

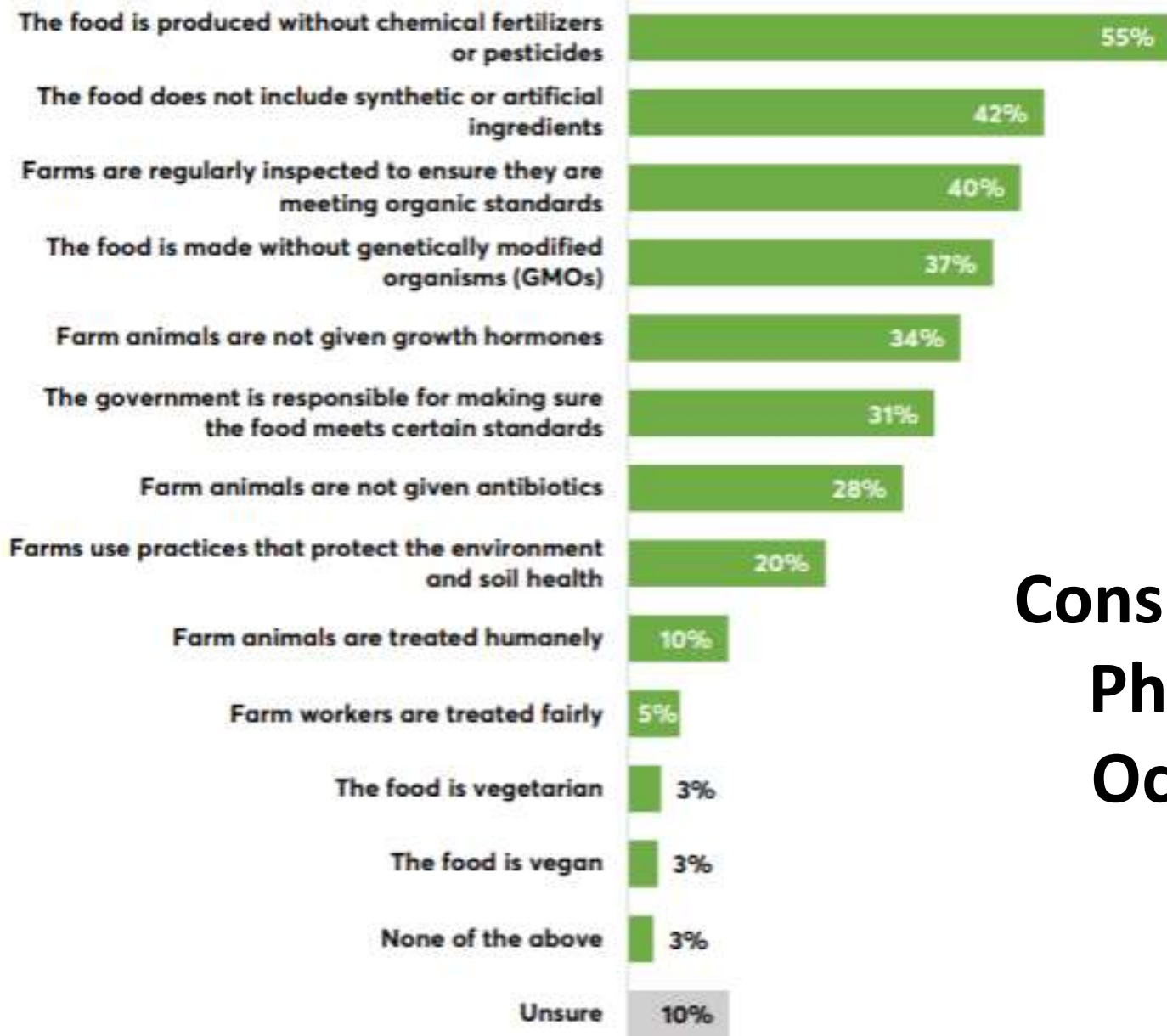


Erin Healy, M.P.H.
Director, Standards Division
National Organic Program
U.S. Department of Agriculture
April 2024

