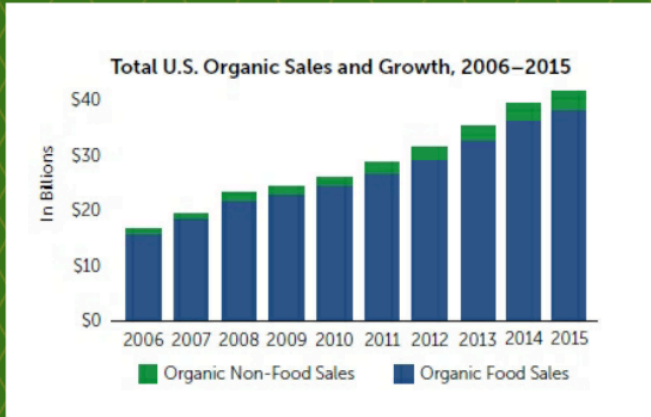




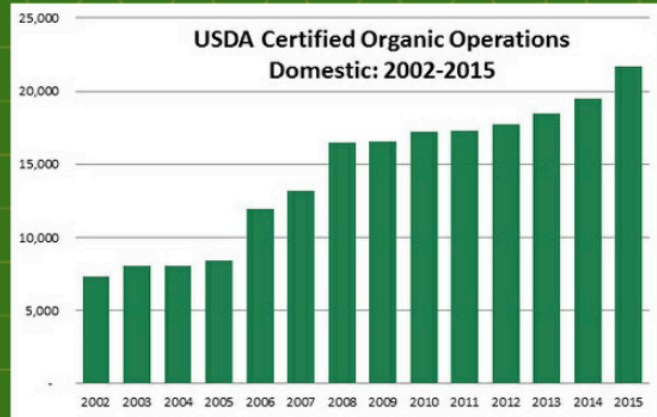
# Trends in Organic Production



## Increasing demand



## Increasing supply



## What is driving the demand?



**#1**  
New purchasing influencers



**#2**  
Greater accessibility at mainstream retailers



**#3**  
Increased information available digitally

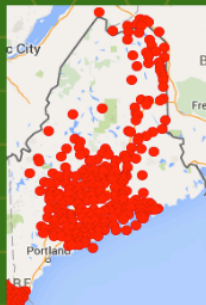


**#4**  
Organic is becoming more convenient

## Why does your customer care about organic?



**It's healthy!**  
Some studies have shown organic crops contain more antioxidants, vitamins, and minerals.



**It boosts the economy!**  
Organic hotspots (shown in red) boost incomes and lower poverty rates.



**It's sustainable!**  
Organic farms protect our waterways, farmland and wildlife.

For more information, see "Trends in Organic Agriculture" in your packet!