

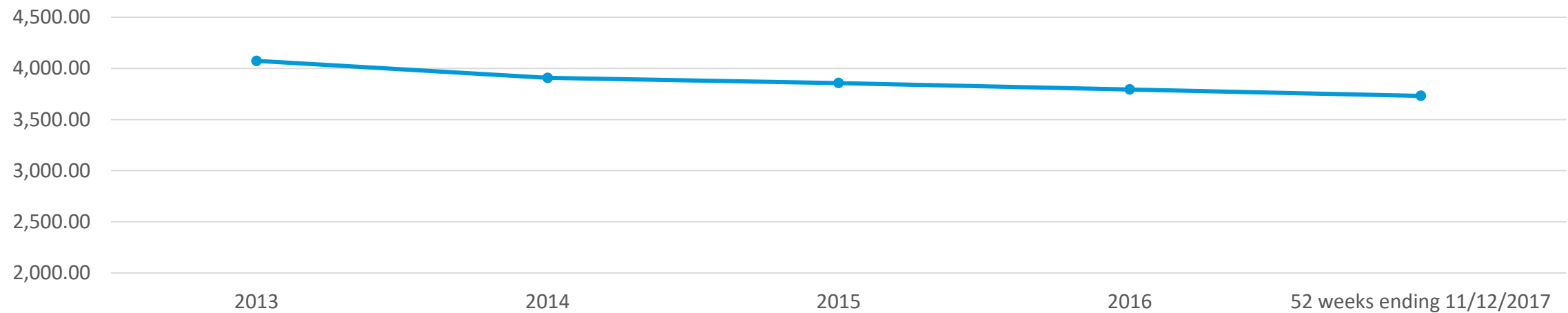
2019 VT Organic Dairy Producers Conference

**Gary Hirshberg
Chief Organic Optimist
Stonyfield Organic**



Long-term decline in milk volume

Milk Volume – All Outlets (Mil Gallons)



% Chg vs Yago	NA	-4.1%	-1.3%	-1.6%	-1.7%
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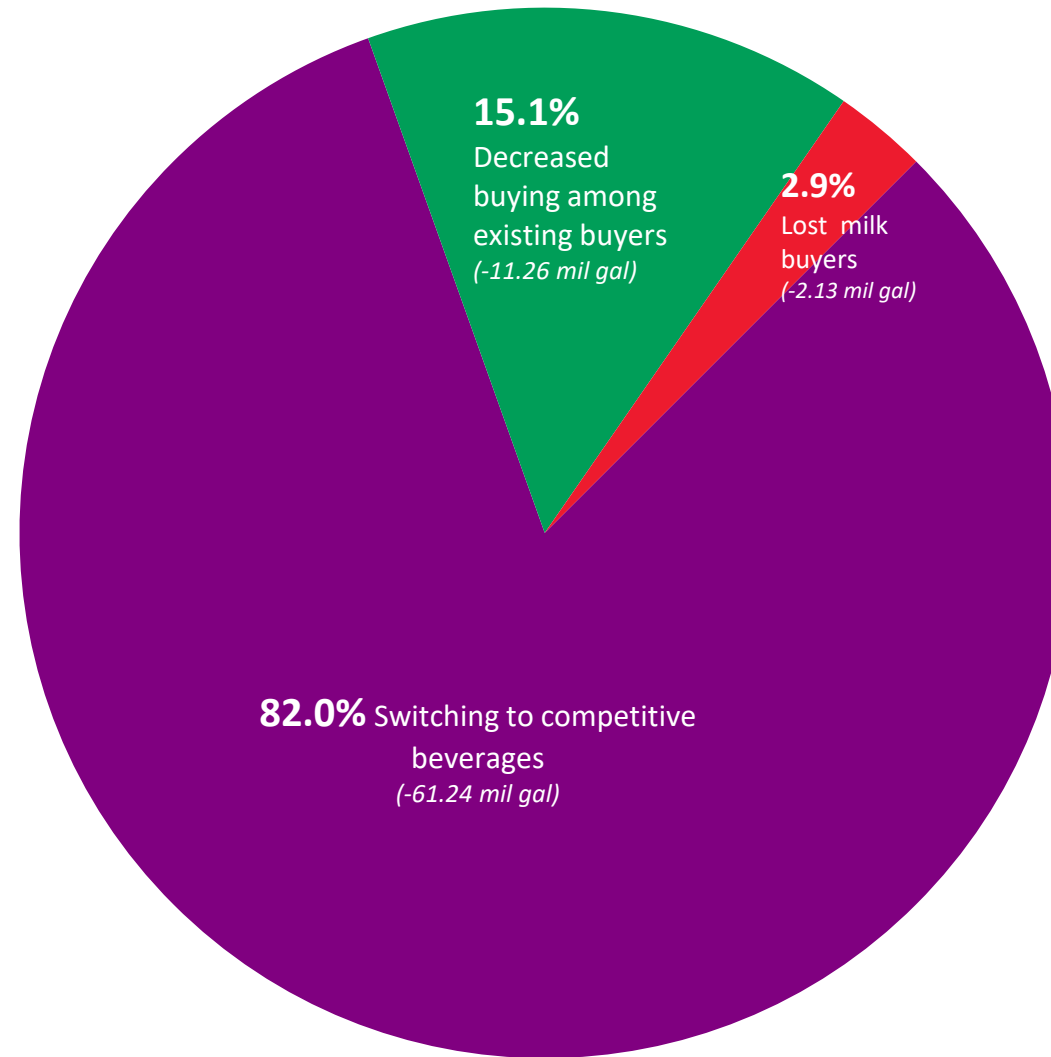
Milk prices in 2014 were high relative to recent years with white gallon costing \$.59 more per gallon than 2017

Source: NCP; Total US - All Outlets

Competitive switching drove 82% of White Milk's losses.

Decreased beverage consumption among existing White Milk buyers drove an additional 15% of volume loss.

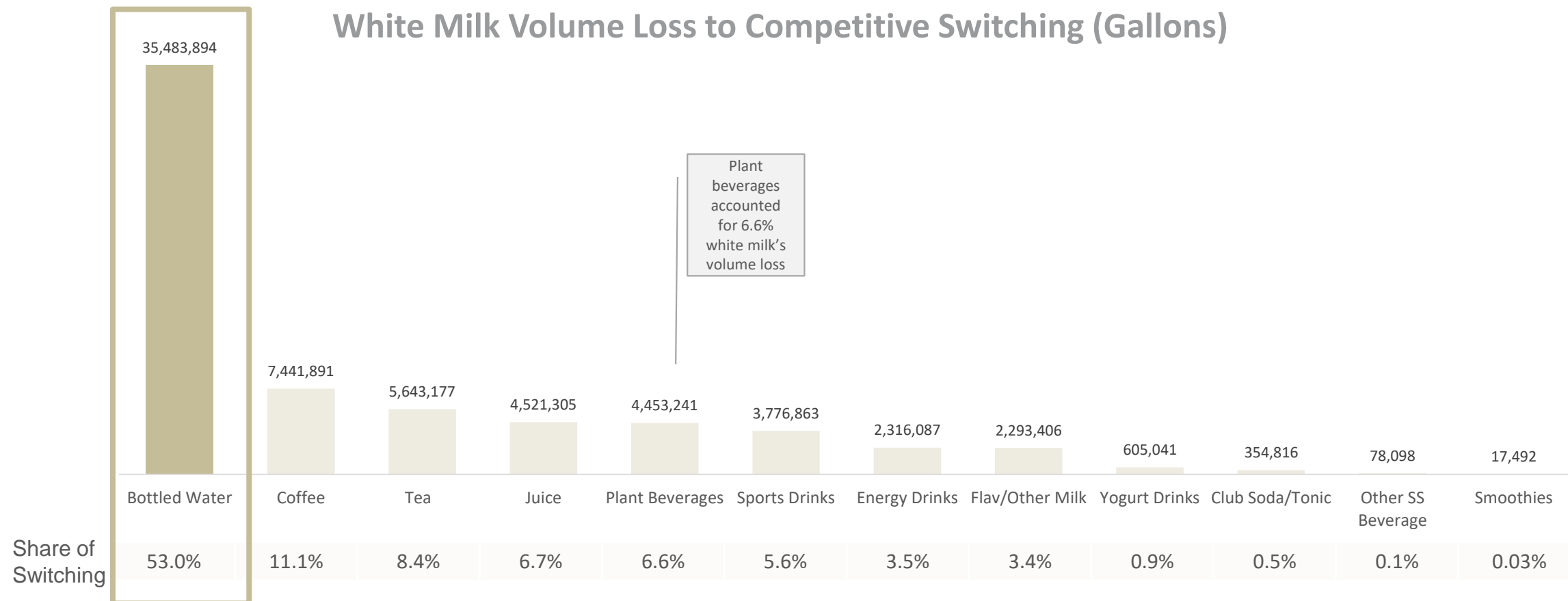
Source of White Milk Volume Loss



Lost milk buyers accounted for a small amount (2.9%) of white milk's volume decline

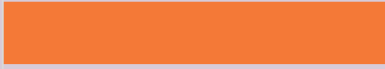


Half of **White Milk's** loss went to Bottled Water.
Coffee, Tea, Juice, Plant Beverages and Sports Drinks also gained from White Milk's decline.

