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**MEDIA  
PLANET**

# THE ORGANIC MOVEMENT

5

FACTS

YOU DIDN'T  
KNOW ABOUT  
ORGANIC

## POSITIVE SOLUTIONS

Find out how **organic agriculture** has been the answer to recovering veterans like Jeremiah Butler

Organic  
vs. natural  
Know the  
difference



The dirty dozen  
Most important  
produce to  
buy organic



Can organic  
feed the world?  
Research  
says yes



## CHALLENGES

Organic agriculture and products offer **positive solutions** for our personal and our planet's well-being.

FACT

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ORGANIC BUILDS  
NUTRIENT-RICH  
SOIL

## The benefits of organic

**D**aily, we are reminded just how small our planet is and how events on the other side of the globe can affect people in many other regions. It is easy to feel overwhelmed with news about world hunger, global warming, climate change, and concerns surrounding the food we eat. Yet in the midst of these concerns there is good news! Organic agriculture and products offer positive solutions for our personal and our planet's well-being.

**Health benefits**

In May 2010, the President's Cancer Panel exhorted consumers to choose food grown without pesticides or chemical fertilizers, antibiotics, and growth hormones to help decrease their exposure to chemicals that can increase their risk of contracting cancer. This may seem like a tall order for today's busy consumers but in fact, it is easily accomplished by choosing organic food.

Another 2010 study concluded that exposure to organophosphate pesticides at levels common among U.S. children may contribute to the prevalence of attention deficit/hyperactivity disorder (ADHD). The use of organophosphates is prohibited in organic production. Meanwhile, organic foods do not contain synthetic food dyes, which have been linked to allergic reactions, hyperactivity, and even cancer.

Just recently, Environmental Health Perspectives published three independent studies showing that children whose mothers are exposed to common agricultural pesticides are more likely to experience a range of deleterious effects in their cognitive development including lower IQ as well as impaired reasoning and memory. Once again, these pesticides are prohibited in organic production.

**Global warming and environmental benefits**

Meanwhile, organic agriculture offers many environmental benefits. Not only does it build



**Christine Bushway**  
Executive Director and CEO,  
Organic Trade Association

"A simple way you can make a difference to the land, our water supplies, air, and ultimately the health of our planet and those living on it is to choose organic whenever you shop."

nutrient-rich soil and help to keep our water supplies clean, it also removes carbon dioxide from the air and sequesters it. In fact, according to research at the Rodale Institute, organic practices can remove about 7,000 pounds of carbon dioxide from the air per year and sequester it in an acre of farmland. Accordingly, if all 434 million acres of U.S. cropland were converted to organic practices, it would be the equivalent of eliminating 217 million cars—nearly 88 percent of all cars in the country today and more than a third of all the automobiles in the world.

In the coming years, it is conceivable that organic's benefits will become even clearer. Thus, a simple way you can make a difference to the land, our water supplies, air, and ultimately the health of our planet and those living on it is to choose organic whenever you shop.

**CHRISTINE BUSHWAY**  
editorial@mediaplanet.com

## The foundation of the organic movement

**In 1940, after observing a link between his own family's poor health and the quality of the food they were eating, J.I. Rodale bought a run-down conventional farm near Kutztown, PA.**

On this farm he concluded that conventional farming practices were destroying the soil, directly causing health problems among people. He found that the use of chemical applications of nitrogen, phosphorus, and potassium in the soil were destroying its basic natural organic compounds, thus producing scanty crops and foods with minimal nutritional value. Rodale wanted to cultivate the soil naturally, coining the term "organic agriculture." Despite the ridicule he endured, he was

determined to prove organic farming "was not a fad."

J.I. Rodale's farm would soon become the Rodale Institute, the first organization to scientifically show that organic farming was essential for human and environmental sustainability.

**From fad to necessity**

In the late 1970s, Gary Hirshberg was the executive director of the New Alchemy Institute and was looking for a whole systems approach to food growing. He felt it was not impossible to feed large numbers of people without all the detrimental costs associated with conventional agriculture.

