

The coming food revolution

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Synopsis

The modern factory farming system is harming and killing billions of people from an excess of fats and sugars and lack of minerals and vitamins. There is consensus throughout the medical and dietary professions that we simply need to eat more fresh fruit and vegetables grown in nutritious soil.

Gardening enthusiasts can benefit growing their own food but the majority of the population simply do not have time, space or skills to grow their own food.

This can be solved by skilled growers supplying living plants in a *wicking basket*™ to be eaten as needed by people who cannot grow their own. The plants are grazed, rather than harvested, so they continue to regenerate in nutritious soil so the food is both healthier and cheaper.

My aim is **not** to set up some large centralised corporation but a network of independent growers supplying people in their local area. These growers could be as simple as a grandmother, with time on her hands, providing fresh food for her children who may be just too busy with jobs and looking after their kids or it could be a full scale local grower supplying living plants through a local farmers market or delivery service.

I will provide an internet service www.healthyfoodassociation.com to bring growers and consumers together. It will enable growers to publish information on how they grow and what plants are currently available and for consumers to hunt out growers who can provide both common plants but also rare plants with specific medical and health benefits.

Details of how to grow nutritious food using the *wicking basket* system will be readily available (contact me) but protected according to the principle of creative commons. This is a system where innovators can publish their ideas which can be freely used and copied for non-commercial purposes but with the original innovator being acknowledged and receive benefits from commercial use under a licensing arrangement.

This following article describes a 'kickstart' operation to get the process underway. People can receive *wicking baskets* on a trial basis and when convinced they can promote among their friends and contacts.

It describes the challenges of promoting a system against the might of the processed food industry but how a simple strategy of personal contacts - one satisfied customer brings in a group of further customers who in turn bring in yet more customers - an old fashioned but effective marketing strategy that has proven effective.

For further information please contact me as colinaustin@bigpond.com

Abstract

Bad diet is leading to major health problems; this is among the most serious global problems. A new technology - wicking baskets - enable people to enjoy fresh growing produce on their doorstep. But getting this system established against the might of the processed food industry is a major challenge. We describe a 'kickstart' operation where people can experience the system for themselves without obligation and when convinced can simply spread the word from friend to friend. This is an exercise in people power versus corporate might. This is an issue of equity and fairness and I urge reader to read the very last section on creative commons before taking any action.

How revolutions happen

I have lived through several technical revolutions and with hindsight I realise that you can be in the middle of a revolution and completely unaware of the implications.

Let me give you some examples –

The development of cheap and reliable cars totally changed the way we live, the development of the suburbs, where and how we worked and played.

I can clearly remember the first time I sat at a terminal and could write code to do engineering calculations. It was like a lightning strike hitting me - this is going to totally change the way engineering works.

Smart phones and the internet are revolutions which again have changed how we live.

The impact of these revolutions was not clear when the technology first appeared but with hindsight we appreciate the changes.

The food industry is just ripe for a revolution.

Why food is ready for the revolution

I like to watch the 7 O'clock news. Sandwiched between the dreariness of the economic and political crisis of the day and the escapism of the sport segments is today's doom and disaster, people killed in car crashes, murdered, killed by terrorist, war and Ebola.

I know these are real people suffering personal tragedies and I feel for them but I don't actually take any positive action about these daily doses of doom, I simply don't know what to do. You don't buy guided rockets from the \$2 shop, I can't afford one, and would not know what to do with it even if I could and anyway I am not sure that killing more people is the best way to stop people killing each other - so I just get on with my life.

I don't know how other people feel about all this horror but they seem to behave like me and just turn off - may be its too remote and impersonal, there is nothing they can do about it, there is no technical solution and if there is it is far too expensive and anyway it is the Government's job to fix it.

But here is a simple fact - the number of people dying or suffering from major health problems or death caused by a poor diet is thousands of times the number of people killed by all this mayhem on the news - war plus terrorist activity plus murder plus Ebola or whatever is next. Poor diet is literally killing millions of people around the world and maiming billions, it is one of the greatest threats in our modern life.

To me this is not something remote on the TV it is intensely personal.

Why am I getting so emotional about this? I needed open heart surgery due to poor diet and my wife came close to having her leg amputated from diabetes. To me this is not some academic debate this is personal and for real.

It is a problem I know how to solve, the technology is easy - anybody can have a healthy diet - and it does not cost more - it cost less and saves money.

