

Trending foods and beverages

Lei Weng Si (Clara)

Institute for Tourism Studies, Macao (IFTM): Colina de Mong-Há Macao, China

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In this chapter, the recent food and beverage trends will be discussed. In particular, a brief tour on the different types of food, such as whole food, raw food, superfood, and medicinal food, which consumers coming across all the time in restaurants, cafes, and supermarkets, is also discussed. Readers will be able to grasp a fundamental idea of what these foods are and why they have become trendy in modern times. Furthermore, the beverage trend of handcrafted drinks and fermented drinks will be introduced. The chapter concludes with the knowledge and information of different food labeling, which are indispensable for foodies to recognize and distinguish.

16.1 Whole foods and raw foods

The terms whole food, raw food, superfood, and medicinal food are on the public's minds everywhere. Today, consumers encounter those food names in all kinds of food packaging, menus, advertising campaigns, magazines, online food forums, and many other mediums. What they are and are they all different or the same are the questions that hopefully the readers of this chapter will apprehend afterward.

16.1.1 Whole foods

Amazon's acquisition of Whole Foods Market, which has more than 400 stores in North American and the United Kingdom, in June 2017, was headline news ([Valinsky, 2018](#)). The acquisition has drawn a lot of consumers' attention on whole foods. Together with the slogan—"Whatever Makes You Whole"—of the advertising campaign by Amazon, the trend of whole foods has emerged into Europe and Asia. One could even get an option of light whole food meal when taking a flight from Europe to Asia ([Lufthansa, 2018](#)).

According to the dictionary of Merriam Webster, the definition of whole food is a natural food and especially an unprocessed one (such as a vegetable or fruit), while Cambridge dictionary defines whole food as food that has not had any of its natural features taken away or any artificial substances added. Despite the dictionary definitions of whole foods, the Whole Foods Market has developed a set of quality standards to define whole foods ([WholeFood-Market, 2018](#)). They include (1) unacceptable food ingredients, such as hydrogenated fats, bleached flour, foie gras, and so on; (2) responsibly grown food, e.g., addressing pesticides, farmers' welfare; (3) animal welfare and meat quality, e.g., grass-fed beef and free-range chickens; (4) seafood sustainable, e.g., seafood traceability and sustainable wild-caught seafood; (5) safe body care, e.g., organic skin care and body care free from harmful substances, e.g., microbeads and BHA; (6) nontoxic cleaning products, e.g., free from unacceptable ingredients, such as methanol, perfume, phosphates, and so on; (7) cage-free eggs, e.g., no antibiotics given to hens, hens have room to roam and scratch about, to supply their 365 everyday value eggs. All these standards developed by Whole Foods Market indeed educate consumers on the concept of whole food and food safety. Meanwhile, they do not only serve as good marketing tactics to the company but also spread the concept of whole food and enhance the awareness of certain level of food sustainability issues in the modern days.

16.1.2 Raw foods

On the surface, consumers may have doubts about the differences between raw food and whole food. In fact, they differ very much from each other. Raw food is not just about eating fruit and salad. Raw food refers to eating uncooked foods. Raw food is anything that has not been refined, chemically processed, or even canned and has not been heated above 48°C. The raw food movement has been rising up a lot in recent years. Advocates claim that heating food up more than 48°C will destroy or even remove many of the natural enzymes which compose food nutrition (e.g., [Casupej and Kaupert, 2011](#), p. 3). To the opposite, antagonists show the benefit of cooked food. As reported by Steven Salzberghe Bloomberg Distinguished



FIGURE 16.1 Raw cacao nibs. Source: Lei, Weng Si.

Professor of Biomedical Engineering, Computer Science, and Biostatistics at Johns Hopkins University (Salzberg, 2016), a 2011 study by Chris Organ and colleagues at Harvard University pointed out that the ancestors of modern humans who invented food processing (including cooking) gained critical advantages in survival and fitness through increased caloric intake. In addition, an *Escherichia coli* outbreak was reported in 2018, tied with romaine lettuce which consumers normally use as salad (New York Times, 2018). Although raw food is trendy lately, consumers should be well aware of its potential risk, such as salmonella infections and the danger of using unpasteurized milk or cheese. Moderation of choosing some foods to be consumed raw, for example, fruits of all kind, is very much healthy; nevertheless, pesticides used in agriculture is always an issue. To this end, the benefit of going raw food is still questionable until further scientific evidence is available (Fig. 16.1).