Food Label Landscape

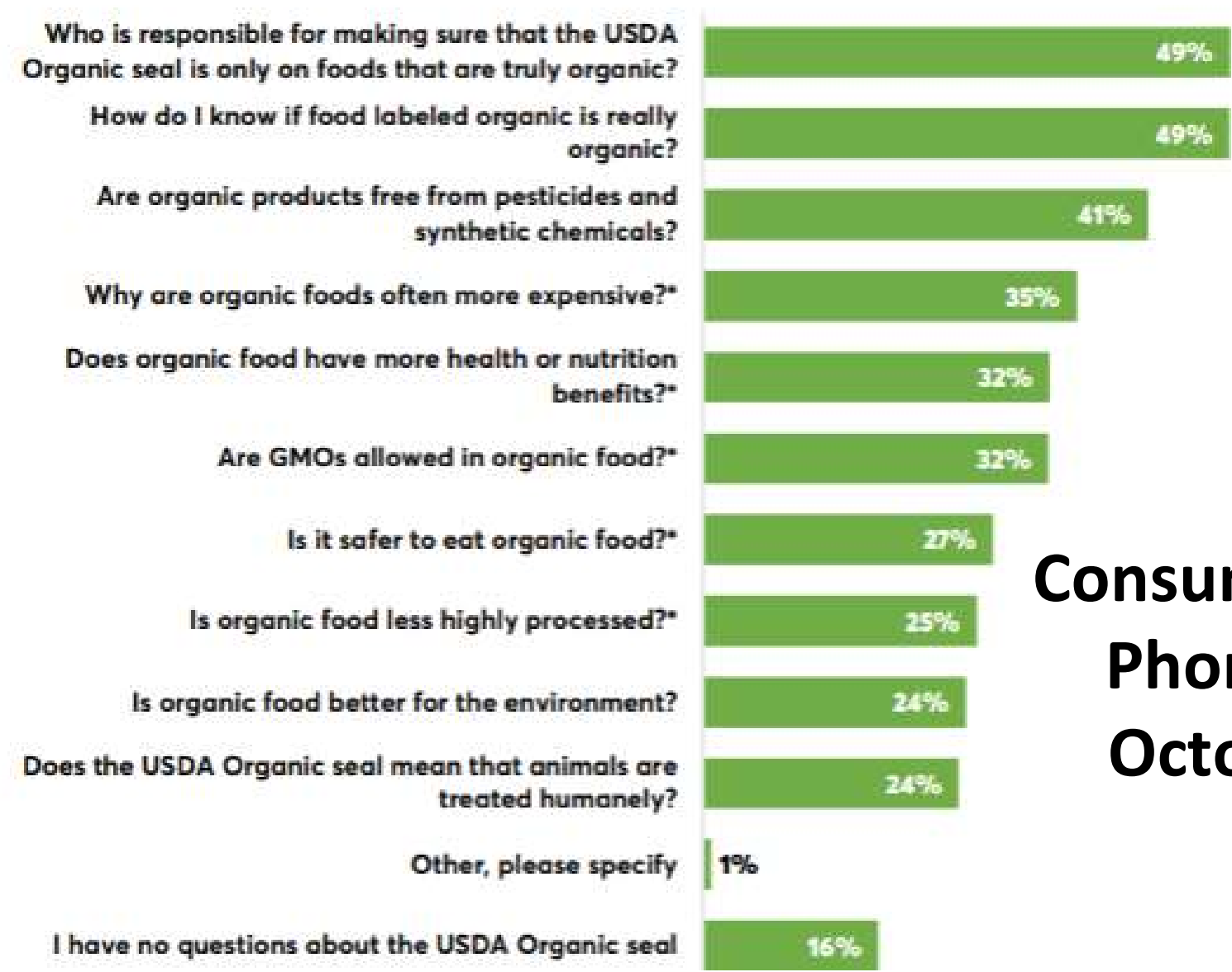


Now we'd like to ask about the "USDA Organic" seal in particular. What do you think the "USDA Organic" seal means, as far as you know?



