



*Today's Special:*  
**94% SAFER  
FOOD!**

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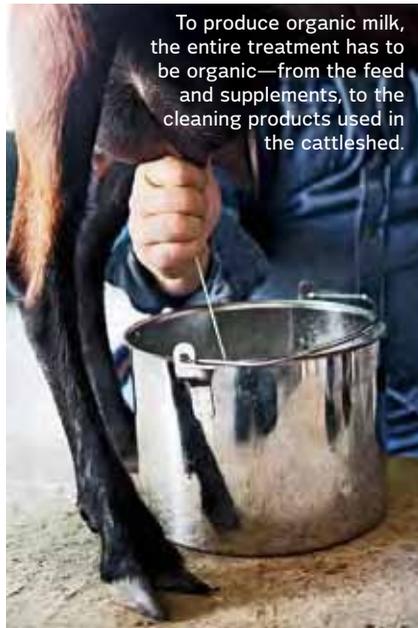
THE TRUTH  
ABOUT  
ORGANICS

A decade ago toxic food was a concern with just the health-conscious, educated elite. Now, the ripples are spreading further. Organic food is slowly claiming our plates as the concern about pesticide residue in food grows. Here's all you need to know about the safety and health of your food.

**T**he Bakshi household of Saket in South Delhi, couldn't resolve a family dispute. "My husband and I are vegetarians," says Nandita Bakshi. "Our family already eats more fruits and vegetables than most people, and they're expensive." Her husband wanted to buy cheap produce from the local grocer. Nandita said no—the family should buy organic products because their two children needed the healthiest food possible.

"She just assumed organic was healthier," says Nandita's 16-year-old daughter, Ajita, channeling her father's skepticism. "That's what sparked my interest."

Ajita surfed the Internet to find out more about organic stuff and came upon a host of evidence to bolster her mother's penchant for organically grown foodstuff. Among them was an American middle school science project backed by two Southern Methodist University researchers, Santharam Kolli and Johannes H Bauer. Their study found that fruit flies that ate organic foods did better in almost every health measure—living longer, laying more eggs, and acting livelier than those that ate conventionally grown food. For the Bakshis, it was case closed. They now buy only organic. "Because of Ajita's extensive Internet study,



To produce organic milk, the entire treatment has to be organic—from the feed and supplements, to the cleaning products used in the cattleshed.

we know that in the long run, organic food is infinitely better for us," Nandita says.

The Bakshis are not an exception. A growing number of urban middle-class households are heading for the organic

aisle, though exact figures are not available, experts say they are not big enough. "It's less than 0.5% of the population," says Nirupama Raghavan, food technologist, 24 Mantra, the organic food line. Experts of course think everyone should be as decisive as the Bakshis. Ecofeminist Vandana Shiva, for instance. She has been crusading for organics for a long time. She goes so far as to say, "Organic farming and indigenous seeds are the only solution. Organic farming can act as a catalyst in mitigating the effects of climate change and global warming. It can bring down emissions by almost 40%."

The fact that organic is holistic, inclusive and sustainable is a view that's being supported by more and more experts. Prof MS Swaminathan, architect of India's Green Revolution—which was viewed as the answer to India's food security problem, but which over the years also delivered the horrifying effects of pesticide pollution due to their indiscriminate use—clearly sees the long-term benefits of organic farming practices. Now, the MS Swaminathan Research Foundation (MSSRF) in Chennai runs intervention projects and advocacy programmes that focus on increasing the nutritive values of crops using organic principles. Swaminathan, who authored the book *From Green to Evergreen Revolution* in 2010, is championing the idea of safe cultivation.

In America, Charles Benbrook, PhD, a research professor at Washington State University's Center for Sustaining Agriculture



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## ECO WARRIOR

### BUY LOCAL, EAT ORGANIC



Activist and eco-feminist, Vandana Shiva speaks about the threat posed by genetically modified foods

**"Genetically modified organisms destroy the natural web of life, threaten biodiversity and the environment, and are a scourge for human health and society...If I grow a native plant as my food, I am encouraging native species to weave the web of life. There are that many butterflies; there are that many bees. There is that much more pollen available.**

And we've done studies that show that native rices support so many more species than the chemically-fed rice, where all soil organisms, all pollinators, all beneficial insects are killed.

