GOOD FOR BUSINESS
- Profitable for Farms + Businesses
- Drives Rural Development
- Creates Jobs + Stimulates the Economy
- Trusted by Values-driven Consumers
- Federally Guaranteed + Traceable

GOOD FOR PEOPLE + ANIMALS
- Protects Animal Health + Welfare
- Protects Human Health
- Prohibits Chemical Preservatives + Antibiotics
- Prohibits GMOs + Toxic Pesticides

GOOD FOR PLANET
- Protects Natural Resources
- Sequesters Carbon
- Reduces Greenhouse Gas Emissions
- Regenerates Soil Health
- Protects Biodiversity + Pollinators
- Increases Resiliency of Agricultural Systems
- Highly Nutritious