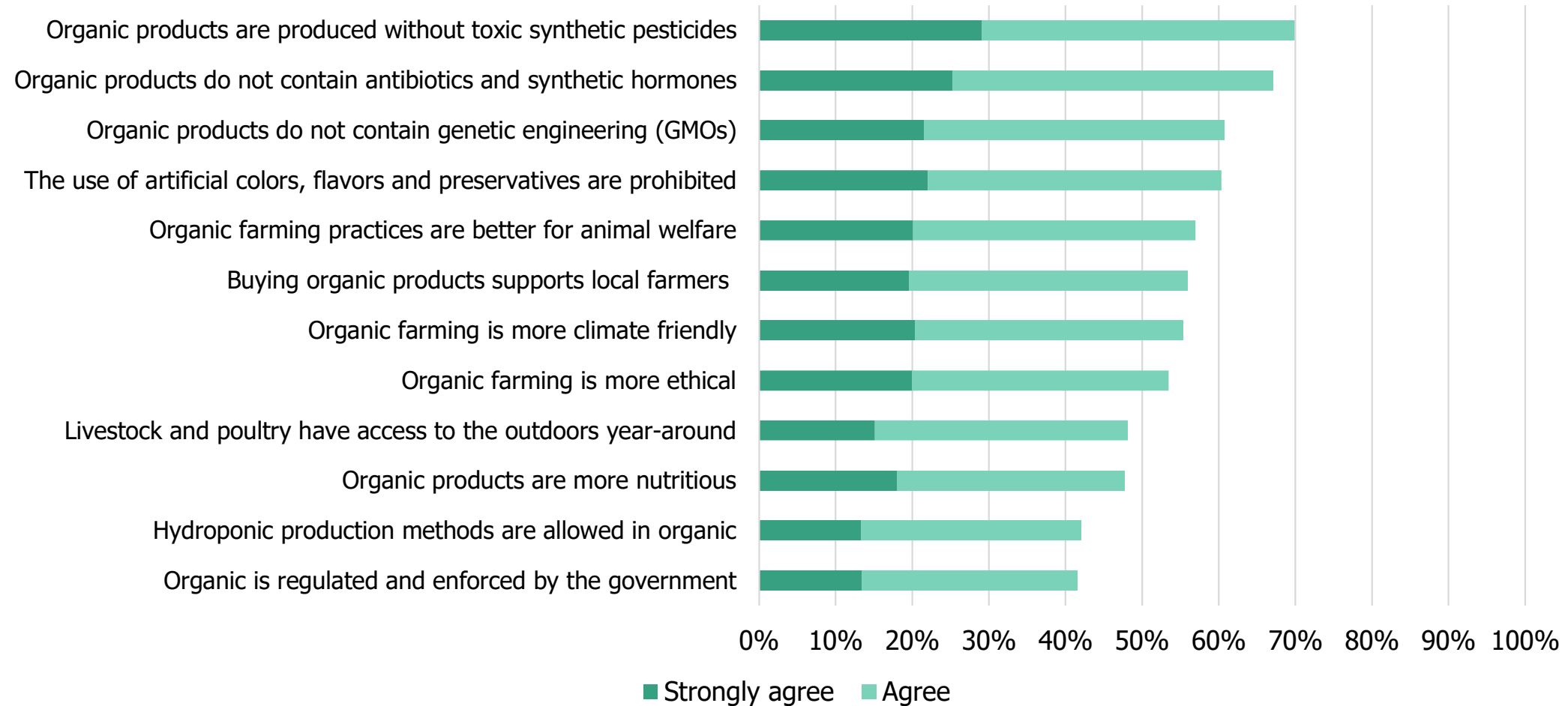
Consumer Reports Phone Survey October 2023

Below are some questions people may have about the USDA Organic seal. Please indicate which, if any, of these are questions you have about the seal.

