

Natural Deception: A Sobering Look at the Truth Behind the Organic Food Industry



Is Organic Worth the Price? \$8 for organic milk. Sure, you could spend half as much, but its worth it to know that youre supporting a small family farm where the cows can munch on green grass all day. Plus, youre not drinking nasty hormones and chemicals, and youre doing your part to save the environment. Seems like youre winning all around, but what would you do if that picture of the happy farm, the personal health, and the clean air and water turned out not to be so pretty? What if organic isnt all its hyped up to be? What if organic produce only had marginally less pesticide residues than conventional produce? What if the organic, grass-fed beef cows ended up on the very same feedlots as factory-farmed, grain-fed beef cows? What if large swaths of the country were being taken over by huge corporate-owned farming operations, organic farming operations that were destroying the landscape and depleting the soil? Organic is much more complicated than weve been led to believe. From the scale to the possible health implications of pesticides to the treatment of animals, its not a black and white issue. Natural Deception takes a sobering look at one of the fastest growing industries in the world today. We find that organic may be one more buzz phrase used to sell products rather than a movement really concerned for the wellbeing of our planet and its inhabitants. In the spirit of an undercover news reporter, author Joey Lott takes us through the organic food industry point by point, examining our assumptions and revealing the truth. Find out what major corporation owns your favorite small organic brand. Examine whether pesticides may be a health detriment or even partially beneficial.

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