U.S. Organic Trade: International Market Opportunities & Trade Policy Updates

Presented by

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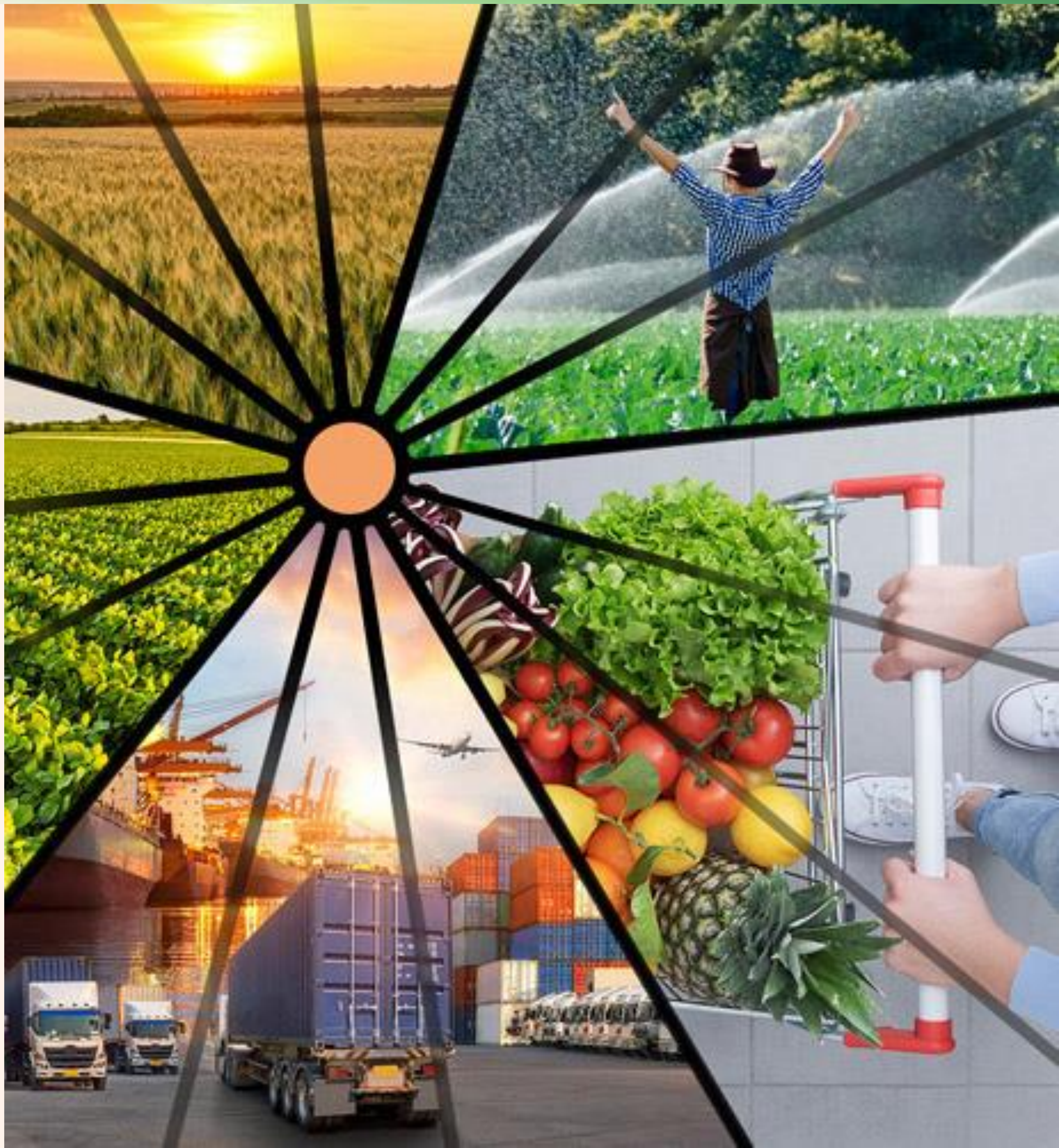
ORGANIC TRADE ASSOCIATION



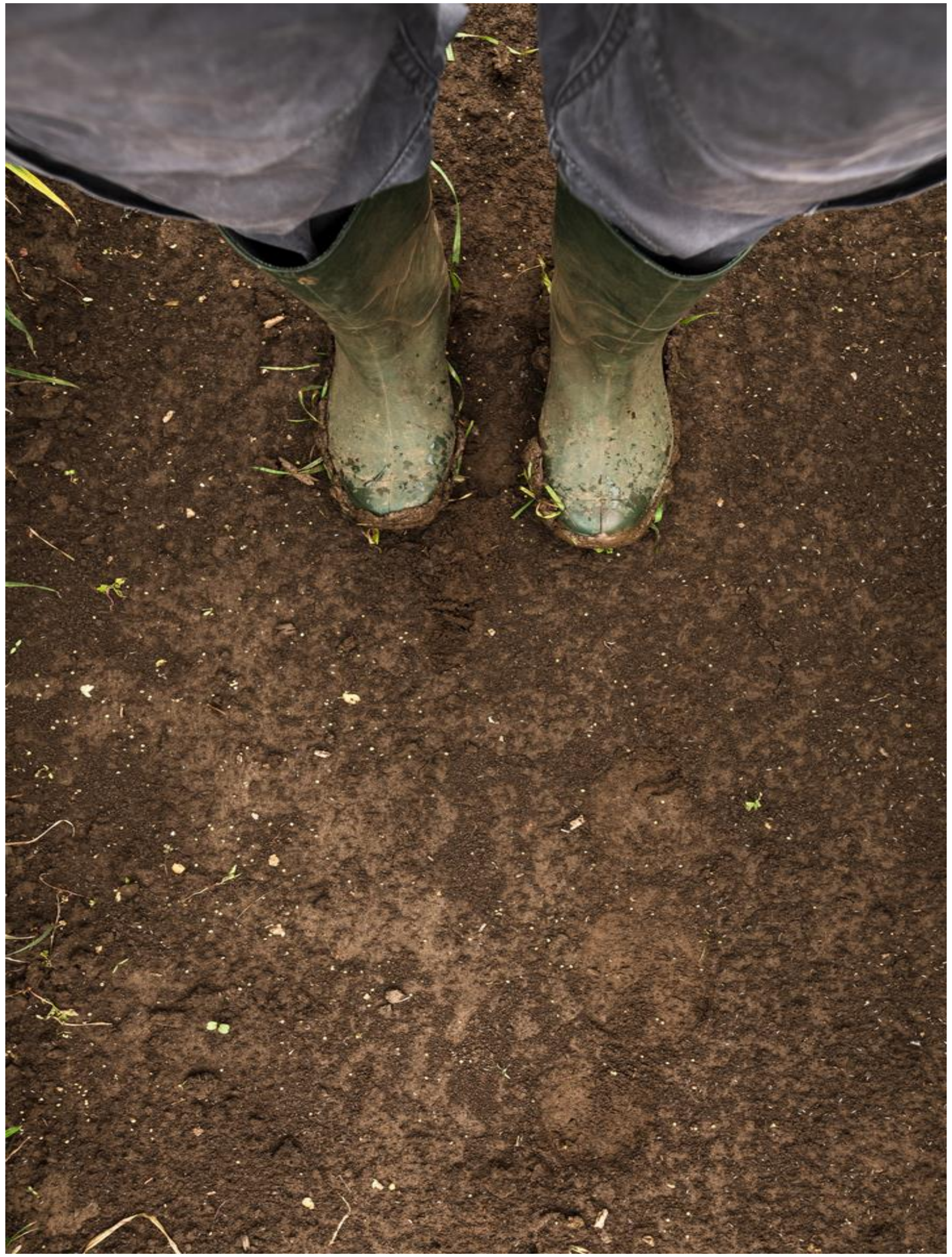
ORGANIC TRADE ASSOCIATION

OTA IS THE LEADING VOICE FOR THE $70+ BILLION ORGANIC INDUSTRY IN THE UNITED STATES, REPRESENTING ORGANIC BUSINESSES AND PRODUCERS ACROSS THE NATION.

Its members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants, brands. retailers and others. OTA's mission is to promote and protect ORGANIC with a unifying voice that serves and engages its diverse members from farm to marketplace.

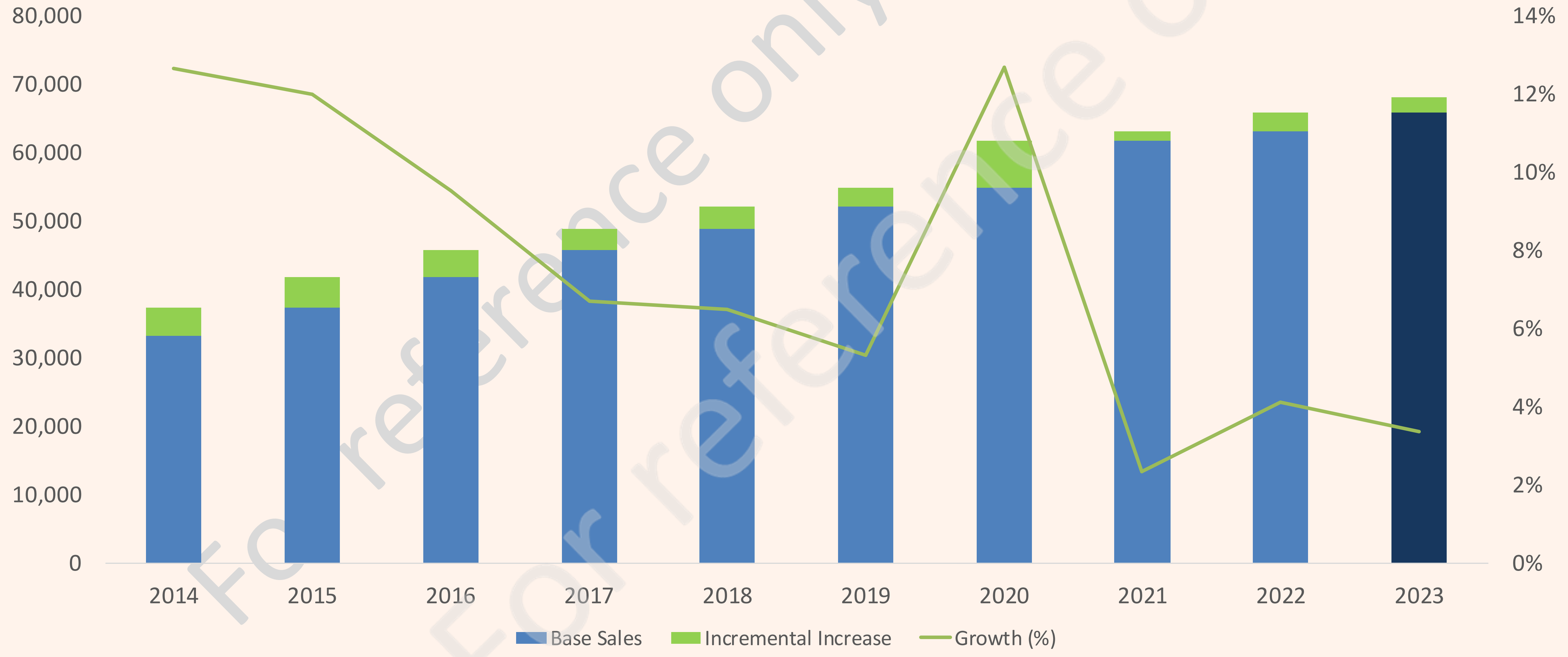
Topics for Today

- 2023-2024 Organic Market Update
- Consumer Perception of USDA Organic Label and Competing Label Claims
- Regulatory Updates



