

Swedish court: Coop grocery chain 'misled' consumers by claiming organic food safer, healthier

The makers of the viral 2015 "Organic Effect" video, which claimed that switching to an all organic diet can eliminate pesticides from the body, are no longer allowed to promote the video or its claims, ruled the Swedish [Patent and Market Court on July 3rd](#) following three days of hearings in mid-May. The Coop chain of Swedish grocery stores must not use the video or make unsubstantiated claims about organic and conventional food or pay a fine of one million Swedish Krona (about \$120,000 USD). The Swedish Crop Protection Association ("Svenskt Växtskydd"), a trade association of nine Swedish crop protection companies, filed the lawsuit [in 2016], citing misleading and inaccurate advertisement.

The "Organic Effect" video ... totally [omits] the crucial fact that organic farming does use pesticides, albeit different than the ones used in conventional agriculture. Even though the pesticides used in organic farming tend to be naturally derived, whether a substance is synthetic or natural in origin, in and of itself, has no bearing on its toxicity or environmental impact.

Further, as Switzerland-based biologist [Iida Ruishalme pointed out](#) at her *Thoughtscapism* blog, the video left out information that conflicted with the video's shaky pro-organic assertions.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [Organic Marketers Take Note: Makers Of 'Misleading' Viral 'Organic Effect' Video Lose Lawsuit](#)