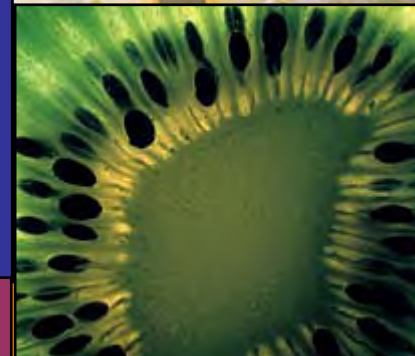




Organic
TRADE
ASSOCIATION

20
YEARS

CULTIVATING
A STRONG
ORGANIC INDUSTRY
SINCE 1985



The Past, Present and Future of the Organic Industry:

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First 20 Years,
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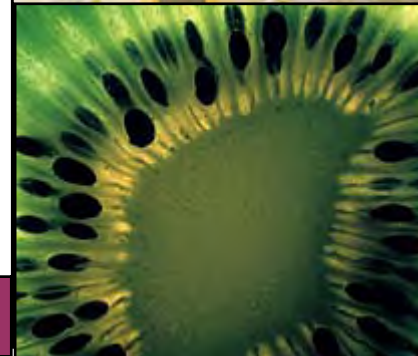
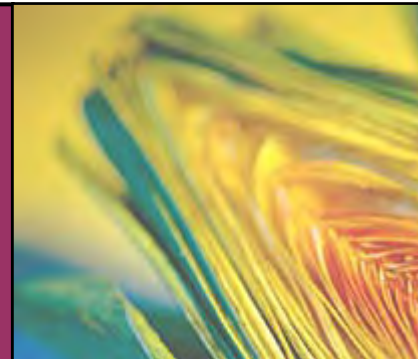
2005



Organic
TRADE
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ORGANIC INDUSTRY
SINCE 1985



Our special thanks to all survey participants:

Natural Marketing Institute

Nutrition Business Journal

Organic Valley

Packaged Facts

Smucker Quality Beverages

SPINS

Stonyfield Farm

The Hartman Group

2005



Executive Summary

Twenty Years of the Organic Industry

This year, the Organic Trade Association (OTA) celebrates its 20th anniversary of service to the organic industry. What began in 1985 as the Organic Foods Production Association of North America (OFPANA) with a group of determined individuals seeking a way to build a trusted identity for organic products has become the nearly 1,600 member Organic Trade Association (OTA).

The Organic Trade Association, North America's only organization dedicated exclusively to representing the views of all segments of the organic business community, is the industry's voice to lawmakers and the public. OTA's members include businesses in every part of the supply chain: farmers, processors, distributors, importers, exporters, retailers, and more for every product category, including foods, beverages, clothing, personal care products, pet foods, agricultural supplies, and more.



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OTA works closely with other organizations to spread the word about the importance of organic production methods in the overall health of the environment and the economy, and to safeguard the integrity of what organic stands for through industry guidelines and standards.

OTA's top accomplishments in the first 20 years include:

- Creating guidelines for the organic food industry, first in 1986 and later updating them as the *American Organic Standards*.
- Working toward national regulations by advocating for the adoption of the Organic Foods Production Act and national organic standards. Finally seeing the hard work come to fruition with the implementation of federal organic standard in 2002.
- Acting quickly and effectively to numerous challenges such as the Section 771 Repeal Campaign to ensure regulations requiring organic feed would continue to be enforced.
- Bringing forward the points of view of the organic farm community and garnering support for farmers through certification cost share, marketing order exemptions and by having organic recognized by the federal Risk Management Agency.
- Educating and influencing lawmakers through its annual Congressional Education Day and spring policy conference.
- Developing All Things Organic™, North America's largest conference and trade show focusing exclusively on the organic trade.

In 2005, OTA teamed with MusicMatters to launch the Go Organic! for Earth Day campaign to complement the association's ongoing promotion of September as Organic Harvest Month™. OTA is working with members and others on organic issues in preparation for the 2007 Farm Bill, and OTA works to bring together members with diverse points of view to discuss issues important to their businesses. OTA continues to take the lead in promoting and protecting organic agriculture and production so that consumers can have confidence in certified organic products.



