

So You're Organic— Leveraging Your Certification in Marketing

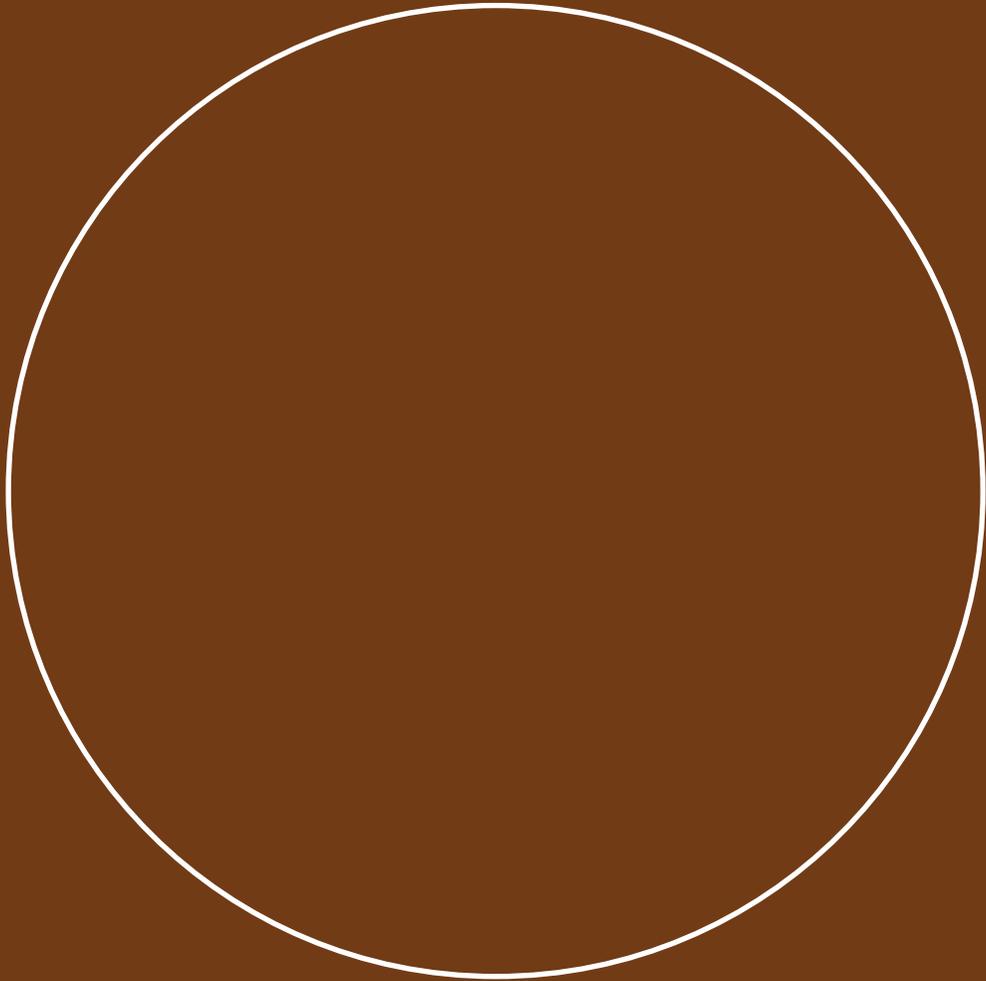




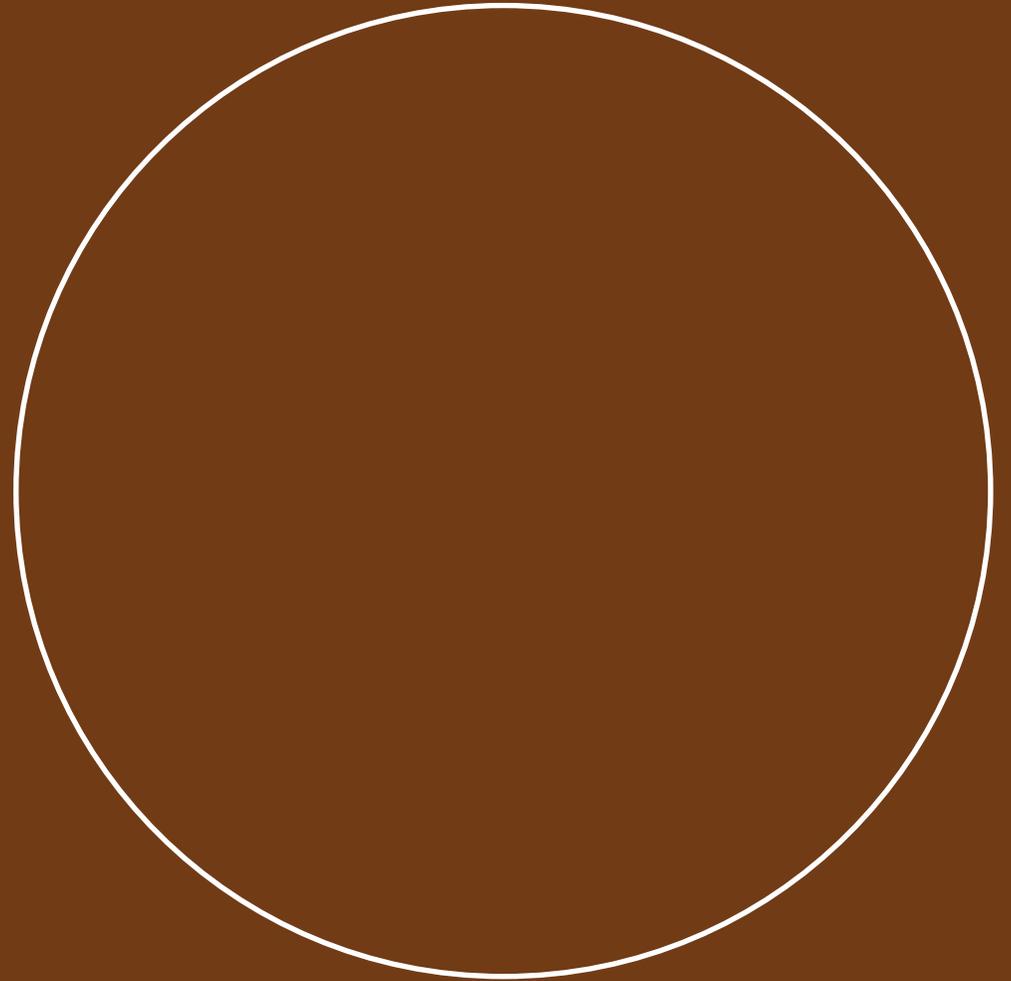
Dave Tschiegg

Organic Outreach Specialist
UConn Extension

- BFA in Graphic Design from Northeastern University in Boston, MA
- Over 15 years of agency and freelance experience with a focus in branding, marketing, and communication design
- Assisted numerous clients launch products in the USDA Organic food and beverage space
- Entering 6th season as produce farmer