Now the CEO of Stonyfield Farms, Hirshberg says, "It [organic farming] has gone from being a good idea and a fad to being a financial necessity for job creation and economic development. It's important for national security so we don't have to import fossil fuels, it's kinder to animals and profitable to farmers. It's a win, win approach to agriculture," Hirshberg says.

"Thirty years ago we were focused on chemicals in food and that was overwhelming in itself," says Michael Funk, chair and co-founder, UNFI. "Today, the organic consumer is looking at everything

in the environment, what clothes we wear, the packaging our food comes in, the products that we use to clean our houses, our bodies. It's a much more comprehensive approach to try and eliminate toxic chemicals out of our lives entirely, not just our food."

Hirshberg and Funk, along with numerous other visionaries of the time, created the foundation for the organic movement and championed ideals that are still part of the industry today. It was their mission to not only create quality organic food but to have a sustainable supply chain, a socially responsible business model and frankly—to make the world a better place.

**LAURA LOWE-BRODY**  
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## WE RECOMMEND



**Megan Westgate**  
Executive Director,  
Non-GMO Project

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"With polls consistently showing that the majority of Americans would like to know whether or not their food contains GMOs, the organic industry has taken a leadership role in providing an informed choice."

**Keeping kids healthy starts in the kitchen**

p. 4

Taking baby steps to incorporate organic into your family's lifestyle.

**Fair trade: What you purchase matters**

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The Fair Trade certified label allows consumers to look beyond the product and have confidence in their purchases.

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~ Rupert Stephens



The words of Rupert Stephens, our founder Arran Stephens father, flavor all we do here at Nature's Path. In fact, for 3 generations we've built our company on them. Caring for people while caring for the planet. And all the while, making food we're proud of. We're always organic and among the first in North America to wear the Non-GMO Verified Seal as well. We look forward to joining you at your table.

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**Eat well. Do good.**

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





# NEWS

**FACT**

# 2


**ORGANIC  
SUPPORTS EARLY  
DEVELOPMENT**

## QUESTIONS AND ANSWERS



**Alan Greene,  
MD, FAAP**  
Clinical Professor  
of Pediatrics,  
Packard Children's  
Hospital at  
Stanford University

### What are simple changes parents can make to help their baby have the healthiest start possible?

 Human milk is the perfect complex food to start. If there's one time in life to choose organic foods, it's the window of early development from pregnancy through infancy, when development is fastest and most complex. Their rapidly growing bodies benefit most from building blocks and are most vulnerable to environmental toxins. In the U.S., the most common solid food for babies is conventional white rice baby cereal—basically refined white flour. This can set the trajectory of their taste preferences and metabolisms. One high-impact simple thing to do? Let every child's first grain be a whole grain. They won't mind a bit. And let every baby's first food be a real food. It can be as simple as mashed avocado or banana that the baby has touched and seen you eat, learning where food comes from at the start.



**John Foraker**  
CEO, Annie's  
and father of four

### How can parents encourage healthy eating from an early age?

 As a parent, I know one of the most important things is to instill in my children an appreciation for healthy food. A daunting task? Not with these tips:

- **Dig.** Kids and dirt are a natural combination! Spark their interest in healthy eating by planting vegetables together. No space for a garden? Try a pot of herbs in a sunny window.
- **Play.** Turn grocery store trips into game-time. Can your kids find products that only have ingredients they can pronounce? Or the cookie with the fewest number of ingredients?
- **Eat.** Invite kids into the kitchen. Even picky eaters are often more willing to try something they've helped create.

# Keeping kids healthy starts in the kitchen

## When it comes to feeding a family, there is not a 'one size fits all' approach.

With the increasing number of American children with allergies, diabetes, obesity and cancer, it's getting even harder to feed kids when you've got good intentions but limited budget.

As studies continue to urge us to reduce our exposure to artificial growth hormones, artificial food colors and toxic pesticides as a precautionary measure to protect the health of our children (ingredients that by law are not allowed in organic products), there is a lot that we can do in our efforts to feed our loved ones healthy meals. But just as you didn't potty train your kids over night or wean them from a sippy cup in a day, changing the way that you feed your family may not happen right away either and might require taking some baby steps.

