

Organic Market Development Grant

EXPANDING MARKETS FOR U.S. ORGANIC PRODUCTS

The U.S. Department of Agriculture is supporting new and improved markets for domestically produced organic products with an investment of **\$85 million** for processing capacity expansion, simplified equipment-only, and market development and promotion projects to increase the availability and consumption of organic agricultural goods.

5 TARGET MARKETS



Organic grains
& livestock feeds



Organic legumes
& other rotational
crops



Organic ingredients
currently
unavailable in
commercial form



Organic fibers



Organic dairy

3 PROJECT TYPES



Market Development & Promotion activities develop new or existing organic markets.



Processing Capacity Expansion projects support the infrastructure to improve organic agriculture production and processing capacity.



Simplified Equipment-Only projects fund equipment purchases to expand organic businesses.

GOALS

- Reduce industry reliance on imported organic agricultural products.
- Lower cost barriers for businesses transitioning to organic.
- Eliminate bottlenecks in the certified organic supply-chain.
- Address critical organic industry needs.
- Provide additional market paths.



USDA IS INVESTING

\$85 MILLION TO SUPPORT THE U.S. ORGANIC INDUSTRY.

Organic product awareness to increase by over **119 million people**

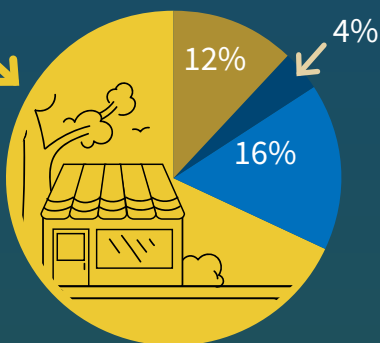
102,000+ producers

& buyers of organic products are expected to benefit from these projects.



68% of projects are from small businesses.

Non-profit projects: 16%
Medium/large business projects: 12%
State & Local government/ Individual projects: 4%



106 Projects

have been awarded in 37 states

Projects by Award Size

34% between **\$10k-\$100k**

26% between **\$1-3 million**

Projects by Target Market

Some projects include more than one target market.



PROJECT HIGHLIGHTS

Processing Capacity Expansion: Camilla, GA

Georgia Organic Peanut Association, Inc. will expand processing capacity to produce certified organic peanut oil, resulting in a new and expanded local organic supply chain.

Simplified Equipment: Flushing, MI

Almar Orchards, LLC will purchase equipment to increase processing capacity for organic apples and access a new organic baby food market.

Market Development & Promotion: Lyons, OR

Oregon Organic Coalition will target specialty, craft, and farm-to-school markets to increase consumer demand for organic food and expand markets.