16.2 Medicinal and superfoods

16.2.1 Superfoods

Superfood has been a trendy word appearing in many food packagings nowadays but what exactly are superfoods. According to Cambridge Dictionary, superfood is a food that is considered to be very good for your health. Merriam Webster defines superfood as a food (such as salmon, broccoli, or blueberries) that is rich in compounds (such as antioxidants, fiber, or fatty acids) considered beneficial to a person's health. ORAC (oxygen radical absorbance capacity) unit, a unit of measurement for antioxidant content developed by the National Institute on Aging (NIA) at the National Institutes of Health (NIH), is a common

gage to measure how good a food is for one's health (David and Haytowitz, 2010). Normally, the higher the ORAC scale, the better the food in terms of having good effects on human body. In other words, many scientists theorize that foods higher on the ORAC scale may be more effective at neutralizing free radicals. Slowing down oxidative processes may contribute to postponing aging process, although further medical evidence is needed. In addition, Carlsen et al. (2010) have compiled a list of more than 3100 foods' antioxidant content. However, the list is very much Scandinavian-oriented. It serves still as a good reference on antioxidant foods. Below are some foods that contain high level of antioxidant content (Table 16.1) (Carlsen et al., 2010; David and Haytowitz, 2010):

When reading the above tables, particularly from the column of fruits and vegetables, the darker the color of the fruits and vegetables, the higher the antioxidant content it seems containing, for example, acai berry and red cabbage. It is also well displayed in restaurants and cafes nowadays with acai smoothies, matcha shakes, charcoal bun, beetroot soup, etc. Celebrity chef Jamie Oliver has joined the superfood movement and has written a cook book on superfoods as well (Oliver, 2016). In addition, superfoods are also available in different forms, such as dried and powder as the illustration below shows (Fig. 16.2).

According to Pratt and Matthews (2004, p.20), superfoods are based on a very simple concept: some foods are better than others for your health. Thus, consumers are facing tough choices every day when choosing the best or the most superfood to consume to fully capitalize the health benefits on food consumption. There are food producers who label their products as superfood to attract consumers' attention and interest. As the photo shows, superfood has been labeled on the left top corner of the packaging. In fact, this labeling assist consumers to select food items and enhance their awareness on food information and knowledge. Later part of this chapter includes a section on food labeling.

TABLE 16.1 Examples of superfoods.

Herbs and Spices	Fruits	Vegetables	Nuts and Seeds
Fresh sage, marjoram, dried basil, oregano, rosemary, ground cinnamon	Acai, acai powder Wild blueberries goji berries Dried rowanberries Pomegranate	Artichokes Raw beets Broccoli Red cabbage Eggplant Radish seeds Spinach Sweet potato with skin	Almonds Hazelnuts Walnuts
Beverages	Legumes	Baked products	Sweets
Cabernet Sauvignon wine, green tea	Black bean Kidney bean Lentils Peanut butter Soybeans	Butternut wholegrain bread	Unsweetened baking chocolate Unsweetened cocoa dry powder Sorghum Sumac

Source: Compiled by Lei, Weng Si Clara.











FIGURE 16.2 Acai powder; So-called superfoods. Source: Lei, Weng Si.

16.3 Medicinal or health foods

Medicinal food is not just a popular term appearing in food packaging—it is a field of science. There is a medical journal named the *“Journal of Medicinal Foods.”* The foods that we consume regularly, for example, raspberries, rice cookies, Korean kimchi, grape seed, etc., are being studied scientifically. Different effects on human beings’ bodies are examined and identified. Although there is not any official definition of medicinal food from Cambridge Dictionary or Merriam Webster, foods providing different therapeutic or preventive functions are often called medicinal foods. For example, a study conducted by [Onuegbu et al. \(2018\)](#) revealed that consumption of soymilk reduces lipid peroxidation.