White Milk Volume Loss to Competitive Switching (Gallons)



A Small Bright Spot:

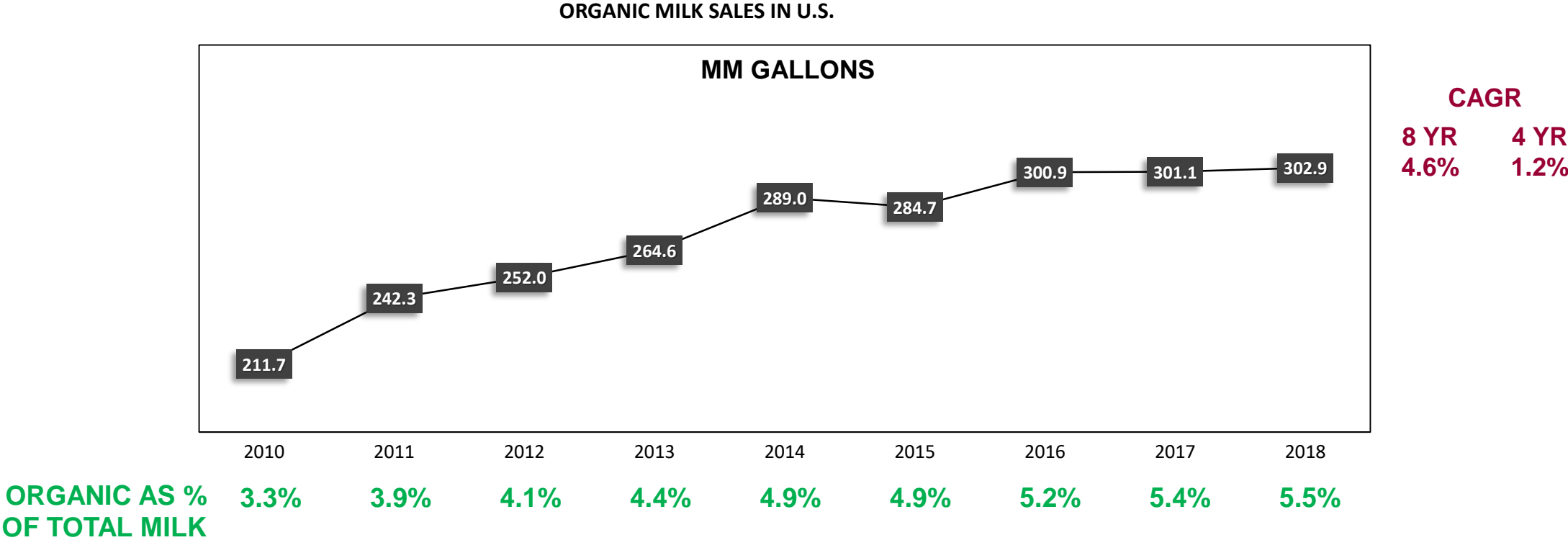
White Milk gained some volume from a few beverages, with 60% of its gain linked to soda

Volume Gains Due to Product Switching		Net Volume Change	Net % Chg Yago	Index	% of Switching Gains
Soda		3,433,979	+0.10	63	60%
Instant Coffee		1,353,076	+0.04	135	24%
Orange Juice		922,350	+0.03	127	16%
Single Cup Tea		39,368	+0.00	238	1%

While white milk gained the most volume from soda, interaction was low for soda but higher for these products, indicating that consumers see them as more substitutable

LONG TERM US ORGANIC MILK SALES TRENDS REMAIN POSITIVE

Since 2010, Organic Milk has grown 90MM Gallons or +4.6% CAGR. The last 3 years have seen flat volume at 300 mm gallons.



Last Three YR \$\$\$ Details

	Total Dairy			Organic Dairy		
Time Period	Dollars	\$\$ % Chg		Dollars	\$\$ % Chg	
Year Ended Jan 2017	\$51,582,053,011	(4.6%)		\$3,481,098,773	7.1%	
Year Ended Jan 2018	\$51,434,846,315	(0.3%)		\$3,553,839,872	2.1%	
Year Ended Jan 2019	\$51,668,990,046	0.5%		\$3,600,130,414	1.3%	

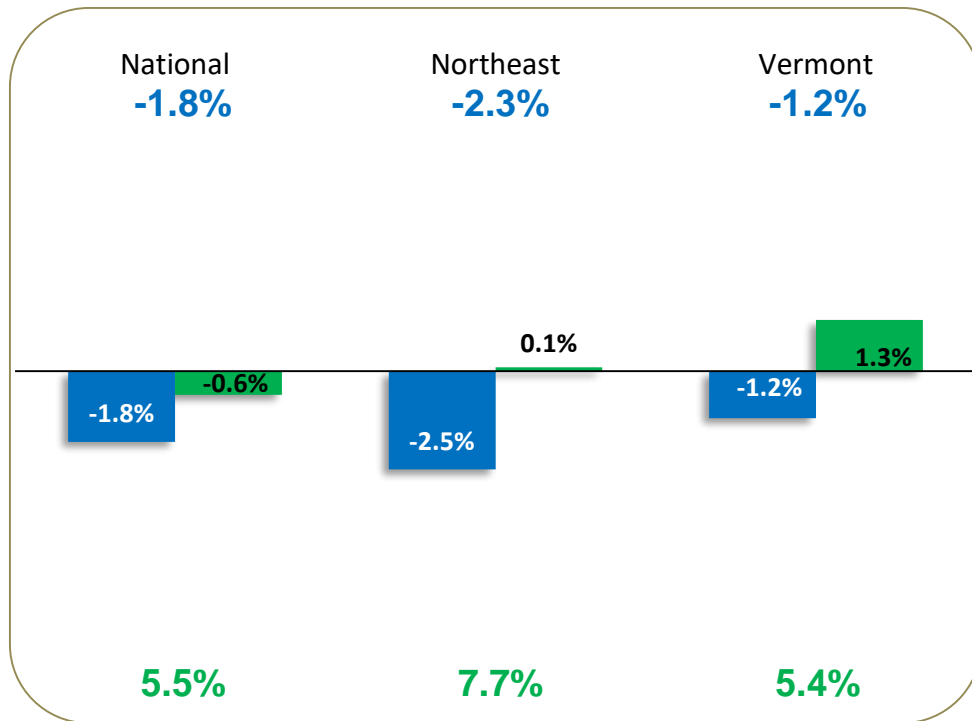
Northeast and Vermont Have Outperformed National Over Past 4 Years

Organic milk sale volume was flat to down slightly over past four years in US and Northeast. Conventional decline has been less in Northeast and Vermont, than national.

