



The Non-GMO Project is an independent, third-party verification in North America for GMO avoidance.



TOGETHER WE'RE GROWING  
TO MAKE THE WORLD BETTER.





We are thankful to be part of a growing community seeking to change the world by maximizing our efforts around conservation, sustainable farming, green practices, organic disciplines and philanthropy.



*Empowering **Extraordinary** Health®*

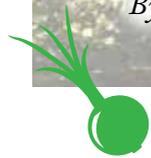
*Become part of our community at [GardenofLife.com](http://GardenofLife.com)*

# What it Means to be Clean at

By Jeffrey Brams

Garden Life

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I have three boys ages six to ten—and keeping them clean is an uphill battle, especially around bath time.

Lately, my boys have invented what my wife and I call “the rain shower”—getting into the shower long enough for water to hit them before they jump out and throw on their PJs.

They looked “clean,” but we knew differently.

Building a clean supply chain is similar in that it can be deceiving. Many materials appear clean, but upon closer inspection, you learn otherwise.

A truly “clean” product begins with truly clean ingredients or raw materials. Here are some lessons I’ve learned on what it takes to build a raw material supply chain with only the best—and cleanest—raw materials:

## 1. Keep People First

All laborers in our supply chain are treated ethically and paid fair wages. By keeping people first, we remain humble, compassionate and focused for the betterment of humankind. Because of this, product quality matters more to our people than profit.

**THE WORD “CLEAN” MEANS DIFFERENT THINGS TO DIFFERENT PEOPLE. WE THOUGHT WE WOULD BE TRANSPARENT ABOUT WHAT IT MEANS TO US.**





Our commitment to  
“Empowering Extraordinary Health®”  
drives us forward.

## 2. Traceability is Key

Knowing where each and every ingredient in our products comes from and getting to know each and every source: where it's grown; the farming practices; how they pay and treat the farm workers—everything is a key priority.

Developing a fully traceable raw material supply chain is a massive, complex undertaking. Take a multivitamin product: the carton says there are 25 or so vitamins and minerals, but that's 25 different materials! Each one requires up to ten other ingredients to manufacture them. Then there's manufacturing, capsule and tablet ingredients, bindings, coatings and more.

There could be over 100 different ingredients from 100 suppliers, and that's just one product. We have over 150 unique formulas!

## 3. Use Recognized Third-Party Inspections

**CERTIFIED USDA ORGANIC:** There's only one way to know if a product is truly organic: verification by an independent third party to meet the USDA's rigorous requirements. Look for the Certified USDA Organic seal on the front of the package. No seal? Then it's not really USDA Organic.



I've found that the only way to ensure that Garden of Life is and remains clean is through organic. Organic costs more; that's why most companies don't do it. But we do. We write long-term contracts with our family farmers so they can sell their crops at a fair price to cover the increased costs of growing organic. We don't pass those increased costs along to our customers.

**NON-GMO PROJECT VERIFIED:** Today there's only one way to ensure that our raw materials are not from genetically modified (GM) sources—through North America's only independent, third-party verification for Non-GMO.



Every raw material sent to us for evaluation carries a statement from the supplier that it's either genetically modified or not. Each raw material has multiple subcomponents. Saying one material isn't GM-sourced when it's manufactured isn't the same as saying the entire ingredient is. Full traceability is required through the entire ingredient and sub-ingredient supply chain to ensure that raw materials don't contain GMOs.

Even though a supplier may claim ingredients are “clean,” they may still contain GMOs. That's why independent third-party verification matters. To date, there's no organization as competent or experienced as the Non-GMO Project and their auditing process.

The process of building a clean, secure supply chain is just that: a process. Our commitment to “Empowering Extraordinary Health” drives us forward. Every day we commit to do better; hence, we grow. These steps are how Garden of Life defines “clean.”



# Thank goodness our popula

**A**t Garden of Life, we thought it would be nice to introduce you to our heroes. The community of organic, sustainable farming families that partner with us to do what's best for your health, and best for our world.



