

# born organic

supporting your toddler's health from the inside out



It really is fair to say babies are 'born organic'. Their body is never purer than as they emerge into our world. The food they receive before birth is filtered first through their mother and if they are breast-fed, leads straight to another pure, organic source of food ... but this guarantee exists only if parents' lifestyle supports it.

What we eat ourselves and the choices we offer our children truly form the foundation of future good health.

**When a toddler is weaned** and we start making decisions about what to feed her, we're laying down the life-long foundations of her attitudes to food and eating. This can also be a terrific opportunity to take a fresh look at the whole family's eating habits and perhaps make some important changes, including shifting to a more organic diet.

## The amazing benefits of 'clean food'

**The pesticides and chemical fertilizers** used in industrial farming, along with additives and preservatives used in food processing, are among our biggest dietary health risks today. Our preference for high fat and sugar only compounds matters, but it is the 'treatment' of food itself that is causing many long-term problems and reactions.

Organic food offers some of our best protection against these hazards. It is produced and monitored in ways other food options are not, and its life-enhancing qualities cannot be underestimated. You could say that organic food is our 'cleanest' source of nutrition; it's the one choice we can make where we have real security

about what our food contains.

Current research finds that a child's nutritional status in the first five years determines its good health for the rest of its life. Meanwhile, the US Environmental Protection Authority has also found that "... children receive 50% of

### SAFE, SAFER... safest

No matter what, we need to eat fresh fruit and vegetables to have a balanced diet.

Only organic produce is guaranteed free of pesticides and other chemicals. All the same, non-organic crops are not all treated with the same amount of toxic additives.

Here's a list of non-organic crops grown with more, or less, chemicals.

#### NON-ORGANIC FOODS WITH THE HIGHEST PESTICIDE LEVELS

Apples; Bell peppers; Celery; Cherries;  
Imported grapes; Nectarines; Peaches;  
Pears; Potatoes; Red raspberries; Spinach;  
Strawberries

#### NON-ORGANIC FOODS WITH THE LOWEST PESTICIDE LEVELS

Asparagus; Avocados; Bananas; Broccoli;  
Cauliflower; Sweet corn; Kiwi; Mangos; Onions;  
Papaya; Pineapples; Sweet Peas.

Source: The Environmental Working Group, Washington, USA. [www.ewg.org](http://www.ewg.org)

their lifetime cancer risks in the first two years of life,” and in a separate study,<sup>1</sup> “...one of the main sources of pesticide exposure for US children comes from the food they eat.”

No matter what, it is always better to eat fresh foods and I totally encourage

## GROW YOUR OWN! *it's easy!*

*“At Lizzards pre-school the veggie patch is a source of never-ending fascination and joy for the children.*

*They love working and playing in the garden, harvesting their crops and getting to eat their own produce at mealtimes.*

*Its amazing how the child who “never eats spinach” can be converted by finding their own, home-grown crop in the lunchtime lasagne.”*

A VEGGIE PATCH AT HOME – organic of course - gives you and your children a terrific way to play and learn together.

Lettuce and spinach are great starting crops – they come up quickly and can be picked early [you may learn some tricks about crop combining to keep the snails off your spinach].

### POTTED GOODNESS

Even if you only have a tiny balcony, sweet cherry tomatoes, spinach, chard, fresh herbs and even climbing peas will grow easily in pots.

### SPROUT YOUR OWN SEEDS.

No space at all? Sprouting seeds is a fantastic and nutritious introduction to growing things.

Mung beans, chickpeas, lentils, alfalfa, and onion seeds can all be sprouted in saucers or trays on a sunny windowsill. Just keep them rinsed and moist until they sprout, then place in the fridge, where they will continue growing, only more slowly.

Sprouts make a fantastic raw snack food and salad ingredient!

you to always choose plenty of fruit and vegetables, and meat and fish if you like them, rather than not!

All the same, in Australia we are exposed to the same sort of industrial farming methods as the US and I support families in choosing as much certified organic food as they can, knowing it is guaranteed pure and truly supports our lives and, as importantly, the good health of the earth as a whole.

Considering how pure a young child's digestive system is and how fast she is growing - with a metabolic rate to match - the effects of the food she eats are felt far more quickly than in adults.

Weight for weight, babies eat two to four times more fruit and vegetables than adults! If you're feeding your child on industrially farmed foods she is likely to be ingesting 400% more than you of the eight most commonly used chemical pesticides.

