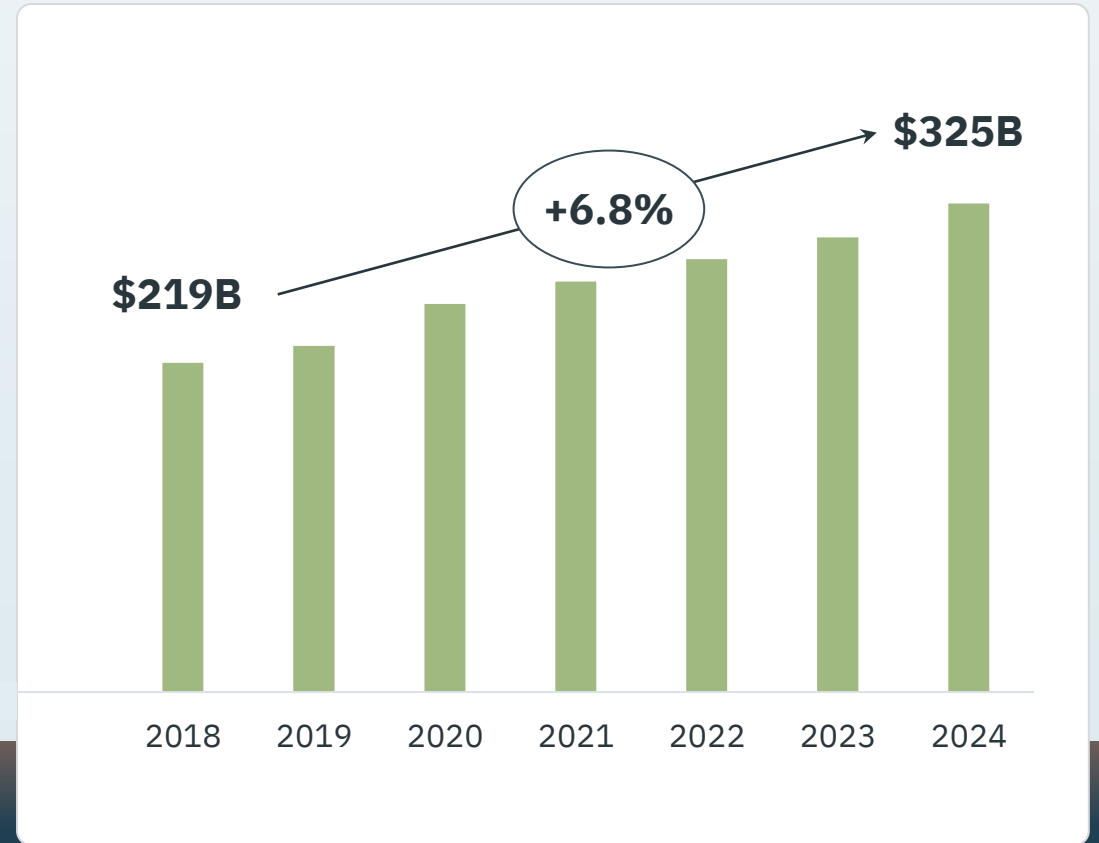