## ▶ Organic Cereal Grasses – South Central Utah

Organic cereal grass juices, including organic



winter wheat, alfalfa, kamut, barley and oat—all featured in Garden of Life's industry-leading Perfect Food® RAW organic family of green drink powders, farmed exclusively in Utah.

## ▶ Organic Chia Seed - South Florida

Not satisfied to sit back and watch our country's organic family farmers dwindle in number, we are proud to provide



long-term contracts and create security for the family farmer community, including here in Florida where we have been developing organic chia.



# tion of heroes keeps growing



## ▶ Organic Apples – Washington State



Since apples are one of the most highly pesticide-treated fruits, Garden of Life uses only organic apples from our Washington State organic apple orchard. Apples are known for high levels of polyphenols.

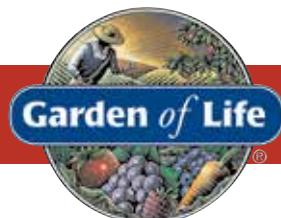
## ▶ Organic Berries & Fruits – California

Supplying a cornucopia of organic antioxidants in the form of organic strawberries, cherries, blackberries, blueberries and raspberries along with organic tomatoes, beets, red pepper, cucumber and celery, our organic farm in California is second to none.



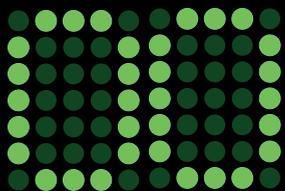
Sure there is business to do, but most importantly we simply love to call these folks our friends.

*Empowering Extraordinary Health®*



*Learn more about sustainable farming at [GardenofLife.com](http://GardenofLife.com)*

## CONVENTIONAL

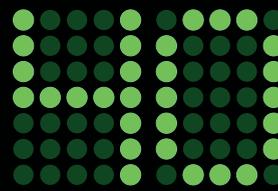


● RISKY



ANTIOXIDANTS ►

## ORGANIC



● HEALTHY

# Organic (not Conventional) Wins Again

**A study published in the *British Journal of Nutrition* says organic crops have higher levels of antioxidants and up to 4X fewer pesticide residues than conventional crops, making organic a more nutritious and safer option.**

Is organic better for you nutritionally?  
Yes! And there's proof.

A meta-analysis based on 342 peer-reviewed publications on nutritional quality and safety in organic and conventional plant-based foods concluded that's the case. Findings were recently published in the *British Journal of Nutrition*, one of the world's most-respected nutrition journals.

### HERE ARE SOME OF THE DETAILS:

Compared to conventional crops, organic offers significantly higher levels of antioxidants—between 19 and 69 percent higher.

But why are antioxidants important? Antioxidants fight off free radicals and are associated with decreases in some major health risks, including those associated with cardiovascular, neurological and cellular unhealth. Also, eating organic plants vs. conventional plants can result in a 20 to 40 percent increase in antioxidant intake.

Interestingly, antioxidant reduction in conventional plants is most likely due in part to the "dilution effect". Here's what happens: more intensive fertilization and/or irrigation are needed to increase conventional crop yields, while the plants take all that and produce starch and carbohydrates, not uptaking minerals or producing as many vitamins and antioxidants. The result? Higher yields and lower nutrition.

Regarding pesticide levels in organic crops vs. conventional crops, the study showed that conventional crops were *four times more likely* to contain one or more pesticide residue compared to organic crops. Pesticides can interfere with prenatal development and cause unique health risks—for infants, children and even adults, particularly those with compromised immune systems. Truth be told, research links prenatal and early-life pesticide exposures with risk of autism, ADHD, asthma, food

allergies, diabetes, obesity and more. And don't forget that conventional plants can contain *multiple* pesticide residues, with some fruits and veggies containing more than 10.

So, why does organic come out cleaner than conventional concerning pesticide residues? It's simple, really. Organic certification rules don't allow for farmers using toxic, synthetic pesticides.

If you weren't convinced already that organic is the way to go, this study's findings should seal the deal. Organic beats conventional. Choosing foods and products with the Certified USDA Organic seal ensures that strict guidelines have been followed in the way foods are grown, handled and processed—with no prohibited pesticides or GMOs.



