

## Press Release for the Webinar

### FOR IMMEDIATE RELEASE

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### **Beyond The Labeling: Differentiating Between Certified Organic and Non-GMO Food Products.**

*Free webinar with Organic Food Expert Educates for Informed Choices.*

[Harrisonburg, VA.] [FreshWave Organics](https://freshwaveorganics.online) invites the Gen Z audience to its upcoming virtual event, **Beyond The Labeling: Differentiating Between Certified Organic and Non-GMO Food Products**, with organic food expert, Professor Rick Welsh of Syracuse University, New York, happening on Friday, July 24, at 6 p.m.

This free 20-minute webinar will feature a live conversation with Professor Rick Welsh of Syracuse University, New York, who has published his research in peer-reviewed journals and served on government regulatory committees for organic farming. The live conversation will include the key components of certified organic and non-GMO food products and explainers of annual inspections, how an organic system plan is reviewed, and risk-based residue testing in simplified terms.

**“The demographic committed to buying organic food must be fully informed on the key differences between certified organic and non-GMO food products labels, be empowered to make informed choices before every purchase, and be aware of the stringent process of organic food certification and our commitment to compliance at FreshWave Organics before and during the production of every snack and beverage,”** said Jason Lee, the founder and C.O.O of FreshWave Organics.

#### **Event Details:**

Date: Friday, July 24

Time: 6:00 p.m. (20-minute session)

Location: Online via Zoom

Register: [freshwaveorganics.online/webinars](https://freshwaveorganics.online/webinars)

This webinar is free and open to the public. To learn more or register, visit [freshwaveorganics.online/webinars](https://freshwaveorganics.online/webinars)