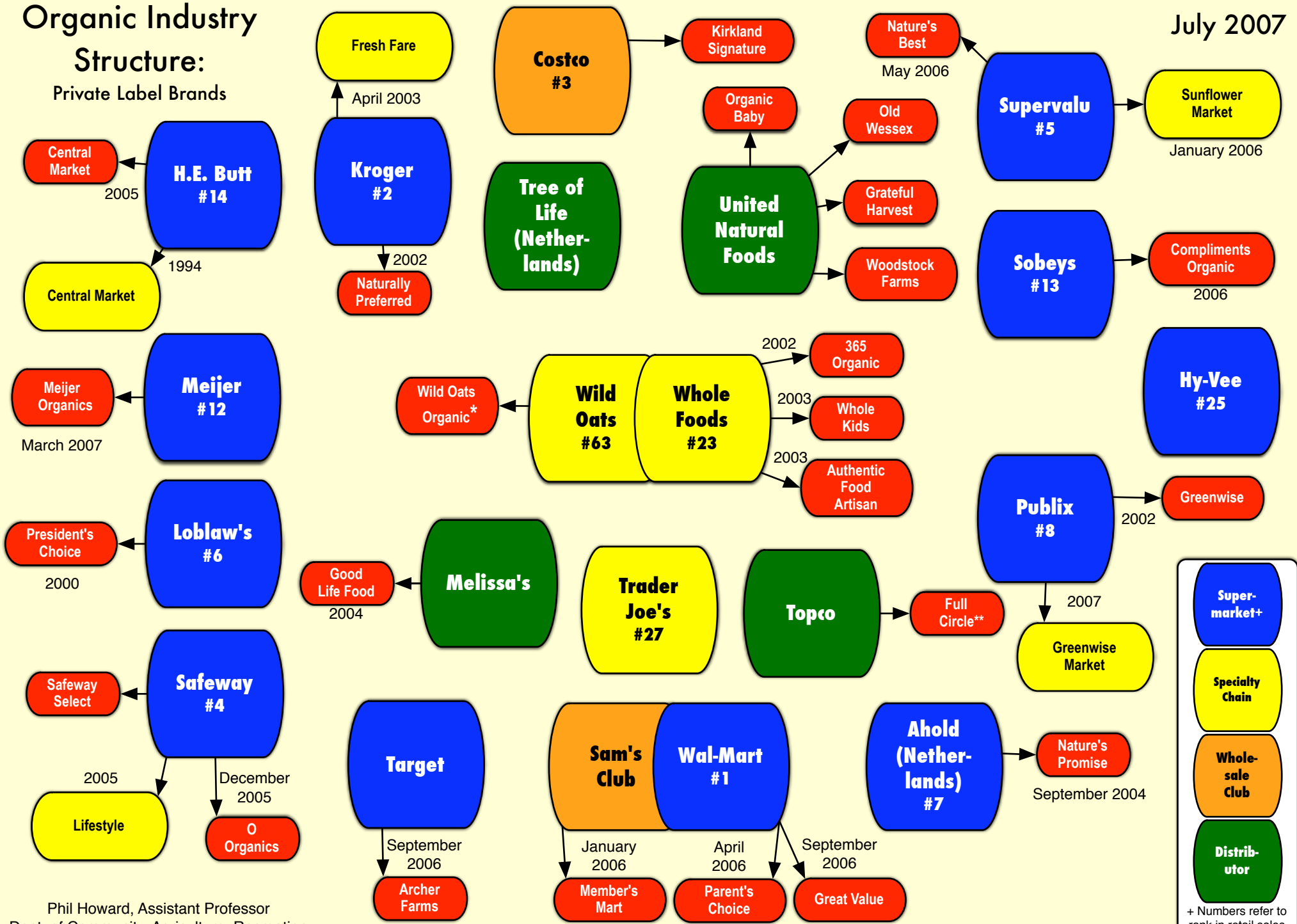


Organic Industry

Structure:

Private Label Brands

July 2007



Phil Howard, Assistant Professor
 Dept. of Community, Agriculture, Recreation
 and Resource Studies
 Michigan State University

*Wild Oats private label is also sold by Ahold (#7, which includes Giant, Stop & Shop, and Peapod), Pathmark (#31), and Price Chopper (#38).

**Full Circle is sold at 23 supermarket chains that are cooperative members of Topco.

- Super-market+
- Specialty Chain
- Wholesale Club
- Distributor

+ Numbers refer to rank in retail sales according to Supermarket News, 2007