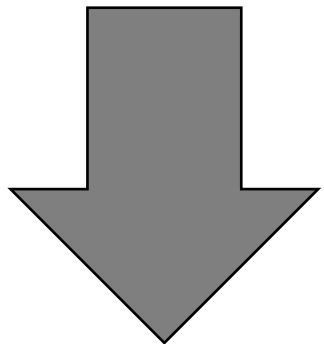


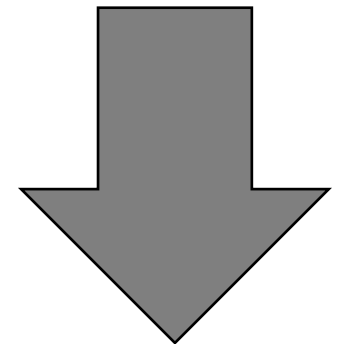
If...



*...there is no
high
fructose
corn syrup
in this maple
syrup...*



...Then



Actually...

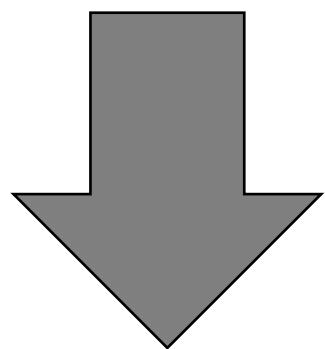
- *High fructose corn syrup (HFCS) is a sweetener derived from corn syrup.*
- *It is similar to table sugar (sucrose) and is composed of fructose and glucose.*
 - Table sugar= 50% fructose, 50% glucose.
 - HFCS= 55% fructose, 42% glucose.
- *Nutritionally, HFCS and sugar are nearly identical.*



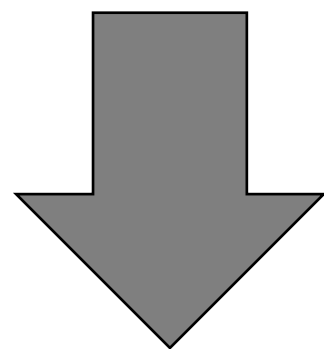
If...



*...my
peanut
butter is
“Natural”...*



...Then

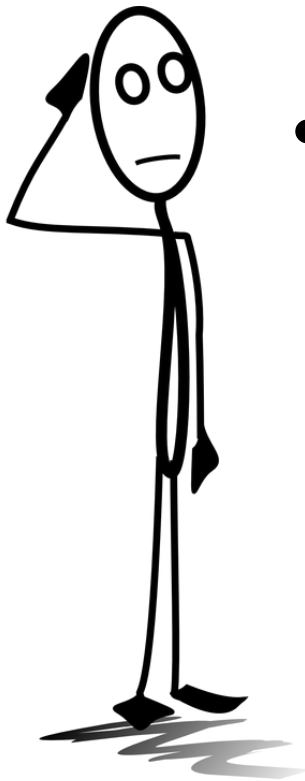


Actually...

- *FDA defines “natural” as,*

“nothing artificial or synthetic (including color additives) has been included in, or has been added to the food (in processing) that would not normally be expected to be in that food.”

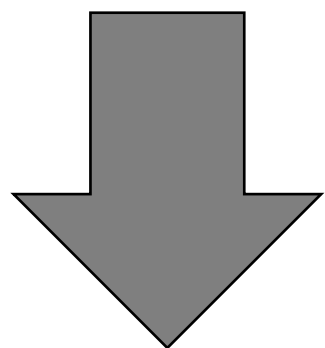
- *The word “natural” does not indicate food production methods from the farm where it was produced (pesticides, seed varieties (GMOs), animal husbandry practices, etc.)*



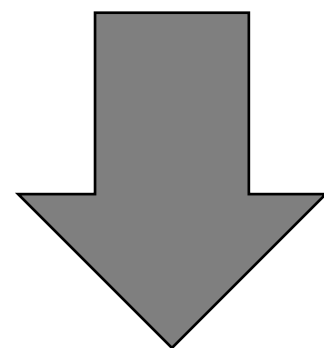
If...



