

In the magazine version of this article, an annotation noted how a claim from Norrona was ‘technically accurate’. It’s clear from reading this within the context of the whole feature we were highlighting the NCA’s concerns with the use of global averages in consumer-facing product data. It was highlighted because mathematically the figure they use is correct according to the LCA’s used by Higg, but the comparison is incorrect, because the geographical location of the crop is the main differentiator – and not whether a crop is organic or conventional. We’re sure our educated readership understand this, but wanted to clarify for any single issue campaigners wanting to make mischief with an out of context interpretation.