



# BE BRIGHT. EAT RIGHT.

At Diamond Resorts, we're going organic  
for a healthier, happier life.

ORGANIC SPECIAL

[#DRIOrganic](#)

## DO YOU KNOW THE DIFFERENCE BETWEEN ORGANIC AND ECOLOGICAL?

### Organic

For food products to be certified “organic” the producers have to comply with a number of strictly controlled conditions and processes. Avoidance of synthetic chemicals and substances such as fertilizers, pesticides, antibiotics, additives; the land on which “organic” plant foods are grown have to be free from prohibited synthetic chemicals for at least three or more years. Also excluded are the uses of genetically modified organisms, irradiation and biosolids. Certification for organic animal food products forbids the use of growth hormones, antibiotics and genetically modified feed or animal by-products in raising of livestock. Organic eggs have to come from chickens that are both cage-free and free-range. In addition, organic products have to be physically separated from those that are non-certified in order to avoid cross-pollution. Records, including documentation of storage, processing, packaging and shipping, is also required. The certification process is expensive and as a result many small farm operators choose to skip certification even when their practices meet or exceed the criteria.

### Ecological

Ecological farming is a much less defined description. Generally speaking, ecological farming uses principles that are based on the desire to maintain harmonious relationships between food production and the environment. The central elements are a sensible and prudent use of natural resources such as soil, water and livestock; respect for biological cycles and controls; long-term economic viability of farm operations as well as enhancement of life for farmers and society as a whole.

## WHAT IS KMO?

- Km0 signifies local, low-impact primary ingredients including meats, cheeses, grains and honeys.
- Slow Food has become the ever-present slogan of the “local food movement” which aims to connect food producers and food consumers in the same geographic region and develop a more self-reliant and resilient food network, improve local economies and have an impact on the health and environment of a particular place.
- Local food represents an alternative to the global food model; a model which often sees food travelling long distances before it reaches the consumer.
- Km0 restaurants use seasonable products from nearby organic farms, cook sustainably caught fish and avoid the use of genetically modified products. These restaurants take great pride in serving quality food.

## WHAT DO PLU CODES (PRICE LOOK-UP) TELL US?

- PLU codes are the tiny stickers found on fruits and vegetables. These stickers can serve as a guide to make sure you are getting what you pay for.
- Here's what to look for:
  - A five-digit number that starts with a 9 means the item is organic.
  - A four-digit code beginning with a 3 or a 4 means the produce is probably conventionally grown.
  - A five-digit code that starts with an 8 means the item is genetically modified (it has genes from other organisms).
- It's worth noting, however, that PLU codes are not mandatory; companies can label those items as conventional.