The harm caused by pesticides doesn't stay on farms alone. The highest ocean pollution is coming from fertiliser runoff creating dead zones. All of those pesticides being sprayed are running down and killing the fish life because nature is integrated at every level—plant, insect, soils, marine.

The food industry propagating GMO is not concerned about the health of people. It is high time we put our foot down and said no to GMOs. People can bring about a change. It is just a matter of being determined to do so."

“The perfect egg is laid by a happy hen which is out in the barn scratching for food—grubs, insects, earthworms in the soil.”

“Your animal proteins should be organic, or don’t eat them,” says nutritionist Ashley Koff, RD.

and Natural Resources is a staunch advocate of organics. Last year, when a widely publicized Stanford University study analysing more than 200 research papers comparing the benefits of eating organic versus conventionally grown food concluded that organic food isn’t any healthier, Dr Benbrook corrected their math. Utilising government data on pesticide toxicity, he countered with his own findings that there’s a full 94% reduction in health risks if you eat organic rather than conventional foods. The Stanford researchers had looked at nine old studies about pesticide residue on produce and noted that organics have 30% fewer toxins than conventional crops—but failed to calculate the health benefits based upon the most recent USDA data on actual residues in food.

#### It’s About Pesticides

The problem with the Stanford study, as many critics noted, was that it, like many other studies, defined healthy as “has more nutrients.” Noted environmentalist Claude Alvares, who is director of the Central Secretariat of the Organic Farming Association of India and editor of *Organic Farming Sourcebook* puts it simply: “While it’s true that organic foods often contain slightly higher levels of minerals and vitamins, consumers should prefer them for what they don’t contain—pesticides.”

It is an invisible benefit that may be lost on a consumer who expects quick results. Then there are questions like, is organic really more healthy? Is it tastier than

#### ECO WARRIOR

### ORGANIC FOODS ARE HEALTHIER

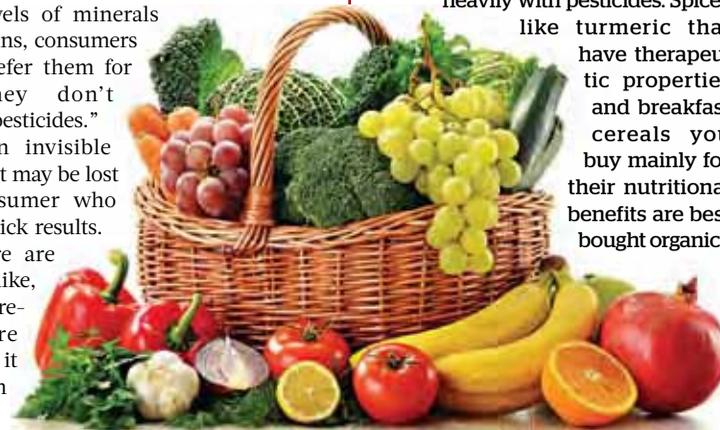


Anil Rajvanshi, director, Nimbkar Agricultural Research Institute, an NGO working in the areas of agriculture, renewable energy, and sustainable development tells us why organic foods are better for you

“Organic foods are healthier and better for the environment though costlier than the regular ones. In our minds, the other question is whether everything that goes under the label of organic is really organic. Genuine organic means that the food has been grown on soil on which no pesticide or non-organic fertiliser has been used for 7 to 10 years.

When you buy organic fruits and vegetables, don’t look for the perfectly formed, good-looking ones. They might be attractive, but not the best for you. A crooked potato or brinjal with a couple of insect holes might be healthier. It means they have not been sprayed heavily with pesticides. Spices

like turmeric that have therapeutic properties and breakfast cereals you buy mainly for their nutritional benefits are best bought organic.”



conventionally grown produce?

The fact that organically grown produce has more nutrients was established by a study published in the *British Food Journal*, conducted over 1950 to 1999. It found that the nutrient density of 43 conventionally grown crops had declined by 6 to 38% because of faulty farming practices. "On the other hand, organic farms grow under much

groups of organic farmers, trains small farmers in organic practices, buys back and sells their produce in the market.

But more than taste and nutrients, today, concerns centre more on "pesticide load"—the cumulative exposure to multiple pesticides over long periods. "The amount of pesticides that Indian farmers spray on fruits and vegetables is enormous. They believe in the 'knock-down effect' where even if they spot one insect or pest on the crop, they spray heavily to get rid of it. When my wife and I go to buy fruits and vegetables we try to pick those with insect holes which means that no or very little pesticide has been used, says Anil Rajvanshi, environmentalist and advocate of organics.

