

THE EVOLVING ORGANIC FOOD LIFESTYLE

Personal action

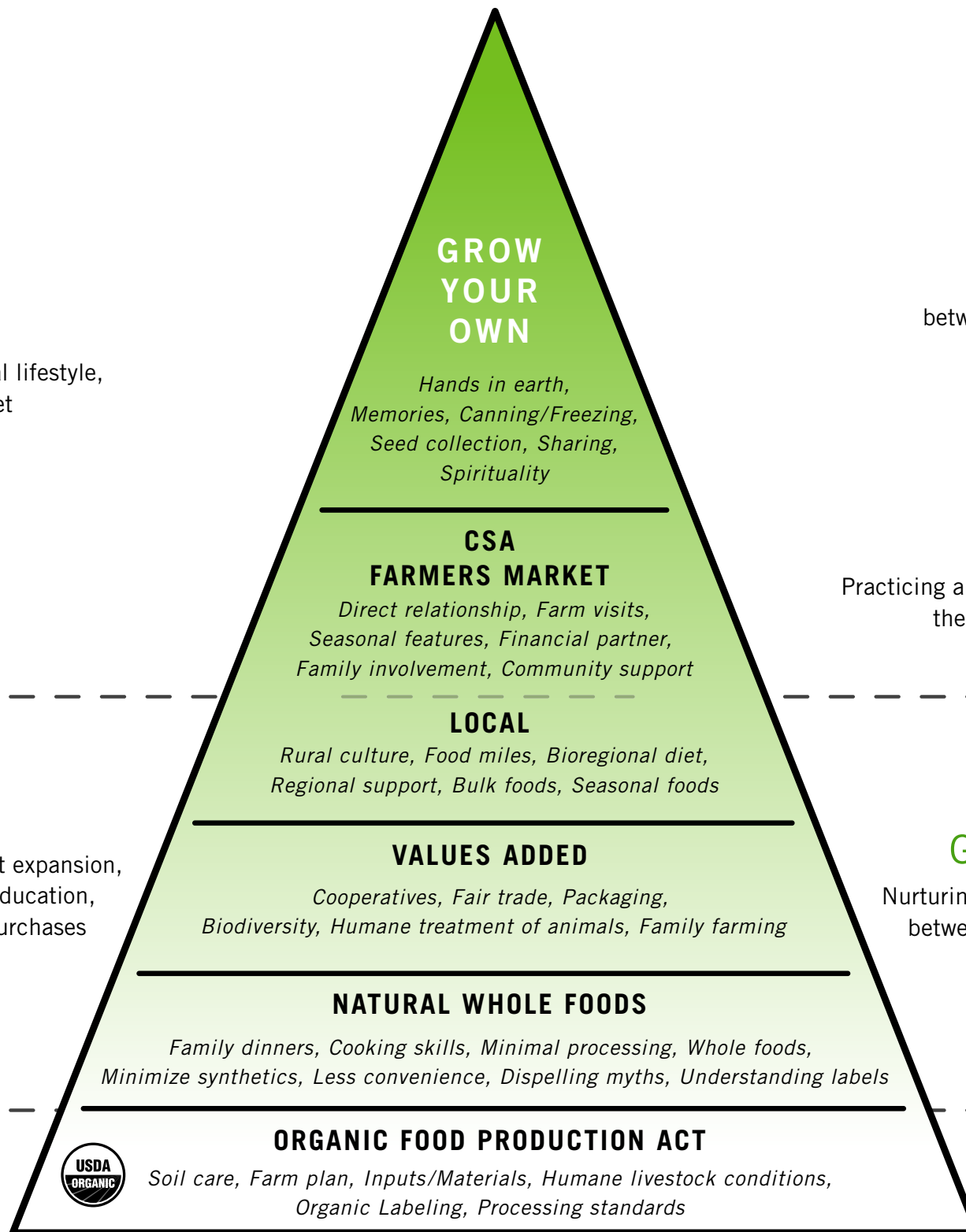
Direct relationship, Bioregional lifestyle,
New traditions, Voting with feet

Personal choice

Awareness-building, Movement expansion,
Brand positioning, Advocacy/Education,
Special interest, Voting with purchases

Federal oversight

Accreditation, USDA Label,
Interagency clearance,
Federal support



Being organic

An intimate relationship
between your lifestyle, your religion,
the earth and your food.

Living organic

Practicing a close relationship between you,
the earth, the farmer and your food.

Growing organically

Nurturing awareness of the relationship,
between organic food and your health,
your values and our culture.

Entering organic

The realistic limit for federal
involvement in assuring that
organic food meets basic
organic production standards.