

# NATURAL VS ORGANIC

THE PRODUCT COMES FROM PLANT, ANIMAL, OR MINED SOURCES THAT ARE EITHER UNPROCESSED, OR PROCESSED WITHOUT ADDED COLOR, ARTIFICIAL FLAVOR OR SYNTHETIC SUBSTANCES.







TAKES "NATURAL" TO A WHOLE NEW LEVEL. FOODS LABELED ORGANIC MUST MEET THE RIGOROUS STANDARDS OF THE USDA'S NATIONAL ORGANIC PROGRAM (NOP).



## CERTIFIED ORGANIC INGREDIENTS

*have only the good stuff,*

### NONE OF THE BAD

-  NO CHEMICAL PESTICIDES
-  NO SYNTHETIC FERTILIZERS
-  NO ARTIFICIAL PRESERVATIVES
-  NO ADDED GROWTH HORMONES
-  NO ANTIBIOTICS
-  NO GMOS



## Levels of ORGANIC CERTIFICATION

100%  
*organic*

AT LEAST  
95%  
*organic*

AT LEAST  
70%  
*organic*

### WHAT DOES IT MEAN

100% ORGANIC INGREDIENTS

95%-99% ORGANIC INGREDIENTS

70%-94% ORGANIC INGREDIENTS

## Understanding THE SEALS

CANNED FOODS + DOG COOKIES



DRY RECIPES



[WWW.NONGMOPROJECT.ORG](http://WWW.NONGMOPROJECT.ORG)

MISSION IS TO PRESERVE AND BUILD SOURCES OF NON-GMO PRODUCTS, VERIFIES PRODUCTS TO ENSURE BEST PRACTICES FOR GMO AVOIDANCE.



[WWW.AMS.USDA.GOV](http://WWW.AMS.USDA.GOV)

THE USDA'S NATIONAL ORGANIC PROGRAM REGULATES HOW ORGANIC FOOD & INGREDIENTS ARE RAISED OR GROWN, HANDLED, PROCESSED & STORED.



[WWW.TILTH.ORG](http://WWW.TILTH.ORG)

ONE OF THE LEADING ORGANIC CERTIFICATION COMPANIES, PROVIDING EDUCATION AND ADVOCACY FOR ORGANIC AGRICULTURE SINCE 1974 & OFFERS INDEPENDENT THIRD-PARTY CERTIFICATION TO VERIFY THE INTEGRITY OF ORGANIC PRODUCTS AND COMPLIANCE TO USDA'S NOP.



**ORGANIX**  
LET'S DO BETTER