Today’s dietary patterns, particularly in the United States, have differed a lot from the old days. The shift is believed to originate from many lifestyle choices and diseases. This includes such things as lifestyle diseases including heart diseases, cancer, and chronic lung disease ([Greger and Stone, 2016](#), p. 5). In the book of *“How Not to Die”* by [Greger and Stone \(2016\)](#), many different types of food were discussed and their therapeutic functions were proved by many medical science studies. For example, flaxseed is described as “miraculous” in fighting against breast and prostate cancers ([Greger and Stone, 2016](#), p. 155). [Table 16.2](#) illustrates examples of medicinal food. The evidence is supported by different medical studies as stated in the book of Greger and Stone. Other types of food, such as coffee, goji berries ([Greger and Stone, 2016](#), pp. 175, 279), garlic, and many others, are all having different medicinal functions. To fight with the lifestyles disease as mentioned earlier, people could learn about medicinal foods and their functions, to make more informed and better food choice every day.

TABLE 16.2 Examples of medicinal foods.

Flaxseed	Turmeric	Dandelion	Goji berries
			
Beetroot	Basil	Coriander	Hibiscus tea
			

Furthermore, another category of food—fermented food—has gained considerable attention not only in the medical science field but also in many health foods stores. Examples include kefir, kombucha, kimchi, cheese, etc. According to the book by [Spector \(2015\)](#), gut health is being recognized as an important key to overall health. Microbiomes, living in humans’ gut, and the composition of microbiomes within a human body contribute a lot to one’s health. According to the dictionary of Merriam Webster, microbiomes are defined as a community of microorganisms (such as bacteria, fungi, and viruses) that inhabit a particular environment and especially the collection of microorganisms living in or on the human body. The Cambridge dictionary defines microbiomes as the microorganisms, living things too small to be seen, that exist in a particular environment or in the human body. The recent scientific discovery of the importance and significance of microbiomes opens up the causes of many human conditions, for example, obesity, inflammation. The new wave of medical science draws a lot of attention on holistic benefits of fermented food on peoples’ gut and overall health. Fermented food, for example, kefir,



has been examined and studied by many medical science researchers, for example, the study by Bourrie et al. (2016) on kefir's microbiota and health promoting characteristics. According to the dictionary of Merriam Webster, kefir is defined as a beverage of fermented cow's milk. Cambridge Dictionary gives a more detailed definition—a sour drink made from fermented milk, originally from Russia and Central Asia. There are many different sayings regarding the origin of kefir. A “Gift from the Gods” is a very common saying and kefir grains are believed to be occurring in the nature. It is still impossible to be replicated completely in an industrial laboratory for mass production. Nevertheless, kefir is available in many supermarkets in Europe nowadays, as shown in a photo below (Fig. 16.3). Its composition, microbial cultures, and biological activities are often examined and researched, for example, the study by Prado et al. (2015).

Fermented food products are currently widely available in many healthy food stores and supermarkets. The latest book by Derek Dellinger, *The Fermented Man: A Year on the Front Lines of a Food Revolution*, is a good read for readers who are interested in fermented foods; recipes are included, too. To conclude this section, one could easily spot that there are many duplications between the discussed food categories. For example, goji berry is under the category of superfood and medicinal food at the same time. This is not surprising because many food items were first discovered and considered as superfood. When its therapeutic function is proved, then the food item will become a medicinal food. Normally, superfoods and medicinal foods are mostly whole foods and they are recommended to be consumed raw or with minimal cooking heat to preserve its nutrient or enzyme contained.

16.3.1 Veganism

Being a vegan is one of the latest trends among foodies from the viewpoint of the Western diet—although perhaps a rather simple generalization. Vegan Society was founded back in 1944, in England. The Society defines veganism as a philosophy and way of living which seeks to exclude—as far as is possible and practicable—all forms of exploitation of, and cruelty to, animals for food, clothing, or any other purpose. This, by extension, promotes



FIGURE 16.3 Medicinal food: Kefir. Source: Lei, Weng Si.

the development and use of animal-free alternatives for the benefit of humans, animals, and the environment. In dietary terms, it denotes the practice of dispensing with all products derived wholly or partly from animals ([VeganSociety, 2018](#)). Meanwhile, a vegan is a person who follows the diet rule of veganism. According to the Cambridge dictionary, veganism is the practice of not eating or using any animal products, such as meat, fish, eggs, cheese, honey, or leather. In practice, a vegan does not wear any clothing products made by wool and silk, too. Merriam Webster Dictionary defines a vegan as a strict vegetarian who consumes no food (such as meat, eggs, or dairy products) that comes from animals, as well as one who abstains from using animal products (such as leather). Among type of vegetarian, there are vegan as mentioned: lacto-vegetarian, ovo-vegetarian, and lacto-ovo vegetarian. Lacto-vegetarians eat plant-based foods and dairy products. Ovo-vegetarians eat plant-based foods and eggs. Lacto-ovo vegetarians eat as well no animal food but dairy products and eggs. Yet one thing all vegetarians or vegans have in common is a plant-based diet avoiding all animal foods such as meat (including fish, shellfish, and insects).

