

## ORGANIC TODAY

# Trust in the USDA Organic Seal

Seals and certifications act as shortcuts for consumers to increase their confidence in purchases without needing to search as much for outside information on organic.

The **organic certification** lends **credibility** and an **assurance of quality and food safety**.

Source: *Organic and Beyond 2020* report, The Hartman Group

[www.hartman-group.com](http://www.hartman-group.com)

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## 55%

Over half of consumers **trust** (completely/mostly) the **USDA Organic seal**, which confers legitimacy by demonstrating that producers and manufacturers were held to a strict set of standards.

## 58%

of consumers are **aware** that there are **government standards regulating** the use of the organic seal.

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