

It's good to go ... organic, naturally

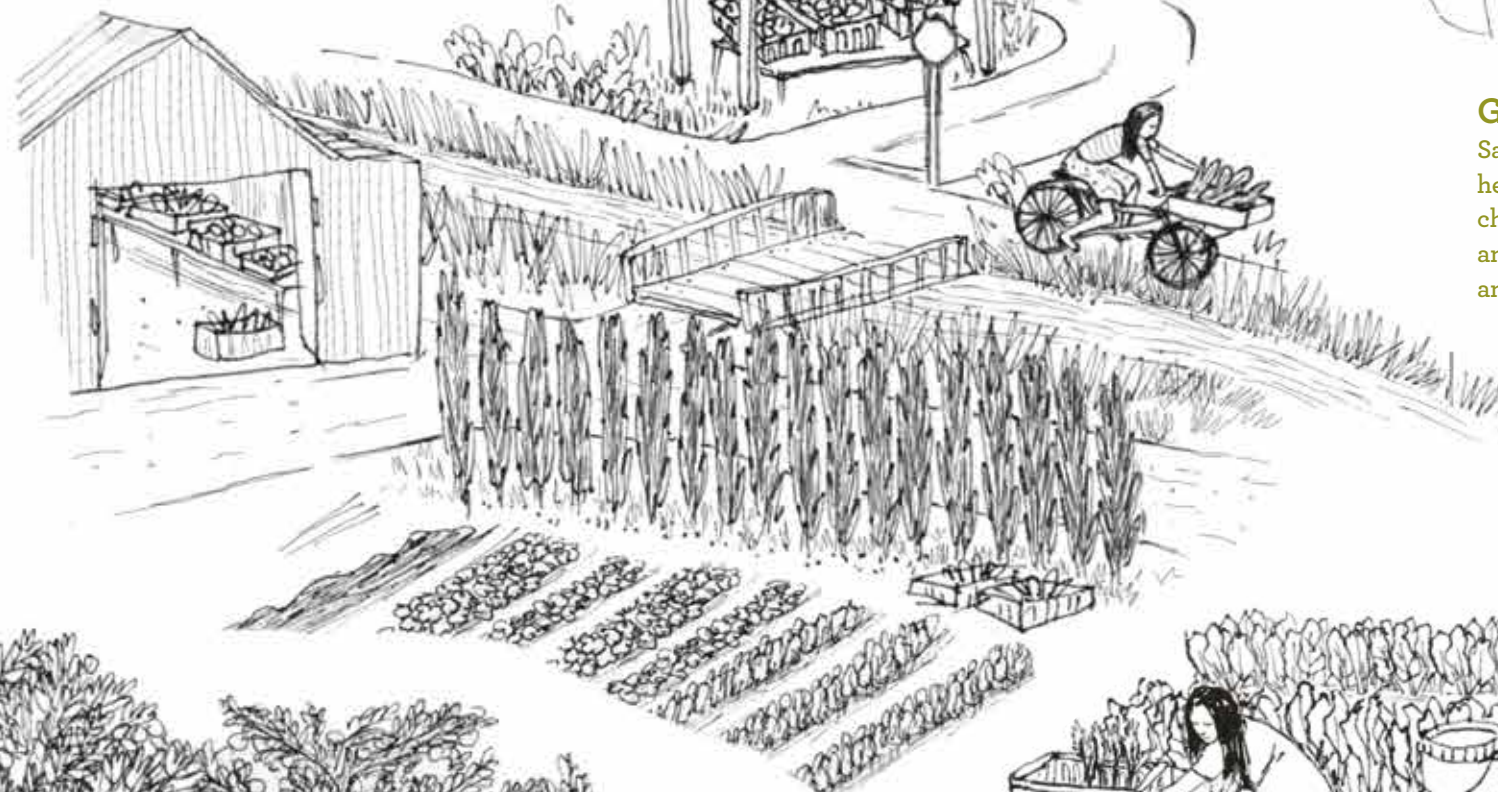


Good for nature

Organics nurtures nature by not using toxic agri-chemicals and other pollutants that poison our soil, air and water – the home of our wild plants and animals. That's good for birds, bees, trees, fish, flowers... and you and me.

Good for animals

High standards of animal welfare – letting animals express their natural behaviour in natural surroundings – are essential to organic farming. Certified organic production standards prohibit battery cages and other cruel treatment of animals. If it isn't free range and humane, it isn't organic.

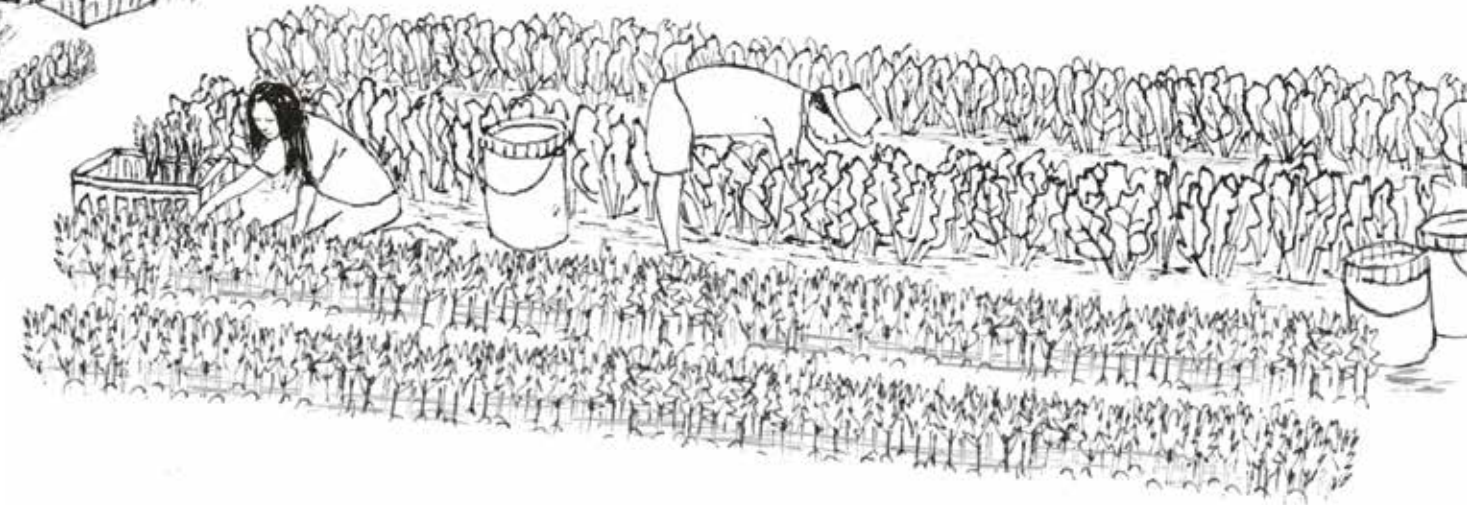


Good for families

Safe, healthy, nutritious food is essential for growing healthy people. Families going organic educate their children on where food comes from, how it is produced, and what makes it good. They enjoy buying, preparing, and where possible growing food together.

Good for land workers

Farming families and farm workers all benefit from living and working in a healthy environment, producing quality food for a fair return. Fairness is a key organic principle, and many certified organic products are also certified fair trade.



It's good to know...
that organics is based on four core principles
Health · Ecology · Fairness · Care

