THANK YOU TO THE LEADERS + INNOVATORS
WHO HAVE STEPPED UP TO SUPPORT GRO ORGANIC Prototype Programming!

BY THE NUMBERS

69 stakeholders invested, and counting

$1.4 Million invested in Year 1 programs

$1/2 Million invested in research + extension

$1 Million committed to promotion

Ready to count yourself among these leaders? Invest now and let’s learn as we GRO together!

GRO ORGANIC is advancing in partnership with these organizations: Organic Voices, The Organic Center, and the Organic Trade Association. Look to the end of 2019 for us to share the impact of this work.

We are ready to GRO

GRO ORGANIC RESEARCH
Learning what customers are hearing and how it affects their behavior

GRO ORGANIC PROMOTION
Launching a national campaign to reduce consumer confusion about organic

GRO ORGANIC EDUCATION
Connecting technical specialists with transitioning and existing organic farmers in every state

Researching how organic is part of the solution to soil health and climate change

Tell us your Big Idea to GRO Organic!
Weigh-in at OTA.com by April 30 to help us shape the governance for a long-term, coordinated, voluntary organic research, promotion, and education structure.

With additional appreciation to individual donors Michael Funk and Gary Hirshberg.

DYK:
GRO Organic is shorthand for Generate Results and Opportunity for Organic!

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