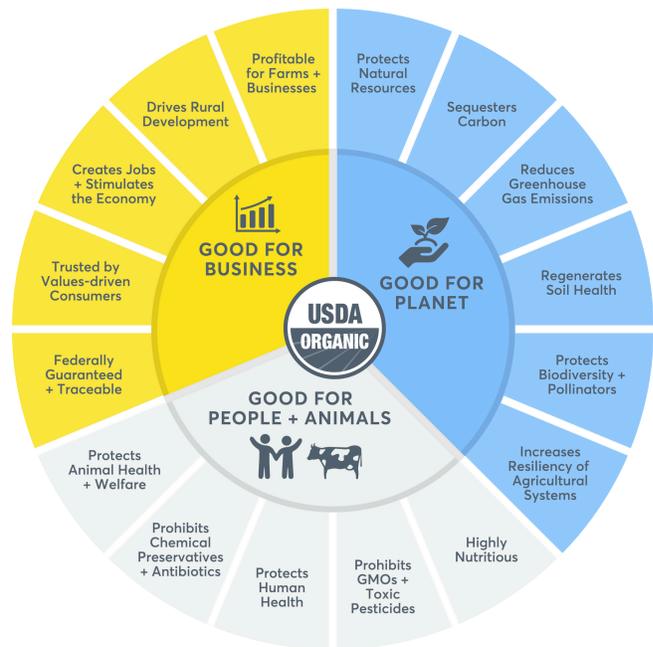


ORGANIC IS:

- A value-added and profitable market opportunity for farmers, ranchers, manufacturers and retailers.
- A way to meet consumers’ growing demand for transparency and interest in healthy and sustainable food – over 82% of U.S. households purchase organic food.
- A \$69.7 billion bright spot in the U.S. economy, the fastest-growing sector of the U.S. food industry, and a driver of rural economic development across the country.

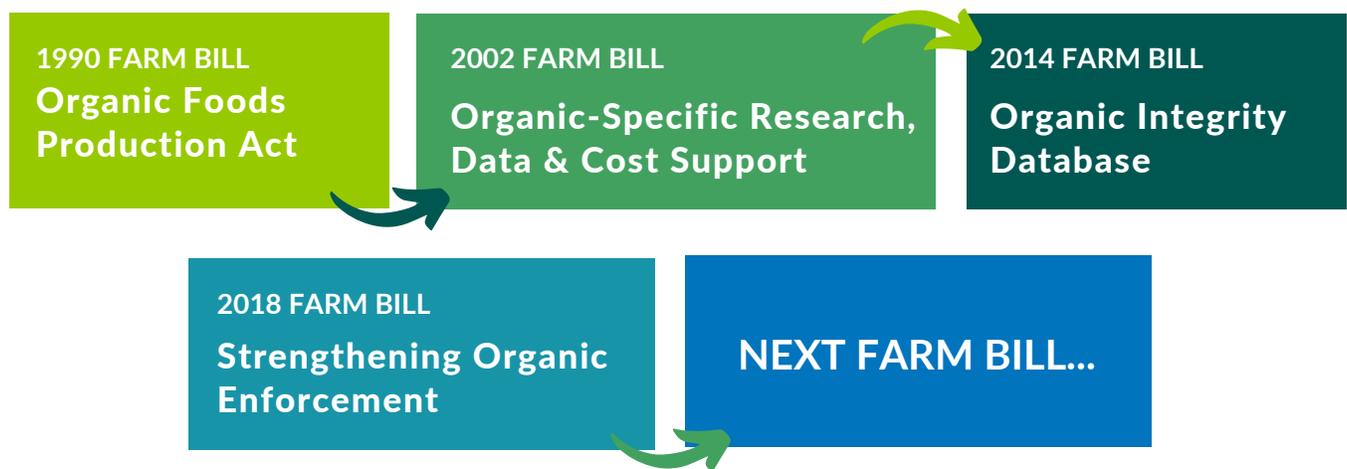
WHY ORGANIC?

- **Because it’s good for people and animals -** People who eat organic produce are eating fruits and veggies with lower pesticide residues – 55x lower for vegetables, and 115x lower for fruits, versus conventional produce. Organic produce also contains up to 69% higher levels of antioxidants. And organic standards protect animal health and welfare.
- **Because it’s good for the planet -** Organic farms release 40% fewer carbon emissions and produce healthier soils that capture 44% more stable sequestered carbon, as compared to their conventional counterparts.
- **Because it’s good for business -** Organic creates jobs and stimulates the economy – clusters of organic operations are correlated with reduced poverty and increased median household income.



HOW IT WORKS:

- The Organic Foods Production Act (OFPA) of 1990 created a federal organic label and authorized the National Organic Program (NOP) to create and administer the USDA Organic Seal.
- OFPA and its regulations create rules around organic production, handling, and trade, including prohibitions on toxic and persistent pesticides, synthetic nitrogen fertilizers, antibiotics, synthetic hormones, genetic engineering and more.
- NOP-accredited third-party certifiers ensure that products bearing the USDA Organic seal adhere to the laws and regulations through annual on-site inspections, review of organic systems and supply chain audits.
- USDA Organic regulations are updated to align with the most recent research, evolving consumer expectations, organic stakeholder feedback and recommendations from the National Organic Standards Board, a federal advisory committee.
- USDA Organic is sustained and supported by critical Farm Bill funding and programs.



The **Organic Trade Association** (OTA) is the membership-based business association for organic agriculture and products in North America. OTA has advocated for the organic industry since 1985. OTA represents more than 500 organic businesses across all 50 states and 9,500 organic producers through its Farmers Advisory Council.