

“Organic” is one of the most confusing labels, report says

The label “organic” is one of the most confusing for consumers, says a new report by the Natural Foods Merchandiser.

The group's 2013 Market Overview found a 12 percent increase in sales of organic products (including non-food items such as bedding), and reported that today, eight in 10 parents now buy organic at least some of the time. The study also found that the generation of “globally thinking millenials” are diving into sustainable living wholeheartedly and as a result, the organic sector is “exploding.”

But along with more demand has come increasing confusion.

Read the full story here: [**‘Organic’ One Of The Most Confusing Labels, Report Says**](#)