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To celebrate its 20th anniversary, OTA asked a few of the organic industry's research organizations and long-time member companies to take a look into their crystal balls to imagine what the organic industry might look like 20 years from now. The following report recaps participants' thoughts about and expectations for the future of the industry.

The information, of course, is purely speculative, but many of the answers are based on solid facts and comparisons of other industries with similar growth patterns. We hope you enjoy the report and ask that when you're finished reading the material (and writing your amazing feature story), that you file it away under "Organic Industry, Year 2025." Who knows? Maybe the majority our predictions will come true. And undoubtedly, there will be amazing things ahead for the organic business community that no one has yet imagined.



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Report Highlights

In looking ahead to the year 2025, our research organizations answered several specific and broad questions about the future of the industry.

In the year 2025 . . .

- The organic industry will continue to grow and thrive at a steady rate over the next 20 years, but at a slower pace than the current 20 percent average annual sales growth.
- The average consumer household in 2025 will contain at least one, if not many, organic products on a regular basis. This includes not only food items but organic clothing, household cleaning products and personal care items.
- All organizations agree that by 2025, organic products will be sold anywhere and everywhere. Increased sales in restaurants were mentioned by more than one as a trend that will continue to 2025.
- The overall increase in organic sales and acceptance should also translate into increased organic acreage.
- Younger shoppers will continue to find organic food of interest, especially as Gen Xers continue to pass down their belief systems. Ethnic shoppers including Asian Americans and Hispanic Americans will also continue to be more likely to be organic shoppers, in proportion to their representation in the population.
- Government support of organic agriculture will be crucial to maintain the industry's growth potential. The group feels that the U.S. government needs to support farmers in their transition to organic production, and must continue to enforce the standards to minimize consumer confusion.



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Clouding the vision . . .

The group feels that many issues could cloud the future of organic products, including consumer confusion about organic definitions; unbalanced government support and promotion of conventional farming methods (and lack thereof for the organic industry); and the acceptance of the value of organic packaged products vs. perishables in the marketplace.

Onto an even brighter future . . .

Their overriding sentiments are that shopping for organic items will be commonplace, and it will no longer be considered on the fringe to “go organic.” From certified organic water to (gasp) organic Twinkies™, pets and edible packaging, the group feels that anything and everything could have an organic version by 2025.

Overall, the group and the OTA believe that everyday use of organic products of all kinds will be both accepted and routine by the year 2025. Through both strong consumer and government support, the organic industry will continue to thrive and grow in the innovative and unique way that’s all its own.



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Methodology

The objective of this study was to forecast future trends in the organic industry. The Organic Trade Association designed a survey that was presented to two groups of industry experts. The first group, referred to as the “organization” consisted of five organizations that are regarded as experts in the sector.

The “organization” group consists of:

Natural Marketing Institute (NMI)
Nutrition Business Journal (NBJ)
Packaged Facts (PF)
SPINS (SPINS)
The Hartman Group (THG)

Organizers meet to form the Organic Foods Production Association of North America (OFPANA)

February
OFPANA is incorporated in Delaware as a nonprofit organization. OFPANA guidelines are started and the organization’s certification mark is registered with the U.S. Federal Commission of Patents and Trademarks

OFPANA membership approves the first publication of *Guidelines for the Organic Food Industry* and the OFPANA certification mark.

OFPANA becomes an advisor to Americans for Safe Food, a project of the Center for Science in the Public Interest, to develop the concept of a national organic labeling law.

1984

1985

1986



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Methodology

The second group, referred to as the “leadership” group consisted of three leading companies who manufacture organic products:

The “leadership” group consists of:

Organic Valley (OV)
Smucker Quality Beverages (SQB)
Stonyfield Farm (SF)

An Ethical Review Panel is established to act as an industry arbitrator in business disputes.

OFPANA sets up committees and task forces to cover packaging, labeling and agricultural inputs.

The ‘Organic Foods Industry Information Service’ is created in conjunction with the Ecological Agricultural Projects of McGill University in Montreal, Canada.

