



## IT'S ORGANIC AND SHE'S STICKING TO IT

Eileen Moriarty has standards: simple, organic standards. All of the ingredients in her five flavors of soynut butter must be nut-free and organic. It's that simple. At her brand new factory in Amesbury, Massachusetts Eileen makes batches of thick and delicious soynut butter—a spread that tastes much like peanut butter but without the nuts (a godsend for those with allergies). She has recently re-started her business after a small hiccup left her more committed than ever to those unshakeable organic standards.

Eileen's decision to start a business ten years ago in West Concord was a combination of her entrepreneurial spirit and the fact that she had become a vegetarian. Unsatisfied with the soy products available on the market, Eileen hit upon the idea of making organic soynut butter. Eileen grew her business, began to sell nationwide and eventually was bought out by a California company. That company, however, didn't realize how serious she was about her standards and started making the product in a facility that also processed peanuts. To Eileen, nut-free means nut-free, and the product was pulled from the shelves.

Time passed and she decided to give it another go. Equipped with the experience and knowledge from her first business, Eileen went out in search of a manufacturer for her soynut butter. But standards, once again, are standards. Unable to find someone to make the nut-free, all-organic product she was after, she took matters into her own hands. Now Eileen and her eight employees make their own soynut butter in five different flavors. The ingredients and the process couldn't be more simple. In her no-sugar, no-salt



soynut butter there are three ingredients: roasted soynuts, sunflower oil and palm sterine. Eileen's other flavors build from this base. Sea-salt is added for the salted flavor. Sugar is added on top of that for the slightly sweetened flavor, and she adds a dash of cinnamon for a cinnamon soynut butter. Finally, cocoa and vanilla powder make for the nutella-like chocolate soynut butter.

It's easy to get behind a woman with standards. It's even easier when those standards can be spread on a piece of toast for breakfast.

*Where to get it:* You can order Eileen's soynut butters online at [www.simplefood.com](http://www.simplefood.com). In July her products will be available at Whole Foods stores throughout the Northeast.

## real food

WHAT TO EAT AND WHY



NINA PLANCK

## YES, VIRGINIA, YOU CAN BUTTER YOUR CARROTS

Nina Planck has created farmers' markets in London, Washington, D.C. and New York City famous Greenmarket. In her new book she describes the best foods, tells us why traditional foods are more nutritious, and illustrates how diet and health have been affected by trends and fads in the last 100 years. She explains how ancient foods like beef and butter have been falsely accused, while industrial foods like corn syrup and soybean oil are the real culprits behind the triple epidemic of obesity, diabetes, and heart disease.

If you long for the days when tomatoes had flavor, when grass-fed cows weren't a novelty, when you could butter your bread without thinking twice, *Real Food* will be a welcome reprieve.

*Real Food: What to Eat and Why*

By Nina Planck. Bloomsbury, 2006, \$23.95. 343 pages.

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