

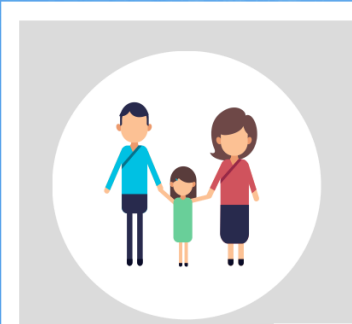


WHY

consumers
choose organic

Its about VALUES

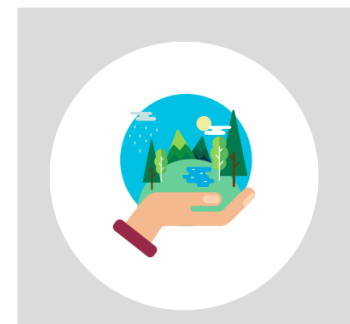
Health, care for the environment, and concerns about toxins are the 3 most significant motivations for buying organic products.



Healthier for my family



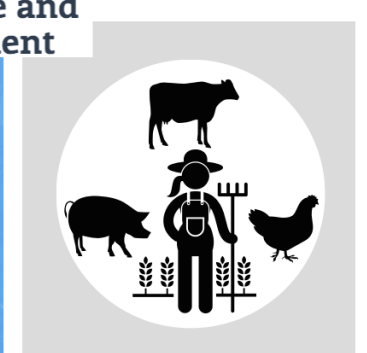
Avoiding GMO's, antibiotics, and toxic chemicals



Care for nature and the environment



Taste of organic food



Support local farms

Data from Centra Foods and a Thomas Reuters poll