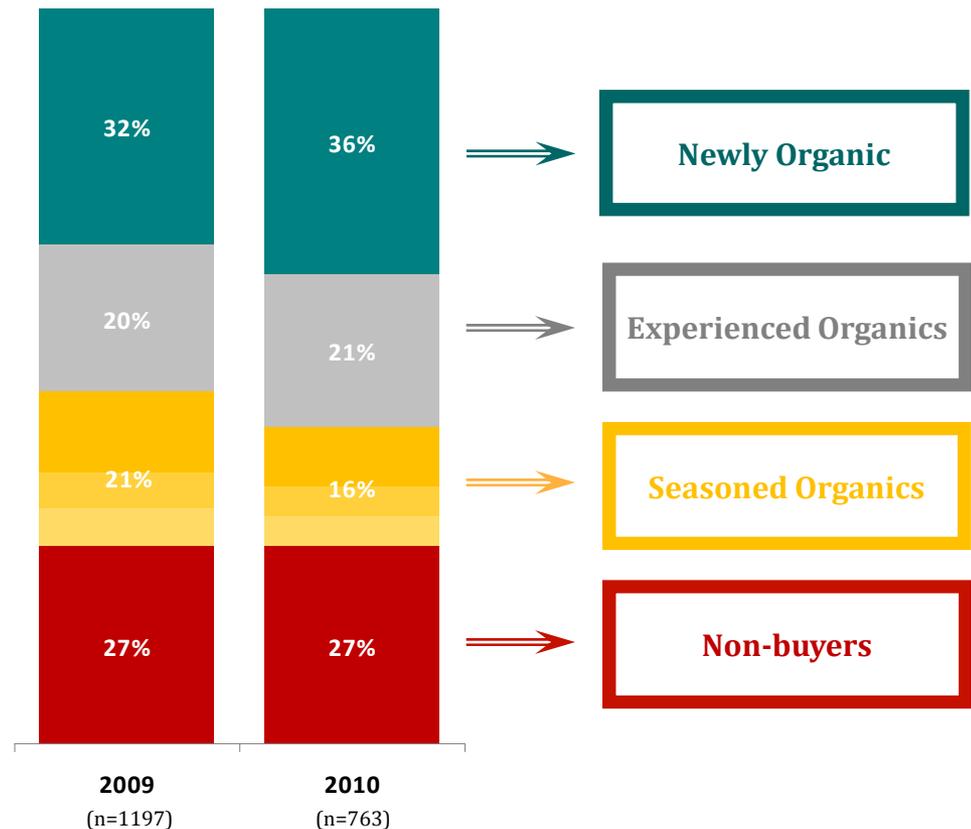
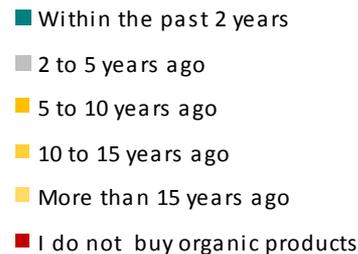


Three quarters of US families have purchased at least some organic products

- As in 2009, we've constructed a profile of "organic buyer groups" among US families using self-reported organic buying data.
- Newly Organic** families, those who only began purchasing organics in the past two years, comprise about 3 in ten US households (32% in 2009, 36% in 2010).
- Experienced Organics**, encompassing about 2 in 10 families (20% in 2009, 21% in 2010), first starting buying organics up to 5 years ago.
- Seasoned Organics** have been buying organics for more than 5 years and in some cases up to 15 years. They represent about 2 in 10 households (21% in 2009, 16% in 2010).
- Non-Buyers**, about 3 in 10 households, never buy organic products.
- The size of each buyer segment remained consistent with 2009 findings.

