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MEDIA PLANET

March 2012

THE ORGANIC MOVEMENT



IT'S YOUR RIGHT TO KNOW

Actor Adrian Grenier dishes on his relationship with environmentalism and incorporating sustainable choices into everyday life

PHOTO: J.R. MANKOFF



FACTS

TO EDUCATE YOURSELF ON THE ISSUES SURROUNDING ORGANIC

Smart choices
Choose with your dollar and demand organic



Fair Trade
How your purchases impact the environment and workers



CHALLENGES

When you make an organic purchase, **you not only help to keep yourself and your family healthy**, you also support a system of sustainable agricultural management.

The organic choice

It's easy to feel overwhelmed as you walk the aisles of the grocery store in search of products that are good for you, your family, and the planet. Everywhere you look, there are different labels meaning different things—and new ones pop up every day! So, short of becoming a labeling expert, how can you choose among them?

Look for the label

One easy way to simplify your shopping experience and ensure that you're buying products that fit with your values is to look for products with the USDA Organic label. Unlike other labels you may see on the market like "local," "natural," and "eco-friendly" which are largely—if not entirely—unregulated, the organic label is backed by strict government standards. Those standards require that products bearing the USDA Organic label be grown and processed without the use of toxic pesticides, GMOs, synthetic growth hormones, antibiotics, irradiation, and artificial ingredients. Organic standards also require that organic operations be subject to rigorous announced and unannounced third-party inspections, and that detailed records be kept of every phase of the production process, so that you can trace

every organic product you buy from the farm to your family.

A booming market

Worried you won't be able to find an organic version of the products you are looking for? Don't be! The selection of organic products on the market today is bigger and better than ever before. Whether you are looking for clothing, personal care products, pet food, or wholesome ingredients from which to make a delicious meal that you and your family will love, organic has what you need.

But what about cost, you might ask? Aren't organic products expensive? In fact, there's never been a better time to buy organic. Thanks to the growth of private label products, farmers' markets, manufacturers' coupons, and customer loyalty programs, buying organic is easier and more affordable than ever. In fact, organic foods sometimes are comparably priced, or even lower, than conventional counterparts, and offer greater value by giving you all of the things you want (such as great taste, nutrition, and product integrity) and none of the things you don't (harsh chemicals, artificial additives, and GMOs).

Choose with your dollar

Not sure if you can commit to buying all organic right off the bat?

FACTS

People all over the country are making the switch to organic products.

- 1 78 percent of U.S. families are buying organic, up from 73 percent in 2009.
- 2 Four in ten (41 percent) families say they are buying more organic products than they were a year ago.
- 3 72 percent of parents are familiar with the USDA Organic seal, up from 65 percent in 2009.
- 4 "Healthier for me and my children" is the number one motivator cited by parents for choosing organic, for the third consecutive year (cited by 48 percent of respondents).
- 5 The majority of parents place a high level of trust on products labeled "organic."

*Source: OTA's 2011 U.S. Families Organic Attitudes and Beliefs Study

Christine Bushway
Executive Director and CEO,
Organic Trade Association

That's okay! Keep in mind that every organic purchase you make not only helps to keep yourself and your family healthy, it also supports a system of sustainable agricultural management that promotes soil health and fertility, nourishes plants, fosters species diversity, helps combat climate change, prevents damage to valuable water resources, and protects farmers and farmers' families from exposure to harmful chemicals.

Are you looking for facts, news and research about organic? What about tips on how to buy organic on a budget, grow a beautiful organic garden, or cook up a delicious organic meal for your family? Get this information and more at OrganicItsWorthIt.org.

The next time you find yourself at the store, give organic a try. We promise, it's worth it!

CHRISTINE BUSHWAY

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WE RECOMMEND



Gary Hirshberg
Talks about your right to know what's in your food.

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"America has no laws requiring GE-food labeling, but more than 50 countries do, including all of Europe, Japan, Brazil, Australia, Russia and even China."

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LABELS CAN BE CONFUSING. WHEN YOU'RE AT THE STORE LOOK FOR THESE:



NEWS

FACT

1

THERE HAVE BEEN NO LONG-TERM HUMAN FEEDING STUDIES ON GMOS

↓ MUST READ!

