

# Newsletter

Contact us on 01503 250 343  
or email [orders@keveral.co.uk](mailto:orders@keveral.co.uk) to order



## May 2013



**NEWS - All your growers are busy planting.** Yeap, with the increase in temperatures (at last) we have been rushing around like farmers possessed getting plants into the soil and sowing seeds. Everything is starting to grow quickly.

**Corporate takeover of Organic food ?** over the next few newsletters we will examine the changes in the Organic food industry since we launched our box scheme. **Part1 What is Organic Agriculture?** There has been a massive surge in the popularity of organic food in the last two decades. But has the meaning of 'Organic' changed correspondingly?

The **International Federation of Organic Agriculture Movements (IFOAM)** outlines the principles of organic agriculture

**Principle of health** - Organic agriculture should sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible.

**Principle of ecology** - Organic agriculture should be based on living ecological systems and cycles, work with them, emulate them and help sustain them.

**Principle of fairness** - Organic agriculture should build on relationships that ensure fairness with regard to the common environment and life opportunities

**Principle of care** - Organic agriculture should be managed in a precautionary and responsible manner to protect the health and well-being of current and future generations and the environment.

Organic growing supports not only human health, but also the health of the planet, the animal world and the soil itself. Even more often overlooked is the emphasis on fairness and care, which deals with the relations involved in production. "Fairtrade", which has become a movement in its own right, is actually intrinsic to organic agriculture.

The organic belief system encompasses a range of issues designed to create an alternative way of producing and consuming food that benefits not only the environment and human health, but encourages a deeper understanding of the social and ethical aspects of food production.

In the last 20 years the organic industry has been transformed from marginal and niche to mainstream, Had organic beliefs hit the mainstream in their purest form the foundation for an ethical food revolution may have been set - the fact that they were instead watered down was arguably a result of the corporate co-option of the organic movement..... To be continued.

**This Month's Grower's Profile** - The Candy family.



Jim and Marion Candy Farm 125 acres at Trierieve Farm, Downderry

Marion manages to help pack and deliver your veg boxes around all

her other work; sorting out the farm, the family and working at Downderry's primary school.

The farm is mixed; producing South Devon cattle for beef and Rare breed Devon and Cornwall Longwool sheep, feed for the animals and vegetables for you.

Over 25 years, with the help of their four sons, an environmentally friendly farm management system which creates an abundance of wildlife has evolved.

In the 1990's Jim became seriously ill with sheep dip (organophosphate) poisoning. This was the final straw to encourage them to convert and the farm became fully organic in 2001.

Their son Haydon has provided invaluable help to grow the winter vegetables which fill the boxes including cauliflowers, swede, cabbage, leeks and sprouts. They also grow 12 varieties of potatoes which fill your boxes for most of the year.

Marian & Jim have always been interested in ecology, wildlife and supporting local people and their local community and this is evident in the way the farm is run.

Jim recently was elected as a County Councillor.