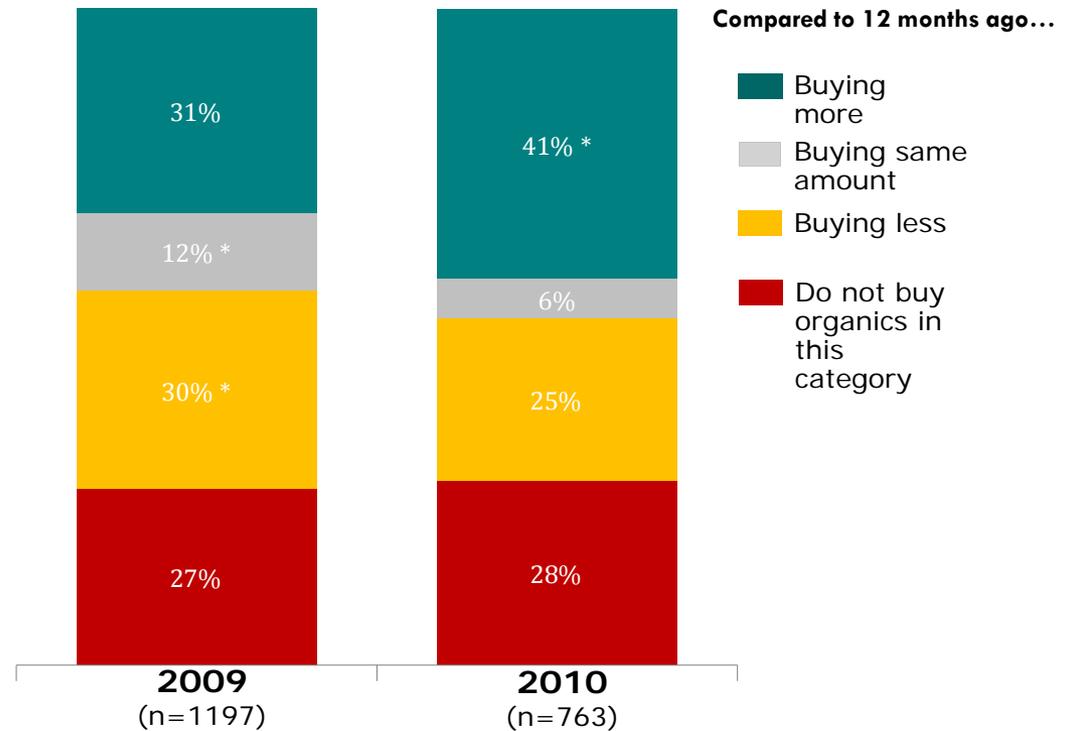


Q. When did you first buy organic products, if ever?



US Families are buying more organics than ever before

Purchases of Organic Foods Compared to 12 Months Ago

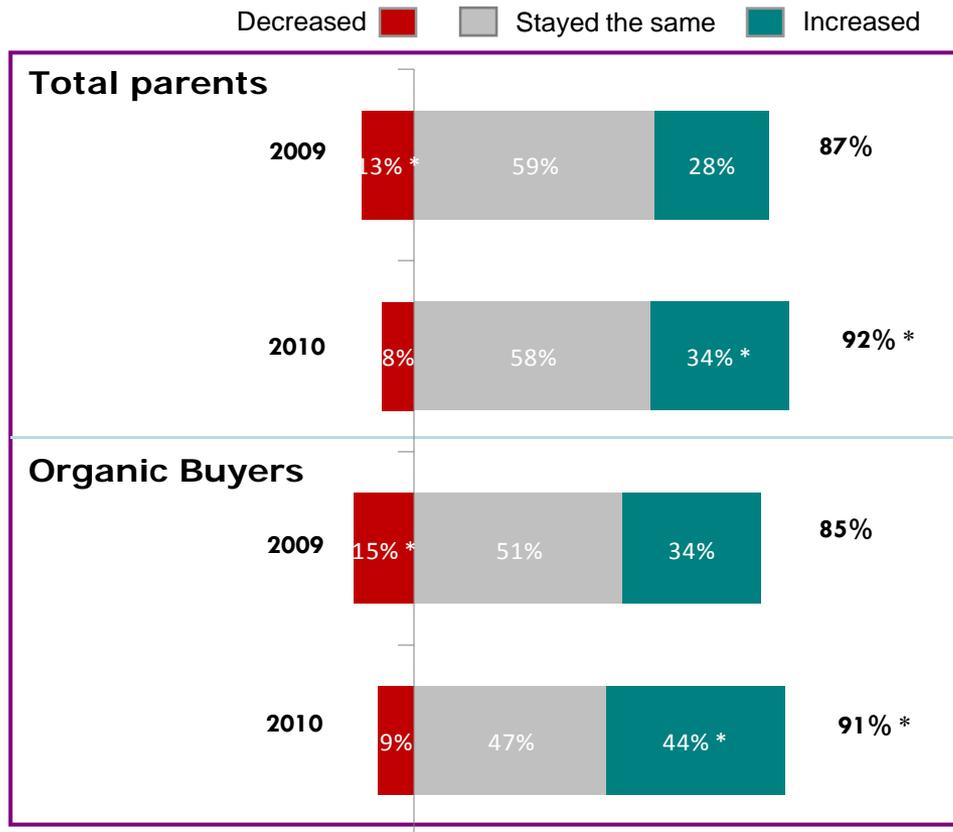


Q: Compared to 12 months ago, are you buying more, less or the same amount of organic foods in general?

