

Market drivers and barriers to organic adoption

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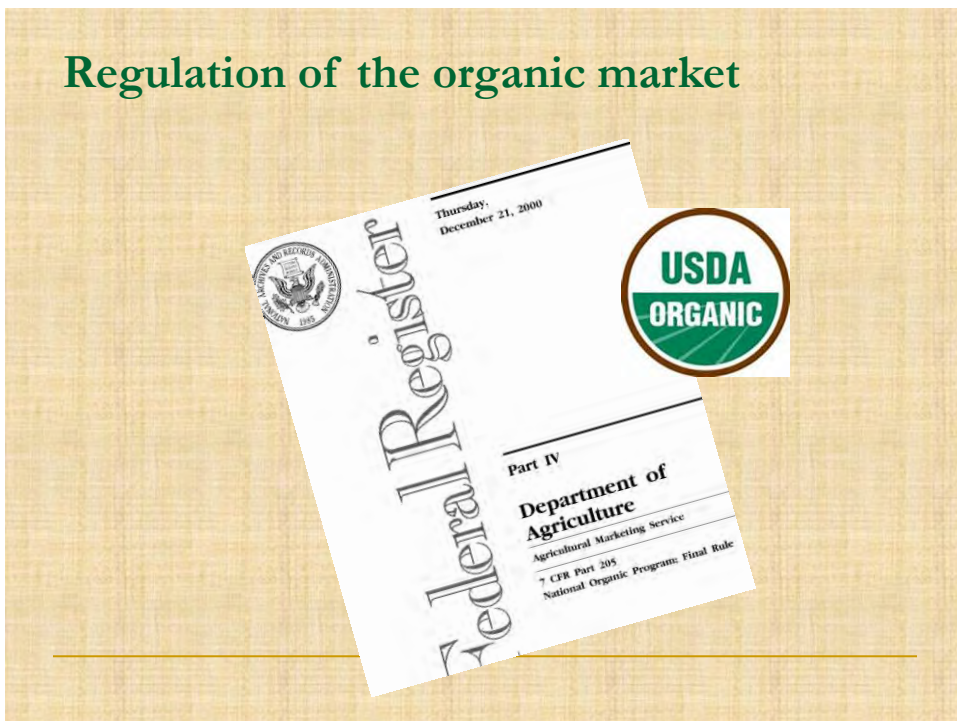
Early organic marketers & certification programs



Early organic developments: recognition and research



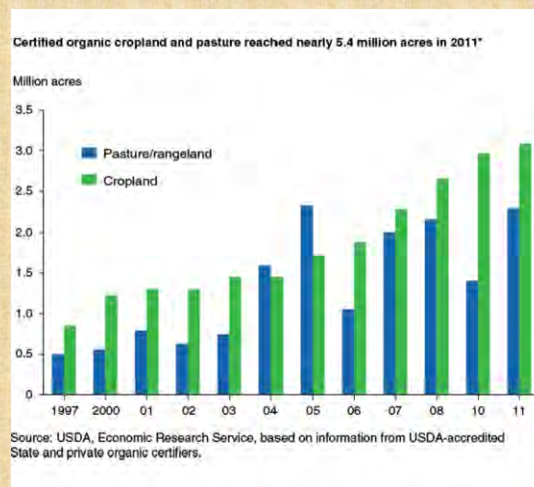
Regulation of the organic market



Organic Standards

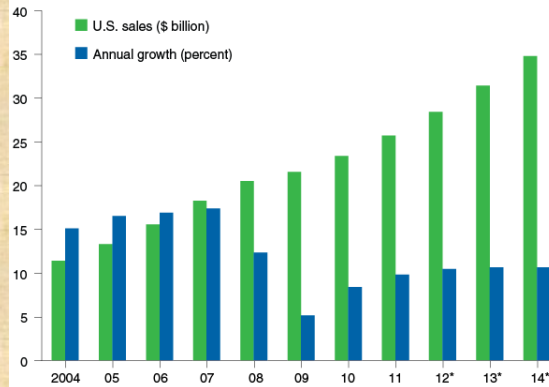
- Clear and comprehensible
 - Prohibit most synthetics, GMOs, irradiation & sewage sludge (biosolids)
 - Require producers to maintain or improve soil, water & natural resource quality
 - Require rotation of annual crops and biodiversity in perennials
 - Preference for prevention, then mechanical or biological pest management
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Reliable data available on organic production and markets



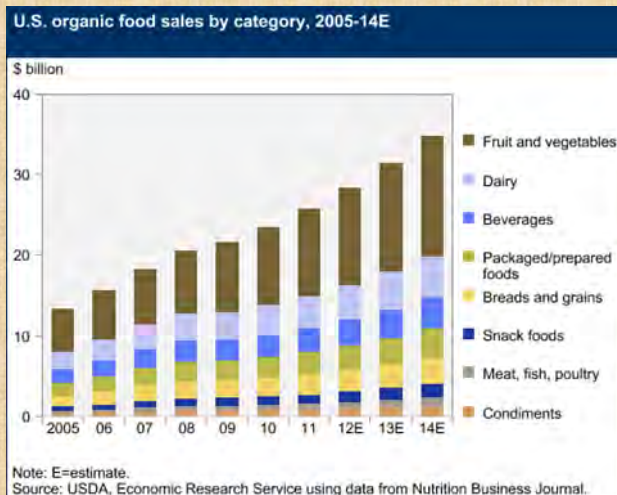
Organic market growth

U.S. organic food sales reached \$28 billion in 2012



*Estimated.
Source: USDA, Economic Research Service using data from *Nutrition Business Journal*, 2013.

Organic food sales by category



Domestic production falls short of demand



Barriers to adoption

- Expense and time involved in certification
- Risk, lack of market support during 3 year transition
- Peer pressure, culture, ideology
- New/ideological farmers may embrace organic methods but believe organic has been coopted, watered down
- Consumer confusion - competition from 'natural' claims, non-GMO, humane labels, etc.



Strategies for reducing barriers

- Certification cost share program
 - NOP 'Sound and Sensible' initiative
 - Contracts giving premiums for transitional production
 - Outreach and demonstration (e.g. field days), disseminate research (e.g. Rodale's economic data) to conventional farm community
 - Other ideas??
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Thanks for listening!



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