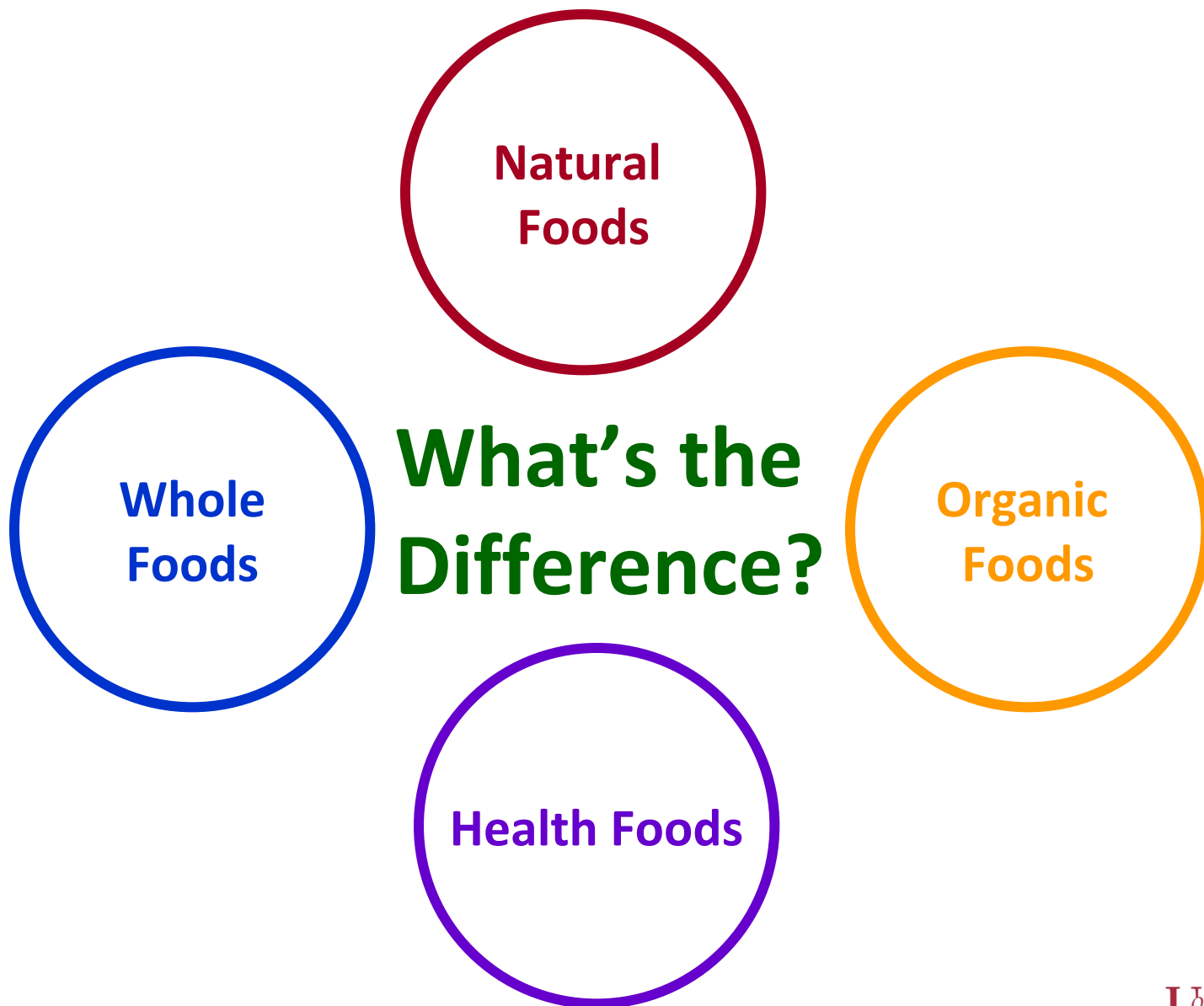


Organic vs. Natural Foods – What's the Difference?



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What's the Difference?

Organic Foods	Produced in ways that promote soil and water conservation and use of renewable resources. Regulated by the federal government.
Natural Foods	Minimally processed foods that do not contain synthetic ingredients. Not regulated.
Whole Foods	Similar to natural foods.
Health Foods	Similar to natural foods.

