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**DEMETER ASSOCIATION, INC.**  
HEALING THE PLANET THROUGH AGRICULTURE

## BIODYNAMIC TRENDS & ACCOLADES

Biodynamic farming is a regenerative approach to organic agriculture that emphasizes self-sustainability. The Biodynamic standard does not allow for any added hormones, avoids synthetic pesticides and fertilizers, and prohibits GMOs. Often referred to as the ultimate form of organic, Biodynamic food is “climate-friendly food,” packing incredible, unadulterated flavor the way nature intended in products that are best in quality and taste! The growing sales of Biodynamic products is a driving force aiding the conversion of organic farmland to Biodynamic.

From 2015 to 2016 SPINS reported a 64% increase in sales of UPC-coded Biodynamic products outside of Whole Foods, for a grand total of over \$10M in sales. [UNFI \(page 38\)](#) couldn't help but notice and in their fourth quarter 2016 report called out Biodynamic as one of the trends to watch. Kicking off 2017 [SPINS](#) “Top Ten Predictions for 2017” called out Regenerative Agriculture, touting Demeter USA as the standard to watch.

2017 was a groundbreaking year, with lots of new Biodynamic products hitting store shelves and some really great press focused on the quality of the Demeter certification seal and the products that result. For example:

- Demeter seal awarded 5 out of 5 stars by Green America's “[The ABCs of Food Labeling](#)” and was the only “Environmental Concerns Labels” that achieved this level of recognition. (NOP Organic received 4 stars)
- Dr. Mercola continues to tout Biodynamic, calling it the “[Platinum Standard](#)”
- Cornucopia Institute's [Organic Dairy Scorecard](#) top 11 “5 star/cow” rated dairies included 4 of our Demeter certified members
- Consumer Reports's [greenerchoices.org](#) awarded [Demeter Biodynamic seal highest rating of ‘Highly Meaningful’](#)
- NBC's Today Show featured Biodynamic news not once, but twice! Maria Shriver highlighted Biodynamic farming and Demeter certified One Gun Ranch: “[Meet biodynamic, the food approach that goes beyond organic](#)”. Back To The Roots organic and Biodynamic cereal launch in New York City public schools (the largest school district in the world!) was featured in “[School lunches are getting healthier](#)” segment

And the positive press keeps coming!

- [Whole Foods touted Biodynamic](#) in their Earth Day celebrations by featuring a number of Biodynamic products in their in-store flyer, which was also sent to 1.7 million homes and 1.3 million email addresses.
- [The Hartman Group](#) predicts in their **Future Outlook: Keep an Eye on Core Organic Consumers** that, “...our most current research finds that Core consumers idealize food and agriculture that go beyond organic, and for them, organic no longer represents the highest ideal for how their food is produced. Many of the principles that Core consumers idealize **are encapsulated within biodynamic farming practices** and equations they make between soil health, wellness and sustainability.”
- For more incredible press check out our [website](#)!

For more information please contact [Erin Agostinelli](#), Director of Business Development, Demeter USA