

# Lost in <sup>Marketing</sup> Translation



Sometimes a trip to the grocery store can feel like a detour to a foreign country! With so many marketing terms on products, it can be confusing to understand what's in your food. Fortunately, no matter how food is grown or marketed, you can feel confident in the crop protection products that U.S. growers use:

**Both conventional and organic farmers** may choose to use crop protection products to respond precisely to specific plant pests. Organic farmers use organic pesticides in addition to certain approved synthetic pesticides.

All crop protection products go through rigorous testing and **must be registered** for use by the U.S. Environmental Protection Agency.

Food products with the label "USDA Certified Organic" are regulated by the National Organic Program (NOP) within the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service. NOP's regulations **do not address food safety or nutrition.**<sup>1</sup>

Each year, USDA's Pesticide Data Program<sup>2</sup> tests selected foods from across the U.S. for pesticide residues and continues to report that consumers can **focus on the nutritional benefits** of conventional and organic produce without concern for pesticide residues.

Only nine genetically modified crops are currently commercially available in the U.S. including: corn (field and sweet), soybeans, cotton, canola, alfalfa, sugar beets, papaya, potatoes, and squash. **Inappropriate use of the term "GMO-free"** in marketing for foods without a genetically modified alternative can be misleading to the consumer.

**The responsible use of advanced pesticide technology helps keep shelves stocked with nutritious foods for your family. So the next time a label starts to read like a word puzzle, just make sure it has the vitamins, minerals and other nutrient contributors you're looking for!**

<sup>1</sup>National Organic Program. <https://www.ams.usda.gov/about-ams/programs-offices/national-organic-program>

<sup>2</sup>Pesticide Data Program Annual Report. <https://www.ams.usda.gov/datasets/pdp>