



Organically man-made

A deeper look into what is actually natural, organic and how the manufacturers are tricking us into buying the fraud





Organic?



Actually none of these products are USDA certified to be organic at all.

In the world of advertising, large companies are in the business to make money and get paid. Now with the huge and growing trend of “going green” they all want a piece of that money tree. Do you think you can spot a fake?





1



2

How about these? do you think any of these are organic?



3



2

If you guessed the second product you are right!

In order to be organic the product must be certified by the USDA. These products pass rigorous guidelines in order to ensure that what you are buying is what you are getting. 100% Organic





Advertisers and marketing now love to use the notion that most people in fact do not understand the true meaning behind what is actually organic and/ or natural and what is not.

They like to use colorful words like “infused”, “extracted”, and “derived from” to make it appear that the product they are selling is organic. DONT BE FOOLED!



The National Organic Standards Board Definition of “Organic”

The following definition of “organic” was passed by the NOSB at its April 1995 meeting in Orlando, FL.

Organic agriculture - is an ecological production management system that promotes and enhances biodiversity, biological cycles and soil biological activity. It is based on minimal use of off-farm inputs and on management practices that restore, maintain and enhance ecological harmony.

‘Organic’ is a labeling term that denotes products produced under the authority of the Organic Foods Production Act. The principal guidelines for organic production are to use materials and practices that enhance the ecological balance of natural systems and that integrate the parts of the farming system into an ecological whole.

There are four ways it can be organic

100 Percent Organic - may carry USDA Organic Seal

Organic - at least 95% of content is organic by weight (excluding water and salt) and may carry the USDA Organic Seal.

Made With Organic - at least 70% of content is organic and the front product panel may display the phrase “Made with Organic” followed by up to three specific ingredients. (May not display new USDA Organic seal)

Less than 70 % of content is organic and may list only those ingredients that are organic on the ingredient panel with no mention of organic on the main panel. (May not display new USDA Organic seal)

1


2

3

4

How to read a USDA seal



A man in a brown t-shirt and cap is crouching in a field, eating a green vegetable. The t-shirt has the text "NO PANIC... GO ORGANIC" on it. In the background, another person is working in a field, and there are mountains under a blue sky with clouds.

In order to obtain a seal of approval from the USDA, our government requires the companies to verify and abide by certain criteria. These regulations include obligations such as no usage of irradiation, sewage sludge, or generically modified organisms in an organic product.

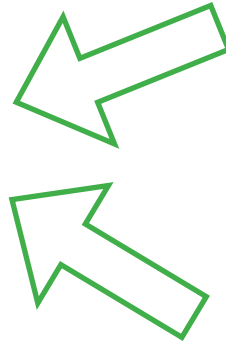
i.e the USDA prohibits antibiotics to be used on organic meat farms and that the animals must be fed 100% organic feed their entire lives.

BE careful, farmers that gross less than \$5,000 from organic products and sell directly to the consumer or retailer are EXEMPT from the certifications. They are not allowed to have the seal, but they can say organic.



Coincidentally, if products are marked or inferred to incorrectly as genuine organic products, there are hefty penalties and fines.

If you or your company is found guilty of prudery of an organic product or false customer knowledge of a product, the fine can reach up to \$10,000.

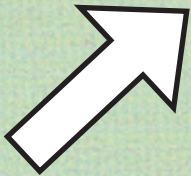
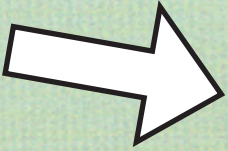
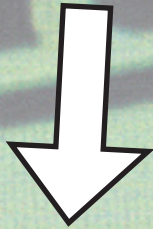


Wal-Mart was caught red handed with many misleading labels and signage violations. Wal-Mart said that they clearly have correct position standards for all their merchandise so consumers are correctly informed and that these incidences were accidental and rare. However when the stores were revisited they had the same issues if not more.



**As could be predicted
Wal-Mart got caught . .**

Snapple.



NATURAL

... and even
snapple too

Snapple was sued

Alleging that the uses of the term “Natural” on their drink labels was deceitful, because the drinks contained high fructose corn syrup (HFCS), “highly processed sugar substitute.” However the judge dismissed the case due to the lack of clarity in the FDA’s definition of “natural”.





Now don't get confused between organic and natural they are two very different things





Natural can't be considered organic but organic can be considered natural. Natural Defined by the FDA Means simply that nothing artificial has been included: i.e, artificial coloring and flavor



Honey and table sugar...



**SUGAR
IN THE
RAW** ® NATURAL CANE
TURBINADO SUGAR
FROM HAWAII



Both natural

However being natural does not mean that the product has any nutritional meaning what so ever.



To simplify all this for you
“Natural” Describes a trait or characteristic where as
“organic” describes a process from an ingredients
point of view.

But do not be confused with words like “All natural”,
“hormone free”, and “free range”. These descriptions
very useful to you when you’re shopping however are
not organic and or 100% natural.

**If you would like to understand more about
this you can visit these websites:**

<http://www.foodproductdesign.com/articles/organic-natural-labeling.html>

<http://www.quackwatch.org/01QuackeryRelatedTopics/organic.html>

www.greenguide.com

idealbite.com

[alternative consumer.com](http://alternativeconsumer.com)

www.consumerreports.org

www.leapingbunny.org

fairtradefederation.org

www.cpsc.gov

www.ftc.gov