OFPANA becomes a member of the International Federation of Organic Agriculture Movements (IFOAM)

‘OFPANA Accreditation of Certification Programs’ position paper is accepted as the foundation document for the OFPANA certification mark program.

OFPANA convenes a Task Force on Legislation Issues.

1987

1988

1989



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Methodology

The survey questions differed slightly between the two groups with most questions being identical.

What follows are summary responses with highlights that were determined to capture the “spirit” of the questions. It is to be noted that this non-scientific survey was designed as a tool to forecast future trends, and the answers presented are based on observations by organic industry leaders.

June - OFPANA hires Katherine DiMatteo as executive director. A new mission statement making the organization a trade association is ratified.

September - Congress passes the Organic Foods Production Act as part of the 1990 Farm Bill.

OFPANA forms a task force to recommend candidates for the National Organic Standards Board (NOSB).

OFPANA Legislative Council begins to lobby in Washington D.C. for appropriations to implement the Organic Foods Production Act of 1990.

OFPANA presents the NOSB with drafts of industry standards on crop production, materials lists, livestock standards and accreditation concepts.

Other draft guidelines are also presented to cover organic manufacturing in all food categories..

1990

1991

1992



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20 Year Organic Survey Questions:

Looking into your crystal ball 20 years in the future, we're asking you to make a few predictions about the face of the organic industry:

1. Do you feel it's possible for the current growth trends of nearly 20 percent per year to continue over the next 20 years? This question and the one that follows was posed only to the "organization" group.

The consensus was that the industry will continue to grow over the next 20 years, but at a slower pace than the current 20 percent average annual sales growth. The average growth rate per year predicted among the respondents for 2025 was five to 10 percent.

- NMI projects, based on historical data of other industries, that growth would slow down from the high teens we are experiencing now to 10 percent by 2008 or 2009. They expect additional fall off in growth to about 5 percent by the year 2020. This is due to the compounding of sales and the finite number of products and consumers to purchase them.
- SPINS feels that the current growth rates may be sustained over the next five years or so, after which higher rates of growth will become increasingly difficult to sustain.
- NBJ: This level of 15-20 percent annual growth is not sustainable. However, they believe that what is somewhat sustainable is the approximate amount of additional added sales of organic foods every year for at least the next 20 years. In other words, while annual growth has been 16-21 percent from 1997-2004, yearly additional sales have been in the \$1 billion to \$1.7 billion range since 2000. The NBJ forecast of 10-15 percent growth from 2006-2010 and five - 10 percent from 2011-2025 results in annual added sales in the \$2 billion range, a level they feel is sustainable given supply, quality, certification, government, corporate and other issues. This also results in U.S. organic foods sales of \$50 billion in 2025 (compared to \$12 billion in 2004), or still just under six percent of total U.S. food sales.



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2. Based on your answer above, what would you expect the annual sales figures for organic food and fiber to be in the United States in the year 2025?

The organizations had predictions of the overall sales of the organic industry ranging from \$30-120 billion per year in 2025 (average of \$67.5 billion). This is a tough prediction, but they all agree that there will indeed be continued steady growth of the industry.

- SPINS predicts: Retail sales of NOP Organic certified food and beverage products, that represent \$3.75 billion in 2005 should hit \$30-plus billion by 2025. Other sectors of the organic products industry are too hard to predict.
- PF predicts sales will reach \$120 billion by 2025.
- NMI: A very approximate \$60 billion.
- NBJ: Including fiber and other organic non-foods like personal care, household, pet and supplement products, I believe the U.S. organic market will be on the order of \$60 billion in 2025.

OFFANA retains consultant to represent the association in Washington D.C. on legislative and regulatory issues.

OFFANA Board votes to change the organization's name to the **Organic Trade Association (OTA)**.

NOSB completes its recommendations and program details required for implementing the Organic Foods Production Act of 1990, and approves a definition of organic.

Mid-December - USDA publishes its long-awaited proposed national organic program rule, but the proposed regulation includes provisions for genetically engineered organisms, irradiation, and biosolids (sewage sludge).

