

Organic Agriculture Workshop

Economic Research Service

USDA

Oct 6, 2005

CROPP Cooperative LaFarge, Wisconsin

**ORGANIC
VALLEY[®]**



Family of Farms

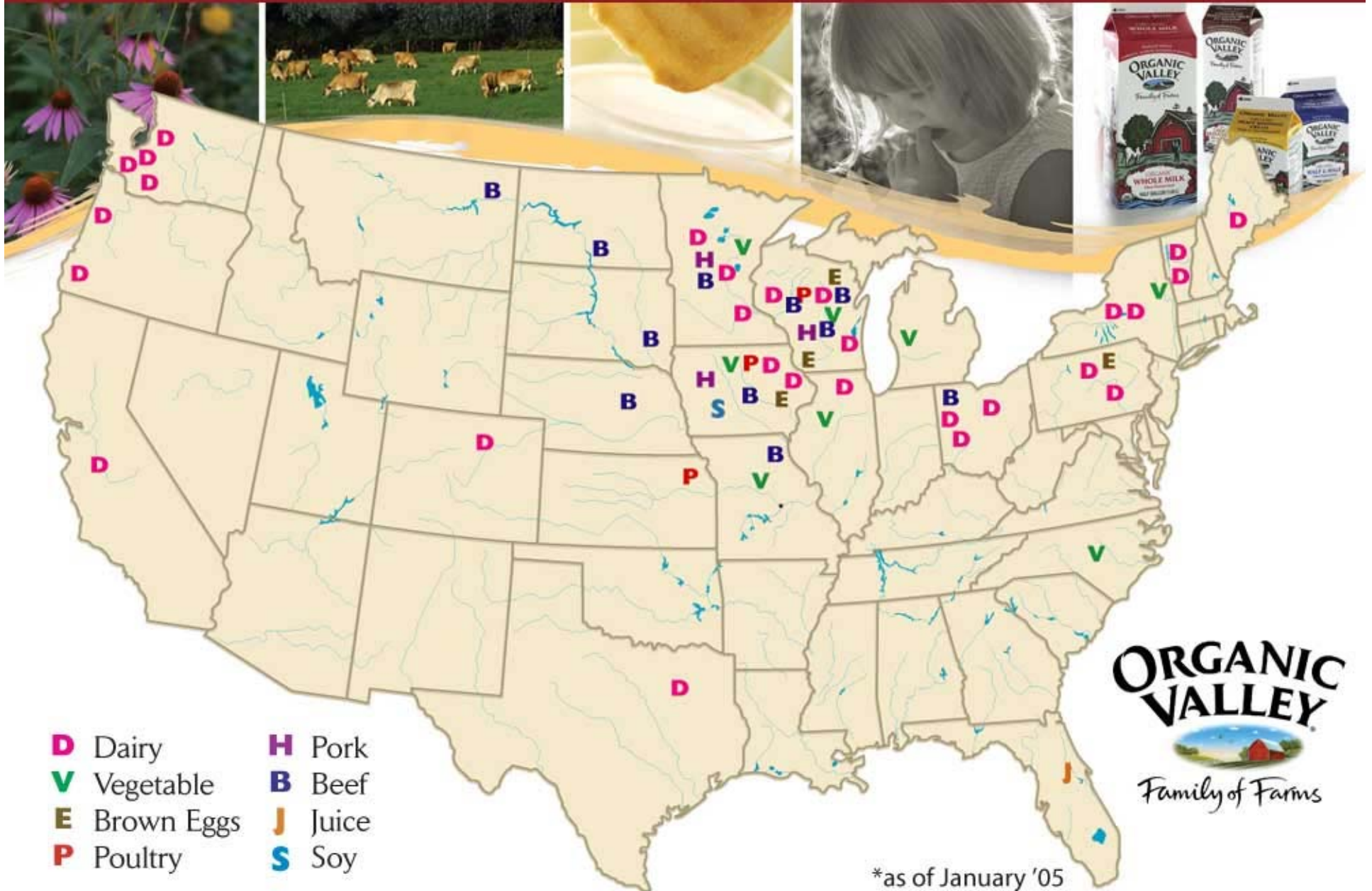
CROPP

Purpose

The purpose of the Cooperative Regions of Organic Producer Pools is to create and operate a marketing cooperative that promotes regional farm diversity and economic stability by the means of organic agricultural methods and the sale of certified organic products.

