

Trendy Food Terms: Defined

Do you consider yourself environmentally friendly or sustainably smart? Regardless of whether you're trying to reduce your carbon footprint or just keep up with the lingo, defining food terms will decrease your confusion and make you food marketing savvy.

Organic

Three levels of organic claims:

- **100% Organic:** Products that are completely organic or made of only organic ingredients qualify for this claim and a USDA Organic seal.
- **Organic:** Products in which at least 95 percent of their ingredients are organic qualify for this claim and a USDA Organic seal.
- **Made with Organic Ingredients:** There are food products in which at least 70 percent of ingredients are certified organic. The USDA organic seal cannot be used but "made with organic ingredients" may appear on its packaging.



Local

"Local" refers to the proximity of a food's origin to where the food is being purchased. According to the New Oxford American Dictionary, "locavore" represents individuals particularly sensitive to food miles and encourages buying from farmers' markets or growing your own foods.

Whole Food

Usually refers to foods that are not processed or refined and do not have any added ingredients. Most definitions would include fresh produce, dairy, whole grains, meat and fish— any food that appears in its most pure form with minimal processing.

Processed vs. Unprocessed

Processed food is commonly associated with food that is unhealthy, full of sugar, fat, or additives. Whereas, unprocessed food is often used to define foods that are not canned, frozen, or packaged. According to the Farm Bill of 2008, a processed food is defined as a food that has been processed to the point it undergoes a "change of character." Edamame is an example of an unprocessed food, while tofu is an example of a processed food.

Natural

Natural—the most common food and beverage claim in 2008, does not have a formal definition according to the FDA and the U.S. Department of Agriculture. According to the 1993 policy: the FDA has not objected to the use of the term on food labels provided it is used in a manner that is truthful and not misleading and the product does not contain added color, artificial flavors or synthetic substances.



Slow Food

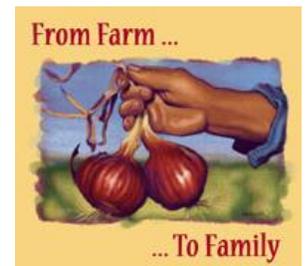
Slow food is the antithesis of fast food. It is a movement that started in Italy in 1986 and now encompasses food that is often organic and prepared using traditional methods and using few or no convenience appliances (i.e. microwave).

Clean Food

The term “clean food” does not have a formal definition but is becoming increasingly popular. Most usage appears to be replacing “beyond organic” for critics who believe the USDA’s organic standards are too low, and thus the definition refers to products that are in season, locally grown, 100% organic, and in its natural state. Clean food has also been associated with harmony and love in the kitchen.

5 Ways to become a LOCAVORE in Villanova, PA:

1) Visit a farmers' market. Farmers' markets keep small farms in business through direct sales, rather than going through a middleman. Need to find a market in your area? Try the Lancaster Farmers Market in Wayne, PA, open Wednesday, Friday & Saturday between 6am-4pm.



2) Choose 5 foods in your house that you can buy locally. Rather than trying to source everything locally all at once, try swapping out just 5 local foods. Fruits and vegetables that can be grown throughout the continental U.S. include apples, root vegetables, lettuce, herbs and greens. In most areas, it's also possible to find meat, poultry, eggs, milk, and cheese—all grown, harvested and produced close to your home.

3) Find a local CSA and sign-up! Community Supported Agriculture (CSA) is program in which individuals invest in a local farm in exchange for a weekly box of assorted vegetables and other farm products. Search localharvest.org for a CSA near you or join Villanova’s CSA partner, Lancaster Farm Fresh Cooperative <http://csa.lancasterfarmfresh.com/app/machform/view.php?id=2>.



4) Find out what restaurants in your area support local farmers. You can do this by asking the restaurants about their ingredients directly, or by asking your favorite farmers what restaurant accounts they have. Frequent the businesses that support your farmers.

5) Buy from local vendors. Can't find locally grown? How about locally produced? Many areas have locally produced jams, jellies and breads as well as locally roasted coffee and locally created confections. While these businesses may not always use strictly local ingredients in their products, by purchasing them you are supporting the local economy.