Being a vegetarian or vegan is never awkward or wired nowadays. There are many ways to embrace vegan or vegetarian living. School refectories, companies' canteens, and hospital restaurants organize different green days of a week, when the establishment offers only vegetarian food. The new wave of vegetarian or vegan option calls even upon the attention of Michelin star restaurants. These restaurants offer vegetarian options too, for example, Alyn Williams at The Westbury and Vegetarian Tasting Menu at Michelin-Starred Galvin La Chapelle, Bishopsgate, London.

Vegan or vegetarian diets are also getting into professional athletes' arena. There are ultramarathon runners, for example, the legendary Scott Jurek is vegan or vegetarian as well. Vegan triathletes and Olympic sprinter, for example, Ariel Rosenfeld, claims that being a vegan helps him to tackle extreme distance training reaching 200 km. Fiona Oakes, a woman champion of North Pole Marathon, believes that being a vegan carries no burden of guilt, hinting not eating meat as an important benefit of being a vegan. It is a common perception that you must eat poultry to feed your body with sufficient protein to sustain your body for endurance or resistance training. In fact, protein could be absorbed from numerous plant-based foods, such as beans, tofu, seeds, legumes, and nuts. The Daily Dozen designed and advocated by Dr. Michael Greger ([Greger and Stone, 2016](#), pp. 309–311) is highly recommended for vegans and different types of vegetarians. It composes of three servings of beans, fruits, and whole grains; two servings of green and vegetables; one serving of berries, cruciferous, flaxseeds, nuts, and spices; and five servings of beverage—lastly, one serving of exercise referring to 90 minutes of moderate-intensity activity, for example, brisk walking. Dr. Greger also suggests vegans to take vitamin B12 supplement which is an essential nutrient that vegan diet may not provide sufficiently.

16.4 Beverage trends

16.4.1 Handcrafted beverages

Albeit perhaps in low numbers, there appears to be a general malaise or a sort of backlash from many beverages that entail mass production processes. This is especially so as microbreweries continue to flourish and bloom in many regions. Microbreweries can even be found in tourist areas in Vietnam. In addition, craft spirits are rising and catching up with the

antimass production companies too. Craft beer and spirits are considered more authentic and unique. They are mostly produced in small quantities. Small groups of consumers that gather to consume craft beers or spirits are considering it a quality social experience, rather than just alcohol consumption.



Handcrafted beverages are not only limited to beers and spirits but also include favorites such as coffee and tea. Handcrafted coffees or teas in general refer to a drink made fresh at the point of sale. They are not bottled or canned beverages. The coffee that one grabs on the go is a typical handcrafted beverage. Handcrafted coffee has been trendy in the United States ever since Starbucks started its business in 1971. In fact, handcrafted coffee has been served in cafés all over Italy since the first *caffee* or *café* opened in Venice around 1683 (Delonghi, 2019). Having an espresso or cup of cappuccino is a daily must-have to most of the Italians. *Caffee* or *café*s appear in all neighborhoods and they are the social gathering places for areas most of the time. People gather and share daily lives, happenings of a community, and have conversation. Similar trends happen in the United States after Starbucks introducing similar Italian coffee house experience first in Seattle dated back in 1971. Nowadays, many more different coffee houses operate around the globe, and handcrafted coffee has become a daily ritual of people from many different places. Nevertheless, handcrafted tea is the next trend spreading from Asia to the rest of the World. Handcrafted tea originated from Taiwan since the beginning of the early 80s. Oriental tea is freshly brewed at stores or take-away counters. On top of the freshly brewed teas are often contained pearls or bubbles, which are chewy balls or beads made with tapioca and which are added in the tea for textual contrast. The sweetness and amount of ice cubes for iced tea or the amount of pearls are all personalized. There are sometimes five different levels of sweetness that customers can order from as well as a measurable amount of ice cubes and pearls/bubbles. As pearls and bubbles are getting very popular in Asia, so other options besides bubbles/pearls, such as puddings, fruit jelly,

agar jelly, and grass jelly were introduced to add dimension to the tea, among which the most popular one has always been the black pearl milk tea or green pearl milk tea. With the acquisition of Teavana by Starbucks (Fox, 2012), Starbucks has added freshly brewed teas in their shop menu. Starbucks also has introduced tea with jelly to capture the Asian trend of freshly brewed tea with chewy balls or jellies.