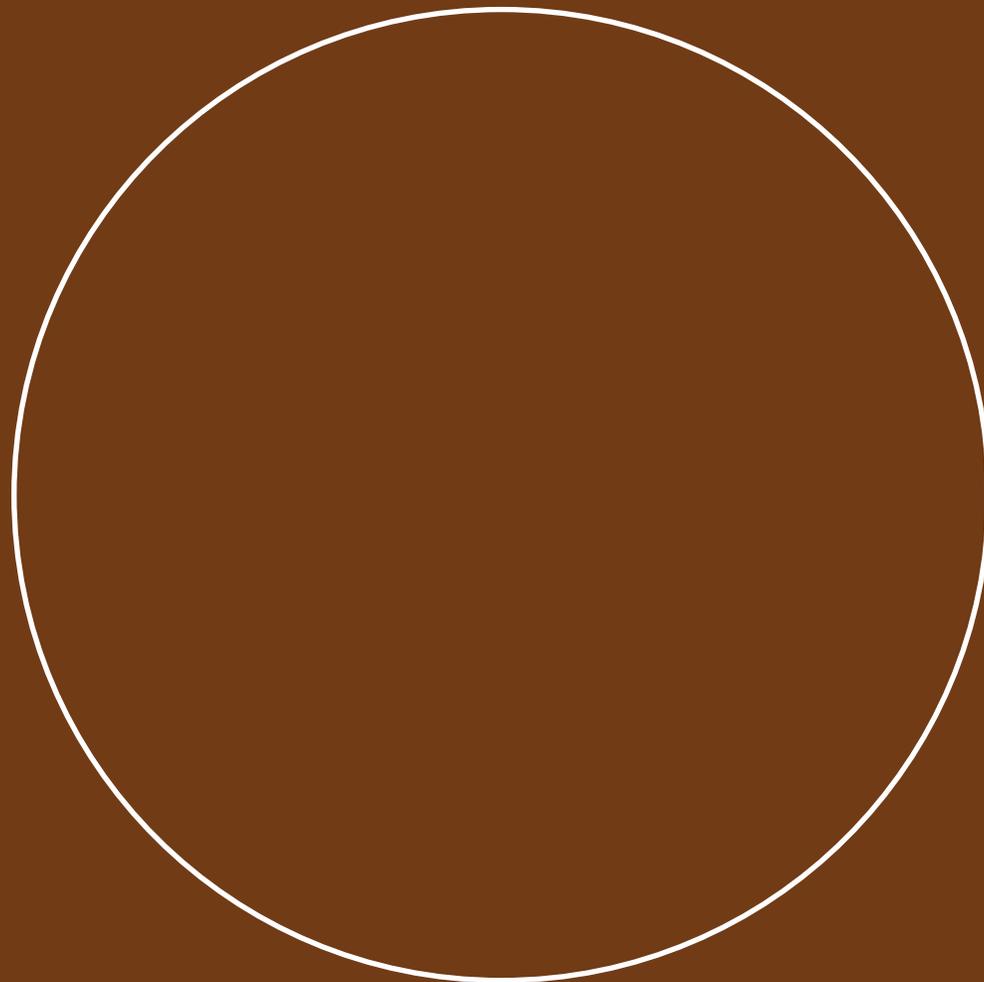
BRAND



ORGANIC CONSUMER



BRAND



ORGANIC CONSUMER



BRAND



ORGANIC CONSUMER



BRAND

MARKETING

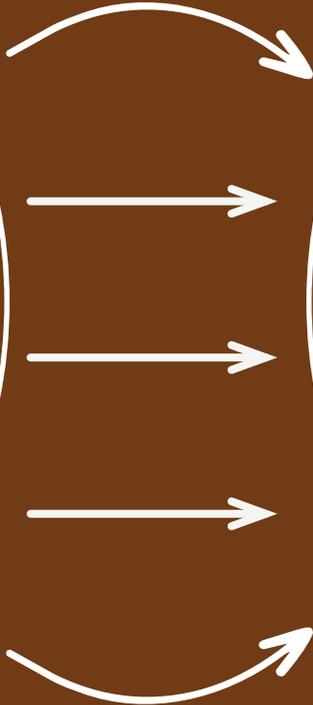


ORGANIC CONSUMER



BRAND

MARKETING



ORGANIC CONSUMER





MORNING AgClips
AMERICA'S #1 AG NEWS SOURCE

» U.S. ORGANIC MARKETPLACE ACHIEVED SIGNIFICANT GROWTH IN 2025

ORGANIC

ECONOMY

MARKETING

CONSUMER TRENDS ...

U.S. Organic Marketplace Achieved Significant Growth in 2025

Organic Trade Association reports sales of organic products at \$76.6 billion, with growth rate double that of overall marketplace

PUBLISHED ON **MARCH 5, 2026**



“For the third year in a row, organic has grown faster than the total market, which indicates shoppers are prioritizing their health and the planet, and are willing to pay a premium for it,”

“In a crowded marketplace, the USDA Organic seal stands as a clear mark of trust for consumers of all ages who are focused on their health and the well-being of their families.”

