



ISSUE 2

# SIMPLY GOODNESS



**TOP TIPS:  
Refresh your Pantry now!**

Master Spring Meal Prep • Celebrate Organic Month with Us!

# Organic Woman of the Year

Earlier this year, Honest to Goodness Co-Founder Karen Ward, was honoured with the prestigious title of **Organic Woman of the Year at the 2024 Australian Organic Industry Awards**, in Melbourne. The awards recognised Karen's significant contributions to the organic industry, acknowledging her pivotal role in pioneering a movement towards organic, sustainable practices.

Since launching the business with a humble market stall in Sydney in 2002, Karen's visionary leadership has helped propel Honest to Goodness into a leading Australian-owned company dedicated to promoting organics, ethical sourcing and making healthy choices accessible to all.

"I'm immensely proud of our team's dedication establishing Honest to Goodness as a leader in the organic market, consistently prioritising ethical and sustainable practices and upholding our values," she says.

"Receiving Organic Woman of the Year is truly an honour and underscores our collective commitment to promoting organic living and sustainability within the industry."



In addition to Karen's individual recognition, **Honest to Goodness** was also named as a finalist for **Brand of the Year, Business of the Year, and Retailer of the Year**.

As a company Honest to Goodness understands we wouldn't be where we are today without our loyal customer base and brand-new consumers who are discovering all that we have to offer in the organics space – **so thank you!**

## Did you know?

We are no stranger to award-winning goodness, having previously been recognised as Favourite Organic Brand, Best Organic Wholesaler, and Best Organic Online Store in the 2022 Organic Consumer Choice Awards, along with the prestigious title of Retailer of the Year 2021 from Australian Organic Ltd. View all our awards [here](#).



## SILVER MEDALISTS!

Team Goodness are honoured to be awarded a Silver Medal in the Social Impact Awards, as part of the 2024 Clean and Conscious Awards. The award celebrates businesses driving change & making a meaningful impact on society and reflects our ongoing journey and deep commitment to creating a kinder, more conscious world.

# It's Organic Awareness Month!

This Organic Awareness Month, we want to take a moment to celebrate and share our passion for all things organic. As a company dedicated to providing high-quality, organic products, we're proud to partner with committed organic farmers from Australia and around the globe.

**Healthy soil, healthy planet:** Organic practices maintain soil health, which is vital for our ecosystem. By supporting organic, you're investing in a cleaner environment for future generations.

**Pure goodness:** Choosing organic means enjoying food that's free from GMOs and synthetic chemicals.

**Empowering sustainable choices:** Your support for organic products directly impacts farmers and businesses that prioritise the environment, fairness, and wellbeing.

As we celebrate Organic Awareness Month, we want to thank you for joining us on this journey and for choosing Honest to Goodness as your partner in organic living. Together, we can create a healthier, more sustainable future.

Team Goodness



## WHAT IS CERTIFIED ORGANIC?

This month is all about raising awareness of certified organic products, brands and businesses, and educating consumers about why choosing Certified Organic is so important. In Australia, Certified Organic always means:

- ✓ Sustainable and regenerative
- ✓ Synthetic herbicide, pesticide and chemical-free
- ✓ Free range with no artificial additives or hormones
- ✓ All GMOs are prohibited


While anyone can claim their product is organic, the certifying 'bud' logo is your proof that the product you are purchasing is what it says it is.

The bud logo is owned by the peak industry body, Australian Organic Limited, and signifies trust and integrity. So, every time you shop organic, look for the organic certification logo and ACO certification number on the product you are purchasing, like ours below.



Discover our certified organics range.

As a family owned, certified organic Australian company we are committed to responsibly sourcing wholesome ingredients that nourish both people and planet.

Get social with us:   

[goodness.com.au](http://goodness.com.au)

# SPRING IS HERE!

## Top Tips for Decluttering & Refreshing Your Pantry

As the season of renewal and rejuvenation arrives, it's the perfect time to give your pantry a spring-cleaning makeover with organic and eco-friendly staples. Not only will your kitchen look and feel more organised, you'll enjoy the benefits of healthier, more sustainable food options. Here are some tips to help you refresh your pantry for Spring:



### THE CLEANOUT

Remove everything from your pantry and check expiration dates, toss anything expired, and consider donating unopened non-perishable items to a local food bank. Group remaining items by category for easy inventory assessment. Give all pantry shelves a good wipe down with an all natural cleaner.