Base: Total parents

One third say trust in organic products has increased over the past year

Changes in Trust of Organic Labeling



Base: Total parents



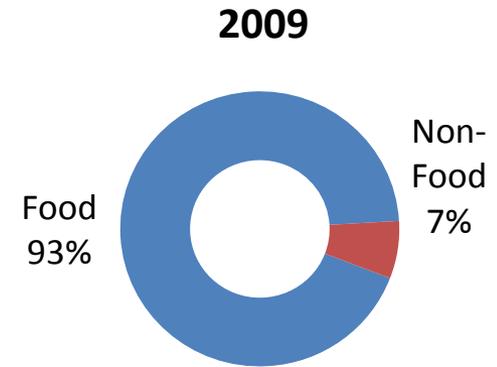
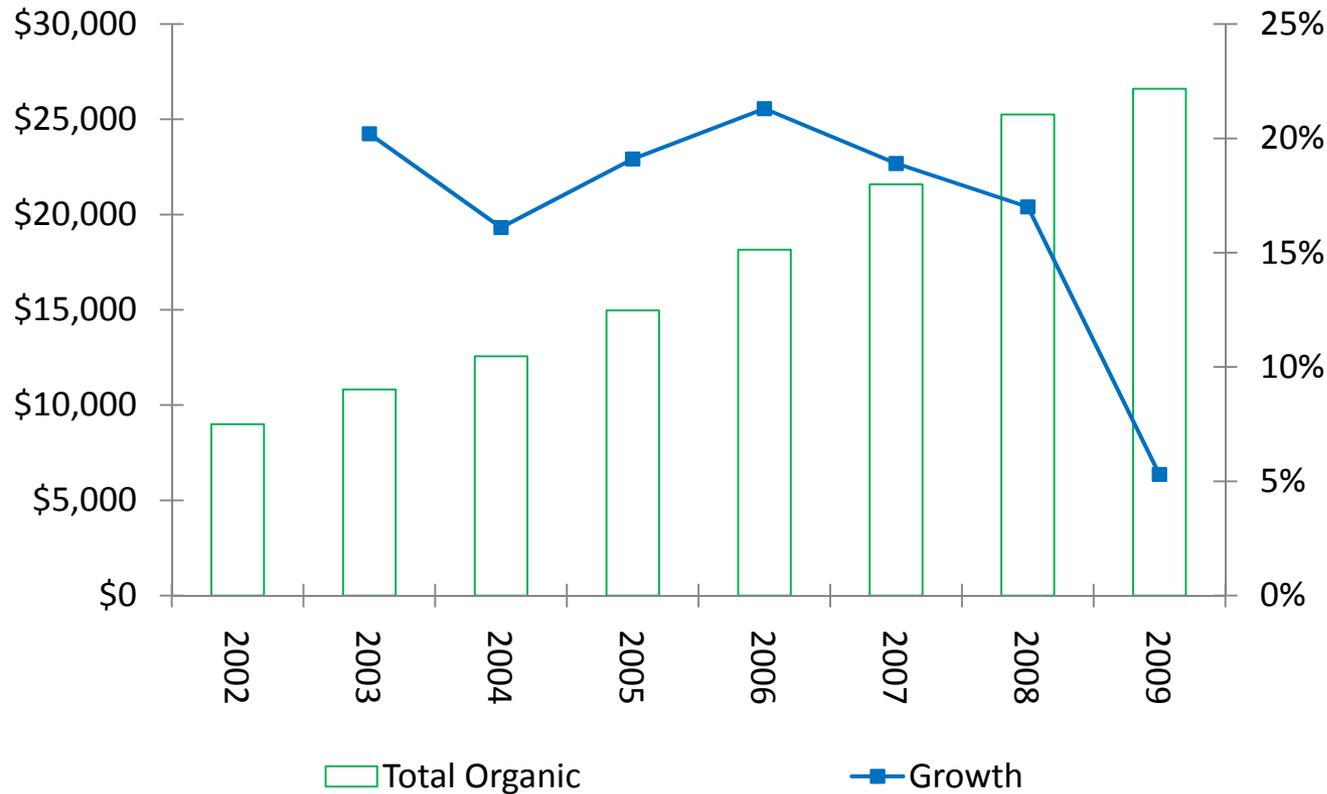
Q: Compared to one year ago, has the extent to which you trust that products labeled as “organic” really are organic...

