

Why Organic?

Eat Organic for Good Health

Eating organically is healthier for our bodies and our planet. Organic food contains no toxic chemicals. The majority of organic fruits and vegetables whose skin is edible can be safely eaten and this adds more vitamins and minerals to our diet. According to a leading microbiologist and nutritionist, Dr. Robert O. Young, organic produce may contain as much as 300% more nutrients than non-organic!

Organic farmers do not use chemicals considered to be carcinogenic such as artificial herbicides, fungicides, and insecticides. Instead of using synthetic chemical fertilizers, organic farmers use only farm-made or commercially-produced non-synthetic organic fertilizers and composts. Nitrates from commercial fertilizers destroy or decrease the vitamin C content of plants. In our bodies they can be changed to nitrites, which have caused serious illnesses and even fatalities.

Calcium, magnesium, potassium and iron contents of vegetables from mineral-rich organic ground have ranged from four to many hundreds of times higher than those grown on soil long under cultivation. Foods from land rich in natural minerals and humus have greater protein content than those grown in (*continued on page 3*).

PizzaSalad's Organic Menu

PizzaSalad's original pizza crust and signature sauces are made with only USDA certified organic ingredients. And the pizza cheese and toppings, salad greens and toppings, dressings, and accompanying bread rolls are all USDA certified organic, too!

Offering a natural, healthy, and more flavorful option, PizzaSalad's gourmet organic pizzas and salads are made with respect for your health and our environment's. Visit www.pizzasalad.com for the PizzaSalad menu and daily specials.



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PizzaSalad, Earth's Friend

In addition to holding ourselves accountable to the highest quality criteria of the gourmet, organic food industry, PizzaSalad commits to earth-friendly, sustainable business operations. We genuinely care about your overall health and we know that this includes our earth's well-being, too!

Being a friend to the earth, PizzaSalad incorporates environmentally beneficial business practices. The restaurant industry comprises 10% of America's economy and the restaurant industry is the #1 electricity consumer in the retail business sector. By implementing environmentally sensitive business processes, PizzaSalad is helping to

create an ecologically sustainable restaurant industry. At PizzaSalad, The Organic Choice, we value minimizing the impact of our business activities to the environment. We ask ourselves questions like, "Is this the most energy-efficient equipment available? Were toxins produced while manufacturing this furniture? Is this packaging recyclable? Is it even necessary?" We gladly do this because we consider a healthier environment to be a positive return – plain and simple.

A friend to the earth, PizzaSalad incorporates environmentally beneficial business practices such as biodegradable and decomposable food containers, to-go bags, and waste bin liners.

PizzaSalad is Good

for the Earth

PizzaSalad's commitment to a healthy earth is serious business and among the various eco-friendly operational choices the company has made are:

- Hybrid or alternative fuel company-owned delivery vehicles
- 100% organic cotton uniforms
- Non-toxic cleaning and sanitizing solutions which use beneficial microorganisms to "eat away" harmful bacteria
- Energy-smart pizza oven and refrigerators that use less energy to produce the required hot and cold temperatures

The list goes on...visit www.pizzasalad.com.

Eat Your Way to a Healthy Earth

Our health is ultimately dependent upon the health of the earth and healthy soil means healthy food. When no herbicides, pesticides or artificial fertilizers are used, ground water pollution and toxic residues on food are avoided. A report by Britain's Soil Association shows that wildlife is substantially richer and more varied on organic than on conventional farms. A typical organic field has five times as many wild plants, 57% more species, and 44% more birds in cultivated areas than a regular farm. Every time we eat an organic lettuce or tomato, we help restore wildlife.

According to the Organic Trade Association, organic farms use 50% less energy than conventional ones and the majority run their tractors on biodiesel fuel (not fossil fuel), reducing the production of carbon monoxide and carbon dioxide.