### CHOOSE WHOLE GRAINS

Replace refined grains with wholegrain options like brown rice, quinoa, and whole wheat pasta. Wholegrains provide more fibre, vitamins, and minerals than their refined counterparts, keeping you fuller for longer.

### EMBRACE ORGANIC GOODNESS

When restocking your pantry, opt for organic versions of your favorite products. Look for certified organic labels, which ensure that the products are free from harmful pesticides, GMOs, and artificial additives. Organic products are not only better for your health but also promote sustainable farming practices.

**Load Up on Legumes** Dried beans, lentils, and peas are pantry staples that are packed with protein, fibre, and iron. Incorporate these plant-based proteins into soups, salads, and grain bowls for a satisfying meal.

**Recycle & Reuse** Reduce waste by swapping plastic storage containers with glass or stainless steel alternatives. Reusable beeswax food wraps are also great eco-friendly option to replace single-use plastic wrap.

**Choose Sustainable Sweeteners** Select eco-friendly sweeteners like organic honey, maple syrup, and agave nectar to satisfy your sweet tooth. These natural sweeteners are minimally processed and have unique flavors to enhance your recipes.

**Organise & Label Your Pantry** Arrange your pantry by category and label storage containers to make it easy to find what you need. A well-organized pantry helps you keep track of expiration dates, reduces food waste, and makes meal planning a breeze.

**Shop Local & Seasonal Ingredients** Support local farmers and the environment by purchasing in-season produce from your local farmer's market or CSA. This helps reduce your carbon footprint and ensures the freshest ingredients for your spring dishes.

**Opt for Organic Oils** Extra-virgin olive oil, coconut oil, and avocado oil are versatile and nutritious options for your spring pantry. Use them for cooking, baking, and creating homemade dressings.



## Refresh Your Kitchen with Natural Solutions!

Revitalise your kitchen with organic, eco-friendly cleaning alternatives. Say goodbye to harsh chemicals and hello to a sparkling, fresh space using these simple tips:

- 1. DIY Organic Cleaners** Combine common household items like white vinegar, baking soda, lemon juice, and essential oils to create effective, non-toxic cleaning solutions for countertops & appliances.
- 2. Choose Organic Brands** Opt for eco-friendly and organic certified cleaning products that are gentle on your home and the environment. Look for plant-based ingredients and avoid synthetic fragrances.
- 3. Eliminate Odours Naturally** Absorb unpleasant smells with baking soda or an open bowl of vinegar instead of using traditional air fresheners. For a fresh scent, add a few drops of your favourite essential oils to a cotton ball and place it in a corner.
- 4. Clean Appliances Organically** Descale your coffee maker or kettle with a mixture of equal parts water and vinegar. Let it sit for an hour before rinsing.



## DIY

### DISHWASHER TABLETS

Make your own eco-friendly dishwasher tablets.

Watch the video now.



## Karen's Top Tips



**Honest to Goodness Co-Founder Karen Ward shares her top pantry spring cleaning tips.**

### CHECK EXPIRY DATES

Go through your pantry and check the use-by dates on products. Rotate older items to the front to ensure they're used first.

### START A SHOPPING LIST

Create a list of products you are running low on and seasonal products you may want to buy as the weather warms up. Our family always eat more salads in spring, so I make sure I have a variety of seeds and nuts we can sprinkle on anything to make it more delicious and nutritious.

### CONSIDER BULK BUYING

Buy high-demand items in bulk to save money and reduce packaging waste. We always have back up pantry items stored high in our cupboard such as rice, pasta, flour and tinned and bottled products that last for a long time in the cupboard.

### INVEST IN QUALITY LABELS

Get new, durable labels for all your containers, ideally waterproof ones. Clear labelling helps in quickly identifying products especially when the container is empty, and you wonder what was in it in the first place!

### CATEGORISE PRODUCTS

I like to keep similar items together, such as grains, pasta & rice in one section, spices, stocks and salt in another. It makes finding and re-stocking products easier.