This is the coming food revolution.



Wicking basket with fresh produce (purple Amaranth)

Variety is not real choice

Walk into the breakfast cereal section of any supermarket. It may be an isle stretching for twenty or more metres all packed with a wide range of cereals - what a choice - isn't this fantastic. Well no - there may appear to be a fantastic variety but in reality they are just two or three companies supplying breakfast cereals, all those different looking pack are just marketing tricks - they may look different but they are all made from the same plants grown in the same way - loaded with sugars and salt to make them taste good - and packaged in as many different 'new and existing ways' to give the delusion of choice.

You are looking at the pinnacle of marketing expertise.

Now walk over to the so called fresh fruit and vegetable section. The range appears equally impressive - at least at first sight. But it is not - for a start all those fruit and vegetables are dead - they are not growing but slowly degenerating. The great achievements of the modern fresh food industry is to genetically select plants with a long shelf life and which are adequately robust to withstand the trials of extended transport and storage.

Nutrition and our health play second fiddle.

The food range is limited to a few tens of varieties of plants which is miniscule in comparison with the literally millions of different edible plant varieties which have evolved naturally in the wild.

The stage is set for a revolution in food.

What do Doctors agree on

The world is full of pet diets, some promoted by quacks, some by people with some form of medical qualification or experience and some the result of years of painstaking research each arguing for their particular diet.

But stop looking at these divergences and ask one simple question - is there any one thing that virtually all Doctors agree on?

Ask a simple question to an expert it is rare to get a simple answer but in this case there is one. They agree almost to a man that our diet contains too much fat or sugar and we should eat more plant based food grown in nutrient rich soil. This should contain a balance of all known vitamins and nutrients and contains significant amount of fibre.

Does the world ever surprise you? It does me. How is it that people spend all that vast amount of money on special diets to get slim or healthy when medical science says unambiguously that sugars and fats are appetite enhancers. They are addictive which makes us eat more and more, so we get fat. Even worse factory food is often lacking in critical minerals and trace elements which make us feel even hungrier.

Conversely plants can contain all the vitamins, minerals and trace elements that are essential for health - it is just a question of choosing the right plants and growing them in soil rich in these nutrients and trace minerals.

Even further, fibre is an appetite inhibitor (it makes us feel full) so we tend to eat less, it helps purge toxins from our bodies and as a result we end up healthier and slimmer.

Why spend a fortune on suspect slimming and so called health products when natural fresh plants will give you all the nutrition you need and help you stop pigging out so you become obese.

This is not rocket science or some controversial subject; this is supported by virtually the entire medical profession.

Looking for alternatives

So why aren't we following the advice. Let us look at the currently available alternatives.

Organic produce is often promoted as the alternative. I am entirely in favour of organic food, (although as an aside I may comment that the organic movement may have put too much emphasis on avoiding sprays and not enough on nutrition.)

However organic food can be much more expensive than mass produced food from a supermarket.

The reality is that organic food has priced itself out of the bulk market - healthy food should be available to everyone regardless of their financial situation.

Yet there is a more important factor which gets right to the heart of the issue. Whenever you buy conventional food you are still buying a harvested plant. That is a plant which is dead.



Wicking basket showing sight glass

Living or dead – the grazing revolution

There are strong technical arguments for eating food immediately after harvesting. Many foods deteriorate with time and critical vitamins can be quickly lost. The difference in taste between a pea taken straight out of the pods and one just a few hours old is remarkable. Taste may not be the ultimate scientific test but it is pretty good indicator of the nutrient level.

Unfortunately we are not all Kings with any army of serfs to tend our estate and bring us fresh food harvested that very morning. Money is a reality of modern life, but what I aim to show you is that with the right technology systems it is actually cheaper to harvest your own fresh food.

This is the basis of the coming food revolution. With the right technology and systems it is cheaper to eat fresh and also more convenient.

This is the basis of the coming food revolution.

When you harvest a plant it dies, you go to the supermarket and you buy say one lettuce you pay for 1 lettuce and you go home and over the next few days you will eat just 1 lettuce.

Now look at a different system where you have access to living plants. Instead of harvesting and killing the entire plant you just harvest part of the plant such as the outer leaves. The plant will regenerate and grow new leaves. Plants have co-evolved with grazing animals, regeneration is natural and normal.

We need to change from harvesting to grazing.