The industry is outraged.

1994

1995

1997



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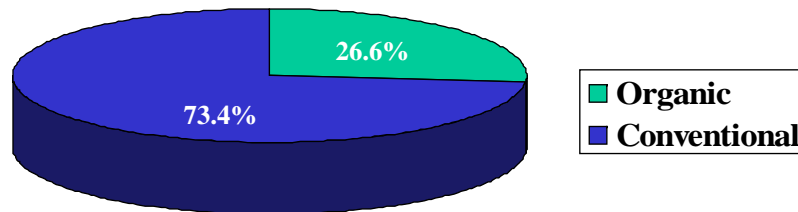
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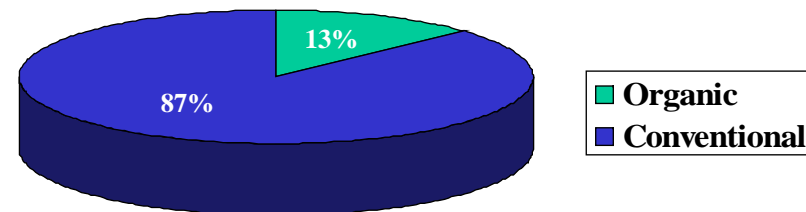
3. In the year 2025 we believe the average U.S. household pantry and refrigerator will contain what percentage of organic food products on any given day.

The "leadership" group averaged of 26.6 percent. The "organization" group averaged 13 percent.

Organic Valley speculates that "in 20 years time we will surely prove the organic benefit and Mad Cow will be just one of a range of food-related horrors consumers will be facing. More than ever they will be demanding healthier food and the food industry will accommodate them. Science could also take us great leaps into arenas where foods really do heal, prevent disease, control moods, disorders, etc."



"Leadership" Group



"Organization" Group



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4. What percentage of all U.S. food companies will have one or more organic food product offerings. The question was asked to “leadership” survey participants only and the group averaged 68.3 percent.
- SF - 80 percent
 - SQB - 50 percent
 - OV - 75 percent

OTA joins forces with partners to create the “Keep Organic Organic” campaign that takes USDA to task on its proposed rule. The campaign generates the largest number of consumer comments USDA has ever received on a proposed rule.

OTA adopts the *American Organic Standards* as guidelines for the organic industry.

USDA finally publishes the National Organic Program rule on December 21.

1998

1999

2000



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The following three questions were posed to the “organization” group only.

5. What percentage of all clothing worn by the average U.S. consumer will be made with some or all organic fiber?

The group felt that anywhere from one to 10 percent of all clothing would be organic by 2025. The average number was 6.25 percent.

- SPINS: one - two percent
- PF: 10 percent
- NMI: eight percent
- NBJ: < five percent

6. What percentage of all other products in the U.S. household will be labeled as certified organic (could include pet food, personal care, cleaning products, etc.)?

As a group, the average is 8.75 percent.

- SPINS: four - five percent
- PF: 20 percent
- NMI: five percent
- NBJ: < five percent

7. What percentage of the average yearly U.S. household grocery budget will be spent purchasing organic food items?

The average among the group was 14 percent.

- SPINS: six - eight percent
- PF: 30 percent
- NMI: 10 percent
- NBJ: seven - eight percent



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Asked of all survey participants:

8. Which organic food product categories will see the largest growth in the next 20 years?

“Leadership” group:

As a group, they felt that all categories will grow, with meat, processed foods and “stage of life” foods such as pregnancy, senior highlighted.

- SF: All categories will grow.
- SQB: Dairy, Meat, fruit and veggies, processed organic foods that mimic their mainstream counterparts.
- OV: Meat, baby food, snacks, alcohol, medicines, and nutraceuticals. Organic stage of life foods (pregnancy, nursing, puberty, senior).

“Organization” group:

All organizations felt that perishable items, including produce and dairy, will continue to grow, and that prepared foods and convenience foods, including entrees, grain products and snacks, will also continue to see large growth.

