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Digital classifieds for the
USDA Organic Industry.



The “Green” Revolution Disrupted

Millennia of sustainable, organic, & regenerative food systems and cultures.



Destroys Cultural and Biological Diversity

Since the 1900s, roughly 75% of plant genetic diversity has been lost.

Source:
UN FAO - Women: Users, Preservers and Managers of Agrobiodiversity



Deteriorates Water Quality

Agriculture accounts for 70% of
water abstractions worldwide.

Source:
UN FAO - Water Pollution from Agriculture



Depletes Topsoil

We lose 30 soccer fields of soil every minute, mostly due to intensive farming practices.

Source:
The United Nation's Decade for Deserts



70+ Years of the "Green" Revolution

Degrades Health

Data show pesticides can cause cancers; "conventional" agriculture allows the use of over 2500+ pesticides.

Source:
Systematic Review from University of Toronto

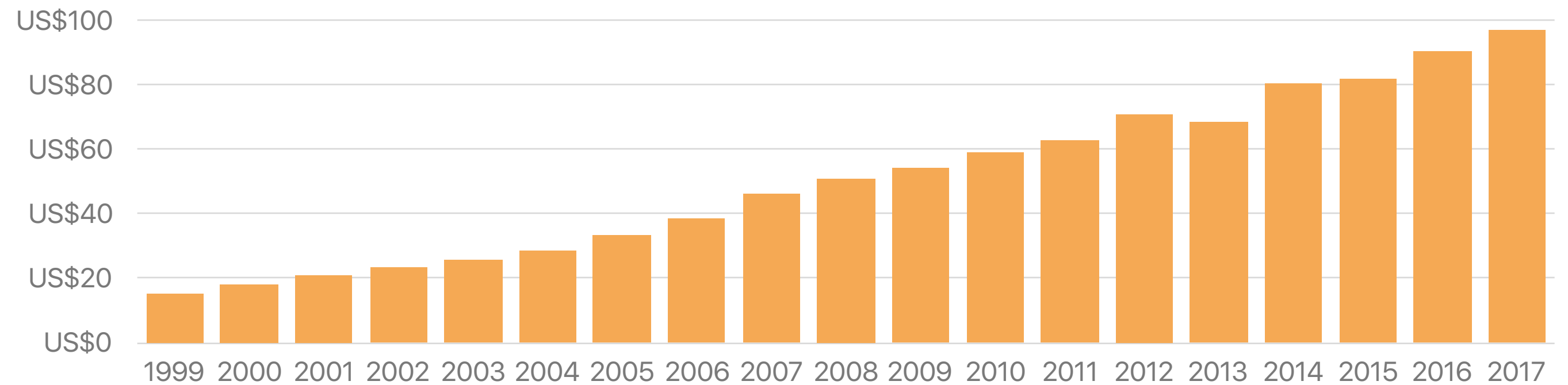


A Shift in the Market

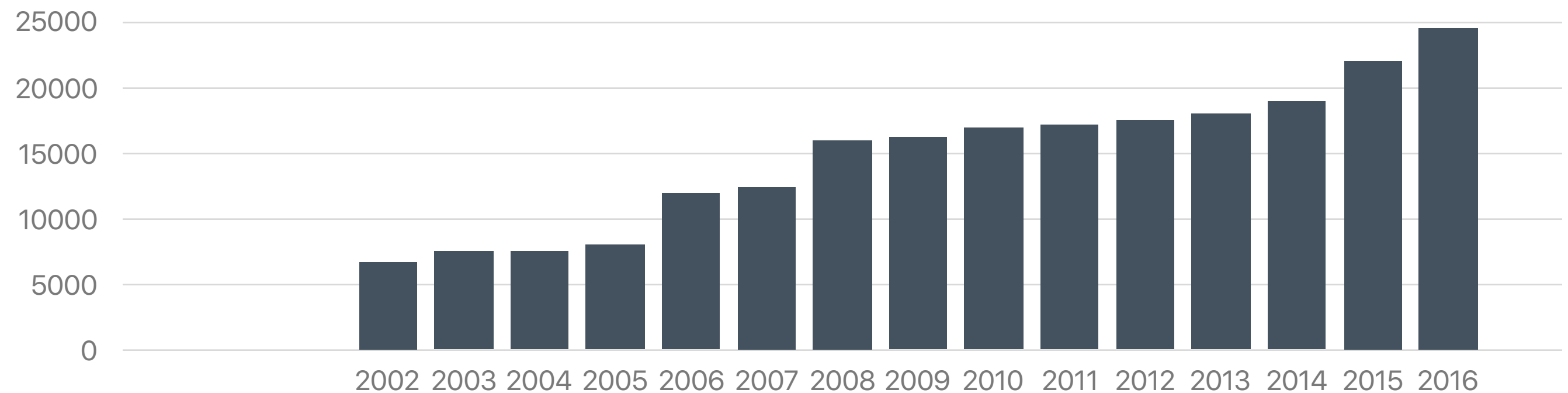
Market demand for **USDA Organic** goods experiencing high growth.



