

**Organic : your everyday choice / Tesco.**

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# TESCO

## Organic

Your everyday choice



 healthy living



# Organic

## your everyday choice

At Tesco, we believe organic food can be an everyday choice. We offer over 1,000 organic products - all at very competitive prices - which means it's now even easier for you to choose organic. But why make the switch?

### Why choose organic?

We all care about what we eat, but if you are concerned about the effect food production might have on you and the environment, then organic food is the natural choice for you.

Kinder to the environment, organic farming seeks to be in harmony with nature by minimising the use of pesticides and fertilisers, and maximising the use of traditional farming methods. Natural control of pests and disease is encouraged, and control of weeds and enrichment of the land is achieved through skillful use of crop rotation and natural composts.

What's more, organic farmers must maintain existing hedgerows and other wildlife habitats, which helps to preserve the natural beauty of our landscape.



All organic livestock are reared free range. This means animals are free to roam, enjoy comfortable sleeping areas and are only fed organic foodstuffs. Also, the use of antibiotics is kept to an absolute minimum - and only used where no alternative treatment is available.

## A choice to suit all tastes, and great value for money too!

At Tesco we bring you more organics for less. With over 1,000 products in our organic range,\* we've got all your family's favourites covered. And because you want the best possible value for money, we're committed to keeping the price of our organic foods as low as possible.

We offer an ever increasing selection of fresh organic fruit, vegetables, salads, meat, poultry and dairy products, as well as everyday items such as bran flakes, chicken nuggets, baked beans, pizza, ice cream and lemonade. Which means with Tesco, eating organic for breakfast, lunch and dinner has never been easier.

\* Some organic products are only available in larger stores.

You'll find Tesco organic products throughout the store - just look for the distinctive Tesco organic logo & packaging.



Choose from Tesco's wide range of organic products online

and get them delivered straight to your door. It's a great way to shop, just log on to [www.tesco.com/organic/](http://www.tesco.com/organic/)



And we've not forgotten your four-legged friends either! Check out our new range of organic foods for cats and dogs.

## Quality that's guaranteed

All Tesco organic products are grown and produced to strict regulations controlled by the UK Register of Organic Food Standards (UKROFS) and European Union (EU) legislation.

The UKROFS authorises a number of approved organic certification bodies (currently 10 in the UK), who ensure organic food production standards are properly maintained. Each body has its own UK Number which you'll find clearly marked on all products that have been certified as organic. For example, UK 5 is the Soil Association and UK 2 is Organic Farmers and Growers Ltd.

## Supporting UK agriculture

As UK agriculture's biggest customer, we're working closely with our suppliers to ensure we stock as many locally produced organic products as possible.

And to make it easier for farmers to go organic, we have established The Tesco Centre for Organic Agriculture (TCOA) at the University of Newcastle. The TCOA supports and co-ordinates organic research throughout the EU, and was recently selected to administer a £2.2 million research programme into organic potato production. What's more, we have also funded a five year research scheme into organic farming at the University of Aberdeen.



It takes at least two years for a farmer to convert land to organic production. During this time, the farm goes through what is called a conversion period, where growing and rearing methods are organic but where products cannot yet be sold as organic.

'Consumers do perceive organic food as healthier, more sustainable, better for the soil and tastier,' says Professor Carlo Leifert of the TCOA. 'The good news is that consumer perception is increasingly being backed-up by scientific evidence. For example, a recently published study (scientific journal *Nature*),\* clearly showed that organic apple production was more sustainable, resulted in better soil quality, and also produced better tasting apples than similar conventionally grown apples.'

\* *Nature* 410, 926-930 (2001)



## What is organic agriculture?

**A:** Organic agriculture is a method of farming that minimises the use of pesticides and fertilisers for growing crops, and prohibits the routine use of drugs and antibiotics for rearing animals. It aims to better protect the environment and to build a healthier ecosystem for the future.

The use of genetically-modified ingredients is prohibited in organic foods, and organic farmers cannot grow GM varieties on their farms.

## Why do organic foods cost more?

**A:** Organic farming is more labour intensive and the amount produced per acre is less than for conventional farming, so organic foods cost more to produce. However, at Tesco we recognise that price is as important as quality and choice, so we are committed to keeping prices of organic food as low as practicable, without threatening the farmer's livelihood.

## How do I know if a product is genuinely organic?

**A:** All organic food production must comply with strict UK and EU standards and packaging must display the registration number of a UKROFS or EU approved certifier. For products from overseas, certifiers are only recognised by Tesco if they demonstrate procedures that comply with EU legislation.

## Can I buy organic products online?

**A:** Absolutely. The Tesco organic product range\* is available for home delivery - simply log on to our website at [www.tesco.com](http://www.tesco.com) for more information on products available from your local home delivery store.

*\*May exclude some delicatessen products. Subject to seasonal variations and normal [tesco.com](http://tesco.com) conditions.*





## Why are organic products sometimes unavailable?

**A:** Organic production is still on a small scale in global terms; for example, only 2.2% of agricultural land in the EU is certified for organic farming. So, demand sometimes outstrips supply, particularly outside local growing seasons. However, we are committed to improving availability of organic products through our work with both new and existing suppliers.



## Want to know more?

If you want to find out more about organic foods and agriculture, check out the following websites:

[www.tesco.com/organic/](http://www.tesco.com/organic/)

Information about organic products, recipes, and general organic issues.

[www.soilassociation.org](http://www.soilassociation.org)

This is the largest UK organic certification body, and this site contains plenty of news and information on organics and certification.

[www.organic-research.com](http://www.organic-research.com)

This is a good site for organic news and more detail on organic research.

[www.rain.org/~sals/my.html](http://www.rain.org/~sals/my.html)

Don't Panic, Eat Organic! This site is an excellent and fun source of links on organic news, politics and research.

[www.ivillage.co.uk](http://www.ivillage.co.uk)

Contains the 'eating for health' message board - an independent forum where you can send comments, raise issues, ask questions and receive advice from experts on all sorts of food related health issues, including organic.

If you have any further queries please write to:  
Food Advice Service, Tesco House, P.O. Box 18, Cheshunt, Hertfordshire EN8 9SL.  
or telephone 0800 505555.