## Happy Spring Cleaning!

# MEET OUR ORGANIC GROWERS

We love working with like-minded organic farmers from around the country and across the globe who are all focused on growing incredible products with a mind on sustainable farming practices. Click on the images below to meet four organic farmers and suppliers we work with.



**Slater Farms**

The owners of this 1,200-acre farm based in the Northern Rivers area of NSW, grows superior crops of biodynamic rain-fed rice and soybeans. Click to read their story.



With a passion for promoting healthy ginger products through sustainable farming practices, The Ginger People produce simple and innovative products using minimal ingredients. Click to read their story.



**The Ginger People**



**Wholegrain Milling Co.**

Based in Gunnedah, NSW, Wholegrain Milling Co. is an Australian Mill that is a supplier of our 100% Certified ASP and organic flours. Click to read their story.



A switch to biodynamic farming of Macadamia Nuts, has not only created an incredibly tasty nut, but a sustainable farm that works on low-emission agriculture. Click to read Wodonga Park's story.



**Wodonga Park**



# Mama Mia!

Brighten up your spring dishes with this trio of delightful Italian Organic Pestos, perfect for adding a burst of freshness to pasta, pizza, salads, and more!

- ✓ PREMIUM ORGANIC INGREDIENTS
- ✓ AUTHENTIC ITALIAN FLAVOURS
- ✓ FREE OF ARTIFICIAL ADDITIVES



## LENTIL & BEET SPRING SALAD (serves 2)

### INGREDIENTS:

- 2 large organic beetroot, boiled, peeled & cubed
- 1 cup organic baby spinach
- 1 can Organic Black Beluga Lentils
- 1 cup organic greek yoghurt
- 1 cup fresh organic sprouts or micro greens
- 1/4 cup Organic Omega Seed Mix
- Handful of organic feta

### METHOD:

1. To assemble, combine the lentils, cubed beets, and spinach in a bowl.
2. Toss with a small amount of vinaigrette, adding more as necessary but ensuring the salad doesn't become soggy.
3. Serve with a handful of micro greens, a sprinkle of omega seed mix, crumbled feta and a dollop of yogurt.
4. Season with additional salt and pepper as needed.



## ORGANIC BROWN RICE SALAD

### INGREDIENTS:

- 1 cup Organic Brown Rice
- 1/3 cup Organic Tamari Sauce or Organic Coconut Aminos
- 1 small red organic onion, finely chopped
- 3 spring organic onions, sliced
- 1 red capsicum, chopped into small cubes
- 2 medium organic carrots, grated
- 1 organic zucchini, grated
- 1/2 cup Organic Cashews, toasted
- 1/2 cup Organic Pepitas, toasted
- 1/2 cup Organic Sesame Seeds, toasted
- Fresh organic coriander or other herbs to garnish



### METHOD:

1. Rinse the rice with water and drain. Place rice and 2 cups of fresh water in a tightly covered saucepan and simmer for 30–45 minutes, until the rice is tender and all the water has been absorbed.
2. Once rice is cooked, immediately add the tamari and finely chopped red onion.
3. Mix well, replace the lid and set the rice mix aside for at least 2 hours, or overnight in the fridge if you have time.
4. Meanwhile, make the dressing: Combine all dressing ingredients in a jar with a tight fitting lid and shake well.
5. After you have let the rice mix stand, add the spring onions, capsicum, carrot, zucchini, cashews and seeds to the rice and mix well.
6. Toss the dressing through the salad just before serving and garnish with fresh herbs.

### DRESSING:

- 2 tbsp Organic Extra Virgin Olive Oil
- 2 tbsp fresh lemon juice
- 1 tsp lemon zest
- 1 clove garlic, finely chopped
- 1 tsp fresh ginger, grated
- 1 tsp Organic Raw Honey, or Organic Pure Maple Syrup (to make a vegan version)

**TASTE SUCCESS!**

We are thrilled to share that our Organic Instant Tom Yum Noodles have secured the Silver Medal and the Editor's Choice Award for Best Snack at the 2024 Clean + Conscious Awards. Stock up now!



**AWARD-WINNING OIL**

Our amazing Organic Macadamia Oil has secured a Silver Medal & the Editor's Choice Award (Cooking & Baking Category) at the 2024 Clean + Conscious Awards. These awards recognise outstanding clean & conscious products in Australia & New Zealand! Try our oil today!



