

Blackwell's Organic. It's A Household Name! Red Bank Company Making The World A Better Place Through Their Desserts

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RED BANK - The headline to this story is a spoof of Forest Gump's Bubba Gump Shrimp Company. If you remember from the movie, Bubba Gump went on to huge success, eventually becoming the aforementioned household name.

We'll in similar fashion; we'd expect the same type of success from Blackwell's Organic, a new Red Bank operation that has a product you need to be aware of.

Lately in the triCityNews, you've been reading more and more about organic and fair trade type businesses and products in our area.

Places like Be Green Juice Bar & Café, Dean's Natural Food Market, The Good Life Organic General Store in Ocean Grove, Kaya's Kitchen in Belmar, 10,000 Villages in Red Bank, Jesse's Café in West End (this week's Carpe Eatem) and Ducky Life organic & fair trade loose leaf teas in Ocean.

There's good reason for all of this. For one, organic products are healthy, environmentally friendly, etc. And while we are big supporters of this, it's the significance of organic and fair trade businesses popping up all over the triCity region that really gets us excited.

Because you won't find these types of businesses just anywhere. At least not in any great numbers. It's the most progressive and cool places with the most open-minded of people where you will find this stuff. I spent a lot of time this past year on the West Coast - in San Francisco, Oakland, Berkeley, Seattle, Vancouver and more. Out there organic and fair trade products are everywhere. They're the norm.

On the East Coast organic and fair trade products are still almost a novelty. A lot of people have no clue about either. They just aren't as widespread and accepted here although that is quickly changing.

So when we heard about Blackwell's Organic - which specializes in organic and fair trade soy gelato and fruit sorbetto, we got really excited - not just because we love gelato but mainly because this is yet another example of the organic and fair trade explosion (by triCity standards) that we've been seeing lately in the triCity area.

Owned by Marcia & Tom Blackwell, Blackwell's Organic came to fruition in April of last year. Tom had been making dairy free desserts at home for friends and special events. His desserts were so well received that the couple decided to open their own business.

"We run the business the way we run our lives", said Marcia Blackwell during a recent interview. The two eat mostly organic foods, recycle religiously and even compost their garbage.

After a lot of time experimenting the Blackwell's perfected their recipes staying true to their commitment of a quality, healthy version of this Italian tradition. They imported the necessary hot mixer and batch freezer from Italy and opened up shop in Red Bank where the entire product is now made and packaged.

All of their hand crafted soy gelato and sorbetto products are made with certified organic ingredients, fair trade certified coffee and cocoa, are cholesterol free and completely vegan. But what exactly does it mean to be fair trade certified?

Fair Trade Certification is internationally recognized as the largest, most rigorous social certification system in the world. The Fair Trade label is the only guarantee to consumers that farmers in developing countries were paid a fair price for their product, enabling a better life for farming families and investment into the quality of their products.

"We believe it is not enough to do no harm. Each of us individually and as a company must strive to make the world a better place and inspire others to do the same. We believe we can make a difference and affect social change by how we live our lives and how we run our business".

Blackwell's Organic is also adamant about supporting local farmers and businesses. They've worked with Merrick Farms in Farmingdale and Emery's Farm - an organic blueberry and raspberry farm in Jackson where their gelato and sorbetto are given to customers picking fruit during the summer heat.

Soy Gelato flavors include Chocolate, Coffee, peanut Butter, Peanut Butter Chocolate Swirl and Vanilla. The Fruit Sorbetto flavors include Blueberry, Lemon, Mango, Orange, Pineapple, Raspberry, and Strawberry and all contain at least 50% fruit. You'll find that each flavor is true to its name.

As of right now you can purchase Blackwell's Organic gelato and sorbetto at Dean's Natural Food Market in Ocean & Shrewsbury and Jesse's Café in West End. But Marcia promises they'll have the product in more locations real soon.

And perhaps our favorite part about Blackwell's Organic is that their products - while health conscious, and free of dairy, preservatives, additives and extracts - sacrifice no taste. In fact you won't believe there's no dairy in the gelato, it's that good.

Says Marcia & Tom, "Our commitment is to create a product that is better for the body, the soul and the planet".

They've certainly accomplished that goal all the while adding an amazing product to the triCity region's rising organic and fair trade community.

For more info on Blackwell's Organic call 732-539-9181 or email Marcia@blackwellsorganic.com.