon Bliss 30 bags  
Liquorice & Lemongrass 30 bags  
Chamomile 6 x 10's  
Lemon Bliss 6 x 10's  
Evening Song 6 x 10's  
Lemon Balm 6 x 10's  
Lemon Grass 6 x 10's  
Red Clover 6 x 10's  
Liquorice & Lemongrass 6 x 10's



## Superfood Spirulina

Melrose Clean Green Spirulina plantensis is a microscopic blue - green algae, cultured in shallow open ponds. A combination of fresh spring water, sunshine and air, together with the added food nutrients help spirulina to grow. Spirulina has been consumed by many native cultures, as a highly valued natural food, for centuries.

Regarded as the perfectly balanced nutritional food source, it is ideal for all ages. Spirulina is approximately 65 to 71 percent protein, depending on growing conditions. These proteins are biologically complete, which means they provide all eight essential amino acids in the proper ratios.

Spirulina provides all the required amino acids, and in a form that is five times easier to digest than meat or soy protein.

Spirulina thrives in such alkaline waters, it incorporates and synthesizes many minerals and derivative compounds into its cell structure. Transformed into natural organic forms by Spirulina, minerals become chelated with amino acids and are therefore more easily assimilated by the body. Many times people have ingested large amounts of inorganic minerals without benefit to health because the body does not know what to do with these incompatible forms.

Spirulina supplies several of the vitamins that all living beings need to carry on metabolic processes.

The most visible pigment in Spirulina is chlorophyll, a green molecule common to plants, Chlorophyll is sometimes called "green blood" because of its similarity to the haemoglobin molecule found in human blood cells.

Chlorophyll has other positive benefits to the body. It increases peristaltic action and thus relieves constipation, and also normalizes the secretion of digestive acids. It soothes the inflammation and reduces the excess pepsin secretion associated with gastric ulcers.

Spirulina contains very little starch or sugar. What carbohydrate it supplies, roughly 10 to 15 percent is primarily in the form of rhamnose and glycogen. These two polysaccharides are easily absorbed by human cells with minimal intervention by insulin. Hence, Spirulina sugars provide speedy energy, without exhausting the pancreas or bringing about hypoglycemia.

Melrose Clean Green Spirulina contains concentrations of nutrients unlike any other single grain or plant.

Spirulina is an ideal supplement for vegetarians and vegans, as it provides a natural plant source of protein and is rich in other vitamins and minerals that vegetarians and vegans commonly lack in their diets.

Spirulina is safe in both pregnant and breastfeeding women. Nutrition during these times is particularly important. Spirulina has easy to digest protein and bioavailable iron ideal for pregnant women.

Many people use Spirulina for more energy, nutritional protection, weight control and cleansing. Perfect in between or before meals for good nutrition without the heaviness of bulky food. Athletes discover more endurance and strength. Seniors find better nutrient absorption. Ideal and safe for children.



Spirulina Tab 100

Spirulina Tab 200

Spirulina Tab 500

Spirulina Powder 120g

# Acid or Alkali?

The pH of your body can determine your health, explains Toni Jordan.

Cast your mind back to high school science classes. Remember pH? pH is a number that measures the acid or alkaline nature of a liquid. A very strong acid, for example gastric acid or lemon juice, has a pH of 1 or 2. Something that is neutral—that means is neither acid nor alkaline, like water—has a pH of 7. And a very strong base, like bleach or ammonium, has a pH around 12 or 13. Blood has its own pH, which is usually around 7.4, or just slightly basic.

What has pH got to do with health?

The pH of food itself isn't important. What is important is the pH of your body after eating particular foods. Depending on the effect on the body, foods can be classified as acid or alkaline. And, like everything in life, balance is most important. Too many acid foods and not enough alkaline foods will contribute to sluggish digestion, lethargy and tiredness, and osteoporosis. It's not just diet that makes your body more acid, though. Stress and immune reactions also contribute to an acid metabolism.

The typical Australian diet

The typical Australian diet consists overwhelmingly of acid foods. A diet high in protein and meat products, cereals and grains, and processed foods can create a state of metabolic acidosis. This means that, in order for the body to make sure that the pH of its blood is around 7.4, it will neutralise the excess acid. It does this by 'borrowing' minerals, especially calcium, from bones. These minerals 'buffer' the excess acid.

Borrowing calcium from my bones? That can't be good.

It's not. Some epidemiologists believe our current crisis of osteoporosis is caused, not by insufficient calcium, but by too many acid-forming foods that leach calcium from our bones. This certainly helps explain why countries with historically low levels of calcium intake, like China and Japan, also have low levels of osteoporosis. Luckily, metabolic acidosis is easily fixed. A healthy diet should be around 60% alkaline-forming foods and only 40% acid forming foods.

So what do I do to increase my body's alkalinity?

Start with the diet. Increase raw vegetables, fruits and nuts, and cut down on grains, proteins and sugars. Begin a natural stress reduction regime of meditation, exercise or yoga. For a daily boost to your alkaline levels, mix wheat grass powder, barley grass powder, spirulina or chlorella in a glass of apple or orange juice. These green superfoods are among the most alkaline-forming of all foods. Barley and wheat grass powders are made from the nutrient rich shoots of barley and wheat, but contain none of the gluten or grain. Chlorella and spirulina are natural algae. They contain a wide range of vitamins and minerals.

How do I choose my green powders?

First, it's important they're not exposed to direct sunlight, so choose black or opaque packaging. Organically grown powders are always preferred to those grown using chemicals and pesticides. Finally, when introducing green powders in to your diet, start slowly. These are strong natural detoxifiers, so give your body a chance to adjust.

## Common acid forming foods

Processed foods  
Junk foods  
Meat  
Pasta  
Sugar

## Common alkaline forming foods

Green powders like wheat, barley, chlorella and spirulina  
Raw vegetables  
Salad greens  
Sprouts  
Most fruit

