

The truth about natural vs. organic labeling

MYTH: NATURAL MEANS ORGANIC.

FACT: Natural and organic are not interchangeable.

- Other truthful claims, such as free-range, hormone-free, and natural, can still appear on food labels. However, do not confuse these terms with “organic.” Only food labeled “organic products” has been certified as organic in accordance with Agriculture and Agri-Food Canada (AAFC) regulations

TERM	LEGALLY DEFINED	DEFINITION
Organic	Yes	According to AAFC, the term “organic” may only be applied to pet food labels that meet regulations.
Natural	Yes	According to AAFCO, the term “natural” requires a pet food to consist of only natural ingredients without chemical alterations.*
Holistic	NO	There is no legal definition of this term under laws devoted to pet foods. Any manufacturer can make claims of “holistic” in literature and brochures regardless of ingredients chosen.
Human Grade	NO	Claims that a product contains or is made from ingredients that are “human grade,” “human quality,” “people foods,” or “ingredients you (the purchaser) would eat,” are false and misleading.*

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