

ORGANIC:

MORE THAN JUST MARKETING

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Organic is more than just a marketing buzzword. It is a set of production practices that reflect a holistic farming approach seeking to preserve the health of soil, plants, animals and humans. In Canada, these practices are regulated at the federal level: as specified by the Safe Food for Canadians Regulations, a product can only be certified organic and use the Canada Organic logo if it contains 95 per cent organic ingredients or more.

Certified products must meet a number of strict regulations that are regularly reviewed and enforced by third-party inspection bodies. When you see the Canada Organic logo on a product, you can be confident that it adheres to the principles of ecological care that guide organic agriculture.

Organic means:

- **The use of GE seeds or substances is not permitted**
- **Soil health is improved through crop rotation and organic matter inputs**
- **Dairy cows must receive 60% of their diet from pasture and forage**
- **Humane treatment practices encourage animal health**
- **A lower energy footprint than just local, because synthetic fertilizers aren't used**



OCO

Organic Council of Ontario

The Voice for Organics in Ontario