A 30-year study

The hallmark of a truly sustainable system is its ability to regenerate itself. Organic farming is far superior to conventional systems when it comes to building, maintaining and replenishing the health of the soil.

As we face uncertain and extreme weather patterns, growing scarcity and expense of oil, lack of water, and a growing population, we will require farming systems that can adapt, withstand or even mitigate these problems while producing healthy, nourishing food. After 30 years of side-by-side research in our Farming Systems Trial (FST)®, Rodale Institute has demonstrated that organic farming is better equipped to feed us now and well into the ever changing future.

MARK COACH SMALLWOOD

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Genetically modified organisms (GMOs) are plants or animals created through techniques of biotechnology, also called genetic engineering.

What you don't know about GMOs

Genetic engineering is an experimental technology that forces DNA from one species into another unrelated species, creating unstable combinations of plant, animal, bacterial and viral genes that cannot occur in nature or in traditional breeding. Here are some of the facts:

- About 50 countries around the world require labels on GMOs, and many of these also have severe restrictions or bans against GMO food production or sale.
- Over 80 percent of all GMOs grown worldwide are engineered for herbicide tolerance. As a



Megan Westgate
Executive Director,
Non-GMO Project

result, use of toxic herbicides like Roundup has increased 15 times since GMOs were introduced.

- GMO crops are responsible for the emergence of "super weeds" and "super bugs," which can only be killed with even more toxic poisons like 2,4-D (a major ingredient in Agent Orange).

- According to the National Academy of Sciences, GMOs may carry new toxins and allergens.

- There have been no long-term human feeding studies on GMOs.

- Government regulatory agencies are not tracking GMO foods for problems.

The Right to Know Movement

Americans are speaking up in record numbers to defend their right to know what's in the food they are eating and feeding to their families. As concern grows about the long-term effects of GMOs, consumers here are demanding the same level of protection and information as citizens in other nations around the world. Here are some recent highlights of the Right to Know Movement, in numbers:

- 900,000+ signatures collected for an FDA petition on mandatory GMO labeling (more than twice as

many as any other food petition in the FDA's history).

- 313 miles walked by hundreds of protesters last October as part of the Right2Know March, culminating in an all-day rally in front of the White House.

- 219 percent growth in sales of Non-GMO Project Verified products from 2010 to 2011.

Learn More: Visit nongmo-project.org to learn more about GMOs, including which crops and ingredients are currently being genetically engineered, and which brands and products you can count on if you want to avoid GMOs.

MEGAN WESTGATE

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"Always Leave the Earth Better Than You Found It."

~ RUPERT STEPHENS

The words of our founder's Dad, flavor everything we do at Nature's Path - from making deliciously tasty cereals, to championing non-GMO labeling and your right to know what's in your food.

Eat well. Do good.
naturespath.com



NEWS

FACT

2

62 PERCENT
OF FAIR TRADE
CERTIFIED
PRODUCTS ARE
ALSO CERTI-
FIED ORGANIC

A TASTE FOR JUSTICE

When certified meets organic, everyone benefits

■ **Question:** What would justice taste like?

■ **Answer:** It's a flavor all its own that comes from the certainty that the organic, Fair Trade Certified coffee you are drinking was grown in accordance with rigorous Fair Trade Certified standards.

Whichever organic, Fair Trade coffee you choose the subtle taste of justice comes with knowing that the farmers and workers producing Fair Trade Certified coffees were paid fair prices and wages, work in safe conditions, protect the environment, and earn community development premiums to empower and improve their communities.

Though organic certification is not a requirement for Fair Trade certification, the two do go hand-in-hand. Fair Trade's rigorous environmental standards protect water resources, promote agricultural diversification, require proper waste management, restrict the use of synthetic inputs, such as fertilizers and pesticides, and ban genetically modified organisms (GMOs).

Support for a whole industry

Through these standards the Fair Trade model supports organic farming, and then goes a step further with training for farmers and additional revenue for organic products. Many farmer organizations also invest portions of the Fair Trade premiums they receive into converting to organic farming.

Fair Trade USA, the largest third-party certifier of Fair Trade goods in the U.S., recently reported that over half of all Fair Trade farmers invest the development premiums they receive through Fair Trade into organic conversion and 62 percent of Fair Trade Certified products are also certified organic.