Tom Chapman

Co-CEO of the Organic Trade Association

ORGANIC FRESH



Use the seal clearly



Your Farm

Strawberries

1 Quart (600g.)





Your Farm

Organic Strawberries

1 Quart (600g.)





Home

About


Your Farm
Organic Flowers & Produce

Our Practices

Contact





Good file management
is important

Raster



Vector



Raster

.jpeg

.png

.gif

.tiff

Vector

.ai

.eps

.pdf

.svg

Raster

.jpeg

Most common format for photos, images, graphics

.png

Images and graphics with a transparent background

.gif

Animated images and graphics

.tiff

High-resolution and RAW photos with layers

Vector

.ai

.eps

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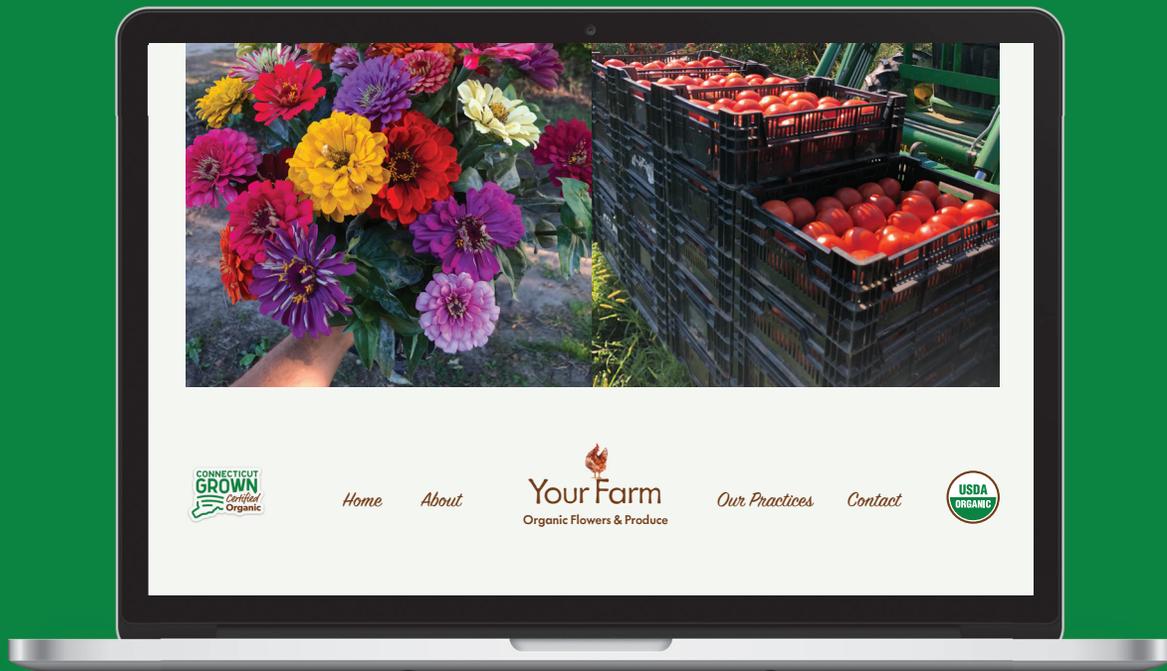
.eps

.pdf

.svg

Most printers and fabricators will accept multiple if not all formats

Raster

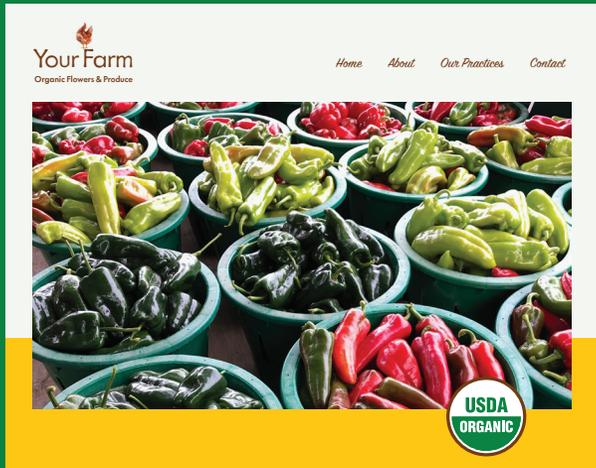


Vector



Raster (.png)

Vector



ORGANIC VEGETABLES





USDA

ORGANIC

Spell out Organic.
Define what it means to you.





