

22/01/2013

UK: Organic foods win the taste test

by Dr John Paull



Duchy Originals from Waitrose

UK journalist/chef Anne Shooter pitted organic products versus premium-brand competitors and budget range alternatives. The organic products were from the Duchy Originals range which are produced by Prince Charles's organic food company and sold through Waitrose, a UK supermarket chain.

The comparable alternatives were sourced from Tesco, Sainsbury, Morrisons, Marks & Spencer, ASDA, Lidl, and Aldi. Nine categories of product went under the spotlight, with each example rated on a scale of 1 to 5. There were some predictable and some surprising results.

Surprisingly, Tesco's budget-priced Tomato and Basil Soup, scored a 5/5, while the organic competitor scored just 3/5, with Shooter commenting that the organic soup lacked sweetness. In the scones selection, Sainsbury's premium-priced Taste the Difference Sultana Scones scored 5/5 while the organic competitor scored 4/5, with the comment that more salt was needed.

The Organic products romped home in all other categories, scoring 5/5 for each of sliced ham, strawberry jam, shortbread, Earl Grey tea, oatcake biscuits, Stilton cheese, and pate. The Organic products scored a total of 42 out of a possible 45, the Premium products scored 32/45, while the Budget range scored 25/45.

Of the organic strawberry jam, Shooter wrote that it *"tastes like old-fashioned jam, straight from an Enid Blyton picnic ... took the essence of an English summer and preserved it in a jar"*. Of the organic Earl Grey tea, she commented that it *"makes an elegant cup of pale, refreshing tea ... it's the only one made with pure bergamot"*. The organic sliced ham was

“utterly delicious. The meat is succulent, full of flavour and has a depth you only get from free-range pigs”.

The author’s verdict was that: *“As a cynical shopper, I am hugely surprised and delighted by the Duchy range, which comes out top in almost every category. **The price tag may be hefty sometimes but ... the products often taste better**”.* A reader, Naomi, wrote in response that “Duchy Originals generated almost £3m for charity. Buy as a treat and give to charity at the same time. Not a bad idea”. There are 260 products in the Duchy Originals range.

Data source: <http://www.dailymail.co.uk>

TAGS: [Great Britain](#), [UK](#), [organic food](#), [Prince Charles](#), [Waitrose](#), [Duchy Originals](#), [certified organic](#)

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