If you are ready to make changes but don't want to break the bank, a good first step is to find a friend with whom you can navigate these changes. Food can be a highly charged issue, and others might roll their eyes at you as you begin.



PHOTO: ISTOCKPHOTO.COM

### Making the change

The best place to start is right where you stand in your own kitchen. If you're worried about artificial colors and dyes (and have learned that American food manufacturers don't use them in the products that they sell in other countries), then you can

cut back on the colors: instead of blue yogurt, opt for white yogurt (and add your own sprinkles, fruit, raisins or even chocolate chips). Instead of orange mac and cheese, look for the white cheddar version or use half of the package of fluorescent orange powder. Remember, this is about

### THE "DIRTY DOZEN"

Certain fruits and vegetables named the "Dirty Dozen" may have a greater risk of pesticide contamination than other varieties due to the nature of the plant and how they are grown. This list includes:

- |                |               |                      |            |
|----------------|---------------|----------------------|------------|
| ■ Celery       | ■ Apples      | ■ Sweet bell peppers | ■ Potatoes |
| ■ Peaches      | ■ Blueberries | ■ Spinach            | ■ Grapes   |
| ■ Strawberries | ■ Nectarines  | ■ Cherries           | ■ Lettuce  |

# Baby steps to "generation organic"

## As more and more parents confronting the reality of aging have begun to embrace organic eating as an essential cornerstone to leading a healthier life, they are also realizing that such a choice is best made from day one, rather than year 30 or 40.

At the same time, a broad reexamination of child nutrition has led to new clarity surrounding how parents can empower their children with healthier eating habits from the moment they first enter this world. According to pediatrician Dr. Alan Greene, the voice of Dr.Greene.com which has been serving as an online health resource for parents since 1995, "Taste preferences are learned like a language. At the very beginning, babies will eat anything

and then later develop a fear of new foods. Parents should focus on that first bite of food."

The chemicals and pesticides found in conventional foods can be even more harmful to infants and children than they are to adults, making organic the best choice. "The average baby will eat two to four times more fruits and vegetables than the average adult per day, but has a much smaller body. This is why it's so important to take careful consideration of the foods you feed your baby as it has a much larger

impact than it would on an adult who has a much larger body mass," says Kim Bremer, senior director for infant feeding at Earth's Best.

### Lifestyle solutions

Neil Grimmer, father of two and CEO of Plum Organics, says it's important to focus on "food quality, flavor profiles, organic ingredients free of pesticides, fillers and dyes, rather than those featuring cartoon characters on the outside of the box. If your food is pure from the start, you'll be healthy for life."

"One of the key things for parents to understand is that the increase of conditions such as asthma, allergies, eczema, autism, cancers, high blood pressure, and type 2 diabetes is not due to a change in our core genes, but rather a change in how we eat," says Dr. Greene. "This is actually good news because it means that there are lifestyle solutions for these issues."

Plum Organics defines its community of parents and children who embody the lifestyle and philosophy of eating organic and living healthy as "Generation Organic." By beginning with baby steps, perhaps generation organic can one day become everyone organic.



**The average American is exposed to 10-13 pesticide residues each day. Eating organic is the best way to limit this exposure.**

**ROBYN O'BRIEN**

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**MAX FRIEND**

editorial@mediaplanet.com



\*Ryan, AS et al. Prostaglandins Leukot Essent Fatty Acids. 2010 Apr-Jun;82(4-6):305-14.

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# INSIGHT

## The GMO debate

**In the European Union, regulations mandate that foods containing more than 0.9 percent GMO (genetically modified organism) be labeled, providing the public with the option to avoid this technology.**

In more than 30 countries around the world, there are significant restrictions or full bans on the production and sale of GMOs.