Worldwide Sales of Organic Food from 1999 to 2017 (in billion U.S. dollars)



USDA Certified Organic Operations in the United States 2002 to 2016



USDA Organic
food market to be
worth **\$375.98**
Billion by 2025.
15.5% CAGR.

pioneerreporter.com

Millennials
account for more
than **50%** of
Organic food
purchasing.

ota.com

Issues & Opportunities



Producers need increased visibility to attract buyers.



More contracts stabilize and increase production.



Source-transparency wins in marketplace.



Industry needs to grow to meet demand.

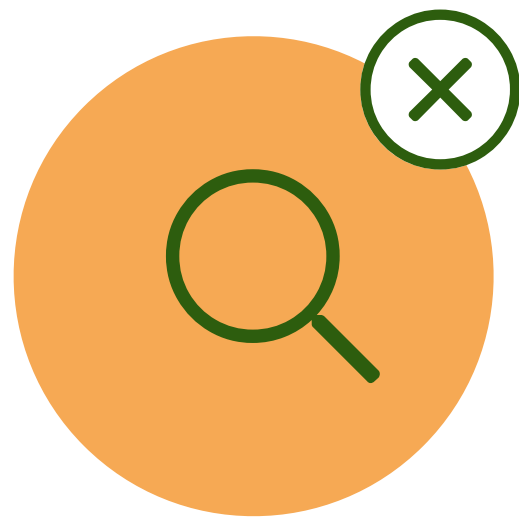
2016 -

USDA released **Organic Integrity Database (OID)**, a public database of 57,000+ USDA organic stakeholders.

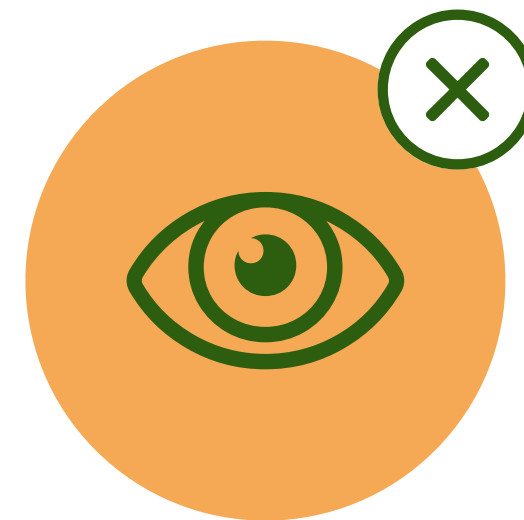
The screenshot shows the USDA Organic Integrity Database interface. At the top, there is a navigation bar with the USDA logo, the text "United States Department of Agriculture Agricultural Marketing Service", and the "ORGANIC INTEGRITY DATABASE" title. Below the navigation bar, there is a search area with a "Certifier" dropdown menu, a "Reset" button, and an "Advanced Search" button. A table of search results is displayed below, with columns for Operation, Certifier, Info, Status, City, State/Province, Country, and Certified Products. The table contains 10 rows of data, including entries for "ALEF LIMITED COMPANY", "ARATANIYA"LTD", "ART SEED" LTD, "Cooperativa Agraria Y De Servicios Union De Cafetaleros Ecologicos" UNICAFEC, "Helianthus" Llc, "KRYVOOZERSK'II OLIYNII ZAVOD ORGANIC" LIMITED LIABILITY COMPANY, "KOZ ORGANIC" LLC LLC, "PARAISO FARMS" S.P.R. DE R.L. DE C.V., "STANDART" LLC, "Unimar Logistics" LLC, and "UNIVERSAL TRADE" UAB. At the bottom of the page, there is a pagination bar showing "Page size: 10" and "43469 records in 4347 pages".

