

Colorado's link to the US Organic and Natural foods industry

The annual report on sales trends with the U.S. Natural Products Stores done by **The Natural Foods Merchandiser** provides insights into the overall sales trends with natural food store industry in this U.S. market. This report also provides a review of growth within these sectors and an analysis of each sector for organic versus natural products. The natural products are typically less or minimally processed, whole grain and other attributes, but not produced with organic ingredients. Natural food products are also generally considered non-GMO products as well.

Food Sales	60%
Supplements	30%
Personal care and other	10%

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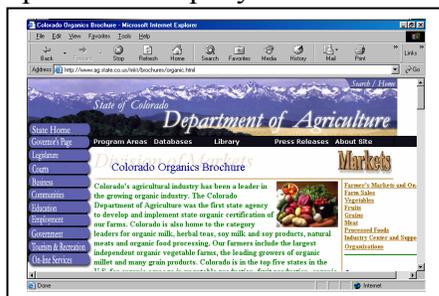
In the US marketplace, packaged grocery products represents the largest sector within the food category, representing 13% of total store sales. Each percent of sales is equal to over 110 million in retail sales. These sales figures are for the natural food retail sector and do not include sales trends or values for organic and natural foods sold in the

	<u>% total</u>	<u>% Growth</u>	<u>% organic</u>
Packaged Grocery	13	10	43
Fresh produce	9	33	74
Food Service(Deli, rest.,juice bar)	6	12	19
Frozen/refrig.	5	31	44
Dairy	5	17	57
Bulk/packaged bulk	5	5	49
Fresh meat/seafood	3	10	12
Non-dairy bev. (soy,rice,oat)	2	17	62
Bakery	2	9	36
Nutrition bars	2	10	14
Beer/wine	2	56	16
Other beverages	2	13	32
Snack foods	2	12	42
Coffee/tea	1	10	46

conventional market channels in the U.S. (Which now represent 50% of total organic food sales). Fresh produce is the second largest sector with 9% of sales followed by in store food service sales (deli, restaurant and juice bar). Frozen and refrigerated foods, dairy products and bulk and packaged bulk foods each represent 5 % of sales.

In the natural food stores, the greatest percentage of organic sales in any category is the fresh produce sector, followed by the non-dairy beverage market that includes soy, rice and oat milk.

Colorado has been a national leader in many of these categories. The following represents company information and links to Colorado based companies within each of these sectors.



General information about Colorado's organic industry is available through our online brochure on organics:

<http://www.ag.state.co.us/mkt/brochures/organic.html>

LOCATING COLORADO FOOD PRODUCTS IN THE NATURAL AND ORGANIC SECTOR



You can search for all organic and conventional products and companies at this web link. <http://www.ag.state.co.us/mkt/default.asp>

The following are key Colorado companies within the Natural and Organic food products sector.

Packaged Grocery

Bloomin' Flower Cards Inc., unique gift card line for the natural foods sector. The cards can be "recycled" by planting the card, which has flower seeds in the paper. Contact: Don Martin; don@bloomin.com; www.bloomin.com

Custom Blending Inc., Organic and conventional vanilla, spices and seasoning mixes, Contact: Joe Basta; jbasta@customblendinginc.com; www.customblendinginc.com

EcoNatural Solutions, manufacturer of organic candy. Contact: Jim Williams; jhwilliams@econaturalsolutions.com; www.econaturalsolutions.com

High Desert Foods, manufacturer of organic jams, jellies and preserves. Contact: Bill Manning, manning@simwell.com, www.highdesertfoods.com

Plum Daisy Organic Jams, Manufacturer of organic jams, Contact: Brian Olesen, brian@plumdaisy.com; www.plumdaisy.com

The Jungle, manufacturer of great tasting "raw" thin and crispy flax crackers, made from organic whole flaxseeds and other organic ingredients, Contact: Josh Wendel joshw@jungle-foods.com, www.jungle-foods.com

Home Grown Herbals, Homegrown Herbals' product line includes more than 120 single extracts and 39 blended formulas as well as a line of herbal salves & oils. Contact: Lorenzo; info@homegrownherbals.com; www.homegrownherbals.com

Hoopeston Foods, is a leading manufacturer of quality shelf stable food products. Offering outstanding service and unprecedented quality at competitive prices. Services

include: Contract manufacturing of national and regional brands; Private label and store brands; Food service products; Organic and all natural GMO-free products. Tony Trenkle, Vice President Sales & Marketing, ttrenkle@hoopetonfoods.com ; www.hoopetonfoods.com