- SPINS: Organic produce will continue to lead growth in absolute dollars, as will whole foods and processed ingredients. Milk and dairy products will be close behind, and may surpass produce as new families drive organic growth. Ready-to-eat foods and prepared meals will see a big increase in organic sales.
- PF: Prepared foods, breads, snacks
- NMI: Entrees, convenience foods, cereals
- NBJ: Dairy, produce and poultry & meat for the core consumers based on product authenticity and increasingly on taste. Food service, restaurants, fast food and convenience foods for the more mainstream consumer.
- THG: We believe that the primary growth areas will continue to be perishables, specifically produce, dairy, meat and prepared foods. These are categories in which the “value” to the consumer in terms of perceived health benefits is most compelling.



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9. Where will organic products be sold in 2025?

“Leadership” group:

The group felt that organic food would be sold most anywhere you can find food, with mass market stores and restaurants mentioned most often.

- SF: Everywhere – convenience stores, vending machines, traditional grocery stores, club channels and mega stores like Wal-Mart.
- SQB: Mainstream grocery and mass (Wal-Mart), restaurants, farmer’s markets, natural foods stores,
- OV: CSA’s, home delivery, farmers markets, take-out restaurants, vending machines, internet, hospitals and other medical institutions. psychiatrists’ offices, work place, public schools, day care centers, banks, movie theatres, churches, temples and mosques, gas/train stations, airplanes, health insurance companies, retirement communities, college dorms, rock concerts, McDonald’s/Burger King/Dunkin’ Donuts/Domino’s Pizza, door-to-door “milk men”, the Armed Forces.

“Organization” group

All organizations agree that by 2025, organic products will be sold anywhere and everywhere. Increased restaurant sales were mentioned by more than one as a trend that will continue to 2025.

- SPINS: Everywhere, with restaurant sales of organic seeing the highest growth (off a small base).
- PF: Anywhere food is sold – it will be ubiquitous.
- NMI: Everywhere – food, drug, mass, specialty, natural channel, department stores, convenience, internet, etc.
- NBJ: Not much different proportions than today with a little inevitable tilt to the mainstream: about 50-55 percent in grocery, club, mass etc.; about 35-45 percent in natural & organic/specialty stores; and 10-15 percent in direct sales through markets, coops and farm programs. In spite of the somewhat inevitable grip of the mass market on the mainstream U.S. consumer, local production and distribution will still play a considerable role. In other words, we will still have the true, local, authentic, Jeffersonian ideal of the agrarian economy in 2025 in the shape of organic farms, but we will also have the American Way of the mass produced packaged organic food products to reach out to the masses. This two-pronged aspect of the market is unlikely to change.
- THG: Certain categories of organic foods will be sold through all types of channels; grocery retail, fast casual dining, quick service restaurants, spas, etc. Grocery retail will see strong growth through mainstream channels, especially mass discounters and club stores.



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This question was asked of “leadership” participants only:

10. What role will manufacturers and distributors have in the way conventional supermarkets sell organic food in the next 20 years?

As a whole, the group felt that education and marketing by the manufacturers and distributors will be crucial in determining how organic products are perceived in the conventional marketplace.

- SF: Conventional supermarkets need thought leadership from manufacturers/distributors on how best to merchandise/influence the sale of organic products.
- SQB: Education, marketing, and exciting new products.
- OV: They will drive packaging reduction and the movement toward in-store bulk sales – this will help to reduce costs and conserve natural resources. Because of its cost effectiveness, the Internet will assume many of the roles now played by supermarkets. The actual supermarkets will become education centers/community meeting places/“schools” where farmers, doctors and politicians seek to influence/educate the public.

A citizen will go to the supermarket not to come home with specific foods (because the ordering is primarily done over the internet and foods are delivered direct to your door). Instead, citizens will go to the store for an experience or an encounter, e.g., to learn how to extend life (seniors), how to handle hormones (menopause & puberty), how to fight cancer, and, importantly, how to be beautiful! etc.



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11. Based on how you answered question nine, what percentage of farmland in the U.S. and around the world would you expect to be certified organic by the year 2025?

The group feels an average of 12.6 percent of acres will likely be certified organic (vs. less than one percent today).

