

Market drivers and barriers to organic adoption

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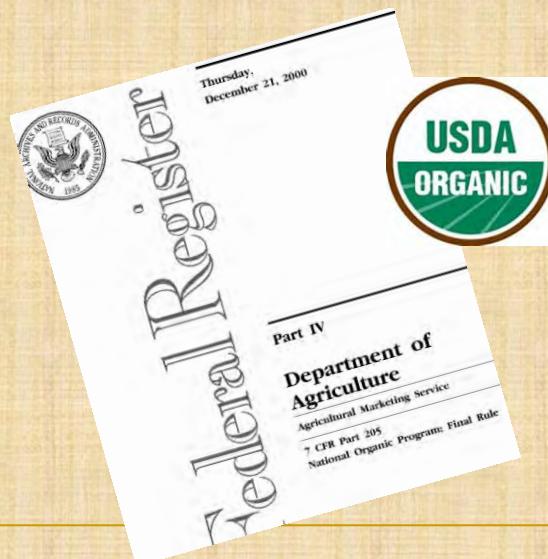
Early organic marketers & certification programs



Early organic developments: recognition and research



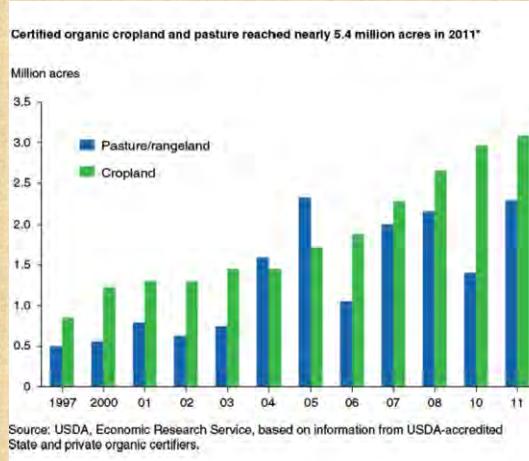
Regulation of the organic market

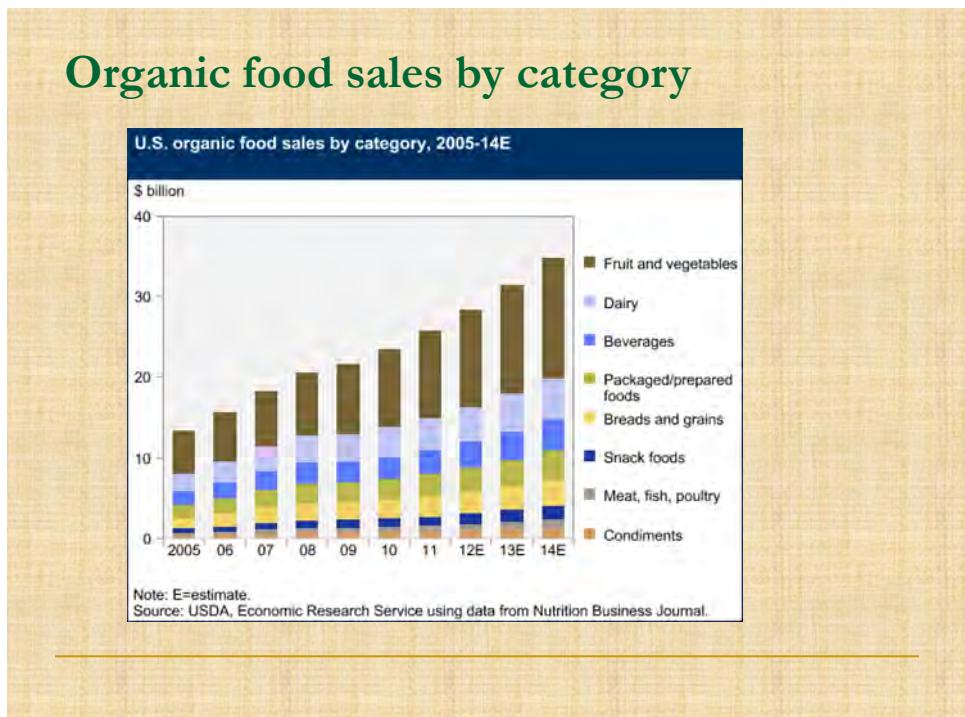


Organic Standards

- 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

Reliable data available on organic production and markets





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??

Thanks for listening!



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