

ORGANIC FOOD

Better and Healthier

Let's choose happiness and health, not pesticides. Let's choose organic



With the plethora of organic food thrown around in the shopping aisles we are forced to wonder whether it is really worth the extra money, or is it just a marketing gimmick to get us to purchase essentially the same thing for a lot more? Let's explore what's natural and authentic.

WHAT IS ORGANIC FOOD?

'Organic food' in simple terms can be defined as food that is natural and does not involve the usage of any kind of preservatives or artificial pesticides.

In December 2000, the U.S. Department of Agriculture (USDA) established a national standard for the term "organic." Organic food, must be produced without the use of -

- fertiliser
- pesticides
- genetic engineering
- growth hormones
- antibiotics.

Differences between conventional farming and organic farming:

CONVENTIONAL FARMING

- Applies chemical fertilizers to promote plant growth.
- Sprays insecticides to reduce pests and disease.
- Uses chemical herbicides to manage weeds.
- Gives animals antibiotics, growth hormones and medications to prevent disease and spur growth.

ORGANIC FARMING

- Applies natural fertilizers, such as manure or compost, to feed soil and plants.
- Uses beneficial insects and birds or traps to reduce pests and disease.
- Rotates crops, till, hand weed or mulch to manage weeds.

- Gives animals organic feed.

In Conventional Farming toxins from fertilizers and pesticides not only enter the food, but

- Penetrate the water sources,
- Deplete the soil,
- Harm the livestock and
- Devastate the natural eco system.

WHY ORGANIC?

It's Nutritious

- Organic foods contain loads of minerals, vitamin C and antioxidants. It has been analyzed by health experts that organic food is more nutritious.

Nutrition

- It has 27 per cent more vitamin C,
- 29 per cent more magnesium,
- 21 per cent more iron and
- 14 per cent more phosphorous,

When compared to conventional foods-

It's healthy

- Not enveloped in poisonous chemicals.
- Content of harmful and heavy metal like Al, Ld and Mercury is lower.
- Potential to reduce cancer, allergies, neurological disorders etc.

Avoids pesticides

Over 400 chemical pesticides are routinely used in conventional farming and residues are often present in non-organic food.

No GM

Genetically modified (GM) crops and ingredients are not allowed under organic standards.

No nasty additives

Organic food doesn't contain food

additives (hydrogenated fat, aspartame and monosodium glutamate) which can cause health problems such as heart disease, osteoporosis, migraines and hyperactivity.

Environment friendly

Organic farming is better for wildlife and the environment as it causes lower pollution from sprays and produces less carbon dioxide and fewer dangerous wastes and enriches the soil season by season.

It tops for taste

Organic food tastes better and the fruits and veggies are full of juices and flavor.

High Standards

Organic food comes from trusted sources. All organic farms and food companies are inspected at least once a year. The standards for organic food are laid down in European and American law.

Certified Organic

- Numerous Products are available in the market & are being sold as Organic Products.
- Consumer needs to be aware about the basic difference between Certified & Non Certified Organic Products. Certified Organic products are the only one for which the consumer should go for, as he can be 100% sure about the quality & authenticity. For this, there are certifying agencies which provide Organic certification like India Organic.

(With inputs from by Ritika Samaddar, HOD Dietician Max Health Care)