

## Organic Foods: You Are What You Eat

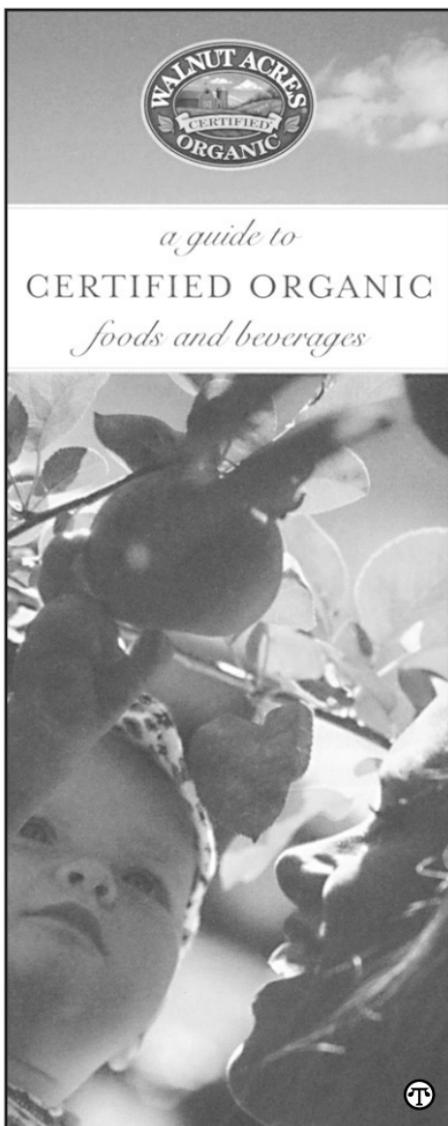
(NAPSA)—What is in the food we eat? Are you unwittingly feeding antibiotics or synthetic pesticides to your family? What about genetically modified foods? According to a recent study, more than three-quarters of Americans say they have no idea what ingredients are in their daily diets.

The “Walnut Acres Certified Organic Futures” study shows that the majority of consumers (79%) are concerned about the safety of their food. Fueling their food fears are the threat of Mad Cow disease, genetic modification and residues of growth hormones, antibiotics, man-made fertilizers and synthetic pesticides. The survey was commissioned by Walnut Acres certified organic foods and beverages.

What are consumers doing to combat their fear? More than six in 10 Americans (63%) believe organic food and beverages are both better and more healthful for them than non-organic items and almost one out of every two (48%) are purchasing organics when food shopping. Forty percent believe organic food will be a bigger part of their diet within a year, and that number leaps to 50% when asked about eating habits over the next five years.

In 2002, the new U.S. Department of Agriculture national standard for certified organic foods will take effect. The new standards ensure consistency in all organic products, regulating which products can be called “organic” and defining acceptable organic farming practices and food production. Consumers buying organic foods will feel confident knowing that only foods containing 95% or more organic ingredients will be easily identified by the “USDA Organic” seal on the label.

With an abundance of organic products already available at supermarkets across the country, Americans don’t have to wait to integrate organics into their daily diets. Today, shoppers can easily find everything from organic pasta sauces to fruit juices, and from organic cotton clothing to



**More and more people are avoiding chemicals by using organic products.**

organic skin care products.

There are even organic snacks. Walnut Acres, America’s original organic brand, recently introduced a delicious and certified organic way to dip chips with certified organic salsas. The new Walnut Acres salsas—available in Midnight Sun, Sweet Southwestern Peach and Fiesta Cilantro—deliver vine-fresh flavor and naturally pure ingredients and comply with the new USDA standards.

To learn more about certified organic products or to request a free “Guide to Certified Organic Foods and Beverages,” visit [www.walnutacres.com](http://www.walnutacres.com).