Operation	Certifier	Info	Status	City	State/Province	Country	Certified Products
"ALEF LIMITED COMPANY"	[EKOAGROS] Ekoagros	i	Certified	Dnipropetrovsk	Dnipropetrovsk region	Ukraine	HANDLING: Other: Corn, wheat... More
"ARATANIYA"LTD	[EKOAGROS] Ekoagros	i	Certified	Kherson	Kherson region	Ukraine	HANDLING: Other: Peas, Sunflower, Soy.
"ART SEED" LTD	[EKOAGROS] Ekoagros	i	Certified	Kherson	Kherson region	Ukraine	HANDLING: Other: Wheat, Rape, Barley, Corn, Sunflower, Soy.
"Cooperativa Agraria Y De Servicios Union De Cafetaleros Ecologicos" UNICAFEC	[OCIA] Organic Crop Improvement Association	i	Certified	San Ignacio	Cajamarca	Peru	CROPS: Other: Coffee
"Helianthus" Llc	[ETKO] Ecological Farming Control Organization	i	Certified	Pereshchepino city	Novomoskovsk distr.	Ukraine	CROPS: Other: Corn (Barley, Wheat, Mustard, Peas, Sunflower seed, Corn, Alfaalfa)
"KRYVOOZERSK'II OLIYNII ZAVOD ORGANIC" LIMITED LIABILITY COMPANY, "KOZ ORGANIC" LLC LLC	[ETKO] Ecological Farming Control Organization	i	Certified	Kiev		Ukraine	HANDLING: Other: Sunflower seed... More
"PARAISO FARMS" S.P.R. DE R.L. DE C.V.	[BAC] BioAgriCert	i	Certified	ZAMORA	MICHOACÁN	Mexico	CROPS:
"STANDART" LLC	[EKOAGROS] Ekoagros	i	Certified	Moscow	Smolensk region	Russian Federation	HANDLING: Processed Items: Juice (Tomato juice... More
"Unimar Logistics" LLC	[EKOAGROS] Ekoagros	i	Certified	Odesa	Odesa	Ukraine	HANDLING: Other: wheat, rape, barley, peas, corn, sunflower, soy.
"UNIVERSAL TRADE" UAB	[EKOAGROS] Ekoagros	i	Certified	Vilnius		Lithuania	HANDLING: Other: Soya, Millet... More

The Organic Integrity Database suffers from:



A poor interface and user experience.



General lack of awareness of its existence.



Limited, static, functionality.

Future of the Industry



Easier to find & create Organic contracts.



Buyers find what they need from multiple Organic sources.



More land transitioning to USDA Organic certification.