Those chemicals designed to kill certain pests, end up killing beneficial insects, destroying the web of pest-predator

balance which then creates more insect pest attacks. "You spray more; you get an emergence of resistance, and you are on a chemical treadmill," explains Shiva.

Their harmful effect on our health is incalculable. A 2012 report in the *Journal Pediatrics*, pointed to numerous studies showing that exposure to pesticides may affect brain development. In one, the odds that 8- to 15-year-olds would have ADHD rose 55% with a 10-fold increase in urinary concentrations of organophosphates, a common agricultural pesticide. Other

## CONVENTIONALLY GROWN STRAWBERRIES

A US study found **40** different pesticides in strawberries.



- 30%** ARE NEUROTOXINS
- 30%** ARE ASSOCIATED WITH BIRTH DEFECTS
- 33%** ARE KNOWN OR SUSPECTED TO CAUSE CANCER
- 33%** ARE KNOWN OR SUSPECTED HAL ENDOCRINE DISRUPTORS
- 40%** HAVE BEEN ASSOCIATED WITH REPRODUCTIVE EFFECTS
- 65%** CAN CAUSE KIDNEY OR LIVER DAMAGE
- 95%** ARE TOXIC TO BIRDS, BEES, AND/OR AQUATIC LIFE

\*ENVIRONMENTAL WORKING GROUP

more stress and the crops/plants have to work harder, so they tend to take more nutrients from the soil. Organic products also have 60 to 70% higher levels of anti-oxidant precursors which get converted into anti-oxidants," says Rajshekhhar Reddy Seelam, founder and managing director, Sresta Natural Bioproducts. Seelam is a food technologist who switched to organic after a stint with different pesticide companies where he was shocked by widespread toxic chemicals being indiscriminately used by farmers and agricultural workers. Seelam works with

# WHAT LABEL LANGUAGE MEANS

APEDA, an agency under the Ministry of Commerce monitors certification of organic products through accredited certification agencies, under the National Programme for Organic Production. Certified products carry the India Organic seal. Currently, certification is mandatory only for exports. Domestic goods come under the Agmark Act, and an organic certification is not mandatory for selling goods in the domestic market. Thus, 'Organic by Trust' is a unique label, that has evolved in the Indian context.



**100% ORGANIC**

These are usually raw, whole products which are certified organic. They will carry the India Organic logo, or may also have certification from agencies from the US, Australia or European Union.

**ORGANIC**



Products must contain at least 95% certified organic ingredients. The remaining 5% (except salt and water), along with any non-organic processing aids (such as chlorine to wash packaging equipment, colour if needed), may be added, but must be from a list of approved substances. These products are certified.



**MADE WITH ORGANIC**

At least 70% of the product must be certified organic. For instance, in pickle, the raw mangoes or oil may be organic, but some of the spices/salt may not be.

**ORGANIC INGREDIENTS**



Below 70% organic, the product can't claim on its packaging that it is an organic product but it may list specific certified organic ingredients on the information panel. For example, in products like jams, sauces and supplements.

**NATURAL**



In India, there is no monitoring of claims such as 'Natural', 'Herbal' or even 'Diet'. They could mean no artificial ingredients, or minimally processed, or low-cal. Or they may be bogus claims.

**FAIR TRADE**



Often supported by NGOs, it indicates that growers received market prices and community support from buyers and followed specific environmental practices. Standards aren't as strict as for organic.



**ORGANIC BY TRUST**

Certification can be an expensive proposition for small farmers. So several NGOs and small entrepreneurs sell products that are 'Organic by Trust'. It is up to the discretion of the consumer to believe or doubt these claims.

**CAGE FREE**



In India, Cage Free, Near Organic or Free Range are often used interchangeably. It implies that the birds roam freely inside a building or farm, with unlimited access to food and water. These claims aren't certified.



**GRASS FED**

Cattle receive most of their nutrition from grass, oil cakes, or grain. In the US, these animals may still receive antibiotics and hormones, according to USDA. In India, there is no animal-origin product can be used as feed ingredients.

**NO ADDED HORMONES**



Already true of organic. In India, several organic milk producers who have gone in for certification use no hormones or antibiotics, and raise grass-fed cattle.

