

## Tips For Buying Organic Produce

(NAPSA)—Today, the demand for organic produce is on the rise. As much as families may want to embrace this choice in fruits and vegetables, it can seem cost prohibitive. However, consumers don't have to pay premium prices to keep their families feeling great about what they are serving at mealtime.

### Why Choose Organic Produce?

- Organic produce is grown without synthetic chemicals, including pesticides, herbicides, fertilizers and unapproved sanitizers.

- Having a diet that consists of organic foods limits your exposure to harmful pesticides.

- Even after thoroughly washing, certain conventionally grown fruits and veggies can have higher levels of pesticide residues than others.

- “According to the Environmental Working Group, produce such as apples, peaches, red raspberries and spinach are part of a list considered the ‘dirty dozen,’ and they are the best place to spend money on organic produce,” recommends Dr. Susan Mitchell, Target health and nutrition expert.

- Consuming organic produce helps you get your daily dose of antioxidants, superfoods and vitamins. For example, blueberries are among the fruits with the highest antioxidant activity, and one cup of fresh spinach leaves provides almost 200 percent of your daily value of vitamin K.

### What To Look For:

- When buying organic produce, be sure the products are labeled with the United States Department of Agriculture (USDA) organic seal. If a product is labeled as “all natural,” it doesn't necessarily mean that it's organic.



- To be labeled with the USDA Certified Organic Seal, all fresh or processed foods sold in the United States, including imports, must be produced according to the national organic standards and certified by an inspection agency accredited by the USDA. Before crops can be certified, all organic farmers must use only approved materials that will not harm humans, animals or soil life, according to the Organic Gardening magazine.

### How To Go Organic:

- Introduce organic produce into family meals by purchasing foods that are in season. Seasonal produce varies by region but look for strawberries in June, blueberries in mid-May and spinach in early spring or fall. If something is in season, it will be less expensive, easier to find and fresher.

- Using any produce is a nutritious and delicious addition to a meal that doesn't have to cost a lot. SuperTarget, a USDA certified organic produce retailer, offers superior quality and low prices on a wide assortment of organic fruits and vegetables such as bananas, apples and grape tomatoes.

For more information on organic offerings, store locations, recipes, coupons and more, visit [Target.com/grocery](http://Target.com/grocery).