Story of 2023: Market Stabilization

Total U.S. Organic Sales and Growth, 2015-2023



Highlights

- $68 Billion
- 3.4% Growth
- Organic Food Growth = Total Food Growth

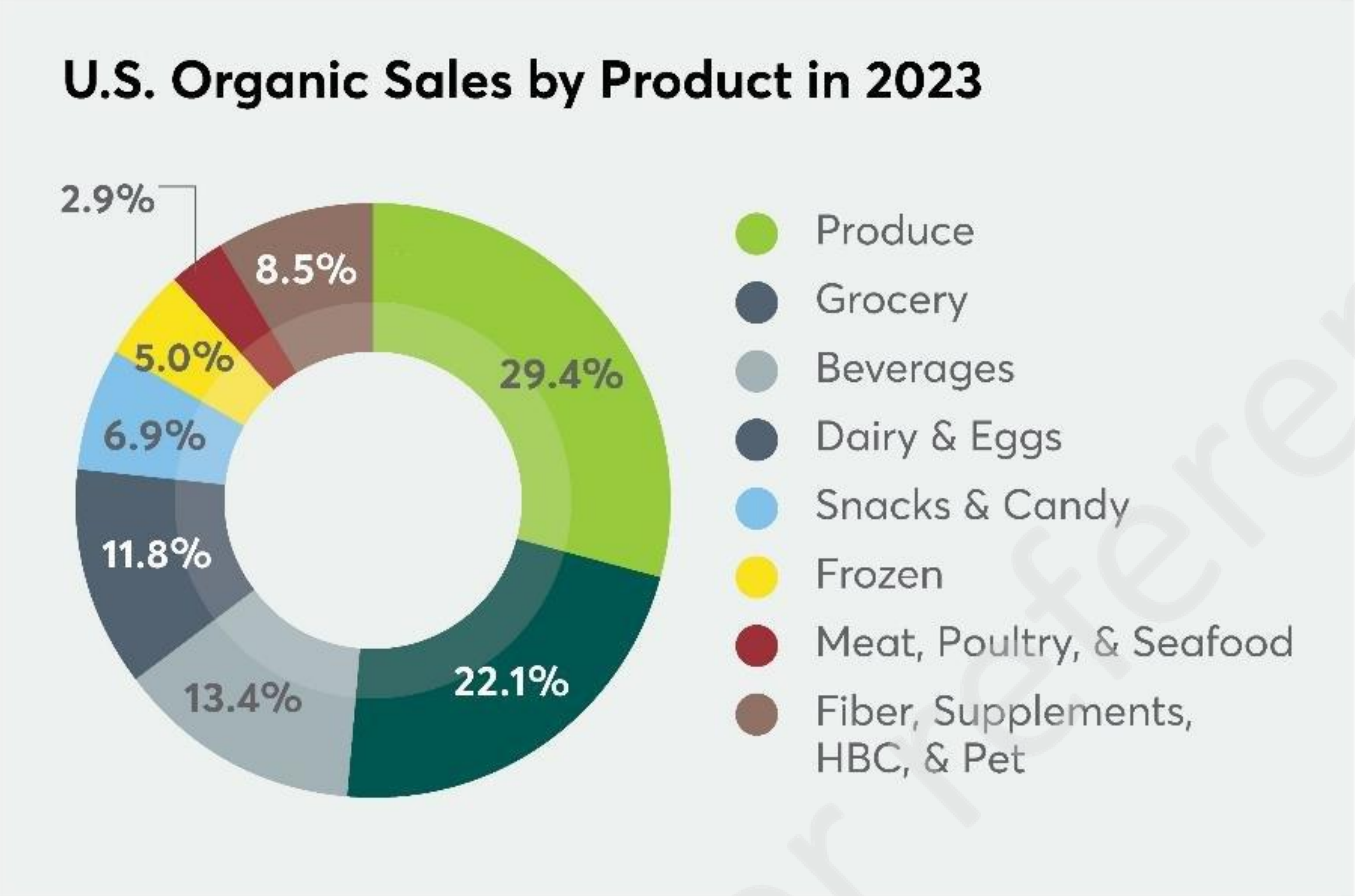
Performance Varied by Category

U.S. Organic Sales Growth by Product Category, 2014–2023

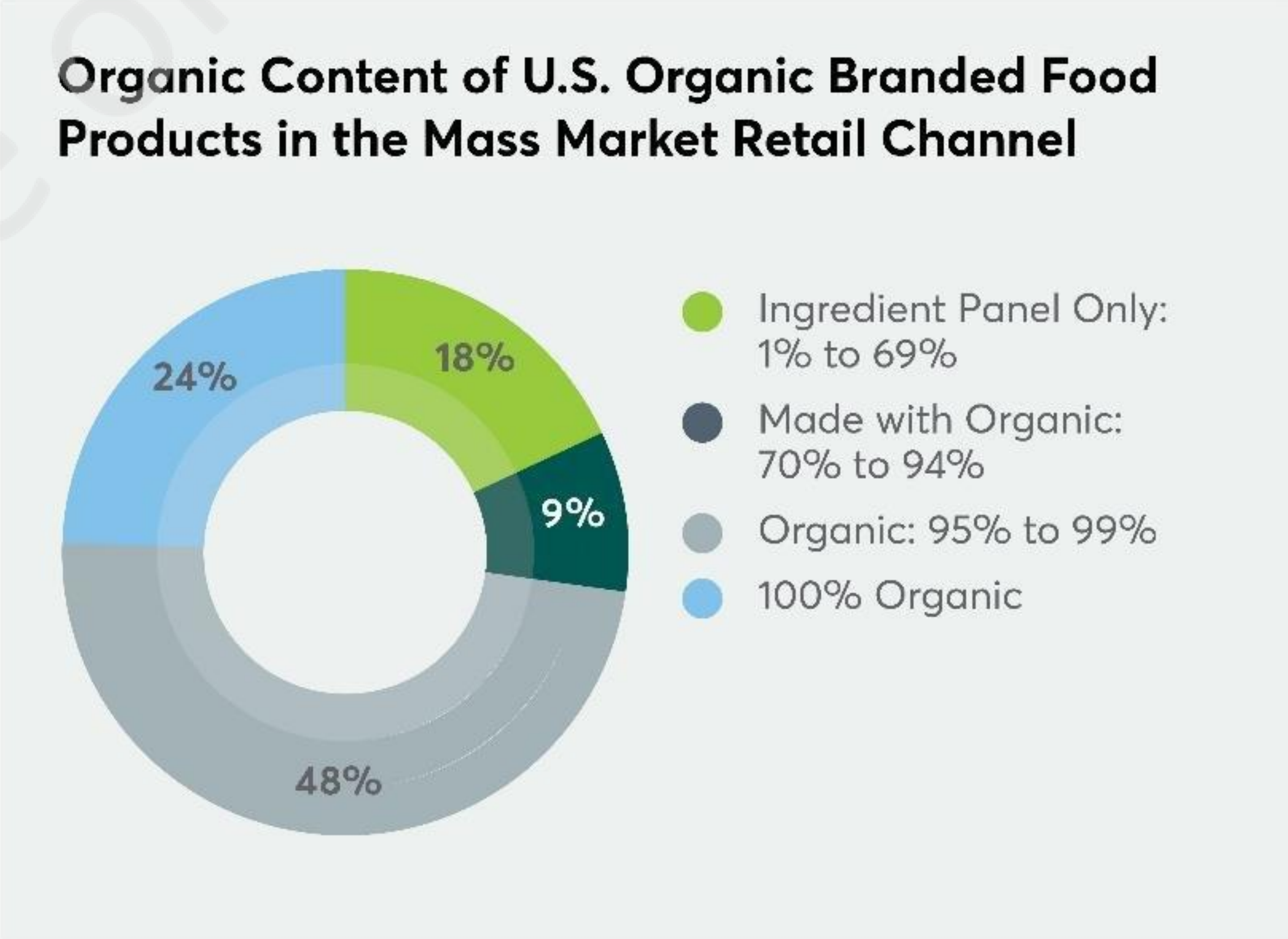
CATEGORY	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Produce	12.4%	10.0%	8.2%	5.4%	5.6%	4.8%	10.9%	5.8%	3.3%	2.6%
Grocery	11.9%	13.0%	11.1%	8.0%	6.1%	5.3%	16.4%	-4.2%	4.4%	4.1%
Beverages	13.1%	15.3%	12.5%	10.9%	9.5%	6.1%	13.0%	9.9%	3.9%	3.9%
Dairy & Eggs	10.8%	10.1%	6.5%	0.8%	0.7%	1.9%	11.7%	-0.8%	7.3%	5.5%
Snacks & Candy	15.5%	12.9%	7.8%	7.0%	6.9%	7.0%	2.9%	4.2%	4.2%	2.7%
Frozen	12.2%	8.8%	8.2%	5.8%	7.1%	2.2%	15.2%	-8.7%	2.7%	-0.7%
Meat, Poultry, & Seafood	12.1%	11.8%	17.2%	17.1%	11.2%	9.9%	24.7%	2.5%	5.4%	6.7%
Fiber, Supplements, HBC, & Pet	14.1%	13.0%	8.8%	7.5%	10.9%	9.4%	8.3%	7.3%	1.6%	2.9%
Total Organic	**12.5%**	**11.7%**	**9.3%**	**6.6%**	**6.3%**	**5.2%**	**12.3%**	**2.3%**	**4.0%**	**3.4%**

Source: Organic Trade Association's 2024 Organic Industry Survey conducted 12/20/2023–3/29/2024 (consumer sales).

Overview of the Organic Marketplace



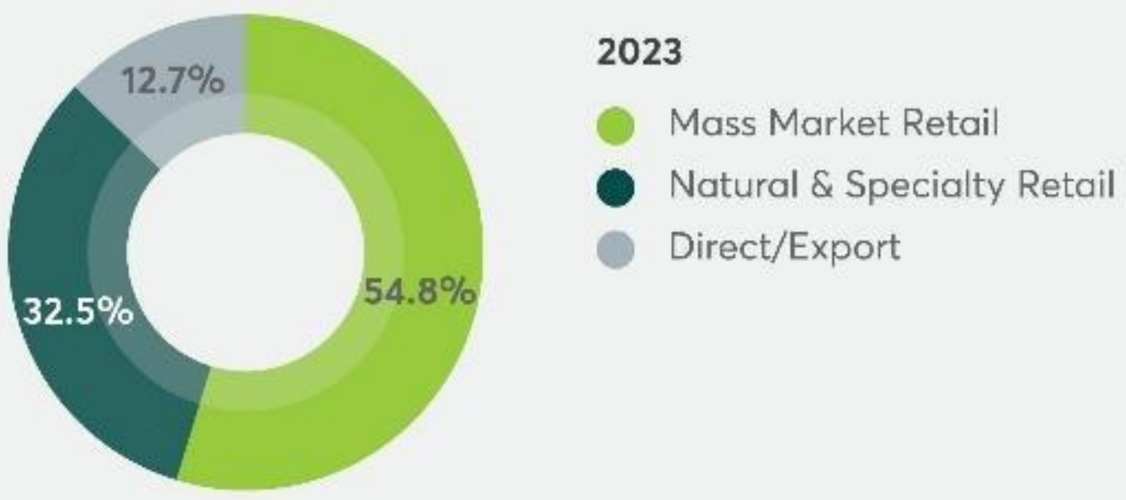
Source: Organic Trade Association's 2024 Organic Industry Survey conducted 12/20/2023–3/29/2024 (consumer sales).



Source: SPINS, Sales in the MULO channel by Labeled Organic attribute, 52-weeks end 12/31/2023

Organic Channel Shakeup

U.S. Organic Food Sales by Channel, 2014 vs. 2023

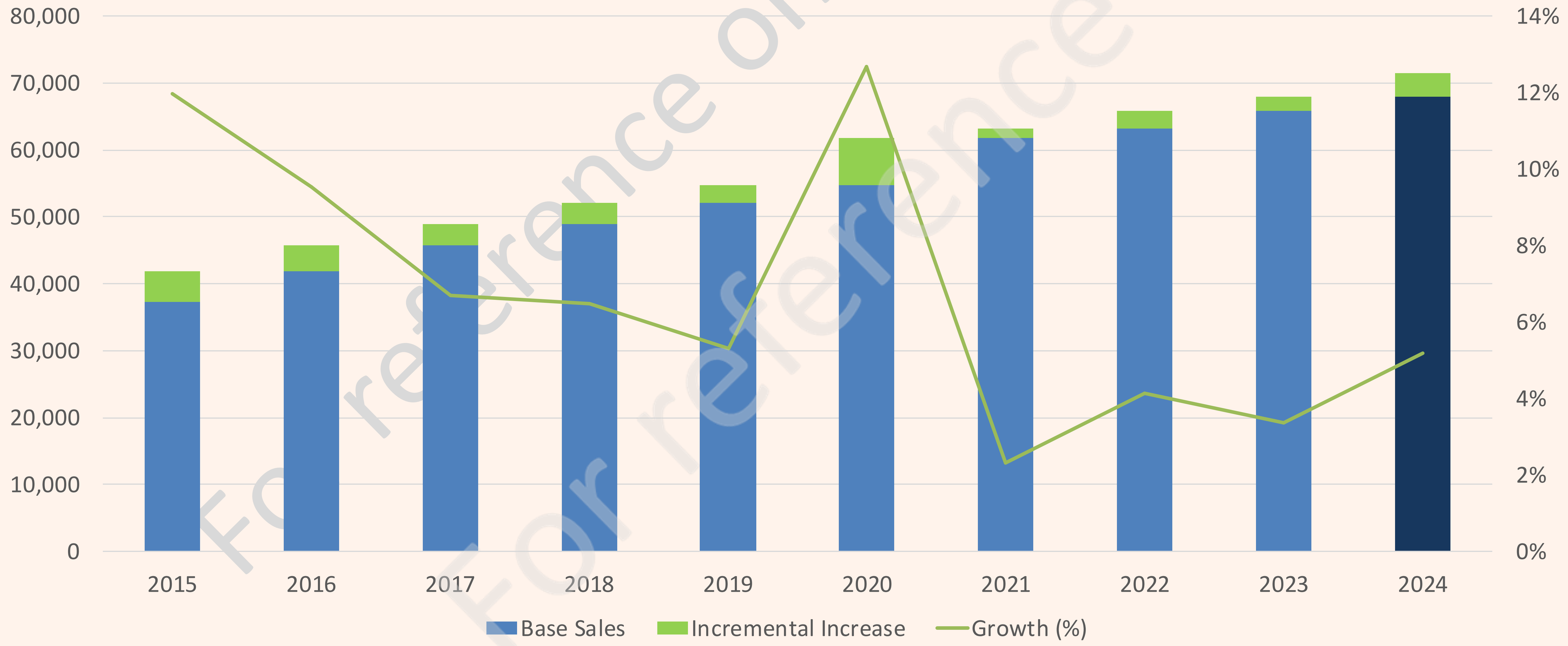


MASS MARKET RETAIL	2014	2023
Mass-market Grocery	34.4%	33.7%
Club/Warehouse Store	11.2%	14.1%
Mass Merchandiser	6.0%	6.1%
Convenience Stores	0.3%	0.9%
NATURAL & SPECIALTY RETAIL	**2014**	**2023**
National Natural Grocery Chain	20.6%	18.3%
Regional Natural/Health Food	17.1%	12.8%
Boutique/Specialty	0.7%	1.4%
DIRECT/EXPORT	**2014**	**2023**
Internet	2.1%	6.6%
Farmers' Market/Co-op/CSA	5.2%	4.3%
Direct Export	2.0%	1.6%
Mail Order/Other Direct	0.3%	0.2%

Source: Organic Trade Association's 2024 Organic Industry Survey conducted 12/20/2023–3/29/2024 (consumer sales).