A UK government survey into the content of conventional babyfoods in 1998 found pesticide residues in 10% of commercial babyfoods. They found higher levels again in fresh fruit and vegetables used for homemade baby meals. What better reason can there be for buying organic foods that are guaranteed free of chemical substances?

Luckily, when we are all feeling very stretched for time, there is a huge variety of ready-made and convenience foods available from the supermarket shelf. Many of these now meet our wish for healthier, more balanced meals and there is an ever-growing choice of organic and additive-free food products. Even so, I believe

homemade meals are still the very best option for your child's health and your budget.

Either way, it is important to read labels, become aware of what might affect fresh ingredients, and the content of pre-prepared foods.

Substances we adults excrete quickly, linger in a baby's system for much longer. We depend on the liver and kidneys for filtering out toxins and our body fat also traps toxins and keeps them out of circulation. A toddler has immature organs and a lot more water than fat in her makeup. She filters and excretes toxins less efficiently and the water keeps them moving through her body for longer. It's easy to avoid placing these extra stresses on her system by choosing pure foods to begin with. (It is also worth noting that research into tolerance levels of agricultural chemicals is conducted on adults, not little children, so results do not reflect truthfully for much smaller bodies, with their naïve digestive systems.)

It's a wonderful sign of changing attitudes that in Australia in 2004 more than 44% of women and more than 34% of men chose to eat some organic foods and the organics industry in general is growing at a steady rate of 36% per year.

In the UK, more than 50% of infants are eating organic commercial baby foods.<sup>2</sup> In Scotland more than half of the children under two are being fed an exclusively organic diet and bottled organic baby food makes up more than 43% of total sales.

## the little girl who doesn't have asthma

**Through experience and study** I am super-aware of the rising incidence of asthma and some autism-related disorders in children. Fifteen years ago there were only two children at Lizzards with asthma puffers and today we have eleven!

It is now well known that diet is a leading contributor to these conditions, but they are most commonly treated with medicines, rather than a change in lifestyle.

Writing this reminds me of a two year-old girl who arrived at Lizzard's complete with her asthma 'puffer'. As always, we discussed the medication with her mum and heard there was no history of asthma in her extended family. This made me wonder if the cause might be environmental.

It turned out the child's family frequently ate processed meat, such as mass-produced sausages and lunchmeat, that are traditionally high in preservatives like sodium sulphate and known to cause allergic reactions.

Mum agreed to stop serving these foods for a while and keep an eye on the results. In less than a month the asthma attacks had disappeared and the puffer was no longer to be seen.

I especially like this story because it happened right under my nose and shows how fast children recover when you make a simple change.

The UK Food Commission has found we may eat as many as 60 chemical additives in one convenience food. This includes chemical preservatives, antioxidants, food stabilizers and thickeners and synthetic flavourings and colourings. These processes and chemicals essentially 'denature' foods - often to the degree they barely resemble their natural origins.

When you consider the ill effects of these so-called 'franken-foods,' it is hardly surprising how often people say they are 'intolerant' of this or that

and if your digestive tract has such difficulty processing these foods, imagine how hard they are on a toddler's naive system.

An amazing amount is now known about the effect of foods and much can be learned by browsing up-to-date articles and research at family-oriented websites such as [www.wannabee.com](http://www.wannabee.com), or daily health and food reports at the Environmental Working Group website, [www.ewg.org](http://www.ewg.org)

### BABY STEPS to an organic lifestyle

Rather than trying to shift your entire family to organics in one giant leap, approach it in baby steps, knowing each little change has a cumulative effect on your family's health.

**LEARN ALL YOU CAN.** Use the 'net, read magazines like Clean Food Organic, get familiar with the jargon on food labels (can't emphasise this enough) by using books like *The Chemical Maze* by Bill Statham, <http://possibility.com.au>

**CHAT WITH OTHER PARENTS** who share your interests and find out what resources they use. This helps build community and support local business.

**START A FASHION.** Word of mouth is the fastest way to spread news about good products and ethical services!

**EXPERIMENT.** Broaden your own horizons, not just your kids'! Choose new foods, fruit and vegetables. Ever tasted a custard apple, pomegranate or fresh date?? Try health-oriented cookbooks, like the classic *Moosewood Kitchen*, or *Cooking with Kurma ...* or this one!

