The Growth of non GMOs

As the distrust of GMOs ("genetically modified organisms") continues to grow consumers are demanding greater transparency about the food that they consume. Today there are many challenges in identifying what products have been produced with genetically modified ingredients. SPINS has partnered with the "Non-GMO Project", a non-profit organization that has produced a 3rd party verification program, to help consumers identify GMO free product offerings. This partnership has also allowed SPINS to enhance the attribute level coding for items that meet the non GMO standard.

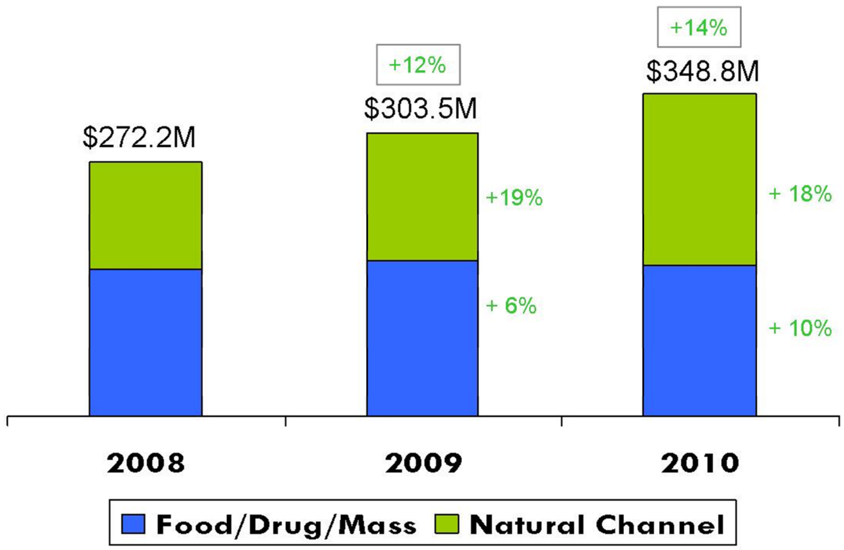
A GMO is an organism that has been created though the gene-splicing techniques of biotechnology (sometimes referred to a genetic engineering). This technique can include the modification of a single species DNA but may also include the targeted insertions of genes from other species.

The prevalence of GMO based products being sold in the United States quite astounding. According to the USDA, in 2009, 93% of soy, 93% of cotton, and 86% of corn grown in the U.S. were GMO. It is estimated that over 90% of canola grown is GMO, and there are also commercially produced GM varieties of sugar beets, squash and Hawaiian Papaya. As a result, it is estimated that GMOs are now present in more than 80% of packaged products in the average U.S. grocery store.

While the safety of GMOs is highly debated many consumers are attempting to take a proactive approach to reduce or eliminate their consumption of GMO based products. Organizations like the "Non-GMO Project" http://www.nongmoproject.org/ are making it much easier for consumers to identify non GMO certified brands and items. Those brand and items that have been certified by the "Non-GMO Project" in total continue to outpace the growth rates seen in both the Natural and Conventional food channels.

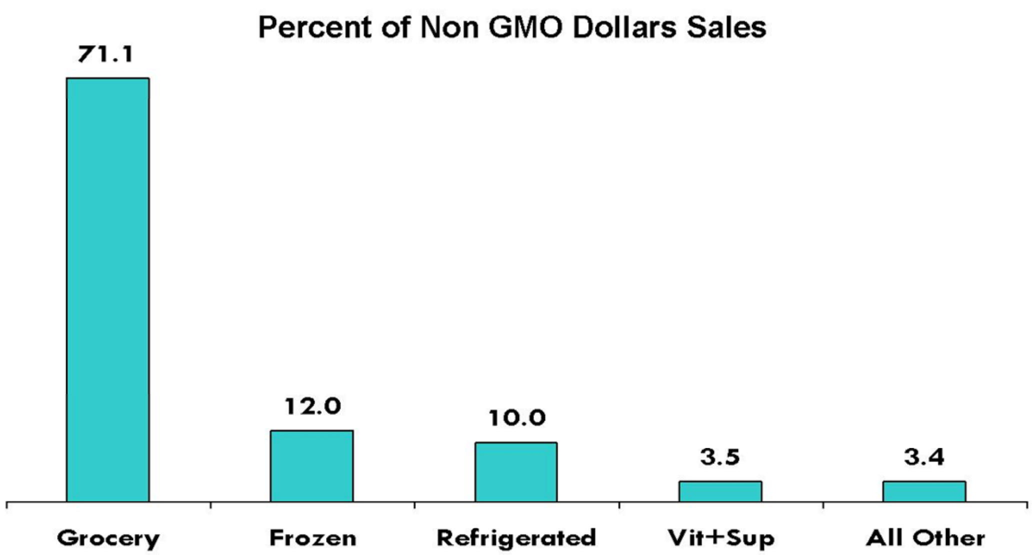
See following pages for graphical representations of SPINS data.

Growth Of Non GMO Verified Sales in Natural Channel Outpaces Conventional Channel



Combined SPINSscan Natural and SPINSscan Conventional Food/drug/Mass excluding Whole Foods and Wal-mart
Total US; Naturally positioned upc coded products only, 52 WE 10-30-10 and YA

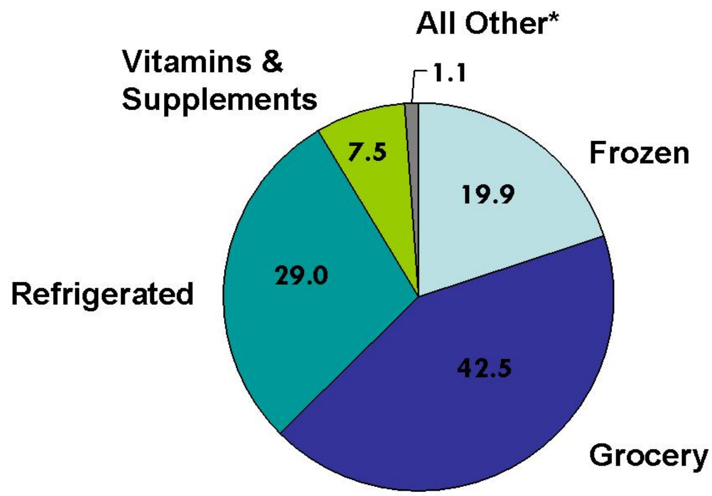
Grocery Accounts for Largest Share of Non GMO Dollar Sales



Combined SPINSscan Natural and SPINSscan Conventional Food/drug/Mass excluding Whole Foods and Wal-mart
Total US; Naturally positioned upc coded products only, 52 WE 10-30-10

Sales of Non GMO Verified Products Continues to Grow in Key Departments

Department Contribution to total Non GMO Dollar Sales Growth of $42,275,768



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