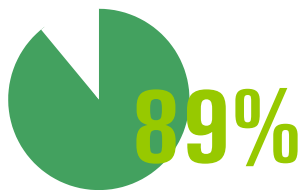


Consumer trust in organic relies on strong and regularly updated standards that are verified and enforced by the USDA National Organic Program (NOP). It's been 20 years since the original organic regulations went into effect and despite growing consumer demand and industry consensus on nearly two dozen updates the standards have remained static and unchanged



of consumers say that USDA should review and update the organic standards periodically.



of consumers expect organic standards to be updated to reflect evolving understandings about soil, climate, toxicology, animal welfare, etc.

A broken federal regulatory system is stifling innovation and preventing the organic industry from delivering on its promise to consumers to reflect the latest understandings on soil, climate, health, animal welfare, and more.

It is imperative that the USDA be better situated to continue to evolve the standards in a dynamic, growing and changing industry.

➤ **The Continuous Improvement and Accountability in Organic Standards Act (CIAO) fixes that.**

The legislation will continue to build trust in the public-private partnership between USDA and stakeholders and ensure government recognizes industry innovation and evolving consumer expectations by **creating a new framework for USDA to update federal organic standards**. Businesses and consumers expect and rely on USDA to revise the standards to reflect the latest science, best agriculture practices and market information.

