

The Latest Hullabaloo

Hullabaloo Food "We put in less ... so that you can have more."

NEWSLETTER 14: SEPTEMBER 2008

Hi again,

I am a great supporter of natural foods and where possible naturally coloured food – since when did a drink have to look bright blue? As a result, edible Hullabaloo Food products have never contained artificial colours. I have manufactured natural pinky-purple food dyes and used these on dried apple and in the coconut ice. Deriving your own colours is a very time intensive activity, but for those brave (or mad) enough I have explained how below.

I have spent quite a long time researching natural food colourings and at last have located a European product that not only has natural colouring, but also avoids common allergens and preservatives. So for all those people who have asked how to decorate an "Angelina Ballerina" or "Thomas" cake – now you can!

I have devoted page 2 of this newsletter to the "Kids First Campaign" to remove 6 harmful artificial colours from the food that our children eat. These are E102 Tartrazine, E110 Sunset yellow, E104 Quinoline yellow, E122 Carmoisine, E129 Allura red, and E124 Ponceau 4R. The Southampton Study (UK) a comprehensive double-blind placebo-controlled test drew the conclusion that these artificial colours plus sodium benzoate preservative in the diet result in increased hyperactivity in 3-year-old and 8/9-year-old children in the general population. Something we have all observed for years.

I hope that you find the information interesting and choose to join the campaign.

Cheers

CAN THE COLOURS



102

104

110

122

124

129

Jane

HOME MADE FOOD COLOUR ALTERNATIVES

Red / Purple. Gently simmer raspberries, blueberries or mulberries in water for 30 minutes. Once cooled you will need to sieve it twice. First time you can just use the metal and squish the fruit to get the most liquid out. Second time around lay two sheets of cooking muslin (or a tea towel) over the sieve. Pour the liquid in but don't squeeze – just let it drip at it's own pace. Cover with a third sheet as this will take 12-24 hours. Once all of the liquid is through return to a clean saucepan and simmer to reduce to a thick liquid. Store in fridge or freezer. Your colour will vary depending on the type and ripeness of the berry.

Pink – Beetroot Juice much easier but watch out for the taste. Drain a tin of beetroot. Simmer liquid slowly to reduce volume and increase colour strength.

Yellow – Turmeric with a little hot water, use sparingly as the taste of the turmeric will persist. For a more expensive solution you could use real saffron.

Brown – Cocoa powder, carob powder and Parisian essence make a soft brown but will all add the relevant flavour. You could also caramelize some sugar and then add to the icing mix.

NEW PRODUCTS NEW PRODUCTS NEW PRODUCTS

Natural Food Colouring

Hullabaloo Food has introduced a rainbow of seven natural food colourings for your cooking.

These colours are extracted from normal plants and then concentrated, really concentrated!

They include other simple ingredients such as citric acid, water and various sugars which are listed on the web site.

Pink Red Purple Blue Green Yellow Orange

NEW AGENT NEW AGENT NEW AGENT NEW AGENT

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KIDS FIRST CAMPAIGN

The Kid's First campaign will commence in earnest on Monday 8th September and there will be media coverage of this event. An open letter has been sent to the Board of FSANZ requesting that they;

- Require FSANZ to call for a voluntary phasing out of these additives in all food by the end of 2009, as per the UK example,
- Require FSANZ to introduce mandatory warning labels for all products which continue to use these additives during this time. e.g. *This product contains additives which are not recommended for children.*
- Instigate legislation for these additives to be banned from all food and drink products in Australia and New Zealand by 2010.
- Initiate further research into other food additives which are banned overseas but still widely used in Australia and New Zealand.

HOW CAN YOU HELP?

From Monday 8th September an on-line petition will commence on the Additive Alert website. Visit the [Additive Alert website](#) after Monday and you will be able to add your voice to bring about this change. The on-line petition will run for 2 months so please forward this request to anyone you know who is concerned about our children's food.

Links:

- [A Full Transcript of the letter sent to the Board of FSANZ.](#)
- [The Southampton Study](#)
- [Media "Food additives could be as damaging as lead".](#)
- [UK FSA decision on the Southampton Food Colours Study](#)
- [Centre for Science in the Public Interest – USA campaign.](#)
- [FSANZ Website official advice on the effect of artificial food colours on children behaviour.](#)

All about FSANZ

"Food Standards Australia New Zealand (FSANZ) is an independent statutory agency established by the Food Standards Australia New Zealand Act 1991.

Working within an integrated food regulatory system involving the governments of Australia and the New Zealand Government, we set food standards for the two countries. FSANZ is part of the Australian Government's Health and Ageing portfolio.

Our ultimate goal is: A safe food supply and well-informed consumers. FSANZ develops food standards, and joint codes of practice with industry, covering the content and labelling of food sold in Australia and New Zealand.

Using our skills, knowledge, and scientific capabilities, we develop food standards for composition, labelling and contaminants, including microbiological limits, that apply to all foods produced or imported for sale in Australia and New Zealand."

All about Additive Alert

"Additive Alert was founded in 2004 by consumer advocate Julie Eady following the publication of her bestselling book Additive Alert: Your Guide to Safer Shopping.

With a growing membership of over 10,000 people Australia-wide, Additive Alert lobbies manufacturers and government to adopt a precautionary approach and avoid the use of harmful food additives in our foods.

In March 2007 Julie was awarded the Western Australian Consumer Protection Award in recognition of the value that her work as a consumer advocate has delivered to the community, especially children."

- ✓ Hullabaloo Food is very allergy-aware and understands the needs of people with allergies & intolerances.
- ✓ Hullabaloo Food is always peanut-free, tree nut-free, preservative-free, artificial colour and flavour free.
- ✓ Hullabaloo Food responds to the needs of allergic people by constantly developing new products.

www.hullabaloofood.com

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