Shoppers question validity of organic labels

Organic products are all over grocery store shelves and menus, but consumers don't have much faith in the "o" word, according to a study from market research firm Mintel. More than half of shoppers say they believe that labeling something as organic is "an excuse to charge more," and more than one-third say they believe "organic" is just marketing jargon "with no real value or definition."

The word has, however, had a strict definition overseen by the federal government since 2002. Back then, fresh off the heels of public debate about the term, a report on Oregon shoppers found that just 7 percent had no trust in the label. "It's about an erosion of confidence," says Billy Roberts, an analyst with Mintel, which surveyed 2,002 U.S. adults for the new study. "It's a question of whether the whole supply chain is delivering on an organic promise."

Roberts says that highly visible food recalls, along with a perennial distrust of big corporations and the government, has led people to feel less certain about what they're getting when they buy something at the local grocery store. The entrance of bigger players into the organic scene—companies such as Wal-Mart, Target and PepsiCo have all been expanding their selections in recent years—has also driven down prices, Roberts notes, "and those high prices were almost a certain reassurance to consumers that what they were buying was what had been promised to them."

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Why Consumers Don't Trust 'Organic' Labels](#)