



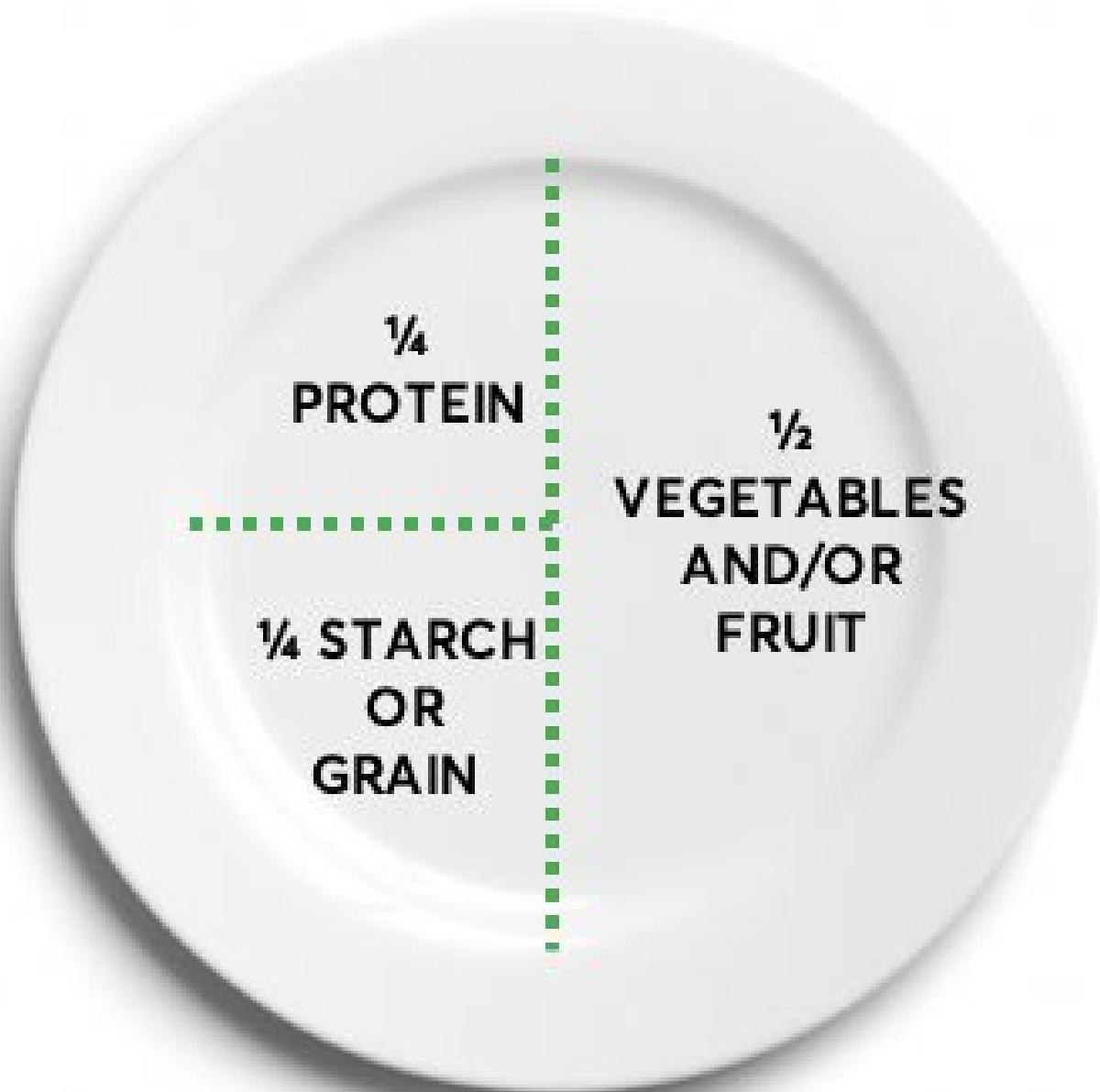
Sustainability: How to follow Sustainable Diet

Visual Aids



V 2.1.2

Consumer Reports Ideal Plate



Conventional Versus Organic Game

Conventional Produce Name

Price

Amount

Conventional Produce Name

Price

Amount

Conventional Produce Name

Price

Amount

Conventional Produce Name

Price

Amount

Would You Trust This Label Game

#1 Game Cards

Question 1: Let's start off easy. Would you trust this label?

Answer 1: Yes. "Organic" is the only production claim that is backed by federal law and regulations that set a uniform standard for what can be labeled "organic." The federal organic standards are comprehensive, promote sustainable agriculture, and aim to minimize negative impacts on the environment and human health. There is no additional information that consumers need to look for on a label. By federal law, a product cannot claim to be "organic" unless it has been certified. Most producers choose to use the USDA Organic seal on their certified organic products. Any product with an "organic" claim but without the USDA Organic seal *still has to be certified organic*.



#2 Game Cards

Question 2: Is this first apple organic?

Answer 2: No. There's a trick to knowing how and whether they are certified organic for fresh fruits and vegetables that don't come in a package with the USDA label. Loose produce will have a small sticker or a rubber band, printed with a code of four to six numbers, like the second apple.



certified organic.



If the code has four digits, the produce is conventional. If the code has **five digits and starts with a nine**, the produce is

#3 Game Cards

Question 3: Would you trust this label?

Answer 3: Sometimes. This label is sometimes verified and somewhat consistent. The “raised without antibiotics” claim on meat and poultry means that the animals were not given antibiotics in their feed, water or by injection. To use the claim on a meat or poultry label, the producer has to send an application with supporting documentation to the U.S. Department of Agriculture, but **no on-farm inspection is required**. For dairy products and egg labels, which are regulated by the Food and Drug Administration (FDA), label approval is not required and the FDA has no regulatory definition for “raised without antibiotics” labels.



There are several meaningful labels that also address antibiotic use in their standards. If you see any of these labels **together** with the “raised without antibiotics” label, you can have much more trust in the claim. They are on workbook page 7.

#4 Game Cards

Question 4: Would you trust this label?

Answer 4: No. The “natural” label is not verified and is not meaningful. There are no consistent standards to ensure that the label means what it implies to consumers. Each company can use its own definition, and definitions vary widely. Government agencies only provide guidance, not regulations, for companies using the “natural” claim.



#5 Game Cards

Question 5: Would you trust this label?

Answer 5: No, but look for additional verification. The “non-GMO” claim means that the food is made without ingredients that were derived from genetically engineered organisms. The “Non-GMO” claim isn’t always third-party verified, so look for additional information on the label for assurance that a third party verified the claim. The “organic” label provides this assurance, as do some certification programs like Non-GMO Project Verified.



Would You Trust This Label #1



Would You Trust This Label #2



Would You Trust This Label #2.2



Would You Trust This Label #3



Would You Trust This Label #4



Would You Trust This Label #5

