## The Science Behind Organic

Resource Guide





### Why a data-driven communications toolkit for retailers on the benefits of organic is needed

- → To educate retailers on the benefits and contributions of organic to sustaining the health of the planet, people and communities.
- To provide retailers with information that will help connect the dots between the benefits of organic to the planet, people and business and how this in turn benefits retailers.
- → To ensure the USDA organic certification is recognized as a gold standard within retailer sustainability and regenerative agriculture practice initiatives/programs.

### Introduction

This resource guide reflects a collection of attribute statements on the positive impacts of organic food, fiber and agriculture that are supported by a collection of existing government data, peer-reviewed studies, and other scientific literature. The intent is to synthesize the information into a reference guide that can be used to inform a data-driven Communications Toolkit for multiple audiences, including National Retailers.

### **TOPLINE MESSAGE**

Whichever sustainability benefits are most important to your business, from reducing greenhouse gases to regenerating soil health, there's only one option that addresses the full suite of environmental and social concerns and is backed up by federal certification – USDA Organic.



This resource is a collaboration between the Organic Trade Association (OTA) and The Organic Center. OTA is the leading voice for the organic trade in the United States, representing over 9,500 organic businesses across 50 states with the mission to promote and protect ORGANIC with a unifying voice that serves and engages its diverse members from farm to marketplace. The Organic Center is a 501(c)(3) non-profit research and education organization with the mission to conduct and convene credible, evidence-based science on the environmental and health effects of organic food and farming and communicate the findings to the public.

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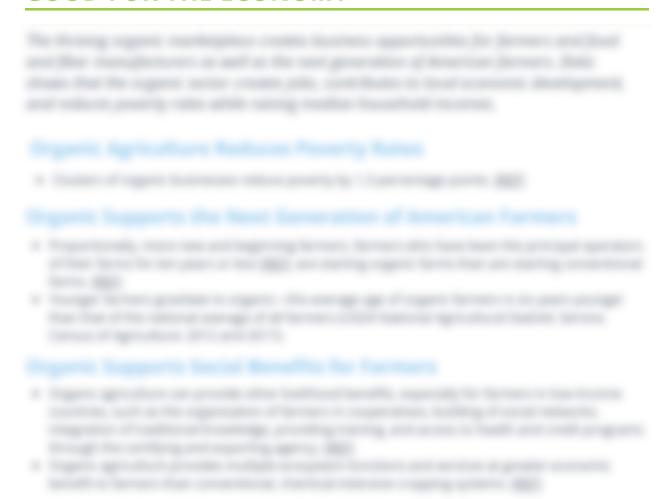
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