

Country Choice Organic

As a juxtaposition to Newman's Own Organics, this graphic illustrates the packaging of another company that uses the word "Organic" in its name, Country Choice Organic of Eden Prairie, Minnesota.

Although not as prominent in the marketplace as Newman's, they have gone to the effort to secure all their agricultural ingredients from certified organic sources. Unlike Newman's, all the oil in their product is organic along with more minor, yet very expensive, ingredients like cinnamon, ginger and vanilla.

Companies like Country Choice Organic need to be rewarded in the marketplace for their dedication to organics and the integrity of their labeling, but instead are being placed at a competitive disadvantage by being forced to compete with illegitimate and deceiving product formulations and packaging.

