



Sustainability Is a Key Consumer Driver of Organic

Growing concerns around sustainability signal a desire to return to the community and ecologically oriented roots of the organic movement. With sustainability as a mainstream concern, the future of organic will focus on connecting the health of the soil to individual and ecological well-being, use of regenerative practices and/or carbon sequestration, and prominent taste/quality distinctions.

Source: The Hartman Group's *Organic and Beyond* report

30%

of consumers say that **environment-friendly** is a term associated with organic

