



# Are you smarter than an organic farmer?

Here's a snap quiz ... what do you know about Incaberries? Probably about as much as me until I contacted Honest to Goodness, a Sydney-based wholesaler, distributor and retailer of organic and natural wholefoods that has been in the industry since 2002.

The company's range includes 700-plus products that are sourced from Australia and around the world. Matt Ward developed and founded Honest to Goodness with the ideal of providing pure and

simple food, that has nothing weird or nasty in it at an affordable price.

But back to the Incaberry. It's a small fruit, native to the high altitude tropical regions of South America. The fresh Incaberry fruit is a glossy orange colour and related to tomato, eggplant and potato. This indigenous South American fruit has been enjoyed by Inca cultures for centuries.

"Our first shipment of certified organic dried Incaberries, from Ecuador, arrived this week at Honest to





Goodness," Mr Ward said.

"They are 100 per cent organic and grown without the use of pesticides."

Mr Ward added that Incaberries are being labelled the new 'superfood'.

"This nutrient-dense berry is higher in antioxidants than goji berries, green tea and blueberries, as well as being high in dietary fibre and containing more potassium than a banana in a 50-55g serve," he said.

"They are deliciously sweet with a sour punch. Enjoy as a nutritious snack on its own, or add to muesli or trail mix. Incaberries are very versatile and can be used in a variety of dishes. Throw them in salads, and they make an amazing paste to serve with cheese."

The Honest to Goodness philosophy is 'real food that loves you back', referring to its promise to provide high quality, healthy, delicious and environmentally sustainable goods, taken straight from nature and passed on in the way it's intended.

The company has a full range of nuts, seeds and dried fruits, beans, peas and pulses, grains and grain products, rice, flour and baking ingredients, muesli, mixes and other Fair Trade lines.

"The 'No Nasties' splashed across the bottom of our retail range says quite a lot about what we do," Mr Ward said.

"Quite simply, you will find nothing weird or nasty in anything within our range. No artificial colours, flavours, preservatives, sweeteners, hydrogenated fats or GMOs. We call this food 'honest' food. It is nutritious, wholesome and full of goodness."

Products are available in some IGAs, Harris Farms and independent health food and grocery stores around Sydney, online, via the Artarmon showroom or the growers market in Sydney.

Honest to Goodness also has a new organic ABC Raw Nut Mix – a blend of raw almonds, Brazil nuts and cashews – for a tasty and nutritious snack on the go. ■