

natural ≠ organic

The Natural Hoax

Some manufacturers want you to think “natural” is better than organic. Don’t be fooled.

Organic agriculture always starts from the ground up – building living soils as the foundation of a healthy planet, healthy animals, and healthy people.

Organic foods are always third-party certified to comply with strict, far-ranging USDA organic regulations. “Natural” foods are not.



Everyday on-farm dairy practices

Toxic synthetic pesticides, herbicides, fungicides or fertilizers?

Animals confined with no outdoor access?

Animal feed may be grown with sewage sludge and genetically modified organisms (GMOs), containing rendered animal by-products?

Antibiotics used to compensate for an unhealthy diet and stress?

Animals injected with growth and breeding hormones?

Ever-increasing amounts of soil damaging synthetic nitrogen fertilizer and pesticides used to make food grow?

“NATURAL” DAIRY

ALLOWED

ALLOWED

ALLOWED

ALLOWED

ALLOWED

ALLOWED

USDA CERTIFIED ORGANIC

NEVER

NEVER

NEVER

NEVER

NEVER

NEVER



ORGANIC VALLEY Farmer-owned

NEVER

NEVER

NEVER

NEVER

NEVER

NEVER

Go to www.organicvalley.coop/our-story/transparency to learn more about how Organic Valley’s commitment to continual improvement in sustainable organic production has led us to meet and exceed the National Organic Standards.

Don’t be fooled by the “natural” label.

If your personal health, the environment, and a more sustainable future for everyone are important to you, look for the organic seal.



www.organicvalley.coop