There is considerable consternation among consumers when they encounter the terms “organic” and “natural.” They are two terms that have come to mean so many things to consumers that they now represent no one thing for everyone. Here we depict the language and other factors of how consumers understand the relationship between organic and natural food and beverage products.

**ORGANIC**
- Organic distinctions
  - farm-level purity: no pesticides, hormones, antibiotics
  - non-GMO
  - healthy ecosystems
  - sustainable
  - environment
  - support community and the future of agriculture
- Regulated
  - certified standards
  - Fair Trade
  - USDA
  - reassurance
- Simple
  - less processed
  - simple
  - made simply
- Transparency
  - transparency
  - trust
  - regulated
  - higher quality
  - real
  - responsible
- Grown Naturally
  - real
  - made with care
  - aligned with nature
  - made with care
  - pure
  - clean
  - whole foods
  - no added sugar, salt
  - nothing unnecessary added
  - no artificial ingredients
  - no chemicals, pesticides

**NATURAL**
- Natural distinctions
  - simple
  - value driven
  - reassurance
- Less Processed
  - healthy; more nutrients
  - fresh
  - reassurance
- Made Simply
  - short list
  - recognizable
- Real
  - pure
  - clean
  - whole foods
  - no added sugar, salt
  - nothing unnecessary added
  - no artificial ingredients
  - no chemicals, pesticides