Organic Market Size and Growth

The growth rate for organic food products in 2009 was 5.1%. Organic food now accounts for 4% of all food products sold in the U.S. and reached \$24.8B USD.

- The **fruit and vegetable** category accounts for the largest portion of organic food sales, **38%** of total organic food sales in 2009.
- Fruits and vegetable experienced the highest growth for any food category in 2009 with **11%** growth.
- The second largest categories are **beverages, dairy and packaged foods**, which represent between 13% and 15%.

Organic Market Size and Growth



Recent Trends Sales – July – Sept 2010



Organic Food Sales UP 10.7%



Conventional Food Sales UP .7%

13 week **dollar** % change:



Organic units UP 11.1%



Conventional Units UP .5%

13 week **unit** % change:

GDP Annual Growth vs. Organic Industry Annual Growth



■ GDP Annual Growth rate ● Organic Industry Growth Rate



Trends in U.S. Organic Agricultural Production

- 2008 Organic Production Survey*
 - 14,540 organic farms and ranches in the U.S.
 - 4.1 million acres
 - Organic farms in all 50 states
 - 78% of farms report planning to maintain or increase organic production levels over the next five years.



* The 2008 Organic Production Survey conducted as a follow-on to the 2007 Census of Agriculture by the U.S. Department of Agriculture's (USDA's) National Agricultural Statistics Service (NASS).

Trends in U.S. Organic Agricultural Production

- U.S. organic farms on average have higher sales, higher production expenses, and higher operating profit than U.S. non-organic farms

	<i>Organic Farms</i>	<i>All Other Farms</i>
Gross Sales	\$217,675	\$134,807
Production expenses	\$171,978	\$109,359
Operating Profit	\$45,697	\$25,448



* The 2008 Organic Production Survey conducted as a follow-on to the 2007 Census of Agriculture by the U.S. Department of Agriculture's (USDA's) National Agricultural Statistics Service (NASS).