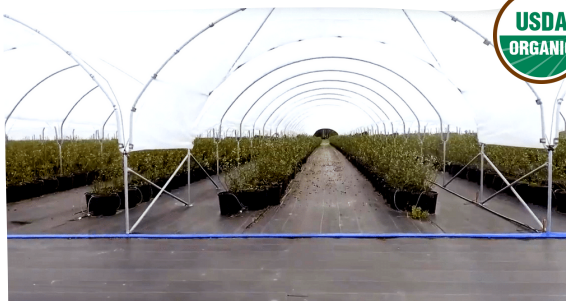


Farmers across the country have come together to build the Real Organic Project.

WHY?

Industrial powers are changing the definition of USDA organic.

A minority of industrial-organic operations produce a large (and growing) portion of the food labeled organic.



Container-grown USDA organic berry production.



Photo courtesy of the Cornucopia Institute and the Washington Post

Bare ground passes for "pasture" on a USDA organic dairy.



Photo courtesy of the Cornucopia Institute

A confinement-based USDA organic poultry operation.

Join us!

Get Certified

realorganicproject.org/apply

Join Real Organic Friends

realorganicproject.org/real-organic-friends



Real Organic Friends receive tickets to our annual virtual symposium, invites to private online events like our Book Club, and more to come!



New Episodes Weekly!



Real Organic Podcast



@realorganicproject



@realorganicproj

Learn more at our annual **Virtual Symposium** at

realorganicsymposium.org

realorganicproject.org



Real Organic Project



Real Organic Project certified farms pictured above, top to bottom: Turner Farm (OH), Butterworks Dairy (VT), Savannah of Flynn Farms (WA)

MOST OF THE FARMS CURRENTLY CERTIFIED AS ORGANIC ARE FAMILY FARMS THAT HAVE ALWAYS DESERVED TO BE CALLED ORGANIC.

These Real organic farms are now struggling to compete in a dishonest marketplace, and eaters are deceived as to what they are getting at grocery stores, as Real organic choices disappear from the shelves.



King Grove Farm (FL)

Real Organic blueberries grown in healthy soil.



Butterworks Farm (VT)

Real Organic dairy cows grazing on pasture.



Coyote Creek Farm (TX)

Real Organic poultry raised outdoors on grass.

Real Organic Means:

- Soil Health
- Pastured Animals
- Continuous Improvement
- Biodiversity
- Community



Real Organic Project certified Farmers Glenn and Maddy Elzinga (ID)

The Real Organic Project label allows Real Organic farmers to differentiate themselves and give eaters Real transparency.

Get Involved!

FARMERS

Get Certified!

Apply for free at realorganicproject.org/apply



BUSINESSES

Support and Promote Organic Transparency

by educating customers about Real Organic Project

and by sourcing from certified Real Organic farms.

Support Real Organic Project

by learning more and participating in our **Real Organic Friends** program.

Real Organic Friends receive tickets to our annual virtual symposium, invites to private online events like our Book Club, and more to come!

EATERS

What is an "add-on" Certification?

We only work with farms that are already USDA certified organic. Working with certified farms allows Real Organic Project to bring integrity back to a system that eaters already know and trust.