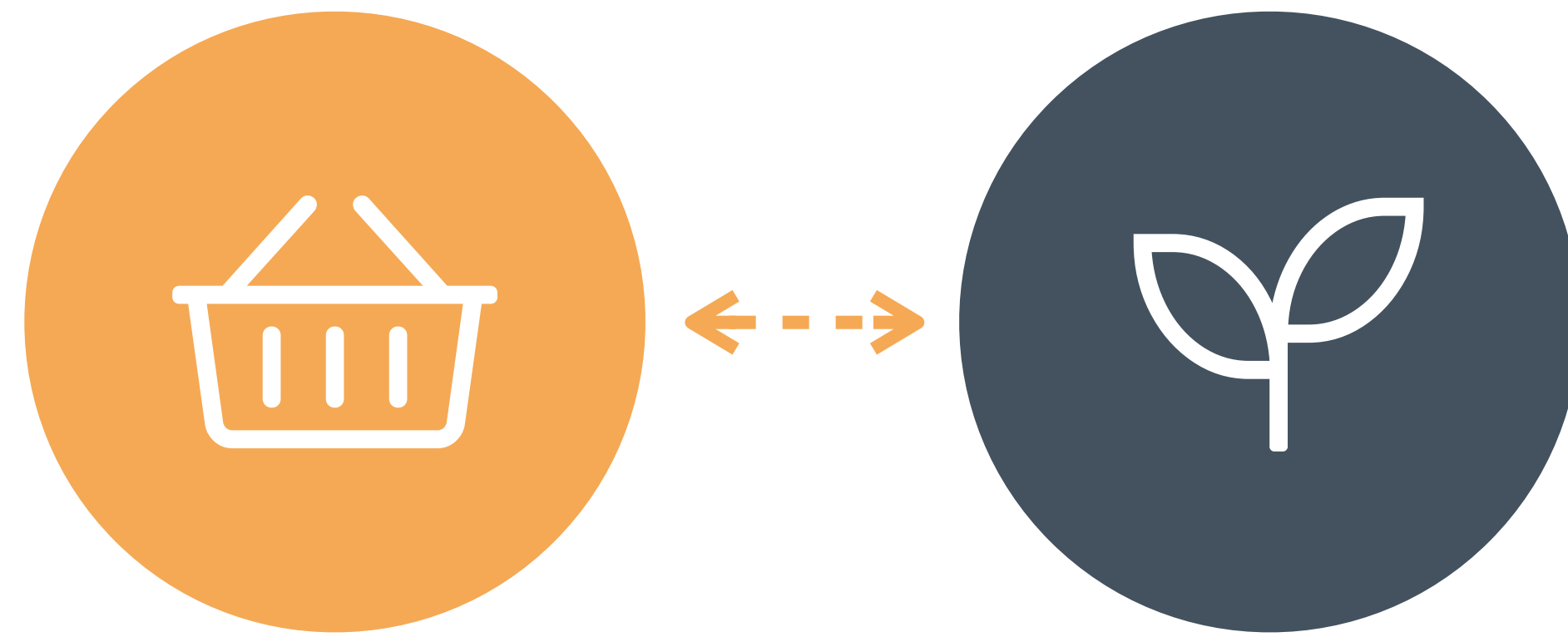


Aggregated information on demand, transactions, & trends.

Who Benefits?

market.organic

A digital classifieds service for the USDA Organic industry.



market.organic

Log in [Sign up](#)

010 Ranch

010 Ranch

CERTIFIED FOR:
Alfalfa and Barley
Certified since Nov 1, 2002

470 W. 350 N.
Fairfield, Idaho 83327
USA

dehneh@safelink.net

LISTINGS

No listings
Claim your profile to list your products and services.

Is this your operation or farm?
Claiming your profile allows you to list your products and services.

Claim your profile →

CERTIFICATION DETAILS

Certified by:	Idaho State Department of Agriculture
Last USDA OID update on:	Dec 26, 2018
NOP ID:	2170013126
Certifier Client ID:	13-126
NOP Anniversary Date:	April 1, 2019

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Listing Prototype

[Visit Prototype](#)

market.organic Profile Logout

Listing

Peas - US No. 1

Tracking Key: 37F6DC8B Valid Until Date: 1/8/2020

\$12,000.00
Exclude Tax

[Place Offer >](#)

Description
field peas

Total Price \$12,000.00
Total Wt 20000.0 lbs
Unit Price \$0.60
Unit Wt 1.0 lbs

Quantity 20000 Pounds
Price (per): Pounds
Terms 25
Delivery FOB
Storage Grain Bag
Crop peas
Organic Certified Organic
Crop Grade US No. 1
Moisture 7%

© 2017 DirectHarvest

Core Functions / Features of market.organic



OID
Member
Profiles



Goods
for Sale



Goods
Wanted



Contract
Finding
Classifieds



General
Classifieds



Email/SMS
Relays

OID Members

Unlimited listings

\$5 US / month

\$50 US / year

Non-OID Members

Unlimited listings

\$25 US / month

\$200 US / year

Single listing

\$10 US

Direct Contact

57,000+

Global OID Members

75+

USDA Organic Certifiers

50+

State Departments of
Agriculture

Press Releases



Digital Marketing

Targeted
Advertisements
through Social
Media Channels

The Team



Danielle Dhanoa

Operations & Outreach

Short phrase bio block here



Colin Stewart

Agroecologist,
Operations & Outreach

Agriculturalist
Ecologist
Economist
Ex. extension agent at WSU
Organic grain grower



Rachel Hauser

Marketing Director

Short phrase bio block here



World Tree

Full Stack Development

Ex. Amazon,
Playstation, Economic
Space Agency.
Bay-Area Based.

Timeline

January - March 2020

Engineer user interface for USDA
OID members using OID API
On-boarding and OAuth process
for USDA OID members
Ability for OID members to make
listings, classifieds
Iterate website and marketing copy

100 Users

May 2020

Contact Oregon Tilth, California
Certified Organic Farmers, Quality
Assurance International inviting
them to test market.organic.

