



Natural Products

EXPO WEST®



By Informa Markets



The State of Organic: From Consumer Behavior to Policy Impact – A Comprehensive Market Update

Co-located with



Product Discovery Powered by



By Informa Markets

The State of Organic:

Consumer Perception of USDA Organic & Competing Label Claims



Tom Chapman
OTA



Heidi Diestel
Diestel Family Ranch



Sandy Pfaaff
OTA



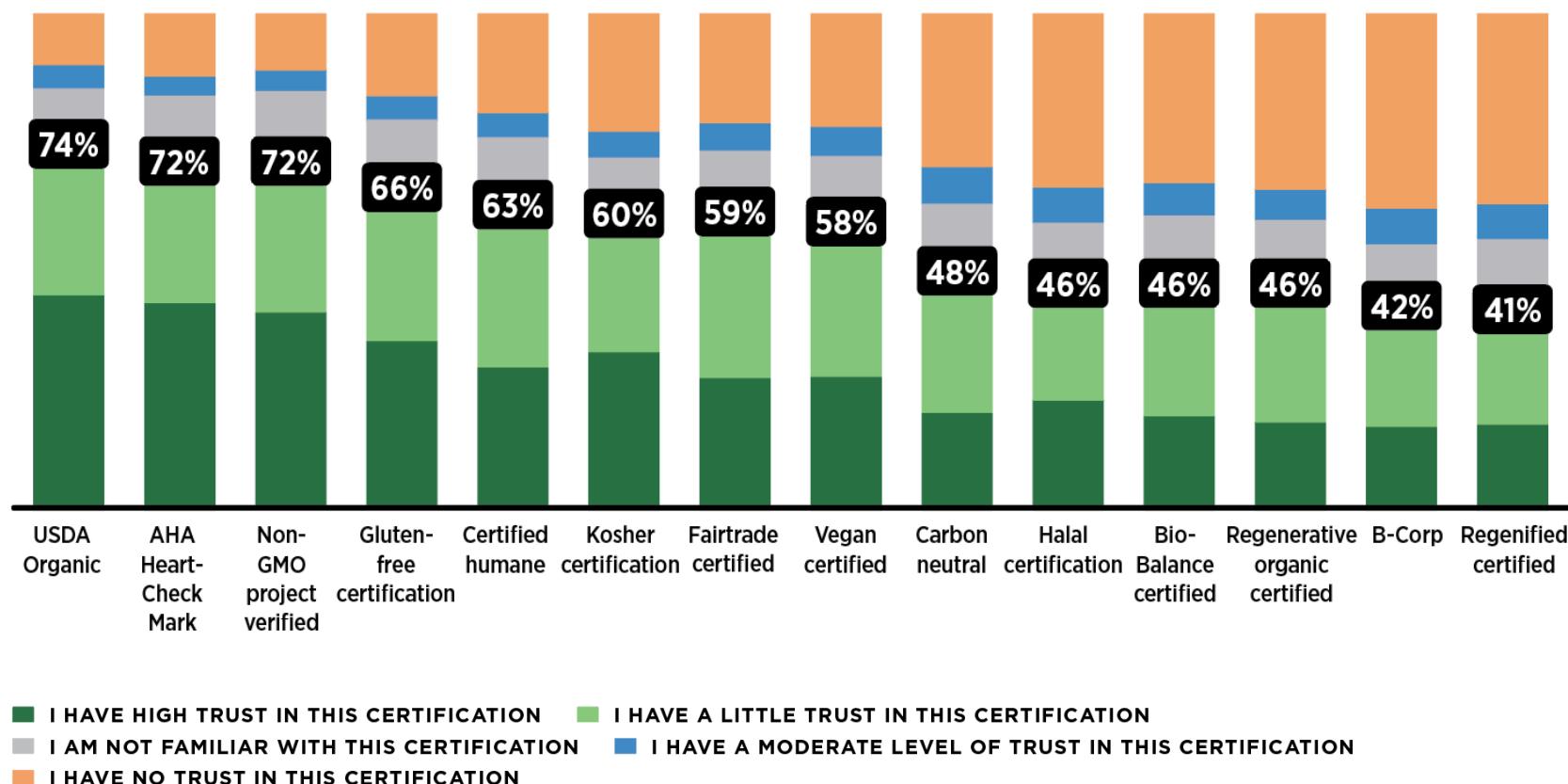
Consumer Perception of USDA Organic & Competing Label Claims