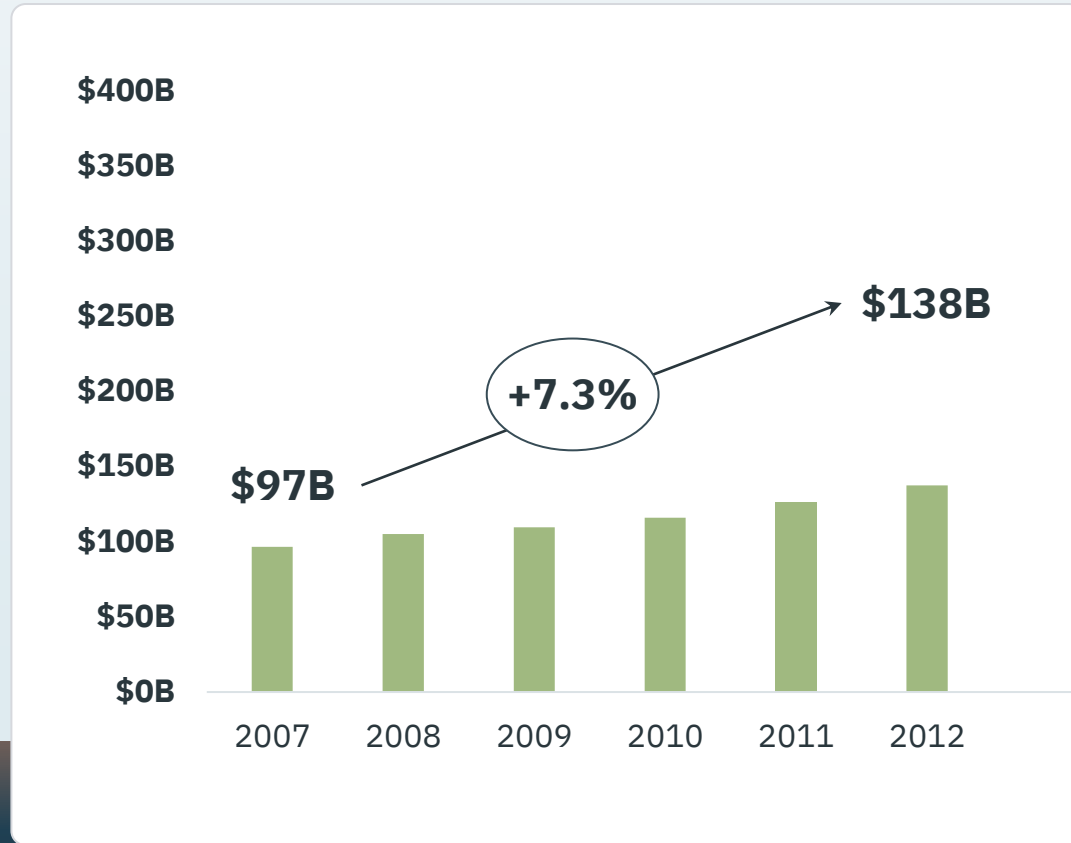




