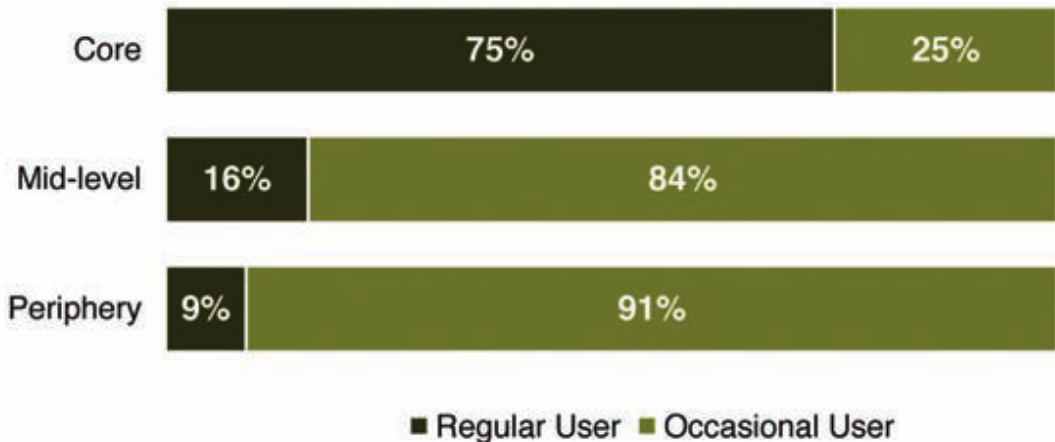


Figure 2.
Organic Usage Patterns by Organic Consumer Segment



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