



Dr. Alan Greene: Respected Pediatrician or Corporate Greenwashing Agent?

Paid Corporate Spokesperson—Web Entrepreneur

In addition to having been a paid spokesperson for Dean Foods/WhiteWave (Horizon and Silk), CROPP (Organic Valley) and Groupe Danone/Stonyfield, which Dr. Greene disclosed at the National Organic Standards Board meeting in the fall of 2011, in Savannah, Georgia, he has been (or continues to be) involved with the following companies:

Novartis (Gerber Wellness), 2000 – spokesperson marketing conventional infant care products including vitamin drops.

Lukenbill, Grant. "Novartis leverages Gerber name with new wellness line for infants." *DM News* 27 Mar. 2000: 10. *General OneFile*.

Mead Johnson (Enfamil Lipil), 2002 – promoting Martek's DHA and ARA in conventional infant formula. Mead Johnson has been heavily criticized by the breastfeeding advocacy community for undermining efforts to increase breastfeeding rates, especially with its DHA/ARA advertisement campaigns. Dr. Greene still appears on the Enfamil website today.

<http://enfamil.com/app/iwp/enfamil/article.do?dm=enf&id=12021&iwpst=B2C&ls=0&csred=1&r=3450008716>

The Hain Celestial Group (Avalon Organics), 2006 – spokesperson for The Hain Celestial Group's Avalon Organics baby personal care product line, which is **not** certified organic. Groups like the Organic Consumers Association have publicly criticized The Hain Celestial Group for using synthetic and non-organic ingredients in personal care products represented as organic.

<http://www.avalonorganics.com/images/uploads/44bc726488a0c.pdf>

Earthbound Farms, 2011, possibly ongoing. Earthbound Farms employs two NOSB members who voted in favor of the Martek petition, Tracy Miedema and John Foster.

NOTE: Since publishing a recent press release concerning the corruption at the last NOSB meeting, Cornucopia was contacted by Earthbound Farms stating that they have not contracted with Dr. Greene. Since Greene explicitly included Earthbound Farms on the conflict of interest statement linked below, it appears that someone is not telling the truth. Why would he fabricate that information? To embellish his resume? Or was he actually working for Earthbound Farms? We have been corresponding with Earthbound Farms and investigating the matter.

[Medscape.net screenshot bio](#)

Twinlab, 2008, – Dr. Greene’s name and face appear on the front panel of Martek DHA algal oil supplements for toddlers (these products are still on the market).

Dr. Greene has claimed in public, including testimony in front of the NOSB, that he came to his own conclusion regarding the benefit of Martek’s DHA and ARA in infant formula when his wife was diagnosed with breast cancer while breastfeeding their son. At the time (1996), not a single study testing visual and cognitive benefits of Martek’s DHA had been published. The first study using Martek’s DHA and ARA, which did not test visual or cognitive outcomes, was published a year after his wife’s diagnosis, in 1997.

Dr. Greene promotes Martek’s DHA in his book, *Raising Baby Green*, and as a columnist in *Kiwi Magazine*, *Parents Magazine*, etc. These magazines carry full-page ads for Martek and/or products containing Martek’s DHA.

<http://www.parents.com/baby/breastfeeding/basics/baby-nutrition-dha-and-ara/>

Nest Collective, (Plum Organics), 2012 - ongoing – Dr. Greene entered into a partnership to serve as an "advisor" for the Plum Organics brand of Nest Collective, a California-based company which markets certified organic baby and toddler foods under the Plum Organics and Revolution Foods brand names.

Practicing Pediatrician?

Dr. Greene does not appear to be a practicing pediatrician. While he is listed as a Clinical Professor at Stanford’s School of Medicine, he is not listed on the Stanford website as teaching courses, conducting clinical research, or seeing patients in the Lucile Packard Children’s Hospital. Operators have no phone or office listed for him at either institution. He appears to have never published a scholarly or scientific article.

After two failed attempts to contact his office, twice through the Lucile Packard switchboard, and a direct inquiry to the pediatrics department (no one knew who he was), a third try, after multiple transfers, and an inordinate time on hold, finally had us transferred to his "office." That call was routed off campus to the corporate offices of Drgreene.com.

While he might make clinical rounds with hospital residents, visiting critically ill hospitalized patients, that is very different from practicing pediatrics with a patient load and interfacing daily with patients and their parents.

Dr. Greene owns and operates Greene Ink, Inc. which holds numerous copyrights, trademarks and URLs with interests in websites and a number of commercial ventures involved in promoting his books and role as an "independent expert."

The last time we have confirmed he was engaged in practicing pediatric medicine was in the mid-1990s. It appears that when Dr. Greene contradicts the preponderance of research published on the efficacy of Martek DHA supplements, he is doing so neither as an experienced medical researcher nor a pediatrician in a position to judge their efficacy from a broad base of patients.

Family Farm/Organic Champion?

When Dr. Greene was acting as a paid spokesperson for Organic Valley, he made numerous passionate statements extolling the virtues of family-scale farmers and their land and animals, and heaped praise on the cooperative.

With far deeper pockets, Dean Foods' WhiteWave division recruited Dr. Greene away for a reported \$100,000 per year. It made no difference to Dr. Greene that, at the time, Dean's Horizon brand was under fire for getting a large percentage of its milk from giant "factory farms" milking as many as 10,000 cows each (the largest of which lost its organic certification).

Later, when Dean Foods/White Wave introduced a line of Horizon children's yogurt containing **conventional fruits and vegetables** (including some that were on the Environmental Working Group's Dirty Dozen list as containing some of the most dangerous pesticide residue levels), Dr. Greene agreed to be their spokesperson. Heretofore, Horizon had been a 100% organic brand and Dr. Greene, through his book promotion activities, had made a name for himself advocating organic diets for children.

Due to a Cornucopia report, and media backlash, Dean/WhiteWave subsequently pulled the suspect Horizon products from the marketplace.

As a spokesperson for Dean Foods/White Wave's Silk products, in 2009, Dr. Greene responded to a question about GMO soy as follows: "I prefer not to consume products with this type of soy, **but there is not any solid evidence that this is a problem.**"

Dr. Greene appeared as an "expert" on the "real facts and science behind soy nutrition" and children's health for the Soyfoods Association for North America (SANA), in 2009. He urged the audience to decrease their consumption of animal products, and replace that decrease in animal protein with soy protein.

Ironically, in his talk for the Soyfoods Association, he also reminded the audience of Michael Pollan's advice to eat "real food," meaning "food that was around a hundred years ago," which directly conflicts with his role as a spokesperson for the Soyfoods Association, which promotes products including highly processed soy protein isolate, and his role promoting Martek products containing a highly processed DHA algal oil that was developed in laboratories mere decades ago.

In the final analysis, members of the organic community will have to decide whether Dr. Greene is competent to contradict the prevailing science which challenges the efficacy of Martek's isolated and manufactured DHA products and whether he is a "true believer" and advocate for organic food and farming, or whether he is merely a physician who, over the years, has carefully crafted a persona, with commercial value, that he exploits for profit, contracting with major agribusinesses and Big Pharma.

Source: the Cornucopia Institute