

# Introducing: Inside Organic – a unifying force for the organic industry



Inside Organic is designed to bring together companies with USDA-certified organic products from across the supply chain to develop a collective, clear communication and education programs to support organic. The \$61.9 billion organic industry has faced many challenges over the years, including a lack of consumer awareness and confusion over of what USDA-certified organic means.

In 2022, Inside Organic will use a range of content platforms, research, virtual and in-person events to proactively help retailers and brands elevate and expand the story of organic. Acting as a unifying megaphone to help increase organic awareness and education, this program will help insert ingredient companies, suppliers, manufacturers, brands and retailers share the many benefits of organic in a manner that resonates across the supply chain from producers and brands to consumers, .... now and in the future. This is an opportunity to grow organic as an industry and a lifestyle.

## Let's elevate organic, together.

### Inside Organic Fast Facts

**12.4%**  
rate at which  
the organic  
industry  
grew in 2020  
(5% in 2019)\*

**5.8%**  
organic food's  
share of all food  
sales in 2020\*

**12.2%**  
rate of organic  
dietary supplement  
growth in 2020\*

**55%**  
of organic shoppers  
purchase organic  
products because they  
think they're healthier  
than conventional\*\*

**23%**  
of consumers purchase  
organic because they're  
motivated by products  
that are good for  
the environment\*\*

Sales deadline for full inclusion: April 18th

\*Organic Trade Association  
\*\*Mintel

Contact the Natural Products Insider sales team to learn more: [solutions.naturalproductsinsider.com/](https://solutions.naturalproductsinsider.com/)

## Partner Inclusions

### Kickoff Event

This event will unite our partner companies and the New Hope Network and SupplySide Network teams to brainstorm and develop our Inside Organic communication roadmap. This event will include conducting quick video interviews with partners to highlight brand partners and participation. These videos will be distributed individually throughout the year. **Date: May 5th**

### Organic Summit

This interactive virtual event will be sponsored by our Inside Organic partners and attended by brands, suppliers, retailers and other relevant members in the natural products community. We'll unite industry leaders to take a deep dive into research, and top issues around organic messaging and communication today. This will be hosted on SupplySide365. **Date: August 23rd**

### eGuide

This will be a guide to organic today: what it is, what being certified USDA organic means, navigating the organic supply chain, key organic values and messaging points. The eGuide will be hosted on Food & Beverage Insider/Natural Products Insider and NewHope.com **Date: June 2nd**

### Hosted Roundtable with New Hope Network and SupplySide partners

This virtual event will bring together a smaller group of industry experts, suppliers, brands and retailers to discuss in more depth key topics related to messaging and communicating organic, such as supply chain challenges and opportunities, while also examining what messaging has worked and what hasn't and where the industry should focus its education initiatives.

**Date: December 6th**

### eNewsletter

The Inside Organic eNewsletter will highlight news and updates in organic, including announcements from our Inside Organic partners and the latest Inside Organic content. Six issues will go out in 2022 to Food & Beverage Insider/Natural Products Insider audiences. Each partner will be featured with a short company profile driving to their SSN365 profile.

---

## Additional Inclusions for Premier Level

### Custom Content

Sponsors will have the opportunity to clearly and effectively educate SupplySide Network's audience, on the organic topic of their choice, through a concise, 30-minute live webinar that will exist on SupplySide Network 365.

**Date: To be determined with partner**

### SupplySide West 2022

This in-person event will bring together Inside organic sponsors, industry leaders, brands, suppliers and media partners for a live panel presentation at SupplySide West. **Date: At SupplySide West, October 31-November 3**

### Organic company profiles

This organic content will run at a designated time on Food & Beverage Insider/Natural Products Insider highlighting Inside Organic partners. **Date: To be determined with partner**

### Custom Research

The SupplySide Network will conduct research in partnership with New Hope Network to establish a baseline for the Inside Organic program of what consumers, brands and retailers need to hear from the industry and what story will best resonate across the supply chain. This research will be finalized in October. Inside Organic sponsors will receive a mini report of the findings.

**Date: Mid October**

---

## Access Options for 2022

### Partner Level:

This level of involvement includes participation and inclusion in the overarching Inside Organic events and content. It does not provide access to custom content. **\$7,500**

### Premier Level:

This level of involvement includes participation and inclusion in all Inside Organic events and content. In addition, Premier sponsors will have access to custom research and increased exposure through custom content that shares each band's unique story, organic focus and priorities. **\$15,000**