*...my
vegetables
are
organic...*

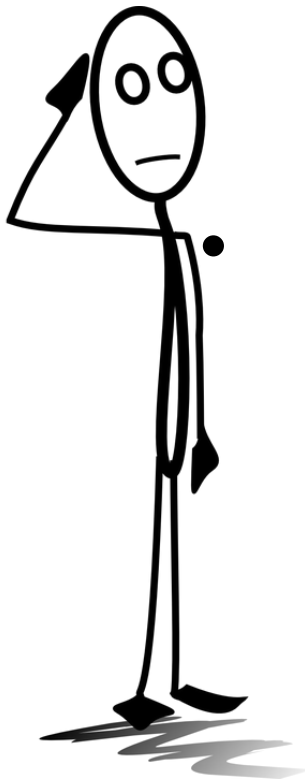


...Then



Actually...

- *USDA organic seal can be used by certified organic farms and processing plants.*
 - No antibiotics or hormones (in livestock production)
 - No irradiation or genetically modified seed
 - Herbicide and pesticide use must comply with *National List of Allowed and Prohibited Substances*



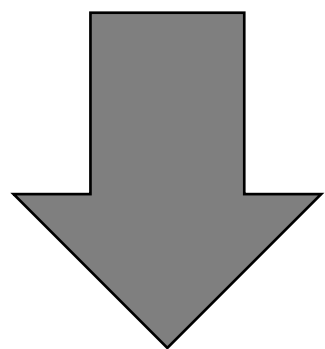
Does NOT indicate complete absence of chemicals, farm size, overall health of food, environmental impact, water usage, animal husbandry practices, or working conditions.



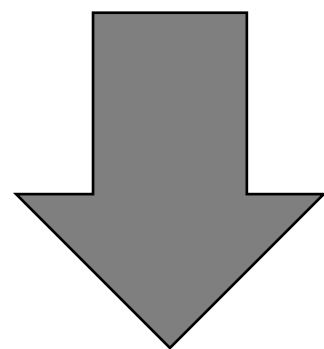
If...



*...my clementines are
Non-GMO...*

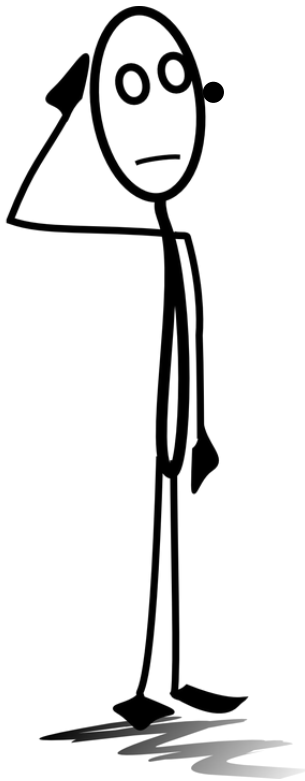


...Then



Actually...

- *There is no such thing as a genetically modified clementine. The label does not separate one package of clementines from another.*



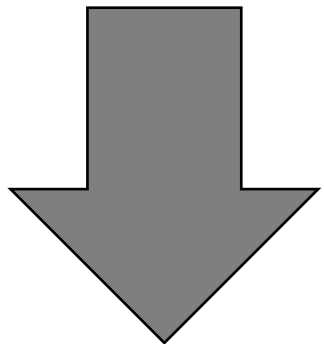
Even IF there were GMO clementines, foods derived from genetically modified plants have not been credibly proven to pose any risks different from their conventionally grown (non-GMO) counterparts.



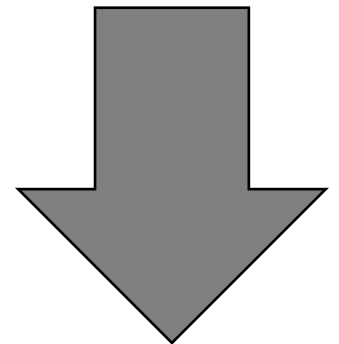
If...



*...my eggs are
'cage free'...*

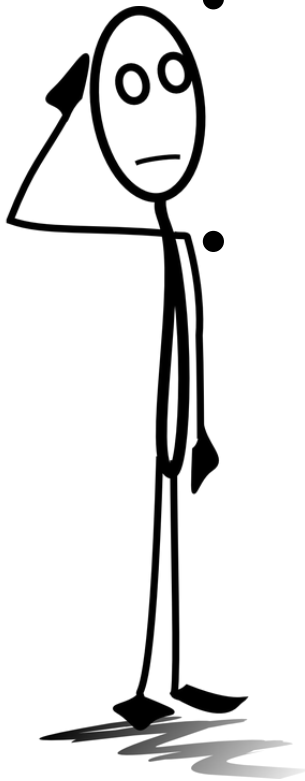


...Then



Actually...