Some of the healthiest plants have this ability to regenerate. Water cress, Kang Kong, Kale, Silver Beet are amongst the most nutritious of plants yet all will regenerate.

Clearly this is healthier but it is also cheaper. You may pay for just one 1 lettuce or 1 water cress or 1 Kale but you get to eat the equivalent multiple plants. It is true to maintain the nutrient levels you must attend to the soil and add nutrients and fertilisers but the cost are trivial, just a dollar a week or so, to maintain the soil productivity - even less if you use a worm farm or composter to recycle your waste.

The simple and undeniable truth is that it is both healthier and more economical to have access to growing plants. You may well suspect that I am leading on to promote growing your own food, and in a way you are right but I really want to talk about growing your own food in the internet age.



Wicking baskets showing wicks which transfer water from the reservoir to the plants.

Home grown food in the Internet age

I was born at the start of the second world war, growing you own food then was a matter of survival, I have always been involved in growing my own food I was enamoured with Permaculture when Bill Mollison first thrust into the world and I tried periods of self-sufficiency.

I have hands on experience of growing my own and have moved beyond the dream and image of home food production to the realities of growing food with the pressures of modern life, jobs, kids, work travel, holiday travel etc.

I know how difficult it is to have expertise in all the wide range of plants that make up a balanced diet. I know the problems of maintaining a steady supply of food. Germination and growth are unreliable processes leading to period of excess and shortages.

I look at how some community groups will have informal exchange systems, swapping and bartering plants to smooth out these problems of the wide variety of plants and the variable supply.

This exchanging of plants within a small group of people is inspirational but let us think about how this can operate in the age of the internet. This is a key element of the coming food revolution.

The privileged gardeners

Let me say this is not an attack on traditional gardening. Far from it, I really enjoy my garden - it provides me with more than food, I get exercise, relaxation and even chooks can be a source of company. But gardening as a serious source of food supply is a luxury for the privileged minority.

The majority of people - for a number of reasons - simply cannot rely on the home garden as a significant source of food supply. They may lack time, space, skills or simply the ability to care for a garden on the continuous base that is needed.

Limitations of conventional grow your own

We face a problem of monster proportions. The majority of the world's population is suffering from a poor diet leading to major health problems. (I classify being dead as a major health problem). This can readily be solved by people growing their own food (in the correct way with the right plants and

soil) but the reality is that the majority of the world's population does not have the time, space or skills to grow their own food.

How can people enjoy the benefits of having home grown food on their door step when they lack the time, space or skills?



Wicking basket on my patio just outside my back door ready for picking (wine not supplied).

The solution

The technical part of the solution is easy - simply a version of a *wicking bed* but with a separate basket that can be exchanged.

This turns growing into a two stage operation;-

1 The grower: Somebody with the time and expertise grows the plants in a wicking basket and - when ready - hand over the basket full of growing plants to the final customer.

2 The final customer: Who simply tops up with water now and again.

For the final customer this is very practical; instead of buying dead plants they have a wicking basket in a window box, veranda or patio. When they need food instead of opening the fridge they just open the door and pick whatever they want. The food is absolutely fresh and the plant continues to grow. Food costs less than buying new food each time they want it and it is always there.

I have a big garden but since developing the *wicking basket* system I have wicking baskets on my veranda simply to save me the bother of going down the garden in the dark to pick what I need. It is not just healthier it is more convenient.

But that is the second stage of the process, who is going to be the Good Samaritan growing the plants in the first place? It could certainly be a professional grower, but it could just as easily be your retired mum or dad, a neighbour or friend or a member of a gardening, permaculture or community group. It could be a grower who likes to specialise in some rare plant which has specific health benefits.

This is where the internet comes into play, it can connect people who want to eat a more healthy diet with those who have the capability to grow plants, particularly the rare beneficial plants which are not widely available.

But that is just the technical part of the solution - the real problem is in getting people to change their eating habits. So let me talk about the proposed solution.

The processed food industry and their big budgets

The competitor to the system is the processed food and supermarket industries. These are big powerful typically multinational organisations with advertising budgets of millions and on a global scale billions of dollars.

Now these guys are not dumb - they have access to the latest psychological research, advertising agencies and big budgets. They spend a ton of money getting the blends of sugars and fats and ingredients just right so they taste really good and are addictive. This after all is their job, they have to satisfy the shareholders and fund managers who are just looking for profit. Customer health is only important as far as it affects profits.

