

THE NATURAL



YOU DO NOT NEED a medical degree to realize that, generally speaking, the natural way of life is the healthiest way of life. Pure water, fruit straight from the tree, fresh vegetables from the earth, meat from healthy, grass fed chemical free animals; all of these things obviously nourish our bodies. The earth in all its rich abundance was designed to nurture us, and our bodies are designed to consume clean, healthy foods.

Unfortunately, human progress and the current state of the environment means most of us can't really live a "natural" life, even if we would like to. We can't drink water from the tap. Our streams, rivers and lakes are polluted from nitrates and phosphates caused by chemical fertilizer pollution. It is becoming increasingly harder to live "the natural lifestyle." I can't ignore the fact that in 1993, the U.S. National Academy of Sciences reported that residues of pesticides on food "pose a real threat to the health of children." Cancer and leukemia rates are considerably higher than average in some major agriculture areas in the States, and agricultural pesticides have caused tumors in test animals.

SWEET EARTHTM

*is more than just a
company to us,
it is our lifestyle!*

~MILO LOU SHAMMAS

*President & Chief Scientist
Sweet EarthTM Advanced Organics*

I'd love to see more organic products available for mainstream America; it is the cornerstone for cleaning our environment. Supporting those farmers and companies that are dedicated to producing organic produce and products is essential to maintaining a healthy environment. Sweet EarthTM is dedicated to producing premium organic products at a reasonable price available for all consumers. The fact that this article is dedicated entirely to the concept of natural living suggests that we are extremely committed and that we will push for positive change.

Few people, other than perhaps the owners of a large agriculture conglomerate, would argue against the merits of food produced without chemicals or pesticides. I doubt anyone would knowingly choose a pesticide laden apple over an organic one. However, they might naturally lean toward the non-organic choice, as many of the world's mega producers chemically treat their produce to make it look perfect.