

REPORTING SHORTAGES

To help us improve our service to you it is essential that any shortages or discrepancies are reported to us within 48hrs of delivery, this includes any deliveries made at the weekend. We respectfully ask you to note the terms indicated on our delivery notes and the need to adhere to this guidance as this may affect any subsequent replacement of product or issue of credit notes.

Thank you for your assistance with this matter.



NEW COMPANY LOGO

After 25 years of trading Tillery Valley Foods has updated its logo, marking an important stage in our business development as we continue to work to meet the challenges of quality and value in the diverse, safety critical, cost driven environments in which we operate.

As a customer you will progressively see the new logo appearing on our stationery, delivery notes, invoices, marketing material and on our new fleet of vehicles.



Website Launched

On Monday 3rd August 2009 we launched our new website making it available for all to view at www.tilleryvalley.com

Please take a few minutes to familiarise yourself with the layout as it is our intention to circulate this newsletter in the future by publishing it each month on the website thus saving space in your email account inbox!

We would ask you also to note the new email account addresses for our sales order processing office: sales@tilleryvalley.com

By virtue of a more dynamic web management system the site will be regularly updated and over the coming year we plan to include a route to a dedicated customer area where we can add important documents for your ease of access.

FareShare Charity

Tillery Valley recently embarked on a partnership with the charity FareShare.

In summary **FareShare** is a national UK charity supporting communities to relieve food poverty. **FareShare** is at the centre of two of the most urgent issues that face the UK - food poverty and food waste. The charity addresses these issues in three ways:

- 1. Providing quality food - surplus 'fit for purpose' product from the food and drink industry - to organisations working with disadvantaged people in the community**
- 2. Providing training and education around the essential life skills of safe food preparation and nutrition, and warehouse employability training through FareShare's Eat Well Live Well programme**
- 3. Promoting the message that 'No Good Food Should Be Wasted' Until recently any food that was deemed not to specification would be put into landfill or sent for waste composting along with the foil and cardboard lid. However, through working with FareShare we can now put the food to good use in feeding the disadvantaged. Examples are - short life and/or out of spec product.**

For further information please look at <http://www.fareshare.org.uk/>



Hot Summer Story

The continued absence of sun is making me desperate to inject some remnant of summer into your office, via FoodSense. In this edition I'll take a quick look at a recent news story that at last shed some light and provided a sound evidence base to what has been a dietetic grey area.

Food Standard Agency review of organic food

In a nutshell the Food Standards Agency (FSA) has undertaken a massive piece of high quality research and published the conclusion that organic food is significantly no better – or no worse – than conventional food in terms of nutritional composition and health benefits.

Writing in The Guardian (1st August 2009) Dr Ben Goldacre – who makes 'bad science' simple to understand for his readers - has explained that arguments against the FSA findings are spurious. For those readers without a research background, he explains why contradictory arguments typically have little substantiation.

However, this is the only route to achieving valid, high quality and competent research that substantiates the findings and takes the heat and emotion out of counter-arguments.



FOOD
STANDARDS
AGENCY



The most important thing is that the type of review commissioned by the FSA used a robust and powerful research tool. Independent researchers (in this case The London School of Hygiene and Tropical Medicine) carry out a **systematic review of the literature**.

As in all research, first you have to set out your explicit research question (your 'hypothesis') and an appropriate methodology relevant to your question that is a 'fair test' of the research available. Peer reviewed papers (i.e. those published in well-regarded academic journals, 162 papers in this study) going back over several decades (50 years in this case) are the only ones pertinent to a systematic review. Believe me, having completed a masters degree a decade ago, I have personal experience of the rigours (and frustration) of soundly defining your research question before actually starting the more exciting bit of doing it, and this I shall never forget!

I am delighted to at last have a sound evidence base from which to answer queries about organic food. I am nearly driven mad at social events (if and when it comes out that I am a dietitian) by people saying how happy I must be to hear that they eat organic food. Like the FSA concluded, I'm not happy either one way or the other for them. But I DO choose to have an organic fruit and vegetable box delivered weekly, because I enjoy someone else sourcing my 5 A DAY for me and I like ferreting around for new and ingenious recipes to use some of them, and to help me cope with the seasonal gluts. I am now converted to eating aubergine, can do at least 5 things with a kohlrabi, have a fresh squeezed citrus fruit every morning and the plum crumble I made for friends on Saturday was a triumph!

Anne Donelan
Dietetic Services Manager