



For Immediate Release

**ORGANICALLY GROWN COMPANY LAUNCHES “ORGANIC IS THE ANSWER” TO INSPIRE AND INFORM PEOPLE ABOUT THE MANY BENEFITS OF CERTIFIED ORGANIC AGRICULTURE
PSA-Style Campaign Delivers Easy-to-Use Tools and Data**

PORTLAND, Ore. – October 17, 2023 – Shoppers hungry for trusted, easy-to-understand information about organic agriculture and its benefits now have a new resource to turn to with questions — [Organic Is the Answer](#). This online hub provides science-supported facts and resources designed to help people navigate the complexities of food certifications and labeling and wake them up to why organic matters for the health of people and the planet.

Created by [Organically Grown Company](#) (OGC), a purpose-driven, trust-owned organic produce wholesaler and distributor, Organic Is the Answer launches this month with a public service-style campaign targeting Northwest citizens and beyond.

“Growing the organic movement is our mission, and transforming the food system through organic agriculture is at the heart of our work,” said Brenna Davis, CEO of Organically Grown Company. “Conscientious shoppers want to put products in their basket and on their tables that address critical issues like climate change, ecosystem vitality and human health. The latest peer-reviewed research shows that organic agriculture is the answer to all of those issues, and more. Retailers, producers and farmers have turned to us to help them get the word out, and to build demand for organic in the process. We’re responding as OGC always does - in a bold way.”

The Organic Is the Answer hub is a bright, bold website explaining organic standards and practices and how organic farming can help solve some of the world’s most critical issues, like carbon sequestration, climate resilience, clean waterways and healthy communities.

The campaign’s digital content and downloadable materials, developed with scientific data from the Organic Trade Association and The Organic Center, are approachable and created with eaters and retailers in mind. An invitation to Join the Revolution will keep visitors informed and engaged with occasional newsletters and events and encourage mission-aligned businesses and organizations to amplify the many benefits of choosing organic.

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About Organically Grown Company

Founded in 1978, Organically Grown Company (OGC) was built on the belief that organic food is simply the best way to nourish people while protecting the planet. Today, OGC is one of the nation’s top wholesale distributors of fresh produce, with the largest dedicated certified organic inventory in the US. OGC leads advocacy for the organic produce trade in the western US and invests in national organic research and education. In addition to decades of organic leadership, OGC catalyzed the steward ownership movement in the US, becoming the first company to transition its business into a Purpose Trust.

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