Inputs from Dr PVSM Gouri, Advisor, APEDA

“Several studies have linked mothers’ pesticide exposure during pregnancy to lower IQs and problems with reasoning in children”

“Avoid eating imported foods, especially those containing corn and soyabean as these are the top two genetically modified crops.”  
Anil Rajvanshi

studies have linked mothers’ pesticide exposure during pregnancy to lower IQs and problems with memory and reasoning in their children. Experts point out that not everyone is equally affected. Risks may be higher in people who are genetically predisposed. Referring to a US study that found 40 different pesticides in strawberries, Rajvanshi says, “If a similar study was to be conducted on papaya or mango in India, it would probably throw-up far more alarming statistics.”

### **The “Gift” That Keeps On Giving**

Another frightening aspect is that genetic changes triggered by pesticide exposure in utero are passed from generation to generation. In one study done at Washington State University, mice were exposed in utero to vinclozolin, a commonly used fungicide that is also an endocrine disruptor—a chemical that interferes with the mammalian endocrine, or hormone system and may cause developmental, reproductive, or neurological problems. Three-quarters of the rodents’ third-generation progeny developed abnormalities in their testes, prostates, sperm, and ovaries; 34% had two or more diseases.

And things are not likely to get better on the pesticide front in the coming years. In fact, we are likely to be exposed to even more toxic pesticides in our food, increasing their pesticide load, thanks to GMOs (genetically modified organisms).

## **EVERGREEN IT**

### **NUTRITIONAL LITERACY**



*Prof. MS Swaminathan is known as the father of the Green revolution. He is now a champion of the “evergreen” principles of organic farming and green agriculture farming*

“The evergreen revolution implies increase in productivity in perpetuity without ecological harm. This can be achieved either through organic farming or green agriculture.

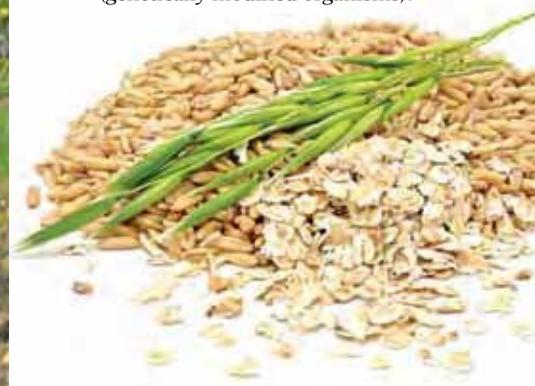
As a consumer, you can contribute by giving preference to organic food. There is a need for nutritional literacy movement in our country. Three aspects need attention.

**1.** Under-nutrition or calorie deprivation which usually arises from inadequate purchasing power is what is being addressed in the National Food Security Bill.

**2.** Protein hunger arising from inadequate consumption of pulses, milk, egg and other protein rich foods.

**3.** Hidden hunger caused by a diet deficient in micronutrients like iron, iodine, zinc, Vitamin A, B<sub>12</sub> etc. Nutritional education should start with women in the household.

Small size of holdings makes it difficult for each small farmer to undertake eco-friendly methods of soil fertility replenishment. We should promote group farming by small farmers, and the government should extend the same subsidy to organic manures as is given to mineral fertilisers.



Today, farmers are able to kill weeds with herbicides which contain a potential endocrine-disrupting chemical, without endangering food crops in the same field. “The original promise of this technology was that farmers would need fewer pesticides. However, the pests and weeds are quickly developing immunity to the genetic modifications, so farmers have to spray more, not fewer, chemicals to protect their crops,” says Shiva.



Today, farmers use thousands of kilograms of pesticides a year on their crops. The residues can linger for days, weeks, months, and even years in the environment, including the soil, air, and water. And the chemicals live in us. Many of these environmental toxins can be passed from mother to child in utero, where they can

cause birth defects, learning disabilities, and even fertility problems later on. “Is it any surprise then that Punjab, where the green revolution started, has the highest number of cancer cases in the country? The soil here has turned completely toxic through years of pesticide use. And more than consumers, it is farmers and their families who bear the brunt because of direct exposure to harmful chemicals to boost productivity. Endosulphane, for in-



stance, has been banned in many countries but we are still using it,” says Raghavan.

