

# Don't Be Fooled By 'Organic' Labels

There is a lot of controversy surrounding organic food. Many people are highly sceptical of whether or not organic food is better for you than non-organic, or 'commercially' farmed produce. I'm not going to go into too much detail about the whys and wherefores here. I am fortunate in that I know plenty of places where I know I am getting high quality produce. Indeed, some of the meat I buy is not certified organic, but I know it's good quality because I have checked out the farms myself.

A great resource for high quality meat is [www.laverstokepark.co.uk](http://www.laverstokepark.co.uk).

The reason I wanted to write this short article is that time and time again I have to remind my clients that just because it says "Organic" on the label, it doesn't mean it's healthy. You can have a bag of organic sugar but it doesn't mean it's good for you. Organic biscuits are not good for you. Petrol is organic, but it doesn't mean it does you any good if you drink it!

And what if you're gluten intolerant? I have consulted with clients who thought that just because it said "organic" on the bread or pasta packet the food was good for them.

It's just clever marketing and the more it needs to be marketed, the worse it generally is for you. You don't need to market 'proper' food. It just 'is' food! I don't see many ads for wild Atlantic salmon, organic pears, tomatoes or organic lamb!

Many health food shops are not actually selling health food at all. They sell organic 'food' but it's just the same old processed and packaged food that the supermarkets sell.

You are much better off eating fresh, whole food rather than something that comes in a packet. To make it easy for you, follow these rules as often as you can. Don't worry if you can't manage it all the time – it's tough these days – but the closer you can get, the better you'll feel and look!

**If it wasn't here 10,000 years ago, don't eat it!**

**If it has an ingredients list, don't eat it!**

**If it has a shelf-life of more than a few days, don't eat it!**

**If you've seen it advertised on TV, leave it alone!**