Now this is where I have to sit down and do what business consultants call a SWOT analysis; Strengths, Weaknesses, Opportunities and Threats.

At first sight this does not look at all good. For a start I am almost 75 years old, at one time I built up what was Australia's leading exporter of technical software. I had to deal with accountants, lawyers, marketing people, Governments internal and external bureaucracies and everything that goes with a major business. I used to travel around the world twice year with each trip lasting for up to three months. A strain on both me and the family.

As the kids say *'been there done that'* and I have no ambition of creating another major corporation. I am more than happy to experiment with my growing methods and if I feel a bit tired just sit on the veranda with a red.

On the other hand we are facing such a major social problem and I just do not want to put this into the 'too hard' basket and go down to the bowls club. I have nothing against bowls clubs; I just don't want to be part of that retirement scene. I want to be part of the solution to this major problem. I cannot do this by myself - I need help and that is the point of this article.

Fighting the big guys

So that brings up the question, how can I possibly make an impact against an army of the biggest corporation in the world with no organisational structure to support me?

Now this may at first seem impossible but I have knocked around in the business world for a long time. I set up my first company when I was 25 ,a total disaster. I had finished a post graduate course in business management but they did not teach me the number 1 fundamental rule of business – you have to have a product which the **'customer'** can use to get real and obvious benefits.

I don't feel too bad about this, most of the current software industry is intent on producing products which **they** can use but it has too many features for the **customer** to use effectively.

How many people can actually use all the features on their smart phone or smart TV or even smart washing machine? Just look at the mess of Windows 8 which is basically unusable on a regular screen, I still cannot believe a major corporation could produce a product so bad and unusable.

But by the time I set up in business again when I was 35 I had learned my lesson and produced software which not only provided real benefit to the customers but they actually could use it.

But again this started as a one man band with no marketing skills or budget. But the product actually worked and customers talked to other companies and the word just spread from person to person.

The birth of wicking beds



Watercress is one of the most nutritious plants providing an almost complete range of vitamins. Its tangy taste makes for a tasty snack when fancying a sugary sweet.

It can be picked almost indefinitely and thrives in the moist environment of the wicking basket.

After I sold this company, nominally to retire and enjoy my rather unusual hobby of soil and water, which lead me to go to Ethiopia with a major NGO to see if I could find a solution to providing sustenance food in times of drought.

This is how the wicking bed technology originated.

I never intended this as a business, it was to help starving people but it is simply amazing how the word has spread. I had no interest in creating a business, in fact I could see no way that anybody could make money out of wicking beds - they are so intrinsically simple that anyone can make their own for next to nothing.

This satisfies the basic rule for a new technology - customers must be able to use the technology themselves and it must provide real benefits.

I described how to make wicking beds on my web site, this information was for free and some people tried it for themselves and found they worked and give real benefits.

These people who tried the wicking beds put the info up on their web - people then picked up the idea and they worked - some better than others - but they worked so they also put their experiences on their webs.

Wicking beds are now well known throughout the world but I did not do this by myself. It just happened by the peculiarities of how information spreads in the internet age.

Word just spread from site to site person to person until wicking beds have traversed the world.

(As an aside some companies are now trying to market versions of the wicking bed which they have made more complicated so they look more expensive. They don't work as well as the simple basic design but the companies are charging high prices to exploit the gullible).



I opened my first web site over fifteen years ago to focus on more effective use of water, I used it to promote the early wicking beds and now use it as a source of technical information and a home for my newsletter.

Why web sites used to work

There is no doubt that many people with a bit of space and time have improved their diet by using wicking beds. Now this is clearly good but almost without exception the users were interested gardeners before they even heard of wicking beds, they just saw them, quite correctly, as a better way to garden.

I first published about wicking beds in 2004, that's over ten years ago and the internet world is a vastly different place. Then the internet was pretty empty; you could put up a web with a few key words like 'water saving' and people would find you. This was readily picked up by gardeners looking for ways to save water - so the word spread rapidly.

Now it is vastly more cluttered and companies who are serious about promoting their products really have little option but to spend big money on adverts - which no doubt pleases Mr Google.

But successful as wicking beds may be they are still only used by a small proportion of the population - the keen gardeners. The vast majority of the world's population are missing out on the benefits of home grown food.