2024 Organic sales eclipsed $71.5B USD (€69.4B)

Total U.S. Organic Sales and Growth, 2015-2024



Highlights

2x Organic Growth/ Total Growth

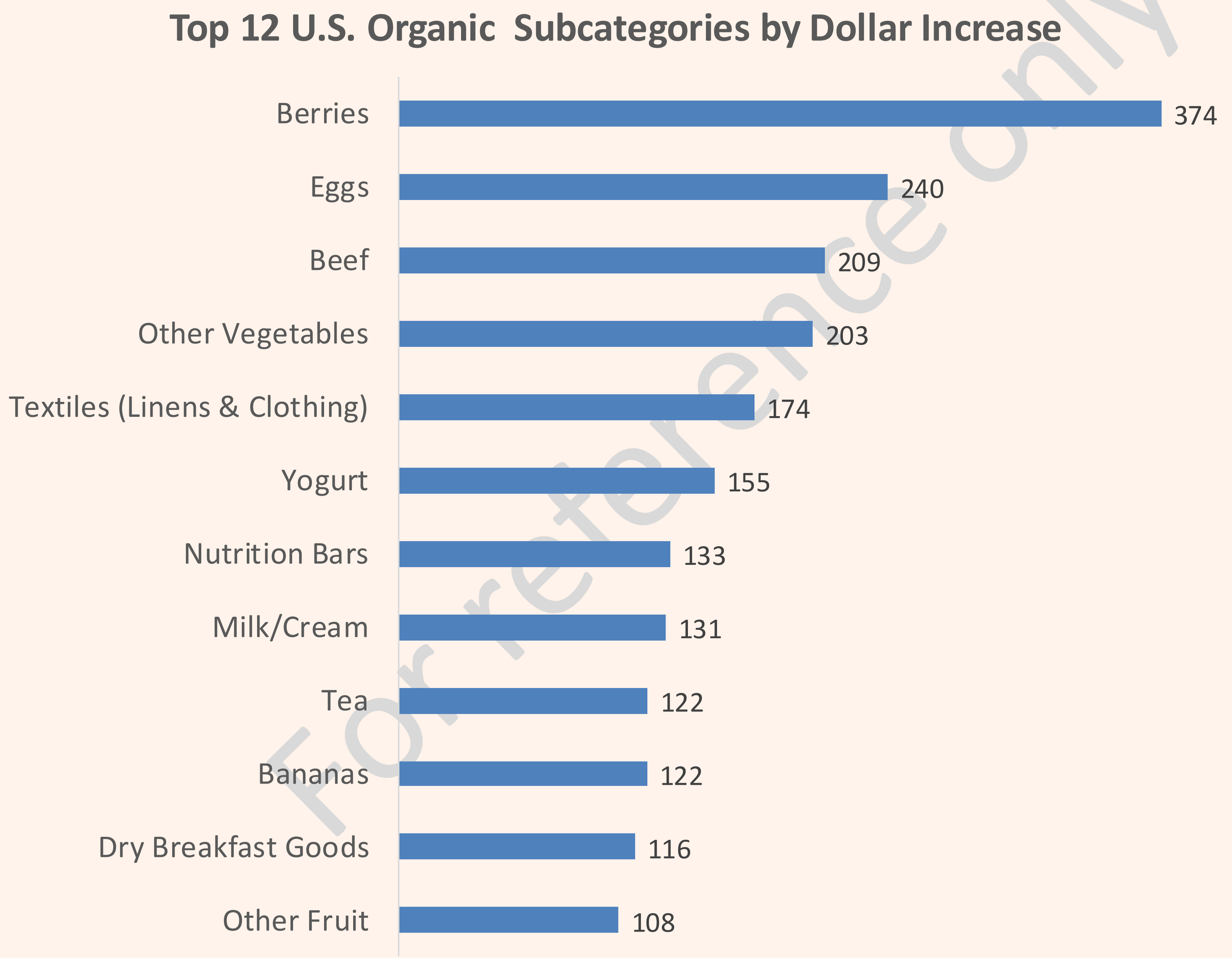
6.1% Organic CAGR for the last decade

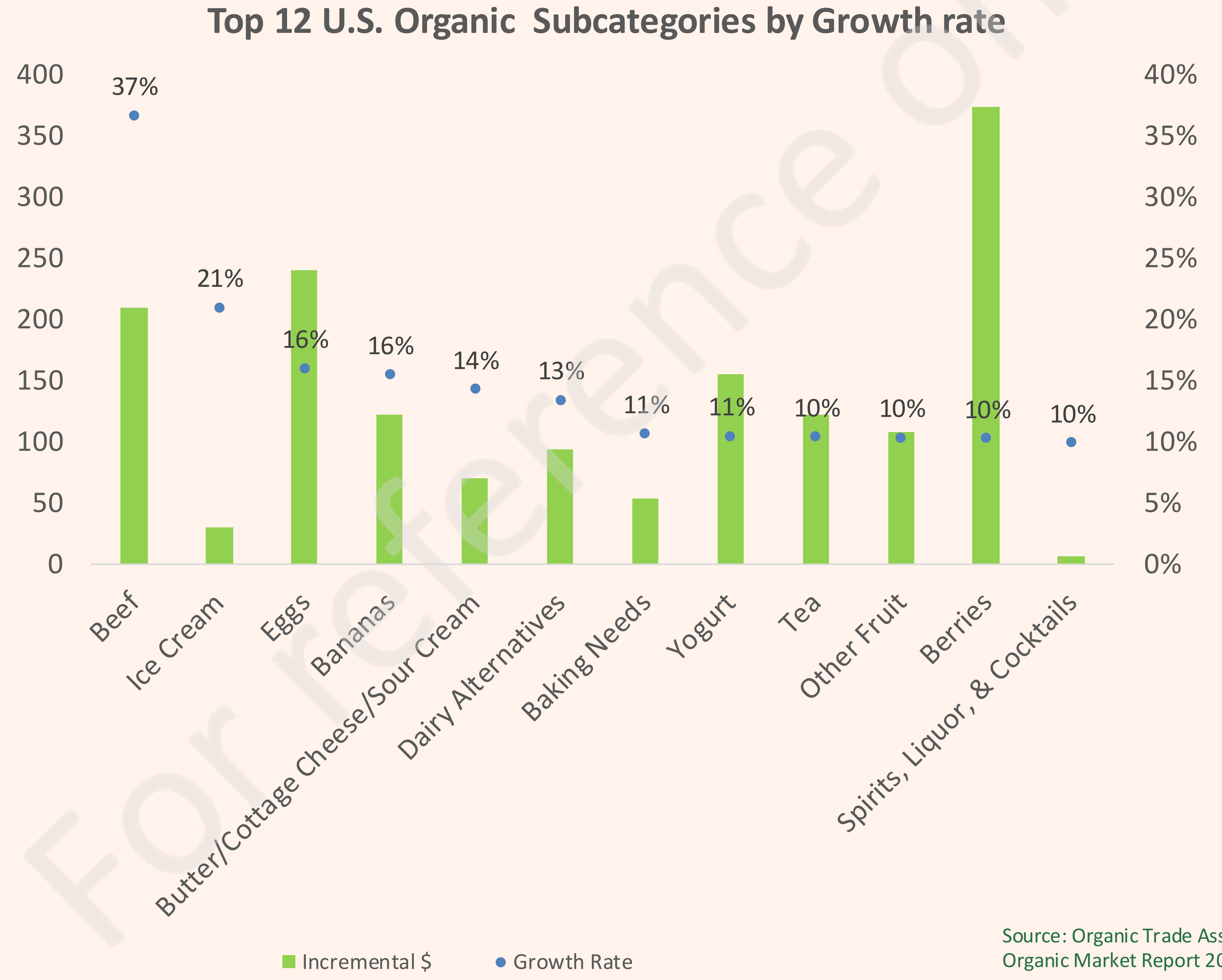
Source: Organic Trade Association
Organic Market Report 2025