**An Organic Trade Association (OTA) recent survey found 8 out of 10 American families purchase organic products. Half stated concern for their children's health drove that decision.**

**"This study is telling a powerful story of how organic plant-based foods are nutritionally superior and deliver bona fide health benefits."**

*Charles Benbrook, Washington State University researcher and co-author of the study paper*

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

# F D *Glossary*

 <p><b>ORGANIC AMLA BERRIES ALSO KNOWN AS INDIAN GOOSEBERRIES</b></p>	<p>Contain over 20 times the amount of vitamin C found in oranges! Also a rich source of flavonoids &amp; polyphenols</p>	<p>Vitamin C has strong antioxidant properties and protects the cells from free radical damage and helps dietary absorption of iron; important for formation of collagen which is important for healthy skin. Also vitamin C strengthens artery walls in the circulatory system.†</p>
 <p><b>ORGANIC ANNATTO</b></p>	<p>Contains Tocotrienols (vitamin E) and beta-carotene</p>	<p>These are important antioxidants for cellular health and beneficial for eye health and anti-aging.†</p>
 <p><b>ORGANIC CURRY LEAVES</b></p>	<p>Exceptionally rich in iron</p>	<p>Necessary for healthy red blood cells, iron is part of the hemoglobin molecule which carries oxygen in the blood to the muscles. Prevents iron deficiency anemia and fatigue.†</p>
 <p><b>ORGANIC GUAVA</b></p>	<p>Provides B vitamins, selenium &amp; zinc</p>	<p>B Vitamins are super important for energy. Selenium is a powerful antioxidant which protects cellular health. Zinc is needed by the body's immune system and for growth.†</p>
 <p><b>ORGANIC HOLY BASIL</b></p>	<p>Rich in B vitamins—particularly niacin (vitamin B3)</p>	<p>Niacin is mainly utilized for energy metabolism, but it is also important for healthy skin and cholesterol metabolism. Additionally, it has several other health benefits, including proper circulation.</p>
 <p><b>LICHEN</b></p>	<p>Plant source of vitamin D3 (vegan) from the ocean</p>	<p>Vitamin D3 is essential for immune health and bone health. It aids the absorption of dietary calcium. Low levels of vitamin D have been correlated to multiple diseases. Most Americans have low blood levels of vitamin D.†</p>
 <p><b>ORGANIC KELP</b></p>	<p>Great source of natural iodine</p>	<p>Iodine is a mineral needed for the production of thyroid hormones which help regulate metabolism. Also important for calcium regulation.†</p>
 <p><b>LANTANA CAMARA</b></p>	<p>Plant source of magnesium</p>	<p>Magnesium is a very important mineral required for numerous vital functions, including bone mineralization, muscle contraction and nerve impulses. Important for relaxation and sleep.†</p>
 <p><b>ORGANIC LEMON PEEL</b></p>	<p>Source of vitamin C &amp; folate (the natural form of folic acid)</p>	<p>Folate is vital for healthy red blood cells and many other important functions, including preventing neural tube (brain) defects in unborn babies during pregnancy.</p>
 <p><b>ORGANIC MORINGA LEAVES</b></p>	<p>Considered to be a superfood, 25% protein and full of many vitamins and minerals; source of chromium</p>	<p>Used widely in feeding programs throughout the world to combat hunger and malnutrition. Chromium is part of the insulin molecule which regulates blood sugar levels.†</p>
 <p><b>NATTO</b></p>	<p>Vitamin K2 in the preferred MK-7 form from fermented soy</p>	<p>Vitamin K2 as MK-7 is a critical nutrient for ensuring that calcium gets out of the arteries and into the bones. Vitamin K2 activates the protein that transports calcium to the bones and teeth. It is also important for blood clotting.†</p>
 <p><b>ORGANIC SESBANIA GRANDIFLORA</b></p>	<p>Good source of protein and many important nutrients including natural B vitamins</p>	<p>B vitamins including Thiamin (B1), Riboflavin (B2) and Niacin (B3) are essential for energy metabolism; they are part of coenzymes that enable us to utilize the energy from our food.†</p>
 <p><b>ORGANIC WRIGHTIA TINCTORIA</b></p>	<p>Plant source of calcium</p>	<p>Important for maintaining healthy bones and bone strength. Also an important mineral for teeth. Calcium is needed for contraction of muscles, including heart muscle.†</p>