Unlike in the US where it’s practically impossible to avoid GMOs in the diet unless one goes totally organic, in India it is not difficult as officially no GM food crops are allowed to be grown. “But we should avoid eating imported foods, especially those

containing corn or soyabean as these are the top two genetically engineered crops in the developed world,” says Rajvanshi. In the US, an estimated 88% of corn and 94% of soya is GMO, according to the USDA. (To find out how you can make the smartest choices, see *Get Picky about Organic.*)

For children, at least, the payoff is immediate: One study found that pesticide residues disappear from children’s urine within 5 days of replacing conventional food with organic.



Organic turmeric’s anti-inflammatory action is more potent than that of a non-organic product

Nandita Bakshi says that’s what she keeps in mind when she shops for produce. And her family has reaped other rewards. Though she pays an average of Rs 1500 a week for vegetables and fruit, compared with the Rs 1200 she used to pay, it has made her a more savvy shopper: “If I’m spending more, I don’t pick up more food than I know we’ll eat,” she says.

## CLEAN FOOD

### BENEFITS OF ORGANIC DAIRY

**Milk is a wholesome product, but the process of producing it today is very unwholesome.** The cows are routinely injected with hormones—oxytocin to increase milk production—and antibiotics to ‘prevent’ possible spread of disease. These hormones and pesticides also slip into milk products like paneer, cheese and ghee.

“To produce organic milk, the grass and grain fed to the cows is grown without pesticides. The entire line of processing, from the cleaning products to health supplements is organic,” says Kiran Balhara of Wholly Cow, an organic milk brand based in Gurgaon.

Explaining the importance of ghee made from organic milk, Dr UK Tiwari of Organic India says, “Animals not raised and maintained organically retain fat soluble pesticides in their muscles. These pesticides get into the milk. Being fat soluble, the pesticides almost completely slip into the ghee. Since it is a concentrate, a high percentage of toxins tend to accumulate in ghee.” Their organic ghee “is made from the milk of cows that roam freely, feed on organic grass and are allowed to nurse their calves,” he says, describing the environment provided to ‘stress-free’ cows.



“The harm caused by pesticides doesn’t stay on farms alone.”



“The states of Sikkim and Uttaranchal are organic states. Several other states are promoting organic farming practices under the Rashtriya Krishi Vikas Yojna

### The Price Hurts

The steep price tag on organic produce is one of the most common concerns among consumers. “Organic produce is anywhere between 20% to 100% more expensive, especially for items like spices and honey,” says Shweta Upadhyay, a Gurgaon-based homemaker. But convinced that it is better for her and her family, she budgets for organic spices and pulses. “Organic farming demands strict adherence to quality and procedures. The quality of input and produce is better. Also, as more farmers make the switch, the prices are bound to be more compatible,” says Seelam, whose company was one of the first to encourage and support group certification which offsets the steep costs of getting certification for small and marginal farmers.

### Be Organic Aware

If you’re a consumer who wants to switch to using organic products, we’re sure you have many questions. The confusion about the label jargon aside (see box), you have to sift through the information to find what you need, and make peace with paying a fatter price for organic produce. Here are a few points to consider, so you’re sure you get your money’s worth.

- Do some research on the brand and look for information on the pack. Are they linked directly to the farmers or are they only sourcing products?
- Is organic used as an



## GET PICKY ABOUT ORGANIC

■ **Filling your cart with organic food could set you back** by a few hundred rupees. On average, organics cost a third more than conventionally produced food. You need to know what’s worth the extra cost and what’s not—and where to look for bargains. *Prevention* brings you these tips for picking and choosing among organic and conventional options.

■ **Buy your staples in the organic aisle.** Make a list of three or four things you eat every day or most days; those are the foods you should buy organic, say nutritionists. Choose fruits and vegetables, especially those that are eaten raw—onions, ginger, garlic, coriander, tomatoes, cucumbers, carrots, radishes and cabbages from organic outlets. Your spices—especially turmeric, red chilly, cumin and coriander powered where adulteration is common—should be picked up from a reputed organic outlet.

■ **Head to the frozen food aisle.** Whether it’s poultry or organic fruits, frozen tends to be cheaper than fresh, say experts. In the case of fruits and veggies, they’ll also last longer, making them more cost-effective.

■ **Buy in bulk.** Some stores—both regular and online—sell organic produce in large quantities. Start an organic buying club so you can spread out the cost while sharing the bounty.