Times have changed

But with the *wicking baskets* we are facing a very different scenario. We are trying to reach people who have or are approaching health problems through poor diet - have no interest in growing their own food and probably think this is beyond them.

They are not actively looking for a solution to a problem, they probably have not even thought they can improve their health by having home grow produce on their doorstep. It is easy to attract the attention of people who are looking for a solution. It is more difficult to attract people who do not even realise there is a solution available (and so are not actively searching).

This is the heart of the marketing problem.

I don't really see this as an option for *wicking baskets*, firstly it is not a business it just me and a few friends who help out, and there is no massive profit margins as in so many consumer products. (Farmers typically receive 10% of the retail price of their produce; the rest goes to the distribution chain).

Just enter health and diet into your search engine and you will see how totally crowded the area is. It would be virtually impossible to get much attention just by using classic key words (without paying a small fortune in advertising which without a business for a revenue base is not viable.)

I am just not in the big business league so how with no budget or marketing operation can I get the word out to the vast majority of the population who could seriously benefit from a healthy diet?



I use the healthy food web site to focus on wicking baskets, to connects growers and customers and eventually as an e-commerce site.

People power

I go back to how the word spread about wicking beds from person to person from site to site.

I was once R & D Manger of a very innovative Australian company. The boss, a larger than life Australian had a typical range of rather basic Australian sayings. I may put an idea to him, often without any real technical backing – just a woolly concept. One of his saying was ‘it is like sex and good food you don’t know what is all about until you have tried it’.

This is just so true, I could prattle on about the benefits of the wicking basket system - without big budgets and slick advertising the message would just get lost among the high pressure sales environment in which we live. People have now developed immunity to advertising - it is just dismissed as hype.

But *wicking baskets* still satisfy the basic requirement that when people use the product they get real benefits. Words may not win the battle but if I can get people to experience firsthand the benefits of *wicking baskets* I believe the word will spread.

Believe it or not people actually still talk to each other. From time to time I actually see people put away their mobile phone and actually talk to other people. Not often but it does still happen. But they can also talk to other people using the electronic media and this has the potential to be explosive.

I know if I were to go to a business consultant and say that my sole marketing strategy was based around people telling other people that *wicking baskets* give real benefits they would be locking me up in the dinosaur cage in a the museum. But having a product that gave real benefits has already worked twice in my life so why can it not work again? - I think it can and I want to give it try.

Finding the early adopters

But first I have to get that group, what the innovation students call ‘early adopters’ to start to use the wicking basket system. This is what I am calling operation ‘kick start’.

With a few friends we are setting up to produce some 100 *wicking baskets* complete with what I am calling *supersoil* (about my only concession to modern marketing hype, but essentially I mean soils with the three essential ingredients of structure, chemistry and biology) and a collection of plants.

I have split plants into four categories – of course there is considerable overlap of properties.

Plants which; -

- are known to have a very high vitamin and mineral contents - the key ones are watercress, kale and spinach.

- have a high fibre content – such as Kang Kong, Silver Beet, Chinese cabbages etc.

- are fast growing and well known, such as lettuce, radish, rocket, cress etc.

- have reputed medical benefits such as Gota Kola, Brahmi, Herb Robert etc.

Our aim is as far as possible to include one of each class in each basket - this will depend on availability but there will be a minimum of four different plant varieties. We are right now making up these standard baskets but if possible we will look at incorporating plants selected by customers.

We need to get people to feel the experience of having a wicking basket outside their door with food immediately available.

Most of the people who read my articles are keen gardeners - not necessarily my target audience of people who are suffering from a diet induced health threat. But because of my wife's diabetes I often talk to people about diabetes. You cannot avoid this as you have to explain to friends about the need for a special diet. Virtually everyone I talk to knows someone who is pre-diabetic or actually diabetic.

My gamble is simple, if I get enough of my gardening readers to try the wicking basket and they experience the benefits then they will tell their friends who are at risk, and in turn these may tell their friends so the word will spread.

I am not going to ask for upfront payment - simply try it - if you think this offers real benefits then you can pay me and tell your friends. If after you have experienced the system for yourself and you do not see the potential of this system to offer real benefits for people prone to diet induced health problems then simply post back it to me. (Or you may prefer to pay me and give the basket to someone who wants so try it for themselves, they make great Christmas presents).