MILK

4 YR CAGR

VOLUME

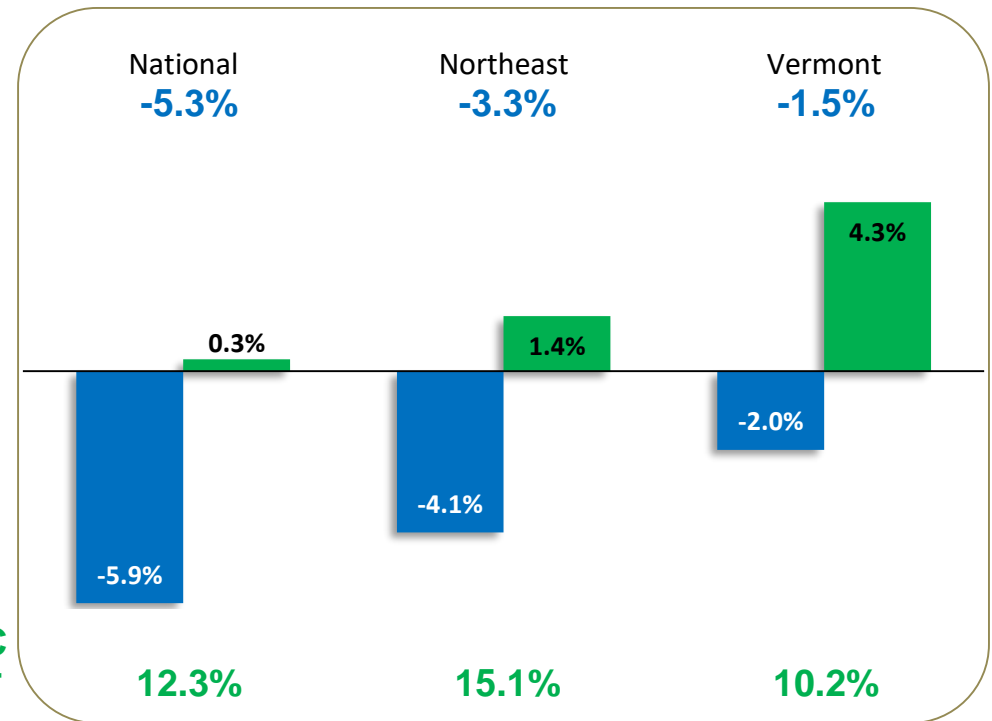


TOTAL MILK

■ Conventional
■ Organic

2018 ORGANIC MILK AS % OF TOTAL MILK

DOLLARS

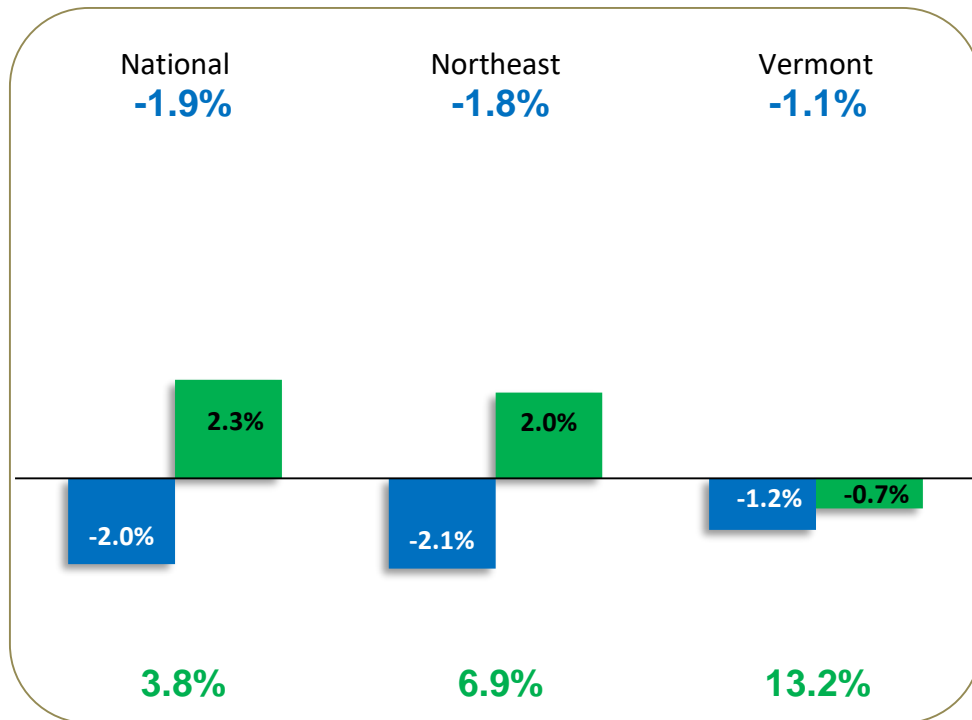


Yogurt Trend in Opposite Direction – Nat'l outperforms NE & VT

Organic yogurt represents 3.8% of national yogurt volume, while 6.9% of Northeast and 13.2% of Vermont

YOGURT 4 YR CAGR

VOLUME

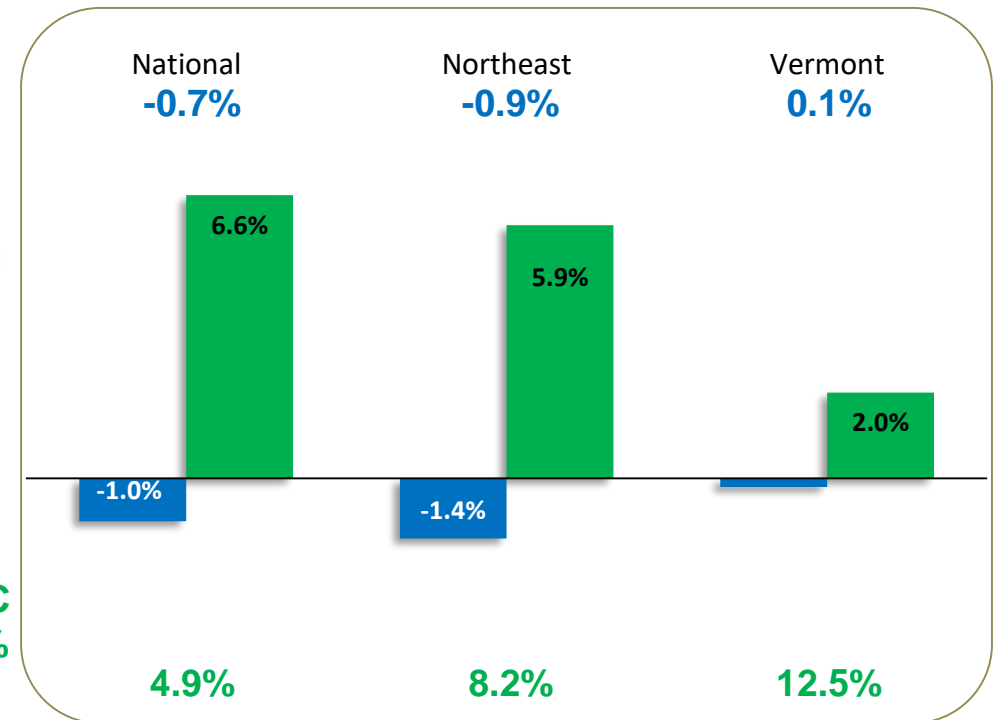


TOTAL YOGURT

■ Conventional
■ Organic

2018 ORGANIC
YOGURT AS %
OF TOTAL
YOGURT

DOLLARS



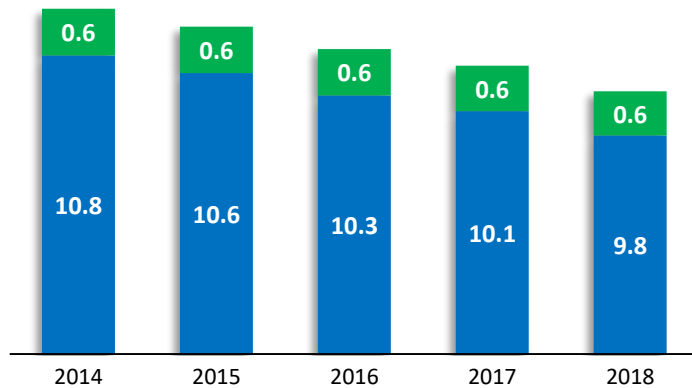
Organic Milk Sales per capita

US Organic milk sales per capita have held steady over the past 4 years. But Conventional milk sales have declined by 1 gallon per capita throughout the US and northeast .
The VT decline has only been half that amount.

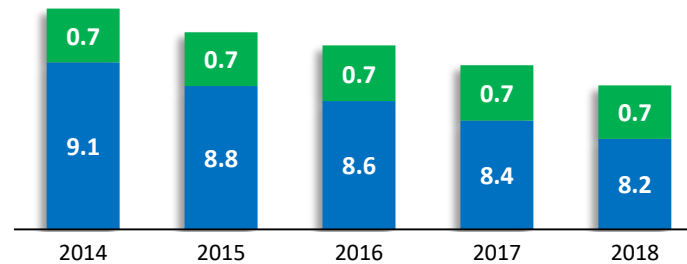
SALES PER CAPITA (GALLONS)

■ Conventional ■ Organic

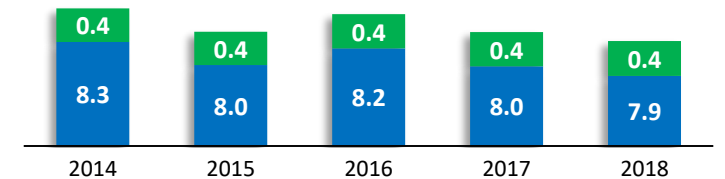
NATIONAL



NORTHEAST



VERMONT



Yogurt Sales per capita

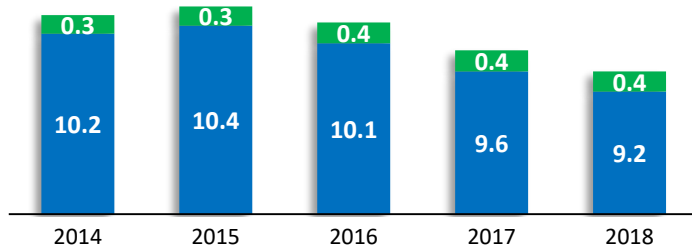
US Organic yogurt sales per capita have grown slightly or held steady over the past 4 years.

Conventional yogurt sales have declined by 1 gallon per capita throughout the US and northeast . Organic is chosen less often in VT than US for milk, but 2X as often for yogurt.