- NBJ: 10 – 15 percent
- SPINS: six – eight percent
- Packaged Facts: 15 percent

OTA holds its first All Things Organic™ Conference and Trade Show in Austin, TX.

National organic standards are fully implemented on October 21.

OTA begins comparisons of E.U. and U.S. organic regulations to identify key issues to negotiating bilateral equivalency.

2001

2002



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Asked of all survey participants:

12. As awareness of organic spreads to different demographics, what new populations of organic shoppers will appear?

“Leadership” group:

The group felt that among the demographics of shoppers who will purchase organic products in 2025, ethnic shoppers and those making up today’s young generations will be some of the most influential.

- SF: Today’s young consumers (kids through early 20s) will make the largest impact on demand as they age and become primary shoppers. Hispanic and Asian consumers should also increasingly purchase more organic.
- SQB: Seniors (today’s baby boomers), young moms.
- OV: Organic categories will begin to take in people of different faiths, ethnic backgrounds, careers, hormonal levels (puberty, menses, menopause, etc.), physical diseases, and moods/mental states.



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“Organization” group:

As a group, the consensus is that younger shoppers will continue to find organic food of interest, especially as Gen Xers continue to pass down their belief systems. Ethnic shoppers including Asian Americans and Hispanic Americans will also continue to be more likely to be organic shoppers, in proportion to their representation in the population.

- SPINS: The demographic and attitudinal profile of the organic consumer should remain fairly constant, with new families, aging consumers and food & family-oriented ethnic groups driving growth. The highest growth in a demographic segment will be seen in the younger generation as they become more educated as to food supply issues and risks. Ethnic foods will be the next "big idea" in grocery. Ethnic sections, ethnic grocery stores, bilingual labeling, etc. Organic will be a natural extension of that.
- PF: Kids/teens
- NMI: Younger – now it’s cool, but our Gen Xers are learning more about it at an early age that will hopefully make it more meaningful and important to share with even younger consumers.
- NBJ: Younger consumers. Each successive generation will be more aware of social, environmental and health issues.
- THG: We believe that organic currently appeals to all types of demographics. In fact, we have found that certain ethnicities such as Asian Americans and Hispanic Americans have a higher likelihood of being an organic shopper than Caucasians based upon their representation of the population. That aside, we believe that lower income consumers currently buy certain categories of organic and will continue to do so. The “value” that consumers see in organic cuts across all demographic boundaries.



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Asked of all survey participants:

13. What is the single greatest support the U.S. government can give to the organic industry to realize your predictions/vision in the next 20 years?

“Leadership” group:

Farmer support - both economic and education was listed most often as the way that the government can help in the future of organic agriculture.

- SF: Provide promotional dollars to organic and family farmers. Support of the current organic standards.
- SQB: Supporting the agricultural sector to help the supply side of organic ingredients. Also, continue to support the NOP.
- OV: Organic research, incentives for farmers transitioning to organic, education, scholarships, “Green” taxes for pesticide purchases. Make health insurance companies cover the cost of organic food for people with specific illnesses, all senior citizens, all pregnant/nursing women, and children. Require U.S. Public Schools to teach benefits of organic agriculture - build it into the science curriculum. Require health licenses (nutritionist, pediatrician, OB-GYN, etc.) to be educated in benefits of organic agriculture. Require colleges/universities receiving public funds to offer organic alternatives in their food service programs.

“Organization” group:

The group feels that the U.S. government should support farmers in their transition to organic production, as well as continue to enforce the standards to avoid consumer confusion.

- SPINS: Support for organic farmers’ transition to organic and sustainable production.
- NMI: Consistent, enforced regulation to eliminate consumer confusion.
- NBJ: Tax unsustainable behavior in conventional food production. Pesticides, herbicides and chemical fertilizers and the like should be taxed based on their negative impact on the environment. Producers should be made to pay the true cost of their unsustainable production, not the decreased economic value of our farmland, natural resources and planet.



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Asked of all survey participants:

14. What is the single greatest challenge to the organic market today that could prevent your predictions from becoming reality?