“Because of pest infestation on the crop, organic agriculture productivity is low and hence the cost of product is high.”

Organic produce exported from India are: Soya bean and soya meal, cotton, spices, tea, honey, dry fruits, medicinal plants, sesame oil, seed spices like cumin and aniseed.

attractive branding (like the terms *Diet*, *Natural* and *Herbal* are often loosely used) or is it certified organic?

- If it is not certified, make sure it is from a trusted source, is local and fresh.
- For unverified claims like Herbal and Natural, check the ingredients. They should not list any preservatives, artificial colours, stabilisers or other synthetic chemicals.

### **The Diversity on Your Platter**

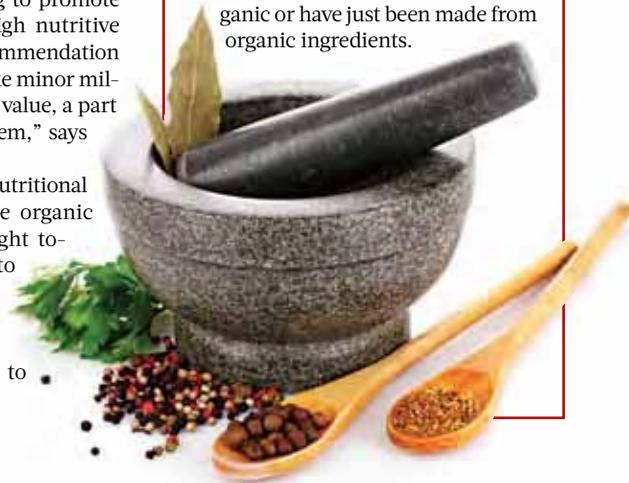
Paying more has brought a bonus both Upadhyay and Bakshi are quick to list. “If you know it’s good for you, you want to eat it more,” says 16-year-old Ajita Bakshi. Upadhyay introduced a variety of foods to the dinner table. “Food is a family topic. When I began to talk about why we eat what we eat, my children had questions about how it is grown,” says Upadhyay. Variety is inherent to the organic way of life. Nature ensures you get the required nutrients from a multitude of grains, millets, seeds, vegetables and fruits. Organic farmers grow a variety of crop species and use traditional seeds that are gradually being eliminated from our platter. Organisations like Navdanya and passionate organic farmers across the country are working hard to ensure our traditional seed bank is preserved. The MSSRF has been working to promote minor millets which have high nutritive value. “We’ve also made a recommendation in the Food Security Bill to make minor millets, which have high nutritive value, a part of the public distribution system,” says Swaminathan.

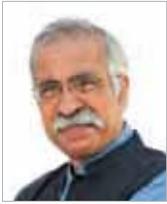
Just like the philosophy of nutritional diversity that it supports, the organic movement in India has brought together fine minds that belong to different fields, but with a common vision to promote better health for everyone. It is now up to us, as consumers, to make an informed choice.

## **WHAT TO CERTAINLY BUY ORGANIC**

Like all good things, organic supplements are healthier than the regular health supplements. They are safer because of the absence of heavy metals like lead, mercury and aluminum in the ingredients that goes in the making of these supplements.

Whole or dried herbs and supplements grown in pristine environments and tended to in an organic way are certainly more beneficial. “We use organic ‘whole herbs’ and not just extracts in all our supplements. These are washed and sun-dried before they are packaged. Taking whole components does not alter the composition of the herb at all and so there are no side affects,” explains Krishan Gupta, MD and Global CEO, Organic India, Lucknow. He highlights the importance of reading labels carefully to know the origins of the herbs and supplements, and to ensure they have not merely been sourced from traders. If you’re buying formulations, check if they are completely organic or have just been made from organic ingredients.