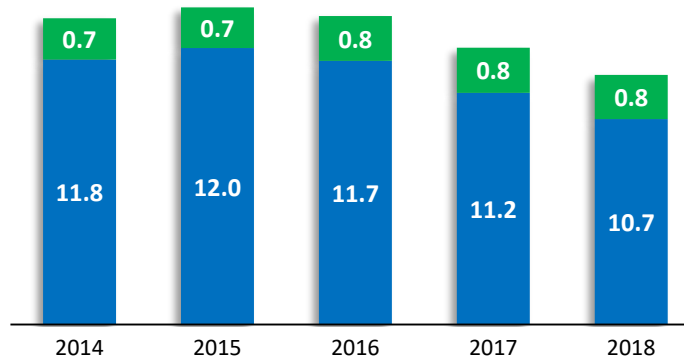
YOGURT SALES PER CAPITA

■ Conventional ■ Organic

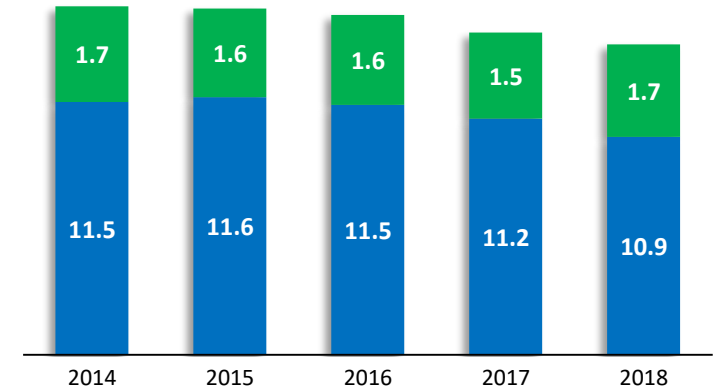
NATIONAL



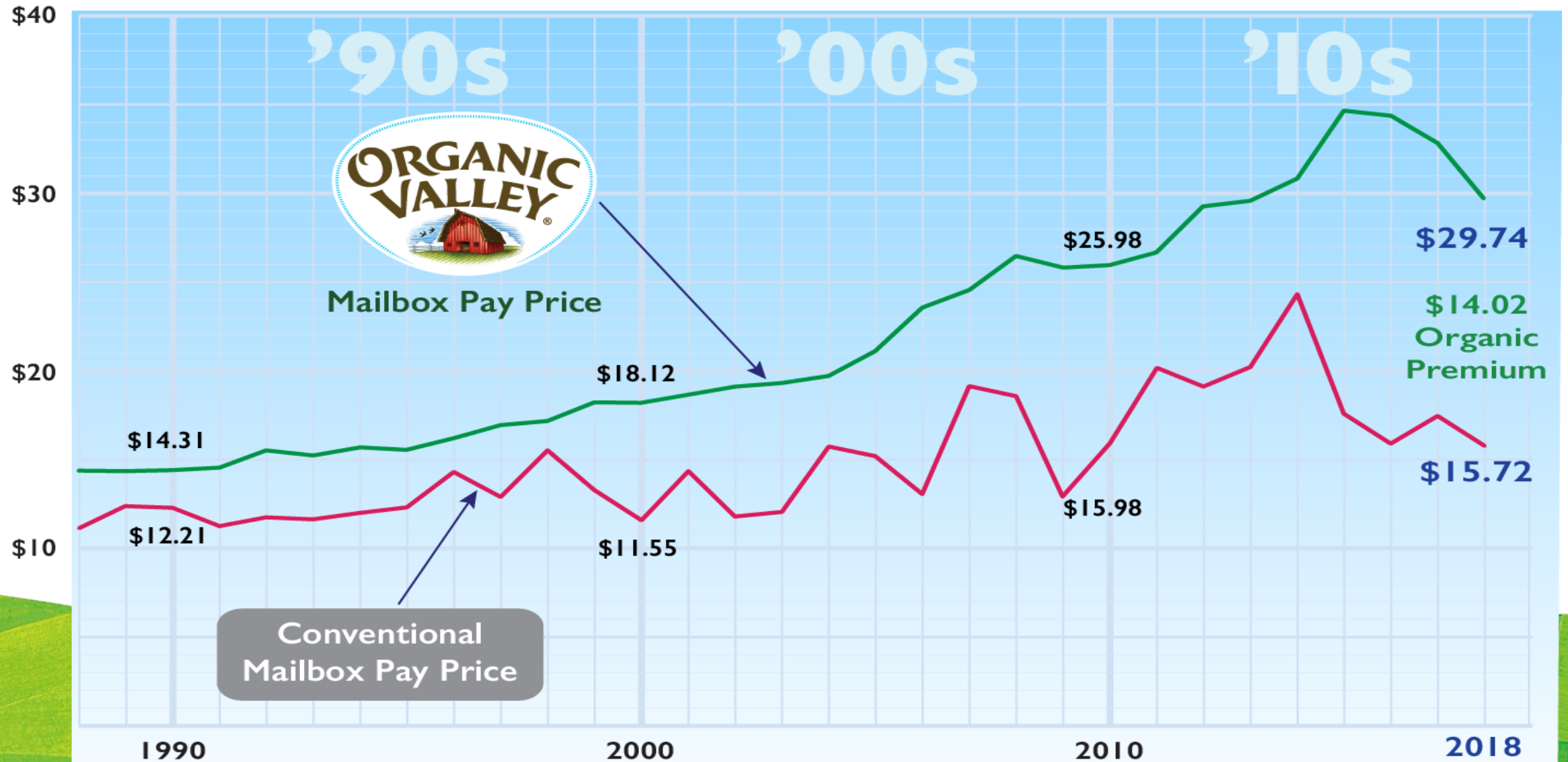
NORTHEAST



VERMONT



30 Years of Sustainable Dairy Pay Price





TOPS OF 2018: ORGANIC

FMCG AND RETAIL | 12-19-2018



While organic products have been available for decades in the U.S. fast-moving consumer goods (FMCG) industry, they've become **more accessible** than ever in the last few years.

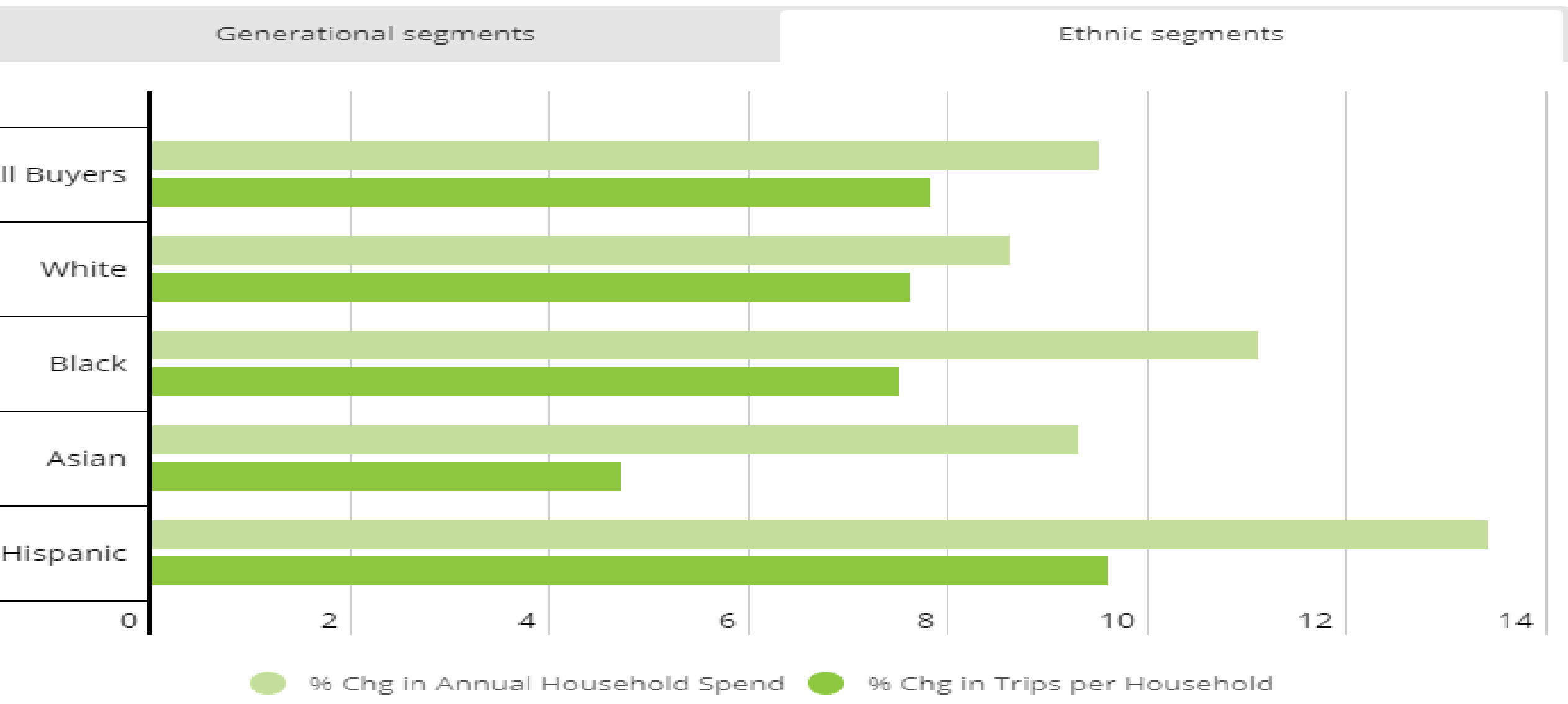
Despite this growing popularity, organic products are not necessarily a fad. Sales of organic FMCG haven't waned, and given sales trajectory across the store, it appears to be an age-old growth driver that's here to stay.

"And at a time when the FMCG industry overall has experienced flat volume consumption, this growth is huge."

