



Protecting Our Environment

WHAT OTHERS ARE DOING ❖ HOW YOU CAN HELP

Celebrate The Earth The Organic Way

(NAPSA)—Many people try to promote a clean, healthy and sustainable environment by planting trees, installing water-efficient showerheads in their homes and cleaning a park or roadway. Contributing to the health and well-being of the Earth, however, can be as simple as altering your eating habits through organic foods.

As Americans take a closer look at their diets, many turn to organic food. According to a recent survey by Opinion Research Corp., sponsored by Horizon Organic, 45 percent of consumers planning diet changes in 2005 say they intend to add organics to their diet. In addition, more than 60 percent of consumers believe lowering their exposure to potentially harmful chemicals leads to better health. When you choose organic, you also contribute to the health and well-being of the planet. Organic farming methods respect the Earth and nurture animals. These farmers never use harmful chemicals that can pollute the air, water and food.

Organic dairy cows are not given antibiotics or added growth

How do you know when you are buying organic? Most supermarkets have sections designated as organic. Consumers also can look for the “USDA Organic” seal on organic products. Organic farmers must adhere to strict rules that govern how a product is cultivated and processed. A product is certified as “organic” only if it was produced according to specific U.S. Department of Agriculture standards.



hormones. They're kept in good health naturally with certified organic feed, fresh air and plenty of pasture.

A leading organic dairy brand, Horizon Organic, tries to educate people about the benefits of organics through its Year of Organic Good Beginnings Initiative. The education outreach includes a grant to the National Healthy Mothers, Healthy Babies Coalition to develop a brochure, “What Parents Need to Know About Organic Foods” and “Go Organic! For Earth Day,” a collaborative education campaign with the Organic Trade Association and the Earth Day Network.

All the company's products are made without antibiotics, growth hormones or dangerous pesticides.

To incorporate organic products into your diet:

- Use organic milk on your breakfast cereal.
- Prepare sandwiches for lunch with organic cheese.
- Incorporate organic fruits and salads with all meals.
- Offer children organic cheese sticks and organic yogurt as snacks.

You can find out more about organic farming and organic products at www.horizonorganic.com.