The relatively new science of genetic modification is conducted in a laboratory and typically involves merging DNA from different species to create combinations of plant, animal, bacterial and viral genes that cannot occur in nature or in traditional crossbreeding. With a growing body of scientific research showing that genetically modified crops disrupt the ecosystem, increase pesticide use and can be allergenic and even toxic to humans, most developed nations are approaching this novel technology with caution.



**Megan Westgate**  
Executive Director,  
Non-GMO Project

### Home-grown harm?

The United States, however, grows more acres of GM crops than any other country in the world (nearly as many as all other nations combined) and does not require GM content to be disclosed on food labels. As a consequence, estimates suggest that unlabeled GMOs are currently present in at least 70 percent of America's conventional processed foods. The world's leading producer of GMOs, St. Louis-based Monsanto Company, spends millions of dollars a year on lobbying efforts (over \$8 million in 2010 alone) and is opposed to mandatory labeling of GMOs.

GMOs have been touted as a panacea for world hunger and the global climate crisis, but to date,


after 30 years and billions of dollars in research, only two principal traits have been successfully developed: herbicide tolerance and insecticide production. There are no GMO traits currently on the market for increased yield, drought tolerance, enhanced nutrition, or any other humanitarian or environmental benefit.

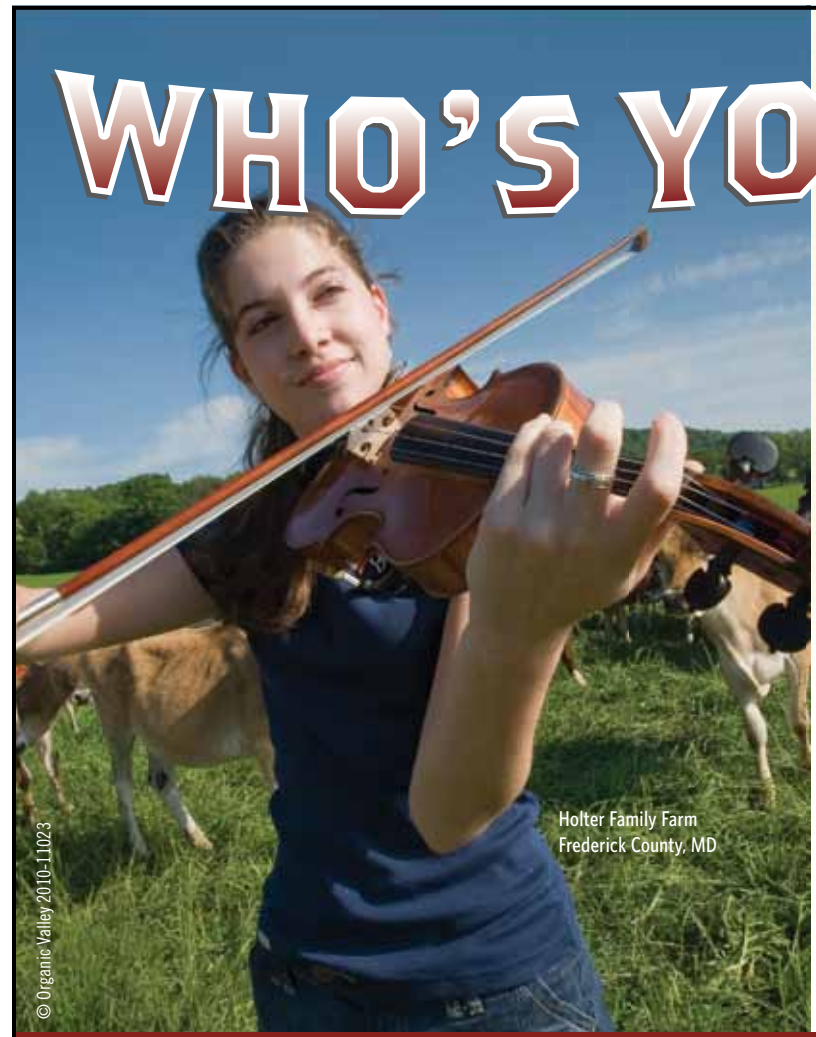
With polls consistently showing that the majority of Americans would like to know whether or not their food contains GMOs, the organic industry has taken a leadership role in providing an informed choice. GMOs are an excluded method under the National Organic Program and a new third party verification program provided by the non-profit Non-GMO Project ([www.nongmo.org](http://www.nongmo.org)) offers the additional assurance that GMO-risk ingredients have been tested and are below 0.9 percent GMO content.

