



What Do All Those Eco Labels Mean?

MAKING CHOICES

If you're roaming the supermarket aisles looking for sustainable food choices, you'll see many labels on packages. To help you make the choices that meet your needs and values, use our guide to the right.

STRICT REQUIREMENTS

These labels are examples of programs with strict requirements. Other claims may sound impressive but have no standards behind them. For example, there are no standard universal definitions for the terms "natural" and "free-range."

FRESH IS BEST

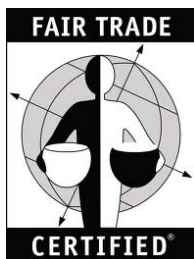
While you check out the fine print, remember: some of the best foods of all, like fresh fruits and vegetables, don't come in boxes plastered with labels. Sometimes less is more!



The USDA Organic program has three levels: 100% Organic; Organic (must contain at least 95% organic ingredients); and Made with Organic (must contain at least 70% organic ingredients). Foods labeled organic can not contain genetically modified ingredients (GMOs).



Farms that use organic methods but have not undergone the expense and paperwork of USDA certification can use the Certified Naturally Grown label run by a nonprofit of the same name.



Fair Trade Certified products are grown and processed according to strict standards of sustainability and workers' rights, with rules enforced by the Fairtrade Labelling Organizations International.



Foods without genetically modified ingredients can be verified as such by the Non-GMO Project.



Certified Humane Raised and Handled is a label found on meats and eggs that come from animals treated humanely and verified by inspectors with expertise in animal welfare.