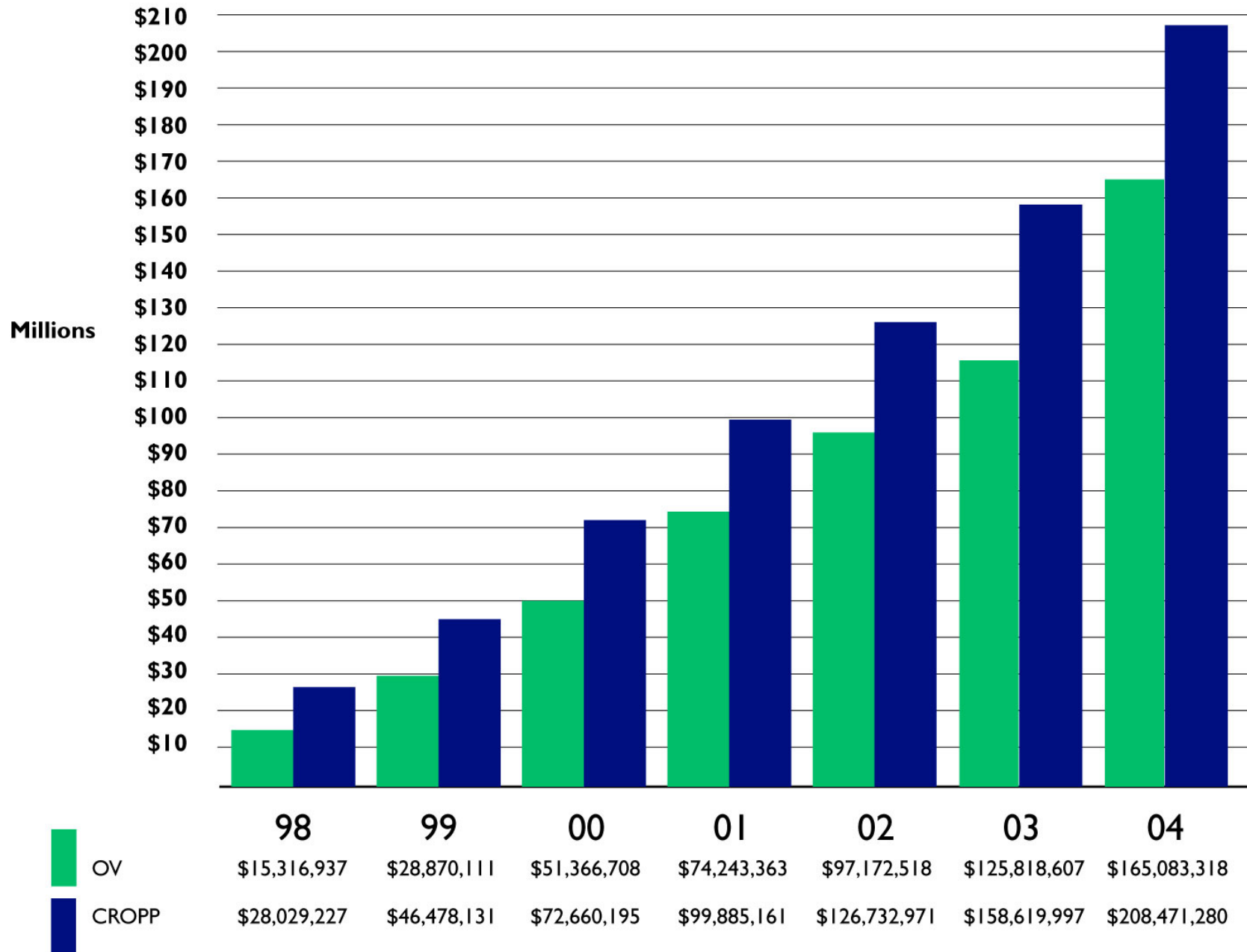


Producer Pool Locations





CROPP & OV Sales History



**ORGANIC
VALLEY®**



Family of Farms



The Organic Valley Product Line

Fluid Milk

Ultra Pasteurized Milk

Whole
Reduced Fat 2%
Lowfat 1%
Nonfat
Lactose-Free Lowfat 1%
Lactose-Free Lowfat Strawberry
Lactose-Free Lowfat Vanilla
Lactose-Free Lowfat Chocolate
Reduced Fat 2% Chocolate
Half & Half
Heavy Whipping Cream
Egg Nog, (Seasonal)

Pasteurized Milk

Whole
Reduced Fat 2%
Lowfat 1%
Nonfat
Heavy Whipping Cream

Dry Milk Powders

Nonfat Dry Milk
Buttermilk Blend

Premium Juice

Pasteurized/Not from Concentrate
Orange Juice
Orange Juice with Pulp
Orange Juice, Calcium Fortified

Butter

Lightly Salted Butter
Cultured Unsalted Butter

Cream Cheese

Neufchatel (reduced fat),
Cream Cheese

Sour Cream

Regular
Lowfat

Cottage Cheese

Regular
Lowfat

Brown Eggs

Medium, 18 Pack
Large, Dozen/6-Pack
Large Omega-3, Dozen/6-Pack
Ex-Large, Dozen/6-Pack
Ex-Large Omega-3, Dozen/6-Pack
Jumbo, Dozen/6-Pack
Egg Whites, Pasteurized

Cheese

Organic Valley Deli Line

Muenster - Red Rind
Baby Swiss
Mozzarella
Provolone
Feta
Pepper Jack
Raw Sharp Cheddar
Raw Mild Cheddar
Raw Wisconsin (Jack-Style)
Mild Cheddar, Sliced