16.4.2 Nonalcoholic beer

Nonalcoholic beverages including beer and naturally fermented fizzy drinks are rising stars in the industry too. With consumers becoming more aware of the effects of alcohol on health, nonalcoholic beers are a growing industry in the market. Indeed, the trend is increasing so much that the oldest and biggest German brewery, for example, Weihenstephaner, is producing alkoholfrei—alcohol-free products—unheard of many years ago. The beer tastes very similar to those containing alcohol and is welcomed more and more these days. Another German brewery, Paulaner, has produced an alkoholfrei product, which the company claims is “isotonic” and which contains electrolytes, minerals, and other nutrients. It is probably a sign that this nonalcoholic beer is trying to compete with mineral water and sport drinks markets in the near future.

16.4.3 Mocktails

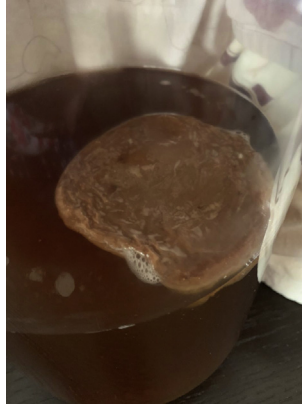
Mocktails are also getting into the restaurant and bar scene. Nowadays, it is very common to find mocktails’ menu existing alongside cocktails’ menus. According to the Cambridge dictionary, a cocktail is a drink, usually an alcoholic one, made by mixing two or more drinks together. Cocktails usually mix one type of alcohol or spirit with sugar, tonic water, juices, soft drinks, tea sometimes, cream, herbs, or other adventurous ingredients. Mocktails too are mixed with similar combinations but generally exclude any alcohol or spirit. In addition, mocktails often share the same name as their cocktail counterparts. Examples include the Singapore Sling, Margarita, where the word “Virgin” is nearly always added in front to signify that the drink is nonalcoholic. A typical mocktail recipe Spiced Cider Punch contains, two quarts’ apple juice, one cup sugar, one teaspoon cinnamon, one teaspoon ground allspice, one can (12 oz) orange juice concentrate, and 1-quart chilled ginger ale. There is no alcohol involved at all.

16.4.4 Fermented drinks

Fermented drinks, such as kombucha, kvass, or water kefir, are emerging and taking prominence in certain locations. Their rising popularity can also be determined from their increasing availability from such places as health food stores, or their emergence in news articles, books, and online discussion forums as well.

Kombucha is made by fermenting black or green tea by using tea mushrooms or SCOBY (an acronym for Symbiotic Culture of Bacteria and Yeast). The formal name of tea mushrooms is *Medusomyces gisevii*. SCOBY contains *Saccharomyces cerevisiae* and other species of bacteria. Kombucha’s flavor varies depending on the type of tea used and the fermentation

duration. It can be augmented by adding fruits and herbs, such as hibiscus kombucha or blueberry kombucha. Kombucha tastes a bit acidic and tangy and comes with small bubbles of gas. There are various claims of health benefits from taking kombucha, such as cure asthma, diabetes, and help lessen herpes and insomnia; however, scientific evidence is not consensual. Often times, kombucha is home-brewed; however, due to its popularity and the potential health benefits, there are companies now brewing it for wider consumption in the marketplace too.



Water kefir is another type of fermented drink, which is simply made with kefir grain (the grain itself contains different kinds of bacteria) as well as yeast, sugar, water, fruit juice, or coconut water and is then fermented for 24 h. As mentioned earlier, kefir (the dairy version) offers many different health benefits, many of which are backed up by scientific evidence. Fortunately, water kefir too offers similar benefits as its dairy-based counterpart. People enjoying water kefir often find better digestion and experience less stomach problems. As the grain of water kefir appears nicer than tea mushroom or SCOBY, people who are interested in trying out fermented drinks may find them easier to start with.

