

We love organic
because we care
about animals

"I like to see myself as the brains of this outfit, even if my son doesn't agree! But when he told me about organic, well, I never looked back. Organic means fewer drugs or antibiotics, it also means better conditions for animals so they get to thrive and grow more naturally. Surely that's good for them and good for our peace of mind! We're happy to pay a little extra for organic, because we believe that animals deserve a better life (this poor cow certainly does!)."

There are lots of reasons to love organic,
discover yours at www.whylloveorganic.co.uk

This campaign was funded by over 80 organic companies and the European Union.



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I love organic
because it feels
right for my family

"I know it might not look like it, but I do try and buy the right food. When you've got little ones, you have to. That's why me and the missus buy organic, because we want the kids eating food that's more natural and tastes great, free from all that GM nonsense and most pesticides too. OK it sometimes costs a bit extra, but I'm not going to scrimp when it comes to my kids."

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