500 Users

April 2020

Contact California, Washington and
Texas State Departments of
Agriculture, OID members inviting
them to test market.organic.

July 2020

Directly contact USDA OID members
inviting them to use market.organic.
Start allowing non-USDA OID
members to use market.organic.

750 Users

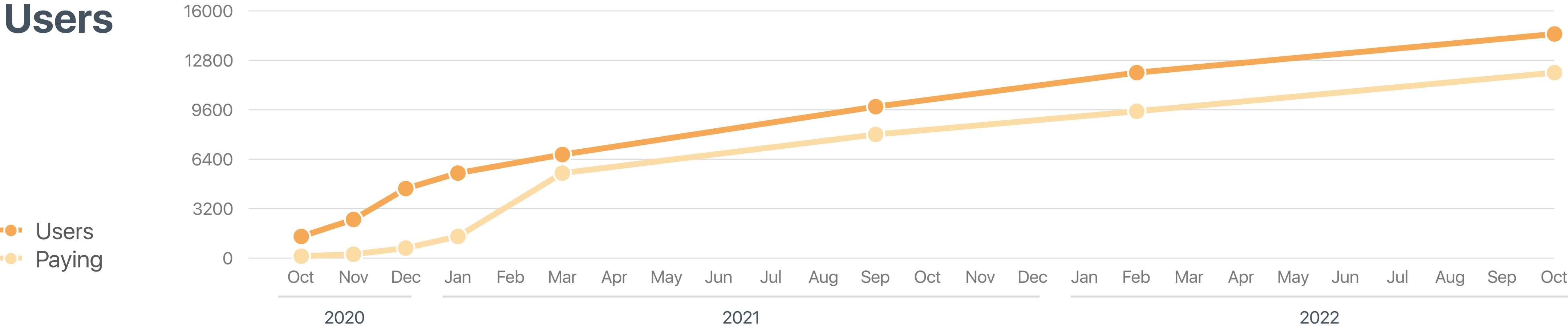
August 2020

Start targeted advertising
on social media.

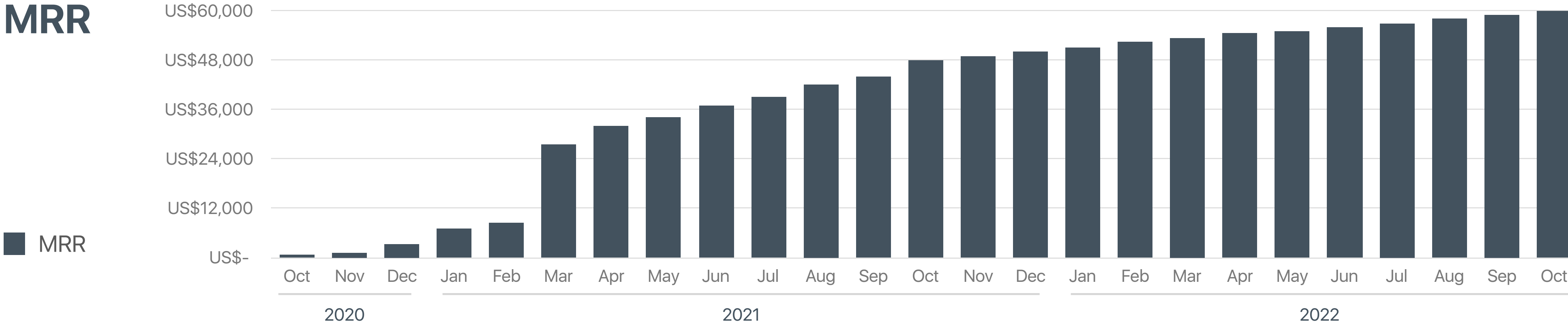
1400 Users

User & Revenue Projections

Users



MRR



Competition

	market.organic	FARMLEAD	YIELD ORGANIC	indigo	MERCARIS	阿里巴巴 Alibaba.com
USDA Organic Focus	✓	✗	✓	✗	✓	✗
Public Profiles	✓	✗	✗	✗	✗	✗
OID Sync	✓	✗	✗	✗	✗	✗
Classifieds	✓	✗	✗	✗	✓	✗
Auctions	✗	✓	✗	✗	✓	✗
Ease of Use	✓	✗	✗	✗	✗	✓