"Products that are both certified organic and Fair Trade Certified show a profound commitment to environmental responsibility and ethical sourcing," said Mary

Jo Cook, Chief Impact Officer at Fair Trade USA. "For consumers, people are looking to align their purchases with their values."

The Fair Trade premiums used for community development, which in coffee are an additional 20 cents per pound, 30 cents for coffee that is also certified organic, help level the playing field. Farming coops invest their premiums from the more than 100 million pounds of Fair Trade Certified coffee beans imported into the U.S. each year into education, health care, environmental initiatives, infrastructure, training and other programs that drive dreams forward.

Beyond coffee, Fair Trade USA also certifies tea, cocoa, sugar, spices, honey, produce, body care products, and even apparel, linens and sports equipment. These Fair Trade Certified products are produced by more than 1.5 million farmers in Africa, Asia, and Latin America and distributed in the U.S. through more than 60,000 retail outlets across the country.

Pedro Hu Ortega, a farmer from the Asociacion Chajulense Val Vaq Quyl cooperative in Guatemala, which produces Fair Trade and organic coffee and honey, expresses it this way, "With Fair Trade premiums...we have more possibilities to improve our lives and create more opportunities for our children."

Create a long-term impact

At the end of the day it's all about this impact—it's about quality products that are socially, economically and environmentally sustainable for us, the earth and for the farmers that work so hard to bring delicious products to our tables; Fair Trade and organic work hand-in-hand towards making this a reality.

Visit fairtradeusa.org for more information.

NICOLE GRAY

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Top 10 things you need to know about organic

1. Organic delivers meaningful health results.

It is hard to miss the problems arising in the wake of the conventional food system—toxic exposures, birth defects, learning disabilities, obesity, water pollution, unacceptable suffering by farm animals, to name a few. While dozens of labels promise often undefined and unverified benefits, the certified organic label stands apart in consistently delivering what people care most deeply about—more nutritious food, grown using methods that minimize the use of toxins, while building soil quality and protecting water quality.

2. Organic reduces your exposure to harmful synthetic pesticides.

Conventional farmers apply 2-12+ synthetic pesticides to their crops. Residues of some widely used pesticides can trigger subtle changes in a child's development, and may lead to a wide range of health problems including ADHD, autism, obesity, and certain forms of cancer.

3. Organic boosts the nutritional quality of your food.

Organic crops are grown in healthier, biologically active soils. While crops on organic farms often take longer to grow than crops on conventional farms, plants nurtured by soil on organic farms produce crops that contain higher levels of important antioxidants, minerals, and vitamins.

4. Organic does not support genetically engineered food.

Most of today's genetically engineered (GE) foods were approved over 15 years ago during a period when the government was aggressively promoting biotechnology. The prevailing "wisdom" was that

GE foods were "substantially equivalent" to conventional foods. We have since learned that even small differences in the genetic makeup of food can lead to unexpected human health risks. Because organic farmers cannot plant GE seeds, nor use GE crop inputs, choosing organic is the only sure way to avoid GE food risks.

5. Organic decreases your intake of unnecessary hormones and antibiotics.

Most conventional livestock farmers use a combination of growth hormones, drugs, feed supplements, and high-grain diets to push their animals to grow faster, get bigger, and produce more milk and eggs per day. The NOP (National Organic Program) rule prohibits the use of virtually all synthetic animal drugs. At the end of the day, healthy animals produce healthier meat, milk and dairy products, and eggs.

6. Organic gives farm animals a healthy measure of respect.

A significant share of the livestock raised on conventional farms live in crowded, stressful conditions that erode animal health, increase drug dependency, and take away any chance of carrying out natural behaviors. However, the NOP rule states that organically raised animals must have access to the outdoors, including pasture, and ample space to carry out natural behaviors.

7. Organic improves water quality.

Rainfall landing on a field of crops will carry a certain amount of soil, nutrients, and chemicals downstream or into underground aquifers. The more chemicals applied per acre, the greater the challenge in preserving water quality. The

Dead Zone in the Gulf of Mexico is the most graphic example of the enormous harm caused when farm chemicals flowing off of millions of acres congregate in the mighty Mississippi.

