

## OUTDOOR EVENT



Inspired by outdoor adventures and handmade in Dorset, Firepot by Outdoorfood was The Seed Fund's 2017 winner, meaning that the company will now benefit from a year of business support, branding and mentoring from the philanthropic organisation's network of food and drink industry experts. Owner John Fisher called the winning product, "a game changer that can make a huge difference to eating outdoors."

Outdoorfood has created a selection of backpack-friendly meals including Chilli

con Carne, Dal and Risotto. They have a two-year shelf life, both are free from preservatives and just require hot water to prepare.

Fisher created his own range of healthy and satisfying slow-cooked meals, ensuring they were lightweight enough to be enjoyed from the heights of the Himalayas to the fjords of Chile. From polar explorers and serious sailors to weekend ramblers and happy campers, this is food with proper nutrition. We hope to hear more about this in the future!

## MINERAL BOOSTER



Ojamine Herb & Fruit is made from a combination of 14 ingredients. The all-natural formulation has been proven to reverse fatty liver diseases phenotype. Pre-clinical trials showed that Ojamine's active ingredients directly repair liver cells damaged by the fatty liver diseases, which can cause Type 2 diabetes. Clinical studies

undertaken by Innovative Concepts in Drug Development (ICDD) in France have shown that these supplements can lead to a reversal of T2D.

The original formulation of Ojamine was created in India in 1971 by LK Tate, who was diagnosed with diabetes aged 44. He resolved to heal himself and was inspired to blend a mixture of natural herbs and fruits including turmeric, basil and watermelon seeds and which he believed contributed to his eventual long and healthy life. He died aged 100.

A bestseller in India and Asia, it is available in bottle, sachet and capsule form and costs £29.99 for a month's supply. [www.ojamine.com](http://www.ojamine.com)

## NEW BRAND

The UK has recently seen a considerable rise in avocado consumption. The EU, including the UK, is one of the fastest growing markets worldwide and already the second-largest consumer market in the world for avocados, which are delicious (if you like them!), versatile, nutritious and easy to prepare.

The World Avocado Organization (WAO) was established in 2016 and represents some of the world's largest avocado producers, exporters and importers, including Mexico, Peru, South Africa and the United States of America. The organization's primary purpose is to promote and increase the consumption, awareness and value of avocados around the world. In a move to strengthen this consumer trend, the WAO has launched a major marketing and retail initiative with a particular focus on the UK, France and Germany with a new visual identity for avocados: Avocado – the Fruit of Life, the aim of which is powerful brand recognition for the already popular fruit.

A downloadable online e-cookbook in English, French and German is the first e-cookbook dedicated exclusively to avocados. It is accompanied by dedicated channels on Instagram, YouTube, Facebook, Pinterest and Twitter.

<https://avocado-cookbook>