**ASK FOR MORE ORGANIC PRODUCTS.**

If it's slim pickings at your local grocery store, don't be shy to ask for what you prefer, or for more choice.

## family mealtimes and the joy of connection

**Preparing and eating meals**, and even growing fresh foods at home, involves your child in a world of pleasurable sensory learning: taste, smell, touch and texture, colour and form, plus a deeper understanding of the connection between self and the earth's providence.

Teaching your child to cook is a skill they will never forget and the shared time can be a real joy. For your part you just need to relax: accept there will be extra mess and trust they can manage tasks with less guidance rather than more. This takes stress off both of you and gives you both a good feeling about doing it again.

Sitting around the dining table, children take in their family's attitude to sustenance and sharing; they watch everyone's responses to different foods, their voices, facial expressions and body language, all signalling 'team beliefs' about what is good to eat.

In our time-poor lives, the value of family communication at the table cannot be underestimated. A study by Stanford University found families who sit down to eat together three or more times a week experience a notably lower incidence of drug and alcohol abuse among adolescents. The same study found a high number of urban families rarely, if ever share mealtimes, eating as and when they 'have time'.

Add to this the tendency to feed small children early so 'that's over with' and the toddler may end up excluded from her only chance in an entire day to sit among her siblings as an equal, enjoying the tenor of family life.



## 'toddler staples' - the 5 most common foods for bubs

Research shows toddlers are mostly fed from a narrow spectrum of foods, the commonest of which are bananas, apples, carrots, potatoes and rice. This is usually in deference to their need for blander-tasting foods (a small child has 10 times more tastebuds than an adult) and for foods that puree easily and are easier to manage and digest.

Although current laws forbid the use of chemical additives, flavourings and colourings in baby foods, they do not control the quality of raw ingredients used. The 'toddler staples' are the most common ingredients in commercial baby food and they go into the jar comparatively unprocessed, so pesticides and other harmful substances present in the raw food, can be bottled in.

Commercial baby foods are an excellent example of the double standards in existing food processing legislation. Baby food manufacturers are not allowed to use colourings, preservatives and added salt and processed sugar in their products ... but they are not obligated to use pesticide-free/organic ingredients. Meanwhile it is non-organic fertilizers, pesticides and other chemicals, such as antibiotics and hormones fed to many farmed animals that undermine our health.

As to the laws preventing other inclusions, like added sugars and salt, trans fats, flavourings, emulsifiers, bulking agents, colourings, and so on, these do not apply to the general run of processed toddler and 'family' foods. Since your child is sharing at

least some of the food on the family table, they are eating those dangerous substances by default.

Also worth noting is that the laws only apply to baby foods, and by that the legislators mean children under 12 months. As an example, you might buy a pre-prepared custard for your little one and as long as it is promoted as being for 12 months and over, it can quite legally contain added sugar, salt and flavourings.

Organic foods, on the other hand, can be trusted 'from the ground up'.

## choices now change the future

The law controlling production of organic foods in Australia is very strict. Not only because farmers and manufacturers use methods they believe in, but also because the certification process is stringent.

Consequently, organic foods are our only guaranteed source of uncontaminated food today and punters know it! The organics market is growing at a whopping 36% per year, with a gross annual value of more than AU\$60 million. All the same, organic food represents only 1% of the total food market in Australia.

Given its importance to our children's, our own and the planet's health, the organics market is still not growing fast enough to correct the damage done by industrial farming methods, and this begs the question, 'Why?'

## why aren't more of us choosing organics?

The Australian Department of Agriculture conducted consumer studies and discovered that the most common reasons we may resist organic products are cost, limited range and availability.

Organic foods do not, in fact, cost much more than conventionally produced ones – most especially not when you calculate the long-term costs to human health and that of the entire planet.

Our buying patterns are constantly telling food producers what they should be making more of. If we tell them by the items we choose that we want more organic product, that is what they will provide - and the more we buy, the less expensive goods become. It is really that simple.

As things stand though, our dollar-spend is giving food producers other messages and they oblige with aisle upon aisle of soft drinks, biscuits, lollies and chips.

Even though the range of healthier pre-prepared meals is growing very fast, those fat-saturated, additive-packed frozen pizzas and dinners, potato-based dishes, stuffed pastas and pastries still hugely outrank them.

The fruit and veggie department of the supermarket invites us into another realm of consideration. While you may get the impression of abundance as you wander among the mountains of apples and scrubbed pink or white potatoes, when you really start looking there is not, in fact, much choice.

