



Organic Production and Food Quality: A Down to Earth Analysis

Robert Blair

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The internet is rife with biased and unsubstantiated claims from the organic industry, and the treatment of issues such as food safety and quality by the media ("if it bleeds, it leads") tends to have a negative impact on consumer perceptions about conventional food. Until recently, more and more consumers in many countries were opting to buy organic food over conventional food, resulting in a radical shift in food retailing. This was due to concerns over chemical residues, food poisoning resulting in recalls, food scares such as "mad-cow" disease, issues like gene-modified (GM foods), antibiotics, hormones, cloning and concerns over the way plants and animals are being grown commercially as food sources. As a result there has been an expansion of the organic industry and the supply of organic foods at farmers' markets, supermarkets and specialty stores.

"Organic Production and Food Quality: A Down to Earth Analysis "is the first comprehensive book on how organic production methods influence the safety and quality of foods, based on an unbiased assessment of the latest scientific findings. The title is a 'must-have' for everyone working within the food industry. Comprehensive explanation of organic production methods and effects on the safety and quality of foods Authoritative, unbiased and up-to-date examination of relevant global scientific research Answers the questions of whether organic food is more nutritious and/or more healthy

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