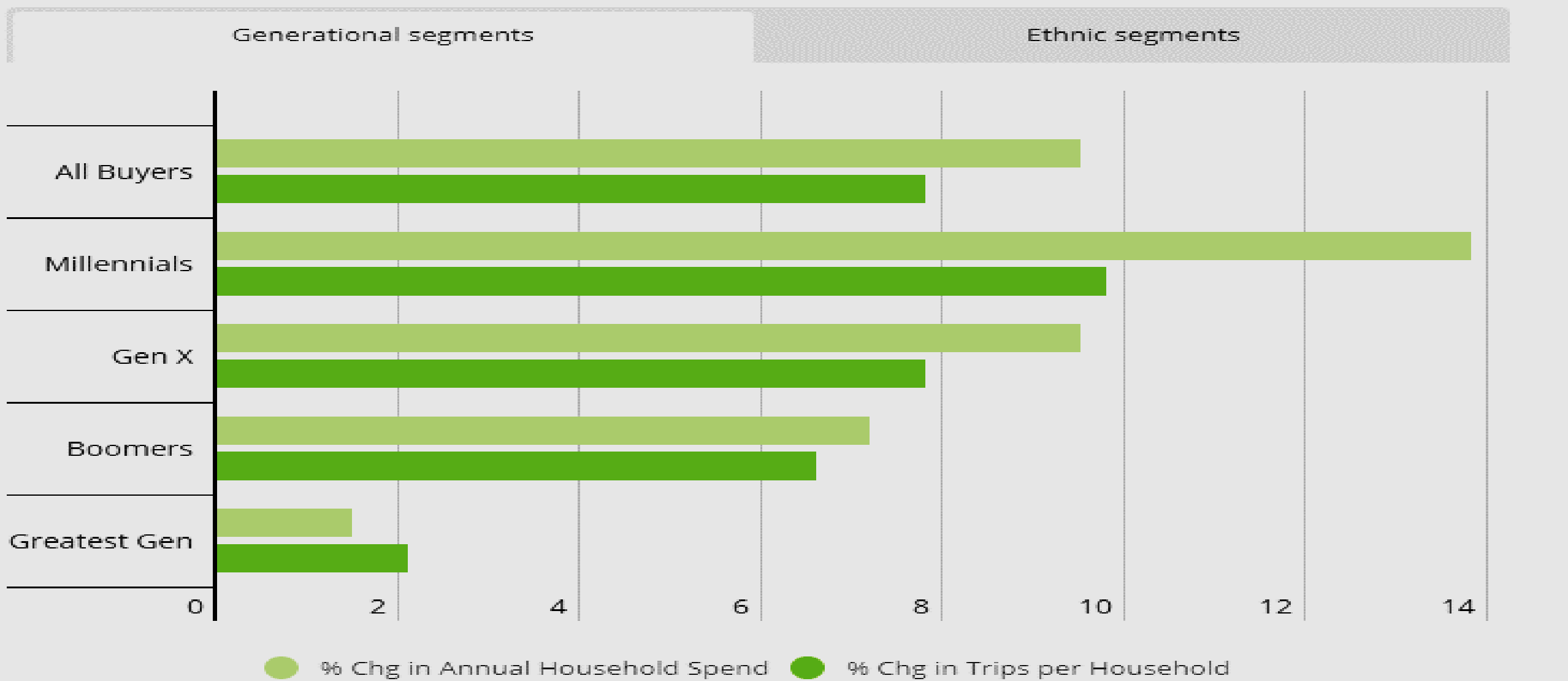
While it shouldn't come as a surprise to hear about the prominence of organic products, it might be interesting to learn that sales continue to outpace previous years. In fact, they now account for more than \$21 billion in sales and are up nearly 9% in dollars and 8% in units. And at a time when the FMCG industry overall has experienced flat volume consumption, this growth is huge.

Gone are the days when organic products catered to a singular or specific audience. Today, organics have hit the mainstream. Not only are organic products boosting our industry's top-line, they are being purchased more by all generational and age cohorts. That said, some segments of our population are leaning into organic more than others.

Categories ranked by highest organic dollar sales in the latest year.



Categories ranked by highest organic dollar sales in the latest year.



Values Matter to Millennials

75% of millennials are willing to pay more for sustainable offerings

66% willing to pay more to buy from companies committed to positive social and environmental practices





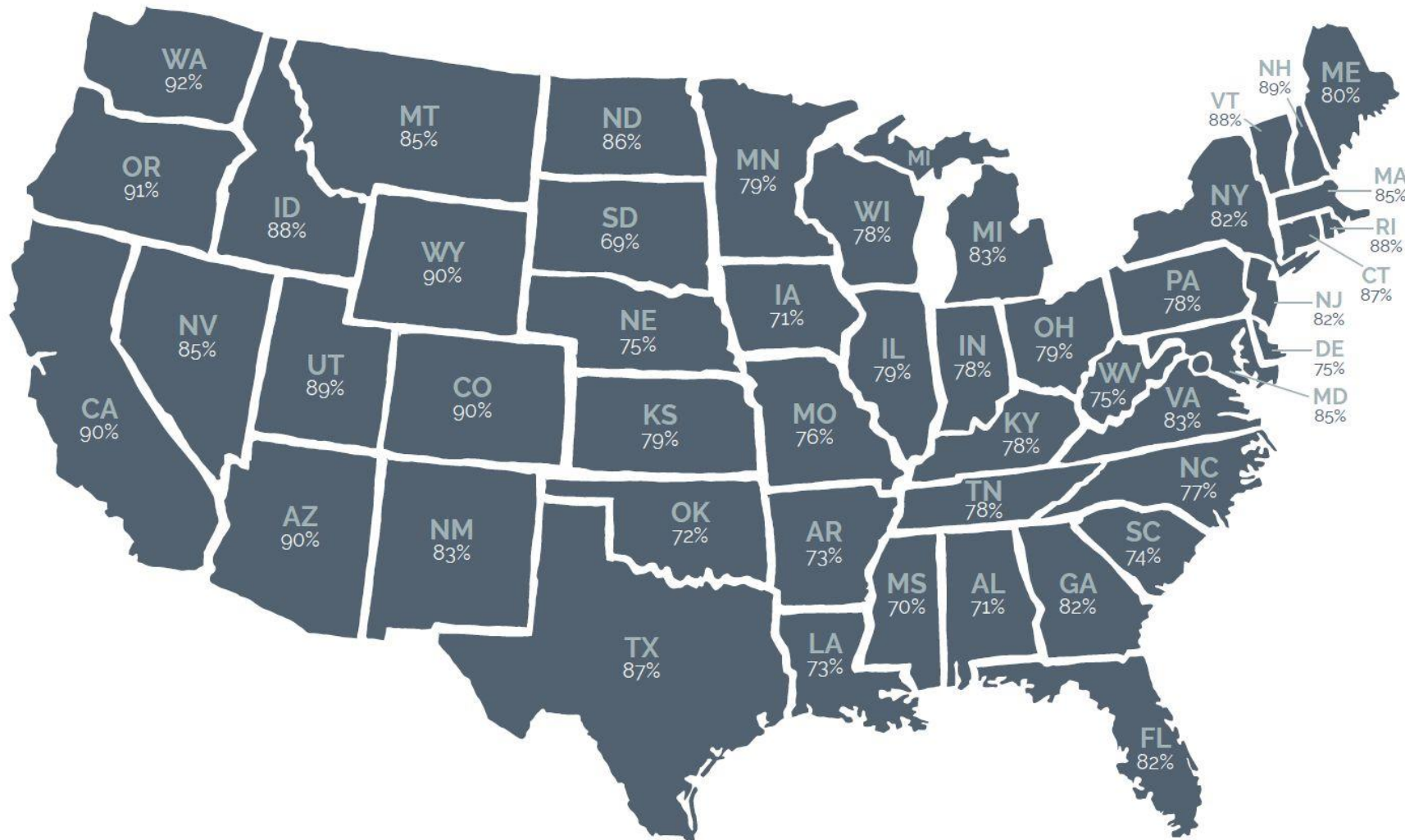
New wave of organic shoppers

Currently, 25% of Millennials have children. Within the next 10-15 years, 80% are expected to become parents, equating to about 60 million potential organic shoppers.

The parenting kids receive also shapes their buying habits as adults. Heavy buyers of organic – whether Millennials with or without children – are much more likely to have been raised eating organic foods and being taught to make organic choices.



Household purchasing



Over **82%** of
U.S. households
buy organic



A close-up photograph of a young child with dark skin and curly hair, wearing a purple shirt, holding a red apple with a bite taken out of it. The background is a blurred outdoor setting with greenery and a fence.

CONSUMER RESEARCH

A close-up photograph of a person's hands holding several brown paper shopping bags. The background is a blurred outdoor setting with greenery.

PROMOTION

**GRO
ORGANIC**

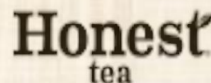
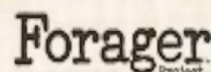
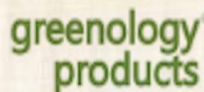
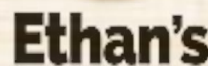
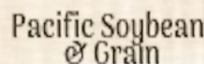
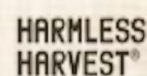
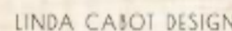
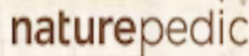
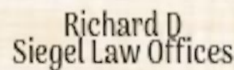
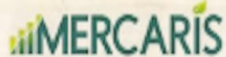
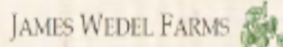
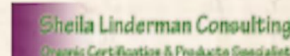
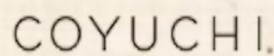
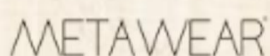
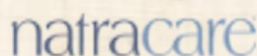
**Tap into the Fishbowl with your
ideas and questions.**

A close-up photograph of a hand holding a small green seedling with two leaves. The background is a blurred outdoor setting with greenery.

