

# Organic vs. Conventional

The word “organic” refers to the way farmers grow and process agricultural products, such as fruits, vegetables, grains, dairy products and meat. Organic farming practices are designed to encourage healthy soil, water conservation, and to reduce pollution. Farmers who grow organic produce and meat don’t use harsh chemicals to fertilize, control weeds or prevent livestock disease, instead they apply sophisticated crop rotation methods and spread mulch or manure to keep weeds at bay.

## Top 4 Reasons to Choose Organic

*By Tom Organic of Australia*

### **1. To keep chemicals out of the air, water, soil and our bodies**

The average conventionally grown apple has 20-30 artificial poisons on its skin, even after rinsing.

### **2. To protect future generations**

The average child receives four times more exposure than an adult to at least eight widely used cancer-causing pesticides in food. Choosing organic ensures we are protecting the health of our children and the health of the planet we are leaving behind.

### **3. To encourage innovation**

Organic producers are leaders in innovative research, they are leading the way, with innovative on-farm research aimed at reducing pesticide use and minimizing agriculture’s impact on the environment.

### **4. To support a true economy**

On the surface, organic foods might seem more expensive but conventional food prices don’t reflect hidden costs (paid through our taxes). These ‘hidden’ costs include pesticide regulation and testing, hazardous waste disposal and cleanup, and environmental damage.

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