Over 20 subcategories have more than $1 B+ sales

Source: Organic Trade Association
Organic Market Report 2025

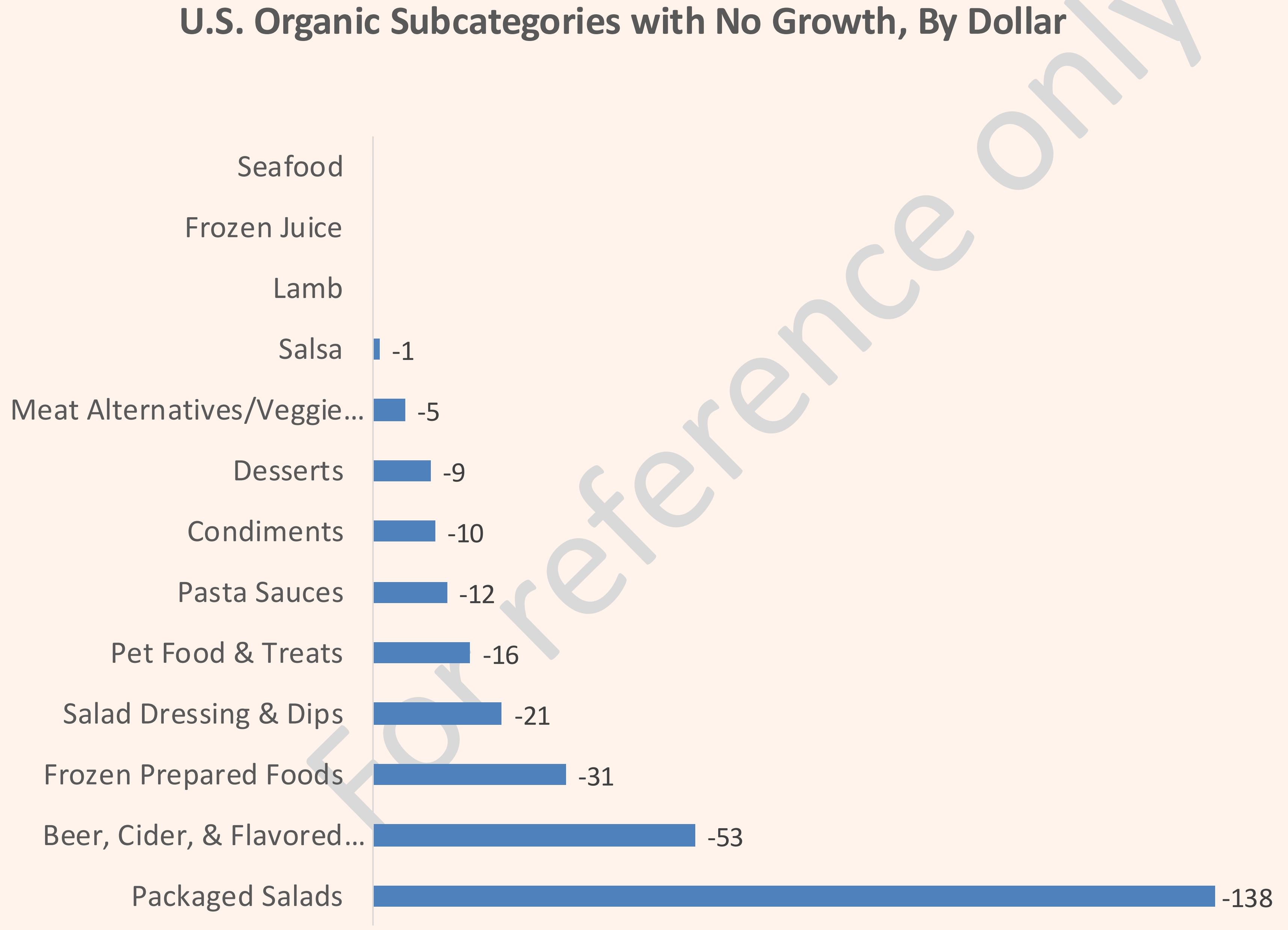
Top 12 categories in 2024

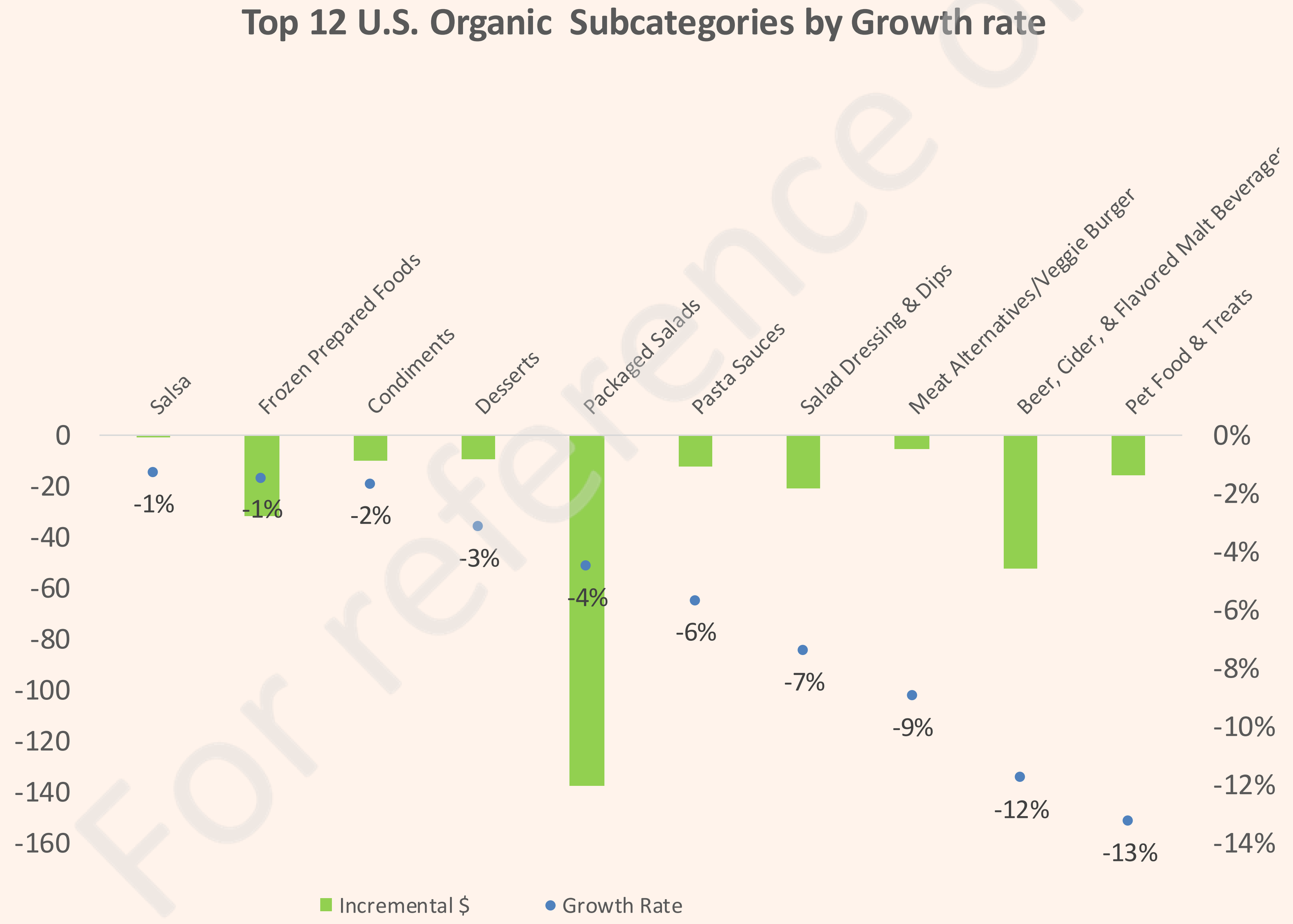




Source: Organic Trade Association
Organic Market Report 2025

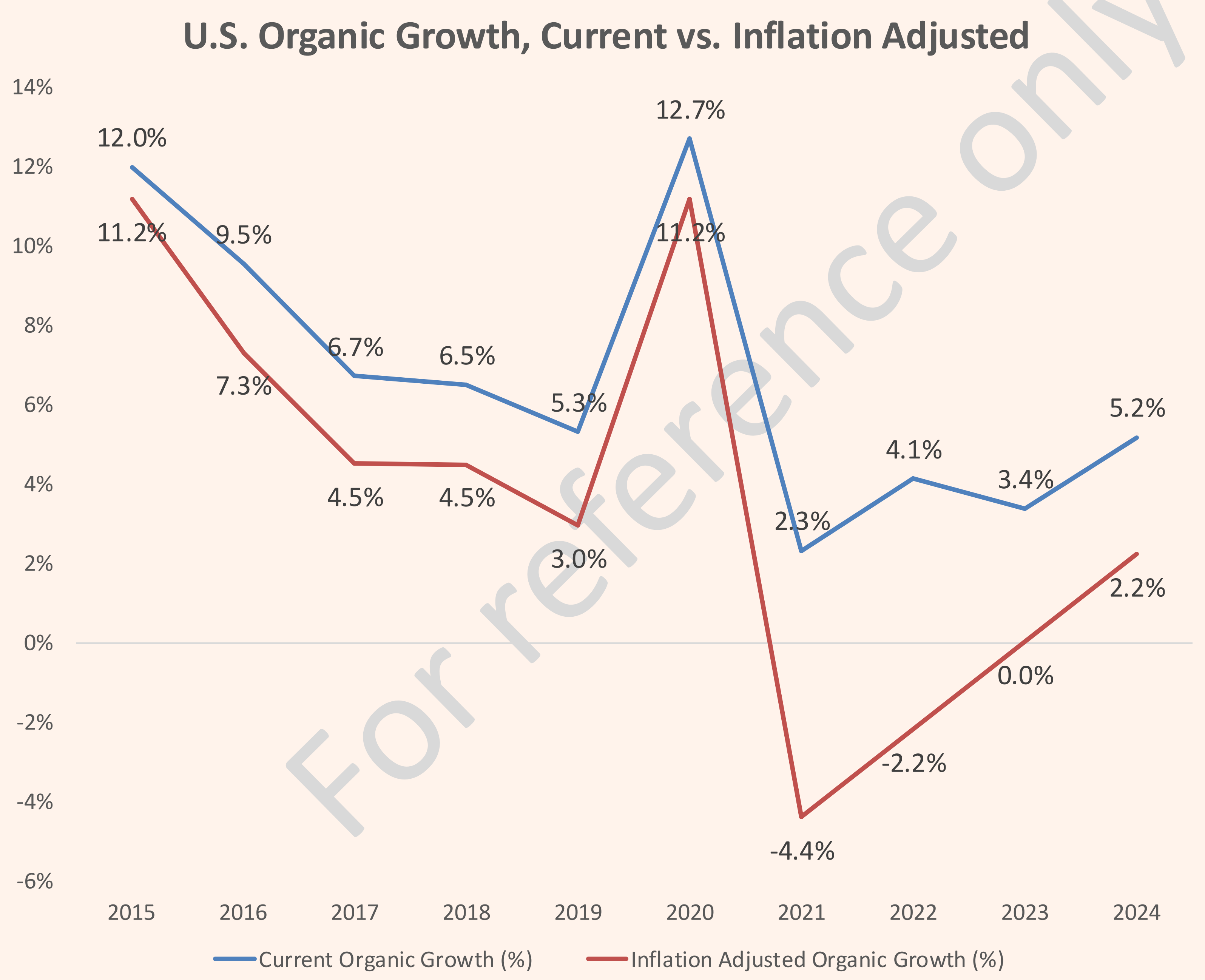
Bottom 10 categories in 2024

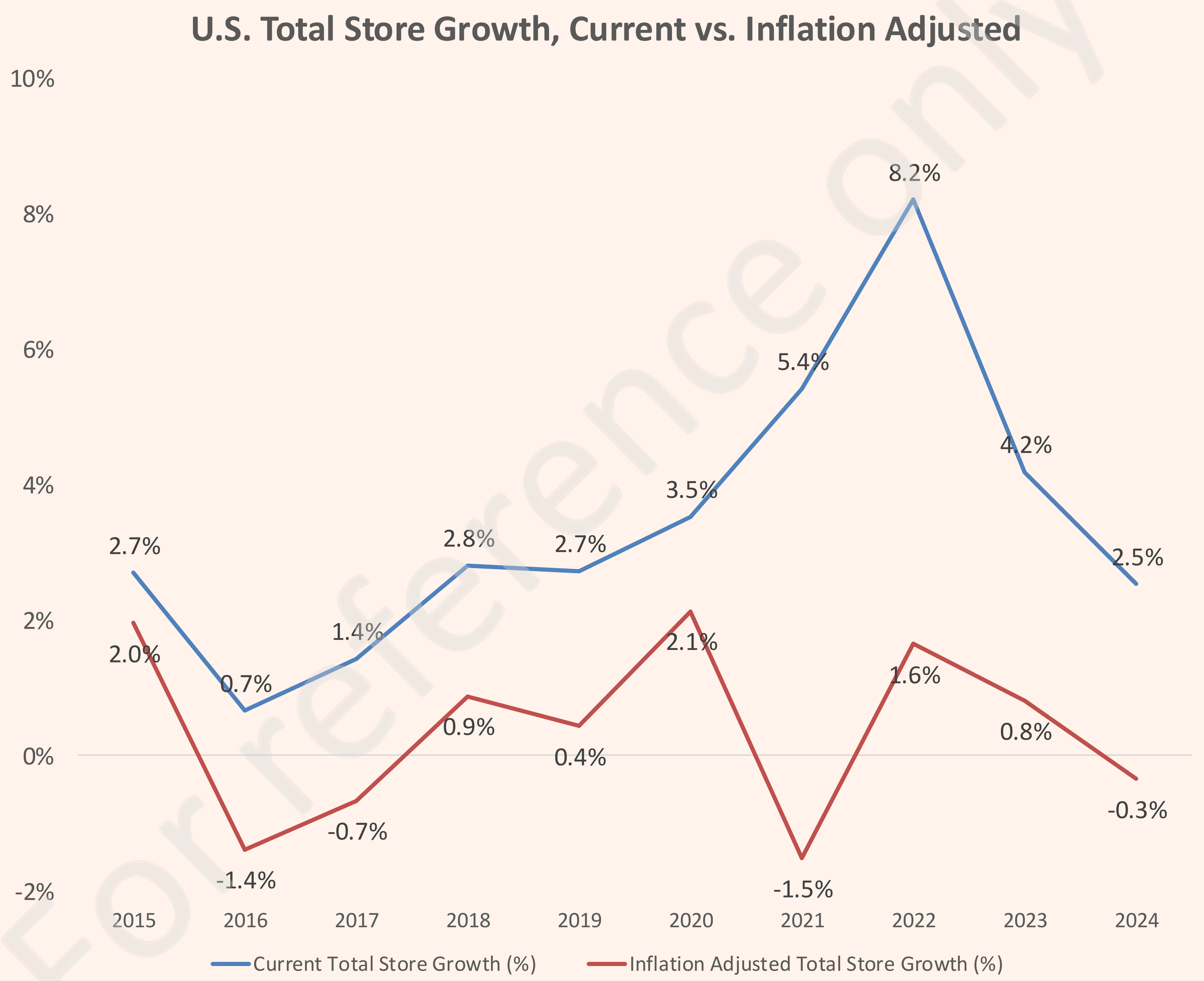




Source: Organic Trade Association
Organic Market Report 2025

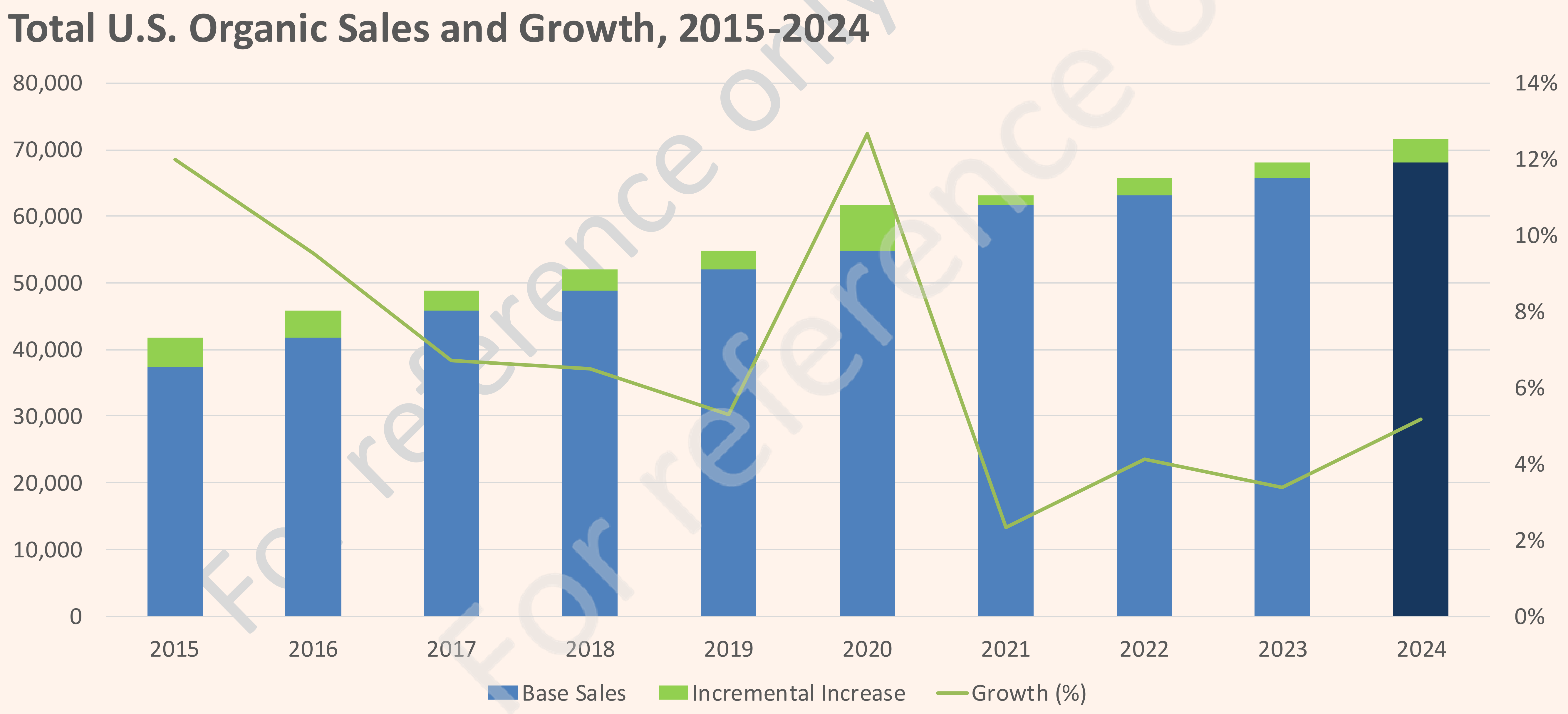
Impact of Inflation





Source: Organic Trade Association
Organic Market Report 2025

Organic Growth Forecast



Highlights

Organic Sales Forecasted to

↑$100B

by 2033

Source: Organic Trade Association
Organic Market Report 2025

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Consumer Perception of USDA Organic and Competing Label Claims

Survey Overview & Results

- Background and Methodology
- Consumer Profiles, Consumption Habits and Lifestyle
- Certification and Claims Landscape
- Consumer Attitudes about Organic

Background and Methodology

Key Research Objectives

- Compare USDA Organic against other certifications.
- Evaluate consumer knowledge and attitudes toward organic certification.
- Assess consumer willingness to pay premiums for organic products.

Project Methodology

DESK RESEARCH
Comprehensive review of existing literature and industry reports to contextualize findings.

CONSUMER SURVEY
Data collected from a representative sample across the US: United States of America (minimum N = 2,500)

Survey Sample

This year's survey reached a representative sample of 2,522 respondents in the United States conducted in October 2024.

CONSUMER SURVEY SAMPLE

2,522 Respondents

50%

50%

ANNUAL HOUSEHOLD INCOME

PRETAX

10%	21%	22%	31%	16%
Up to $49,999	$50,000–$74,999	$75,000–$99,999	$100,000–$150,000	$150,000+

AGE

GEN Z	MILLENNIAL	GEN X	BABY BOOMERS
8–27 yrs.	28–43 yrs.	44–59 yrs.	60+ yrs.
18%	31%	24%	27%

RACE

Asian: **4%**
Black or African American: **14%**
Hispanic or Latino/Latina: **8%**
White: **69%**
Indigenous: **0%**
Other/Wish not to answer: **5%**

PREGNANCY & INFANT CARE

6% have someone pregnant in their household

15% are caring for an infant child in their household

DIET

Some dietary restrictions
(Vegetarian, gluten-free, keto, etc.)