ASSISTANCE

A close-up photograph of dark brown soil with visible concentric ripples, suggesting it has been recently tilled or disturbed.

CLIMATE RESEARCH



Jump-starting the next generation of organic farmers



As the 1st organic dairy incubator farm in the U.S., Wolfe's Neck Farm will be a regional hub for research, demonstration, and teaching in sustainable organic dairy and pasture management.

Launched with a \$1.63MM grant from Danone Ecosysteme Fund and Stonyfield.



New Studies About Pesticides/Health Come Out Monthly



Non-Hodgkin Lymphoma linked to glyphosate-based herbicide exposure

Mar 04, 2019

A study recently published in the journal *Mutation Research/Reviews in Mutation Research* links glyphosate-based herbicides (GHB) like Roundup with higher rates of the cancer Non-Hodgkin Lymphoma (NHL). This formative paper combines a review of human studies with animal research that showed increased exposure to glyphosate increased NHL cancer in mice. The researchers also included a review of the mechanisms for how glyphosate causes cancer cell development, providing a critical link between the two.

Glyphosate is the primary active ingredient in Roundup, one of the most commonly used pesticides in the U.S. It has been detected in many foods, and people can also be exposed from contaminated water and dust. To test if the highest exposure to glyphosate-based herbicides would lead to increased risk of Non-Hodgkin Lymphoma, researchers analyzed six studies with nearly 65,000 human participants, and every publicly available study on glyphosate exposure and the development of NHL cancer in mice.



Photo credit: Charles O'Rear; USDA

To better understand how glyphosate could increase NHL

Glyphosate Was Found on Most Samples of Oat-Based Foods

Type of Food	Product Name	Glyphosate (ppb)*		
		Sample 1	Sample 2	Sample 3
Granola	Nature's Path Organic Honey Almond granola	ND**	ND	
	Back to Nature Classic Granola	620	170	
	Quaker Simply Granola Oats, Honey, Raisins & Almonds	430	400	
	Back to Nature Banana Walnut Granola Clusters	30	30	340
	Nature Valley Granola Protein Oats 'n Honey	220	170	
	KIND Vanilla, Blueberry Clusters with Flax Seeds	50	60	

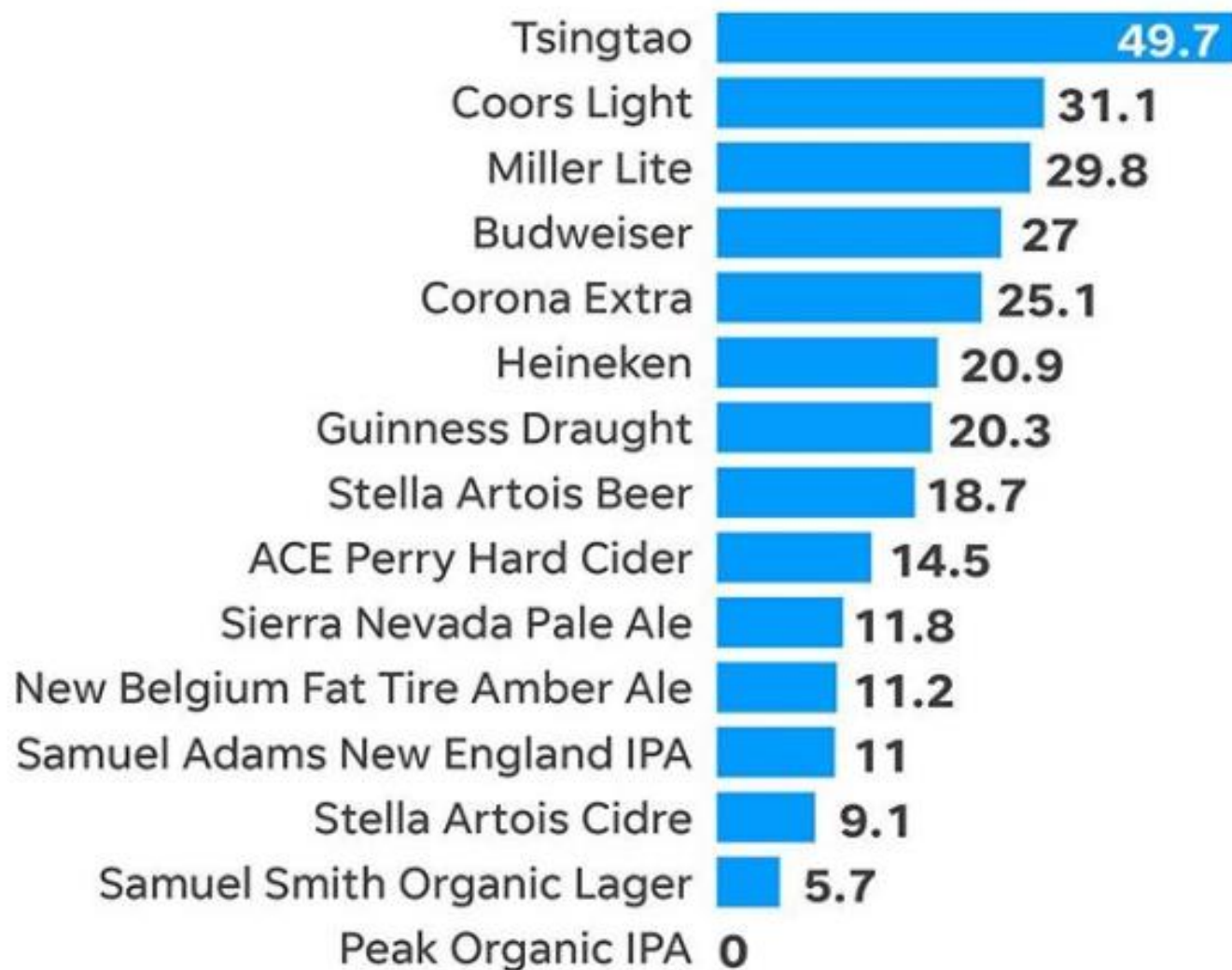
<https://www.ewg.org/childrenshealth/glyphosateincereal/>



Hidden chemicals in beer

The weed killer glyphosate was found in 14 of the 15 beers U.S. PIRG tested.

Amount of plyphosate (parts per billion)



HEALTH

PESTICIDES LINKED TO AUTISM IN STUDY

BY KASHMIRA GANDER ON 8/16/18 AT 9:13 AM



OUR WORK | OUR EXPERTS | OUR STORIES | GET INVOLVED | ABOUT US

**New Scientific Paper: Broad Class
of Pesticides Puts Children at Risk
for Reduced IQ, Learning
Disabilities**



IN THE JOURNALS

**Metal, pesticide exposure increases CVD
risk in Hispanic adults**



The Washington Post

Food • Perspective

The truth about organic produce and pesticides

Search ~ **The Guardian** US edition ~

**Ban entire pesticide class to protect
children's health, experts say**



Organic-Center.org

Pesticide Levels In Families Dropped By 60% After One-Week Organic Diet: Study

📅 FEBRUARY 12, 2019 📁 HEALTH AND WELLNESS



Pesticide levels in families dropped by 60% after one-week organic diet: study

A new [peer-reviewed study](#) shows that eating a completely organic diet—even for just one week—can dramatically reduce the presence of pesticide levels in people, a finding that was characterized as “groundbreaking” by critics of an industrial food system that relies heavily on synthetic toxins and chemicals to grow crops and raise livestock.

Organic: The Best Way to Protect Yourself and Your Family



JAMA Network

December, 2018

“Now a new French study that followed 70,000 adults, most of them women, for five years has reported that the most frequent consumers of organic food had 25 percent fewer cancers over all than those who never ate organic.

Those who ate the most organic fruits, vegetables, dairy products, meat and other foods had a particularly steep drop in the incidence of lymphomas, and a significant reduction in postmenopausal breast cancers.”

Curl, C. Estimating Pesticide Exposure from dietary intake and organic food choices. *Environmental Health Perspectives*, 2015, 123, 5.

Baudry, Julie, Karen E. Assmann, Mathilde Touvier, et al. Association of Frequency of Organic Food Consumption With Cancer Risk. Findings From the NutriNet-Santé Prospective Cohort Study. *JAMA Internal Medicine*, 2018, 178(12):1597-1606.

Los Angeles Times

Can organic food help you reduce your risk of cancer? A new study suggests the answer may be yes

By KAREN KAPLAN OCT 22, 2018 | 3:45 PM



CNN

Organic foods cut your cancer risk, study suggests

CHICAGO SUN-TIMES

Does eating organic food prevent cancer? Yes, a new study suggests

The Washington Post

Health & Science

An organic diet may lower cancer risk.