**MEGAN WESTGATE**

[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)

93% of all soy, 86% of all corn and 93% of all cotton in the United States are grown from GMO seeds.

 GMOs are not allowed in organic agriculture and the new Non-GMO Project verification offers additional assurance that risk ingredients have been tested.



Holter Family Farm  
Frederick County, MD

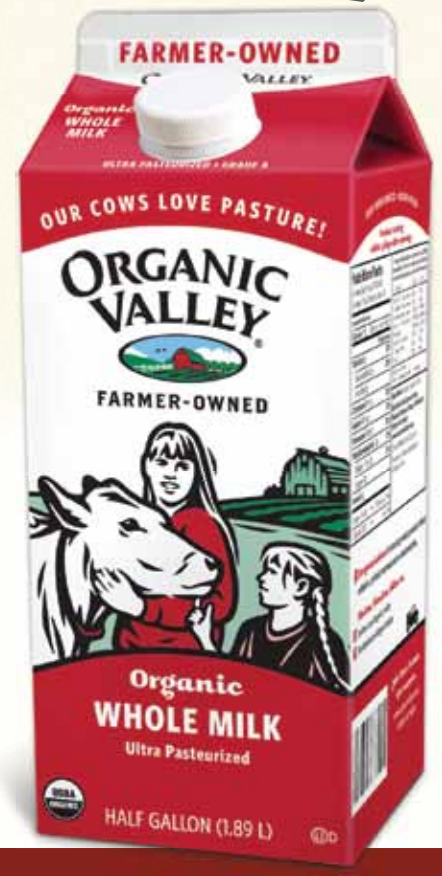
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## WHO'S YOUR FARMER?

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Find your nearest farmer and get coupons at [www.organicvalley.coop](http://www.organicvalley.coop)



**The best milk comes from pastured cows.**



# Can organic feed the world?

The Rodale Institute's Farming Systems Trial, initiated by my father Robert Rodale in 1981, is the world's longest running study comparing organic agriculture with conventional chemical-farming methods. It has demonstrated that modern organic farming is more productive and profitable for farmers. Year after year, the organic crops have performed as well as chemical crops and often outperformed them, especially during periods of drought and floods. Our researchers have learned that organic soils store significant amounts of carbon and moisture and if adopted on a wide scale, have the potential to combat global warming and prevent the tragic flooding that has been facing our towns and cities around the world.

## Making it a global reality

In contrast, toxic chemical agricul-



**Maria Rodale**  
CEO and Chairman,  
Rodale Inc.

ture pollutes land and waterways, and ultimately enters our bodies. Despite advertising campaigns promoting it as the only solution for feeding the world, farmers in developing countries are rejecting the expensive seed and chemicals required to keep genetically modified crops on their artificial support systems. Modern organic farming is the model that works best for them, and the only one that can feed the world for the long term without creating deserts and destroying lives.

Making modern organic farming a global reality depends on all of us: the vegans and the omnivores, the tea partyists and the coffee

partyists. We need to turn to our Farm Bill, which doesn't just subsidize agriculture, but also school lunches, food stamps, and wildlife conservation, and turn it into a Food Bill.

By demanding organic and voting with our dollars, we can affect change in our communities and our households to protect our health and future. Demanding organic will reduce our taxes, reduce our budget deficit and eliminate the farm subsidies that make "conventional" food artificially cheap. Every American deserves food free of toxic chemicals. But without each and every one of our voices, our right for safe, clean food is at risk. Without this safe, organic food, our future is even more at risk.

