

‘Clean food’ is a marketing ploy and offensive to hard-working scientists, farmers

[Editor’s note: [Kevin Folta](#) is a molecular geneticist and chair of the horticultural sciences department at the University of Florida.]

When the commercial says that I should select *clean food* it makes my blood boil.

At a time when all of our affluent-world food is produced with tremendous care and regulation, and 21,000 people will die today from lack of nutrition, it is disgusting to see safe food demonized in a cheap marketing gimmick.

...

I know the scientists that create the new varieties. I work with the folks that study ways to conserve water and limit fertilizers. I see the teams of migrant workers toil in fields, harvesting and grading crops on the fly at great speed and with endless repetition. I know the farmers that get moving before the sun is in the sky, hoping to catch more time in the field before an advancing storm. Each piece of food has a great cost in resources and substantial human effort.

...

Restaurant marketing should not spotlight *clean food*, it should promote diets of the *right kinds* of foods, like ensuring that fruits and vegetables are regular part of the diet. Proper nutrition in a nation suffering from the wrong kinds of nutrition needs to be a priority.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [The Deeply Offensive Marketing Ploy of “Clean Food”](#)