

Check those Food Labels Closely

GEG Bulletin
July 22, 2009

Dear Eco-Gardeners,
I saw this and thought about you. As you pick your way through the propaganda of what is healthy food and what is not—here is new information.

Corporate Trickery Tests our Discernment—

It's All in the Label

Our challenge of shopping for healthy food at the grocery store is getting more challenging. Industrial food giants are rapidly developing new product lines that imitate the packaging colors of organic counterparts. They deliberately label packages deceptively. Eyeing the rising consumer interest in organics and the greater profits, companies like Whole Foods Market (WFM) and United Natural Foods (UNFI) are slapping “Natural” on their packaging, making them sound as if the foods came from conscientious farmers. The truth is, these “natural” product lines (like house brand “365”) are coming from energy- and chemical-intensive conventional and factory farms. The items contain pesticide residues, Genetically Modified Organisms (GMO’s), sewage sludge, synthetic preservatives, and carcinogenic additives.

Why the marketing sleight of hand? In truth, a label of “All Natural Ingredients” actually means nothing...except a way to green-wash and charge higher prices. The food mega-corporations are capitalizing on surveys that people *perceive* that natural equates with whole, safe, and clean. Most people do not realize the difference between organic and natural. Sadly, the marketing tricks apply to vitamins and supplements as well as foods.

What does organic mean? “USDA Certified Organic” means that the product’s ingredients are certified 95-100% organic, and have earned the label. Certified organic means the farmer or producer has undergone a regular inspection of its farm, facilities, ingredients, and practices by an independent Third Party certifier, accredited by the

USDA National Organic Program (NOP). The producer has followed strict NOP regulations and maintained detailed records. Synthetic pesticides, animal drugs, sewage sludge, GMOs, irradiation, and chemical fertilizers are prohibited. Farm animals, soil, and crops have been managed organically; food can only be processed with certain methods; only allowed ingredients can be used.



So, gentle shoppers...put on your spectacles and read the fine print. Look for the USDA Organic symbol denoting certification. Let's use our educated discernment and snuff out this false marketing ploy to undermine the organic movement. Will you be my fellow Green-Wash Campaign-Busters?

See you at the grocery store, dear comrades!

Read more at http://www.organicconsumers.org/articles/article_18493.cfm

Please let me know if you want off this list,