



Label Fraud: Round One Legal Victory for Organic Consumers

As reported previously in *Organic Bytes*, the Organic Consumers Association and Dr. Bronner's Magic Soaps have sued organic certifier Ecocert in the ongoing campaign to stop the certification and misleading labeling of fake organic personal care products that are fundamentally made-up of synthetic ingredients and petrochemicals. Dr. Bronner's has launched a further umbrella lawsuit against specific companies who label their products as "organic" but have primary ingredients that are synthetic. After hearing oral arguments earlier this month, the San Francisco County Superior Court ruled on October 8 that Dr. Bronner's Magic Soaps can proceed with its lawsuit seeking to compel so-called "organic" companies and certifiers to drop, or stop certifying, deceptive organic label and brand claims. Brands denounced by OCA and Bronner's include Avalon Organics, Jason Pure, Natural & Organic, Nature's Gate Organics, Kiss My Face Obsessively Organic, Giovanni Organic Cosmetics, Head Organics, Desert Essence Organics and Stella McCartney's CARE 100% Organic.

Quote of the Week

"Some people think that the Federal Reserve Banks are United States Government institutions. They are private monopolies which prey upon the people of these United States for the benefit of themselves and their foreign customers; foreign and domestic speculators and swindlers; and rich and predatory money lenders." -The Honorable Louis McFadden, Chairman of the House Banking and Currency Committee in the 1930s.

The Backyard Chicken Movement

In cities across the us, health and organic-minded "locavores" are starting to raise their own chickens. This backyard farmers movement is a direct result of the birth and evolution of the "eat local" consciousness. On a city by city basis, a nationwide grassroots campaign is gradually convincing municipalities to drop previous laws that did not allow small flocks of poultry to be raised in city limits. "Fresh is not what you buy at the grocery store. Fresh is when you go into your backyard, put it in your bag, and eat it," said Carol-Ann Sayle, co-owner of an urban farm in Austin, Texas, located within walking distance from the state capitol. "Everyone should have their own henhouse in their own backyard." organicconsumers.org/articles/article_15062.cfm

How to Have a Bee-Friendly Yard

The following was posted by "Honey Gal" at OCA's web forum: "I'm a beekeeper and teach classes in bee stewardship. One thing folks can do to help, even if you aren't a beekeeper, is to make your yard bee friendly. Plant a flowering herb garden. Bees use herbs medicinally and your plants can help make a difference. I suggest rosemary, sage, thyme (lots of it), marjoram, chives, basil, all the mints and other herbs with flowers. Bees will find them. To do more, plant native flowering bushes, too. In our area (WA) spirea and goldenrod are bee magnets. Try to have flowers in bloom through into fall. Put out a big shallow dish of water with sticks or moss in it (so they don't fall in) and keep it moist. If you can get seaweed, bees are particularly fond of the minerals so I keep a little pile of seaweed in the "bee pond." All these small actions add up and make it a little easier on your local bees."

Read more and join the discussion at OCA's web forum: organicconsumers.org/forum/

Oct 24: Call-In Day for Farmworker Rights!

Whole Foods: Can you Hear Us Now? Despite a mobilization by thousands of organic consumers, Teamsters, and United Farm Workers, sending in petitions and handing out leaflets at Whole Foods Market stores in 33 states, WFM is refusing to stand up for workers rights! Oregon-based Beef Northwest, the feedlot corporation that fattens up Country Natural Beef's herds, refuses to negotiate with the United Farm Workers in good faith. Whole Foods in the single largest seller of Country Natural Beef in the us. Joining leading elected officials in Oregon, Presidential Candidate Senator Barack Obama, in a letter earlier this year urged Beef Northwest to sit down and negotiate a contract with the United Farm Workers. In the spirit of Cesar Chavez, please support the United Farmworkers Union drive at the Beef Northwest feedlots in Oregon and send a message to the world: eliminate labor exploitation in the organic and natural food sectors.

Call or Fax Whole Foods' Headquarters and let them know that you don't want "Sweatshop" Natural Beef: phone: 512-477-4455 · fax: 512-482-7000
Take further action at: organicconsumers.org/ufw1.cfm

Open Letter to the President-Elect

by Michael Pollan

Dear Mr. President-Elect,

It may surprise you to learn that among the issues that will occupy much of your time in the coming years is one you barely mentioned during the campaign: food... The era of cheap and abundant food appears to be drawing to a close. What this means is that you, like so many other leaders through history, will find yourself confronting the fact—so easy to overlook these past few years—that the health of a nation's food system is a critical issue of national security... In the past several months more than 30 nations have experienced food riots, and so far one government has fallen... All this suggests that a political constituency for change is building and not only on the

left: lately, conservative voices have also been raised in support of reform. Writing of the movement back to local food economies, traditional foods (and family meals) and more sustainable farming, *The American Conservative* magazine editorialized last summer that "this is a conservative cause if ever there was one"... We need to wean the American food system off its heavy 20th-century diet of fossil fuel and put it back on a diet of contemporary sunshine... Read the full letter, printed in the *New York Times*, here: organicconsumers.org/articles/article_15101.cfm

Help Get Out the Organic Vote!

OCA is concentrating on voter outreach in seven key states, Colorado, Michigan, North Carolina, New Mexico, Pennsylvania, Virginia, and Wisconsin. From October 30 to November 3, volunteers all over the country will be calling our contacts to get out the organic vote. Please sign up to volunteer with us so we can reach as many potential voters as possible! Each volunteer can choose how many people they're able to call, and we'll provide you with call lists, a phone script and materials, as well as an optional conference call training on Tuesday, October 28th. For more info, select your state in the *Choose Your State* dropdown menu in the upper left column of the OCA homepage: organicconsumers.org

Please Donate

We need your support today to continue fighting for the rights of organic farmers & consumers! organicconsumers.org/donations.htm