

*"Let things taste the way they are."* Alice Waters

## ORGANIC FOOD

Free of pesticides, industrial solvents and synthetic food additives.

### UNDERSTAND THE LABEL

In order to be labeled Organic, every product with every single ingredient in it should be certified and must meet legal requirements.

It also must display the code number & prefix of the body that certified it.

#### **100% organic**

Products must be either completely organic or made of all organic ingredients.

#### **"Made with organic ingredients"**

Products contain at least 70% organic ingredients.

#### **Organic**

Products must be at least 95% organic. Up to 5% ingredients of approved non-organic food are allowed; such as salt, water, and a restricted number of additives.

Selling food with "organic" label is regulated by governmental food safety authorities, such as the US Department of Agriculture (USDA) or European Commission such as Soil Association Certification.

### LEBANESE ORGANIC CERTIFICATES

Accredited from the EU, Accredia and the Lebanese authorities, the Italian certification body, **(IMCLIBAN/CCPB)** Group, gives, after strict inspections and tests, a yearly certificate which specifies and lists each product. It is recognized in local and export market.

The export of organic Lebanese produce to Europe is made through an export certificate equivalent to EU regime and doesn't need the official ministerial export permission that was required before 2010.

*Italian certification body (IMCLIBAN / CCPB) Group and the Consortium for Research & Training on Quality and Food Safety (RIFOSAL) focus on certification, quality and food safety development.*

*The regulations and norms are firmly applied through the local office in Lebanon which can also grant the "conosci il tuo pasto" ("Know Your Meal") certificate.*

#### **ORGANIC FOODS ARE FREE OF:**

- Genetically Modified Organism (GMO)
- Chemical Pesticides and Fertilizers
- Chemical Ripening and Irradiation
- Bioengineering
- Synthetic Preservatives
- Artificial Coloring
- Chemicals Additives
- Drugs and Antibiotics
- Growth Hormones



## Organic, Healthy & Safe

At last you can find all three under one roof



Call us or visit our shop located on the premises for a variety of daily-prepared items.

*the real food.*



18th Street, Bayada, Cornet Chehwan  
Tel: 04 444 864 [www.tiny-mighty.com](http://www.tiny-mighty.com)



DIET





The "ISO 22000" Certificate for Food Safety & the "Know Your Meal" (Conosci il tuo pasto) Certificate prove Tiny but Mighty's strong commitment to provide best quality products compliant with international standards.



From Catering to schools, companies, and special events to daily dishes, desserts and snacks are all made with organic ingredients.



## REASONS ORGANIC PRODUCTS ARE HIGHER IN PRICE

All of these criteria increase the cost of organic production and lead to higher prices.

- Organic products often take longer to produce and require more labor and extra care.
- Since no synthetic fertilizers and pesticides are used, the production scale is much lower in quantity than conventional products.
- They are distributed on a smaller scale, and are subject to specific controls and certifications.

### ADVANTAGES OF ORGANIC

- Prevent allergies
- Prevent liver and kidney damage
- Prevent many types of cancer
- Avoid pesticide residues
- Avoid high levels of cadmium which accumulate in the body
- Respect the environment and animal welfare

### ORGANIC VS CONVENTIONAL FOOD

- Organic foods don't last long since they do not contain artificial preservatives while non-organic foods' shelf life is longer.
- Organic vegetables and fruits are smaller in size while conventional ones look bigger and have an artificial enhanced color especially that most farmers use chemicals to increase the size and quantity of their produce.

### THE HEALTHY WAY

- Research has shown that organic fruits and vegetables contain about 40% more antioxidants than non-organic fruits and vegetables which reduce the risk of cancer, stroke and heart diseases.
- Organic foods contain salicylic acids which help prevent hardening of arteries and cancer.
- Organic foods do not lead to gain unnecessary weight and have natural flavor since they do not contain additives to most foods, especially canned one.

### DIFFERENCE BETWEEN "ORGANIC" AND "NATURAL"

There is a major difference between organic and natural foods. Natural foods do not contain artificial colors, flavors, sweeteners, preservatives or other additives while Organic, in addition, are free of toxic, persistent chemicals, GMOs, antibiotics or hormones.

#### MEAT

Organic: The meat is richest in Omega 3 fatty acids and have lower risk of E. Coli transmission.

It is produced by animals which are fed 100% organic, not genetically modified and are not given hormone stimulants that cause them to grow bigger.

#### MILK

Biological: Cows are not treated with antibiotics and hormones.

#### FRUIT / VEGETABLE

Organic: The risk of pesticides residues is low, the taste is better.