16.5 Brunching is the trend

The question of how many meals a day is appropriate or healthy for human beings always forms great discussion from different perspectives, ranging from gender differences, diet preferences, sport preferences, weight loss versus weight gain preferences, and various health concerns. It is not surprising to see all kinds of suggestions and recommendations on the number of meals we should take in a day. Of course, there is no conclusive answer to the question; nonetheless, more meals per day are taken in comparison to older times. Brunch, tea, and supper menus are available in restaurants. For example, brunch is a relatively new and the word is a portmanteau of breakfast and lunch, and it likely originated in England in the late 19th century and became popular in the United States in the 1930s. According to the Cambridge Dictionary, brunch is defined as a meal eaten in the late morning that is

a combination of breakfast and lunch. Normally, it is served between 10 a.m. and 3 p.m. In addition, it is served differently and comprises different elements; for instance, in one example it is served in a buffet style with alcoholic drinks, champagne, and cocktails. Brunch nowadays is not only popular among church goers, who would gather for a meal after attending church services—"Church Brunch"—but also very popular among young people, who are willing to spend a premium on a good Sunday brunch. Chic and expensive brunch menus are available in many classy hotels and trendy cafés in many cities, for example, New York and London. A brunch costs range from US\$20–70. A 2017 survey conducted by Mintel Research revealed that 40% of the 1670 consumers surveyed considered brunch as a time to communicate and socialize with family and friends (Mintel, 2017). Brunching seems to be trend carrying upward and serves as an important social occasion.

16.6 Food labels

Food labels and packaging are the two most direct and obvious ways in providing food ingredients to the consumer, for instance, where a product was made, nutritional values, allergy warnings, organic, fair trade, vegan, halal or kosher, and packaging material used. However, trustworthy consumers aware of all this information are now being told that some of this information's veracity is now being called into question. A report by Mintel (2018) report illustrated that many geo-varied consumers around the world are lacking when it comes to trust in manufacturers and certain food regulatory systems. In particular, many are mistrustful of certain quoted ingredients used, production processes, and supply chains themselves. According to Mintel's research in 2018, 65% of Thai, 64% of Australian, and 61% of Indonesian adults in major metropolitan areas feel cheated when a company is not particularly clear about the high sugar content of some of its products (Mintel, 2018). Such research results are alarming and offer great challenges to those food manufacturers that are not necessarily forthcoming about food information and disclosure. Consumers are smart nowadays and reading food labels is becoming common practice. Food information transparency is soon to become the norm, and consumers demand the real picture of the food purchased. After all, consumers require information to make important decisions about health and fitness, sustainability, origin of main product, additives, etc. This does not even begin to cover the various awarding bodies such as USDA Organics, Fair trade, The Rainforest Alliance Certified, Vegan Society, Vegan Action, Halal, Kosher, Marine Stewardship Council—some of these are looked at in the following.

16.7 USDA organic

USDA (the United States Department of Agriculture) is an organization that certifies organic foods and beverage products in which at least 95% of the product's ingredients have to be free from synthetic additives, for example, pesticides, chemical fertilizers, dyes, and the products are produced under approved methods, for example, no industrial solvents are allowed. As stated in the official website of the USDA (McEvoy, 2012) (Organic 101: What

the USDA Organic Label Means), produce can be called organic if it's certified to have grown on soil that had no prohibited substances applied for 3 years before harvest. As for organic meat, regulations require that animals are raised in living conditions accommodating their natural behaviors (like the ability to graze on pasture), fed 100% organic feed and forage, and not administered antibiotics or hormones. According to the USDA, there are a total of 41,198 certified organic operations or businesses that exist by the end of 2017. Of these, more than 50% of these operations (26,401) are found in the United States of America, while Mexico comes in second with 2331.

16.8 FAIRTRADE

The FAIRTRADE Mark is a registered certification label used for products that represent a fair deal for producers in developing countries. It is about fair prices and working conditions, sustainability of production (through pricing among other things), and aims for nondiscrimination, enabling them essentially to have more control over their lives. Being ethical is at the core of fair trade. The FAIRTRADE initiative started first in the Netherlands in the 80s and mainly concentrated on coffee bean products (Fairtrade, 2018). Bean growers were offered a price which was more than the market price to ensure growers' fundamental living standards. FAIRTRADE certification thus provides a level of assurance to coffee bean products, which enabled growers to make a better standard of living out of growing beans. Nowadays, FAIRTRADE products reach a wider audience and include cocoa, fruit, tea, cotton, sugar, flowers, and others.

