

Organic & Natural

Many shoppers are trying to eat more healthfully. Some are implementing whole health solutions, which are diets that promote health and wellness, prevent disease, help cure illnesses, and protect the environment. The diets include foods labeled “organic” and “natural.” Many customers are willing to pay a premium for them because of the perceived health value of these products.

ORGANIC

More than 75% of families now purchase some organic foods, according to a survey from the Organic Trade Association. Organic foods are certified as having been produced without synthetic herbicides and pesticides. Common organic ingredients/products in your department may include: milk, grains, flour, and nuts. The most common organic certification in the United States is from the U.S. Department of Agriculture. Some foods also contain organic ingredients. Help your customers better understand these USDA terms:

100% Organic: Contains only organic ingredients, excluding water and salt.

Organic: Contains a minimum of 95% organic ingredients, excluding water and salt.

Made with Organic Ingredients: Processed products that contain at least 70% organic ingredients and list up to three of the organic ingredients or food groups on the principal display panel.

NATURAL

Natural has no legally enforced definition at this time, so its meaning can vary from brand to brand. Natural on the label implies foods are minimally processed and do not contain any hormones, antibiotics, sweeteners, food colors or flavorings that are not naturally in the ingredients. Below are several common labels that relate to organic and natural certified products.

Fair Trade Certified: Foods that meet international environmental, labor, and development standards.

Food Alliance Certified: Foods from farms dedicated to sustainable farming practices.

Rainforest Alliance: Products made by methods that do not add to global deforestation and environmental degradation.

USDA Certified Grass-Fed: Meat from ruminant animals raised on a diet of 100% grass and forage.

