

P.G.C. 2017

Day 6 - Greener
Organic

Team Members

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Team Information

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Follow us on our **GREENWASHING DETECTIVE MISSION** at WholeFoods Jericho. Robert from our team looks for products that may or may not have been "green-washed" and even films a reaction of a customer after telling him about a product that is both green-washed and may be harmful to human health!

LINK:

https://youtu.be/ZpiKgM_40-o

*greenwash
detective*



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Green Washing

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Inorganic until proven natural

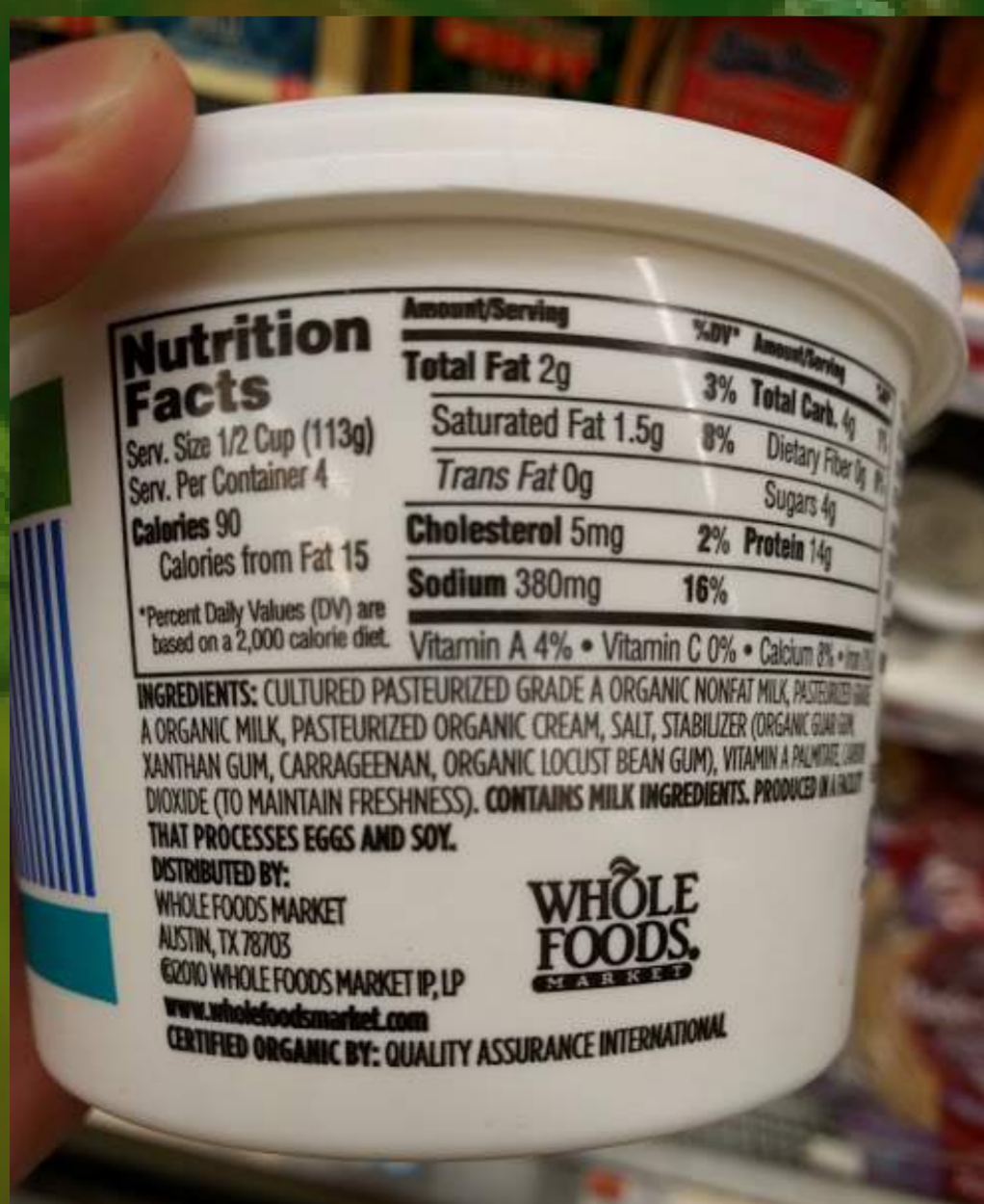


The bottle of detergent contains a green-washed cover consisting of a leaf and flowers. On the back, there is a lengthy list of many added ingredients. Sodium hydroxide, methylisothiazolinone, and benzisothiazolinone stood out as artificial, though in small amounts and in mixtures, none of them pose a threat to health and safety. Though the product is definitely not organic, it does say on the front (in small letters) that the detergent was made artificially. Therefore, the detergent container was fully honest, and isn't considered to be greenwashed.

In a Babo Botanicals® tube of lotion, the ingredients list is filled with additives such as hydroxypropyltrimonium chloride, ethyl lauroyl arginate HCl, and tocopherol acetate. All three were deemed safe in small amounts, though the second was linked to minor respiratory irritation. Although the product does not cause any major harm, its long and unreadable ingredients list was greenwashed by the deceiving "Natural Solutions" on the front.



A container of 365® organic cottage cheese, surprisingly, has three ingredients that we were unfamiliar with: xanthan gum, guar gum, and carrageenan. The first two, xanthan and guar gum turned out to be relatively safe in small amounts. However, carrageenan has recently been linked to gastrointestinal inflammation and a higher chance of colon cancer in tested animals. Additionally, there have been health complaints made by consumers. Hence, the many adverse effects of this products were greenwashed by the description, "Organic".



Product Comparison



Original Brand



Healthier and Nature-friendly

*Organic is spelled with ingredients – **NOT** letters*

Shown to the left is the cottage cheese Robbie saw in the dairy section at Wholefoods. The product to the right is still cottage cheese and still low fat, but with two subtle and important advantages.

Unlike its 365® counterpart, the Organic Valley cheese is carcinogen-free, devoid of the chemical carrageenan, which has been linked in many studies to colon cancer and intestinal inflammation.

Additionally, the Organic Valley cottage cheese is from pasture-raised cows, which is different from organically fed cows. By being pasture raised, they are not only fed organic nutrients but are also allotted a large enough space to roam, resulting in healthier cows.

REACTION!



Robbie also filmed the reaction of Mr. Vito (Jericho HS' Italian teacher), who happened to be shopping at WholeFoods at the time. Robbie notified him about carrageenan in the cottage cheese and how it was potentially harmful to human health. Mr. Vito's reaction was that it would be very unsafe to consume it and that he must tell other people about it. He also says that the FDA and WholeFoods must do something about products like these.