**MARIA RODALE**

editorial@mediaplanet.com



**FIELDS OF CORN** in the Farming Systems Trial at Rodale Institute in Kutztown, PA.

PHOTO: ANDREW NORELLI PHOTOGRAPHY

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## INSPIRATION

FACT


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THE USDA  
ORGANIC SEAL  
IS A FEDERALLY-  
ENFORCED  
MARK

QUESTIONS  
AND ANSWERS


**Seth Goldman**  
President,  
Co-Founder  
and TeaEO,  
Honest Tea

**Should consumers be concerned that the integrity of their favorite organic brand has been compromised when it is bought by a larger company?**

 When Honest Tea pursued organic certification in 1999, we made a promise to our consumers: A promise to use ingredients grown without the use of synthetic chemicals, hormones or artificial additives, creating a healthier option for consumers, the environment and agriculture workers. Any product bearing the USDA Organic seal assures consumers that a thorough paper trail tracks ingredient purity and identifies the agricultural source, the producer and the inspector. Unlike the word “natural,” the term “organic” and the “USDA Organic” seal are federally-enforced marks. So the organic seal is a promise enforced by the Federal Government regardless of who owns the company.

Organic may not address all of consumers’ concerns—it is not connected to any claims about local sourcing or country of origin. But if consumers are looking for foods that are grown without the use of chemical pesticides or herbicides, then organic is the way to go.

There are  
**16,000**  
certified  
organic  
operations  
nationwide



**Question:** How do some U.S. veterans find solace and purpose when transitioning back into civilian life?

**Answer:** By healing their bodies and their minds through organic farming.

# U.S. Veterans: From war zone to healing gardens

## CHANGE

For Infantry Sergeant Colin Archipley, transitioning back into civilian life was unsettling after returning home to his southern California farm after his third tour of duty in Iraq. He thought about pursuing a job in real estate but instead found solace working the land. According to his wife, Karen Archipley, “After my husband returned from Iraq, if we went to a shopping mall, or even a grocery store for that matter, if it was packed full of people, that was an unsafe environment for him. It affected his psyche. Farming gave him his balance back.”

## Returning veterans and the graying of American farms

As our U.S. soldiers are returning home from multiple tours of duty in Iraq and Afghanistan, they are finding their lives in turmoil. Many are suffering from post-traumatic stress disorder, severe depression, and life-changing physical injuries. The transition from military life back to civilian life is proving to be difficult for some, devastating for most. Many veterans are losing their homes, do not have required skills for jobs, and are turning to drugs and alcohol to ease their pain.

Each day, eighteen veterans attempt suicide. There are few programs set up by the government to assist in healing the minds and bodies of these men and women who have sacrificed so much of themselves for this country. The American farm is in serious decline. Less than one percent of the American population claims farming as an occupation. As the U.S. farm population dwindles, the average age of



**VETERANS GOING ORGANIC.** “While there are far too many problems in the world in which we have no control, we can raise our essential food basket without the use of harmful chemicals. By giving that to my community, it gives me the same patriotic feelings as my military experience,” says Jeremiah Butler, a veteran who is working with the Farmer Veteran Coalition to get Butler Farm up and running in New Hartford, CT.

PHOTO: JANEL GALLUCCI

farmers continues to rise. In fact, about forty percent of the farmers in this country are 55 years old or older. The aging of the farm population has led to concerns about the long-term health of family farms as an American institution. U.S. veterans need jobs, therapeutic diversions, and a new purpose in life. The marriage of the two provides a pragmatic solution.

## The Farmer Veteran Coalition

In 2008, out of the back of his truck, Michael O’Gorman, a pioneer in the

organic farming industry, brought to life the Farmer Veterans Coalition (FVC), a program that provides assistance in bringing veterans and farms together. The programs at the FVC help fill the gap in U.S. agriculture by providing valuable job training through teaching sustainable, organic agriculture to the transitional veteran. Michael, who spends a portion of his time mentoring these veterans, believes that organic farms are the solution to a very real challenge.

“We want to support men and

women coming home from war,” says Michael, “and we realize this [organic farming] is a way to get younger people into agriculture.”