Our Practices



We believe farming should nourish both people and the planet. By growing organically, we care for the soil, protect local ecosystems, and produce food free from synthetic chemicals. It's our farm's way of honoring nature while providing wholesome, honest food for our community.







Note...



yourfarmct

Your Farm

12 posts 338 followers 426 following

Farm

-  Fresh seasonal produce and flowers
-  Certified grown organic
-  Windsor, Connecticut

www.yourfarmct.com

Edit profile

View archive

Connect Organic to your
values and mission



About Us

**Woman Owned.
Pesticide Free.
Certified Organic.**



We believe farming should nourish both people and the planet. By growing organically, we care for the soil, protect local ecosystems, and produce food free from synthetic



OUR VALUES



Seed Oil Free



Vegan



Woman-Owned



Gluten-Free



Made In The USA



100% GRASS FED

ORGANIC



NO ADDED HORMONES OR ANTIBIOTICS
GLUTEN FREE



GRASSFEDBEEF.COM • KEEP REFRIGERATED
INGREDIENTS, N...

Highlight what is unique
about your offering

Organic cut-flower bouquets

Connecticut grown
Certified Organic apple

Organic winter CSA

Raised humanely on
Organic feed

Use your Organic status in
customer propositions

Why pay more for your tomatoes?

Our tomatoes are certified organic, locally grown, and picked at peak ripeness.

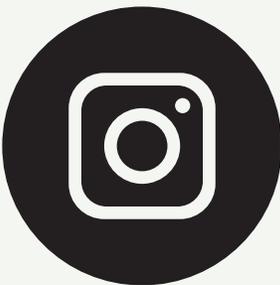
Why pay more for your roasters?

Our chickens are raised organically with care for the animals and the land.

I still don't want to pay that price.

Our prices reflect the care and organic feed we provide—healthy birds make healthier, more flavorful meat.

Social Media



Note...



yourfarmct

Your Farm

12 posts 338 followers 426 following

Farm

-  Fresh seasonal produce and flowers
-  Certified grown organic
-  Windsor, Connecticut

www.yourfarmct.com

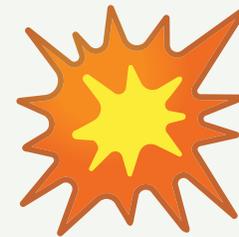
[Edit profile](#)

[View archive](#)





Organic vs Paid



Order your garlic and seed garlic online for delivery to your front door!



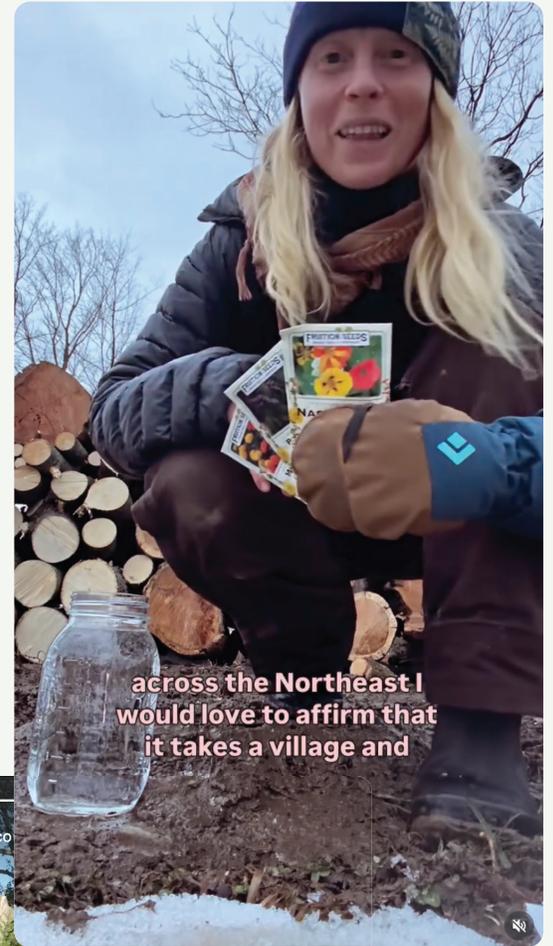
[Shop online](#)