Natural Products Unstoppable Growth

Industry has **more than tripled in size since 2007** growing from **\$97B** to over \$325B in 2024





Strength in Organic Continues

Organic presence becoming the norm across categories and sustaining growth

Organic Top Growth Food & Bev Categories

Surplus of Unit Growth of **Organic over Non-Organic**

Soda	+131 pts
Snack Bites & Energy Gels	+49 pts
RF Meat Poultry & Seafood Fresh	+39 pts
RF Plant-Based Milk	+28 pts
FZ Ice Cream & Novelties	+27 pts
Bacon & RF Breakfast Meats	+23 pts
Infant Formula & Toddler Nutr. Drink	+22 pts
Hot Dogs & Dinner Sausage	+19 pts
Wellness & Snack Bars	+17 pts

6.1%

Overall dollar growth of Organic products vs YA

22%

Private Label Organic as % of Total Organic (PVL Organic \$ sales are growing at 3%)

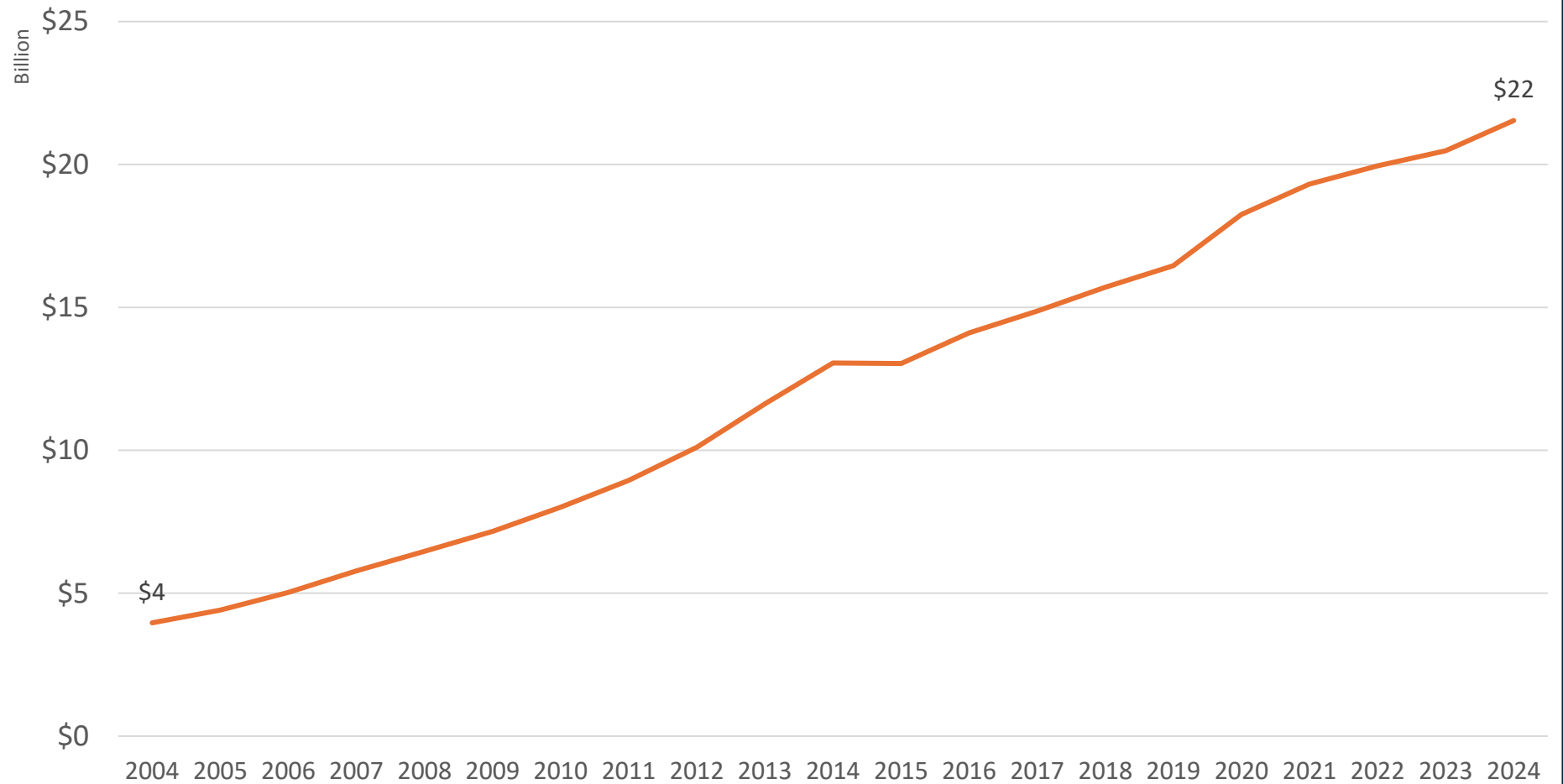
79%

HHs buying Organic at least 2x last year. Organics are ~10% of average basket \$ when present

