

# Discover the Latest Organic Trends!



## *Special Offer Benefits OTA and Attendees!*

Purchase NMI's *2007 Organic Consumer Trends Report* at our regular published price and receive a 30+ page *2008 Organic Trends Update* (a \$3,000 value) at no additional charge!

**\$2,000 from every order will be donated to the Organic Trade Association!**

The *2007 Organic Consumer Trends Report (OCTR)* is a comprehensive compilation of marketing information across the entire organic marketplace, designed to help marketers make accurate and insightful decisions about their businesses. The purpose is to provide a focus on the future. The OCTR examines general market trends, sales projections, government initiatives, trended consumer insights, new product introductions and claims across various organic categories as well as data from several NMI proprietary research vehicles.

The result is a comprehensive look at the organic marketplace including an intensive analysis of organic consumers. Over 40 new organic measures were added to our surveys providing deeper insight into the attitudes and emotions toward organic products and brands.

The *2008 Organic Trends Update* will include the latest organic penetration and U.S. industry sales, U.S. and global product introductions, an overview of the changes across the four consumer segments, trended organic benefits and understanding dynamics, organic trust and credibility, price resistance and other barriers to trial, the Wal-Mart/Target effect, organic brand usage and much more!

**Electronic Version with Site Rights (Ordering Code 5412OT): \$12,500 includes:**

- Electronic version (PDF), word document, PPT with access to charts, hard copy and divisional site rights for the 2007 Organic Consumer Trends Report
- Electronic version (PDF) of the 2008 Organic Trends Update

**Hard Copy Version (Ordering Code 6327OT): \$7,500 includes:**

- Hard copy only of both the 2007 Organic Consumer Trends Report and the 2008 Organic Trends Update

**Electronic (PDF) Version of 2008 Organic Trends Update only: \$3,000\***

\*\$1,000 donation to the Organic Trade Association



Offer Expires June 30, 2008

For more information or to order, please contact your NMI account manager or Lance Henik at 215 513 7300, ext. 219  
Lance.henik@NMIsolutions.com.

strategic solutions for people, planet and profit

[www.NMIsolutions.com](http://www.NMIsolutions.com)