8. Organic promotes biodiversity and beauty in rural landscapes.

Organic farmers not only encourage biodiversity, they depend on it—both above and below the ground. Experienced organic farmers have learned over many decades that combining multiple crops with livestock and other animals is the best way to promote soil health and fully utilize the rainfall and sunlight that falls on an acre in any given year.

9. Organic food delivers more intense flavors.

Organic fruits and vegetables more often than not have higher levels of flavor-enhancing nutrients, coupled with lower concentrations of water and sugars. The end result—typically more intense and complex flavors. Plus, no artificial food colors or preservatives are added to any organic foods.

10. Organic helps to create healthier working environments for farm workers in rural neighborhoods.

Farming is second only to mining on the list of the most hazardous occupations. Unless great care is exercised, exposures to toxic pesticides, caustic fertilizers, and other chemicals will pose risks for many people working on or living near farms. Organic farmers simply do not use high-risk chemical materials, and so workers, and rural neighbors, have one less health risk to worry about.

THE ORGANIC CENTER

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INSPIRATION



SPOTLIGHT



AN ACTOR; AN ACTIVIST
Adrian Grenier isn't passionate only about acting. When off-camera, he is an advocate for environmental sustainability.
PHOTO: J.R. MANKOFF

Actor Adrian Grenier shares his passion for sustainability

How did you become involved in sustainability initiatives?

My mother taught me at an early age to respect my environment. She told me to clean my room. And as I grew up, my room became my neighborhood, and eventually my neighborhood became the planet. She instilled a consciousness in me that never really left. I went through many phases in my relationship to environmentalism. At times I was fanatically concerned, and at other times I was numb to the overwhelming set of issues of climate change.

A few years ago I met a film producer, Peter Glatzer, and we created a TV show called *Alter Eco* for Discovery and then built the website SHFT.com. On SHFT, we create great series, curate a shop with the best sustainable items we've found and we are building an ever-growing community with multiple initiatives under one roof. It's a very powerful platform to move people emotionally to see a better way.

What motivates you to take action on issues related to the environment?

I don't think we have a choice but to take action on issues related to the environment. The sustainable imperative is being felt now by individuals, industries, small businesses, everyone. Our national security comes into play here as well. Energy inde-

pendence, foreign policy, and our personal health also come into play.

With SHFT, I'm involved with a business that has a sustainable message and is also a growing business. We recently formed SHFT Initiatives, a non-profit which will enable us to have more of an impact in areas that fall outside the scope of our business. We're putting together an exciting program right now bringing farm to table values to students in New York City public schools, integrating growing and cooking their own food into their curriculum. It's pretty rewarding when you see kids who don't know where a tomato comes from, growing, preparing and eating tomatoes of their own.

Why do you think other people should get involved in promoting this message?

I don't see it so much as a message, per se. It's more a way of life. Environmentalism as a separate category doesn't work. We need to incorporate sustainable choices in our everyday lives. The scale really is achievable if we all make little shifts. It takes a few commitments, but it's very doable. But we need government to step up here. There's a reason to promote this message.

ROBIN GARVICK

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FACT

3

AMERICA HAS NO LAWS REQUIRING GE-FOOD LABELING

Take action!

Environmental activist Gary Hirshberg helped bring national recognition about organic products to the mainstream.

He is also the co-founder and chairman of Stonyfield Farm, and a partner of Just Label It.

PHOTO: GARY HIRSHBERG

Environmental activist **Gary Hirshberg** provides insight into food labeling and discusses the right to know what you're eating.

Put a label on It

Why should genetically engineered foods be labeled?

Consumers have a right to know how the food we buy is produced, including whether it's genetically engineered. Labels tell us the fat, calories and colors in our food, but not if it's genetically engineered (GE). Labeling is required to tell us if our fish is wild or farmed, but not if it's genetically engineered. Labels help us make informed decisions about the food we eat and feed our families.

Most Americans—more than 90 percent in most studies—believe GE-foods should be labeled. Such near-unanimity in public opinion is rare. People support the labeling of GE food for diverse reasons, such as concerns about health, safety, the environment and religion, but we all share the belief that we have the right to know.

America has no laws requiring GE-food labeling, but more than 50 countries do, including all of Europe, Japan, Brazil, Australia, Russia and even China.

