



Organic Usage: Will the Numbers Change in 2014?

Organic & Natural 2014 Syndicated Study Fielding Q2 2014

3/4

of U.S. consumers purchase organic*



36%

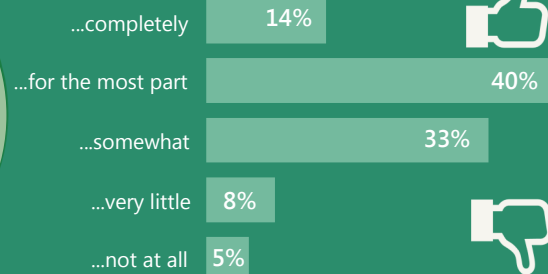
of all consumers use organic foods at **least monthly***

53%

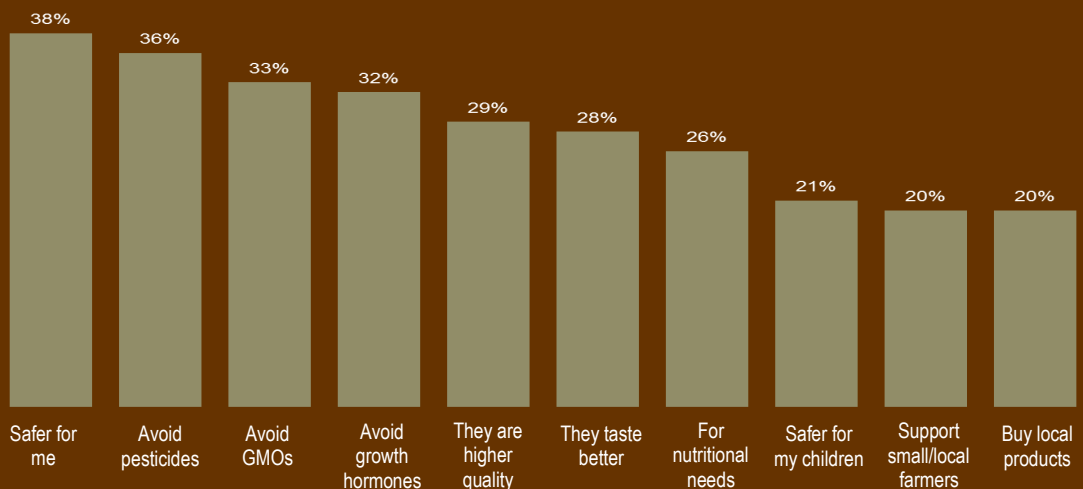
of consumers are **aware** of government standards for organic*



I TRUST the USDA organic label...*



What are the main reasons why you buy organic foods and beverages?*



*Source: The Hartman Group's *Organic & Natural 2012* report.