Organic Produce Growth



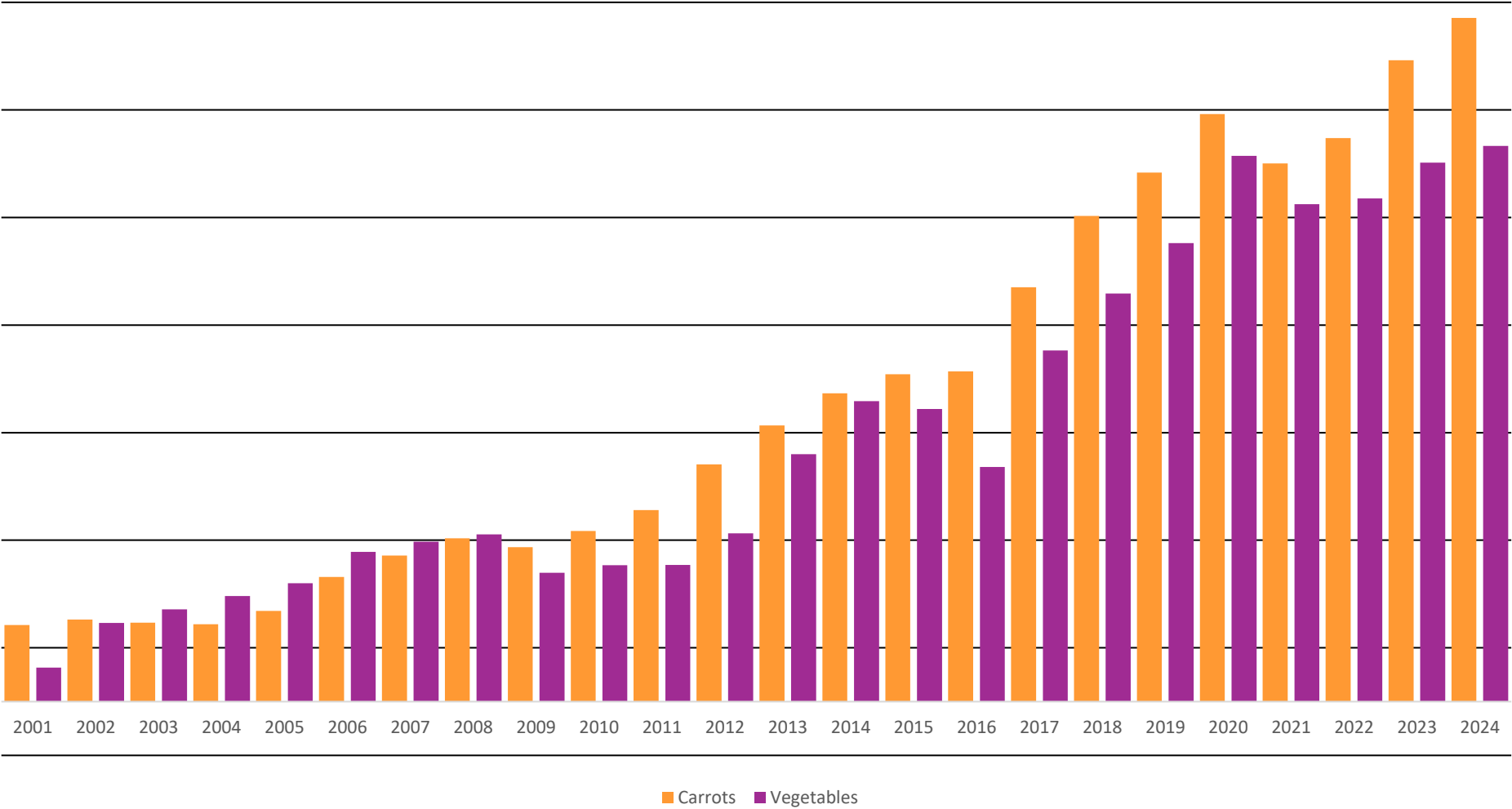
U.S. Retail Organic Produce Dollar Sales: 2004 to 2024