## V-SAT

Karen and Colin Archipley started the Veteran’s Sustainable Agricultural Training program, or V-SAT, on their own farm, Archi’s Acres. V-SAT not only gives veterans a profitable skill set but allows a decompressive environment for transitioning veterans who work these organic farms by hand. “This offers them an opportunity to not only eat better, because they’ve been living off those MRE’s that were made in a lab, and created specifically so they don’t have to go to the bathroom... not only does [organic farming] give them good food to eat and heal their bodies, they get to have that healing downtime,” says O’Gorman.

## No man left behind

The current training V-SAT class has eleven veterans on the waiting list as their WIA (Workforce Inforcement Act) funding is no longer available. They now desperately need public donations to support this important program. Please donate at [www.dvafusa.com](http://www.dvafusa.com) and [www.freedomisnotfree.com/militarydonation-stotroops](http://www.freedomisnotfree.com/militarydonation-stotroops). Donations can also be made at [www.farmvetco.org](http://www.farmvetco.org).

## Don’t miss!

This powerful story is also being made into a documentary. Visit [www.agreatermission.com](http://www.agreatermission.com) for more information.



# PRODUCT SPOTLIGHT



1



2



3

# ORGANIC LIVING

## 1 Maggie's Organics

Scarf, \$20

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

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## 2 Heartland Mill

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

"A Farmer Owned Company for Superior Flour"

## 3 Brigit True Organics

Magic Skin Balm, \$4-\$39

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

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## NEWS

FACT

5

ORGANIC  
ADHERES TO  
VERIFIABLE  
STANDARDS

QUESTIONS  
AND ANSWERS

Mike Ferry  
President,  
Horizon Organic

What is the future  
of organic dairy?

As more people recognize the benefits of organic for themselves and the environment, we see a bright future for organic dairy. Once families choose organic dairy they want to try other organic foods. The growth of the organic dairy category means families can choose dairy products made without antibiotics, added growth hormones, GMOs or pesticides. It means hundreds of thousands of acres converted to sustainable farming practices. It means more cows receiving compassionate animal care. It means a livelihood for the more than 600 Horizon family dairy farmers across the U.S. They all believe, as we do, that organic milk makes sense for healthy families and a healthy planet.


Arjan Stephens  
Executive Vice  
President of Sales  
and Marketing,  
Nature's Path  
Organic

What can consumers do  
to ensure they are not  
consuming GMO's?

Chances are most people have eaten GMO food without even realizing it—it's in as much as 80 percent of packaged foods and it doesn't have to be labeled. Since there haven't been any long term tests to determine what eating GMO food will do to our health, we are essentially all guinea pigs in a big experiment. Although there is no official testing required to be USDA certified, organic foods must be grown and processed without GMOs so eating organic provides a good assurance you are not consuming GMO ingredients. To take it a step further, the new Non-GMO Project Verified Seal lets consumers know that products have passed a rigorous, independent verification process—the products that bear this seal are absolutely the best choices in order to avoid GMOs.

## Organic vs. natural

What's the difference? Is  
there a difference?

Organic refers to the way agricultural products—food and fiber—are grown and processed. Organic food production is based on a system of farming that maintains and replenishes soil fertility without the use of toxic and persistent pesticides and fertilizers. Organic foods are minimally processed without artificial ingredients, preservatives, or irradiation to maintain the integrity of the food.

And what is the definition of “natural?” Well, it varies. According to the USDA, there is no clear definition, nor any enforceable standard within the food industry, though many natural products are marketed as “sustainable.”

What does Certified  
Organic mean?

Certified Organic means the item has been grown according to strict uniform standards that are verified by independent state or private organizations. Certification includes inspections on farm fields and processing facilities, detailed record keeping, and periodic testing of soil and water to ensure that growers and handlers are meeting the stan-


JUST LOOK  
FOR THE SEAL

Consumers can expect  
and trust that:

- No toxic synthetic pesticides, herbicides, or fumigants were used in growing crops or while they are in storage.
- No chemical fertilizers or sewer sludge were used and soil fertility is maintained via incorporation of biological soil amendments, compost, cover crops, and crop rotations.
- No planting of genetically engineered crops or use of cloned animals or GE ingredients in food manufacturing.
- No artificial colors or synthetic flavors and sweeteners.
- No trans fats.
- No irradiation.

dards which have been set—from seed to store.