**NEW: BONE BROTH ON-THE-GO!**

Available online & instore. Bone Broth Body Glue Go-Packs are nutrient-dense broths packed with collagen & bursting with flavour! Add to hot water for an instant broth or stir through meals for a boost of nutrition. Each pouch makes 20 cups!



**ZERO-WASTE STORAGE**

Time to throw out stained and old food containers for these quality, food grade stainless steel containers. Non-toxic and eco-friendly, this easy clean trio is perfect for lunchboxes or on the go-snacks.



**GUT-FRIENDLY GOODNESS**

Give your gut a spring clean with delicious Organic Ginger & Turmeric Sauerkraut. A great addition to spring salads, sauerkraut is great paired with meat, vegetables, poke bowls or antipasto boards.





## PURE SKIN BEAUTY

When it comes to pure skin beauty, our cold pressed organic Castor Oil delivers nothing but 100% pure goodness. Free from nasty chemicals, synthetic fertilisers, pesticides and additives, this rich oil contains quality antioxidants to help leave skin soft and smooth.

If you've never tried organic castor oil before, you're in for a treat. Pouring it is almost like pouring honey, such is its thick, golden consistency.

Health and beauty experts are no strangers to this rich, golden liquid too. Touted for centuries as an elixir for soft supple skin and lustrous locks, the oil has been used in many traditional medicine practices – even Cleopatra is said to have used castor oil to keep her skin radiant and youthful.



## CASTOR OIL ORIGINS

Derived from the organic beans of castor seeds of the Ricinus communis plant, castor oil is native to Eastern Africa, India, and the southeastern Mediterranean Basin. One of the oldest cultivated crops on earth, its unique composition makes it a versatile ingredient, including skincare and hair care. Our quality sourced, Organic Castor Oil is cold-pressed for maximum nutrient retention and is free from nasty chemicals and solvents such as hexane (a compound used in the extraction of oils from vegetables).



SHOP NOW

## BENEFITS OF ORGANIC CASTOR OIL

Every time you choose organic, you know you are selecting a superior product – it's the same with our castor oil. Unlike non-organic versions, our organic castor oil is grown without synthetic pesticides or fertilisers, ensuring its purity and high quality. It is also low in iodine and has a low acid level, making it ideal for use directly on the skin, and in cosmetic formulations. It also contains a range of quality antioxidants plus ricinoleic acid, a monounsaturated fatty acid- believed to have anti-inflammatory properties.



## PAMPER YOUR SKIN & HAIR

**For face:** Add just a few drops on your fingertips, then massage gently all over the face and neck for a soft, glowy finish.

**For larger skin areas:** Mix with a carrier oil such as Avocado Oil and gently massage into the skin for a soft, overall finish.

**For hair:** Mix equal parts of castor oil with coconut oil and rub into the hair and scalp – leave for several hours or overnight before rinsing for maximum absorption.



# SPRING MEAL PREP 101



## Goodness Tip

Tinned lentils and beans that have been cooked and are ready to eat can cut out a huge chunk of time! Simply drain and rinse - no overnight soaking needed.



### Stop slaving in the kitchen every night.

Invest a few hours pre-cooking meals on one day of the week, and free up the rest of your days!

**MEAL PREPPING IS A FANTASTIC WAY TO SAVE MONEY AND TIME AND CUT DOWN ON FOOD WASTE. PLUS, BY HAVING HEALTHY HOMEMADE MEALS PREPARED IN ADVANCE, YOU ARE LESS LIKELY TO SPLURGE ON TAKE-OUT.**



Access the Full Blog & Easy Prep Meals here.



### CREATE A MEAL PLAN

The first thing to do is to sit down and plan the meals you will be cooking for the week. When first starting your meal prep journey it's important to keep things simple and easy for yourself, however, don't forget to try to keep it exciting and enticing if you can! Once you have a menu, start a list of each ingredient to buy, including how much you need to prepare the meals.

### MAKE TIME

For meal prep to work, you have to actually find time to cook! You'll need around 2-3 hours to prep for the week. Sunday works the best for most people, allowing you to start the week with meals sorted.

If you are short on time, just getting the shopping or the ingredient prep out of the way will still save you time during the week.

