

Navigating Eco-Labels



By Xanthe McGrath

USDA Organic

1. Farmers must adhere to organic agricultural standards for three years before their products are considered.
2. Agricultural sellers face an annual inspection.
3. The label has federal and governmental associations.

Common Problems: No testing requirement. Organic also does not mean pesticide free. Animal abuse can still occur under this term.



Leaping Bunny

1. The only internationally recognized symbol guaranteeing no animal testing during any stage of production
2. Certification is a free process.
3. Very reliable!

Common Problem: Any bunny symbol is now associated with no animal cruelty.



American Grassfed

1. Animals are never treated with any antibiotics or hormones
2. Animals are kept in open pastures on U.S soil for grazing diet purposes

Common Problem: Misleading (uncertified) grassfed labels are being applied to products, creating misconceptions about uninspected farms.



Fair Trade Certified

1. The product complies with safe working conditions (consistent minimum wages/ no child labor).
2. The entire production line is examined every three years.

Common Problem: Some companies only use a few Fair Trade certified ingredients; the label is an umbrella term for their entire production line.



Non-GMO Project

1. A product/ its ingredients were not genetically modified.
2. In theory, it complies with more serious food standards than FDA.
3. Verification for this label is updated annually.

Common Problems: GMOs are hard to define chemically, therefore the term has limited relevance. This label has no government affiliations so the standards are harder to implement.

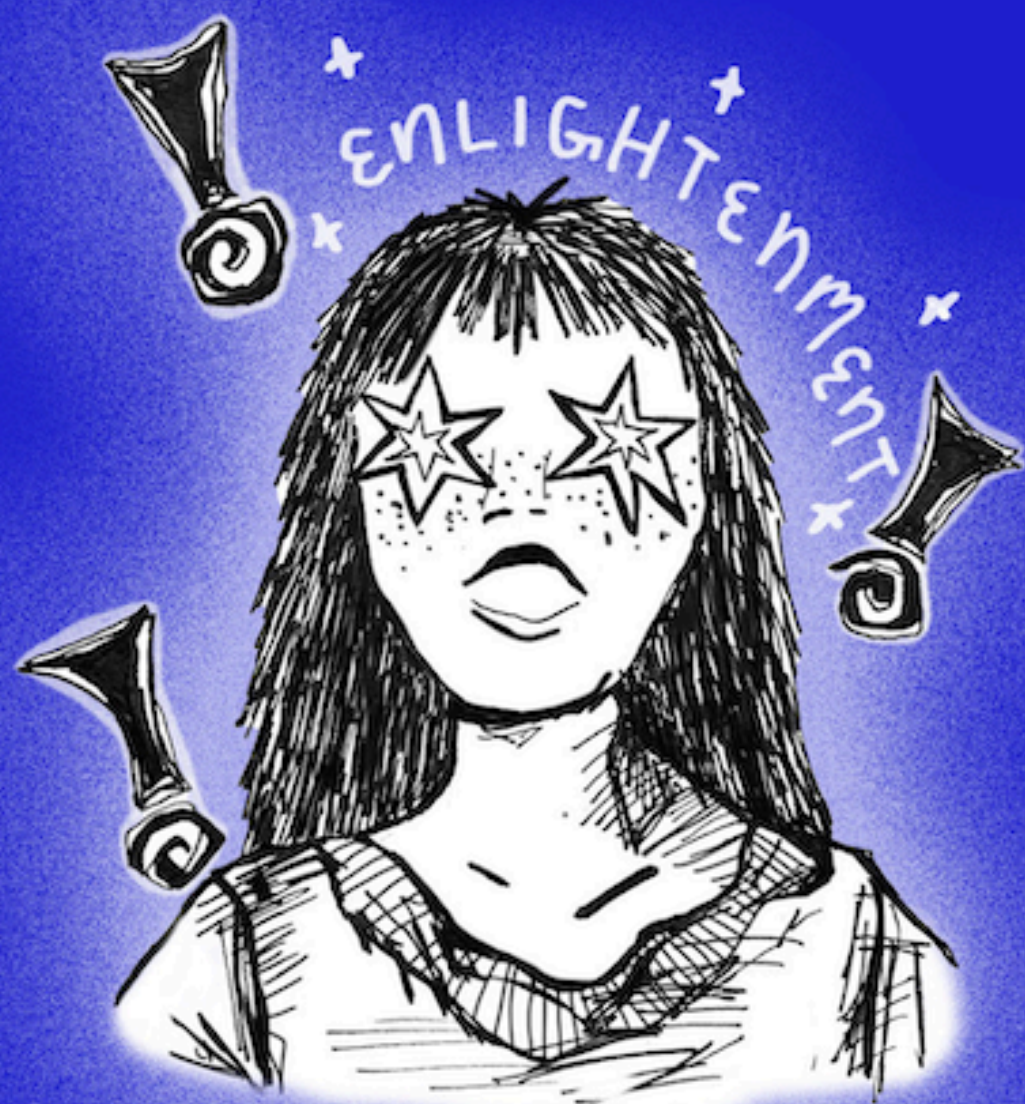


Rainforest Alliance

1. The label indicates the business employs sustainable, environmentally concerned practices.
2. Worker well-being is prioritized.

Common Problems: Label qualifications are fairly vague. Auditing of the businesses after certification is minimal. Living wages for workers is not a standard.





Thank you!

Scan for access to
the Works Cited
page:

