

Organic Food Study May Not Change Consumer Habits

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Script :

It's too early to tell, but anecdotally, it doesn't look like consumers have lost their taste for organic groceries. That's after a Stanford study published earlier this week found no obvious health benefit from buying organic. From Portland, Oregon, Deena Prichep reports that organics are a \$30 billion a year industry for reasons that go well beyond nutrition.

DEENA PRICHEP, BYLINE: At New Seasons market, organic peaches are about \$3 a pound and the aisles are full. This small chain stocks mostly organic produce.

JENNIFER CRUZ: I think it's worth spending an extra buck or two.

PRICHEP: Even though the Stanford study found that pesticide levels on conventional produce were well within government safety limits, shoppers like Jennifer Cruz are willing to pay a little more for the added peace of mind.

CRUZ: So I mean, if they have the same vitamins and minerals, but one is cleaner than the other, to me it's obvious that the option is to buy organic.

PRICHEP: And it's not just about the perceived effects on their own bodies. Some shoppers, like Sam Ott, are looking at what they believe is the bigger picture.

SAM OTT: The esoteric cost of it is pollution, sick animals, sick human beings, sick people who are picking the fruits and vegetables, which I think is actually one of the worst costs.

MELISSA ABBOTT: The consumer who is going to be paying attention to this study, it's not going to sway them in any way and, in fact, they're going to look at it as really not very valid to begin with.

PRICHEP: For all of these reasons - concerns about the environment, soil health and long-term pesticide burden - the Stanford study doesn't really resonate with people who choose organics.