



## 'USDA Organic' Personal Care Sales Explode

Although the figures for 2007 indicate records sales for "organic" personal care products, the majority of those products were not certified under the USDA's National Organic Program.

It has been two years since the OCA and Dr. Bronner's sued the USDA and forced the agency into agreeing to allow personal care products that meet USDA food grade organic standards to bear the 'USDA Organic' seal.

USDA organic is still the gold standard for body care products, and OCA anticipates a major expansion of new USDA

Organic personal care products in 2008.

As a reminder to conscientious consumers, if you don't see the green 'USDA Organic' seal on a personal care product, it may not be as "organic" as it claims to be. If the product holds the USDA seal, it has met the stringent organic standards established for food. If it does not have the seal and claims to be organic, read the ingredient label to be sure you are comfortable with any of the synthetic ingredients that are likely hiding in the product.

Learn more at OCA's **Coming Clean Campaign**:

[www.organicconsumers.org/bodycare/](http://www.organicconsumers.org/bodycare/)

### Caribou Joins Starbucks in Phasing out rBGH

It's official: This week, the world's largest coffee purveyor, Starbucks, went rBGH-free. The Organic Consumers Association has been pressuring Starbucks to dump rBGH-derived dairy products the past six years.

Not to be outdone by its competitor, Caribou Coffee, the second largest coffeehouse operator in the US announced it is also beginning to phase out rBGH from its products.

[www.organicconsumers.org/articles/article\\_9331.cfm](http://www.organicconsumers.org/articles/article_9331.cfm)

## Splenda Goes to Court

A federal court has rejected a request for summary judgment in a lawsuit launched by the Sugar Association against Splenda.

The plaintiff alleges Splenda, a Johnson & Johnson company, is falsely advertising to consumers with its marketing slogan "Made from sugar so it tastes like sugar".

Splenda is the synthetic compound sucralose, discovered in 1976 by scientists in Britain seeking a new pesticide formulation. The artificial sweetener is made by replacing hydroxyl groups in the sugar molecule with chlorine.

There are no long-term studies of the side effects of Splenda in humans. The manufacturer's own short-term studies showed that sucralose caused shrunken thymus glands and enlarged livers and kidneys in rodents. But in this case, the FDA decided that because these studies weren't based on human test animals, they were not conclusive. As a result, Splenda is now one of the most ubiquitous

ingredients in low calorie processed foods.

[www.organicconsumers.org/articles/article\\_9306.cfm](http://www.organicconsumers.org/articles/article_9306.cfm)

### Solar Power Gets Affordable

A new company in California's Silicon Valley has begun production on a new electricity generating solar cell that many are considering to be revolutionary. The company, Nanosolar, prints the solar cells on aluminum film in an inexpensive process that will supposedly make solar power as affordable as electricity from coal. Nanosolar says its order books are already full until 2009.

[www.organicconsumers.org/articles/article\\_9375.cfm](http://www.organicconsumers.org/articles/article_9375.cfm)

### OCA's Donation Drive Goes Into Overtime

Thanks to all who took part in OCA's end of the year donation drive. Our goal was to generate \$75,000 in December to help support our work in 2008. We've decided to extend the donation drive one more week, as we are just \$5,000 short of making our goal.

If you haven't already done so, please donate today:

[www.organicconsumers.org/donations.cfm](http://www.organicconsumers.org/donations.cfm)



## Web Videos of the Week

### Ronnie Cummins Speaks Out on 'Farms not Arms'

Ronnie Cummins, the director of the Organic Consumers Association, speaks at a **Farms not Arms** press conference in New York about the need to understand how the war is impacting the environment, social justice, organics and the sustainability movements. In this excerpt, Cummins focuses on the necessity for these various movements to join together into a united coalition:

[www.organicconsumers.org/articles/article\\_9317.cfm](http://www.organicconsumers.org/articles/article_9317.cfm)

### Vanishing of the Bees

Wow! We receive a lot of submissions of that would like their work to be featured in *Organic Bytes*, but this is honestly one of the best trailers we've seen in a while.

As you've probably read about previously in *Organic Bytes*, vast numbers of bees are literally disappearing all around the world. This movie analyzes why this mysterious phenomenon is taking place and how dramatically it could impact the world's food supply in the short term.

As a note, the producers are also seeking donations to bring the movie to a wider audience. View this breath-taking trailer at: [www.vanishingbees.com](http://www.vanishingbees.com)

### The Story of Stuff

This is one of those life-changing web videos that you finish watching and just want to forward to everyone you know. Whether you are eight years old or 80 years old—whether you are an environmentalist or a skeptic—this entertaining 20 minute video will give you a holistic perspective on how hyper-consumerism is accelerating just about every global problem you can think of.

[www.storyofstuff.com](http://www.storyofstuff.com)

## This Week's Hot Topics

OCA's new web forum now has over 1,500 members! Have you joined the action yet? If not, here is a ranking of the hottest topics in the forum this week.

1. Vaccines (Poll): Are They Good? Are They Bad? Should They Be Required By Law?
2. Synthetic-free Vitamins
3. Do You Believe Al Gore?
4. Chemtrails
5. Electromagnetic Radiation (EMR)

To read more and join in the discussions, visit:

[www.organicconsumers.org/forum/index.php](http://www.organicconsumers.org/forum/index.php)

## Find Out What's Happening in Your State

Only the OCA provides a nationwide network with health, justice and sustainability news on global, national, and local levels.

Check out the new state pages on our website to find news and events near you. We want your help in keeping the state pages as relevant and up to date as possible. We are striving to organize or publicize 50 new state campaigns each month, but we can't do that without your help.

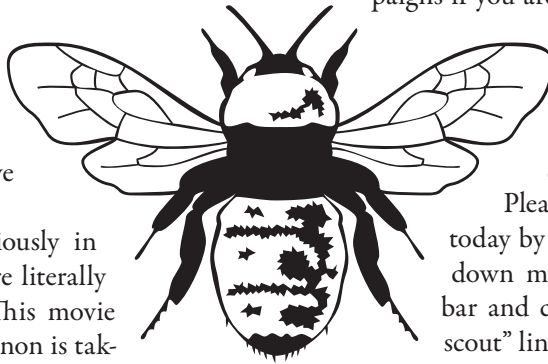
You can help by becoming a writer for OCA. Please email us campaign updates. You can also send us ideas for campaigns if you are not sure how to write them up

for the site, and we will work with you to develop a campaign update.

Email your ideas to [volunteer@organicconsumers.org](mailto:volunteer@organicconsumers.org)

Please visit your local OCA webpage today by choosing your state in the drop-down menu in the left-hand navigation bar and clicking on the "Become a news scout" link on your state page.

[www.organicconsumers.org](http://www.organicconsumers.org)



### Please Donate to the OCA

As a nonprofit, we need your donations so we can continue to move forward. You can donate online at:

[www.organicconsumers.org/donations.htm](http://www.organicconsumers.org/donations.htm)

Or mail your tax deductible donation to the OCA:

Organic Consumers Association

6771 South Silver Hill Drive · Finland, MN 55603

Or by phone: 888-403-1007 (toll free).

Note to co-op and natural food store subscribers: *Organic Bytes* is a great tool for keeping your staff and customers up to date on the latest issues. Feel free to print *Organic Bytes* for posting on bulletin boards and staff break tables. You are welcome to use this material for your newsletters.

Subscribe to *Organic Bytes*:

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For many more food issue daily headlines:

[www.organicconsumers.org/log.html](http://www.organicconsumers.org/log.html)

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