38%

EDUCATION LEVEL

High school or less **18%**

Some college, vocational school graduate or technical school certificate **26%**

Bachelor's degree from college or university **35%**

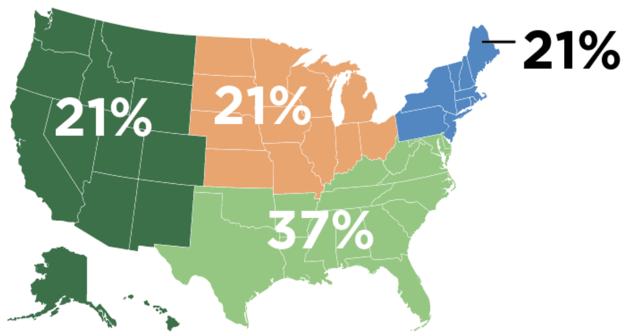
Graduate or postgraduate studies (e.g., master's, doctoral degree) **19%**

Other **2%**

REGION

MIDWEST
IN, IL, MI, OH, WI, IA, NE, KS, ND, MN, SD, MO

NORTHEAST
CT, ME, MA, NH, RI, VT, NJ, NY, PA



WEST
AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA

SOUTH
DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX

EXECUTIVE SUMMARY

Key Insights

Attitudes About Claims

Consumers Love "Free-From" Language—But Often Miss the Organic Connection

U.S. consumers are most familiar with "local," "natural," and "organic" claims, but place higher importance on "free-from" or single attribute claims like *no added hormones* and *raised without antibiotics*. However, many consumers don't realize that organic certification inherently meets these "free-from" expectations.

Opinions About Certifications

USDA Organic Stands Strong, But It's Not Alone

The USDA Organic label remains the highest standard for trust, associated with avoiding chemicals and perceived nutritional benefits. Other certifications that resonate with consumers include the Non-GMO Project Verified, the American Heart Association's Heart-Check and diet-related labels such as Gluten-Free and Kosher.

Consumer Demographics

Younger Shoppers Are Leading the Way

The sweet spot of consumers who prioritize organic products tend to be younger (Millennials and Gen Z) with annual incomes above $100K, and no significant gender differences were found. All younger demographics find value in organic, but high-income Millennials and Gen Z are core organic buyers and a key target market. However, Gen Z even prioritizes organic purchases at low to medium income levels (<$75k). Nearly 90% of Gen Z is a committed or aspirational consumer of organic at these income levels.

Organic Positioning

Meeting Consumers Where They Are with Health-First Messaging

Consumers prioritize claims tied to personal health benefits (for humans and animals) over broader environmental benefits. This preference also impacts consumers' willingness to pay for organic products.

Addressing Consumer Beliefs and Knowledge Gaps

Consumers' perceptions of certifications and claims don't always align with their true definitions or intended purposes. While trust in certifications like USDA Organic remains high, the research reflects consumer interpretations, which can be shaped by familiarity, marketing, or misinformation. Understanding these perceptions presents an opportunity for education and clearer communication to bridge the gap between consumer trust and accurate comprehension.

CONSUMPTION HABITS AND LIFESTYLE

Consumers were asked a series of questions to rank the importance of claims, to determine where they were willing to pay a premium and their purchasing habits. These results were cross-tabulated with demographic and regional information.

HIGHLIGHTS

MOST IMPORTANT CLAIMS

- Health-focused claims (e.g., No added Hormones, Raised without Antibiotics, Natural, and Humanely Raised) lead food and beverage purchase decisions.
- Claims like Free-Range offer growth potential, especially with increased consumer awareness.

PRICE PREMIUMS

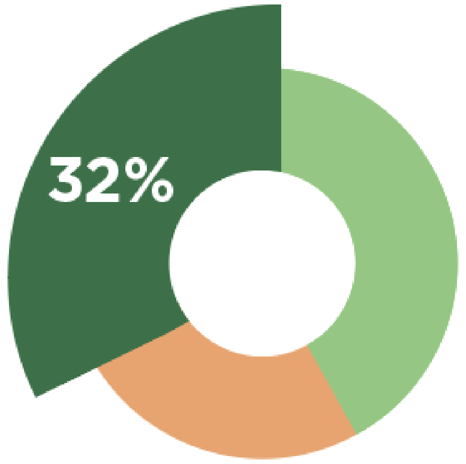
- Organic, Raised without Antibiotics and No Added Hormones are claims that can command higher prices due to their clear implications on health and well-being.
- Natural and Local claims are valued, but do not drive a significant price premium.
- Regenerative and Fair Trade claims face lower consumer willingness to pay more.

CONSUMER PROFILES

Consumers who consider organic labels important are almost evenly divided by gender, but have higher incomes (USD$100K and above), and are younger (mostly Millennials, and some Gen-Z).

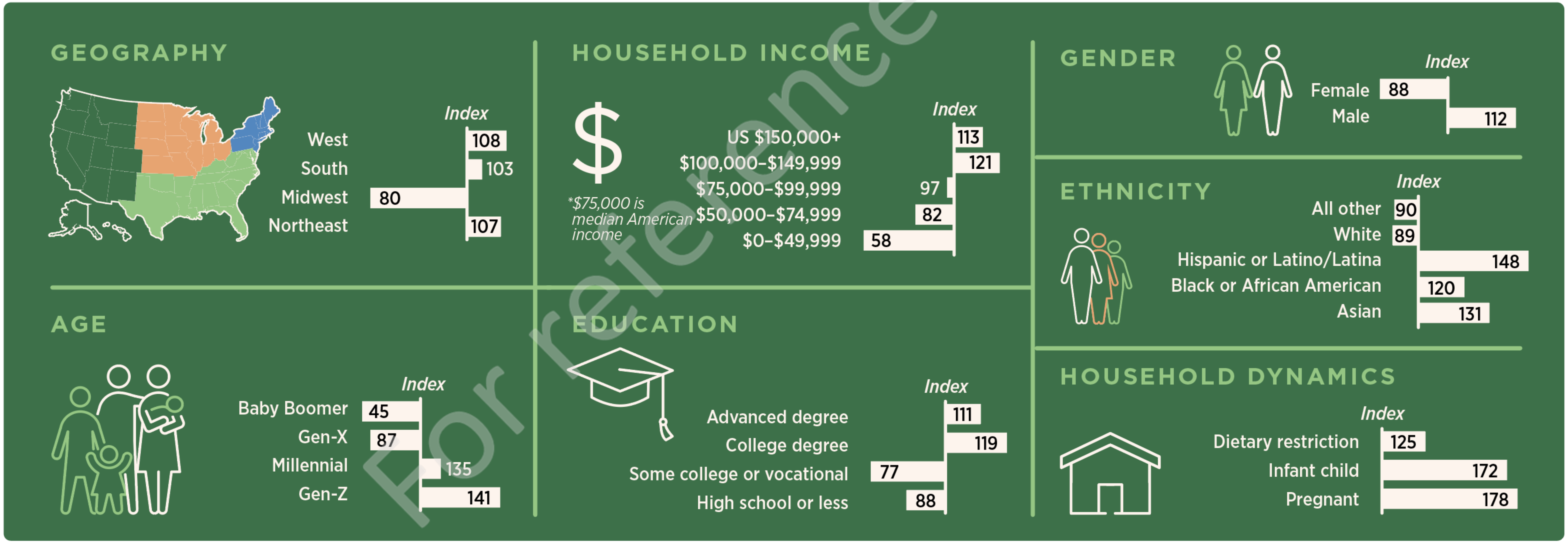
While leaders in sustainability may be tempted to lead with environmental messages in order to engage consumers, these results show that leading with health-focused claims is more aligned with consumer preferences.

Consumer Profiles

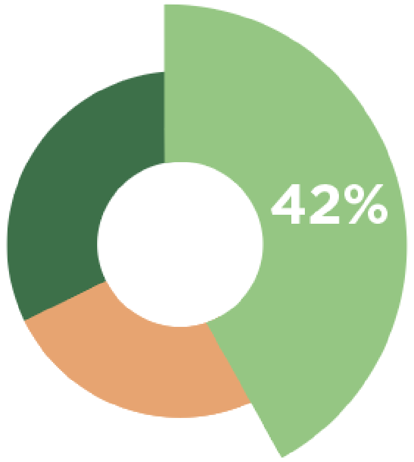


COMMITTED ORGANIC CONSUMER

Consumers who purchased 5 or more organic categories in the last 12 months



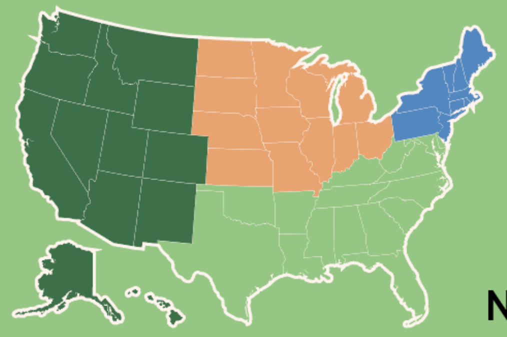
N = 804; The figures show how the types of consumer segments vary in different demographic measurements. The demographic measurements are Indexed to the general population at 100. An index figure above 100 would show proprietorially higher level compared to the general population, an index measurement below 100 would show less proportionally lower level compared to the general population for that demographic measurement.



ASPIRATIONAL/OCCASIONAL ORGANIC CONSUMER

Consumers who purchased between 1 and 4 organic categories in the last 12 months

GEOGRAPHY



	Index
West	103
South	95
Midwest	105
Northeast	96

HOUSEHOLD INCOME

	Index
US $150,000+	91
$100,000–$149,999	97
$75,000–$99,999	100
$50,000–$74,999	119
$0–$49,999	83

**$75,000 is median American income*

GENDER

	Index
Female	110
Male	90

ETHNICITY

	Index
All other	86
White	97
Hispanic or Latino/Latina	88
Black or African American	115
Asian	143

AGE

	Index
Baby Boomer	93
Gen-X	105
Millennial	97
Gen-Z	109

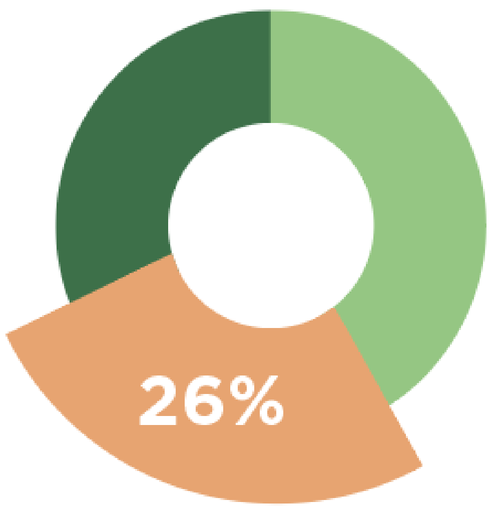
EDUCATION

	Index
Advanced degree	101
College degree	98
Some college or vocational	108
High school or less	97

HOUSEHOLD DYNAMICS

	Index
Dietary restriction	111
Infant child	89
Pregnant	100

N = 1,065; The figures show how the types of consumer segments vary in different demographic measurements. The demographic measurements are Indexed to the general population at 100. An index figure above 100 would show proprietorially higher level compared to the general population, an index measurement below 100 would show less proportionally lower level compared to the general population for that demographic measurement.



NON-ORGANIC CONSUMER

Consumers who purchased no organic categories in the last 12 months

GEOGRAPHY

	Index
West	78
South	103
Midwest	122
Northeast	95

HOUSEHOLD INCOME

	Index
US $150,000+	90
$100,000–$149,999	82
$75,000–$99,999	107
$50,000–$74,999	97
$0–$49,999	165

**$75,000 is median American income*

GENDER

	Index
Female	100
Male	99

ETHNICITY

	Index
All other	70
White	122
Hispanic or Latino/Latina	54
Black or African American	55
Asian	34

AGE

	Index
Baby Boomer	187
Gen-X	101
Millennial	56
Gen-Z	45

EDUCATION

	Index
Advanced degree	93
College degree	81
Some college or vocational	112
High school or less	121

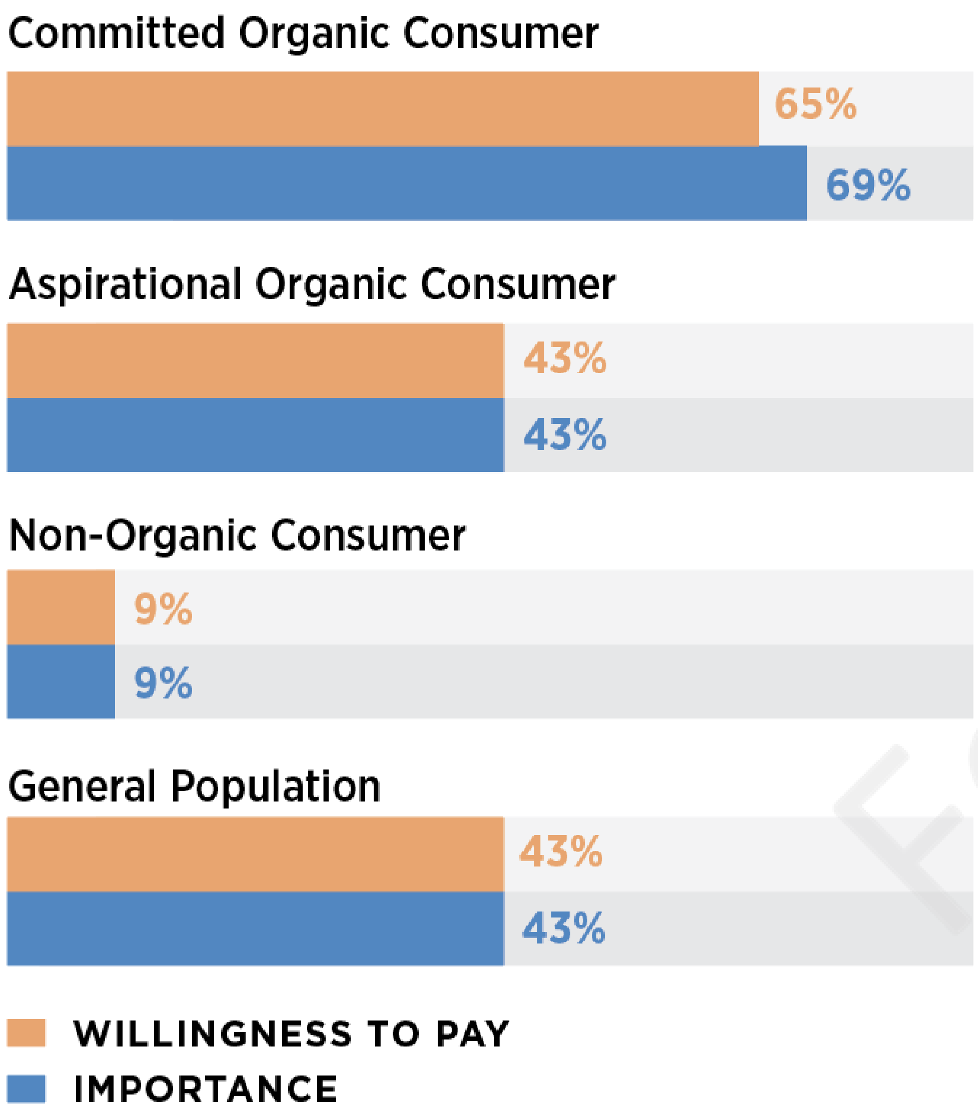
HOUSEHOLD DYNAMICS

	Index
Dietary restriction	56
Infant child	22
Pregnant	15

N = 653; The figures show how the types of consumer segments vary in different demographic measurements. The demographic measurements are Indexed to the general population at 100. An index figure above 100 would show proprietorially higher level compared to the general population, an index measurement below 100 would show less proportionally lower level compared to the general population for that demographic measurement.

