

# What is organic food and farming?

Organic food is produced using environmentally and animal friendly farming methods on organic farms.

Organic farming recognises the direct connection between our health and how the food we eat is produced. Artificial fertilisers are banned and farmers develop fertile soil by rotating crops and using compost, manure and clover.

# Pioneering for healthy people and planet

By choosing to eat at certified organic establishments you're supporting businesses serving trusted food that supports the environment, animal welfare and limits your exposure to pesticides in food.

#### Good food for all

We want to make sure everyone has access to food that is good for them and the planet.





### Why eat organic?



## KNOW WHAT'S IN YOUR FOOD

Certified organic food overall contains less pesticides. Hydrogenated fats and controversial additives, such as artificial sweetener aspartame, artificial food colour tartrazine and MSG, are banned under organic standards.



#### FOOD YOU CAN TRUST

Think of organic as a guaranteed standard.
Organic food must be traceable from farm to fork so you can be sure you'll always know what's in your food. It's also better for animals, no other system of farming has higher animal welfare standards.



# BETTER FOR THE ENVIRONMENT

Overall organic farming uses less energy and releases less greenhouse gases per hectare than non-organic farming. Organic farms do not use manufactured chemical fertilisers made from finite fossil fuels



# WILDLIFE PROTECTION









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Pillars of Hercules

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Cross Lanes Organic Farm

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