

# The Checkout

@ The Trusted Trolley

One Team

Four Years

## On Television

### We're famous

We wanted to get on TV so we sent out a press release. We got interest from one station, and even an interview, but that soon didn't eventuate. We were lucky enough that another TV station picked up our story and ran with it.

The day they came to film we were so nervous, so thrilled, and so excited to be able to share what we had been passionately working on for over 22 months.

Today Tonight aired our story in January 2013. And during the story over 560 people visited our new website. We couldn't have been more proud and happy, and amazed that we made it on TV.

It was an amazing experience and we're so glad we got the opportunity to share with Australia, or at least WA, our passion for avoiding harmful food additives.

*"It's the impulse buying behaviour costing shoppers their time, money and health. Meet the additive army. They're a group of mums putting trust into your trolley. With ten kids between them-mothers Michelle, Nyssa, Kelli and Alana have done the research for you. Reading labels and compiling the facts, taking the time and stress out of shopping healthy."*

## Expo, Expo Let's Get Travelling

...

In order to spread our message far and wide we have spent over 515 hours, distributed more than 3,000 flyers, and attended 24 expos and presentations from Perth to Boddington to Busselton. We travelled almost 4,800 kilometers to share our information.

The cost of expos versus the profit meant that these outings didn't earn us anything, but we loved getting out and about and talking to people.

The joy of sharing our additive aware message was always a winner, even though at the start of every expo there were so many butterflies in our tummies.



 **Every Parents Dream**  
Eating Safely - without harmful additives

**Do you know what your children are really eating?**

**320 - hyperactivity**  
**951 - fatigue & anxiety**  
**282 - irritability, restlessness, sleep disturbance & inattention**  
**621 - headaches and dizziness**  
**102 - ADHD, asthma, hyperactivity**  
**211 - exacerbate asthma symptoms and sensitive skin has the ability to deactivate parts of DNA**  
**249 - breathing difficulties and headaches**

  [www.EatingSafely.com](http://www.EatingSafely.com)

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## Sharing our Passion

### Any group will do

Being contacted by various groups to present our information was amazing: a local library, a summer school, a fitness group, multiple groups of mums and many others.

We were able to set up practically anywhere and deliver our message to people who really cared.

Our presentations were interactive and allowed participants to look at items they might find in their fridge or pantry and see the additives listed on the packaging. And in many cases seeing the utterly misleading food packaging information

that tried to get them to focus on what was NOT in the product, rather than what was.

We couldn't wipe the grins off our faces as people learnt how many additives are in the foods they were eating, and how we could help them do something about it.

There is something magical about watching a group of people suddenly have their world turned upside down, then knowing that you have the ability and desire to help them right their world.

Speaking always made us feel nervous, but we showed courage every time and had so much nervous energy after each engagement.

Partnerships are  
way  
more fun!

So over the last four years we have partnered with some amazing people to share our combined message of being aware of what you put in your mouth and how it can positively or negatively affect your health.

And we have loved seeing them present, and getting to know them better. Some of these amazing people are:

Sue Dengate, Tegan Benfell, Julie Eady, Tania Winfield, Melanie Avery, Francine Bell, and Peter Dingle.



Some of our wonderful children 2013



Sue Dengate 2012



Peter Dingle 2014



South West Women's Expo 2015

## Consumer Advocacy in a Twist

### Let's Change the World



Sometimes it doesn't take much to make a difference. Not when you end up sharing, and someone else helps too. Soon you have made a major difference and have changed something that you thought almost impossible, or very likely to take a long time to change. That's what we first thought when we found out in August 2013 that Parker's had changed where they manufactured their Baked Pretzel products. It wasn't so much the location that was the problem just that the new manufacturer decided to add anti-oxidant 319 into the product, where previously it had not contained it. Of course, knowing this particular additive is harmful meant we could no longer recommend them as a safe snack option. We were very disappointed at the time because they were one of the few packaged savoury snack options that met our safe criteria (no harmful additives). So we got our action caps on and joined with others to get it removed. In April 2015 we were notified by the company that it had removed 319 from the product. A small victory, but one that joins others we have seen over the last four years. Go consumer power!

