

**8TH. Annual ExpOrganicos
2009 Forum**

November 3-4, 2009

Mexico City, Mexico

**Organic Products: A Global
Prospective**

The Challenges & Opportunities

USA Organic Product Sales 2009-2010 Annual Sales Growth

- \$30 Billion Sales 2010 (Farmgate) \$60 Billion Worldwide
- Average Annual Growth 3.5% Total Retail 12-17% - 2012
- Organic Product Sales Growth \$35 B.(2012) \$80 Billion Worldwide
- Organic Meat, Fish & Poultry \$5 Billion
- Organic Ready-To-Eat Meals +25% (2012)
- Food Service #1 +45%
- Retail 2012 +55%
- Natural Products Sales 2012 \$75 Billion

Organic Product Categories 2009-2010 Annual Sales Growth

- Packaged Fresh Produce +22%
- Organic Dairy Foods +11%
- Organic Bread & Bakes Goods +7%
- Organic Refrigerated Beverages +28%
- Organic Soups +9%
- Organic Cold Cereals +10%
- Organic Shelf-Stable Fruits & Veggies. +16%
- Organic Frozen & Ref. Meats +17%

Key Drivers Of Organic Growth

- **Food Safety:**
 - Concerns, pesticides, Hormones & other residues
 - Organic offers “Peace of Mind”
- **Health:**
 - Desire higher quality of life, live longer
 - Frustration with Health Care System
- **Taste:**
 - Belief that organic tastes better
- **Environmental:**
 - Concern of pesticides & Other Toxins
 - Sustainability – A Values-Exchange

The Core Organic Consumer Index

Who's Buying Organic ?

- No longer a single ethnic group
- All ethnic groups participate
- Latinos, African & Asian Americans
- Latino Americans with children under 5
- Fastest Growing, All Ethnic Families

Looking Ahead Drivers

- Raw Material Cost Will Level Out
- Internalization of the Externalities
- Greater Learned Production Efficiencies
- Improved Infrastructure
- Mainstream Retail, Food Service & Supply Chain Engaged
- Larger, More Mainstream Retail Crossover

Opportunities for Your Markets

Organic Raw Materials, Ingredients & Value Added Products

- Aquatic and Seafood Products
- Specialty Grains and Oilseeds (Raw & Processed)
- Specialty Herbs and Spices
- Fruits and Vegetables (Fresh & Processed)
- Juice Based-Ingredients (Whole-Concentrate)
- Honey, Nuts, Raisins and Dried Berries
- Small Fruits and Berries
- Meats, Grass-fed & Specialty Meats
- Functional Ingredients and Processing Aids
- Dairy-Based Ingredients
- High Quality Processed and Ready-to-Eat/Private Label
- Alcohols and Wines

Challenges To Build On

- Protecting & Improving Our Natural Wealth
- Food Safety, Country of Origin, Organic Regs.
- Building Total Organic Product Integrity-
Consumer Trust
- Transparent Organic Certification (Seed-To-Shelf)
- Total Organic Product Traceability
- Organic Producer Total Commitment- Principle Centered
- Farm Based HACCP System & GlobalGap
- Who Will Lead- Building Brand Integrity

Build A Total Quality Organic Food Safety Program

- Set & meet the highest Organic Product Quality and Food Safety Standards
- Integrate throughout a Sustainable Business Strategy
- Educate & Mentor Organic Producers
- Utilize Leading Edge Clean Technology and Innovation
- Customer Satisfaction is essential-They are the Co-Creators of our common Future

Whatever the mind of man/woman can conceive and believe it can achieve- it is up to us to act responsibly

Thank You!

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