Willingness to Pay

Organic is the only claim that aligns closely with perceived importance and consumers' willingness to pay.



Willingness to pay vs. importance of organic type of consumer

By Generation: Except for Baby boomers, there was little variation in willingness to pay for organic. Baby boomers were significantly less willing to pay for organic—by up to 16 percentage points than younger generations.

Top Ten Categories for Organic Food Purchases

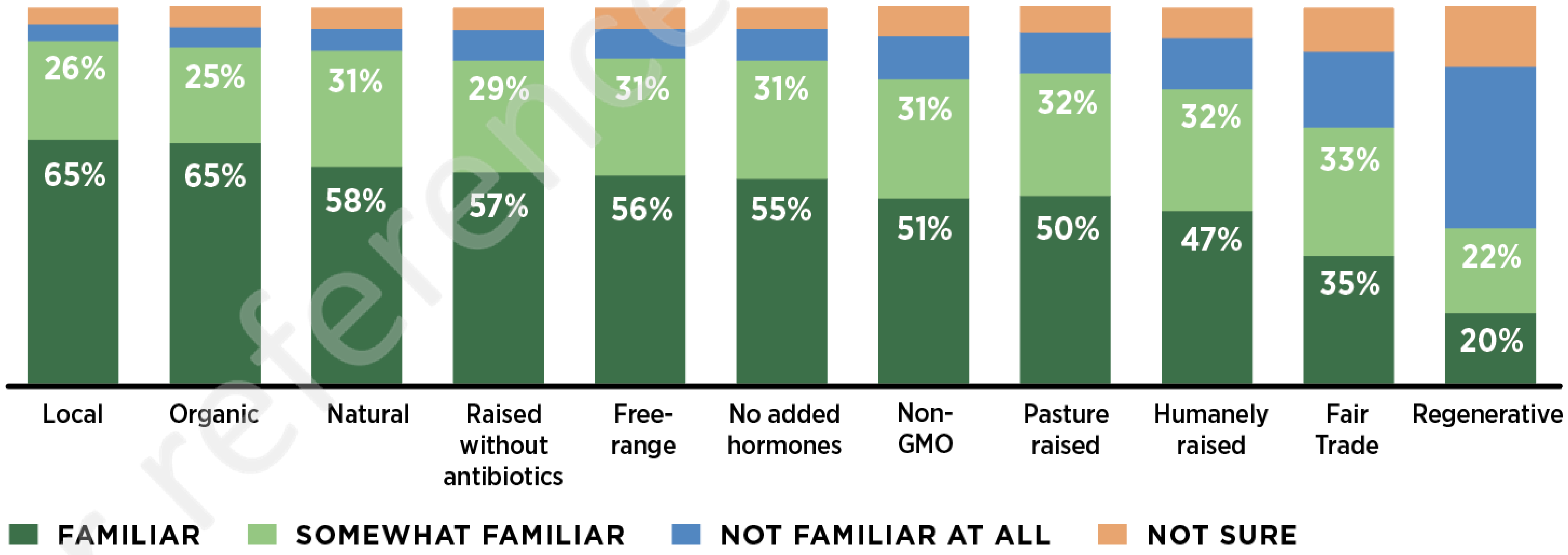
1	69%	Fruits and vegetables
2	54%	Eggs
3	45%	Meat, poultry, seafood
4	42%	Dairy
5	37%	Bread
6	35%	Snack foods (biscuits, snack bars, etc.)
7	28%	Grains
8	28%	Packaged and/or prepared foods
9	23%	Beverages (non-alcoholic)
10	22%	Condiments and/or sauces

CERTIFICATION AND CLAIMS LANDSCAPE

Claim Familiarity

- U.S. consumers reported the greatest familiarity with *Local*, *Organic*, and *Natural* claims, while *Regenerative* and *Fair Trade* were the least understood.
- Local was reported as the most familiar with 91% of respondents claiming to be 'familiar' or 'somewhat familiar' with it. *Organic* closely followed with 90% reporting familiarity with it.

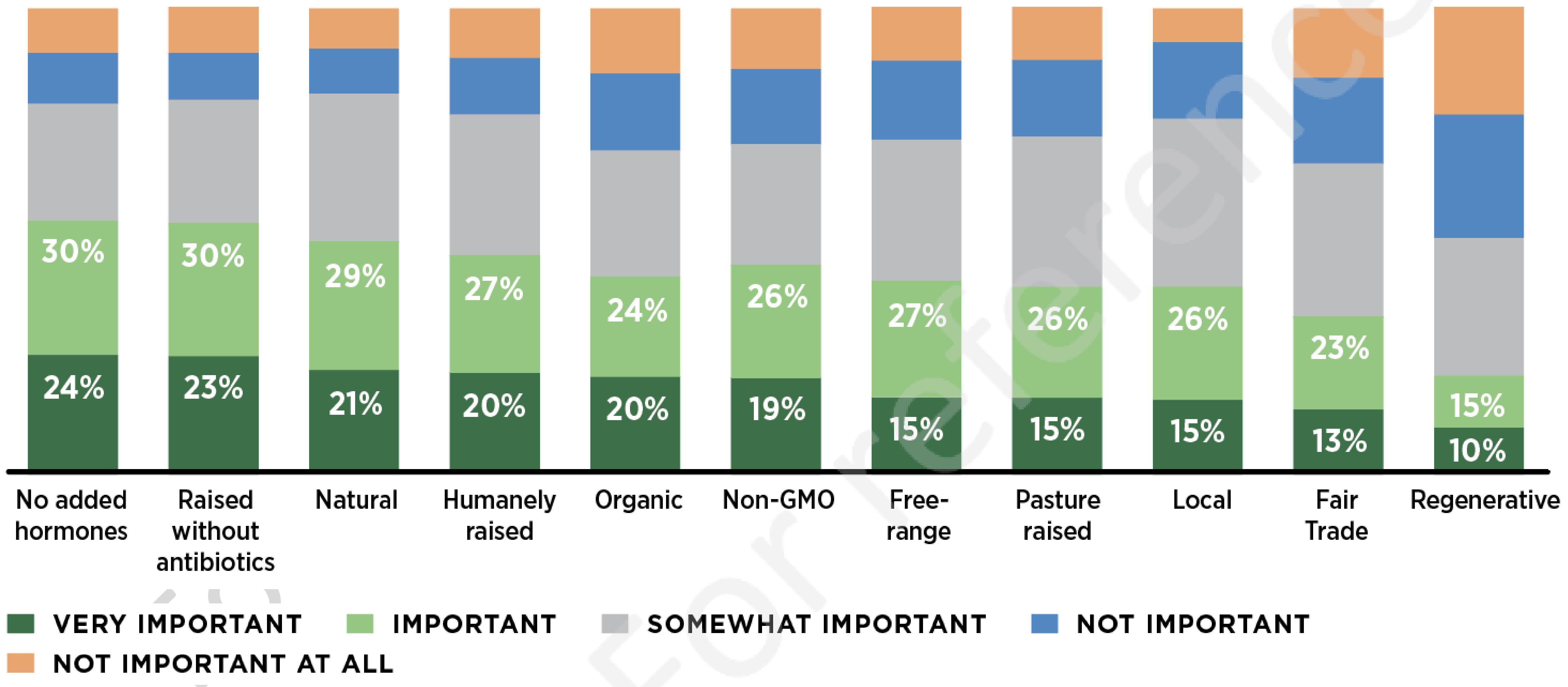
Q: Please indicate your familiarity with the following food and beverage claims



- *Regenerative* and *Fair Trade* had low levels of familiarity and importance with consumers, which correlated with a lower willingness-to-pay.
- U.S. consumers recognize and trust 'USDA Organic' certification the most, while familiarity with other countries' organic labels is low.

Claim Importance

Q: Which of the following claims are important to you when purchasing a food or beverage?



- U.S. consumers prioritize claims associated with "free-from" added agents. *No Added Hormones* and *Raised Without Antibiotics* were important to 54% of respondents.
- 43% of Americans consider the organic claim important, however, natural continues to rank higher, with 50% of U.S. consumers reporting it as an important claim.
- Ranked least important are *Local*, *Fair Trade*, and *Regenerative*.
- While claims like natural and humanely raised rank as important, consumers are less willing to pay more for them.

Consumer Attitudes on Regenerative

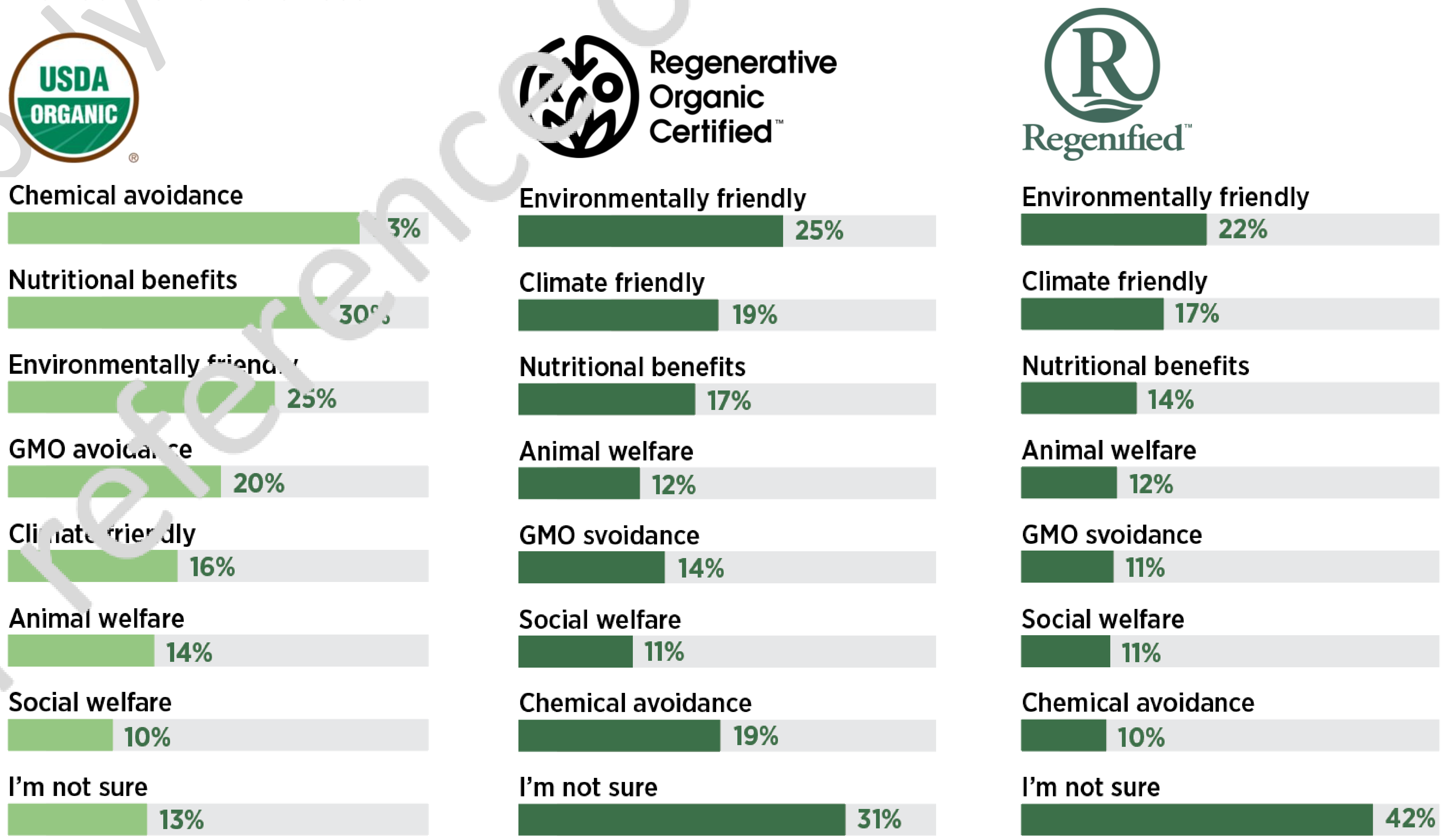
Regenerative does not appear to expand the consumer base, with less than half of the aspirational and occasional organic consumers and less than an eighth of non-organic consumers finding the claim important.

With all consumers, only 24% find the regenerative claim important.

Over 30% of consumers are unsure of the potential benefits of *Regenerative* or *Regenified* claims.

A wide gap exists in consumers' willingness to pay for regenerative products versus their willingness to pay for organic or other claims. Only 10% are willing to pay for the regenerative claim.

