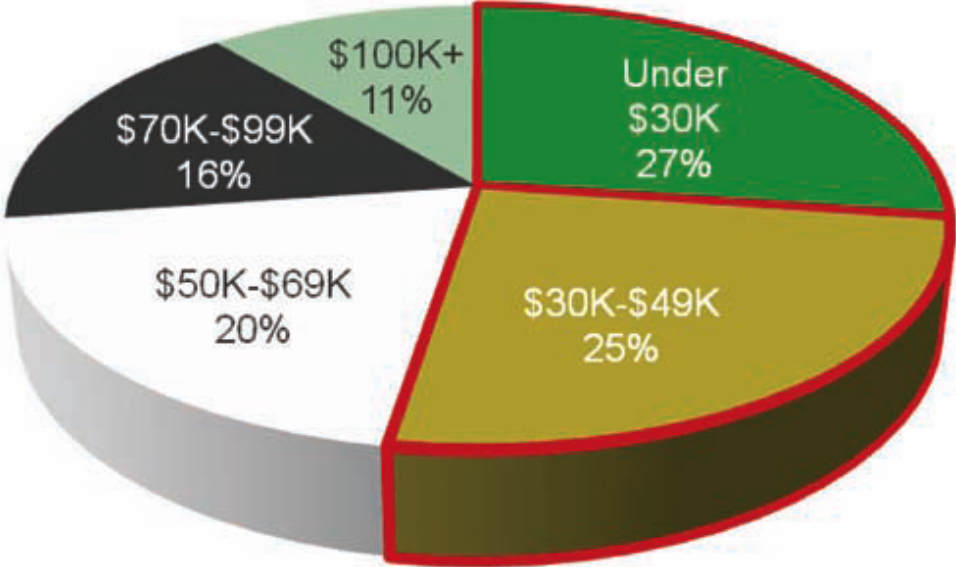


**Figure 1. Household Income Has Implications for Organic Usage**



Source: The Many Faces of Organic 2008 report, The Hartman Group, Inc.