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INSIDE ORGANIC 2024: ELEVATE, EDUCATE, COMMUNICATE

Inside Organic is designed to unite companies with USDA certified organic products and ingredients to develop a collective, clear communication and education program that supports organic. The organic industry reached new heights in 2022, reporting \$67.6 billion in sales according to the Organic Trade Association, with the food category crossing the \$60 billion mark for the first time. Still, the industry continues to face challenges, with a lack of consumer awareness and confusion over what USDA-certified organic really means continuing to be cited as one of the industry's largest barriers to growth.

Now in its third year, in 2024, Inside Organic will continue to use a range of content platforms to proactively help suppliers, distributors, brands and companies across the supply chain identify and address the challenges that inhibit organic awareness and growth. Inside Organic also will help companies across the supply chain identify organic communication strategies that are working, the messages that could be further elevated and where new messaging opportunities lie. Inside Organic provides an opportunity to grow organic as an industry and a lifestyle.

Sales deadline: March 15, 2024



Elevate, Educate, Communicate

Contact the SupplySide sales team to learn more: <https://solutions.naturalproductsinsider.com/> or <https://solutions.foodbeverageinsider.com/opportunities-2024/>

Inside Organic Assets

Kickoff Event

This event will unite our partner companies and associations with the New Hope Network and Natural Products Insider and Food & Beverage Insider teams for brainstorming and idea sharing to develop our Inside Organic communication roadmap. **Date: March 26, 2024**

Organic Summit—3 hours

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 is a lead-generating event. **Date: June 4, 2024**

Interactive Article

Inside Organic partners will each receive a co-branded interactive article. This piece will promote an organic related topic of the sponsor's choosing, whether focusing on sustainability initiatives, sourcing and product development or a brand's business as a whole. The article will run on New Hope Network, Natural Products Insider and Food & Beverage Insider, be promoted on social media and through email marketing and relevant newsletters. **Dates: TBD, these will be deployed throughout the year.**

Custom Video

Create a short video for each sponsor that focuses on their "why organic", key areas of focus and differentiation within organic. This video will be informative and easy to digest and suitable for social media. It will be played at the Inside Organic Summit. The video can incorporate stock imagery from the sponsor. Option for partners to use this video as a template and to create more videos for a fee based on this template. **Dates: Will create videos prior to Inside Organic Summit and promote them throughout the year.**

Mini Eguide

This downloadable piece will focus on the role organic plays within sustainability conversations. It will look at organic farmers and communities from which brands are sourcing, what consumers are seeking from organic and the scientific research that has elevated organic in climate change and

ESG conversations. This piece will be downloadable on all participating websites and leads will be available to sponsors. **Date: October 1, 2024**

Bi-monthly Social Campaign – 6 shared social campaigns

Working hand in hand with the communication action plan, this monthly social campaign will align partners around a key consumer takeaway or industry talking point. **Dates: Feb., April, June, Aug., Oct. & Dec.**

eNewsletter — 6 newsletters

The strong performing Inside Organic eNewsletter will highlight news, trends and updates in organic, including announcements from our Inside Organic partners and the latest Inside Organic content. Six issues will go out in 2024 to New Hope Network audiences. Each partner's interactive article will be included in an issue of the eNewsletter. **Dates: March, May, July, Sept., Oct. & Dec.**



Roundtable

This event brings thought leaders from across the industry together to discuss messaging, what's working and what's not, challenges and opportunities. Inside Organic sponsors are the only brands to join thought leaders in this conversation. Meeting takes place on Zoom. **Date: December 3, 2024**

SupplySide West Presentation

Inside Organic will sponsor an organic-focused 75-minute presentation at SupplySide West that will provide the opportunity for sponsor representation and participation. **Dates: Fall 2024**

Program Marketing

All custom content inclusions will receive performance marketing campaigns which include email marketing, social media posts, email newsletter mentions.

A comprehensive performance marketing report will be included at full program conclusion. Certain interim program metrics may be reported within the year. Performance metrics will include pertinent performance and audience metrics, including email performance, lead delivery, page views and other pertinent data.

Cost: \$14,000

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