

A Greener World

Strong scientific data about the health benefits of organic food and its impact on the environment is fueling the upsurge in the number of consumers turning to organic food.

Despite growing national economic concerns, the Organic and Natural Products Market is a booming marketplace, with sales growth figures that nearly quadruple the growth of conventional grocery sales.

Consider these statistics:

- 59% of households purchased organic products in 2007.
- Sales of organic products are estimated to have topped \$25 billion in 2008.
- Conscious consumers, who make purchase decisions based on their values, constitute a \$209 billion US marketplace for goods and services.
- Four out of five people said they were still buying green products and services in the midst of a recession, and 19% said they are buying more green products now than they did prior to the economic downturn.
- Shoppers increased their spending on healthy foods by 7.7% between November 2007 and May 2008, despite months of general food inflation.

Organic Gardening readers have always known the value of growing fresh food and treading lightly on the environment. As thought leaders in this space, they are your target consumer.

**Reach an audience of key influencers in the green conversation -
the *Organic Gardening* reader.**

*"Every major food company now has
an organic division.
There's more capital going into
organic agriculture than ever before."*

- Michael Pollan