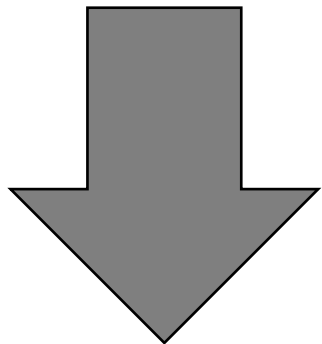
- *The hens who produced the eggs were not housed in cages. Likely they were housed in an indoor aviary system.*
- *Hens were not housed outdoors.*
- *The eggs are identical in nutrition and taste to other eggs.*



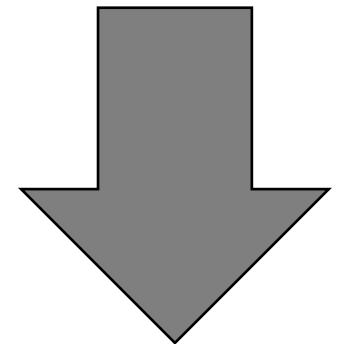
If...



*...my milk doesn't have
artificial growth hormones...*

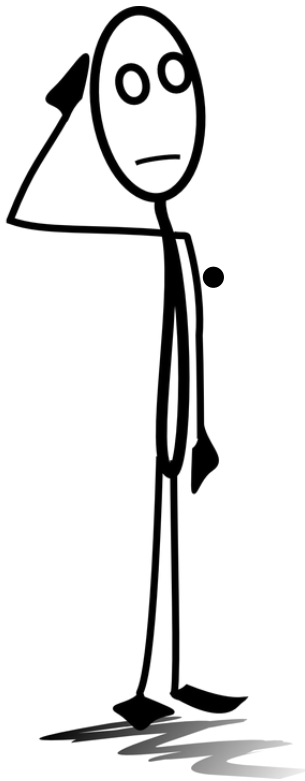


...Then



Actually...

- *If you read the fine print, “No significant difference is found in milk from cows treated with artificial growth hormone.”*
- *There is no detectable difference in milk with or without cows being treated with rBST.*



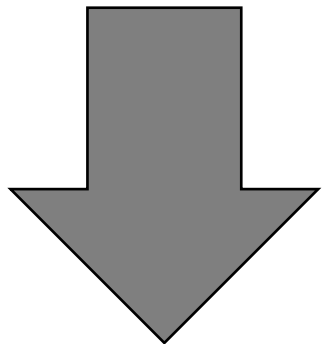
This label stemmed from the use of a synthetic hormone approved in 1993 that boosted milk production. It is not a common dairy farming practice anymore, but the label remains.



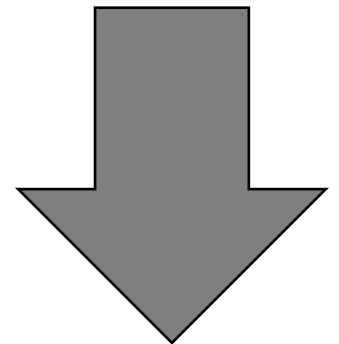
If...



...my beef was 100% grass fed...

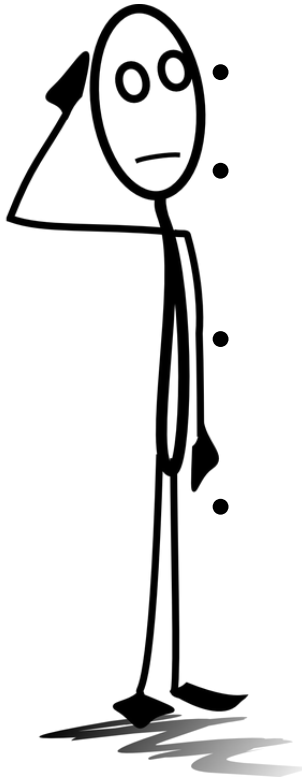


...Then



Actually...

