

## Reaching the Organic Shopper...



### Organic Foods – USDA guidelines

Not all organic food is created equal. This is an important fact to keep in mind when shopping for healthy food. In an effort to prevent food manufacturers from fraudulently marketing incorrectly labeled food, the USDA has implemented a set of labeling rules to clarify the levels of food purity. They are still somewhat confusing if the consumer is not completely aware of the guidelines for the various levels. The following rules apply to foods containing more than one ingredient, such as cereal:

- 100% Organic- means that every ingredient in the product was raised and harvested in an organic environment as approved and certified by the USDA.
- Organic- means that 70-95% of all the ingredients have been raised in a USDA approved manner.
- Any product containing ingredients with less than a 70% organic content can separately list each ingredient that falls into the USDA organic category, but the product may not display a label claiming the product as organic.

## Fun Facts

## Shoppers

## Programs

## Who is the Organic Shopper?

According to "Fall 2005 Survey" of the *Natural Grocery Buyer* and New Hope.com, although organic shoppers come in all shapes, sizes, genders, income levels and ethnicities, the classic organic shopper is still a mother of young children. The life-changing experience of pregnancy and parenthood is frequently the gateway to purchasing organic foods. Companies who understand why "organic" matters to new parents can serve this market well.

You might be tempted to dismiss the so-called "Yoga Mom" --- the one buying organic foods, organic baby clothes, wooden toys and natural baby products, and yes, perhaps going to Yoga or Pilates classes, test-driving a Prius and taking up knitting --- as stereotypes. These mothers believe there are serious reasons to protect their infants and other children. Smart merchandisers and grocers respect their decisions and the buying power of these Yoga Moms.

According to the Hartman Group's "2006 Organic Market Place" study, forget what you think you know about the typical organic consumer. The stereotypes that most organic consumers are Birkenstock-wearing hippies or middle-aged white women are no longer true --- if they ever were. In fact, Asian Americans, Latinos and African Americans are more likely to be regular or occasional organic consumers than other groups.

## Organic Shopper Insights...

Organic consumers can be divided into 3 segments:

1. **Core Consumers** (Yoga Moms) 21% of the marketplace – who pursue an "All Things Organic Lifestyle."
2. **Mid-level Consumers** 66% of the market – typically comprised of Asian and African American consumers as well as the general population who purchase some organic products but do not strictly adhere to a completely organic lifestyle.
3. **Peripheral Consumers** 13% of the market – who know little about organic products, but occasionally purchase some.

## Sales Channels...

The same Hartman Group 2006 Organic Market study points out that half of all organic shoppers purchase their products in natural and health food stores. Sales of organic products in grocery stores have fallen off by 5%. At the same time, purchases at mass merchandisers have risen and are projected to continue to rise by 7% annually.

## Organic Shopper Programs

### Yoga/Pilates Class Passive Distribution



- Evolution has access to over 5,200 Yoga studios nationwide.
- You select the major metro regions/number of studios you want to reach.
- Evolution emails the Yoga studios in the region for participation.
- Evolution provides display instructions to each studio manager.
- Evolution provides a wicker basket – customized for display in each Yoga studio.
- You supply the graphics for the signage for each store.
- You supply the samples.

### Natural Food Stores

- Many organic foods are sold at Whole Foods. A program with them would follow our guidelines for Supermarket Programs.
- There are Natural and/or Organic Food Stores in every state. Evolution has created a network of these independently-owned stores in most of the top 20 DMA's.
- This allows Evolution to perform in-store sampling, distribute literature or recipes, and host live in-store demonstrations.

### Organic Festivals

- More and more Organic Festivals are starting to crop up. The California Organic Festival is the biggest. Detroit, Miami, Atlanta, and even New York State have been growing.
- More and more large organic food manufacturers are blending in with local food/beer and wine growers at these festivals.
- Evolution provides you the entrée in the region you need.
- Evolution will custom tailor your Organic Festival Sampling Program to your specific needs.