# Cranberry

**M**ost people believe blueberries are the best choice of fruit for getting antioxidants, but today I'd like to draw your attention to the nutritional wonders of cranberries. Cranberries are considered to be a "superfruit" due to their rich phytonutrient content. Their deep red color comes mainly from powerhouse antioxidants called proanthocyanins (PACs). Among these are polyphenols and phenolic acids, proanthocyanidins (especially epicatechins) and anthocyanins, and also flavonoids and triterpenoids. The unique profile of these compounds in cranberries have been shown to offer antioxidant protection and anti-inflammatory health benefits, especially for urinary tract health and cardiovascular health.

Fresh cranberries are considered to be good sources of vitamin C and dietary fiber. They also provide us with manganese, vitamin E, vitamin K, copper, and pantothenic acid. However, it's actually the amazing array of antioxidants in cranberries that grabbed the attention of health researchers. The very high polyphenol content compared to other fruits has been studied extensively.

Scientists believe that the phytonutrients in cranberry provide maximal antioxidant benefits only when consumed alongside conventional antioxidant nutrients present in cranberry like the manganese and vitamin C. It's the overall blend of cranberry antioxidants that provides us with the strongest nutrition and whole food health benefits.

The benefits cannot be under-valued.

These potent antioxidants help protect our cells every day from constant attacks by free radicals. Free radicals are scavenger molecules produced in metabolic processes that scavenge for free electrons. The consequence causes harm to

healthy cells and may even damage DNA, resulting in diseases such as cancer.

Cranberries rank high on the antioxidant scale. A common measure of antioxidant content is called an ORAC value. Cranberries have one of the highest ORAC values at 9,090  $\mu$  mol TE/100g.

For decades women have used cranberries for urinary tract infections (UTIs); cranberries help to prevent UTIs by blocking adhesion of bacteria to the urinary tract lining. This finding has led to other research evidence that cranberries may also help protect the digestive system in particular from stomach ulcers.

Cranberries have also been shown to provide numerous cardiovascular benefits, including reduction of bad low-density lipoprotein (LDL) oxidation, and to maintain or improve the good high-density lipoprotein (HDL) levels, while reducing platelet aggregation and improving vascular function. Oxidative stress and chronic inflammation place our blood vessel walls at great risk of damage. Once damaged, our blood

vessel walls undergo a process of plaque formation, and our risk of atherosclerosis can be greatly increased. Regular consumption of cranberries and cranberry juice has been shown to prevent the triggering of two enzymes that play a major role in the atherosclerosis process.

Historically, cranberries were consumed by Native Americans in a variety of foods, the most popular being pemmican. They also used cranberries to treat their arrow wounds and as a red dye for their rugs.

Before 1930, almost all of the cranberries sold were fresh, but nowadays about 95% of these cultivated are used for products such as juice drinks, sauce and sweetened, dried cranberries. Only 5% is actually sold as fresh fruit. And be aware that some cranberry juices are filled with sugar, so read the labels. Sugar may be added because cranberries tend to be tart. Unless you have problems digesting them, try including some fresh, raw cranberries in your diet. Cranberries retain their maximum amount of nutrients and their maximum taste when enjoyed fresh.

So, don't wait for Thanksgiving. The health rewards of cranberries are too great for you to wait!

## "The Superfruit" That Saves the Day

by Dawn Jarvis, MS, RD, LDN,  
Garden of Life Corporate Nutritionist

*Dawn Thorpe Jarvis is a licensed Nutritionist and Registered Dietitian with a passion for natural health. She has more than 30 years of nutrition education experience.*

**450 CRANBERRIES IN 1 POUND**  
**4,400 CRANBERRIES IN 1 GALLON OF JUICE**  
**200 CRANBERRIES IN 1 ONE CAN OF SAUCE**