\$1.37 Million Pre-Seed Raise

Engineering	\$608,000
Sales, Marketing, Outreach	\$505,000
G&A	\$76,000
Working Capital Reserve	\$180,000
	<u>\$1,369,000</u>

Thank you!

market.organic

Contact:

Colin Stewart

c.steward@pm.me

USDA OID API Elements

XML Tag Name	Name
op_certifierName	Certifier Name
op_nopOpID	Operation ID
op_name	Operation Name
op_otherNames	Other/Former Names
op_clientID	Client ID
op_contFirstName	Contact First Name
op_contLastName	Contact Last Name
op_status	Operation Certification Status
op_statusEffectiveDate	Effective Date of Operation Status
op_nopAnnwersaryDate	NOP Anniversary Date
op_lastUpdatedDate	Data as of Date
opSC_CR	CROPS Certification Status
opSC_CR_ED	Effective Date of CROPS Status
opSC_LS	LIVESTOCK Certification Status
opSC_LS_ED	Effective Date of LIVESTOCK Status
opSC_WC	WC WILD CROPS Certification Status
opSC_WC_ED	Effective Date of WILD CROPS Status
opSC_HANDLING	HANDLING Certification Status
opSC_HANDLING_ED	Effective Date of HANDLING Status
opPA_line1	Physical Address: Street 1
opPA_line2	Street 2
opPA_city	City
opPA_state	State/Province
opPA_country	Country
opPA_zip	ZIP/Postal Code
opPA_countyCode	County Code
opPA_county	County
opMA_line1	Mailing Address: Street 1
opMA_line2	Street 2
opMA_city	City

opPA_state	State/Province
opPA_country	Country
opPA_zip	ZIP/Postal Code
opPA_countyCode	County Code
opPA_county	County
opMA_line1	Mailing Address: Street 1
opMA_line2	Street 2
opMA_city	City
vpMA_state	State/Province
opMA_country	Country
opMA_zip	ZIP/Postal Code
opMA_countyCode	County Code
opMA_county	County
op_phone	Phone
Op_email	Email
op_url	Website URL
op_opExtraInfo	Additional Information
opEx_broker	Broker
opEx_csa	Community Supported Agriculture (CSA)
opEx_copacker	Co-Packer
opEx_dairy	Dairy
opEx_distributor	Distributor
opEx_marketerTrader	Marketer/Trader
opEx_restaurant	Restaurant
opEx_retailer	Retail Food Establishment
opEx_poultry	Poultry
opEx_privateLabeler	Private Labeler
opEx_slaughterHouse	Slaughterhouse
opEx_storage	Storage
opEx_growerGroup	Grower Group
opCert_url	Organic Certificate [URL]

Appendix

USDA OID Hosted by Certifier OneCert

[Visit Site](#)

