

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 up to **\$75 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 UP TO

\$75 MILLION TO SUPPORT THE U.S. ORGANIC INDUSTRY.



Organic product awareness to increase by

31 million people

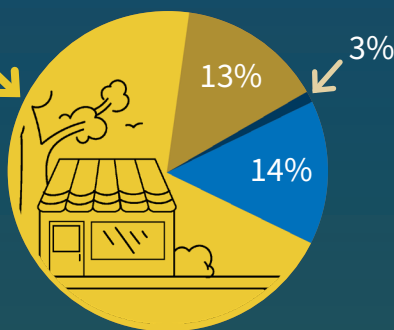
27,000+ producers



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

70% of projects are from small businesses.

Non-profit projects: 14%
Medium/large business projects: 13%
State & Local government projects: 3%



70 Projects

have been awarded in 29 states.



Projects by Award Size

37% between **\$10k-\$100k**

23% 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.