



Environmental, Social, Humane and Health Concerns: Shaping Consumers' Perception of the Food Marketplace

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Urvashi Rangan, PhD
Senior Scientist and Policy Analyst
Consumers Union, *Consumer Reports*





Typical Questions Asked--

Where does my food come from?

How far did it travel?

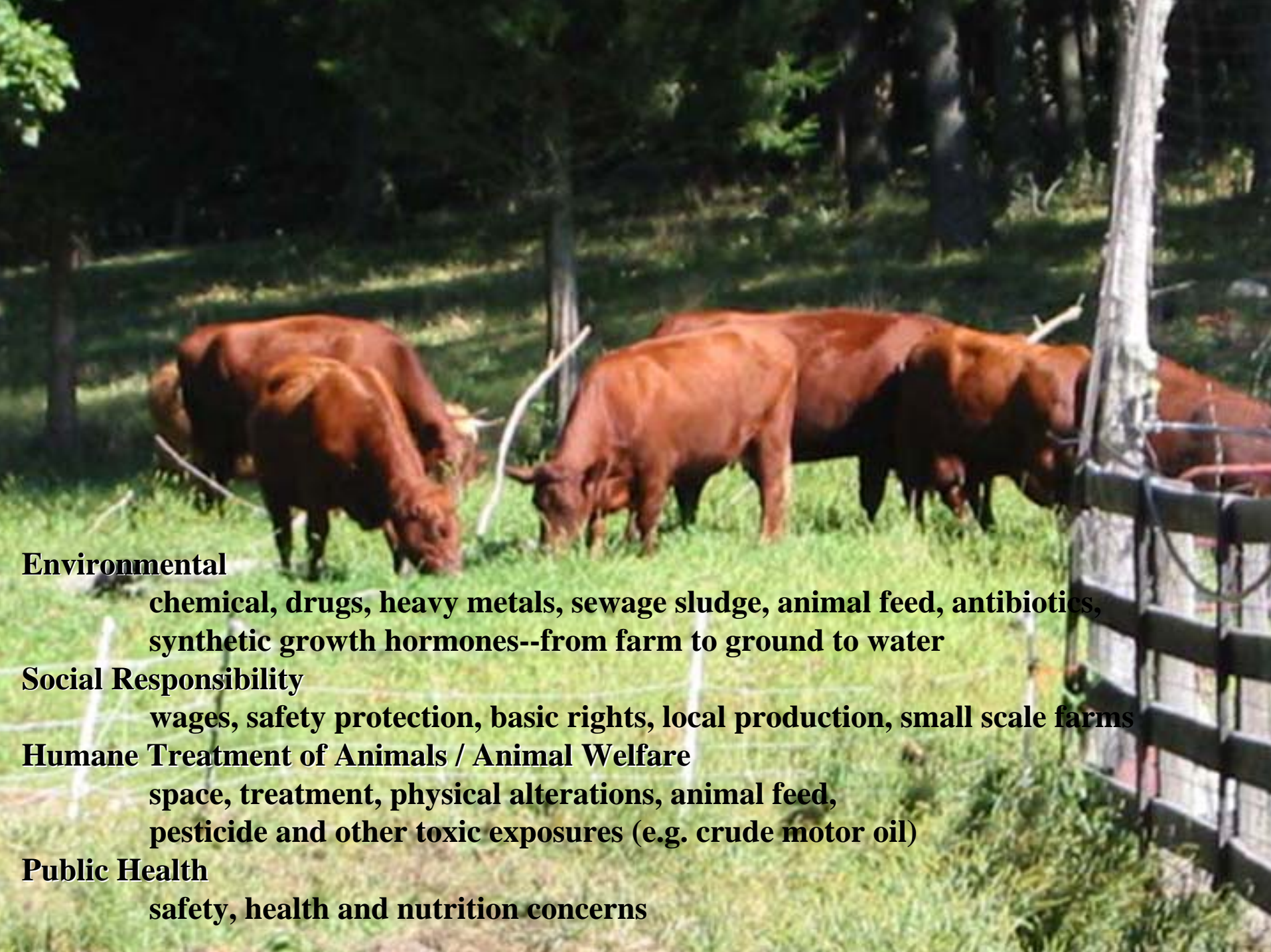
What are the effects of producing food with chemicals, drugs and heavy metals?

Do we know if all farming practices are safe for the environment, for animals or for people?

Can nutritional quality vary depend on how my food is produced?

What is “feed efficiency?” Is it the most efficient way to raise animals?

Why should I care?



Environmental

chemical, drugs, heavy metals, sewage sludge, animal feed, antibiotics, synthetic growth hormones--from farm to ground to water

Social Responsibility

wages, safety protection, basic rights, local production, small scale farms

Humane Treatment of Animals / Animal Welfare

space, treatment, physical alterations, animal feed, pesticide and other toxic exposures (e.g. crude motor oil)

Public Health

safety, health and nutrition concerns

Enviro-Humane

•Animal feed
grain vs grass fed

by products

growth hormones

daily antibiotics

heavy metals

•Animal Treatment
confinement

forced molting

•Pesticides



Public Health

Grain has less vit E, CLAs,
omega 3, good fats

Associated with transfer of
Mad Cow protein

Emerging studies showing
residues of other growth
factors (IGF-1)

Bacterial resistance to abs
(antibiotic resistance)

Mercury residues in fish
Arsenic residues in liver

Poor hygiene controlled
with antibiotics and metals

Increases pathogen levels

Residues accumulate
Children at higher risk for
problems



Labels That Do and Don't Help in Making Better Choices

Biodynamic

Organic

**Integrated Pest
Management**

e.g. Food Alliance
Protected Harvest
Rainforest Alliance



Fair Trade
Certified

Free Farmed

Certified
Humane



CU's Advice for Effective Labeling:

- Be specific about type of pesticide control
- Be clear about system used
 - e.g. pesticide use reduced over time
 - certain types of pesticides prohibited
- Be truthful and not misleading

Examples of Specific Explanations / Claims

- no pesticides
- no synthetic pesticides
- no dirty dozen pesticides (citing PANNA etc)
- least toxic pesticides (e.g. citing EPA List 4)

Examples of Vague Claims

- no toxic pesticides
- no toxic chemicals
- non-toxic pesticides used

Sustainable Forestry Initiative

- Claim: Chemical Use Managed
- Standard: Up to each forester to decide what type of management to use or not



Biodynamic-above organic?

Adding most value to organic...

Fair Trade

Certified Humane / Free Farmed

100% Grass Fed

Meaningful -- Verified -- Consistent -- Indpdt -- Public Input

Adding secondary value...

No synthetic substances used

Never fed antibiotics

Continuous access to pasture

Eco-labels that could be helpful

Locally produced

Small scale family farms

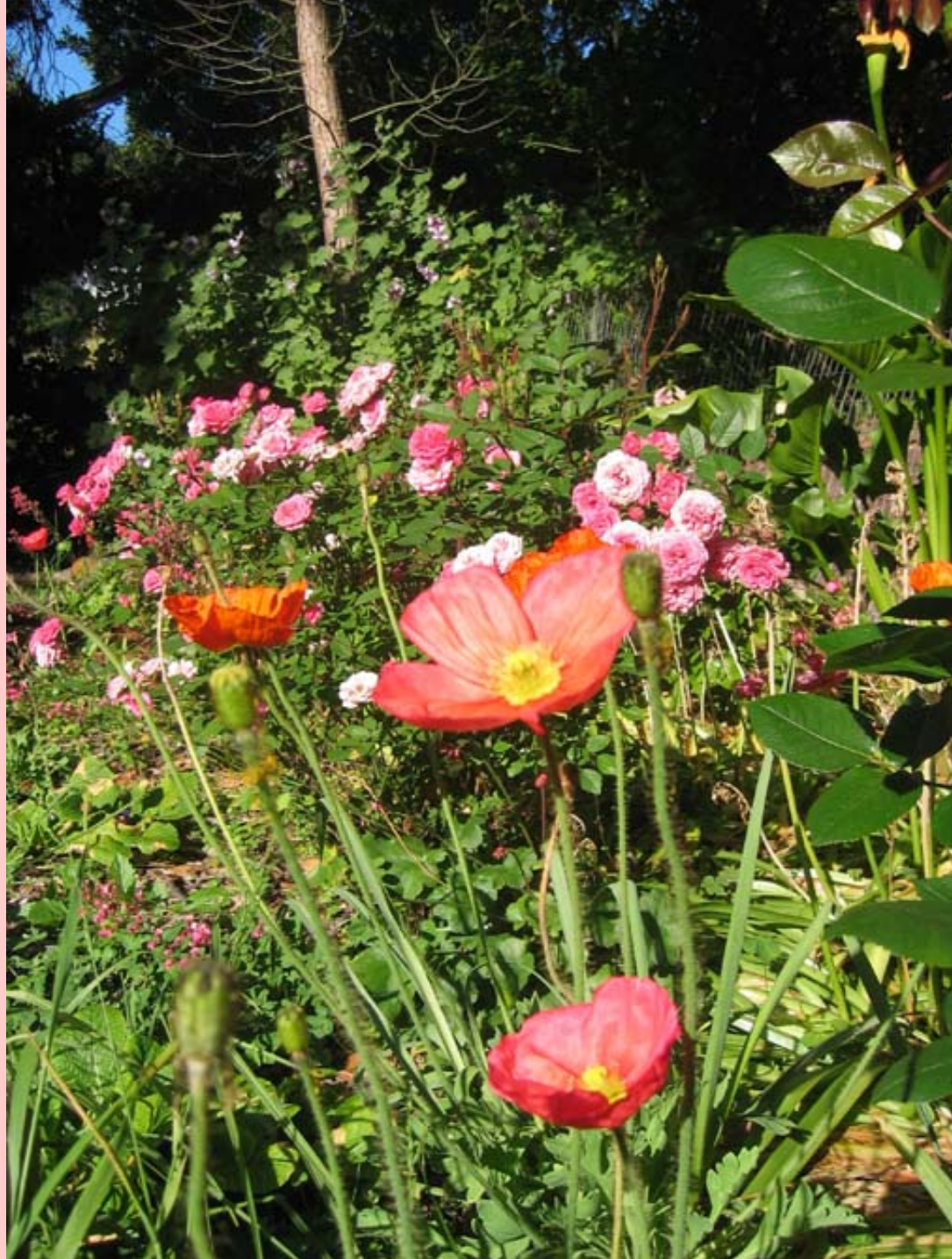
US based fair trade

Pathogen / Heavy Metal Tested

Certified pasture or free range

Certified grass fed

Mad Cow prion tested



Claims with little or no meaning

- natural
- no chemicals
- animal care certified/united egg producer
- free range on poultry
- uncertified fair trade claims

Somewhat Meaningful But Unverified Claims

- no pesticides used
- no antibiotics
- no animal by products
- no synthetic ingredients

Govt Standards Delayed Since 2002

-- "for meat not poultry"

- grass fed
- free range / pasture raised
- no antibiotics
- no hormones
- no growth promotants