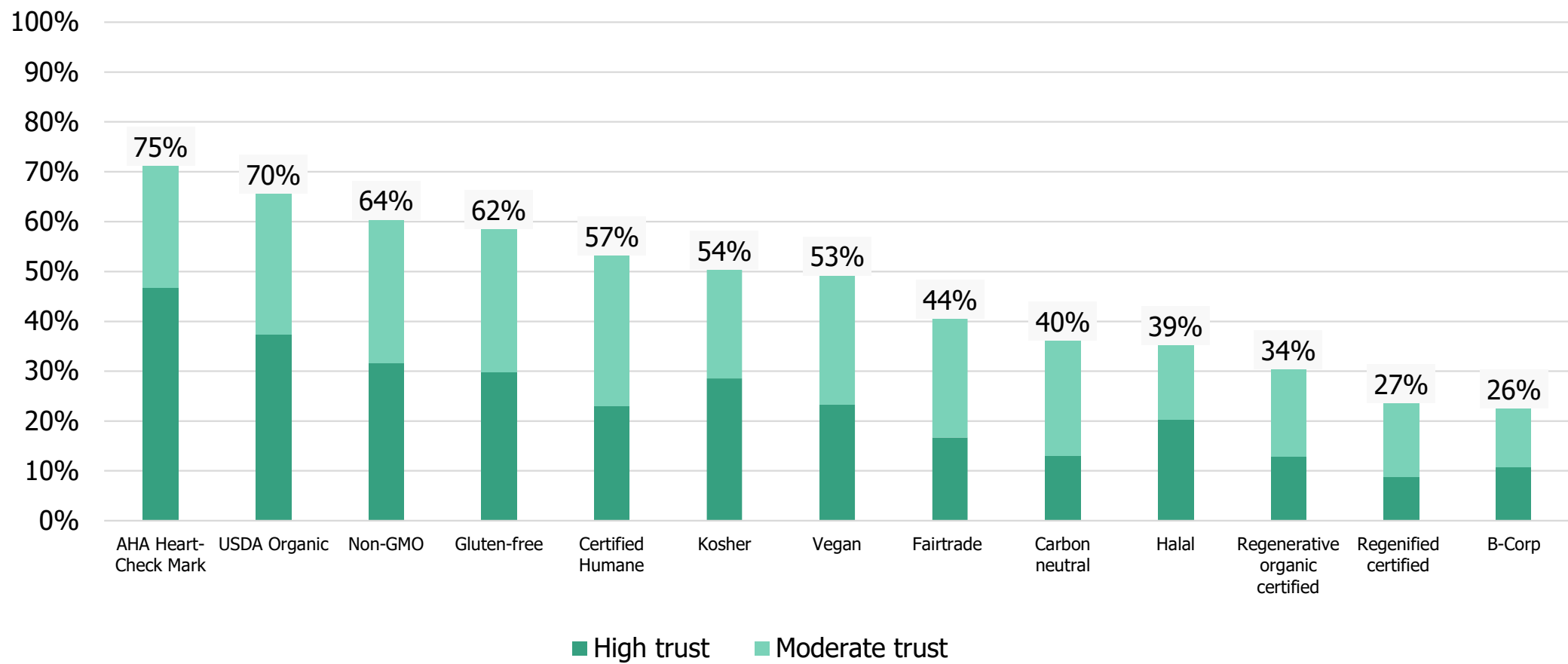


Consumer Reports Phone Survey October 2023

Q: Please indicate your level of agreement with each of the following statements regarding organic food and beverages.



Q: What is your level of trust regarding each of the certifications?





USDA Agricultural Marketing Service
U.S. DEPARTMENT OF AGRICULTURE

USDA Organic Consumer Outreach Toolkit:

A toolkit to raise consumers' awareness of, and trust in, the organic label

*Developed and provided by
the USDA National Organic Program*

February 21, 2024



HOME MARKET NEWS RULES & REGULATIONS GRADES & STANDARDS SERVICES RESOURCES COMMODITY PROCUREMENT

USDA Certified Organic: Understanding the Basics

HOME SERVICES ORGANIC CERTIFICATION AND ACCREDITATION USDA CERTIFIED ORGANIC: UNDERSTANDING THE BASICS

Resources for Consumers and Retailers

This page provides consumers and retailers information on the organic label. Retailers can download a toolkit of displays they can use in their stores or online platforms to increase consumer awareness of, and trust in, the organic label.

Retailer Toolkit

- View the [resource toolkit](#) and individual graphics to use in stores or online marketplaces to increase consumer awareness and understanding of the USDA organic label.

What is organic?

Organic is a label that indicates that a food or agricultural product has been produced according to the [USDA organic standards](#), which require operations to use practices that cycle resources, conserve biodiversity, and preserve ecological balance. The USDA's [National Organic Program](#) develops and enforces the standards for organic crops, livestock, and agricultural products so consumers can feel confident purchasing organic goods.

The [organic standards](#) set specific requirements for different types of products. The following list provides an overview of requirements for different types of organic products.

Home
Market News
Rules & Regulations
Grades & Standards
Services
Resources
Commodity Procurement

The 4 Pillars of the Organic Label



- The only government-backed marketing claim for organic food.
- Only foods that meet the standards can use the organic seal.
- USDA strictly enforces standards for organic foods and fiber.
- The USDA organic seal is a registered trademark, which allows USDA to enforce criminal penalties against misuse of the seal.
- NOP investigates complaints and takes action against businesses that violate the regulations.



Pillar 2: Inspected by Experts

- Trained organic inspectors visit farms yearly to confirm they meet the organic standards.
- Organic operations are subject to unannounced inspections and testing.
- To become certified organic, operations go through a rigorous process to show that their practices follow the organic standards.



Pillar 3: Traced from Farm to Store

- The Strengthening Organic Enforcement rule increases the USDA's ability to enforce the organic standards.
- Organic operations must keep detailed records.
- Certifiers audit organic supply chains to deter and detect fraud.



