



Georgetown Market is an independently owned and operated 10,000 square foot natural foods store located in Indianapolis, Indiana. Georgetown Market has successfully provided a 100% certified organic produce department for almost 2 years. Consumers shopping at Georgetown Market choose organic products on approximately 12% - 15% of purchases. We are in the process of becoming certified as a retailer. To date we have found this transition both educational and rewarding. We expect this process to be completed within 30 to 60 days.

Consumer interest surrounding organic product handling at Georgetown Market has been initiated from our produce department. We have assigned one individual to assume accountability at the store level with department heads coordinating efforts within their respective areas. Resources we have used to date include: guidelines from several established certification entities, state board of health documents, information from the organic trade association and advice from experienced growers and consultants.

We support a transitional period in which retail operations can volunteer to become certified as organic handlers. We also believe information acquired in this period could be used to create a beneficial mandatory certification process.