February 2025

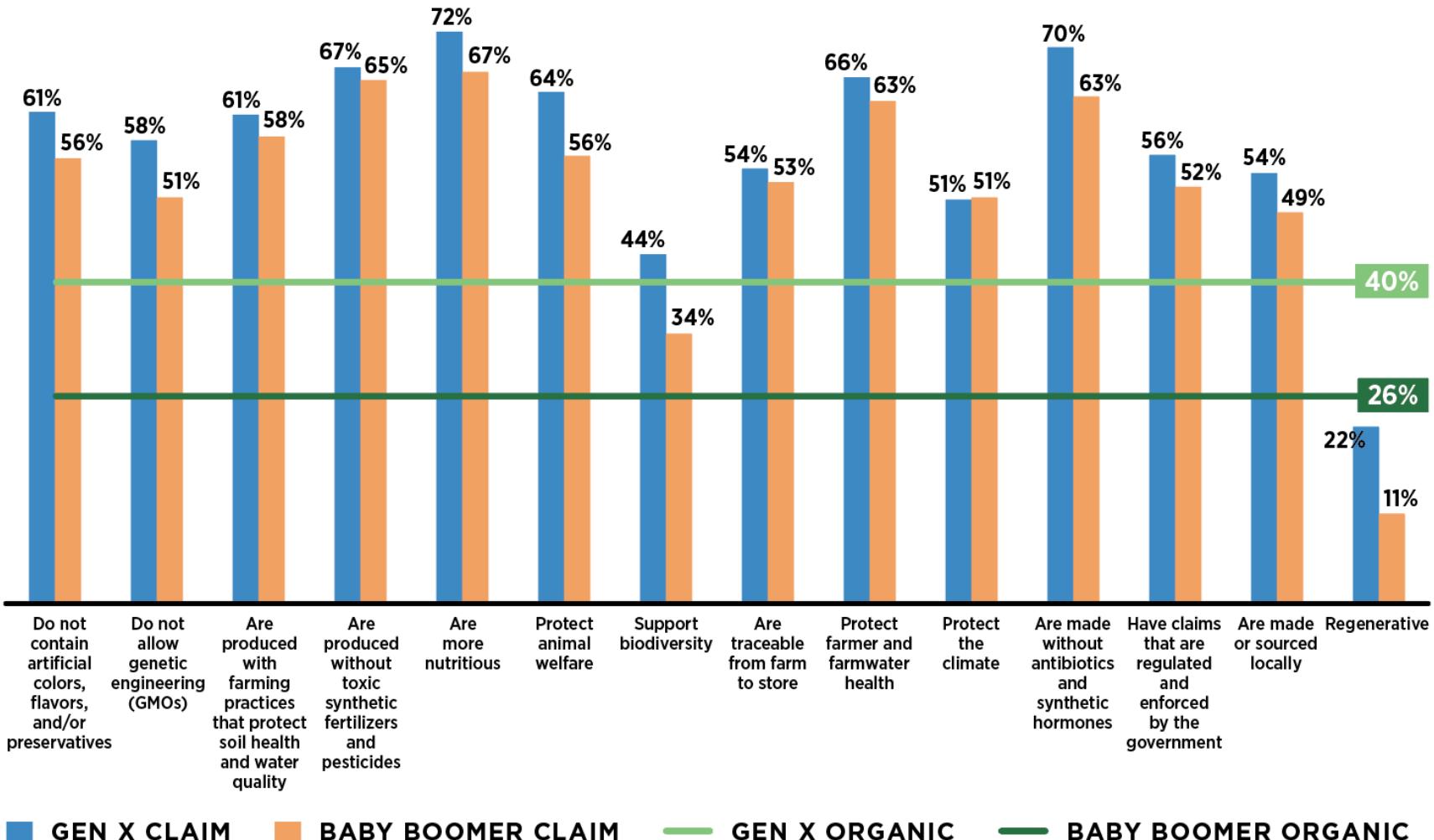


Trust in Labels and Certifications

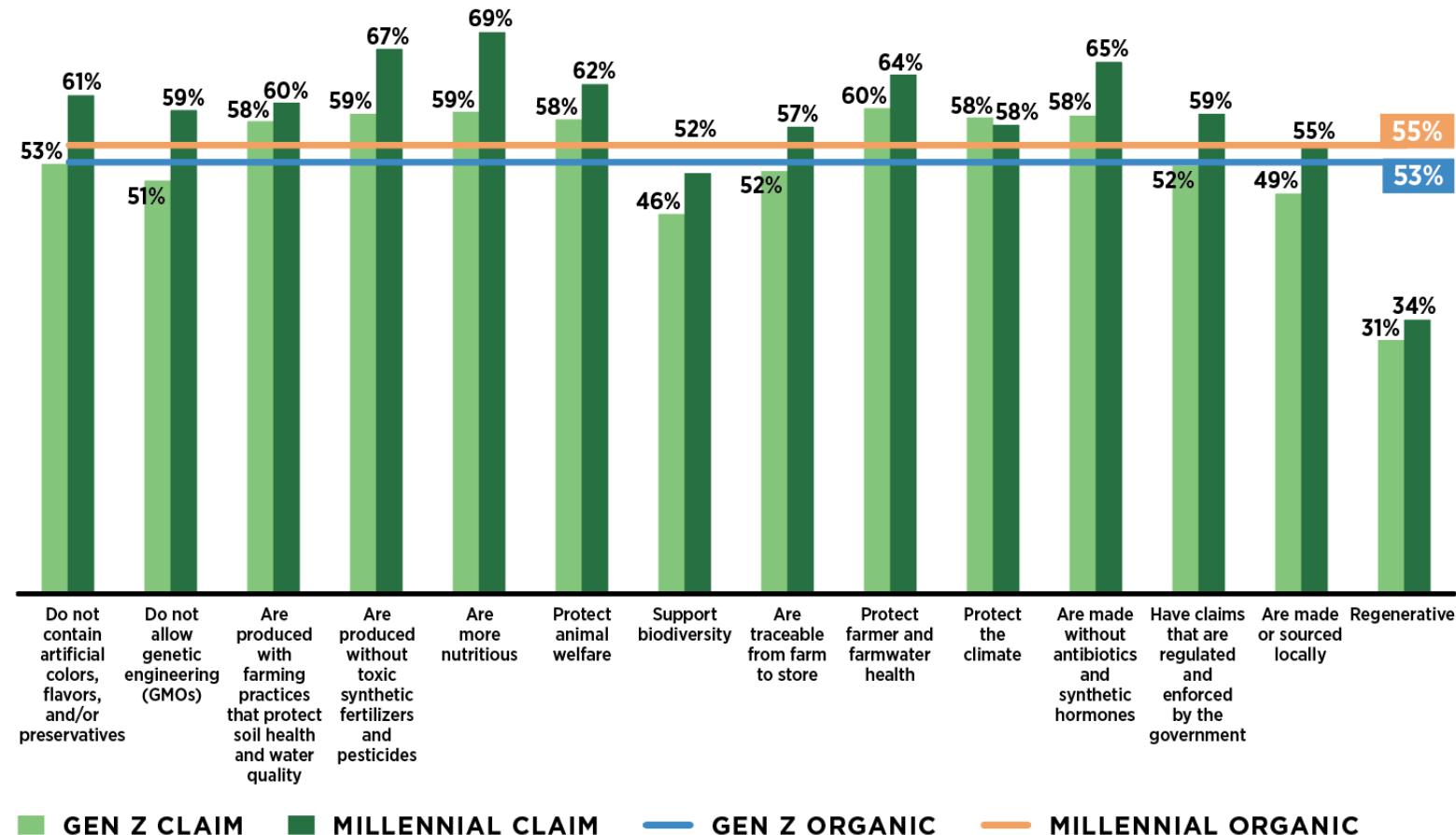
Please select the statement that aligns the most with your opinions regarding each of the following food and beverage certifications.