Monterey Jack, Reduced Fat, Sliced
Blue Cheese Crumbles
Feta Cheese Crumbles
Parmesan, shred Cup

Organic Valley Dairy Line

Sharp Cheddar
Mild Cheddar
Colby
Monterey Jack
Monterey Jack Reduced Fat
Cheddar Reduced Sodium & Fat
Mexican Blend, Shredded
Mild Cheddar, Shredded
Mozzarella, Shredded
Italian 4-Cheese Blend, Shredded
Monterey Jack, Reduced Fat, Shredded

Stringles® Cheese

String Cheese
ColbyJack Cheese Sticks
Cheddar Cheese Sticks
Ricotta Cheese

Organic Valley Frozen Meat

Family Packs

Beef Hot Dogs
Chicken Hot Dogs
Fresh Ground Beef 90/10
Fresh Ground Beef 85/15
Ground Beef Chub
Breakfast Sausage Chub
Ground Chicken Chub
Chicken Thighs
Chicken Breasts, Boneless, Skinless
Turkey Breasts, Boneless, Skinless
Whole Chicken
Whole Young Chicken
Whole Turkey
Whole Young Turkey
Uncured Half Ham, Boneless

Convenience

Ground Beef Patties
Pork Bratwurst
Pork Breakfast Links
Italian Pork Sausage
Italian Chicken Sausage
Hardwood Smoked Bacon

Premium

Boneless Rib Eye Steak
Boneless New York Strip Steak
Boneless Sirloin Steak
Beef Liver
Pork Chops

Organic Prairie Fresh Meat

Beef Jerky, Spicy Hickory Flavor
Premium 85% Lean Ground Beef
Premium 90% Lean Ground Beef
Premium Ground Pork