Pillar 4: Shaped by Public Input

- The public provides feedback (public comments) on proposed regulations that shape final policy decisions.
- The National Organic Standards Board is an advisory board composed of volunteers from the organic community. They advise the NOP on organic regulations.
- The public can attend NOSB public meetings to provide input.



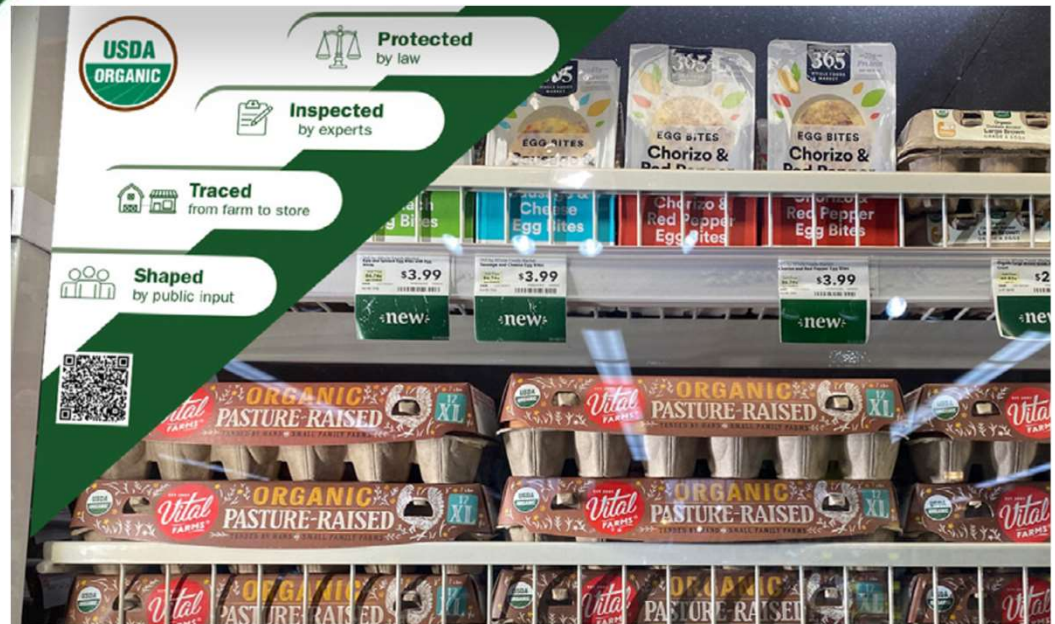
Fridge & Freezer Door Stickers



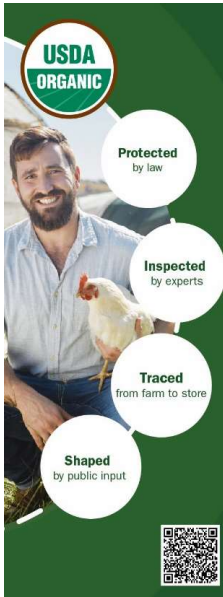
Organic Integrity
from Farm to Store

- Protected** by law
- Inspected** by experts
- Traced** from farm to store
- Shaped** by public input

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- Inspected** by experts
- Traced** from farm to store
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Aisle Banners



ORGANIC



Protected
by law

Inspected
by experts

Traced
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Shaped
by public input





Meat, Dairy & Eggs

- Roam freely outdoors
- Protects animal welfare
- No growth hormones or antibiotics



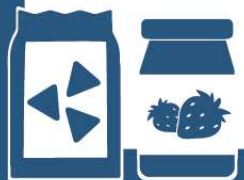
Produce & Grains

- Natural fertilizers
- Eco-friendly pest control
- Protects soil and water



Packaged Goods

- No GMOs
- Traced from farm to store
- No artificial colors, flavors, or preservatives



Online & Social Media Banner

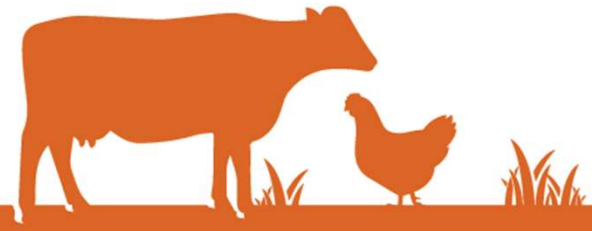
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How To Get Involved

- Use the QR code on the right to download the toolkit from the NOP website:
- Ask Your Stores to Post These!