16.9 The rainforest alliance certified

The Rainforest Alliance Certified seal is awarded to farms, forests, and businesses that meet rigorous environmental and social standards. The logo assures consumers that purchases are produced by companies which follow environmental and socially responsible practices. For example, traceability of the products' entire supply chain is an important criterion to earn the certification. Cocoa, tea, banana, and coffee are the products that you will find mostly labeling with such certification.

16.10 Vegan logos

One of the main functions of various vegan logos is to assure vegan consumers that the products themselves are suitable for consumption according to vegan requirements. Certified logos generally signify products that do not contain any animal or animal-related products. It also indicates that the product has not been used for any animal testing. There are currently different types of vegan certifications. Confusingly there are many such bodies that potentially not all will share the same criteria for certification. Of the few out there, the Vegan Society is registered in Europe, USA, Canada, Australia, and India. It is based

in the United Kingdom and is a nonprofit making organization founded in 1944. For any company that wishes to register its product(s) with the organization and use the Vegan Society's logo on the company's packaging, marketing materials, and other medium, the product has to pass certain. This includes animal or animal ingredients, no animal testing, and genetically modified organisms during product development and manufacturing and must have a certain level of kitchen and hygiene standards, in which separate set of utensils for preparing vegan food should be used and should not mix with nonvegan utensils and dishes. The logo is being used and displayed on over 22,000 products according to the organization's website ([VeganSociety, 2018](#)). Vegan action, also known as the Vegan Awareness Foundation, is a nonprofit organization with the aim of educating the public about veganism and assisting vegan-friendly businesses. It's headquartered in Virginia (USA) and it follows similar principles as the Vegan Society. Certified product beverages must not contain any animal-related ingredients, including animal by-products, such as eggs, milk, honey, and sugar filtered from bone char (charred animal bones). Beverages must also undergo no filtering or clarification process involving animal products. According to the organization's website, the certified logo is currently displayed on thousands of types of products produced by more than 800 companies ([Vegan.org, 2018](#)).

16.11 Halal

Halal foods are generally associated with Muslims and others who follow a Muslim diet. Halal certification is a must-have requirement to import food products into Muslim countries. The meaning of the word Halal comes in many interpretations: "permitted, allowed, authorized, approved, sanctioned, lawful, legal, legitimate, or licit." By displaying the logo of Halal on meat or meat products, it refers to meat which has been slaughtered according to the rules of the Quran and Sunnah and is thus permitted for consumption by Muslims and others. Meat or other ingredients must be processed and produced by using machinery, equipment, and utensils that have been cleansed according to Islamic Law as well. Halal Certification Authority (HCA) was established in 1993 to certify food this meeting the Halal standard ([HalalCertificationAuthority, 2018](#)).




16.12 Kosher

Kosher food refers to all food and food ingredients including the preparation processes of the said food products. In kosher foods, products must be orthodox kosher-compliant. This refers to a set of intricate biblical laws that detail the types of food that a Jewish person may eat and its preparation process. Among different kosher certification bodies in different regions, the K kosher certification is relatively widely adopted. The organization was founded in 1935 and has certified approximately 3000 production facilities, including some giant American food producers, such as Snapple, Tropicana, Maxwell House, Kellogg's, and many others ([KosherCertification, 2018](#)).

16.13 Marine Stewardship council






The Marine Stewardship Council (MSC) fisheries standard has three overarching principles that every fishery must meet. They are as follows: Principle 1: Sustainable fish stocks—the fishing activity must be at a level which is sustainable for the fish population. Any certified fishery must operate so that fishing can continue indefinitely and is not overexploiting the resources. Principle 2: Minimizing environmental impact—fishing operations should be managed to maintain the structure, productivity, function, and diversity of the ecosystem on which the fishery depends. Principle 3: Effective management—the fishery must meet all local, national, and international laws and must have a management system in place to respond to changing circumstances and maintain sustainability ([MarineStewardshipCouncil, 2018](#)). In short, the label of MSC indicates that the fish are traceable to a sustainable source of fishing activity ([Table 16.3](#)).

TABLE 16.3 Food labeling.

Organization	Logo
USDA Organics	
Fair trade	
The Rainforest Alliance Certified	

(Continued)

TABLE 16.3 Food labeling.—cont'd

Organization	Logo
Vegan Society	
Vegan Action	
Halal	
Kosher	
Marine Stewardship Council	

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