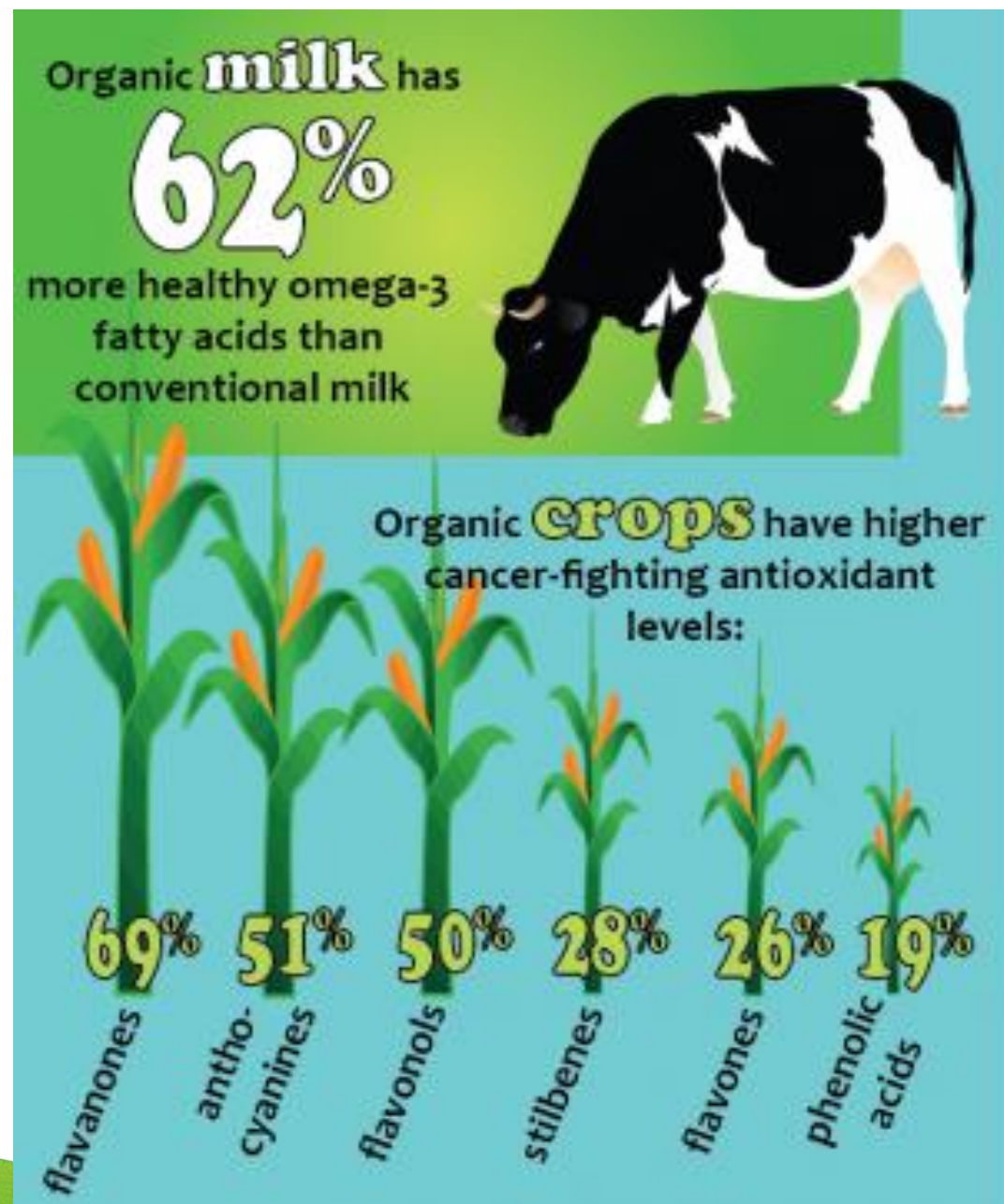


Organic-Center.org

Natural & Non-GMO Do NOT Mean Organic

ORGANIC vs. NATURAL vs. NON-GMO

	ORGANIC	NATURAL	NON-GMO
Toxic persistent pesticides & herbicides	NOT Allowed	Allowed	Allowed
GMO's	NOT Allowed	Allowed	NOT Allowed
Antibiotics	NOT Allowed	Allowed	Allowed
Growth hormones	NOT Allowed	Allowed	Allowed
Sludge & irradiation	NOT Allowed	Allowed	Allowed
Animal Welfare requirements	YES	NO	NO
Lower levels of environmental pollution	YES	Not Necessarily	Not Necessarily
Audit trail from farm to table	YES	NO	NO
Certification required, including inspections	YES	NO	NO
Cows required to be on pasture for pasture season	YES	NO	NO
Legal restrictions on allowable materials	YES	NO	NO



Prohibited From Use On Organic Farms: Abamectin • Acept
Chloride • Ammonium Sulfate • **Ammonium Nitrate** • Aqu
• Bendiocarb • Bifenthrin • Boscalid • Bromadiolone • Capt
• Calcium Nitrate • Carbamates • Carbaryl • Carbendazim
• Cyflumetofen • Cyfluthrin • Cypermethrin • Cyprodinil • C
• Dicloran • Dicrotophos • Dimethoate • Dimethoate • Disulf
• Fenpyroximate • Fenazaquin • Folpet • Ferric Phosphate •
• Fluvalinate • Fipronil • Fluazifop • Fludioxonil • Fluoxast
• Hypoprene • Iba (Indol-3-butyric Acid) • Imidacloprid • Iq
• Magnesium Oxide • Mancozeb • Maneb • Manure Ash • M
• Methyl Iodide • Metolachlor • Myclobutanil • Mgk-264 •
• Organophosphates • Oxyfluorfen • Paradichlorobenzene • P
• Potassium Permanganate • Potassium Phosphate • Potassi
• **Sewage Sludge** • Spiromesifen • Spirotetramat • Sulfur C
• **Superphosphate** • Tebuconazole • Thiabendazole • Thiachlo
• **Antibiotics** • **Recombinant Bovine Growth Hormones (RBG**
• **Byproduct Feeds** • **Sulfa Drugs** • Strychnine • Urea • Asx
• Dexamethasone • Disteryl Thiodipropionate • Erythroboric
• Sodium Sorbate • Sorbic Acid • Stanoous Chloride • Tertiary I
• Maleate • Acetazolamide Sodium • Afoxolaner • Albendaz
• Bituminosulfonate • Amoxicillin • Amphomycin • Ampici
• Bambermycins • Betamethasone • Boldenone Undecylenat
• Cambendazole • Capromorelin • Carbadox • Carnidazole •
• Chloramine-t Trihydrate • Chloramphenicol • Chlorobutano
• Clotrimazole • Cloxacillin • Colistimethate • Corticotrop
• Detomidine • Dexmedetomidine • Dichlorophene • Dichlor
• Dinoprost Tromethamine • Dipiperazine Sulfate • Dipren
• Efrotromycin • Emodepside • Enalapril Maleate • Enroflox
• Fentanyl • Fenthion • Firocoxib • Florfenicol • Flumetha
• Gamithromycin • Gentamicin • Miconazole Nitrate • Gleg
• Haloxon • Hetacillin • Hyaluronate • Hydrochlorothiazide •
• Isopropamide • Itraconazole • Kanamycin Sulfate • Ketoprofi
• Maduramicin • Marbofloxacin • Maropitant • Mebendazo
• Methocarbamol • Methylprednisolone • Metoserpate • Mit
• Mupirocin • Nalorphine • Naltrexone • Naproxen • Narasi
• Orgotein • Oxfendazole • Paclitaxel • Pegbovigrastim • **Peni**
• Ponazuril • Pradofloxacin • Pralidoxime • Praziquantel • Pra
• Maleate • Pyrimethamine • Rabacfosadine • **Ractopamine**
• Sevoflurane • Spectinomycin • Stanazolol • Streptomyc
• Telmisartan • Tepoxalin • Tetracycline • Thiabendazole • Thial
• Trenbolone • Triamcinolone • Trichlorfon • Triflupromazin

Here's a long list of chemicals you should never have to read.

Prohibited From Use On Organic Farms: Abamectin • Acept
Chloride • Ammonium Sulfate • **Ammonium Nitrate** • Aqu
• Bendiocarb • Bifenthrin • Boscalid • Bromadiolone • Capt
• Calcium Nitrate • Carbamates • Carbaryl • Carbendazim
• Cyflumetofen • Cyfluthrin • Cypermethrin • Cyprodinil • C
• Dicloran • Dicrotophos • Dimethoate • Dimethoate • Disulf
• Fenpyroximate • Fenazaquin • Folpet • Ferric Phosphate •
• Fluvalinate • Fipronil • Fluazifop • Fludioxonil • Fluoxast
• Hypoprene • Iba (Indol-3-butyric Acid) • Imidacloprid • Iq
• Magnesium Oxide • Mancozeb • Maneb • Manure Ash • M
• Methyl Iodide • Metolachlor • Myclobutanil • Mgk-264 •
• Organophosphates • Oxyfluorfen • Paradichlorobenzene • P
• Potassium Permanganate • Potassium Phosphate • Potassi
• **Sewage Sludge** • Spiromesifen • Spirotetramat • Sulfur C
• **Superphosphate** • Tebuconazole • Thiabendazole • Thiachlo
• **Antibiotics** • **Recombinant Bovine Growth Hormones (RBG**
• **Byproduct Feeds** • **Sulfa Drugs** • Strychnine • Urea • Asx
• Dexamethasone • Disteryl Thiodipropionate • Erythroboric
• Sodium Sorbate • Sorbic Acid • Stanoous Chloride • Tertiary I
• Maleate • Acetazolamide Sodium • Afoxolaner • Albendaz
• Bituminosulfonate • Amoxicillin • Amphomycin • Ampici
• Bambermycins • Betamethasone • Boldenone Undecylenat
• Cambendazole • Capromorelin • Carbadox • Carnidazole •
• Chloramine-t Trihydrate • Chloramphenicol • Chlorobutano
• Clotrimazole • Cloxacillin • Colistimethate • Corticotrop
• Detomidine • Dexmedetomidine • Dichlorophene • Dichlor
• Dinoprost Tromethamine • Dipiperazine Sulfate • Dipren
• Efrotromycin • Emodepside • Enalapril Maleate • Enroflox
• Fentanyl • Fenthion • Firocoxib • Florfenicol • Flumetha
• Gamithromycin • Gentamicin • Miconazole Nitrate • Gleg
• Haloxon • Hetacillin • Hyaluronate • Hydrochlorothiazide •
• Isopropamide • Itraconazole • Kanamycin Sulfate • Ketoprofi
• Maduramicin • Marbofloxacin • Maropitant • Mebendazo
• Methocarbamol • Methylprednisolone • Metoserpate • Mit
• Mupirocin • Nalorphine • Naltrexone • Naproxen • Narasi
• Orgotein • Oxfendazole • Paclitaxel • Pegbovigrastim • **Peni**
• Ponazuril • Pradofloxacin • Pralidoxime • Praziquantel • Pra
• Maleate • Pyrimethamine • Rabacfosadine • **Ractopamine**
• Sevoflurane • Spectinomycin • Stanazolol • Streptomyc
• Telmisartan • Tepoxalin • Tetracycline • Thiabendazole • Thial
• Trenbolone • Triamcinolone • Trichlorfon • Triflupromazin

