February 5, 2003

SPINS Coding for USDA Organic

San Francisco, CA - SPINS, the leading provider of content and consulting services to the natural products industry, has announced new organic attribute coding to reflect the National Organic Program standards issued in October 2002.

Opportunities and challenges around entering and competing in the organic marketplace are now more tangible than ever. SPINS new USDA Organic coding is a valuable information source to help manufacturers stay abreast of the many changes and opportunities within the evolving organic market. This coding broadens SPINS' already extensive product attribute matrix and allows for cross-category reporting and analysis, a significant enhancement to our suite of content and consulting services.

"Organic product offerings have grown increasingly sophisticated in the past five years. While organic used to be the domain of farm-stand produce, it is now a key factor in consumer purchasing behavior and new product development across most food and beverage categories. SPINS continues to strive to meet demands for increasingly complex information and analyses to match the growth in trends such as organic," states David Browne, SPINS' Director of Content Development.

The new USDA Organic classifications are:

- 100% Organic
- 95-99% Organic
- 70-94% Organic or "Made with organic ingredients"
- Less than 70% Organic

New categories are being coded for USDA Organic every four-week period. SPINS codes for up to 16 attributes across 72 product categories. Call Amy Jacobsen at 415-957-4410 for more information and for category availability.

About SPINS

San Francisco-based SPINS was founded in 1995 as the first company to offer Natural Products movement data to the industry. Today, it is the premier provider of industry reporting and consulting services for this rapidly expanding sector. SPINS' comprehensive offering includes retail measurement services, content-based reporting, consumer information and consulting services.