Butcher's Case Organic Meat

Premium Choice Beef
& Heirloom Pork

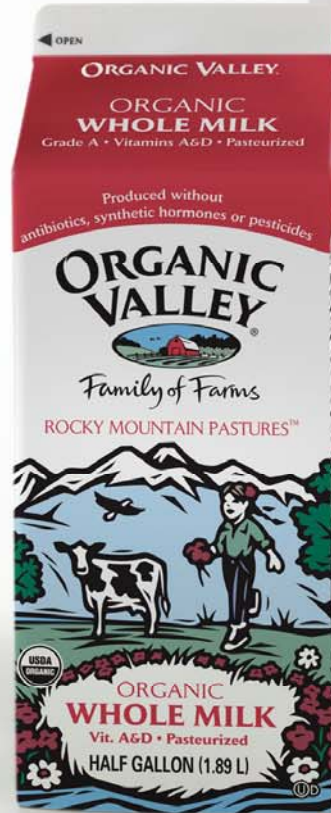
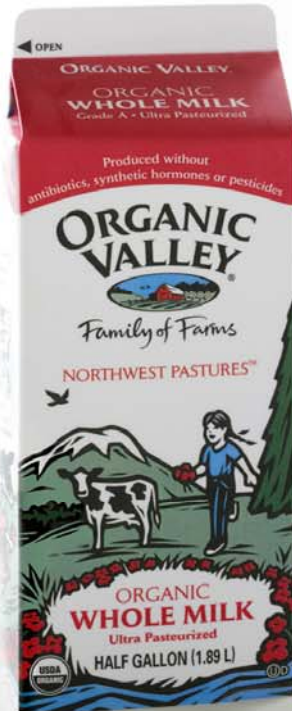
Fresh Produce

