



NEW

ORGANIC SKEPTIC GAME

"We all have a good reason to distrust organic certification!" Do we?

Organic certification is essential both for human health and agriculture transition. In practice, transformation of conventional agriculture is not a smooth process and exchanging with stakeholders reveals very often a whole range of reluctances. Are they attempts to justify change resistances or true technical, administrative or economic barriers?

In his book "L'Homnivore", Claude Fischler, explains that through the mechanism of food "embodiment", literally "incarnation": we become what we eat. This applies both physically and symbolically, hence an increased resistance to any diet changes., Unless our lives depend on it, like they once did for the first humans, dietary changes can threaten one's identity altogether. We have seen such a resistance about organic food in all partnercities from the BioCanteens #1 and #2 Networks: "organic food is not reliable, not useful, not healthy, not sustainable, not...". To acknowledge that is scientifically proven that organic is better for your health and for the planet, means accepting that the conventionally grown food that most of us eat every day is poisoning us and the world...