“Leadership” group:

The companies feel that vast changes in the current organic standards could greatly affect the future of organic food. Some have fears that the government could dilute the term “organic” to a marketing claim vs. an agricultural system if the rule is not enforced and upheld as currently written.

- SF: The Harvey lawsuit.
- SQB: Harvey and Harvey-like issues, supply of high quality ingredients at a price that consumers are willing to pay for, GMO's.
- OV: Political control of USDA and dilution of the marketing claim “organic.”

“Organization” group:

The group feels that the U.S. government should support farmers in their transition to organic production, as well as continue to enforce the standards to avoid consumer confusion.

- SPINS: Support for organic farmers' transition to organic and sustainable production.
- NMI: Consistent, enforced regulation to eliminate consumer confusion.
- NBJ: Tax unsustainable behavior in conventional food production. Pesticides, herbicides and chemical fertilizers and the like should be taxed based on their negative impact on the environment. Producers should be made to pay the true cost of their unsustainable production, not the decreased economic value of our farmland, natural resources and planet.



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Asked of all survey participants:

15. The most surprising organic foods and products we'll see in 2025 are:

“Leadership” group:

Anything and everything was mentioned from organic fast food to power, water and portable “living pods.”

- SF: Organic will be so mainstream that it will be everywhere and nothing will be surprising.
- SQB: Perhaps, fast food will be organic and more wholesome.
- OV: Organic oxygen, water, light, power. Organic pills to satisfy hunger, headache, PMS, depression. Portable organic “living pods” or homes for over-population, disasters. Organic “drops” for experience or powers, e.g., intelligence, creativity, sexual powers, happiness, etc. Organic pets.

“Organization” group:

From organic water to organic Twinkies™ and cotton candy, the group feels that anything and everything could have an organic version by 2025.

- SPINS: Organic water
- PF: Twinkies™ (shelf-stable snack cakes/goods)
- NMI: NONE – we will have seen it all by then.
- NBJ: Hot dog on a stick and cotton candy at the county fair... yes, there will be choices everywhere.



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Asked of all survey participants:

16. What organic products in 2025 do you see kids and teens going wild over?

“Leadership” group:

The group had a wide variety of answers from completely edible (down to the packaging) yogurt popsicles to organic dye for skin and pills or drops that enhance everything from creativity to intelligence.

- SF: YOGURT OF COURSE!!! For example, frozen yogurt popsicles! Once they're done with it, they can eat the popsicle stick made from pressed organic sesame seeds and loaded with a complete MDR of all vitamins and minerals. And of course the outer wrap is edible and made from flavored whey left over from the organic cheese manufacturing process.
- SQB: I don't think they will care as long as the products taste great, look good and has innovative packaging.
- OV: Recyclable, organic clothing, organic dyes for hair and tattoos. Organic “medicines” that control/inspire moods, e.g., love, happiness, depression, anger. Organic scents/perfumes that really do attract the opposite (or same) sex. Organic pills that facilitate creativity, enhance intelligence.



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Asked of all survey participants:

16. What organic products in 2025 do you see kids and teens going wild over?

“Organization” group:

The group feels that anything that is deemed new, exciting and hip will be all the craze with the younger generation. It will be up to organic companies to continue to produce foods and products that meet their “cool criteria” in order to compete in the marketplace.

- SPINS: Teens and kids won't go crazy over a product because it's organic, they'll go wild over a product because it's new and exciting and hip. Perhaps it will be hip (even before 2025) to support sustainable products and lifestyles with a complete line of sustainably-produced items, from food in their lunch bags to the micro computers they use for their homework/music/communication...
- PF: Clothes, personal care products
- NMI: Organic sports drinks, bars and candy, on-the-go healthy food because it's cool!
- NBJ: Fresh fruit & vegetables in season... nothing better... Oranges in January, strawberries in May, nectarines in July, melon in September, avocados in November
- THG: We believe that prepared foods (those that are fully cooked, convenient, fresh and organic) will be the category most relevant to kids and teens as they continue to make more choices about their diets and changing taste preferences.



