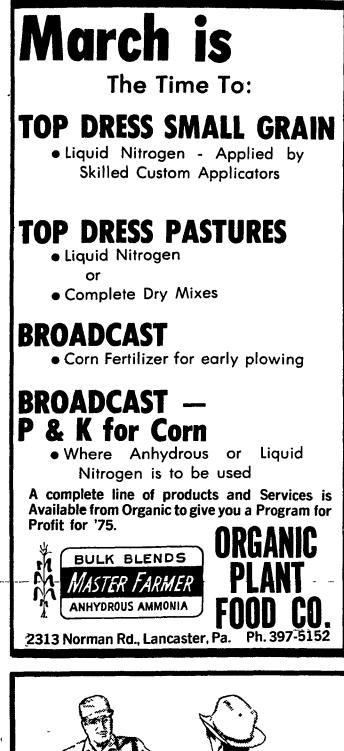
Questions and Answers

[Continued_from Page 22] labeled "organically grown" is what it claims to be can be

is a question of freshness and maturity, not gardening method.

A layman cannot tell by difficult. The taste and color looking at an "organically of produce, the advisor says, grown" tornato whether that



to the Government for help. But unless he's in Oregon at the time, the help just won't be there.

Why Oregon? In the absence of Federal guidelines on organic food labeling, it's thus far, Oregon is the only one that has.

since last October, protects of slaughter. the consumer with Other States that are stipulations that food labeled considering similar "organically grown" must legislation include have been raised "without California, Maryland, New synthetic pesticides, fer- York, and Pennsylvania. tilizers, or chemicals; in soil in which the humus content is increased only by the inefficient, and that addition of natural matter criticism becomes parand in which the mineral ticularly serious now that the content is increased only by the application of natural shortages. mineral fertilizers or other natural matter."

controls labeling of be cheaper, more efficient, "organically processed and provide better food. One food," which means no study completed at Penn-

claim is true. So he may turn synthetic additives. On meat and poultry products, a label "produced in an organic environment" implies that there was no unnecessary use of pesticides on the animals or their feed, and no exposure to antibiotics, up to the States to act, and growth stimulants, or any drug that wasn't absolutely necessary. No drug can be Oregon's law, effective administered within 30 days

Organic food farming has been criticized as being world is faced with food

But organic growers are arguing that their system The Oregon law also done on a larger scale would

sylvania State University last year concluded that it was 40 percent cheaper to pesticize an apple orchard naturally than with chemicals-and the cost of chemical pesticides is soaring now.

The future of health foods in America is thus difficult to forecast. It hinges on several variables.

If more States adopt labeling codes, public uncertainty about health foods might dissipate-which could lead to increased sales. And if real incomes start rising sharply again, consumers may opt for health foods

regardless of their price. If organic farmers become more efficient, the price gap between health and regular foods could narrow-and this would certainly enhance the market. Also, if the Nation's food processors were to relax their concern about safety standards, that would open the door to merchandisers of health foods. But if these factors fail to fall into place, criticisms like those of inefficiency, high costs, and questionable nutritional value could combine to keep the industry small.

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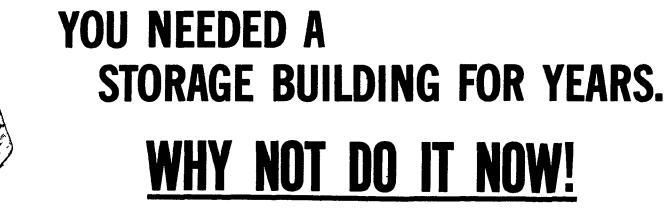
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