### LOOK FOR SHORTCUTS

Roasting vegetables and your proteins all at once will save you time and mean you don't have to stand over a pot or frying pan. One-pot meals are great for minimising dishes and clean up. And don't forget about your slow cooker!

Delicious meals can be left to cook while you spend your day relaxing. Look for foods that work in a few different dishes, so you can cook a large batch to cover many meals.



**Tip:** Make a large batch of quinoa and use as a side dish, add to a salad, or as part of a grain bowl for lunch. Roast chicken can also be served alongside a salad, added to a soup, or served in tacos throughout the week. If you still have any leftover, you can freeze it for future use.



Nuts, seeds and dried fruits are always good to have in the pantry for easy snacking or adding an extra element to a meal.

Make sure your pantry is stocked up on the baking basics so you are always prepared to get your bake on! Baked goods such as cookies, cakes and muffins can be easily made in large batches and frozen in advance as convenient snacks or treats that you can bring out over a few weeks.



**Click here for easy breakfast ideas**



**USE PROPER CONTAINERS**

Make sure you have quality containers that can withstand freezing and reheating. Choose mason jars, stainless steel, glass or BPA-free containers with lockable lids to prevent spilling. Having a range of sizes available will also come in handy.



**Goodness Tip**

Save your plans! Once you have a few meal prep dishes up your sleeve, you can rotate them to keep things interesting and save you time on planning.

**BUY IN BULK**

Because you'll be prepping for the whole week, purchasing most of your dry pantry items in bulk ensures you not only have enough on hand but also saves money.

**STOCK UP ON THE BASICS**

Quick-fix meal ingredients such as rice, lentils, pasta, tinned tomatoes and frozen vegetables are great for when you need to throw something together, especially when you haven't been shopping in a while.



**GO FOR GRAINS**

Grains and pasta are fantastic meal prep essentials that can be cooked in large batches and used as sides, in salads, or in main dishes such as risottos. Cooked grains will last in the fridge for 3-4 days, or you can freeze a portion and eat it later in the week.

# COMING SOON...

We've got more exciting Gevity lines launching in October - a versatile range of mayo go-packs targeting good gut health. Get ready to order Great Guts Mayo, Total Tummy Turmeric, Souped-up Sriracha & Better Belly BBQ Sauce. Available in Cartons of 6.



**NEW!**  
**Exclusive**  
**Supergreens & Baking** in canisters launching in **October.**



## Back in Stock!

Bulk 5L Organic Castor Oil is back in stock - be quick!



## Hot New Launch!

Stay tuned for a brand new range of 2die4 Live Foods Activated Nuts, launching soon!



## Spring into Sales with Dried Fruit

Perfect for colourful in-store displays (think cheeseboards and platters), our range of Organic dried fruits ticks the box for customers seeking:

- ✓ Quality organic products with no additives
- ✓ Naturally ripened
- ✓ Deliciously sweet

**ORDER NOW**



### SALES SUPPORT

Need assets to help support sales? Head over to our online Wholesale Toolkit for access to our Product Image Library, What's New Catalogue, Monthly Specials + our Wholesale Price List and free downloadable recipe cards!

**GO TO THE WHOLESALE TOOLKIT NOW**

# Focus on Vegan

With a growing number of Australians adopting a vegan, or flexitarian diet, its time to stock up on top-selling vegan products in time for the up-coming World Vegan month.



## Tasty New Juice



Available now - delicious Ginger People Turmeric Juice 237ml made from 99% turmeric with no sugar or water added. Ideal to promote as a spring elixir.

## 1KG Activated Nuts

Make plenty of shelf space for our ever-popular **2die4 Live Foods** NEW **1KG** range of **Activated Nuts** including:

- Activated Organic Sunflower Seeds
- Activated Organic Macadamias
- Activated Organic Holy Cacao
- Activated Organic Pistachios
- Activated Organic Brazil Nuts
- Activated Organic Pepitas
- Activated Organic Almonds

## Bonus Assets

Make your customers' experiences instore more than just a transaction. Download free recipe cards from our library to support instore activities including tastings and displays.

**LOG IN & FIND MORE RECIPE CARDS HERE**



# Explore Our Organics

Snacking, baking, cooking, drinking, salads & sweets? We've got you covered with our amazing range of Certified Organics.



EXPLORE THE RANGE

