

Alara Wholefoods praised in Sustainable City Awards

Alara Wholefoods are highly commended in two Sustainable City Awards
2010.

Alara Wholefoods, one of the UK's largest muesli producers and the first organic cereal company in the world, was again rewarded for their sterling work as a pioneering sustainable business when on the 18th February their director Katrina Smith collected two highly commended awards in the categories of Responsible Waste Management and Environmental Management in Small and Medium Sized Enterprises at The Sustainable City Awards 2010.



Karolina Skowronska and Katrina Smith accepting the awards from David Kennedy

The awards, held at the amazing Mansion House (the Lord Mayor's official residence) by the City of London, were achieved for the pioneering work that Alara, based in King's Cross, have undertaken in becoming named as the first food company in the country to become 'Zero Waste', and the innovative practices that have led to significant improvements in their environmental performance. Alara's pioneering environmental policy has led them to be recognised as a unique business in the UK, and now they are well on their way to fulfil their pledge to become 'carbon neutral' in 2010.

Alara now hope to be able to pass on the message to other companies across London, and the UK, on how to become more sustainable. Linked to this is another of Alara's projects, which is to bring more wasteland into active food production. Alara have already set an example of how this can be done by so far creating 3 garden projects - a permaculture garden, an organic vineyard, and a community food garden, for their employees and the local community to enjoy.

Community and employee participation in these projects is encouraged and organic values promoted. The gardens act as a real time illustration of the benefits of waste reduction and investment in one's environment. With everything from pomegranates to honey produced in the gardens and the first crop of grapes due in spring 2011, the values and rewards of organic hard work are taught, lessons which Alara hope will be translated into the lives of the local community.

For more information on Alara and ways you too can be more sustainable please visit www.alara.co.uk