



*Maine Organic Farmers
and Gardeners Association
Common Ground Country Fair*

October 19, 2016

Greetings!

In this toolkit you will find exciting news about the organic food industry that you may find relevant to your business. Recently, consumer demand for certified organic food has skyrocketed, and at MOFGA we believe this creates a substantial opportunity for Maine businesses. Are you currently sourcing Maine grown, certified organic products? Let MOFGA help you better promote your business as “organic!” Are you thinking about sourcing more local AND organic products? Let us help you find one of the 500 plus certified organic farmers and processors in Maine, train your staff to explain organic like a pro, or even help develop customized marketing materials based on up-to-date market research.

Included in this toolkit is extensive market research in a distilled, accessible format, as well as information about our services. In it you will find:

1. a two-page summary of market trends in the organic food sector
2. two exciting and informative infographics
3. two pages of frequently asked questions about organic production
4. profiles of two certified organic Maine farmers
5. a list of the (currently free) services MOFGA offers businesses
6. a copy of our Organic Maine! directory

Please do not hesitate to be in touch with any questions or feedback you may have! My direct contact information is located below my signature.

Sincerely,

A handwritten signature in black ink, appearing to read 'H Omand'. The signature is fluid and cursive, with the first letter 'H' being particularly large and stylized.

Heather Omand
Organic Marketing & Business Coordinator
MOFGA