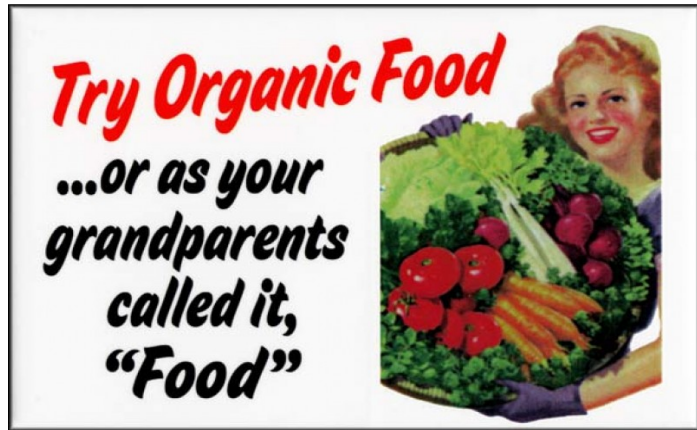


WHY EAT ORGANIC?

Organic farming practices emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations. They are among the fastest growing segments of agriculture and food production in the United States. There are a number of different terms used to describe growing methods, but one to look for is the term "organic." This is a federally regulated food term.



Companies must meet basic requirements in order to earn this designation. By purchasing organic products, you support a production system concerned about its environmental impact every step of the way. You're joining top chefs who appreciate the superior nutritional content, flavor, and quality of organics and, most importantly, you're contributing toward a more sustainable future.

By choosing at least one organic product out of every 10 items you purchase...

WATER	PRODUCE	MILK	OIL
 98 Million	 53 Million	 20 Million	 2.9 Billion
servings of drinking water would be free of toxic pesticides	servings of produce would be produced without toxic pesticides	servings of milk would be produced without rBGH or antibiotics	barrels of imported oil would be eliminated
EACH DAY	EACH DAY	EACH DAY	EACH YEAR

25,800 square miles of degraded soils would be converted to rich, highly productive crop land

Assure	Eliminate	Capture
 915 million	 2.5 million pounds	 6.5 billion
animals are treated more humanely	of antibiotics used in livestock each year	pounds of carbon in the soil

brought to you by The Organic Center: www.organic-center.org


ORGANICS WORLD WIDE



TOP 10 REASONS TO GO ORGANIC


- 1. Keep chemicals out of your food** - Organic certification assures that foods have been grown and handled according to strict procedures and without the application of toxic chemicals.
- 2. Avoid risky food handling practices** - Organic standards prohibit foods treated with irradiation, genetically modified foods, and the use of human sewage as fertilizer. There are no similar guarantees with conventional foods.
- 3. More flavor** - It's common sense: well balanced soils grow strong, healthy plants that taste great.
- 4. Better nutritional value** - Studies show that organic produce contains more vitamins and higher amounts of important trace minerals.
- 5. Higher standards for animal care** - Organic standards prohibit intensive confinement of farm animals, feed lots, and the practice of using rendered animal protein as feed (which can spread mad cow disease).
- 6. Protect our waterways** - The elimination of polluting chemicals and prevention of nitrogen leaching, done in combination with soil building, protects and conserves our water.
- 7. Create a sustainable economy** - Conventional vegetables may seem less expensive than their organic counterparts, but they have huge hidden costs. Conventional foods involve large government subsidies, contaminated drinking water, erosion of soil, health problems for field workers and the costly regulation and clean-up of hazardous wastes associated with pesticide production.
- 8. Improve farm worker health** - Farm workers at conventional farms are six times more likely to develop cancer than the average person. Also, as many as 300,000 farm workers are poisoned by pesticides each year. Farm workers often bring toxic residues home to their families on their clothes and skin.
- 9. Support family farms** - Going organic is one of the few survival tactics left for small farmers, who get a better price for organic produce. A strong market for organics allows families to keep their farms instead of selling out to large, conventional growers.
- 10. Protect future generations** - Children are typically exposed to four times the amount of pesticides that adults face. Also, the USDA warns that much of America's farmland is in danger of becoming infertile through poor soil stewardship. Organic practices focus on building healthy soil, and preventing soil erosion.

strict standards



fruits & veggies
..... are grown


without




farm animals
..... are raised

without


pesticides




synthetic fertilizers




sewage sludge




genetic modification




ionizing radiation




antibiotics



growth hormones




non-organic feed



the label

100% organic

Means 100 percent of the ingredients must be organic. The USDA logo may be used on all packaging.




organic

Means a minimum of **95%** of the ingredients are organic. The USDA logo may be used on all packaging.

Nutrition Facts	
Serving Size 1/2 cup dry (40 g) Servings Per container: 13	
Amount Per Serving	
Calories 150	Calories from Fat 25
% Daily Value*	
Total Fat 3 g	4%
Saturated Fat 0.5 g	1%
Trans Fat 0 g	0%
Cholesterol 0 mg	0%
Sodium 0 mg	0%
Total Carbohydrate 27 g	10%
Dietary Fiber 4 g	8%
Sugars 1 g	2%
Protein 5 g	10%
Vitamin A	100%
Vitamin C	100%
Calcium	100%
*Percent Daily Values are based on a diet of 2,000 calories that your daily values may be higher or lower depending on your calorie needs.	
	Calories
	2,000
Total Fat	35 g
Saturated Fat	20 g
Cholesterol	300 mg
Sodium	2,400 mg
Total Carbohydrate	300 g
Dietary Fiber	25 g

ingredient panel only

<70% of the ingredients are organic.



made with organic ingredients

70-94% of the ingredients are organic. The USDA logo cannot be used on the package.

converting farmland to organic

Year 1

Begin building fertility of land for next 2 years. Harvest cannot be labeled organic yet...

Year 2

In the second year, crop may be stated as "In Conversion"

Year 3

It is not until the third year that produce may be stated as fully organic. Soil and natural fertility building are important parts of organic farming.

