

WHY BUY ORGANIC?

ORGANIC FARMING MAKES A DIFFERENCE

Organic Farmers DO:

- Focus on building healthy soils and minimizing soil erosion.
- Use natural sources of fertility including manures, composts, cover crops, kelp and minerals.
- Prioritize controlling pests, disease and weeds with non-toxic practices.
- Use preventive practices & natural medicines to maintain animal health.
- Grow in accordance with National Organic Program rules.

Organic Farmers DO NOT:

- Grow genetically engineered plants and animals (GMOs).
- Give antibiotics or synthetic growth hormones to animals.
- Use synthetic pesticides (herbicides, insecticides, or fungicides), except for a few approved least toxic materials with no natural alternative.
- Apply synthetic fertilizers or sewage sludge to their fields.

INTERGRITY OF THE LABEL

Any food labeled with the **USDA Organic Seal** is produced by farmers who are inspected and certified every year to ensure they meet the US standards for organic production. USDA Certified Organic is the only food production label backed by federal legislation that includes felony penalties for its fraudulent use. **You can count on this label.**



ORGANIC LABEL TYPES

100% ORGANIC: All ingredients and processing methods are Certified Organic.
ORGANIC: Products must contain at least 95% certified organic ingredients. The remaining 5% must be approved for use under the USDA Organic Seal.
Made with Organic Ingredients: May be used on products with at least 70% organic ingredients but cannot use the USDA Organic label.



Organic Association of Kentucky
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WHY ORGANIC MATTERS

BETTER FOR HUMAN HEALTH

- **Organic farming minimizes exposure to toxic & persistent chemicals** and pesticides for the consumer, farmer & farm workers.
- **Eating organic fruits & vegetables increases antioxidant intake** 20 to 40%, boosting anti-aging & cancer-protective flavanols & anthocyanins.
- **Foods grown organically have higher concentration of nutrients**—organic strawberries have more Vitamin C and fiber than conventional.
- **Organic livestock consume fresh pasture** resulting in higher proportions of **healthy fats**. This means Organic milk has 62% more omega-3 fatty acids than conventional milk.
- **No genetically engineered plants and animals (GMOs).**
- **No antibiotics, hormones or steroids used with livestock.**
- **No irradiated foods, artificial flavors, colors or preservatives.**



GOOD FOR THE PLANET

- **Organic farms emit 30% LESS greenhouse gases** than conventional farms, and soils under organic management actually **sequester carbon**.
- **Ecosystems thrive around organic farms**, supporting 34% more plant, insect & animal species and 50% higher pollinator species diversity.
- **Organic systems support 30-70% more microorganisms** and improved bacterial pathways than conventionally managed soils.
- **Organic agriculture uses significantly less water** (20%+ depending) due to improved soil capacity for water absorption and retention, lower run-off, and soil cover that reduces evaporation.
- **Reduces pollution** by decreasing fertilizer, pesticide run-off into streams.

SUPPORTS FARMERS

- Organic markets are stable and growing each year. Organic farms earn 35% more than conventional farms, **helping farmers** earn a predictable living.
- Organic and local is best! If every KY family spent 10% of our annual food budget on Kentucky farm products (average \$13/ week per household), we would **keep \$1 billion in our local food economy**.
- Contiguous counties with high organic production experience increases in median household income and have lower poverty rates.

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