Leroux Creek Foods, Organic apple and fruit sauces, organic cherries, fresh and dried, sauces and fresh fruits, Contact: Sarah Tuft: eleroux@paonia.com; www.lerouxcreek.com

Rice's Lucky Clover Honey, Honey products, Contact: Jim Rice riceshoney@qwest.net

Madhava's Mountain Gold Honey, Natural honey, honey sticks and specialty honeys. Contact: Craig Gerbore, craig@madhavahoney.com; www.madhavahoney.com

Fresh produce

Borden Farm, Organic fresh vegetables, Contact: Guy Borden, borden1@mindspring.com

Grant Family Farms, Two principal organic lines - summer and fall harvests. The spring and summer signature item is Savoy spinach - there is none better. Also grow leaf lettuce, Romaine, broccoli, parsley, cilantro, chards collards and a host of other greens. The fall harvest is a cornucopia of colorful squash. It includes the most well known squash such as butternut, acorn and spaghetti, as well as many of the lesser-known varieties that add color and interest to fall displays. Contact: Andy Grant; www.grantfarms.com; info@grantfarms.com

Firstfruits International Ltd., Organic fresh fruits, grains and vegetables; Contact: Jonathan Allen, jon@firstfruitsintl.com

Grimmway Farms, fresh and frozen organic carrots, Contact: Mike Anspach, manspach@grimmway.com; www.grimmway.com

Leroux Creek Foods, Organic cherries, fresh and dried, sauces and fresh fruits, Contact: Sarah Tuft: eleroux@paonia.com; www.lerouxcreek.com

Nature Fresh LLC, Organic potatoes, wheat, lettuce, and carrots, Contact: Mike Jones, mdjones@centurytel.net

Ringer & Son, fresh vegetables including kabocha. Contact: Bill Frye; bill@ringerandson.com;

Skyline Potato, Organic potatoes, Contact: Randy Bache, skylinepotato@centurytel.net

Valley Fresh Distribution, Organic cucumbers and tomatoes, Contact: Ed Harmon, eharmon@fone.net

Food Service (Deli, restaurant and juice bar)

Allegro Coffee Company, Roasted organic and fair-trade coffees. Contact: Brad Luft, Brad_Luft@allegrocoffee.com, www.allegrocoffee.com

Boulder Sausage; natural meat sausages; Contact: Tom Griffiths, bouldersausage@webaccess.net; <http://www.bouldersausage.com>

Coleman Natural Products, Natural and organic beef, lamb and pork; Contact: Mel Coleman Jr.; coleman@colemannatural.com; www.colemannatural.com

Colorado Coffee Company Contact: Daniel Freeman, wardgenstore@aol.com

Food Concepts, Inc., Custom processor for food service industry of sauces and soups. Contact: Dianne Struse; soupchefs@msn.com

Great Western Tortilla Company; manufacturer of organic snack foods (Corn based) and soft tortillas, food service and retail. Branded or copackaging available; Contact: Rally Ralston; rally@tortilla-chips.com; www.tortilla-chips.com

Hain-Celestial Group, World leader in herbal, green and black teas; Contact: Peter Mulherin, international@hain-celestial.com; www.hain-celestial.com

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Lasater Grasslands Beef; grass fed beef; Contact: Dale Lasater; lasater@rmi.net; www.lasatergrasslandsbeef.com

Maverick Ranch Natural Meats; Natural Beef and pork, Contact: Rex Moore; rexmoore@maverickranch.com; www.maverickranch.com

New West Foods, Buffalo (bison) Meat: Rusty Seedig, RustyS@NewWestFoods.com; www.newwestfoods.com

Pasta Fresca, pasta, sauces and pizza dough products for food service; Richard Lappen, richard@pastafrescainc.com; www.pastafrescainc.com

Rocky Mountain Milling, LLC, Producer of organic wheat flours, blended for custom bakery field. Contact: Doug Lockwood. dougl.co@bsm.com; www.rockymountainmilling.com

Rudi's Organic Bakery, Organic breads for retail and food service industries. Contact: Victoria Smith; victorias@rudisbakery.com; www.rudisbakery.com

Dairy

Horizon Organic Dairy, Organic milk and dairy products; Contact: Don Gaidano, dong@horizonorganic.com; www.horizonorganic.com

Bulk/packaged bulk

Adobe Milling Co. Inc., Dry beans and popcorn, Contact: Vickie Cooke anasazi@fone.net; www.anasazibbeans.com

Allen Grain, Inc., Dried beans, millet and corn, Contact: Larry Allen, larry@allengrain.com; www.allengrain.com

ARB Grain, LLC, Sorghum, millet and wheat, Contact: Troy McCue, Arribagrain@ria.net.