*Prevention columnist and organic warrior Claud Alvares tells us what's terribly wrong with some of our diet staples and why we should go organic.*

# Your Organic Grocery Cart

## Wholesome Wheat

Ever wondered why our mouth waters at the smell of a freshly made roti? The answer lies in chakki-fresh atta. Traditional chakkis remove only around 5% of the coarsest portion with all the B vitamins in there. The extraction process does not remove the oils either. However, the downside is that this kind of flour does not have a very long shelf life. That's the reason why traditional households still grind small portions of wheat at a time. When industry makes flour from wheat, it ends up making refined flour (or maida) to increase the shelf life. The 'refining' process removes the oils, fibre, vitamins and minerals from the flour. That's one problem with letting your basic food get into industrial hands. The second is the pesticide problem. Farmers in Punjab (the wheat hub) use the following chemicals for growing wheat: for plant nutrients, diammonium phosphate and urea; for weedkillers: isoproturon, leader, puma and puma super; for insect attacks: monocrotophos, confidore, actara, lindane, malathion. Malathion appears as a residue in most wheat that is sold in the market. Pesticide sprays get right into the inside of the grain, affecting its gluten. So a large number of allergies which may come from eating contaminated wheat flour, disappear when the person stops eating wheat or wheat products.

## The Healthiest Rice

Whoever thought rice would be a health hazard one day! Rice available in mandis today is grown with large doses of chemical fertilisers. On top of that, farmers douse rice plants with pesticides that kill everything and then remain hidden in the grain for us to consume. In addition, rice today has become a victim of rice mills which polish it merrily, eliminating any nutritional quality it may have.

The qualities of good rice are reflected in its colour, taste and keeping quality (after cooking). These are the features of mainly traditional and organically grown rice. They are also, incidentally, indicators of foods associated with health.



Pay a little more to the farmer who protects your health by growing natural food, and reduce your medical bills.

## Gauging the Pulse

Pulses—peas, beans and lentils—give Indian cuisine a strong dimension of vegetarianism and healthy living. Compared to meat and eggs, pulses are natural products that result from the action of sunlight, soil, nutrients and water. Pulses are generally grown without chemical fertilisers. However, they are sprayed with pesticides. Even then, lab tests of pulses have shown that these have pesticide residues though much less than those found in fresh vegetables, fruits or grains like wheat and rice. Perhaps for this reason, they are nutritionally more balanced. However, a problem with pulses available today is the use of pesticides and fungicides during storage.

One way to get out of this is to consume pulses as dals. A dal is a pulse with its skin removed and split into two. 'Dal'

actually means 'split'. The pesticide gets discarded with the skin. However, whole pulses can be sprouted whereas dals cannot be and sprouts are bigger storehouses of nutrition. Thus, it is all the more important that you carefully choose the sources from which you get your pulses. Try Khadi stores which keep well graded pulses of various kinds. Else, it is best to get your supplies from organic stores in your city.

## Smell your Coffee

Some articles claim that coffee is one of the highest sprayed crops in India, after cotton. Indian coffee growers, for instance, routinely use lindane, a chemical banned in 55 countries around the world. Lindane has been linked to breast cancer and can disrupt hormone systems, damage the nervous and immune systems and cause birth defects. The European Union has classified monocrotophos—another chemical used for coffee—as dangerous for the environment and very toxic for birds and other wildlife.

However, coffee farmers continue to spray these chemicals on their plants about two to four times a year. What is worse, the chemicals are sprayed directly on the coffee berries to prevent them from dropping before they are mature for plucking. Moreover, in India we do not use the high temperatures for roasting which claim to help remove any toxic residue that may be present on conventionally grown coffee beans. Our coffee beans are roasted using wood and other agricultural waste. Coffee grown naturally, without the use of chemical fertilisers and pesticides is not difficult to source any longer, even though it is a tad expensive. However, deciding in favour of organic means you will not only be able to smell your coffee with pleasure, but also drink it without a tinge of anxiety.



# BUY ORGANIC

Here are some of our top picks. Go Shop!



## 1. Jams and Pickles

Concentrates tend to accumulate more pesticides, so try and pick organic jams, pickles and condiments. Read the label carefully for organic ingredients. **Try** Organica Olive Oil Lime Pickle, ₹59; Organic Nation Natural Pineapple Conserve Spread, ₹140. Auroville Naturellement Tamarind Jam, ₹179, Bama's Ginger Chutney, ₹350. **Available at:** [bamas.in/auroville.com/](http://bamas.in/auroville.com/) 24X7 Convenience Store, Food Bazaar

## 2. Eggs (near organic)

Happy chicken who scratch the soil for worms and grub lay healthy eggs. In a conventional poultry, the hens are fed a monotonous diet made from fish meal and grain, often laced with antibiotics. This destroys the nutritional quality of the egg. **Try** Keggs Cage-Free Eggs, ₹80 for a pack of 6. **Available at:** [Nature's Basket/keggsfarms.com/Health is Wealth](http://Nature's Basket/keggsfarms.com/Health is Wealth)

