

Organic : your down to earth guide / Tesco.

Contributors

Tesco (Firm)

Publication/Creation

[Cheshunt] : Tesco, [2005]

Persistent URL

<https://wellcomecollection.org/works/uxtr22p2>

License and attribution

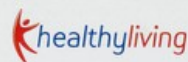
Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>



Tesco Healthy Living Club is here to help you lead a healthier lifestyle. As a member you'll receive tailor-made coupons, saving you money on your preferred buys throughout the store. Plus you'll get handy booklets full of achievable advice from our experts, from healthy recipes and meal plans to fun ways to get more exercise. Best of all it's completely free – just pick up an application form instore to join today. Phone 0800 591 688 or register online at www.tesco.com/clubcard/healthyliving



Organic standards

All Tesco organic products are grown and produced to strict EU Regulations. In the UK, DEFRA – the Government's Department for Environment, Food and Rural Affairs – appoints approved organic certification bodies such as the Soil Association who ensure that organic



food production standards are properly maintained. All organic food products must carry the registration number of a DEFRA or other EU approved organic food certifier.

Find out more about Tesco Organic and buy online at www.tesco.com

Make a difference with Fair Trade

If you like organic for the taste and a different approach to farming, try our range of over 80 quality Fair Trade products that help improve the lives of farmers, workers and communities around the world. The selection includes our own brands of tea, coffee, chocolate, cookies, orange juice, fruit and flowers.

Tesco Fair Trade – making a difference by offering great tasting, quality products, many from some of the world's smallest and most remote producers.



eDietsUK

Do you need help with healthy eating? If you are wanting to lose weight or make healthy changes to your diet, Tesco Diets can help! Low GI, Heart Smart, Vegetarian, Low fat and Gluten Free plans are just some of the choices we have to offer, so log on to www.tescodiets.com for a diet profile and healthy eating plan designed for you.

Order Ref: 500
09/07/08/05/03

Organic: Your down to earth guide



TESCO | Every little helps

Tesco Organic



Tasty food

Get into organic and check out the taste. And choose organic because it's kinder to the environment. There are over 1200 competitively priced organic products at Tesco. Everything from fruit, vegetables, meat and dairy to pizza, chicken nuggets, ice cream and lemonade.



Taste

Many of our customers tell us they choose organic for the taste. Try it and let your tastebuds decide!

What's in your food?

If you like to know what's in your food, you'll be pleased to hear only 30 of the 500 additives registered for use in human food are allowed in organic food production. Genetically modified products are not permitted.

At least 95% of ingredients in organic food must be produced organically, and they can all be traced back to the farms where they were grown or reared.

Farming organic

Converting a farm to organic production takes time. All chemical treatments and fertilisers are stopped for two years and the land rested. Then an Inspector from an organic certification body tests the soil, which must be approved before it can be used for organic production.

Why not try these popular Tesco Organic products

Swiss style muesli



Olive oil



Chicken



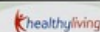
Chocolate chip cookies



Eggs



Tesco Organic



On the farm

The soil is conditioned to keep it fertile by using mainly crop rotation and applying composted animal manure. A fertile soil in good condition helps crops grow well. Only a few approved chemical pesticides and fungicides are ever used, and only when absolutely necessary.

Wildlife controls most pests so farmers maintain their habitats of hedgerows, trees and small woods.

Tesco's animal welfare standards ensure high standards of animal comfort and health, and organic is no exception. Organically reared

animals must be provided with plenty of space and the land they are reared on must be certified organic.

Farmers are encouraged to treat animals with natural remedies and homeopathy wherever possible.

Feed is mainly organic and growth promoters are not permitted.

Crop rotation and manure are used to help keep soil in good condition and control pests and disease. Farm animals have plenty of space, eat mostly organic feed and benefit from mostly natural remedies, with the use of antibiotics kept to a minimum.



All chemical treatments and fertilisers are stopped for two years and the land rested.