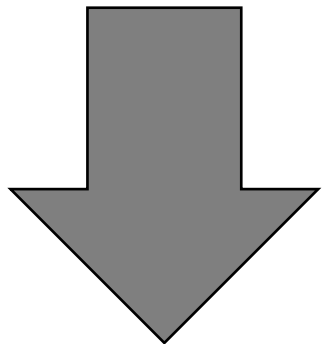
- *The term “grass-fed” generally refers to meat obtained from animals raised on a diet of grass and other forage, or hay when pasture was unavailable.*
- *The label may be certified by private groups who set their own standards for certification.*
- *Label does not mean more environmentally friendly or sustainable.*
- *Grass-fed does not equal “organic.”*
- *Does not necessarily equate to different animal welfare practices.*
- *Isn't necessarily from cattle raised free of growth hormones or antibiotics.*
- *There are only minor nutritional differences between beef finished (fed) on grass vs those finished on grain.*



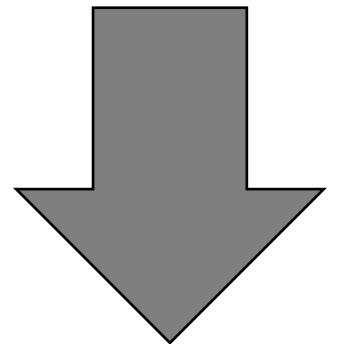
If...



*...my popsicle doesn't have
any added sugar...*

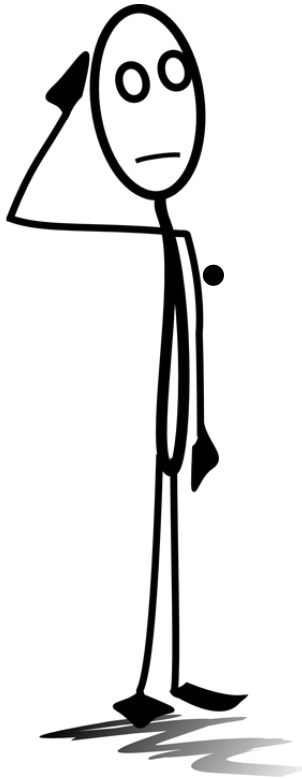


...Then



Actually...

- *'Added sugar' is any type of sugar or syrup sweetener added to foods in processing.*
- *It does not refer to naturally occurring sugars such as lactose in milk or fructose in fruit.*

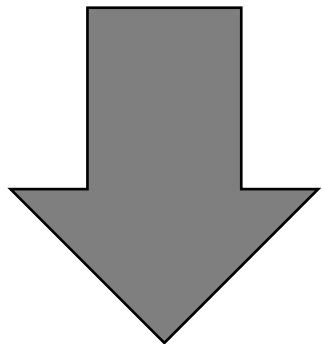


• *The new Nutrition Facts label includes a measurement and % Daily Value of added sugars. To help avoid obesity and risk of diabetes it is recommended to consume no more than 50 grams (12 teaspoons) of added sugar per day.*

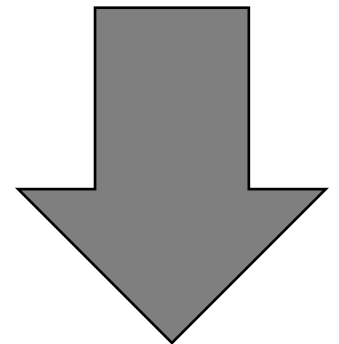
If...



...my cereal contains bioengineered food ingredients...

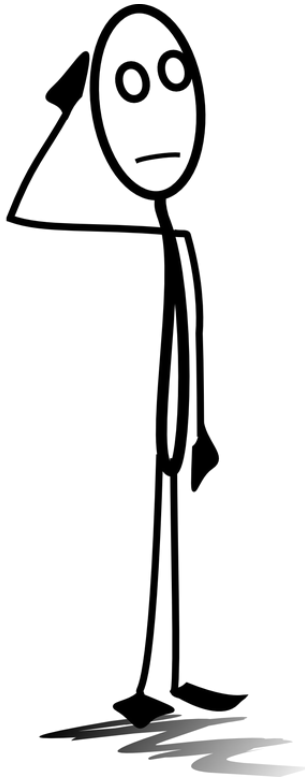


...Then



Actually...

- *There is no substantiated evidence in risk to human health between crops that have been bioengineered and those that have not.*



What might a consumer imply from this label?

Is it worth more money?... Or less?

Is it more or less nutritious?

Was it more or less environmentally friendly to produce?

Is it safer for my long or short term health?

Would I pay more money for it? Why or why not?



Ethics...
If its a food with an animal origin, were the animal welfare practices sufficient?

What else makes it more or less appealing?