## what wasn't sown ... can't be reaped

The range of fresh foods available to us at supermarkets is very limited – especially compared to what is available in other, less developed and more farming-dependent economies. Farmers in agricultural economies are still working with crops developed over generations where diversity has evolved between one valley and the next, one soil type or weather pattern and another, giving rise to hundreds of different varieties that we will never see in our daily shopping. In Peru today farmers produce more than 500 varieties of potato, their staple food, but it is also significant that they still have a largely subsistence-based economy, with people growing most of their own food, and comparatively little large-scale industrial farming.

By comparison, Western commercial farming thrives most when it meets the demands of buyers for the mass-market, and they will not tolerate

### CLEAN SOIL points to a lower incidence of cancer ...

*“A peer-reviewed article published in the February 2004 edition of the Journal of Agriculture and Food Chemistry states that organically grown corn and strawberries have significantly higher levels of cancer-fighting antioxidants than conventionally grown foods. The research further suggests that pesticides and herbicides disrupt the production of naturally occurring protective compounds, such as flavonoids, while good soil nutrition appears to increase the levels of these anti-cancer, immune-boosting properties.”*

much diversity or change. Buyers for big city commercial food markets and supermarkets choose fresh fruit and vegetables for many reasons besides their taste, food value, perfume, seasonality and suitability to climate – or the expectation and pleasure of eating produce in its natural season.

Instead, commercially grown varieties may be chosen because they mature faster, can be cropped sooner, can be picked earlier or will ripen in cold storage. Or perhaps a variety is more predictably uniform in size, shape and colour, so it can be packed and transported more cheaply. Preference may also go to a variety that doesn't bruise easily, keeps its texture for longer, or moulds less quickly, a process that can be slowed down further by spraying with chemicals like dieldrin, an especially toxic anti-moulding agent.

In a chilling extension to this, industrial farming companies like the US megalith, Monsanto, have been permitted to patent naturally occurring seeds. At last count, Monsanto had bought the patent to 1100 naturally occurring seed varieties, making it illegal for farmers to grow them.

While this law may seem too bizarre to prosecute, nevertheless it has already happened. In a landmark Canadian case Monsanto successfully sued an independent farmer, Percy Schmeiser, claiming that their patented alfalfa seed was found growing on his farm. Though Schmeiser argued this happened 'naturally' and accidentally, through wind distribution, he lost the case and everything he owned defending it.

## what makes organic ... organic?

Organic food production and organic prepared foods really do make it possible for us to feel secure about what our family is eating. Add your child's and the planet's health to the picture and the choice of an organic lifestyle becomes even more favourable.

We can't leave it to government and big business to manage change without our input; we have to work with them to ensure a better future. One of the most effective ways to do this is by how we choose to spend our dollars. Nothing sends the message more clearly to both government and business than where we put our money. Seen this way, your household budget can form the basis of the most important and powerful expression of democracy in today's world; you're the consumer ... when you don't shop, the production clock stops.

Methods used by organic farmers emphasise balance and sustainability and the founding precept lies in the connectedness

This is where organic food production lifts its head and gives aware parents and consumers generally a big, inviting smile.

If it weren't for the care and concern of organic farmers and seed-saving organizations all over the world, many more varieties of fresh food would be lost – and hundreds have already disappeared.

all life. They treat the soil as their most important resource, feeding it with natural fertilizers, allowing it to rest as necessary and practising crop rotation. Organic farmers completely avoid chemical pesticides and herbicides, using the natural balance in things.

Organically farmed animals forage for food in open pastures and other feed is fully organic. They are managed humanely and respectfully, and live under good conditions. It is worth noting that the organic beef and dairy industries are two of the largest contributors to the Australian organics industry.

In some countries organic farming has always been the preferred method of cultivation, but in most Western economies huge tracts of land have been given over to industrial farming and traditional animal husbandry has been overtaken by

‘factory farming’ methods.

The effects of these high-yield commercial farming methods are severely felt, both in the immediate impact on our health and on the environment as a whole.

Soil exhaustion, poisoning of the water tables, the disappearance of agricultural communities and with them generations of accumulated knowledge and the loss of naturally occurring wildlife and insects have all radically disturbed the earth. At the moment the planet can still recover from these practices, but it needs our commitment and support ... and let’s face it, organic food tastes better!

