

Viewpoint: How the organic industry spreads 'fake science'

This fact sheet describes the contents of an organic industry confidential [public relations plan](#) to spread fake science in its promotion. In December of 2013, Washington State University issued a press release claiming nutritional benefits in organic milk. The research was part of an organic industry funded program at the university called Measure to Manage.

The organic industry plan includes dozens of front groups, academics, and journalists that could be counted on to "help assure that the release and outreach effort is broad and on?message." Media personalities are listed as people who "might be willing to actively participate in ongoing social media efforts".

This fact sheet provides a sense of the depth and breadth of the corporate attack on science in defense of what the organic industry calls a "gateway drug" for new mothers.

To read the full article and see the list, click here: [The organic industry relies on these partners to spread fake science](#)