“Take action! Tell the FDA you support the GE-foods labeling petition by sending a comment at justlabelit.org/takeaction.”

Why aren't GE foods labeled already?

Twenty years ago, the FDA decided if a GE-food had the same look, taste, smell or feel as a non-GE food that it was “substantially equivalent” and didn't need to be labeled. The policy still stands today.

This means that a salmon genetically engineered with the genes from the ocean pout, an eel-like fish, to produce hormones continuously year-round, a rate never found in nature, does not need to be labeled because you can't sense a difference. Just Label It believes that the policies that regulate our food should be based upon modern science, not outdated notions based

in 19th and 20th century technology.

How can we help get GE-foods labeled?

Tell the FDA you support the GE-foods labeling petition by sending in a comment. It takes just one click at the Just Label It website: justlabelit.org/takeaction.

Share the Just Label It videos—Labels Matter and Dining in the Dark—with family and friends and through Facebook and Twitter. Help encourage others to send in comments.

Support local efforts for GE-foods labeling, such as those in California and Washington.

Learn more. Download *Genetically Engineered Food: An Overview*, by Food & Water Watch (documents.foodandwaterwatch.org/GeneticallyEngineeredFood.pdf) and *Label It Now: What You Need to Know about Genetically Engineered Foods*, an e book we wrote with the proceeds benefiting Just Label It (newwordcity.com/books/all/label-it-now).

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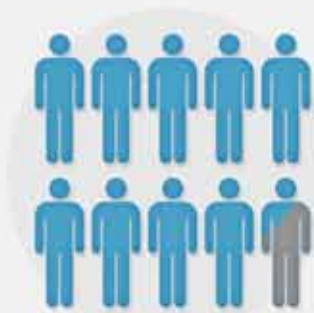
WE HAVE A RIGHT TO KNOW

...IF OUR FOOD HAS BEEN GENETICALLY ENGINEERED.

SO... WHAT ARE GENETICALLY ENGINEERED FOODS?

Genetically engineered foods, also called GE or GMOs, are those created with plants or animals that have had their genetic material altered by adding DNA from different species in ways that cannot occur in nature or with traditional breeding.

the FACTS



900,000 

people have **sent comments** to the FDA calling for labeling of GMOs.

92% of Americans want genetically engineered **foods labeled**.



40+ countries have **mandatory labeling** of GMOs.

The FDA could soon approve GE salmon,
the first genetically engineered animal
in the U.S. food supply.



GE crops have the potential to **introduce new toxins and allergens** into our food.**

Scientists recently found GE insecticide in corn showing up **in the umbilical cords** of pregnant women.*



While scientists continue research, shouldn't we have labeling so we can choose?

*Source: Reproductive Toxicology, May 2011

**Source: National Academy of Sciences



QUESTION & ANSWER



Arjan Stephens
Executive VP of Sales and Marketing,
Nature's Path Organic Foods

■ Why are you so passionate about the organic movement?

! My grandfather was an organic berry farmer who instilled in all of us a passion for growing organic, healthy foods in a sustainable way so that we can "leave the soil better than we found it."

■ What do you tell people who say that organic is "too expensive" or a "marketing scheme"?

! We know cost is an issue for people, but we think that it is worth the investment in your health and the environment to pay a little more for what you are NOT getting with your food: artificial preservatives, additives, synthetic pesticides and Genetically Modified Organisms.

■ How can Americans help spread this message?

! Join the movement to make labeling of Genetically Modified Organisms (GMOs) mandatory. GMOs have had their DNA modified with genes from other plants, animals, viruses or bacteria in a laboratory, and we don't know how consuming them will affect our long term health. There is no law requiring that they be labeled, though they aren't allowed in certified organic foods. To tell the FDA we deserve to know what's in the food we eat, people can go to justlabelit.org.

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At Whole Foods Market, we seek out the finest natural and organic foods available, maintain the strictest quality standards in the industry, and have an unshakeable commitment to sustainable agriculture. From the freshest produce, humanely raised meat and sustainable seafood, to ready-to-eat entrées, bread baked in-house, everyday staples in the grocery aisles and so much more.

For more information visit us at wholefoodsmarket.com or find us on Facebook and Twitter.