Benson Organic Farms, buckwheat, millet and wheat, Contact: Allen Benson, deacon@kci.net.

Erker Grain Company, Erker Grain Company is a world supplier of in-shell and hulled confection sunflower products. Contact: Mike Erker; www.erkergrain.com; erkergrain@boulder-systems.com

Fitz Trading, Inc., Dried beans, millet and corn, Contact: Jim Fitzgerald, fitztradin@qwest.net

Golden Prairie Inc., Millet and other grains, Jean Hediger, gpog@frii.com

Grand Avenue Trading, Wheat, birdseed, millet and safflower seed. Contact: Wini Johnson: Gatrading@centurytel.net

Idaho Pacific Colorado, potato flakes, granules and dehydrated products, Contact: Wally Browning, wallybrowning@idahopacific.com; www.idahopacific.com

SKE Midwestern Inc., Dried beans and edible sunflower seeds, Contact: Samuel Peck, skecol@aol.com

Fresh meat

Boulder Sausage; natural meat sausages; Contact: Tom Griffiths,
bouldersausage@webaccess.net; <http://www.bouldersausage.com>

Coleman Natural Products, Natural and organic beef, lamb and pork; Contact: Mel Coleman Jr.; coleman@colemannatural.com; www.colemannatural.com

Gosar Ranch Natural Foods, Natural beef, Contact: Greg Gosar; gosar@amigo.net

Lasater Grasslands Beef, grass fed beef; Contact: Dale Lasater; lasater@rmi.net;
www.lasatergrasslandsbeef.com

Maverick Ranch Natural Meats; Natural Beef and pork, Contact: Rex Moore;
rexmoore@maverickranch.com; www.maverickranch.com

New West Foods, Buffalo (bison) Meat: Rusty Seedig, RustyS@NewWestFoods.com;
www.newwestfoods.com

Nondairy beverages (soy, rice, oat)

White Wave Inc, makers of Silk soy milk and tofu products; Contact: Todd Beckman;
tbeckman@whitewave.com; www.whitewave.com

Bakery

Rudi's Organic Bakery, Contact: Victoria Smith; victorias@rudisbakery.com;
www.rudisbakery.com

Harlan Bakery, now making a complete line of organic bagels, Contact: Kevan Johnson
www.harlanbakies.com, email: wkj@harlanbakery.com

Nutrition bars

Peak Bar, Producer of nutrition bars known for their good taste: www.peakbar.com

Other beverages including coffee and tea

Allegro Coffee Company, Contact: Brad Luft, Brad_Luft@allegrocoffee.com,
www.allegrocoffee.com

Beverage Innovations, tea and flavored waters, Contact: Paddy Sheya,
melvancol@aol.com

Colorado Coffee Company Contact: Daniel Freeman, wardgenstore@aol.com

Hain-Celestial Group, World leader in herbal, green and black teas; Contact: Peter Mulherin, international@hain-celestial.com; www.hain-celestial.com

SPORTea/UPP, Inc, Energy teas, Contact: Edward Cowen, www.sportea.com; contact at: http://www.sportea.com/contact_usN.htm

Izze Beverage Company, All natural sparkling juices with just 100% pure fruit juice and sparkling water. Contact: Stacey Benham, www.izze.com, email: izze@izze.com

Snack foods

EcoNatural Solutions, manufacturer of organic candy's. Contact: Jim Williams; jhwilliams@econaturalsolutions.com; www.econaturalsolutions.com

Great Western Tortilla Company; manufacturer of organic snack foods (corn based) Branded or copackaging available; Contact: Rally Ralston; rally@tortilla-chips.com; www.tortilla-chips.com

Copacking or private label production

Beverage Innovations, tea and flavored waters, Contact: Paddy Sheya, melvancol@aol.com

Boulder Sausage; natural meat sausages; Contact: Tom Griffiths, bouldersausage@webaccess.net; <http://www.bouldersausage.com>

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Pasta Fresca, pasta, sauces and pizza dough products for food service; Richard Lappen, richard@pastafrescainc.com; www.pastafrescainc.com

Rocky Mountain Milling, LLC, Producer of organic wheat flours, blended for custom bakery field. Contact: Doug Lockwood. dougl.co@bsm.com; www.rockymountainmilling.com

Rudi's Organic Bakery, Contact: Victoria Smith; victorias@rudisbakery.com; www.rudisbakery.com