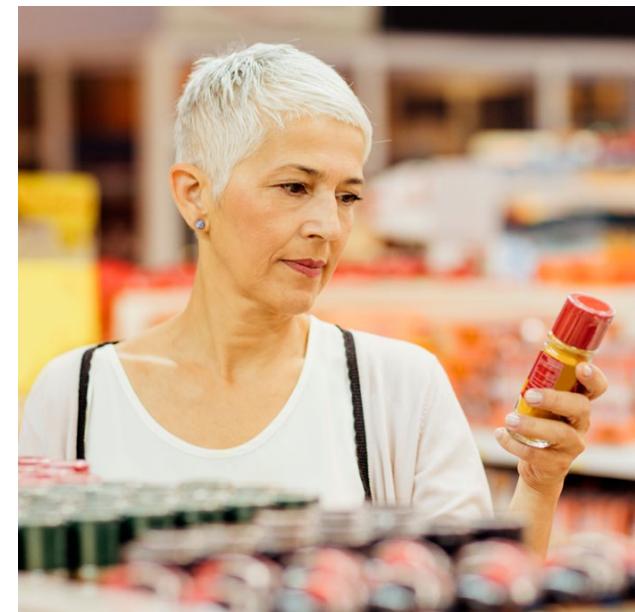
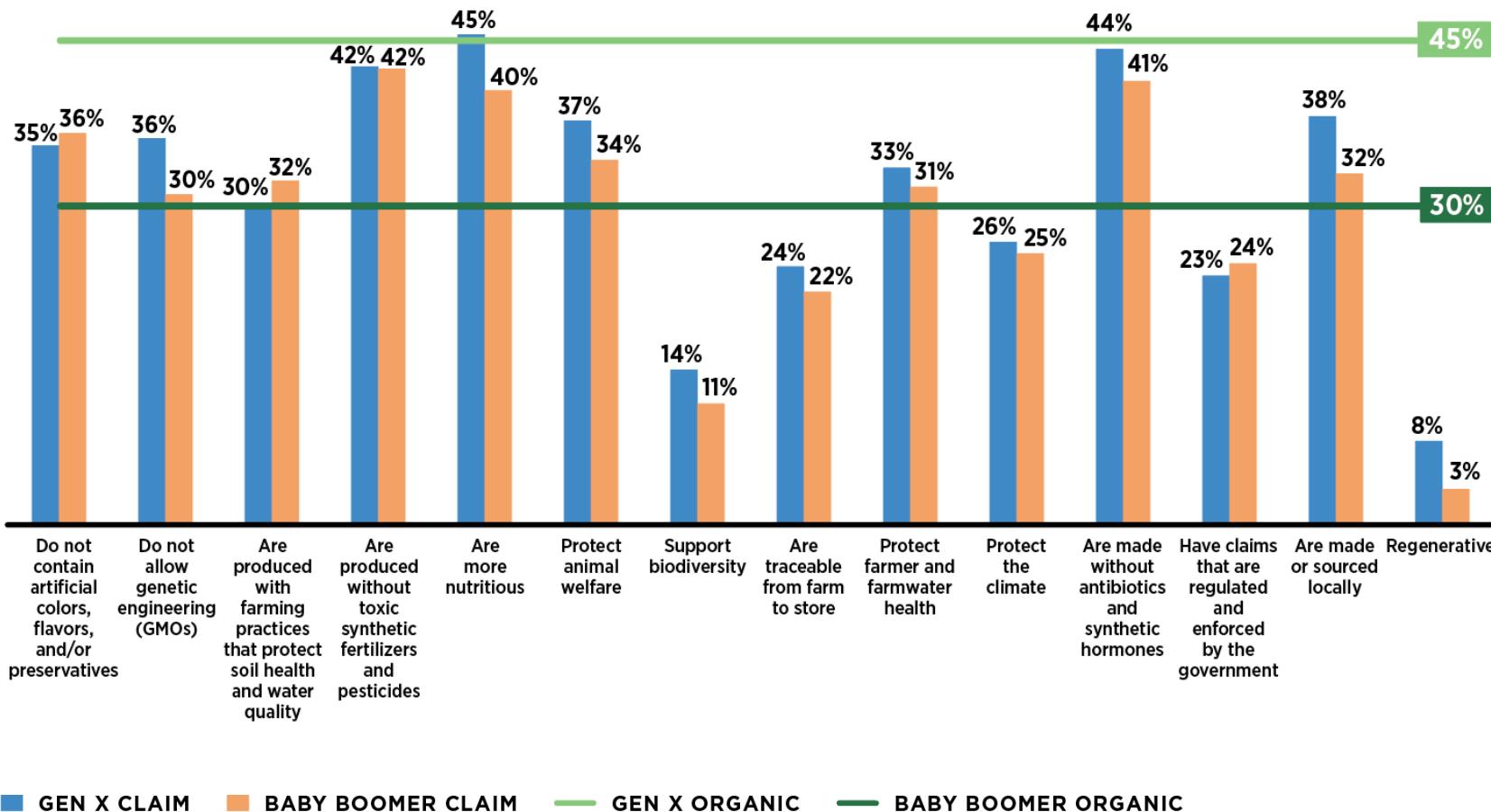
Which of these claims or attributes would be important to you when purchasing a food or beverage?