- Vaalia decided to remove 160b from its yoghurt products
- Pascall removed 120 from their pink marshmallows
- Woolworths removed additives 471,472,481,297, and 306 from their bread
- Coles and Woolworths removed preservatives from bread loaves

### Smashing Partner Something Different!

We were contacted then given food samples by various suppliers to give away at our expos.

After running a few joint competitions, we were approached by a consumer plastic storage company to sell their replacement parts. They were looking for a partner and thought we would make a great match.

We got on board, created an online shop to add to our website, put our first order in to get stock and were off and selling. Almost 800 products were sold earning revenue of \$1,690 in five months.

The fact that we even got approached by someone to do this still amazes us!

That we managed to pull it off and make some money is even cooler!

After six months we got asked if we would stock more products, to which we heartily agreed.

We thought it would be so cool in future to have our logo on Smash products that have replacement parts.

To be able to walk into every supermarket and see our logo, that would be amazing!



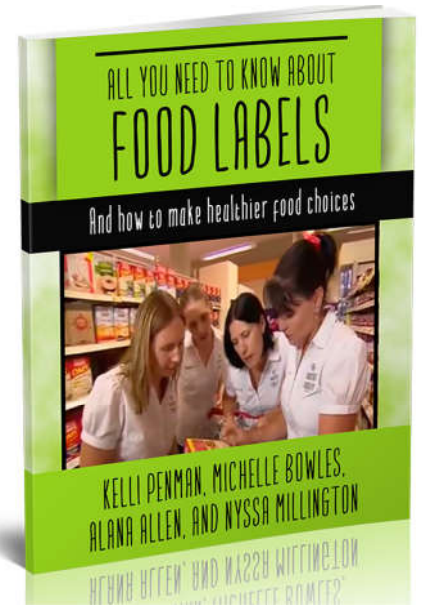
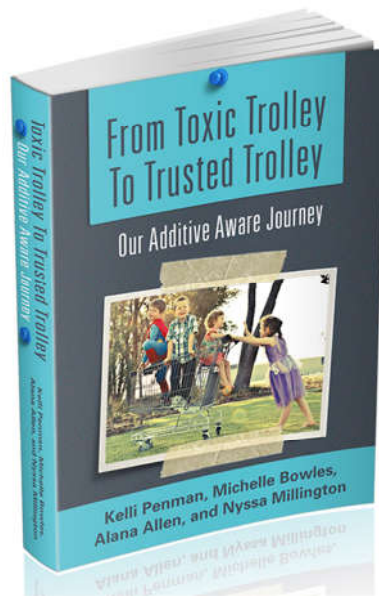
**THE TRUSTED TROLLEY**  
*additive aware shopping*

## *In the library*

### **We got published!**

It should be easy to write a book. Is it easy to get it edited, formatted, published and printed? Well after many hours, coffees, and a photoshoot we achieved our goal. We wrote a book showcasing our stories and how important it was for our families to be additive aware.

We are so pleased and also amazed to have achieved this. And to also have our book on the shelves of several libraries, and health food shops also makes us proud.



To my wonderful business partners,

What an amazing, thrilling, scary, exciting, and adventurous journey the last four years have been. I am so proud to have achieved all this with you all, and wish you all the best in the next season of life.

Nyssa Millington - The Boss @ The Trusted Trolley

## ***But wait...there's more***

- Books Sold – 70+
- E-Books Sold - 96
- Memberships Purchased – 120
- Memberships Given away – 9
- Facebook Fans – 6,700
- Number of coffees – 1,771+
- Hours worked – 5,311+
- Kilometers Travelled – 11,505
- Produced 2 Christmas Guides
- Celebration Guide Downloaded - 281
- Visitors to our website – 65,000+
- Products added to our website – 1,862
- Number of Customers – 1,280
- Radio Interviews – 11
- Blog posts about us – 4
- Newspaper interviews – 4
- Goosebumps Moments – TMTM
- Blog articles written – 90
- Product Comparisons created - 35
- Number of newsletters sent – 99
- Number of subscribers – 1,753
- Number of automated letters – 17,941
- Visitors to our blog – 6,089