Consumer awareness



Source: Custom consumer survey conducted in October 2024. N = 2,522

Generational Distinctions: Shifting Priorities in Organic Consumers

HIGHLIGHTS

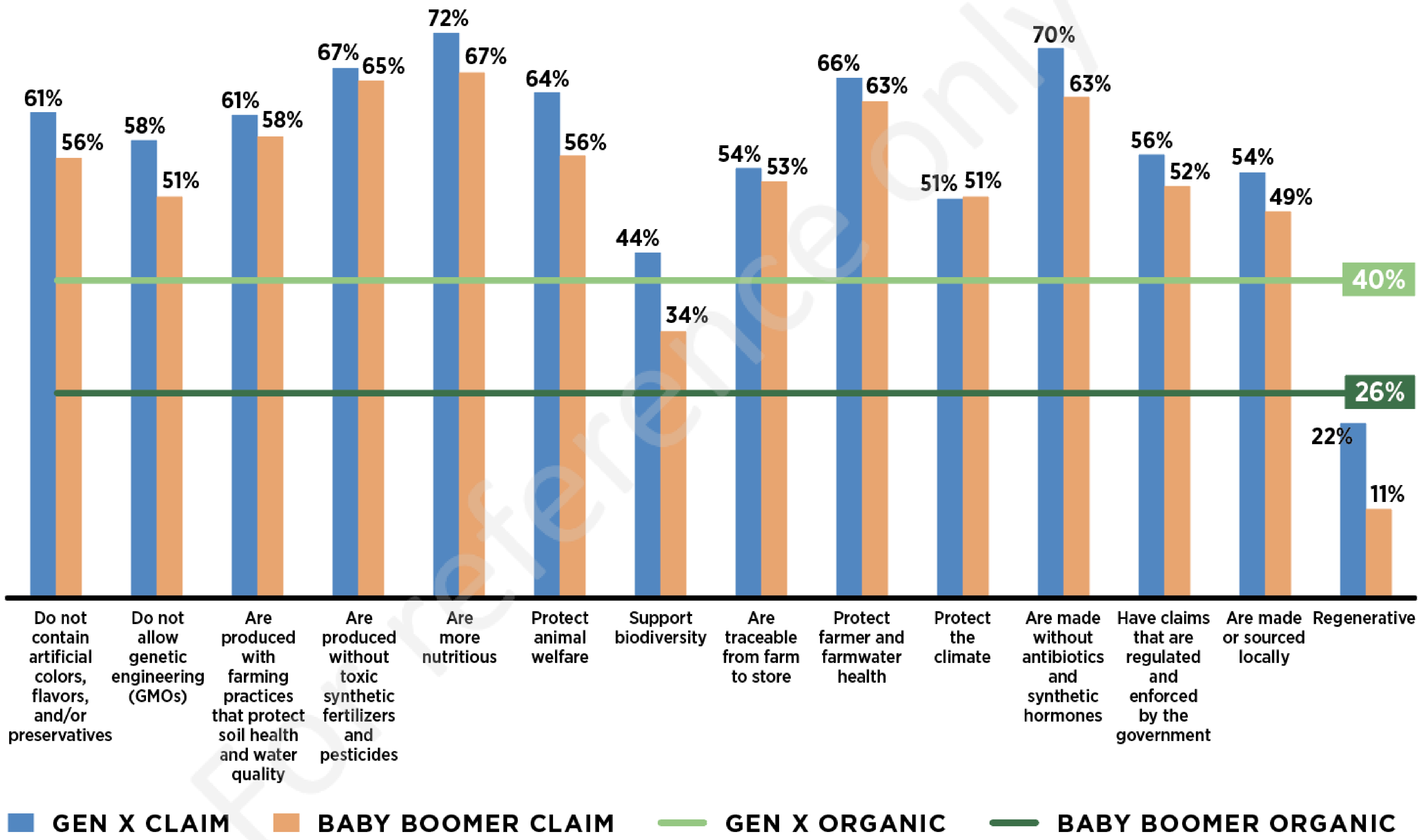
- Younger generations place greater importance on altruistic claims (e.g., protecting farmworkers, animal welfare, climate, and biodiversity) than Boomers.
- Gen X and Gen Z prioritize climate and biodiversity-related claims at a higher rate than older generations.
- Gen X and Gen Z place less importance on "personal benefit" claims (e.g., "doesn't contain" or "avoids") relative to altruistic claims and compared to older generations.
- Millennials generally view both personal benefit claims and the "organic" certification claim as equally important.
- Gen Z finds individual benefit claims as important as Boomers, but places significantly greater emphasis (more than double) on organic certification.
- Boomers greatly associate organic with chemical avoidance.

Rising Influence of Altruistic Motivations Among Younger Generations.

While claims that protect the health of consumers and their families are the most important, we may be at the beginning of a consumer shift. Younger consumers are increasingly driven by broader social and environmental impacts when making purchasing decisions. Animal welfare, protecting farmworkers, and climate action resonate more strongly than claims focused on personal health benefits.

Gen Z's "All-In" on Organic Certification. Gen Z places more than double the importance on organic certification versus Boomers, signaling that they view the label as shorthand for doing good in the world.

Millennials' Balanced Approach to Personal and Global Benefits**.** Millennials give equal importance to personal health claims and the organic certification itself, suggesting they look for a "have-it-all" value proposition.


61%
56%
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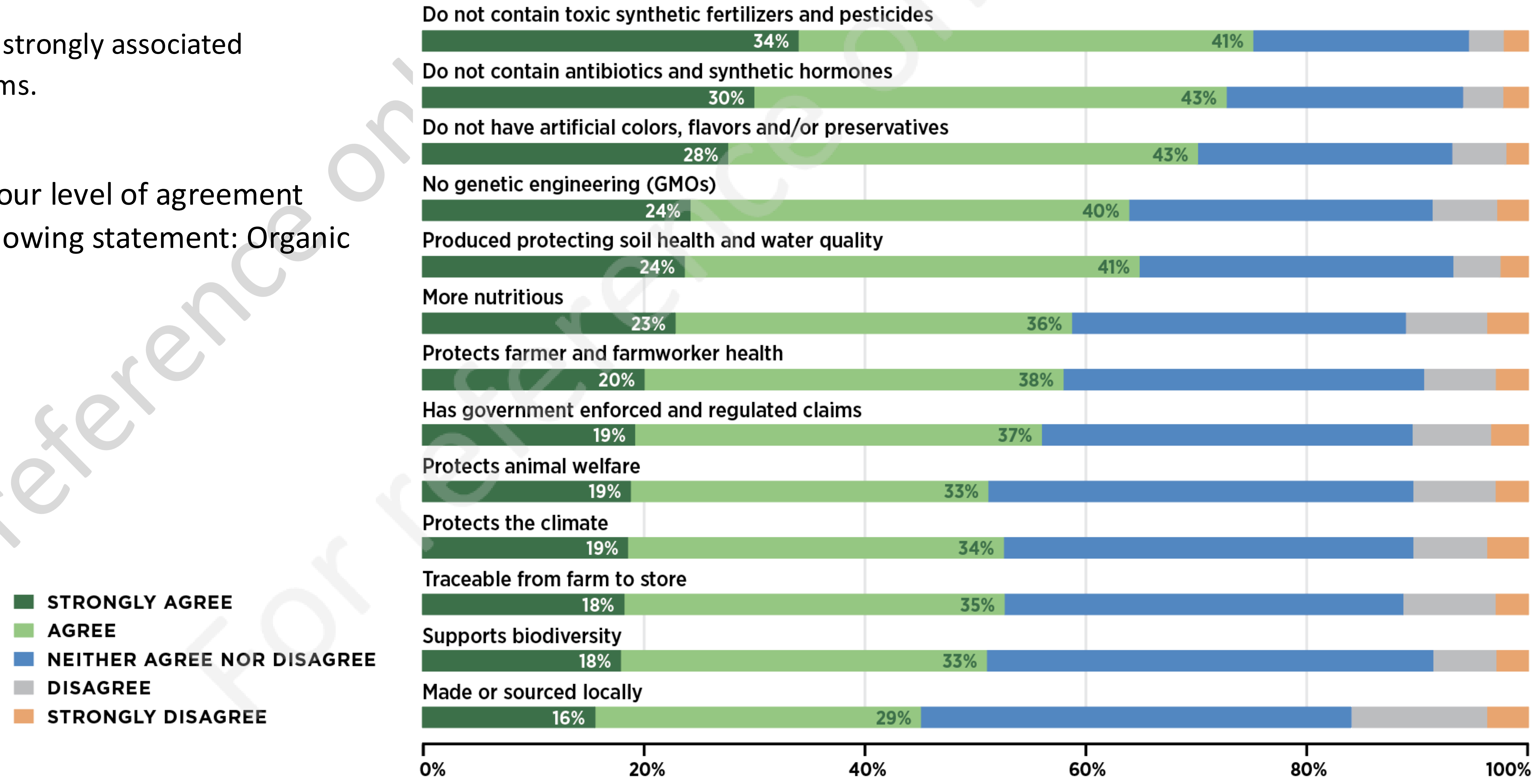
61%
58%
67%
65%
72%
67%
64%
56%
44%
34%
54%
53%
66%
63%
51%
51%
70%
63%
56%
52%
54%
49%
22%
11%
40%
26%
Do not contain artificial colors, flavors, and/or preservatives
Do not allow genetic engineering (GMOs)
Are produced with farming practices that protect soil health and water quality
Are produced without toxic synthetic fertilizers and pesticides
Are more nutritious
Protect animal welfare
Support biodiversity
Are traceable from farm to store
Protect farmer and farmwater health
Protect the climate
Are made without antibiotics and synthetic hormones
Have claims that are regulated and enforced by the government
Are made or sourced locally
Regenerative
GEN X CLAIM
BABY BOOMER CLAIM
GEN X ORGANIC
BABY BOOMER ORGANIC

Claim Attributes

Organic products are strongly associated with "free-from" claims.

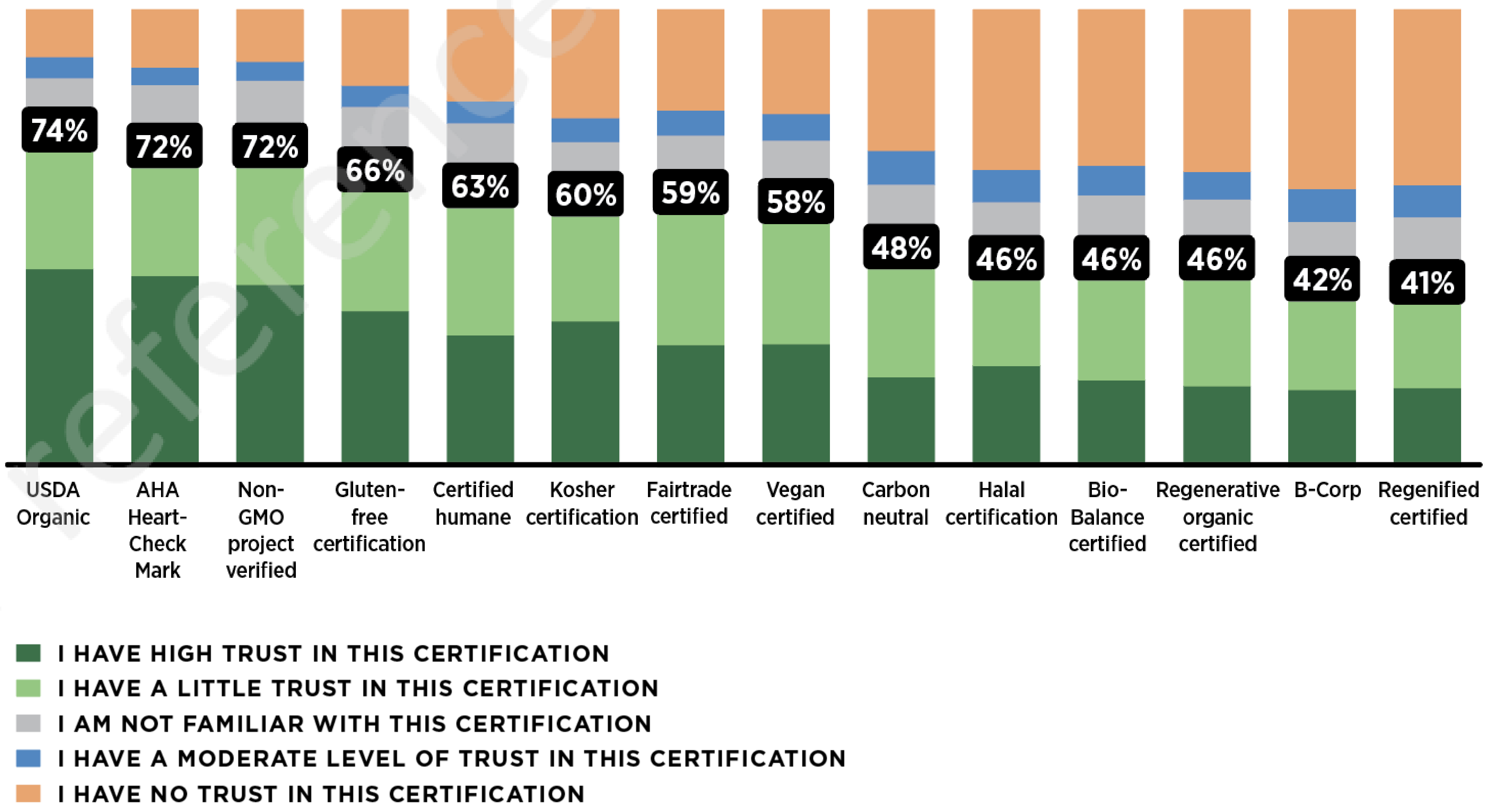
Q: Please indicate your level of agreement with each of the following statement: Organic Products...



Trust in Labels and Certifications

- USDA Organic remains the most trusted certification, with 74% of consumers putting their trust in it.
- AHA Heart Check Mark and Non-GMO Project Verified closely follow with 72% of consumers trusting those labels.
- Certifications tied to diets, including *Gluten-free* and *Kosher*, also command high trust.
- *Regenerative* and *Carbon Neutral* face lower trust coupled with higher degree of unfamiliarity among consumers.
- *Regenerative* and *B-corp* have the lowest level of familiarity.
- Nearly 20% of respondents said they have little or no trust in the *Carbon Neutral* certification.

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



Willingness to Pay for a Claim

- *Organic* leads as the claim commanding the highest willingness to pay, followed by *raised without antibiotics* and *no added hormones*, with a considerable U.S. consumer segment willing to pay more for products labeled as such.
- Claims such as *natural* and *humanely raised* rank as important, but consumers are less willing to pay more for these.
- By contrast, claims like regenerative and *fair trade*, which have low levels of familiarity and importance to consumers, also signal a lower willingness to pay.
- Gen Z and Millennials are willing to pay more for organic claims than single attribute claims.