As you read the following list of precepts by which organic farmers abide, you are also looking at a manifesto of environmental safeguards. These producers are protecting resources for our children’s future.

## AUSTRALIAN ORGANIC CERTIFIERS

their mark is the only way to be sure

Organic food farming is monitored at three levels: by government, by the Organic Federation of Australia (OFA), and by just five certifying organizations.



Australian Certified Organic (ACO)



National Association of Sustainable Agriculture (NASAA)



Organic Growers Australia (OGA)



Bio-Dynamic Research Institute (Demeter)



Organic Food Chain (OFC)



Tasmanian Organic Producers (TOP)

## organic farming values environmental balance

All organic farmers must conform to a set of fundamental standards:

- Soil must be completely free of chemical fertilizers, pesticides and other man-made contaminants for at least five years prior to certification. After three years a farm may be allowed to state it is 'undergoing organic certification,' but products cannot carry an organic mark.
- Farming methods include using green and animal manures, composting and crop rotation; the chemical fertilisers prevalent in industrial farming are strictly forbidden.
- Genetically Modified (GM) seed, or other GM plant by-products, are forbidden.
- Irradiation of organic fresh foods is forbidden.
- Organically raised farm animals are fed and grazed in open pastures, with appropriate shelter from weather. Any extra food they receive must also be certified organic.
- Animals may not be routinely treated with antibiotics, given growth-promoting hormones, or any other synthetic medication.
- Animals must be treated humanely and with respect throughout their lifecycle.
- Organic farmers must plan to protect naturally occurring wildlife on their land, helping maintain biodiversity.

### FUN – naturally!

Do you remember that amazing study with city children in the UK where most didn't know milk came from cows, thinking instead that it came from a factory?

Give children the chance to get in touch with the origins of their food. They will be enriched by the learning experience and they will develop their empathy with the natural environment.

ORGANIC FARMERS' MARKETS AND FARMERS' MARKETS IN GENERAL are becoming increasingly popular. Take the children with you and wandering through will surprise and delight all, with food looking, smelling and TASTING so much better.

Supporting local farmers' markets also supports a healthier planet. Though not all local farmers are organic, they are still closer to their customers and feel more responsible about what they produce.

Their goods are likely to be fresher and, having travelled less far, much less fuel has been used to get them to the table.

ORGANIC FARM VISITS are often welcomed – but you need to call first, of course. Organic farming is based on the relationship between how we treat the earth, what it yields and how this supports our health. Farm visits can be one of the most important things you do to develop your child's sense of belonging in this world.

"U-PICK HARVESTING" (fruit, nut and berry farms are a good bet). This is a great way to get cheaper fresh foods. Take a picnic for when the children get tired, though!

## what about pre-prepared foods?

### Manufactured and pre-prepared

organic foods are made under equally stringent controls.

- To receive organic certification, processed and pre-prepared foods must consist of no less than 95% certified organic ingredients.

In the case of **Organic Bubs** we have decided to use 100% organic content, totally guaranteeing the purity of your child's diet.

- Factory premises and any machinery used in processing organic foods must also be 'organic', so no non-organic products are allowed share the facilities.
- Even the cleaning products used in organic manufacturing and packing premises must be 100% organic, environmentally friendly, biodegradable and non-toxic antibacterial. Imported organic foods can be more difficult to guarantee, but certain zones, such as the United Kingdom and Germany, have high levels of certification and you can feel quite confident buying their marked product.

## the 'hidden costs' of imported foods, organic or not!

There are strong arguments against foods being flown from distant countries to supply our markets out of season, or because the produce from elsewhere is 'cheaper' than locally farmed.

To begin with, the longer fresh foods spend in transit, the more it deteriorates. Snap freezing straight after

harvesting is by far the best way of preserving the nutritional value of many foods, but this is not always an option. Many nutrients, such as Vitamin A, are air and water-soluble, and the longer food takes to reach its destination (or has its 'life' artificially prolonged by spraying, wrapping and irradiating) the more nutrient value it loses.