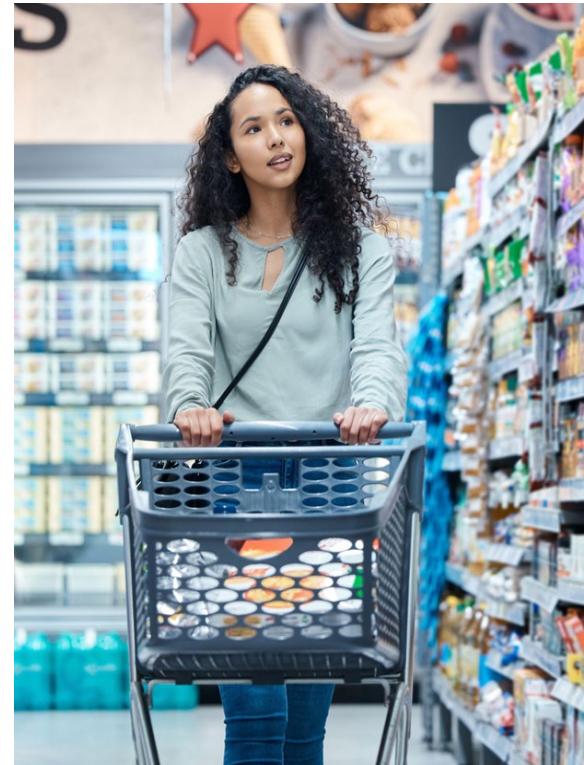
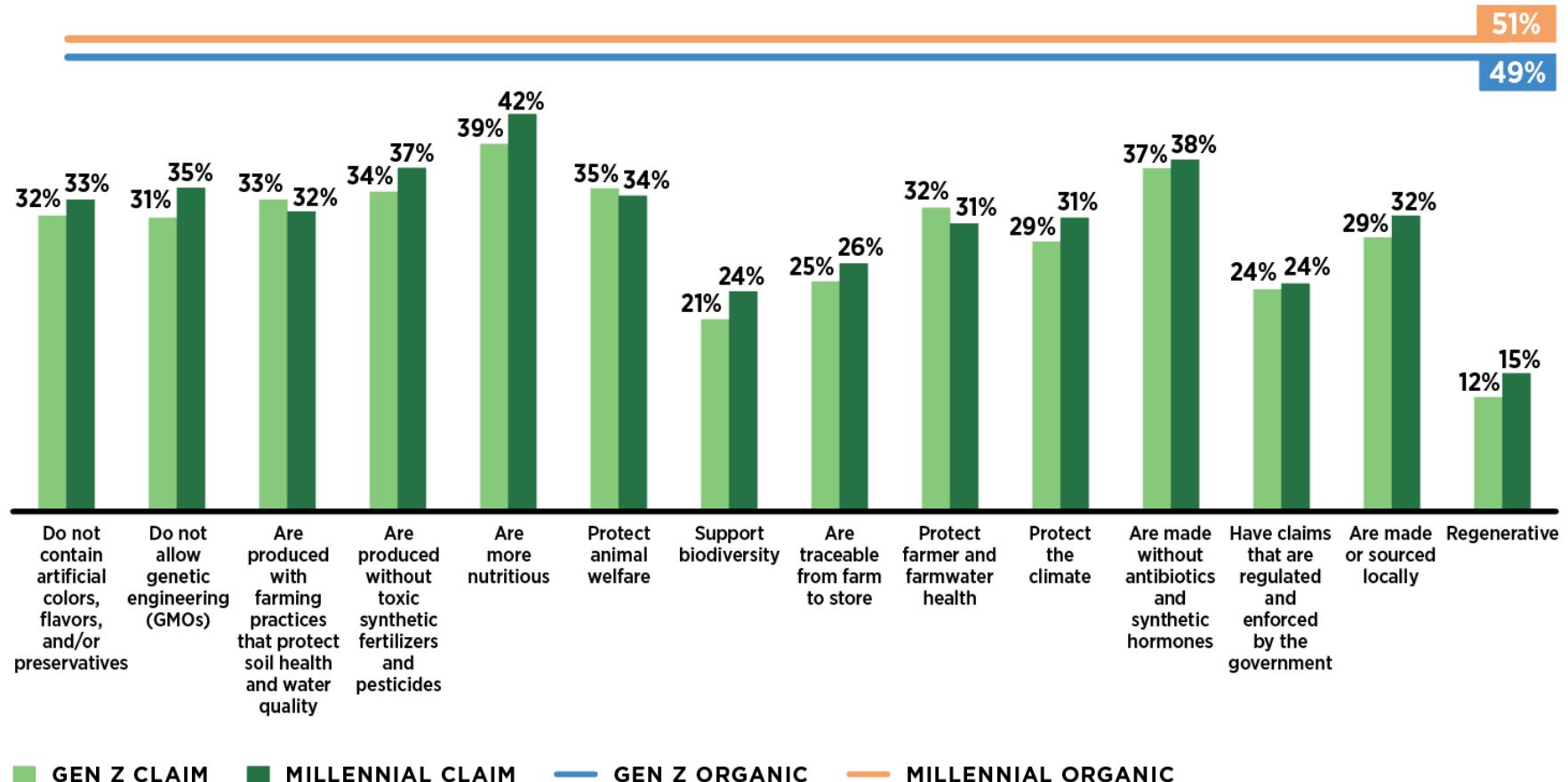
Which of these claims or attributes would be important to you when purchasing a food or beverage?



Please consider your food and beverage purchases and select the ones that you would be willing to pay more for?



Please consider your food and beverage purchases and select the ones that you would be willing to pay more for?





The State of Organic

Policy Impact



Matthew Dillon
OTA



Ivanna Yang
OTA



Adam Warthesen
Organic Valley

Thank You!

Tom Chapman

Co-CEO, OTA

Email: tchapman@ota.com

Matthew Dillon

Co-CEO, OTA

Email: mdillon@ota.com

Heidi Diestel

4th Generation Family Farmer

Email: heidid@diestelturkey.com

Sandy Pfaff

OTA Media Relations

Email: spfaff@ota.com

Adam Warthesen

VP, Govt. & Industry Affairs, Organic Valley

adam.warthesen@organicvalleycoop.com

Ivanna Yang

VP, Government Affairs, OTA

Email: iyang@ota.com