

Talking about Certified Naturally Grown

We're stepping up our efforts to raise awareness about CNG, but you, our members, still play the most important role in representing Certified Naturally Grown in your communities.

This tipsheet will help you explain what Certified Naturally Grown means in just a few words. The trick is to balance a short and clear message with making it personal and something the customer can connect with. Here are some ideas to get you started.

The Basics

CNG means...

- No synthetic pesticides, herbicides, fungicides or GMO seeds; and for livestock producers, no antibiotics or hormones.

- Annual inspections done by farmers or customers

- Designed for family-sized farms, not agribusiness

Tagline

The grassroots alternative to certified organic

Comparing Certified Naturally Grown to Certified Organic

Most folks have heard of the organic label, so it can be a useful starting point.

- CNG standards are largely the same as those of the National Organic Program.

- Different inspection process: CNG inspections are conducted by a local farmer. Farmer-inspectors are best suited to ask specific questions based on their knowledge of the local pest pressures and farming challenges, and to make helpful suggestions to improve the farm's sustainability.

- This participatory model a) ensures that the standards are being upheld and b) strengthens the local farming community by connecting farmers to one another.

- CNG helps build the organic movement by including small farms.

Make it Personal

Tell your own story – why did you choose to become Certified Naturally Grown?

More information

CNG is unique in its degree of transparency; all members are listed on our website and all certification documents are available to the public online. Encourage customers to visit our website: www.naturallygrown.org and view your farm's profile.