

Don't Be Fooled!

Organic Labeling Tactics

Organic is an ever-growing trend and everyone is jumping on the band wagon. Given that Walmart and Target are now the largest distributors of *organic* foods, perhaps it is time to question the quality of organics. Do you know the difference between organic, certified organic, USDA organic, Made with Organic Ingredients?

Terms like *sustainable* and *artisan* are showing up on more and more restaurant menus. Truth-in-menu laws are not strictly complied with or enforced, and even the word *organic* may be used loosely. There's a vast difference between the term *organic*, which may mean food raised without pesticides or antibiotics, and the more intensive *certified organic*, which is legally regulated by the USDA. And the phrase *natural*, typically only means *minimally processed* with no artificial ingredients or colors.

A restaurant may call its ingredients *organic* whether they're factory-farmed Chilean products grabbed from the shelves of Wal-Mart, hand delivered by a small farm after being picked that morning, or truly certified organic. *(continued on page 2)*

Only Certified Organic at PizzaSalad

PizzaSalad, The Organic Choice, doesn't just serve organic tomato sauce or a couple of organic toppings and claim to be "all-organic". We truly *are* organic.

Every item, down to the spices, in PizzaSalad bears the USDA organic label. Instead of flooding our menu with the word "organic", PizzaSalad chose to simply highlight for you those menu items which are *not* certified organic. *(continued on page 2)*



In this issue, we examine organic food labeling and marketing tactics.

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Bottom Line

The USDA Organic seal is your best and only assurance of organic food quality. If you want organic, there's only one label that can assure it and that means anything as far as organic food is concerned: the USDA Certified Organic label.

At PizzaSalad, The Organic Choice, we are proud of the fact that *everything* on our menu is made *only* with USDA certified organic ingredients. We also offer a very limited choice of non-certified organic ingredients which we label "all-natural" in our menu and make sure they contain absolutely no artificial hormones, antibiotics, shelf-life, color, or flavor enhancers, nitrates, or nitrites.

PizzaSalad's menu is straightforward and honest about what is, or is not, certified organic. Everything at PizzaSalad is USDA certified organic unless we've labeled it otherwise for you.

When to Buy Organic

Organics typically cost more than conventionally grown foods. But are they really worth the extra money?

Always Buy Organic No Matter the Price

Fruits and vegetables like spinach, peppers, apples, and pears because even after washing they retain high pesticide levels.

Meat, poultry, eggs, and dairy because you reduce exposure to disease-causing agents, toxins in non-organic feed, and any daily supplemental hormones and antibiotics.

Don't Bother Buying Organic

Seafood because despite organic label, mercury and PCB contaminants are present and USDA has yet to develop organic certification standards.

Cosmetics because water or water infused with a minute fraction of organic plant material is usually the primary ingredient.

Organic Labeling Tactics

(continued from page 1) Ultimately, diners need to be aware, self-educate, and ask questions. Diners also should pay attention to their taste buds. True organic generally tastes better -- produce is more earthy and pungent, for example tomatoes have higher sugars and acidity while yellow peppers are juicy and sweet. The absence of chemical pesticides and artificial antibiotics also make genuine organics easier to digest and don't leave you feeling "heavy" afterwards.

Only Certified Organic at PizzaSalad

(continued from page 1) While other restaurants highlight their one or two organic menu items, PizzaSalad highlights our one or two *non*-certified organic items. We go even further in defining "all-natural" as containing no artificial hormones, antibiotics, color, flavor, or shelf-life enhancers, nitrates, or nitrites. So you can be sure even our non-certified organic items are simply that, not certified.

In addition to using only USDA certified organic ingredients, PizzaSalad implements internal procedures to safeguard the integrity of our organics. For instance, we use only organic, microbiotic cleaning solutions and sanitizers, maintain separate storage and processing areas for certified and non-certified organic ingredients, and ensure our organic suppliers and distributors are certified, too. For more about PizzaSalad's organic menu, visit pizzasalad.com.

PizzaSalad, The Organic Choice

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