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This question was asked of “organization” participants only:

17. Give us your vision of the organic household of 2025?

The group as a whole feels that consumers in 2025 will have enough organic choices that it will no longer be considered as living on the fringe to “go organic.”

- NMI: In general, a low/no toxin home environment, calm, green, and surrounded by gardens and other oxygen producing landscaping. It will be a refuge in a high tech world – the food grown and served there will be colorful, great tasting and full of nutrients – all organic of course. The house itself, furniture and linens will be environmentally made and all will be chosen with their complete life cycle in mind. It will be a highly integrated home that includes integrated electronics that are low energy drains and don't produce toxic radio waves. Noise pollution will also be blocked utilizing new sustainable technologies.
- THG: The organic household of 2025 will not have to go out of their way to purchase organic nor feel beholden to explain to others “why” they are buying organic.
- NBJ: My vision is more the Flintstones than the Jetsons. The appeal of organic lifestyles in the future will be more increasingly tied to links to the past and to the simple authentic living of a bygone age. This is a seeming contradiction given we expect continued growth, but again we expect a many paths to the organic future: the dirt road to the superhighway. The organic household won't necessarily be a flock of outcasts, but choices will enable a more sustainable and authentic lifestyle in urban and rural environments: recycled materials, domestic solar & wind power options, walkable communities and of course their own garden and locally available organic foods stores and restaurants. And there will be choices for the not-so-committed to make socially beneficial decisions.



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Asked of all survey participants:

18. Do you have any other predications concerning the future of organic agriculture and products that were not covered in the questions above?

“Leadership” group:

- Stonyfield’s Chairman, President and CE-Yo Gary Hirshberg: “I’ll confess that I am a pathological optimist by nature, but I envision an extremely bright future for organic/natural foods. Business is the most powerful human force on Earth, and only by marshalling this force can we hope to begin to restore our planet to a place that will support and nurture life.”
- Organic Valley’s Theresa Marquez, Chief Marketing Officer: The high cost of packaging and transportation will inspire people to buy local and grow their own food. Society will shift in such a way that we will be forced to “go back” to community-centered culture. Mass culture will be an atrocity of the past. The “keepers” of organic knowledge, organic farmers, will become society’s greatest teachers, helping humankind to survive and perpetuate the health of the planet. Instead of being outcasts on the fringe, organic agriculture and its practitioners will be the heart and HOPE of society. We will have come full circle.



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“Organization” group:

- SPINS: All consumer product goods companies will look to eliminate non-natural ingredients and 50 percent of all products sold will be natural. Some will make the leap to organic and organic should represent eight -10 percent of sales.
- NBJ: The future of sustainable development for all of us is integrating environmental and economic policy on the national and international level. Taxation must be applied to unsocial or unsustainable behavior like pollution, waste generation, the use of primary materials or undeveloped land. There are economic instruments that can capture the social value lost from these and other activities, and these need to be implemented to both provide a much larger disincentive for unsustainable behavior, and a preferred economic situation for the better alternatives like organic products.

OTA's All Things Organic™ launches Wear Organic! Fashion show.

OTA moves All Things Organic to Chicago's McCormick Center, drawing in large numbers of mainstream food industry attendees.

OTA opens an office in Ottawa, Canada.

2003

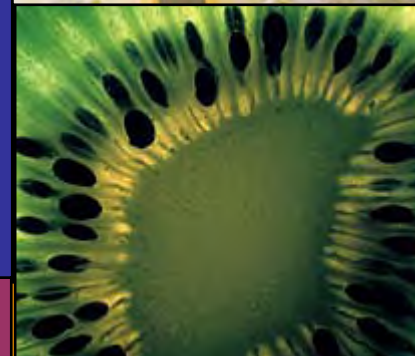
2004



Organic
TRADE
ASSOCIATION

20
YEARS

CULTIVATING
A STRONG
ORGANIC INDUSTRY
SINCE 1985



**For more information
please contact:**

**Holly Givens
Organic Trade Association
413-774-7511 x18
hgivens@ota.com**

**Lisa Bell
Crescendo Communications
303-527-0203
Lisa@crescendocom.com**

2005