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A \$5.3 billion market shows strong growth
Growing availability drives sales
A newly regulated industry
More farmland, crops, and herds are certified organic
Organic products are more expensive. Do consumers care?
Organic food industry divided into eight segments
Some 700 companies involved in organic food production
Increasingly mainstream advertising and promotion of organics
Natural and mainstream channels vie for customers
Consumers becoming more active organic buyers and represent all demographic segments
Integrity of the nation's food supply will remain the major driver
Store brand organics will help make these products more affordable
Is there enough organic farmland, and for products at what price?
Expect continued strong sales gains

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Major manufacturers

White Wave

Horizon

Earthbound Farm

Stonyfield Farms

Organic Valley

Amy's Kitchen

ADVERTISING & PROMOTION

White Wave

Horizon

Stonyfield Farms

Organic Valley

RETAIL DISTRIBUTION

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Is there enough organic farmland, and for products at what price?

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Organic food and beverages

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Sweet Leaf Tea: Sweet Leaf Tea

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PR Research

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