

**KNOW YOUR FOOD.  
EAT YOUR VALUES.**



Look for the Canada Organic logo!



## WHY CHOOSE ORGANIC?

Invest in healthy, great-tasting food for you and your family. Organic claims are the only ones regulated by the Canadian government to meet all the requirements below.

	ORGANIC	NATURAL
Government regulated; farm to fork traceability	✓	✗
Mandatory annual third-party inspections	✓	✗
Prohibits the use of genetic engineering (GMOs) in seed, feed, and ingredients	✓	✗
Prohibits synthetic persistent pesticides, herbicides, fungicides, and fertilizers	✓	✗
Encourages biodiversity; protects clean air, water, wildlife	✓	✗
Reduced reliance on fossil fuels	✓	✗
Promotes humane animal welfare, including outdoor access	✓	✗
Prohibits growth hormones, routine use of antibiotics, animal cloning	✓	✗



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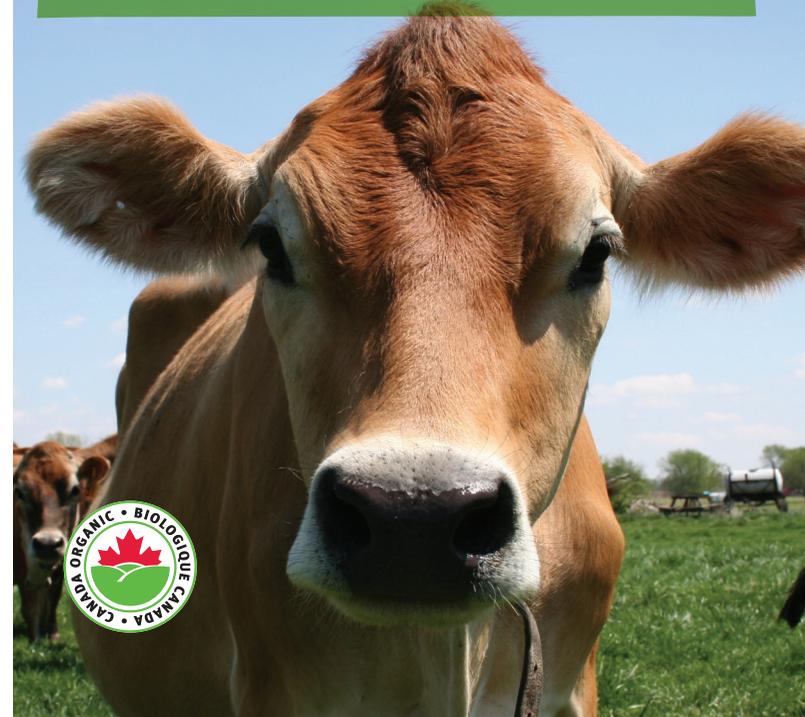
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• LIKE ANY HEALTHY RELATIONSHIP. •



**ORGANIC GETS BETTER  
THE MORE YOU GET TO KNOW IT!**





## ORGANIC CERTIFICATION IS GOVERNMENT REGULATED, SO WE CAN TRACE A PRODUCT FROM FARM TO FORK TO ENSURE INTEGRITY.

Organic refers to products that follow strict standards and inspection 'from farm-to-fork.' Organic certification lets consumers know that every step along the supply chain has protected and maintained the organic integrity that begins on the farm.



Organic farmers are rigorously inspected by a third party each year to ensure they are meeting the *Canada Organic Standards*.

To pass inspection, all elements of how a product was grown and made must be documented.

## ORGANIC PRODUCTION IS FRIENDLY TO THE ENVIRONMENT AND PROMOTES ANIMAL WELFARE.

Organic farming methods offer the best model for promoting climate friendly food production. This is because they are less dependent on fossil-fuel-based fertilizers and persistent pesticides.

ORGANIC STANDARDS HAVE DETAILED ANIMAL WELFARE REQUIREMENTS THAT ENSURE ANIMALS HAVE ACCESS TO PASTURE AND PLENTY OF SPACE. ANIMALS MUST BE RAISED WITHOUT SYNTHETIC HORMONES OR THE ROUTINE USE OF ANTIBIOTICS, AND CANNOT BE FED ANY GENETICALLY ENGINEERED (GMO) FEED.

Organic farming also helps store high levels of carbon in the soil, promotes wildlife diversity, protects soil from erosion, helps prevent contamination of water, and uses less energy than conventional farming methods.



## EATING ORGANIC FOOD REDUCES OUR EXPOSURE TO PESTICIDES AND GMOs.

Canada's Organic Standards place strict limits and prohibitions on:

- the use of persistent pesticides & synthetic fertilizers
- the routine use of drugs, antibiotics or synthetic hormones
- animal cloning
- genetic engineering (GMOs)
- sewage sludge (biosolids)
- irradiation
- artificial food colours, flavours, sweeteners, preservatives and many other processing aids

REMEMBER—ORGANIC IS ABOUT MORE THAN SIMPLY NOT USING CHEMICALS. IT'S ABOUT BUILDING HEALTHY SOIL FOR THE FUTURE, TREATING ANIMALS WELL, AND MANY OTHER THINGS YOU CAN'T TEST.

Organic standards prohibit the use of genetic engineering (GMOs) in seeds, animal feed, and the ingredients of processed organic food and products. If you're concerned about GMOs, choose organic!