

SHOPPING MADE *easy*

JUNE 2018

Part of the coop's mission is to make healthy food and knowledge of that food accessible. As such, we're thrilled to unveil our new attributes program, which connects consumers to the foods that are engaging to them. We identified 14 food attributes important to us as a community: organic, local, gluten-free, vegan, non-GMO, fairly traded, dairy-free, grass-fed, low-sodium, paleo-friendly, raw, hormone-free, cage-free, and free-range. Customers can now find at the entrance to each aisle a floor decal that acts as an attributes key. This key corresponds to the color-coded information on each price tag. Take a look and let us know what you think. Happy ease of shopping!



Health Attributes Key



NON-GMO

Genetically-modified organisms are a controversial topic of food science. GMOs also should not be confused with hybridization; genetic modification can include the process of introducing a synthetic gene or manipulating a present gene that the host product is otherwise entirely incapable of tolerating or receiving outside of direct human intervention. Since it is still a burgeoning area of science with so much still unknown about it, many choose to be diligent or cautious and avoid foods that could contain GMOs. Items with this tag at The Common Market are those certified by the independent organization Non-GMO Project.



ORGANIC

Organic is a USDA-regulated term that requires specific qualities to be present in a product in order to qualify. A rigorous certification process is required that ensures certain types of chemicals and herbicides are not used throughout the cultivating process. USDA Organic items are also non-GMO. Please note that processed food items may be labeled Organic even if made with only 95% Organic items.



FREE-RANGE

Indicates that the animal was able to roam within an unspecified area for the duration of its life. This is a nonregulated term, and can include a very small area in which an animal was "free to range," or may include an entirely unrestricted space in which the animal could wander at will in the great, wide open. This term is often applied by our local farm providers to indicate that the animal was pasture-raised and free to roam fields at will, or in a humanely-sized region, even if fenced for the animals' protection.



LOCAL

The Common Market defines "local" as being within a 150-mile radius of our store. Local products boost the local economy by sending local dollars back to local suppliers and providing jobs to local residents. Local products also have the opportunity to be fresher than products that are not produced nearby. Buying more products locally is also an excellent means of generating a smaller carbon footprint, as less fuel is used to transport the product.



GR

GRASS FED

Indicates that the animal involved in the creation of the product was fed grass. This differs from an "all-vegetarian diet" or "grass-finished meat." A vegetarian diet can include any vegetation, including, commonly, soy or corn. Grass-finished meat indicates that the animal was not fed any wheat products, etc., and was only fed grass once of an age to consume vegetation. Grass-fed denotes that the animal ate grass, possibly alongside other vegetation.



FT

FAIR TRADE

Fair Trade has multiple, independent certifying bodies, each of which strives to indicate that a product was brought to market meeting certain criteria of ethical trading practices. A primary area of consideration for this certification tends to be ensuring that farmers receiving fair, livable wages for their goods. Products that will often be assessed to determine fair trade are bananas, chocolate, and coffee.



PF

PALEO-FRIENDLY

Such items are those that adhere to the popular Paleo diet. Although the exact requirements are outlined on the official diet website, products with this tag will largely include foods commonly consumed prior to the agricultural age.



CF

CAGE-FREE

Indicates that an animal was not confined to a cage for the duration of its life. This is a nonregulated term, and therefore can include different conceptions. However, The Common Market only applies this tag to products in which an animal was not caged throughout its life.



HF

HORMONE-FREE

The Common Market applies this tag to products without added hormones that come from industries in which added hormones could be applicable; for instance, our meats possess this tag, but we have not assigned this tag to produce, as it is a nonissue in that field.



DF

DAIRY-FREE

Indicates that a product is devoid of dairy, including milk or lactose derivatives. Please note that eggs are not a dairy product, and therefore a dairy-free product can contain eggs.



VG

VEGAN

Although multiple iterations of the definition of "vegan" exist, the operating guidelines for our store are products devoid of animal byproducts. Some vegan lifestyles will include the use of honey, whereas others will not. Please note that our vegan tag can include products utilizing honey.



RW

RAW

Raw foods are those never cooked or pasteurized; UV-pasteurized products will not be tagged as "raw" at The Common Market.



GF

GLUTEN-FREE

Products free of gluten can now be readily identified. Gluten sensitivity is a common allergy.



LS

LOW SODIUM

Indicates that a product either 1) possesses no salt or 2) contains less sodium than comparable products.