Alternative OID — brought to you by OneCert

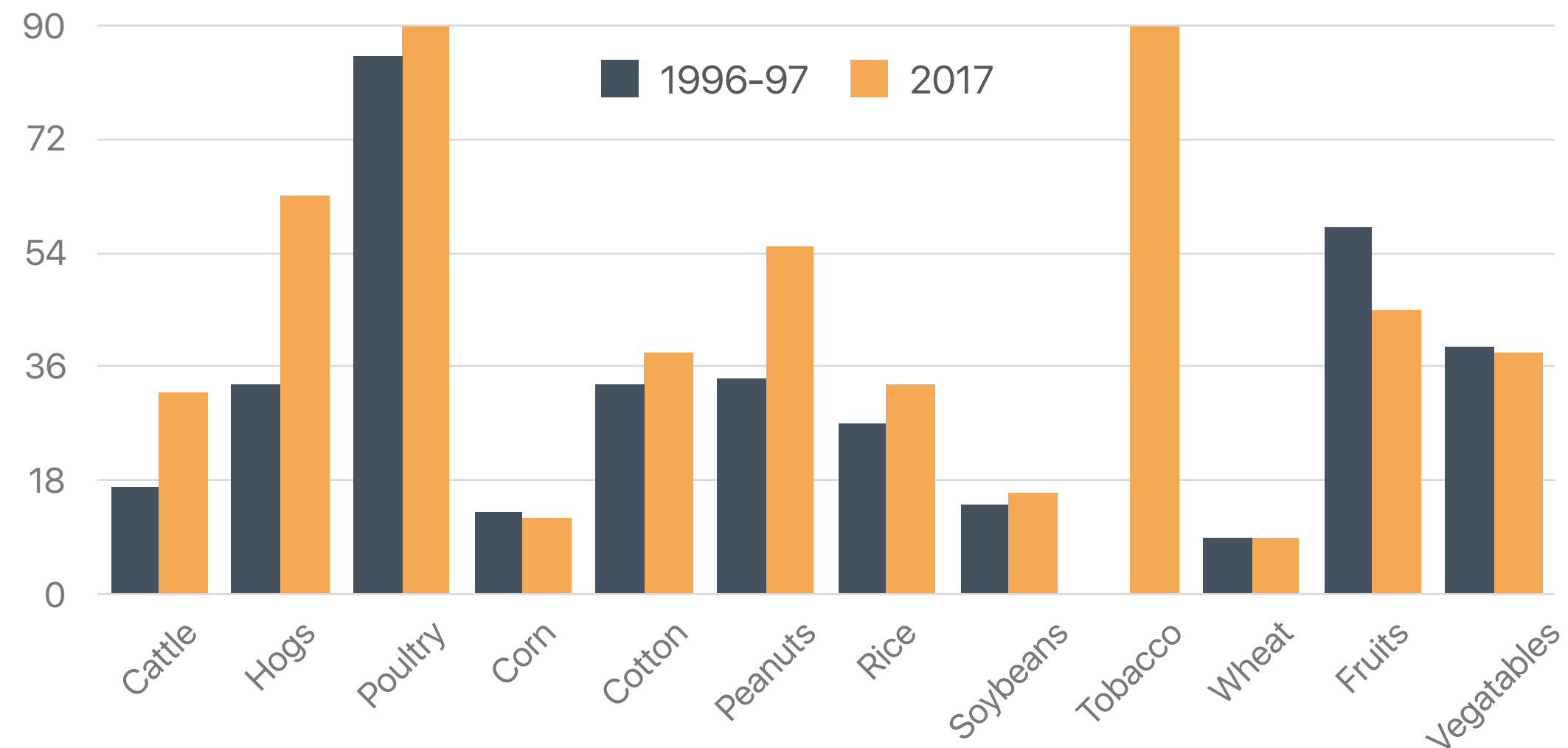
The data is downloaded from the [USDA Organic Integrity Database](#). The most recent update of the data on the USDA site occurred on 10/23/19.

Show entries Search: [Search Tips](#)

Operation Name	Certifier Name	Former Operation Names	Certification Status	Contact Name	City	State/Province	Country	Products
010 Ranch	Idaho State Department of Agriculture		Certified Effective: 11/01/02	Dirk Hallowell	Fairfield	Idaho	United States of America (the)	Other: Alfalfa & Barley
010 Ranch	Idaho State Department of Agriculture		Certified Effective: 11/01/02	Dirk Hallowell	Fairfield	Idaho	United States of America (the)	Other: Alfalfa and Barley
024JA Mustafa Dabis	Transitioning to New Certifier	9390008249 (Former Operation ID)	Suspended Effective: 04/29/16		Jalal Abad		Kyrgyzstan	
1000 Springs Mill	Idaho State Department of Agriculture		Certified Effective: 01/17/18	Creghton Knight	Buhl	Idaho	United States of America (the)	Other: Cleaning, Milling and Grinding Organic: Buc...
1000 Stone Farm	Vermont Organic Farmers, LLC		Certified Effective: 08/18/14	Kyle Doda	Brookfield	Vermont	United States of America (the)	Other: Arugula,Asparagus,Basil,Bea green,Beets,...
1000 Superfoods Exportação E Representação Ltda	IBD Certifications		Certified Effective: 09/25/17	Ivan	Ribeirão Preto	São Paulo	Brazil	Other: Açai Medium, Açai medium pasteurized, Açai ...
100 (Por	IBD		Certified	Edivana	Belem	Para	Brazil	Other: Acai juice clarified, Aca

Contracts are most prevalent in poultry, tobacco, hogs, peanuts and fruits

Value of production under contract (percent)



Note:

