

Is organic industry's messaging shifting away from fear mongering?

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

At the inaugural [Organic Produce Summit](#) in Monterey on July 14, we witnessed a messaging evolution happening among the strongest organic advocates. This messaging moves away from disparaging non-organic products and mirrors the main message of the Alliance for Food and Farming (AFF): “Eat more organic and conventionally grown fruits and veggies every day for better health and a longer life — both are safe and can be consumed with confidence.”

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We applaud this evolution of messaging and it is noteworthy since only a few months ago [\[Organic Trade Association\]](#) was still engaging in tactics designed to scare consumers away from conventionally grown foods. An example of this marketing against tactic was a social media post that warned consumers if they served a popular and healthy produce item for dinner they would consume seven probable carcinogens, 12 suspected hormone disrupters, seven neurotoxins and six developmental or reproductive toxins.

This infographic was scary, confusing and untrue, but something we have seen too often. But in another noteworthy turn, OTA has since removed these types of posts from their social properties and are promoting the more positive messaging about organics. . . .

Read full, original post: [The evolution of organic messaging moves away from fear](#)