

## Makers of viral 'Organic Effect' video face lawsuit for 'misleading, inaccurate' advertising

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis.**

Last year, the Coop chain of grocery stores. . . partnered with the the Swedish Environmental Research Institute to conduct an experiment on a family of five for three weeks. . . .

The results, which were presented . . . [in a viral video](#) called "The Organic Effect," . . . showed that before switching to organic the family's urine contained pesticides, fungicides and other agricultural chemicals. After eating an all organic diet for two weeks, the chemicals were no longer there. . . .

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The problem is, that's not the whole story. In [an analysis for](#) . . . *Skepchick* . . . Melanie Mallon . . . explains that the hyped results of the poorly-designed experiment showed exactly what we'd expect . . . the level of pesticides used in conventional farming practically disappeared from the family's urine. But the kicker? . . . the experiment didn't test for pesticides used in organic agriculture.

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. . . [T]he video [also] fails to mention that the [pesticide] levels detected. . . pose no known risk. . . .

Now . . . Emil Karlsson at [Debunking Denialism](#) reports that the Swedish Crop Protection Association . . . is suing Coop for misleading and inaccurate advertisement.

**Read full, original post:** [The Company Behind The Viral 'Organic Effect' Video Is Getting Sued For Misleading The Public](#)