And if you buy organic, you'll never have to.

Organic keeps these chemicals off the farm and out of your food. For more information about what's not allowed in organic production and handling go to ama.usda.gov



• **pyralid** • **Atrazine** • Avermectin • Anhydrous Ammonia • Ammonium
• roxytobrin • **Monoammonium Phosphate** • **Diammonium Phosphate**
• es • Carbofuran • Carbaryl • Cresote • Cryolite • Calcium Cyanamide
• Chlorpyrifos • Clopyralid • Clothianidin • Creosote • Cryomazine
• rin • Diazinon • **Dicamba (Banvel)** • 1,3-dichloropropene (Telone li)
• o) • Dinotefuran • Ethoprop • Ethoxyquin • Etoxazole • Fenpropathrin
• e • Fenbuconazole • Fenoxycarb • Fenpropanthrin • Flame Retardants
• **nd Seeds** • Hexaflumuron • Hydramethylnon • Hydrochloric Acid •
• nbda-cyhalothrin • Lead Salts • Lime Mud • Magnesium Hydroxide •
• rde • Metam Sodium • Methiocarb • Methoprene • Methyl Bromide •
• alts • Nicotine Sulfate • Nithiazine • Novaluron • Organochlorides •
• **des** • Picaridin • Picloram • Piperonyl Butoxide • Potassium Carbonate
• Pyraclostrobin • Pyriproxyfen • Pyridaben • Resmethrin • Rockwool
• **stomycin** • Strychnine • Sodium Fluoroaluminate • **Tetracycline** • **Triple**
• de • Toxaphene • **Urea** • *Prohibited From Use With Organic Livestock:*
• roxytoluene) • Butane • **Gmo Feeds** • Plastic Feed Pellets • **Slaughter**
• Calcium Formate • Calcium Sorbate • Dilauryl Thiodipropionate •
• ylparken • Sodium Benzoate • Sodium Nitrile • Sodium Propionate •
• : • Glycine • Lysine • Threonine • Tryptophan • Taurine • Acepromazine
• **Sulfate** • Aminopentamide • Aminopropazine • Amitraz • Ammonium
• e • Atropine • Trichlorfon • Avilamycin • Azaperone • Bacitracin •
• ie • Buprenorphine • Butacaine Sulfate • Butamisol Hydrochloride •
• ie Proxetil • Ceftiofur • **Celphalosporin** • **Cephalexin** • Cephapirin •
• in • Clindamycin • Clomipramine • Clopidol • Cloprostenol • Clorsulon
• n • Decoquinat • Deracoxib • Deslorelin • Desoxycorticosterone •
• ne Citrate • Difloxacin • Dihydrostreptomycin • Dimethyl Sulfoxide •
• ramectin • Doxapram • Doxycycline • Doxylamine • Droperidol •
• razine • Etodolac • Famphur • Febantel • Pyrantel • Fenprostalene •
• enol Sodium • Fluralaner • Fomepizole • Formalin • Furazolidone •
• iseofulvin • Guaifenesin • Halofuginone • **Lincomycin** • Halothane •
• idocarb • Insulin • Iodochlorhydroxyquin • Isoflupredone • Isoflurane •
• roxine • Lincomycin • Liothyronine • Lotilaner • Lufenuron • Luprostiol
• **elengestrol** • Meloxicam • Mepivacaine • 2-mercaptopbenzothiazole •
• nycin • Mirtazapine • Mometasone • Monensin • Morantel Tartrate •
• :rofurazone • Novobiocin • Novobiocin • Oclacitinib • Orbifloxacin •
• enylpropanolamine • Phosmet • Pimobendan • Piperazine • Pirlimycin
• rone • Promazine • Propiopromazine • Propofol • Prostalene • Pyrantel
• rolaner • Selamectin • Selegiline • Selenium Disulfide • Semduramicin
• ie • Sulfamerazine • Sulfaquinolaxaline • Sulfisoxazole • Sulfomyxin •
• ipirosin • Tiletamine • Tilmicosin • Tiludronate • Tioxidazole • Tolnaftate
• i • Tylosin • Tyvalosin • Virginiamycin • Zeranor • Zoalene • Zilpaterol



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2017-2018 Stonyfield Influencer Farm Tour Overview

We invite bloggers
from across the USA
to join us on our Farm
Tours to help them
learn the organic
difference of our
company.



THE 2017 STONYFIELD VERMONT FALL FARM TOUR

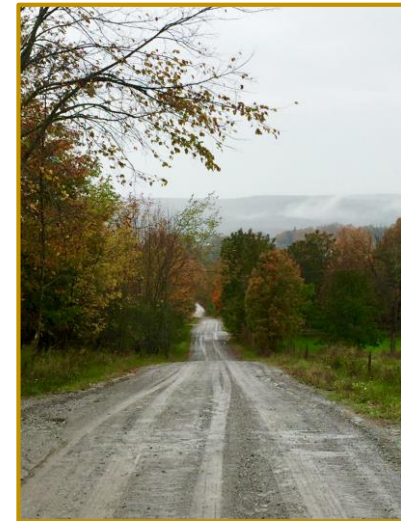


GABRIELLE BLAIR, 450,000 Followers

Design Mom:

Why I'm Obsessed with Organic Farming

"I'm telling you, if you've had worry over dairy, it would totally disappear if you saw Julie's farm. It's basically a super healthy mini ecosystem. The cows nourish the earth, the earth nourishes the cows. With no chemical run-off, no algae blooms, no dead zones, no waste...it's amazing."



What's Gaby Cooking



“The whole trip was incredibly eye opening and while I’m not trying to tell everyone that everything needs to be organic, I’m certainly making changes here and there to make my eating as clean as possible! There is a TON of info on their site if you want to read more about it right [here!](#).”

GINA HOMOLKA, 18 Million Followers

Why Purchase Organic Dairy?

- It's better for you. Because it comes from cows that are actively grazing on grass, as nature intended. Organically raised cows spend their days outside on pasture so the milk they produce is significantly higher in Omega-3 fatty acids and CLA (conjugated linoleic acid), heart-healthy fats that can help lower bad cholesterol and increase good cholesterol. There's also compelling evidence that many organic fruits and veggies are more nutritious, too.
- It's better for our children's health. Research has demonstrated that an organic diet can dramatically reduce pesticide levels in kids' bodies.
- It's good for the planet. One of the main goals of organic farming practices is to avoid soil contamination as well as rivers, drinking water, and air with toxic persistent chemicals.
- It's also better for the farmer and their neighbors, as they aren't exposed to potentially carcinogenic herbicides.
- It's better for the bees."

skinnytaste®
DELICIOUS HEALTHY RECIPES FROM MY FAMILY TO YOURS



2017 VT Fall Farm Tour

7 blog post total

Blog UVM Combined: 860,000

Instagram combined: 1,451,800

Engagement Rate Average: 7.10%

CPM Average: \$10.15

2018 West Coast Farm Tour

6 blog posts total

Blog UVM Combined: 2,281,500

Instagram combined: 661,600

Engagement Rate Average: 3.7%

CPM Average: \$5.74

2018 Stonyfield & Blue Apron Farm Tour

7 blog post total

Blog UVM Combined: 12,386,000

Instagram Combined: 3,440,500

Engagement Rate Average: 1.54%

CPM Average: \$12.83

2018 Southern VT Fall Farm Tour

7 blog post total

Blog UVM Combined: 3,174,000

Instagram Combined: 663,000

Engagement Rate Average: 3.5%

CPM Average: \$7.52

TOTAL: 41.4 MM Impressions!!!!

Average ER: 3.96% (Industry benchmark 1-3%)

Ave CPM: \$9.06 (Industry benchmark \$11-\$30)