Organically grown produce can remove carbon from the air and store it in the soil in a process called carbon sequestration. Studies done by the Rodale Institute indicate that organically farmed systems experience a 30% increase of carbon in soil over 27 years. The Rodale Institute has pioneered a no-till organic rotational system that decreases dependency on fossil fuels, while naturally increasing the carbon-sequestering compounds in the soil – compounds that are often destroyed in "conventional" farming techniques. They have calculated that if practiced on the world's 3.5 billion tillable acres, their "post-modern" organic systems could sequester up to 40% of the world's current CO2 emissions – while providing us all with better-quality crops.

Even domestically, the impact of this type of agricultural reform could be huge. The Rodale Institute estimates that switching all 434 acres of American cropland to organic regenerative agricultural management would reduce emissions by about 25% annually. According to their studies, farming two acres with regenerative methods is the equivalent of taking one car off the road.

We can all be healthier and help our earth by eating organic.



Eat Organic for Good Health *(continued from page 1)*

chemically fertilized soils. Among 40 households who kept food diaries of their children for three days, then collected their kids' urine for analysis. The study by researchers at the University of Washington concluded that children fed a diet of organic foods were exposed to far fewer — six to nine times less — toxic pesticides than children fed a conventional diet.

Studies have documented the presence of pesticide metabolites, or breakdown products of the synthetic chemicals, in children's bodies. This is the first study to document the difference in exposures to pesticides offered by an organic versus a conventional diet, says Richard Wiles of the Environmental Working Group, a non-profit research organization based in Washington, D.C.

The researchers measured six metabolites that derive from some 39 organophosphorus pesticides, the most commonly used in the United States and also some of the most toxic. They compared a group of 18 organic-eating children with 21 conventional food-eating children all roughly the same age (2-to-5-years-old on average), gender, and of similar family income. The children with primarily organic diets had far lower levels of the metabolites in their bodies.

This study contributes to public understanding of the importance of eating organic food and changes the perception that it's no safer than conventional food — at least with respect to chemical exposures.”

Chronic exposures to low levels of pesticides could very well be significant. Children exposed to high levels of organophosphate pesticides are at risk for bone and brain cancer, neuroblastoma and childhood leukemia.

In light of the uncertainty over pesticides in and on food, one way to minimize your risk of exposure is to eat organic food for your good health.



Organic Labeling

Making sense of organic labeling can be difficult, and many do not understand the significance of the USDA Organic label.

At PizzaSalad, everything is organic unless specifically labeled as “all-natural”.

100% Organic—Foods made with 100% organic ingredients* and may display the USDA Organic seal

Organic—Products which contain at least 95–99% organic ingredients (by weight). The remaining ingredients are not available organically but are approved by the NOP. These products may display the USDA Organic seal

Made With Organic Ingredients—Food which contain 70–94% organic ingredients. These products may not bear the USDA Organic seal

Other—Products with less than 70% organic ingredients may only list organic ingredients on the information panel of the packaging. These products may not bear the USDA Organic seal.

*Salt and water are not included.

PizzaSalad, The Organic Choice

1655 E. Thousand Oaks Blvd.
Thousand Oaks, CA 91362
(805) 371 7878
(805) 371 7979
info@pizzasalad.com

*The Organic Choice
for a Healthy Earth*

Find us on the Web:
www.pizzasalad.com



What is an *Organic* Pizza?

95% or more of the ingredients in an *organic* pizza must be USDA certified organic. Any non-organic ingredients used must be on the USDA's approved National List of Allowed Items and may not comprise more than 5% of the total pizza.

For example, PizzaSalad's *organic* pizza dough is made fresh every day using only:

- USDA certified 100% wheat, unbleached flour
- USDA certified *organic* extra-virgin olive oil
- yeast which has not been produced or handled with genetically engineered organisms, irradiation or sewage sludge
- salt with no additives
- filtered water

PizzaSalad makes its *organic* signature pizza sauces and rubs entirely with USDA certified *organic* ingredients. The tomato sauce contains only *organic* tomatoes, herbs, and spices and the olive oil and garlic rub, too, is 100% USDA certified organic.

And the pizza cheese? That, too, is 100% USDA certified organic at PizzaSalad.

PizzaSalad also offers an extensive selection of USDA certified organic toppings so you can create your favorite all-*organic* pizza!

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