## 3. Honey

The best honey is made by bees that are out in the wild. This honey has no pesticides and antibiotics. **Try** organic honey by Wholefoods Organic Honey, ₹220; Heavenly Organics Organic Himalayan Raw Acacia Honey, ₹745; **Available at:** [FabIndia/Navdanya/Wholefoods/Gourmet Store/heavenlyorganics.com](http://FabIndia/Navdanya/Wholefoods/Gourmet Store/heavenlyorganics.com)

## 4. Dairy Products

Organic milk comes from cows that are not injected with artificial hormones and antibiotics. They're fed organic grain and grass. Check out milk and milk products at local organic stores. **Try** Wholly Cow, Delhi-NCR/Param Dairy Mumbai/Maha Maya Pariwar, Mumbai, Kolkata, New Delhi ₹75-85 **Available at:** [Ehsaas Organic/Food Bazaar/DubdenGreen/local organic stores](http://Ehsaas Organic/Food Bazaar/DubdenGreen/local organic stores)

## 5. Porridge

The first thing that goes into your mouth in the morning should be completely clean and safe. **Try** Fabindia Savoury Organic Porridge Mix, ₹125; Farm 2 Kitchen Organic Barley Dalia, ₹53 **Available at:** [Fabindia/Nourish Organics/Down to Earth/Ahana Organic/farm2kitchen.com](http://Fabindia/Nourish Organics/Down to Earth/Ahana Organic/farm2kitchen.com)

## 6. Turmeric/Red Chilly Powder

These essential spices are adulterated with toxic colours. Besides, organic turmeric's anti-

inflammatory action is more potent than that of a non-organic product. **Try** Navdanya Haldi Powder, ₹100; Red Chilli Powder, ₹100, 24 Mantra turmeric powder ₹35. **Available at:** [Navdanya/DubdenGreen/local organic stores](http://Navdanya/DubdenGreen/local organic stores)

## 7. Beverages

Organic fruit and vegetable juices and cleaner and have higher amount of healthy anti-oxidants. **Try** 24 Mantra Organic Mixed Fruit Juice, ₹148; Numi Golden Chai Organic Tea, ₹350; Organic India Tulsi Ginger 25 Tea Bags, ₹105 **Available at:** [Modern Food Bazaar/greengood.com/98.4 chemists](http://Modern Food Bazaar/greengood.com/98.4 chemists)

## 8. Snack Bars & Salad Seeds

A popular quick bite food, the health benefit of seeds like flaxseeds, sunflower and watermelon seeds are maximized if the ingredients used in the bars are organically grown. **Try** Nourish Organics Apple Cinnamon Bar, ₹70 & Ground Omega Seed Mix, ₹260, Conscious Food Walnut Nuggets, ₹140 **Available at:** [Nourish Organics carts, consciousfood.com](http://Nourish Organics carts.consciousfood.com)

## 9. Chyawanprash

When you choose organic concentrates, ghee, and herbs, you can rest assured they have been produced and processed with no exposure to pesticides, colours and additives. Chyawanprash, an Ayurvedic preparation with 49 whole herbs and other ingredients like nuts, spices and dry fruit is used for vitality and building immunity. **Try** Organic India Chyawanprash, ₹495, **Available at:** [24X7 Convenience Stores, Modern Food Bazaar/98.4 Chemists](http://24X7 Convenience Stores, Modern Food Bazaar/98.4 Chemists)

## 10. Veggies/Fruits

Insects and worms love the tender leaves of leafy greens like spinach as much as we do. Organic growers use traps and non-toxic repellents to keep the insects away. Among fruits, apples and grapes are known to have the highest amount of pesticide residue because fungus and insect threats prompt farmers to spray various chemicals. **Try** Organic greens, root veggies and fruits. **Available at:** [Your local organic farmer's market/ Spencer's Daily/The Farmer's Market, Bandra West, Mumbai/CMR Fresh, Era Organic, Bengaluru/Health Basket, isayorganic.com, NCR.](http://Your local organic farmer's market/ Spencer's Daily/The Farmer's Market, Bandra West, Mumbai/CMR Fresh, Era Organic, Bengaluru/Health Basket, isayorganic.com, NCR.)