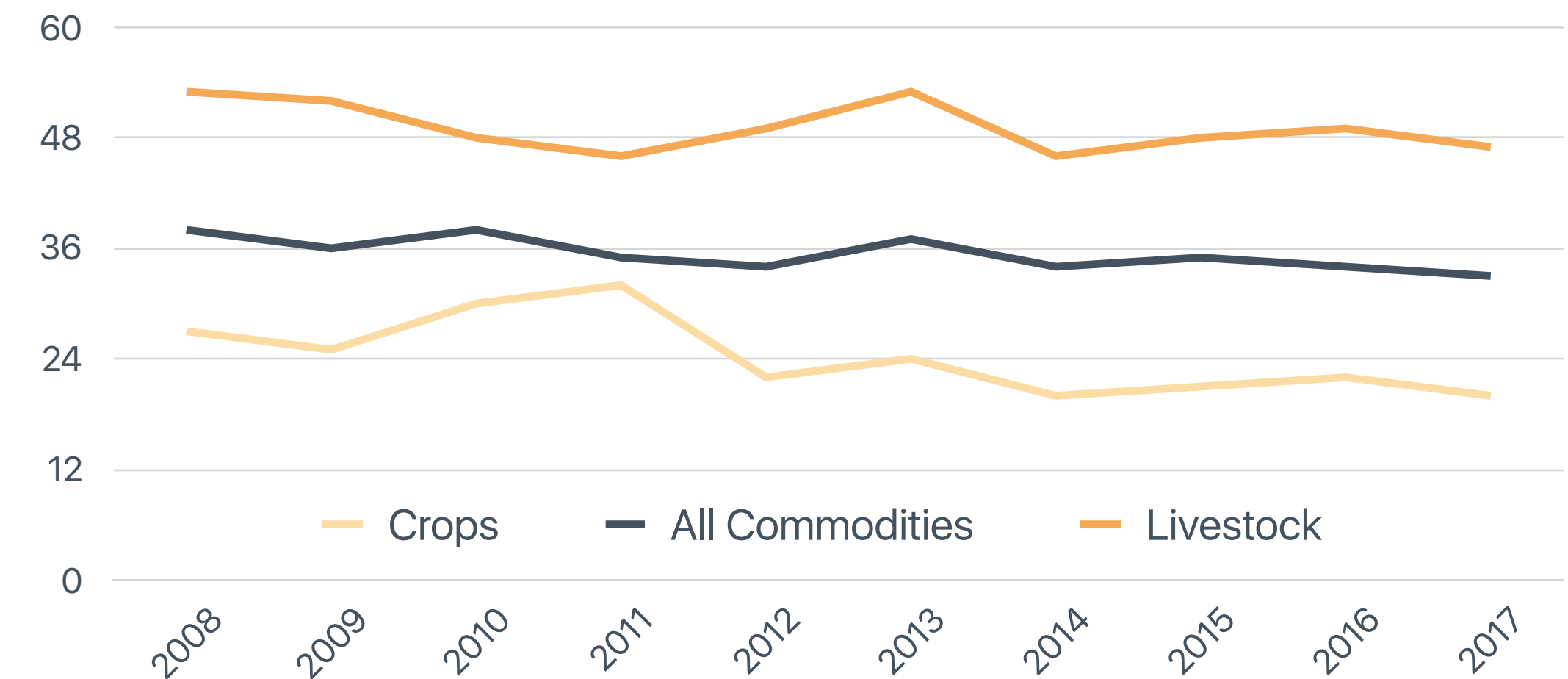
An average of 1996 and 1997 is used to provide more statistically reliable estimates. No tobacco production was covered by contracts in 1996-97.

Source:

USDA, Economic Research Service and National Agricultural Statistics Service, Agricultural Resource Management Survey, 1996, 1997 and 2017

Contracts governed one-third of agricultural production in 2017, with a concentration in livestock

Value of production under contract (percent)



Source:

USDA, Economic Research Service and National Agricultural Statistics Service, Agricultural Resource Management Survey, 2008-2017

Detailed Use of Funds

	2020												2021					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Tech Ops	32	32	32	32	32	32	32	32	32	32	32	32	32	32	40	40	40	40
Payroll	21	21	21	21	21	21	21	28	28	28	28	28	28	28	35	35	35	35
Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accounting	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Legal	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Travel	1	2	1	1	1	1	1	1	1	1	1	1	1	4	1	1	1	1
Capital Reserve	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Total	67	68	72	72	72	72	72	76	76	76	76	76	76	79	91	91	91	91

***in thousands USD and assuming raise of 1.4MM USD