



The Hartman Group and FoodChain ID Present Webinar

"What's Driving Consumer Demand for Organic Food and Beverage Products?"

Bellevue, Washington, January 28, 2022 — [The Hartman Group](#), a leader in food and beverage research and consulting, in partnership with FoodChain ID, a market-leading provider of technology-enabled food safety, quality, and sustainability solutions, will present a webinar titled "What's Driving Consumer Demand for Organic Food and Beverage Products?" on February 17, 2022. FoodChain ID is hosting the event and registration is available for free via this [link](#).

In this informative webinar, The Hartman Group's CEO Laurie Demeritt will share key insights and implications for CPG brands today based on trend data from The Hartman Group's latest *Organic and Beyond* and *Sustainability 2021* reports. Topics will include consumer aspirations, attitudes, and behavior relating to organic food products and highlights of consumer response to third-party certifications and standards that relate to organics, sustainable agriculture (including the topic of regenerative), and GMOs. FoodChain ID will then share insights into efficiently managing third-party certifications, followed by a Q&A.

About FoodChain ID

Founded in 1996 and headquartered in Deerfield, Illinois, FoodChain ID has a global presence and provides technology-enabled food safety, quality, and sustainability solutions that address challenges and opportunities in the rapidly evolving food industry. Serving more than 30,000 customers in over 100 countries with a market-leading portfolio of testing, inspection, certification, and compliance solutions, FoodChain ID helps companies navigate the increasingly regulated global food economy with greater transparency, accountability, safety, and sustainability. A pioneer of the GMO food identification industry, the company's services now include clean labels, food safety, sustainability claims; food safety certifications; regulatory compliance solutions; and testing. FoodChain ID is a portfolio company of Berkshire Partners. For more information, visit <https://www.foodchainid.com>

About The Hartman Group

Since 1989, The Hartman Group has been translating consumer behavior and food culture into strategic growth opportunities for our clients. We are 100 percent focused on the food and beverage marketplace and our clients' interests. We deliver smart, strategic and tactical advice, engaging collaborative experiences and comprehensive research and analysis that lead to positive outcomes for our clients. For more information, visit www.hartman-group.com

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