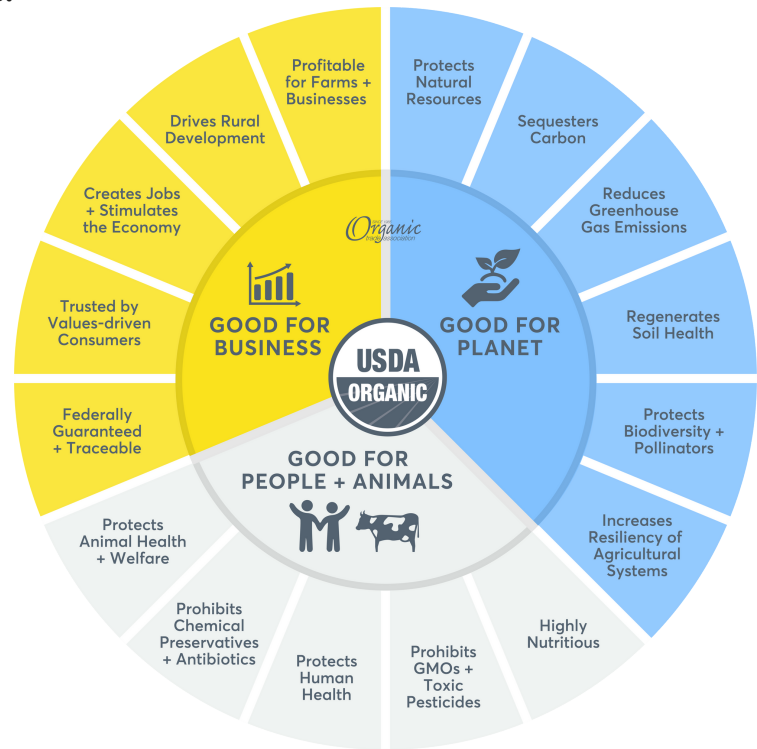


Whichever sustainability benefits are most important to you, from reducing greenhouse gases to supporting rural economies, there's only one option that addresses the full suite of environmental and social concerns and is backed up by federal certification—**USDA Organic**.

Shoppers today have increasingly high expectations for brands and retailers. They expect to see the full scope of their values reflected in the products they choose—this includes not just environmental sustainability, but also animal welfare and social justice.

Recent surveys show that a majority of Americans believe that organic products are better for the planet, healthier for people and animals, and more ethically produced than conventional.



FEDERALLY GUARANTEED

Unlike other eco-labels like “natural” or “regenerative”, the USDA Organic label is backed by 3rd party inspection, federally enforced, and provides traceability from the farm to the consumer.



Certified organic operations are inspected at least once a year and must submit organic system plans annually to their certifier for review and approval.

Organic fraud is a crime. Cheating in organic can mean losing certification and facing significant potential financial penalties.

All field operations are inspected at least once every year.

GOOD FOR PEOPLE

Organic is the only label claim federally certified to always be non-GMO and produced without harmful pesticides, chemical preservatives, or antibiotics.



Organic protects frontline farmworkers, who experience the most danger of acute exposure and health consequences.



Pesticide residues in organic produce are 55× lower in vegetables and 115× lower in fruits versus conventional produce. Organic produce contains up to **69% higher levels of antioxidants**.

GOOD FOR THE PLANET

Organic is the original climate-smart agriculture.

By relying on ecosystem services to produce food and fiber, organic farms have a regenerative (rather than extractive) effect on the environment. Organic standards require that farmers protect the natural resources on their lands, which makes organic farms key players in the fight against the climate crisis.



Organic farms release 40% fewer carbon emissions and produce healthier soils that capture **44% more stable sequestered carbon**.



Organic farms **conserve natural resources and increase biodiversity** by up to 50%.



Organic farms use **61% less energy**.

GOOD FOR THE BUSINESS AND THE ECONOMY

Customers want to know that brands and retailers have carefully considered their values and integrated purpose and societal impact into the products they sell. A majority of consumers report that organic is the label that best embodies their values.



Over **82% of US households** stock organic food in their kitchens.



Clusters of organic businesses are correlated with **reduced poverty and increased median house-hold income**.