Even within Australia, recent re-

### IRRADIATION: what it is and why we need to avoid it

- Irradiation was introduced to slow down ripening, sprouting, natural decomposition and moulding of fresh foods, thereby extending their shelf-life.
- Irradiation was supposed to 'sterilise' fresh food by killing harmful bacteria. However, gamma rays can't tell 'good' bacteria from 'bad' and destroys them all.
- Fresh food is irradiated by exposure to gamma rays, electron beams or x-rays from a uranium by-product, Cobalt-60.
- ... "food that undergoes irradiation is hit with enough radiation to kill a human."<sup>3</sup>
- Irradiating 'denatures' food, changing its molecular structure to form new chemical compounds linked with cancer, organ and immune system damage and reproductive problems, amongst others.
- In Australia the law allows irradiation of a certain foods without labelling.
- Foods approved for irradiation in Australia include: Herbs, herb teas, lychees, mangoes, rambutans and spices, as well as cereals and grains fed to farmed animals.
- Imported foods of all kinds are already more likely to be irradiated. Discussion is underway in Australia to irradiate all imported fruit and vegetables.

Source: [www.foodirradiationinfo.org](http://www.foodirradiationinfo.org)

search shows that fresh produce travels an average of 1700km to reach a store. Now consider the cost in broader terms of flying food around the world: more oil to fuel the planes and ships, more trucks for long-haul delivery, using even more petrol ... all so we can have basil and mangoes in winter, or cheaper oranges all year round.

In addition, when we import fresh

food crops we are almost certainly exploiting workers in the country of origin, helping drive down their living conditions by forcing their country to compete with a greedy world market.

## making 'Organic Bubs'

All these factors are what make it so important to 'buy locally and organic' and what a pleasurable decision that can be. There is no question that organic fresh produce tastes better than the industrially farmed kind and has higher nutritional value.

Organic farming is a complete circle that starts and finishes with the emphasis on good health - and that is a fundamental aspect of Organic Bubs foods.

My own children, now grown up, were raised on a broad range of foods from many cuisines. Even three decades ago I was interested in natural and wholefoods and I wanted my children to have the benefits of them as well. I experimented widely, using healthy ingredients to produce new versions of many classic dishes that might otherwise use refined flours, sugars and fats.

Later, when we set up the kitchen at Lizzard's Pre-School, my children's' responses helped guide the first menus I developed. Since then, I've used the same principles with the children who come to Lizzards and who are from all sorts of family backgrounds, with diverse eating styles.

Offering the Lizzard's children a wide range of dishes, they have returned the favour by showing me what works for them - sometimes in no uncertain

### WHAT ORGANIC BUBS brings to life ...

- ♥ **Ready-to-serve** range of meals for children aged 6 months to 5 years.
- ♥ **Taste, texture, aroma and colour** in all our foods introduces your bubs to the pleasure of eating healthy, wonderful food.
- ♥ **100%** certified organic ingredients.
- ♥ **Australian-grown fresh produce** from certified organic growers and wholesalers.
- ♥ **Hand-made meals** in small batches in our own Organic Commercial Kitchen.
- ♥ **Home-style cooking** such as steaming, baking and slow cooking.
- ♥ **Fresh-cooked and snap-frozen** to lock in natural flavour, colour and nutrients and avoid over-processing.
- ♥ **Quick and easy alternative** for carers.
- ♥ NO additives,
- ♥ NO preservatives,
- ♥ NO GMO's, artificial colouring or flavouring, NO added salt or sugar, thickeners or other fillers.
- ♥ **Just real organic food!**

made with love and with the wellbeing of all bubs at heart

terms!

So the **Organic Bubs** range is based on dishes the children at Lizard's have consistently loved in daily meals over the last 13 years – so rest assured, they have been thoroughly tot-tested and will stand up to even the fussiest eaters.

Companies like **Organic Bubs** are springing up all over the world to meet contemporary families' need for truly healthy convenience foods. There's no substitute for the love and care that goes into a home-cooked meal, but our lives are so busy and mothers especially are in such a time-squeeze, it's an absolute boon to know you can have ready-made food that is still guaranteed to taste wonderful and support your good health.

Using only Australian-grown fresh ingredients ensures that the **Organic Bubs** range offers the highest nutritional value, has passed the stringent requirements of the organic certifiers and is free of any synthetic additives.

Today's the day to start choosing organic food and bringing your family back into balance.

<sup>1</sup> US Centres for Disease Control report

<sup>2</sup> Soil Association Organic Food & Farming Report 2003, UK  
[http://atn-riae.agr.ca/europe/3777\\_e.htm](http://atn-riae.agr.ca/europe/3777_e.htm)

<sup>3</sup> Dr Helen Caldicott, paediatrician, Nobel Peace Prize nominee.

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they start out so pure...  
let's keep them  
this way

