



“Times are tough and as a consequence the value and own brand label food lines in supermarkets are seeing a huge resurgence in popularity”



Food is one of the most underrated and messed around with things in our lives. Before it even gets to our stores it will have been sprayed with any number of toxic chemicals. With bread made from grain crops probably being one of the most sprayed set of staples around.

Whilst a lot of pesticides have been banned in the last number of years by the EU most of these were for use in the domestic market.

In the meantime large chemical companies, seeing the writing on the wall started to consolidate their industries by buying up smaller companies, diversifying and buying up seed producers. Not only does this allow them a firmer grip on food production but it also makes them a very powerful lobby group with politicians and lawmakers.

I feel we are now in a situation where five companies have managed to create a global cartel controlling up to 70 per cent of food chemical production. Even more worrying is that these same companies will now control nearly all of the world's research and development in new and innovative ways to use food manipulation both chemical and pharmaceutical. And if you haven't guessed by now these same companies are at the forefront of genetic modification, herbicide and seed production.

What I find more worrying for the UK in all of this, is that the newly appointed Science minister Dr Paul Drayson is considered a supporter and advocate for the introduction of GM into the UK.

In much the same way that large corporations such as Nestle, Kellogg's and Coca Cola have expanded their reach through diversification and consolidation. With this the end supplier has now consolidated with the ever-increasing march of supermarkets.

However the use of chemicals bad enough as it is in our foodstuffs is also present in large quantities in virtually every item we purchase from deodorants to household cleaners and sprays.

Award winning garden designer David Keegan works from a dedicated design studio in Manchester on commissions for both private and commercial clients. To contact David visit: www.dkgardendesign.co.uk or tel. 0161 224 4020.



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The Last Word: FOOD: THE WHOLESOME STORY

David Keegan ponders the future for our food industries.

'Wholesome', 'good for you', 'busting with freshness', 'eat well' - just some of the superlatives used to describe food.

Times are tough and as a consequence the value and own brand label food lines in supermarkets are seeing a huge resurgence in popularity. The funny thing is that outside breathing air and having a decent water supply food is the main element of our lives. Yet it is the first we as fluid and tangible in terms of quality and price. The goodness and quality factor seem easily launched out the window of budgetary expediency.

Just how good I wonder is the food we buy?

Some value ranges on offer by the supermarkets have been proven to contain very little of the 'main' ingredient. For instance a fish pie with 9% fish or chicken and vegetable pies with 9% chicken and 2% vegetable. The rest is just a tummy full of emulsifiers, fats, sugars and colours. So whilst you are saving money you are feasting on food with little nutritional nourishment.

Who protects us from this or is it our own fault for not reading the label?

Then again would you really want to read the label? The vast majority of people, I will bet, don't read the label because they already have a good idea that it's a bad idea with little of the benefits required from the food we eat.