“Natural” foods are often grown on farms applying synthetic pesticides, including several posing risks to people and the environment. “Natural” foods are manufactured from crops grown with conventional, energy-intensive fertilizers, and frequently contain one or more products derived from GE corn or soybeans.

Only the detailed provisions set forth in the USDA National Organic Program (NOP) rule require farmers to develop and follow a comprehensive farm system plan that encompasses how crops are grown, soil fertility enhanced, pests are managed, and animal health is maintained. NOP rules also mandate that all certified organic farm operations must be inspected every year to make sure all organic system plan requirements are adhered to and that no prohibited materials have been utilized. Farmers breaking the rules will lose their certification and may no longer display the organic seal on their product labels.

And what about local?  
or sustainable?

Local is great, but try to find it

organic. If a local farmer is drenching their crops with toxic chemicals it doesn't make it any better for your body or the environment. Remember, just like “natural,” there are no federally-regulated definitions for local or sustainable.

These are the reasons people should seek out products bearing the organic label whenever possible. Organic food and farming is the safest and surest way to promote human health, and the health of farmers, animals, and the environment. It's as simple as that.

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According  
to the  
USDA,  
there is  
no clear  
definition  
of “natural”


## Fair trade: What you purchase matters

Look beyond the product,  
and focus on the workers  
who produced it.

Sometimes you have a craving for chocolate or a good cup of coffee which makes you run to your local store. You look at the plethora of choices. You reach for your favorite brand of coffee or chocolate bar, never stopping to think about where the coffee or cocoa beans came from. Under what conditions were they grown? Who grew them? Was it slave labor? Children? Did the farming practices have a negative impact on the environment? Does the farmer live in poverty? The reality is the answer to those questions could be “yes.” However, if you are buying your coffee and chocolate with a Fair Trade certification label, you are supporting human and environmental sustainability in a very simple yet real way.

## Supply chain

Fair Trade USA, the only accredited Fair Trade certifier in the country, defines fair trade as a global movement to alleviate poverty in ways that are socially and environmentally sustainable. Fair Trade USA certifies products, not companies. By certifying the supply chain, this insures from the farm level all the way to the table that the growers are paid fair prices and receiving community development funds for social services that are deemed most necessary in their communities and insuring environmental standards. A Fair Trade certified product supply chain must be audited regularly to make sure they are adhering to the environmental standards and practices set by Fair

Trade USA. This ensures that the farmer received a fair price and the community development funds are being used appropriately.

## Fair trade and organics

Although not all Fair Trade products are labeled organic, many producers are investing their Fair Trade premium funds into organic certification. Nearly fifty percent of all Fair Trade certified products are also certified organic. Environmental standards are therefore integral to the Fair Trade criteria. These include:

- Protecting water resources and natural vegetation areas
- Promoting agricultural diversification, erosion control, and no

slash and burn

- Restricting the use of pesticides and fertilizers
- Banning the use of genetically modified organisms (GMOs)
- Requiring proper management of waste, water and energy.

## Beyond organic

The Fair Trade certified label allows consumers to look beyond the product and have confidence that their purchase matters. The label exemplifies that standards are set in place, allowing the educated consumer to live their values. Zak Zaidman of Kopali, a company that sells Fair Trade and Organic certified chocolate and fruit treats, says, “If you're going to treat yourself to something delicious, it should not only be good for you, but good for the farmers and good for the Earth.”

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Nearly  
50%  
of all Fair Trade  
certified products  
are also certified  
organic.



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Fair Trade Certified™ coffee means that growers are treated with dignity and are paid a fair wage, which results in higher quality and a better cup of coffee for you. That's why we've been ardent supporters of Fair Trade for over a decade.



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