Infographic: Organic labeling sells

♠ meatpoultry.com/articles/23372-infographic-organic-labeling-sells

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Source: The Hartman Group

Seals and certifications act as shortcuts for consumers to increase their confidence in purchases without needing to search as much for outside information on organic. The organic certification lends credibility and an assurance of quality and food safety, according to The Hartman Group, Bellevue, Wash.