Seasonal and year-round availability.
Inquiries, call 1.888.444.645









**ORGANIC
PRAIRIE™**

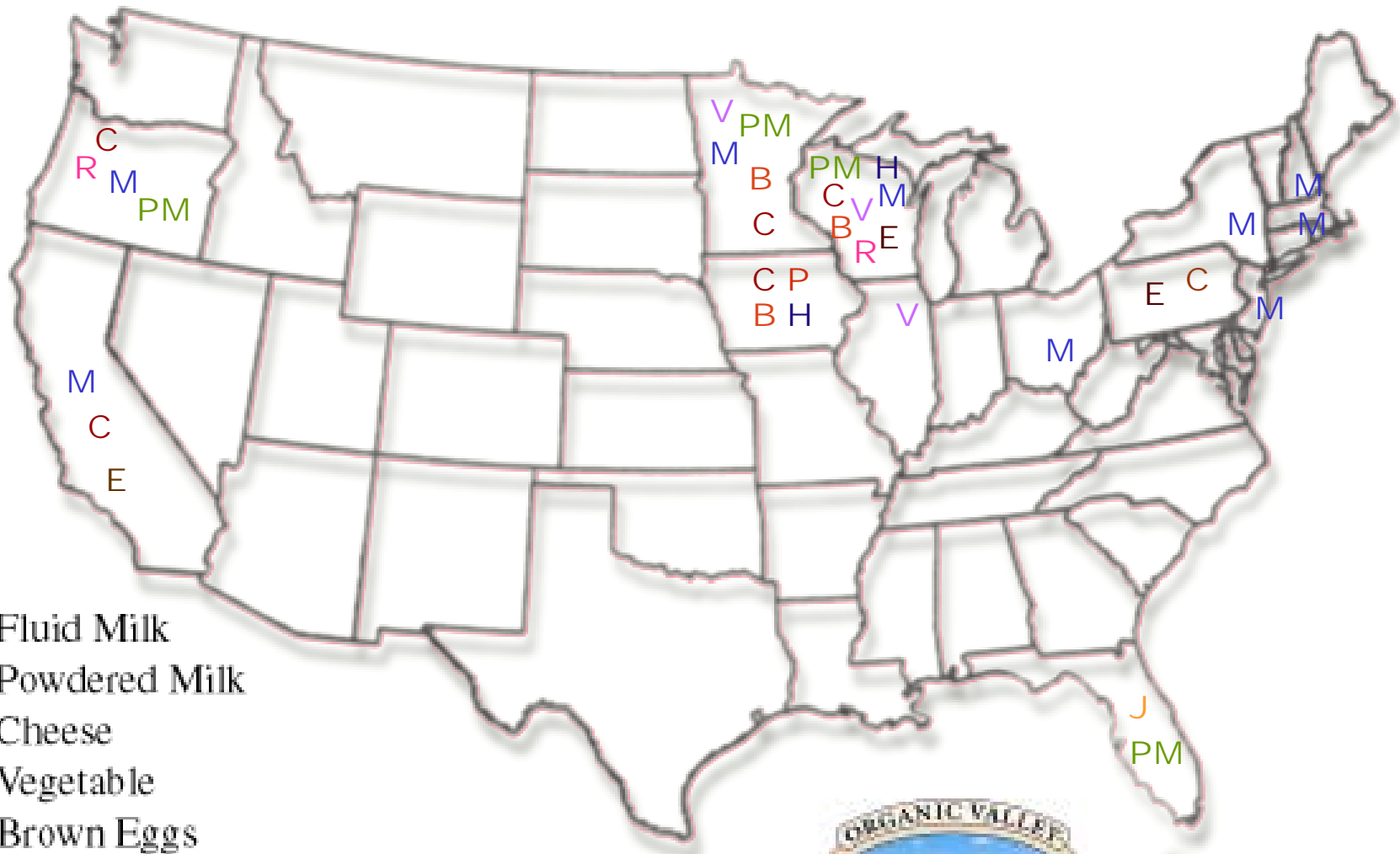


Family of Farms



CROPP

Production Locations



- M** Fluid Milk
- PM** Powdered Milk
- C** Cheese
- V** Vegetable
- E** Brown Eggs
- P** Poultry
- H** Pork
- R** Butter



Top 10 Organic Categories

The growth and size of organic in mainstream is driving the growth of organic overall

Organic Category	Total Supermarkets			Mainstream Supermarkets				Natural Supermarkets			
	Cur \$	\$ % Chg	\$ Shr	Rank	Cur \$	\$ % Chg	\$ Shr	Rank	Cur \$	\$ % Chg	\$ Shr
Total Organic F&B	\$3,640,197,906	17%			\$2,157,446,663	19%	59%		\$1,482,751,243	15%	41%
Total Top 10 Organic F&B	\$2,431,316,801	18%	67%		\$1,692,037,558	20%	78%		\$739,279,243	14%	50%
Packaged Fresh Produce	\$540,398,560	36%	15%	1	\$413,785,505	37%	19%	1	\$126,613,055	34%	9%
Non-Dairy Beverages	\$415,747,882	3%	11%	2	\$342,905,360	5%	16%	6	\$72,842,522	(3%)	5%
Milk / Half & Half / Cream	\$395,088,944	25%	11%	3	\$297,628,443	27%	14%	3	\$97,460,501	20%	7%
Yogurt & Kefir	\$223,691,531	25%	6%	4	\$142,393,227	29%	7%	5	\$81,298,304	19%	5%
Frozen Entrees / Pizzas & Conv	\$206,871,605	11%	6%	5	\$122,085,665	13%	6%	4	\$84,785,940	8%	6%
Bread & Baked Goods (Frozen &	\$184,315,135	8%	5%	7	\$86,684,021	4%	4%	2	\$97,631,114	10%	7%
Chips / Pretzels & Snacks	\$140,535,578	6%	4%	6	\$96,741,007	9%	4%	11	\$43,794,571	2%	3%
Cold Cereals	\$131,569,282	21%	4%	8	\$71,289,974	25%	3%	7	\$60,279,308	17%	4%
Soup	\$100,761,907	28%	3%	11	\$51,087,458	45%	2%	9	\$49,674,449	14%	3%
Refrigerated Juices & Functional	\$92,336,377	8%	3%	9	\$67,436,898	12%	3%	20	\$24,899,479	(1%)	2%

Note: Includes NOP levels 1-69%, 70-94%, 95-99%, and 100%

Source: SPINSScan Conventional & Natural
52 Wks Ending May 14, 2005; Total U.S.