



The Epicure News-Your resource to the world of gourmet foods.

Organic Food Trends.....

Natural and Organic Foods have caused a transformation in today's marketplace. "Health" has become an enormous issue. Retailers and manufacturers want their products healthy and processing is key. Health-conscious buyers worry about the potential deleterious effects of pesticides and chemical fertilizers.

The booming "natural food" category now contains factors of equitable trade practices and humane treatment of animals. The organic foods industry is also changing. What was once a relatively small number of family-run farms producing organic products now includes large corporate owners.

What is Organic food? Organic meat, poultry, eggs, and dairy products come from animals that are given no antibiotics or growth hormones and organic food is produced without using most conventional pesticides.

Is Organic food the same as Natural food? No, they are not the same. Claims such as free-range, hormone-free, and natural, can still appear on food labels. But this is not the same as "organic." Only food labeled "organic" has been certified as meeting USDA organic standards.

The USDA has developed strict labeling rules to help consumers know the organic content of the food they buy. An Organic seal may be placed on food products that are at least 95 percent organic. Products with less than 70 percent organic ingredients may only list organic ingredients on the side panel of the package. No organic claims can be made on the front of the package.

Epicure Foods is ready for the New Year with a selection of Organic and Natural products. Select from our specialty imports made with only pure and natural ingredients. The ***Montchevre cheese*** line contains no hormones, additives, or preservatives. Our ***Organic Valley cheese*** and ***butter*** line clearly depicts the USDA organic seal. ***Rieme lemonades*** and ***syrops*** are made with natural plant extracts and be sure to try our ***organic polenta*** from ***Zerto***.

