Symbol of trust

Wherever you see the Soil Association organic symbol you can be sure

that food has been produced to the highest animal welfare and environmental standards.

The Soil Association's standards exceed our government's minimum requirements for organic food in many areas, in particular animal welfare, GM and the use of pesticides.

We can do this because we are an independent charity and our goal is to promote the highest levels of organic integrity.



Soil Association

As well as certifying organic products, the Soil Association is a membership charity, campaigning for sustainable food and farming.

If you care about what you put on your plate and the future of the planet, find out more at

www.soilassociation.org



Why choose organic?







Choosing organic allows us to make a big difference – simply through the way we shop. Read on to find out why...







What is organic farming?

Organic farming works with nature, using crop rotations and clover to build fertility in the soil. Organic farmers provide their animals with the best quality of life possible and support biodiversity by providing natural habitats for wildlife.

How do I know it's organic?

Organic is a term defined by law. Any products labelled as organic must meet a strict set of standards which define what farmers and food manufacturers can and cannot do in the production of organic food.

Does it always cost more?

Buying organic isn't always more expensive. Where you find a price difference – you're paying for the extra special care placed on improving animal welfare, protecting wildlife and caring for the environment.

Why choose organic?



Your well-being

additives like aspartame,

are banned under organic

Hydrogenated fats

tartrazine and MSG

standards.

and controversial

The environment

Organic farming releases less greenhouse gases than non-organic farming – choosing organic, local and seasonal food can significantly reduce your carbon footprint.



Animal welfare

Organic standards insist that animals are given plenty of space and fresh air to thrive and grow – guaranteeing a truly freerange life.



Protecting wildlife

Organic farms are havens for wildlife and provide homes for bees, birds and butterflies.



A GM-free diet

Genetically modified crops and ingredients are banned under organic standards.