National Organic Program



- Regulates how organic foods are grown and handled
- Farming practices must:
 - Maintain and enhance soil fertility
 - Prevent soil erosion
 - Minimize risk to human and animal health and natural resources

Organic Food Production

Conventional	Organic
Chemical fertilizers	Manure or compost
Insecticides	Beneficial insects and birds; traps
Herbicides	Crop rotation, tilling, hand weeding, mulching
Antibiotics, growth hormones, and medications	Organic feeds, rotational grazing, outdoor access

Food Retailers



Retailers cannot:

- **Knowingly sell product labeled organic unless it meets NOP requirements.**
- **Allow unpackaged organic products to contact conventional ones.**
- **Permit organic products to contact prohibited substances.**

Organic Food Labels



- 100% Organic: contains only organic ingredients
- Organic: at least 95% organic ingredients
- Made with Organic Ingredients: 70-95% organic ingredients
- Products with less than 70% organic ingredients cannot be labeled organic.

Organic Food Trends



- Organic food sector accounts for 5% of total US food sales.
- Organic food sales are projected to grow at a rate of 18% annually.
- Organic foods are sold in 80% of market retailers.

eXtension. What is Organic Farming? Accessed May 2010 at <http://www.extension.org>.

Organic Food Shoppers



- **Ages 18-27 = 51%**
- **Ages 28-41 = 55%**
- **Ages 42-51 = 57%**
- **Ages 52-60 = 50%**
- **Ages 61+ = 46%**

Source: Food Marketing Institute. *Natural and Organic Foods*,
FMI Backgrounder, June 2007.

Benefits of Organic Foods

- **Organic farming practices reduce pollution and conserve water and soil.**
- **Organic foods and conventional foods are similar in quality.**
- **Organic foods are as safe and nutritious as conventionally grown foods.**

Source: Mayo Clinic Staff. Organic foods: Are they safer? More nutritious? Accessed from www.mayoclinic.com, Feb. 2010.

What are Natural Foods?

- No legal definition.
- Minimally processed foods without synthetic ingredients.
- Meat and poultry free of synthetic ingredients and processed in a way that does not fundamentally change them.
- Whole grains, containing bran, germ and endosperm.

Source: Institute of Food Technologists. *Is There a Definition for Natural Foods?* Accessed www.ift.org, February 2010.

Natural Food Ingredients



Turbinado Sugar

Raw sugar from first pressing of cane sugar
Contains some molasses



Stevia

Herb and extract forms
Generally recognized as safe
Recommended to use in moderate amounts



Sea Salt

Made from evaporating sea water
Composed of sodium and chloride
Contains trace minerals and elements

Honey



- Major sweetener until sugar cane in the 19th century.
- Color and flavor depend on the flowers from which bees gather nectar.
- Consists of simple sugars.
- Store in a warm, dry place.

Whole Grains



Brown Rice

Germ and bran are intact

Brown, black, purple, or red in color

Higher in fiber than white rice, gluten-free



Barley

Cereal grain

Chewy texture and nutty flavor

Fiber helps lower cholesterol



Bulgar (cracked wheat)

Made from any wheat

Cooks quickly

Mild flavor, high in fiber

Whole Grains



Oats

Germ and bran are intact
Steamed and flattened into “old-fashioned” oats
Fiber helps lower cholesterol



Triticale

Hybrid of durum wheat and rye
Ideal for organic farming
High in protein



Flaxseed (linseed)

Seed of the flax plant
Contains Omega-3 fatty acids
Fiber helps reduce cholesterol

What is Gluten?



- **Gluten is an elastic substance formed from proteins when kneading some flours.**
- **Gluten damages the lining of the small intestine in people with celiac disease.**
- **Celiac disease is an autoimmune disease.**

Gluten-free Whole Grains



Amaranth

Kernels from a bushy, green-colored plant

Peppery taste

High in protein, has all essential amino acids



Millet

Grass

White, gray, yellow, or red

Mild, sweet, nutty flavor



Quinoa (*keen-wah*)

Relative of swiss chard and beets

Cooks quickly and has mild flavor

High in protein, has all essential amino acids

Benefits of Natural Foods



- An alternative for people allergic to additives and preservatives.
- Whole and unrefined foods, contain fiber and phytochemicals that help protect against chronic diseases.

**Natural
Foods**

**Whole
Foods**

**What's the
Difference?**

**Organic
Foods**

**Health
Foods**

What Did You Learn?

1. Organic foods are safer and more nutritious than conventionally grown foods?

- True
- False

What Did You Learn?

2. Natural foods may be healthy alternatives for people who are allergic to food preservatives?

- **True**
- **False**

What Did You Learn?

3. Sea salt does not contain sodium like table salt.

- True
- False

What Did You Learn?

4. Gluten damages the small intestine of people with celiac disease.

- True
- False

What Did You Learn?

5. The fiber in barley and oats helps lower blood cholesterol.

- True
- False

Questions



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