Source: Organic Trade Association Organic Market Report, 2025 and 2015

Grimmway Organic Sales

Total Organic Sales: Carrots & Vegetables: 2001 to 2024

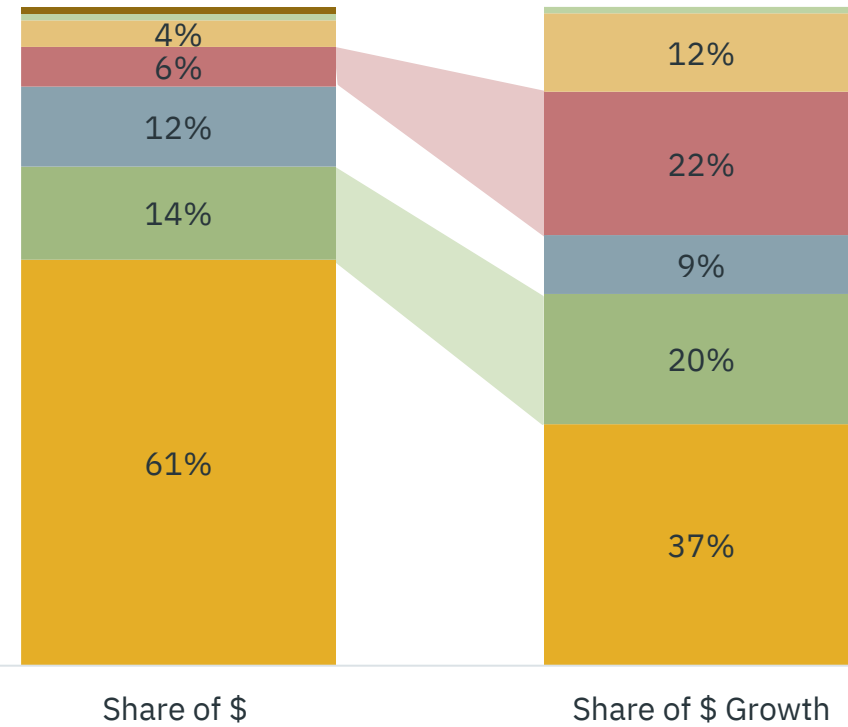




Organics Sales Growing Across Channels



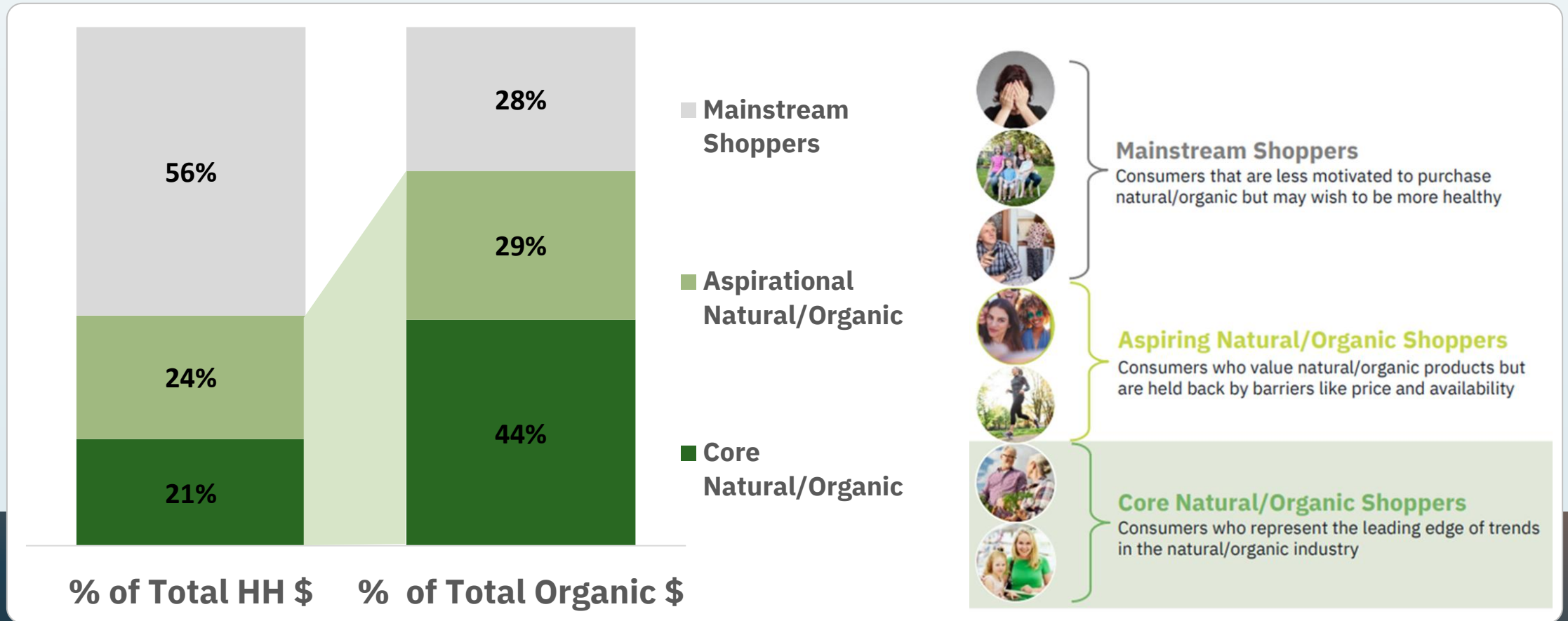
- Food
- Walmart
- Club
- Internet
- Mass/Supercenter
- Specialty Stores
- All Other



Core & Aspiring Natural/Organic Shoppers Drive Sales



While only making up 45% of household dollars, these two groups account for **73% of the organic dollars**



Health Focus Takes **Center Stage** for Government



Focus on processed foods and ingredients is opportunity for organic produce industry



CONSUMER EATING HABITS

Majority of US below dietary goals in fruits & vegetables*

- ~90% below in vegetables
- ~80% below in fruits



FDA HEALTHY LABEL

Voluntary claim that manufactures can leverage on food packaging to help identify healthier foods at a glance