If I had a business advisor he would say Colin you are mad. You are planning to send out 100 baskets with no security just trusting that people will be honest enough and pay you. These are costing you over \$50 each that's \$5,000 you could just blow. I think you need to see your doctor.

My reply would be simple I believe that the *wicking baskets* system could help the health of millions of people around the world, I have to do whatever it takes to get the message out to people who need help. Look I am a real person - not some giant multinational offering some gimmicky special offer. I think that people appreciate that I am a 75 year old self-funded pensioner and they are not going to rip me off. People are basically honest.

But my non-existent business consultant would still say I am mad so I would tell him that I am installing a radio controlled cane toad in every basket and if they don't pay up it will leap out of the

basket give these little princesses a kiss so they will turn into a cane toad – (reversing the kid’s fairy story). At this point he would probably repeat his advice for me to see my doctor.

Cutting to the chase

So cutting to the chase – if you think what I am trying to do in getting healthy food to people and want to give me a starting help up then just send me an email (colinaustin@bigpond.com) or telephone 07 4157 2278 or skype colinaustin1000 with your address. I will let you know what plant combinations are currently available so you can choose then I will post you a wicking basket with a variety of young plants already growing.

When you have tried it and find it really works then tell your friends and send me \$50. If you are not convinced just post it back with a *thanks but no thanks* message.

The next stage

I am **not** trying to set up an operation in which I end up posting *wicking baskets* with growing plants. It is relatively expensive sending soil and plants though the post.

My aim it to set up a network of independent growers who can grow the *supersoil* and plants locally. This can be either simply to help friends or relatives have better health or it could be fully operational businesses.

The empty *wicking baskets* are light and nest together easily so are cheap to post in volume.

Operation kickstart is just to get the show on the road.

Of course if people wanted to become growers straight away and start producing *supersoil* and buying empty wicking basket that option is available now. My next writing project is to describe how to make *supersoil*.

Creative commons

There is a school of economic thought which says that the purpose of companies is purely to make profit for its shareholders and they should make as much money as they possibly can within the law. The laws of intellectual property gives a monopoly power to companies who - according to this philosophy - can exploit this monopoly as they wish for maximum profit.

The economic theory it that market forces will ensure that companies will behave in a way which works for the benefit of the community and humanity.

This economic philosophy is clearly not working for the benefit of humanity, multi-national companies have so much power that they can effectively operate beyond the law of any one particular country. The result is that billions of people around the world are being maimed and killed by the food they eat. This is simply wrong.

At the other extreme there is a philosophy that ideas should be freely shared for the benefit of humanity. Intellectual property takes a lot of money to develop and that one final successful innovation is often the result of years of experimentation and failures which cost real money but which may not be reflected in the final product.

Both of these extreme views are equally wrong and are the cause of much of the tension and conflict we see in the world today.

Secrecy and confidentiality play a critical role in intellectual property and restrict the free flow of information.

Over time I have collected significant information and expertise on diet, health and how to produce food in an environmentally sustainable way. When the issue is people health I do not want to be restricted by secrecy and want to make this expertise universally available for the benefit of humanity.

While at my time of life I may not want to set up a major corporation to exploit this expertise my aim is very clearly to help other people set up their own businesses for both their own benefit and the benefit of the community as a whole.

They required a legal framework in which to operate and as of to date I have made no money from work on diet and health it is not unreasonable to hope for some return from this work.

There is also a very practical if somewhat morbid factor to consider. I am at the end of my life and while I may have been happy to devote significant amounts of time and money on developing intellectual property for the common good it is unlikely that other people will want to commit their time and money without some financial return. The result would be that on my death without some plan for my work to continue it would simply fade away.

Diet, health and sustainable environment to produce food are simply too important to let fade away.

This is not an easy problem but I believe the concepts of creative commons, developed primarily for the software industry provide a workable and balanced solution.

Creative commons is a system for intellectual property where the originator wants to share technology with others, basically for the benefit of the community, but retain some rights on its commercial use.

It essentially means that you can share the information provided freely with others for non-profit purposes but you should recognise the original source e.g. Colin Austin with links to my web pages www.watright.com.au www.healthyfoodassociation.com and www.wickingbed.com

However to operate a business for commercial gain you need to recognise that the *wicking basket* technology is subject to patents and creative commons and that formal agreement is required. This can be done by a simple exchange of emails.

That's it - look forward to hearing from you.

Colin