

What's the value of an “organic” label?

Consumers are willing to pay a premium for organic products, but the realities can mean you get little more than a psychological boost for your buck

Supermarkets in North America and Europe are overflowing with organic-labelled fruit, vegetables, eggs and meats. More than 80 countries have organic standards and products carry one or more of 200 seals, logos and certification claims.

But are consumers able to make informed choices? What's the real ethical impact of “buying organic”? The answers are murkier than you might think.

Read the full story here: [Organic food – What is an ‘organic’ label really worth?](#)

Additional Resources:

- [“The organic hepatitis outbreak: We need organic field testing,”](#) Genetic Literacy Project
- [“A Gap in Organic Food Chain,”](#) Wall Street Journal