ARTIFICIAL COLORS & DYES

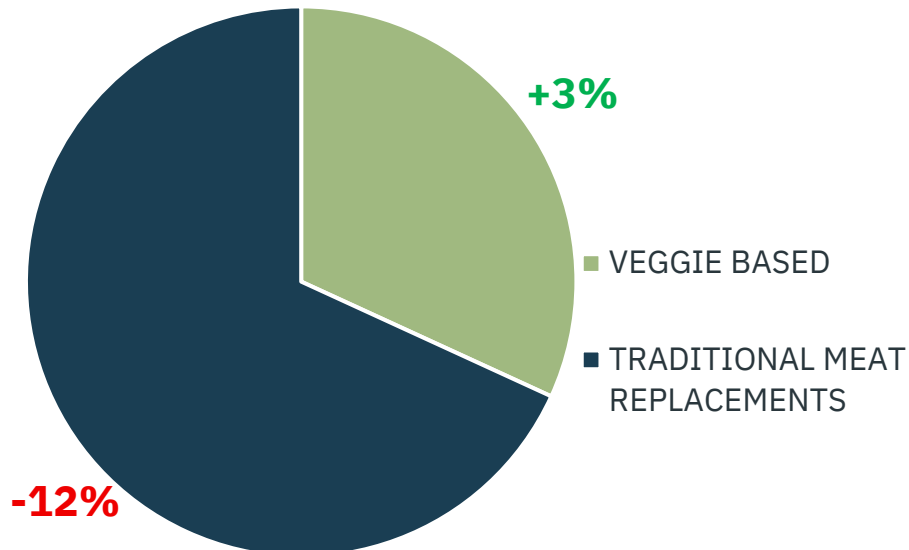
Red No 3 banned in January 2025
FDA working to eliminate remaining six synthetic dyes



Plant Based Burgers: Veggie Forward Outpaces Imitation Meat

PLANT BASED BURGERS

Dollar Share & Growth



Vegetable Forward Ingredients

Example Product



Beets



Greens



Mushrooms

Imitation Meat Ingredients



Gluten

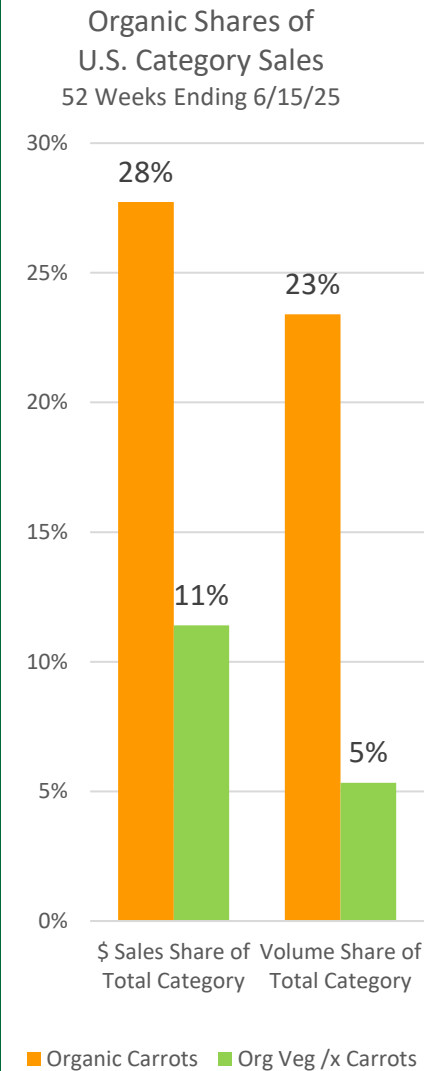


Pea Protein



Soy Protein

Surety of Supply



Source: Circana

- Ability to provide organic supply 52 weeks per year fundamentally changes access and affordability
- Year-round availability increases retailer confidence and drives down retail prices
- Organic carrot sales comprised more than one-quarter of total carrot dollar sales in the last 52 weeks ending June 15, 2025
- By contrast, retail sales of other organic vegetables only 11% of dollar sales and 5% of volume

