

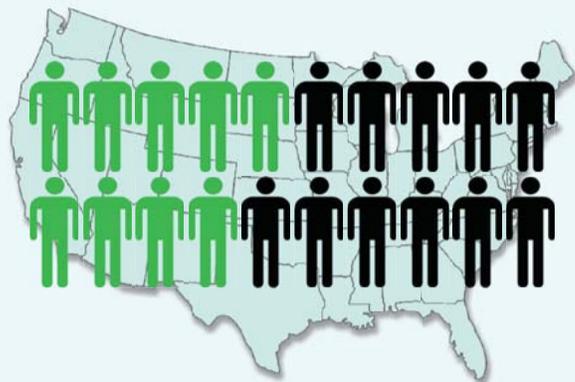
Understanding organic



Average sales of organic food products have increased 10% year over year since 2010. Here are some key factors influencing this trend.

Source: Organic Trade Association

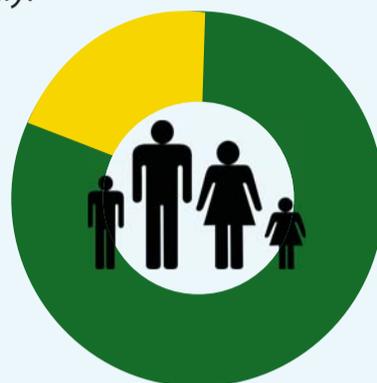
There is an increased demand for organic products.



45% of Americans are buying more organic products than a year ago.

Source: IFT, 45% of Americans Seek Out Organic Foods, 081114

83% of parents purchase organic products occasionally.



Source: U.S. Families Organic Attitudes & Beliefs 2015 Tracking Study, 2015, OTA

Top Five Reasons Why People Buy Organic.

1. Safer
2. Avoid Pesticides
3. No-GMOs
4. No Growth Hormones
5. For Nutritional Needs

Source: IFT, The US Organic Food Market: from Niche to Mainstream 051514



Organic foods are now easily available at large grocery stores and retailers.

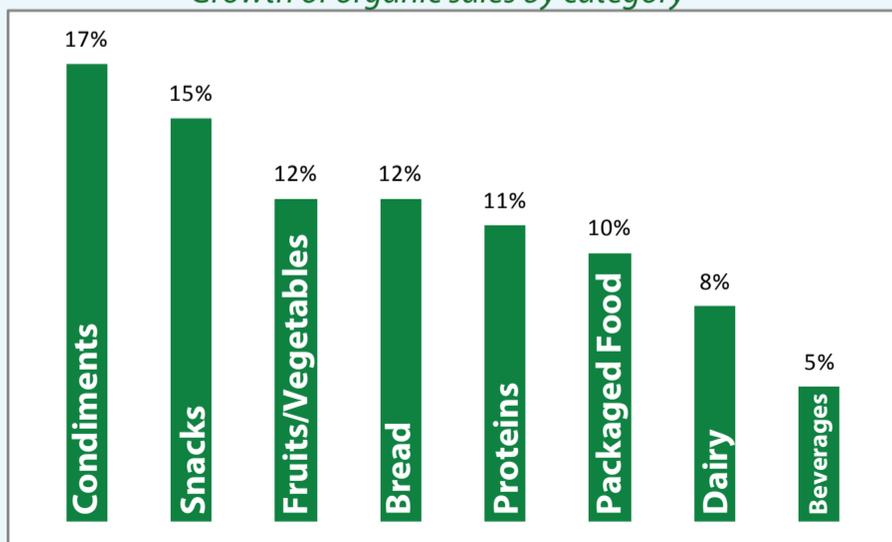
In 2012, mass market retailers like Walmart and Target generated 46% of organic food sales. Natural and speciality retailers accounted for 44%.

Source: IFT, The US Organic Food Market: from Niche to Mainstream 051514

Its not just fruits and vegetables. Consumers are looking for organic foods across all categories.

While fruits and vegetables still make up 46% of all organic products sold, other categories continue to see increased demand for organic versions of these products.

Growth of organic sales by category



Source: Food Business News, "Organic Food Sales top \$32 billion in 2013", Eric Schroeder, 5/16/2014.

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