



Alert: Breaking the Organic Monopoly and the "Natural" Foods Myth

Whole Food Market and United Natural Foods, Inc.: Undermining Our Organic Future

After four decades of hard work, the organic community has built a \$25 billion "certified organic" food and farming sector. This consumer-driven movement, under steady attack by the biotech and Big Food lobby, with little or no help from government, has created a healthy and sustainable alternative to America's disastrous, chemical and energy-intensive system of industrial agriculture.

However, the annual \$50 billion natural food and products industry is threatening to undermine the organic movement by flooding the marketplace with conventional products green-washed with "natural" labeling. "Natural," in the overwhelming majority of cases, translates to "conventional-with-a-green-veneer." Natural products are routinely produced using pesticides, chemical fertilizer, hormones, genetic engineering, and sewage sludge. "Natural," "all-natural," and "sustainable," products in most cases are neither backed up by rules and regulations, nor a Third Party certifier. These are label claims that are neither policed nor monitored. See the Consumers Union Eco-Label website: greenerchoices.org/eco-labels

For example:

- ▶ Tests Show Widespread Presence of GMOS in "Natural" Foods
- ▶ "Natural" (non-organic) soy milk, including leading brands such as "Silk," are made with conventional soy lecithin, utilizing the hazardous chemical, Hexane, as an extraction agent.
- ▶ Dozens of "natural" and "made with organic" personal care and household cleaning products contain known carcinogens such as 1,4 Dioxane. Just about the only personal care products you can trust are those bearing the "USDA Organic" label.
- ▶ 90% or more of the vitamins and supplements now on the market labeled as "Whole Foods," "natural" or "food based" are spiked with synthetic chemicals.

Despite the massive popularity and demand for certified organic products, retailers like Whole Foods Market, and wholesalers like United Natural Foods Inc., continue to push "natural" products at a premium price, while, in effect slowing down the growth of organics with their near market monopoly. In fact, the majority of products sold and distributed by Whole Foods Market and UNFI are not certified organic, but rather so-called "natural." Meanwhile, independent and cooperative grocers often offer more certified organic products at competitive prices.

Will you stand up for organics? Contact Whole Foods Market & UNFI today and tell them that you will buy only certified organic products for you and your family.

Take action: organicconsumers.org/articles/article_18425.cfm

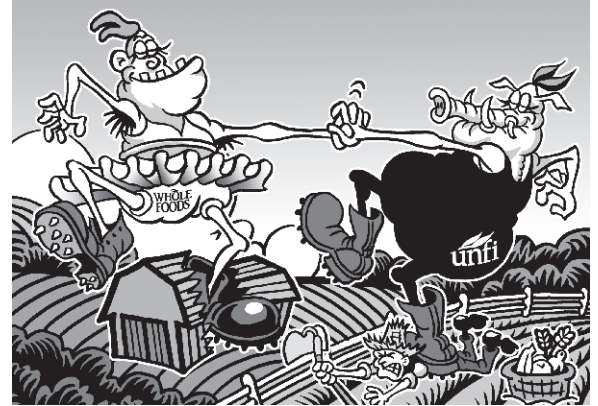
New Dr. Bronner's Lawsuit Against 'Organic' Personal Care

Dr. Bronner's Magic Soaps filed its Second Amended Complaint today in San Francisco Superior Court against falsely labeled "organic" personal care companies that use non-organic pesticide-intensive agricultural and/or petrochemical material to make the main cleansing and moisturizing ingredients in their products. Defendants include, among others: Hain-Celestial (*Jason Pure, Natural & Organic; Avalon Organics*); Levlad (*Nature's Gate Organics*); Kiss My Face *Organic*; YSL Beaute Inc. (*Stella McCartney's 100% Organic Active Ingredients*), Country Life (*Desert Essence Organics*); Giovanni *Organic Cosmetics*; and the certifiers Eco-cert and OASIS. organicconsumers.org/articles/article_18438.cfm

Alert: Stop Big Brother NAIS

The USDA has been working for over five years to force a National Animal Identification System (NAIS) on American farmers and animal owners. NAIS is designed to identify and track each and every individual livestock and poultry animal, even those owned by family farmers, hobby farmers, homesteaders, and pet owners. USDA is seeking to engage stakeholders and producers to hear not only their concerns about the National Animal Identification System, but also potential or feasible solutions to those concerns. The information and ideas gathered will assist Secretary Vilsack in making decisions about the future direction of animal traceability in the United States. The deadline to submit comments to the USDA is August 3.

Learn more: organicconsumers.org/articles/article_18418.cfm



HORIZON SELLS OUT ORGANIC FARMERS WITH NEW "NATURAL" MILK

Dean Foods' WhiteWave division announced it will release a new non-organic "natural" version of its popular Horizon dairy products. Horizon is the largest organic dairy brand in the marketplace, and many consumers will likely purchase the Horizon natural (conventional) brand at a premium at a time when organic dairy farmers are already experiencing record losses.

organicconsumers.org/articles/article_18437.cfm

WHO IS SPENDING WHAT ON LOBBYING?

Totals spent on lobbying by different sectors for the first quarter of 2009:

- ▶ \$42 Million: Health Care, Health Insurance, & Pharma
- ▶ \$31 Million: Oil
- ▶ \$20 Million: War
- ▶ \$17 Million: Telecom
- ▶ \$15 Million: Financial
- ▶ \$10 Million: Automotive
- ▶ \$7 Million: Life Insurance
- ▶ \$6 Million: Biotech

See a full list of what specific corporations are spending: organicconsumers.org/articles/article_18394.cfm

HEADLINES OF THE WEEK

Court Upholds Ban on Monsanto's GE Alfalfa

The 9th Circuit Court of Appeals has ruled that the planting of GE alfalfa can cause potentially irreversible harm to organic and conventional crops. Monsanto's petition to rehear the case was denied.

Are Organics Worth the Extra Expenses?

Posted by William James in OCA's Web Forum: "This has been discussed many times, and it doesn't matter if there is a recession. Moreover, a cost benefit analysis isn't the right message to send. It's not about economy but priorities and education. How can you compromise between prices and finding pesticides in children's blood, or untested GMO produce, or sick and abused livestock? These are things that shouldn't be, there isn't any in between.

Read these articles and many more at OCA's website: www.organicconsumers.org