Organic Farming Innovation



Weeding - Laser weeder

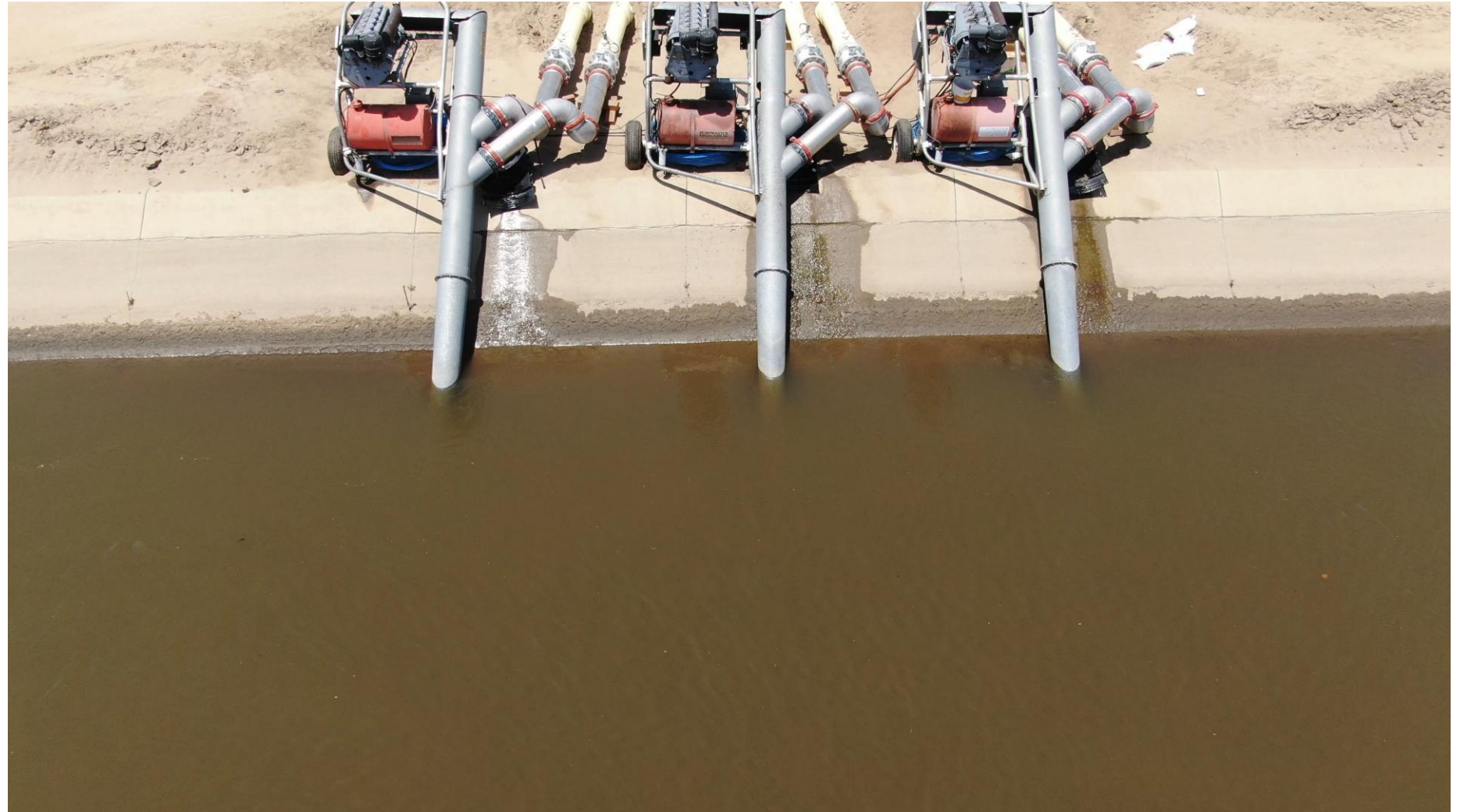
Organic Farming Innovation



Radish Harvester



Realities of the Field: Water



Challenges - Water



Realities of the Field: Weather

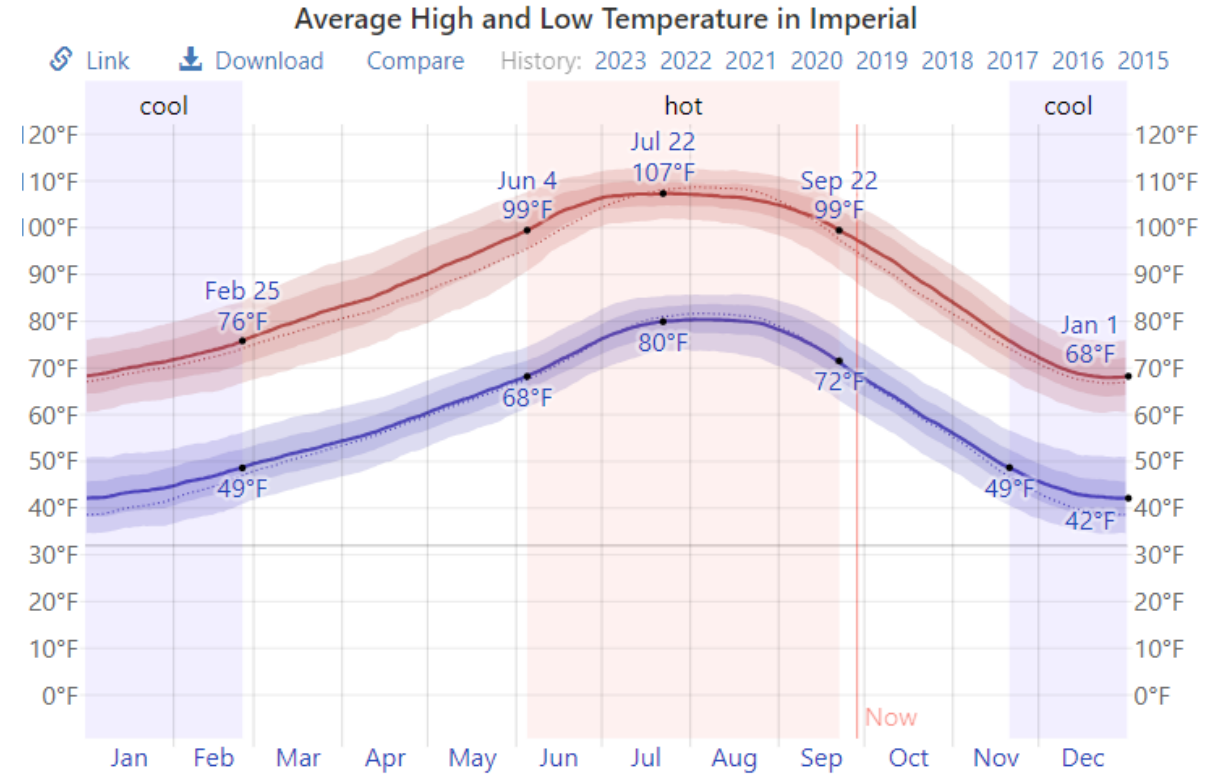
- Climate is the biggest driver of supply interruptions and quality issues.
- Hurricane Helene – Georgia lost 1,500 acres, buildings, and center pivots.
- In Bakersfield, California, temperatures soared to 115°F, with over 60 days exceeding 100°F
- Colorado also experienced unusually high winds.





Realities of the Field: Climate

- **Hot season** – 3.6 months
- From June 4 – Sep. 22
- Average daily high above 99 degrees
- Hottest month – July
- **Cool season** – 3.1 months
- From Nov. 20 – Feb. 25
- Average daily high below 76 degrees
- Coldest month – December



The daily average high (red line) and low (blue line) temperature, with 25th to 75th and 10th to 90th percentile bands. The thin dotted lines are the corresponding average perceived temperatures.

Average	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
High	70°F	74°F	80°F	87°F	95°F	103°F	107°F	106°F	101°F	90°F	77°F	69°F
Temp.	55°F	59°F	65°F	71°F	79°F	87°F	93°F	93°F	87°F	75°F	63°F	54°F
Low	43°F	47°F	52°F	57°F	64°F	72°F	79°F	80°F	73°F	61°F	50°F	43°F

Figure 1: A screenshot of a weather report. Adapted from "Climate and Average Weather Year Round in Imperial" by Weatherspark, 2023, retrieved from Weatherspark.com.



Realities of the Field: Beneficial Insects



Organic vs. conventional – Beneficial insects

GRIMMWAY PRODUCE GROUP

Realities of the Field: Alyssum



Organic vs. Conventional - Alyssum





What's Next?



SPINS[®]