Target Audiences and their Willingness to Pay

Committed Organic Consumers and Aspirational/Occasional Organic Consumers prioritize the same three messages:

More nutritious and produced without toxic synthetic fertilizers and pesticides

Made without antibiotics and synthetic hormones

Do not contain artificial colors, flavors and/or preservatives

COMMITTED ORGANIC CONSUMERS	ASPIRATIONAL/ OCCASIONAL ORGANIC CONSUMERS	NON-ORGANIC CONSUMERS
Demonstrated a greater willingness to pay for claims and were focused on Non-GMO by nine percentage points.	Prioritized the claim protects animal welfare	11% Were 11 percentage points less likely to prioritize individual claims Had a higher preference for local than committed and aspirational/ occasional organic consumers

All generations minus Boomers were willing to pay more for organic than for individual claims.

CONSUMER ATTITUDES ABOUT ORGANIC

Highlights: Consumer Attitudes on Organic

Consumer Understanding

Health/nutritional benefits of organic products
are most known, especially 'free-from' attributes (e.g., antibiotics, GMOs, artificial colors etc.),
over environmental benefits and animal welfare, implying that U.S. consumers are less attuned to 'indirect benefits'.

Category Preference

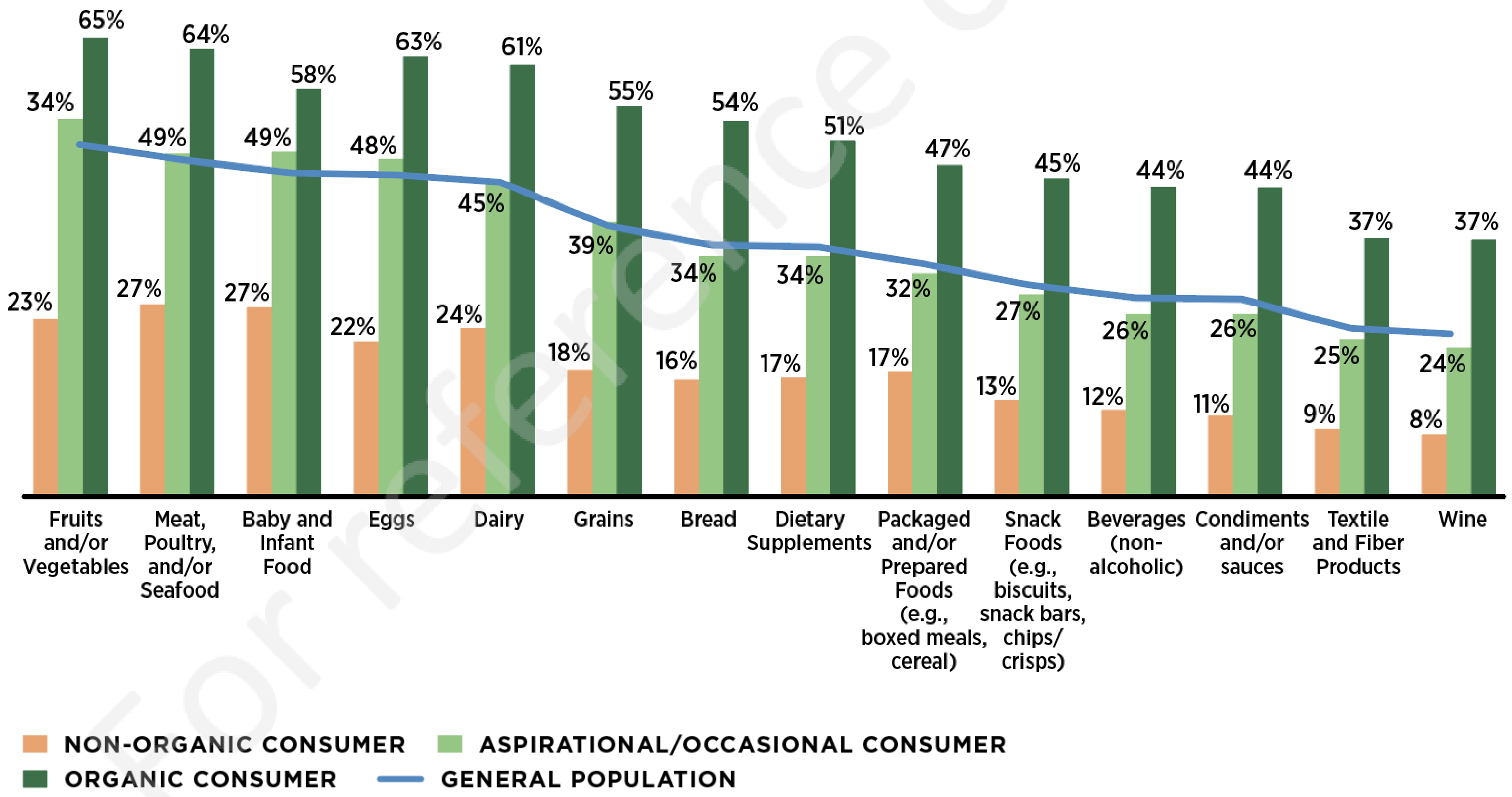
U.S. consumers prioritize health and "free-from" attributes in organic products and highly prioritize 'USDA Organic' certification for fresh food categories like fruits, vegetables, meat/poultry, infant food, eggs and dairy. It is less prioritized for alcohol and non-food items like textiles.

Consumer Attitudes on Organics

- A large consumer segment strongly correlates benefit claims like: *no artificial colors, flavors and preservatives*, *No-GMOs* and *Free from toxic synthetic fertilizers* and pesticides to being directly linked to organic products.
- *Environmentally Friendly* and *Animal Protection* concepts carry value, but do not directly translate as a key aspect of organic products.

USDA Organic labeling is highly important for fresh food products like fruits, vegetables, dairy and infant food, but holds less importance for non-food items and alcohol.

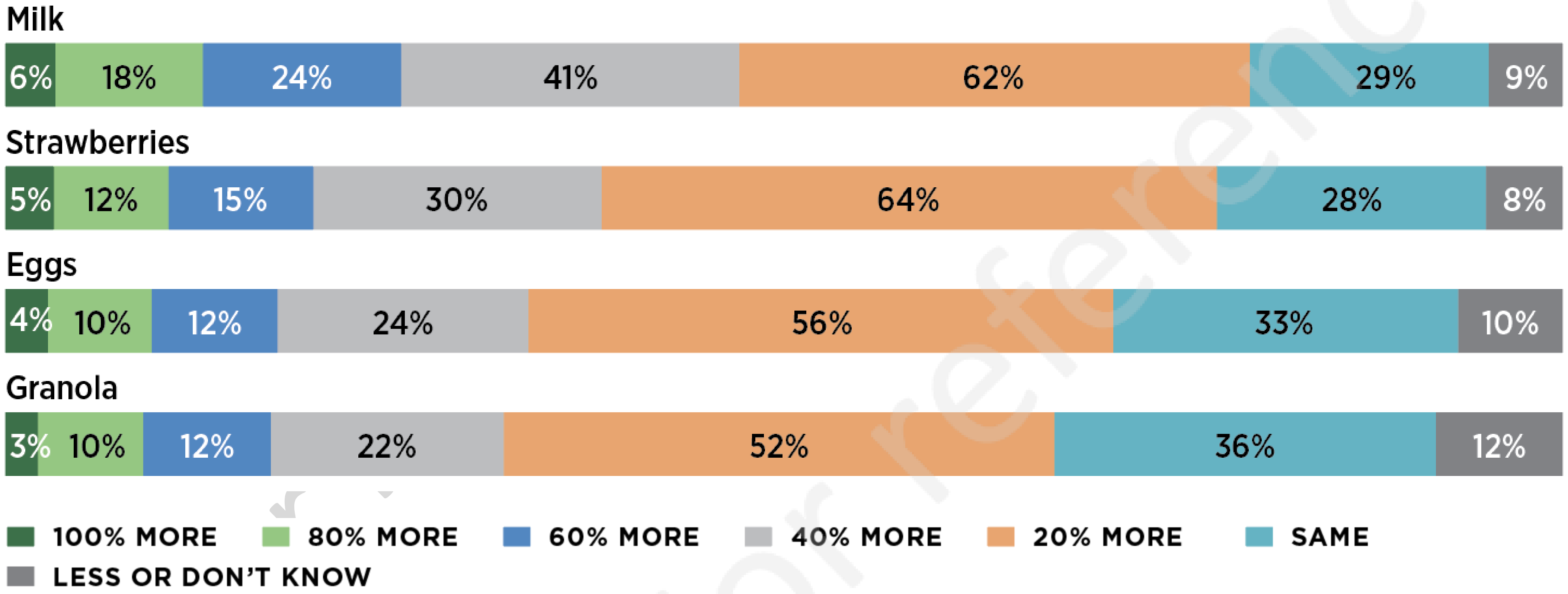
Importance of USDA organic for specific categories



Source: Custom consumer survey conducted in October 2024. N = 2,522

While organic was the certification and claim with the most willingness to pay there are still price elasticities. Price premiums varied by products tested but on average 60% of consumers were willing to pay 20% or more for organic but only 16% of consumers were willing to pay 60% or more for organic.

Willingness to pay more for various organic products



Summary and Recommendations

The 2024 survey demonstrates that for consumers, organic is synonymous with health ("free from" claims, like pesticides, GMOs etc.), and the USDA Organic label remains the key certification driving premium purchases of fresh food and other food-related categories.

Below is a recap of the key findings, as well as key opportunities and suggested actions to leverage the data when promoting organic:

Summary of Findings

Attitudes About Claims

Consumers Love “Free-From” Language—but Often Miss the Organic Connection

KEY INSIGHT

U.S. CONSUMERS are most familiar with “local,” “natural,” and “organic” claims, but place higher importance on “free-from” or single attribute claims like no added hormones and raised without antibiotics. Many consumers simply don’t realize that organic certification inherently meets these “free-from” expectations.

While consumers may lack clarity on specific attributes of the Organic label, they have a fair understanding of its components and place a high level of trust in it when making purchases. More than 50% of younger consumers are willing to pay a premium for USDA Organic labeled products.

OPPORTUNITY

The gap in understanding that organic delivers the benefits of “free-from” claims presents an opportunity to focus educational efforts on reinforcing this connection. By linking free-from claims with organic, consumers can better recognize the holistic assurance the label offers for clean, responsible production. This approach requires a comprehensive strategy that would benefit both federal advocacy and targeted marketing by brands.

Opinions About Certifications

USDA Organic Stands Strong, But It's Not Alone

KEY INSIGHT

THE USDA ORGANIC LABEL remains the gold standard for trust, associated with avoiding chemicals and perceived nutritional benefits. Other certifications that resonate with consumers include the Non-GMO Project Verified, the American Heart Association's Heart-Check and diet-related labels such as Gluten-Free and Kosher.

OPPORTUNITIES

Linking organic with single-attribute claims (like antibiotic-free) can resonate more deeply with committed organic consumers, who place a higher value on labels and purchase more organic products.

While generational differences influence how consumers perceive these claims, organic attributes that align with dietary or lifestyle priorities may hold particular value for aspirational organic consumers, helping to build a bridge between committed organic shoppers and those who are aspirational.

Even with non-organic consumers there is an opportunity to educate by reinforcing the breadth of organic's benefits, framing it as a comprehensive certification that addresses multiple consumer priorities (health, sustainability, and "free-from" attributes).

Consumer Demographics

Younger Shoppers Are Leading the Way

KEY INSIGHT

THE SWEET SPOT of consumers who prioritize organic products tend to be younger (Millennials and Gen Z) with annual incomes above $100K, and no significant gender differences were found. All younger demographics find value in organic, but high-income Millennials and Gen Z are core organic buyers and a key target market. Gen Z ranks higher in priority of purchases even at low to medium income levels (<$75k). Nearly 90% of Gen Z is a committed or aspirational consumer of organic

OPPORTUNITIES

While affordability is a concern for older demographics, there is an opportunity to broaden appeal among middle-income consumers who care about clean eating but may perceive organic as too expensive.

Gen Z is leading the way in prioritizing organic, so targeting this demographic can solidify long-term consumer loyalty and drive future growth.

Marketing efforts should emphasize values important to this group, such as health benefits, sustainability, and ethical production practices, while addressing affordability concerns through promotions, smaller package sizes, or entry-tier organic product lines.

Additionally, leveraging digital platforms and social media channels where Gen Z is most active can help brands effectively engage this audience, showcasing organic's relevance to their lifestyle.

By capturing the attention and loyalty of Gen Z now, brands have an opportunity to establish a foundation for sustained growth across future generations.

Organic Positioning

Meeting Consumers Where They Are with Health-First Messaging

KEY INSIGHT

CONSUMERS PRIORITIZE CLAIMS tied to personal health benefits (for humans and animals) over broader environmental benefits. This preference also impacts consumers' willingness to pay for organic products.

OPPORTUNITIES

Leading conversations with health benefits, such as "clean eating," "safer for your family," and "animal welfare," can drive engagement.

While environmental benefits resonate less on their own, integrating them as secondary benefits to health-related claims (e.g., "healthier for you, better for the planet") can still support the organic story.

Addressing Consumer Beliefs and Knowledge Gaps

KEY INSIGHT

CONSUMERS’ PERCEPTIONS of certifications and claims don’t always align with their true definitions or intended purposes. While 74% of U.S. consumers trust the USDA Organic certification and there is broad consensus on organic’s health benefits, the research highlights that consumer interpretations can be influenced by familiarity, marketing, or misinformation

OPPORTUNITIES

Understanding these perceptions presents an opportunity for education and clearer communication to bridge the gap between consumer trust and accurate comprehension.

2025 Policy Updates

- Organic Livestock and Poultry Standards (animal welfare) – effective
- Strengthening Organic Enforcement – finding its stride
- Pet Food and Mushroom Standards – delayed
- Tariffs
- Impacts on USDA staffing & programs – ??

ORGANIC TRADE ASSOCIATION

THANK YOU!

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