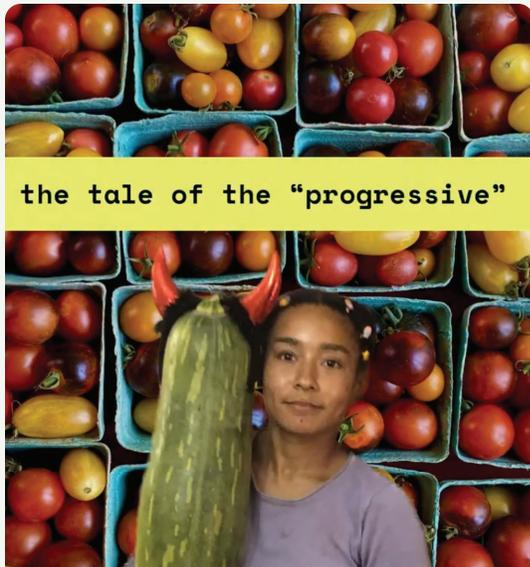
and 50-50 grind the parking block



Reels, shorts, stories



across the Northeast I would love to affirm that it takes a village and



the tale of the "progressive"

FROM SEED TO SOIL **IG LIVE**
FELLOWSHIP INSIGHTS

SEPT 18
 12-1:30 PM EST

@BRAIDINGSEEDSFELLOWSHIP

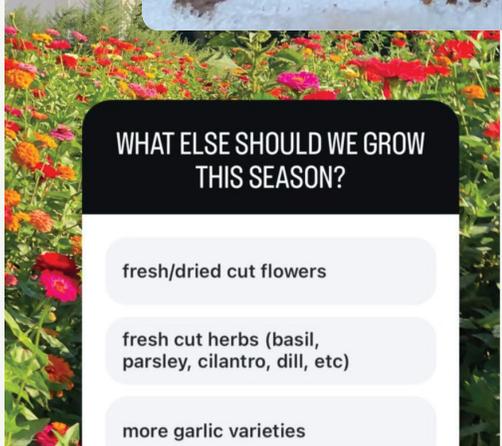
Join us to learn about the fellowship from Braiding Seeds

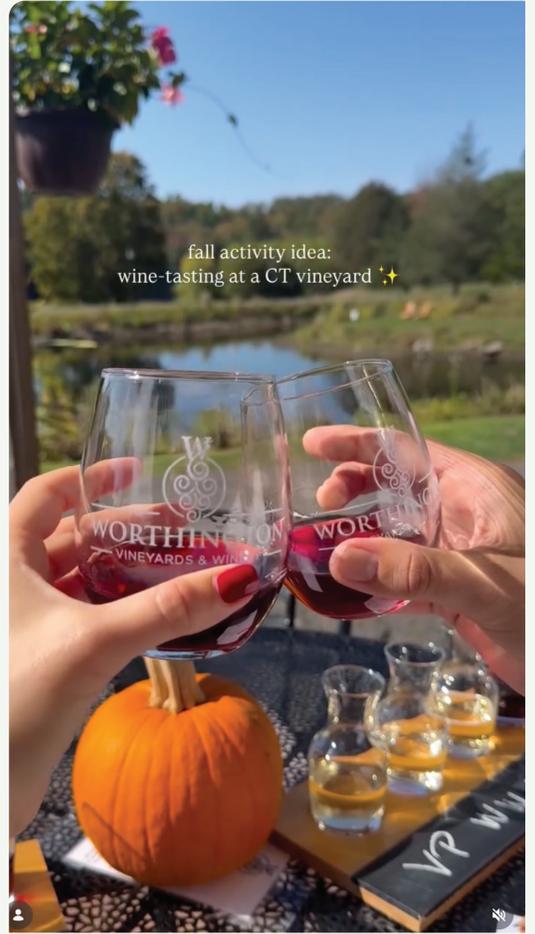


ctgarlicco

WHAT ELSE SHOULD WE GROW THIS SEASON?

- fresh/dried cut flowers
- fresh cut herbs (basil, parsley, cilantro, dill, etc)
- more garlic varieties





Influencers



Direct Mailers, Radio, SEO,
Email Marketing



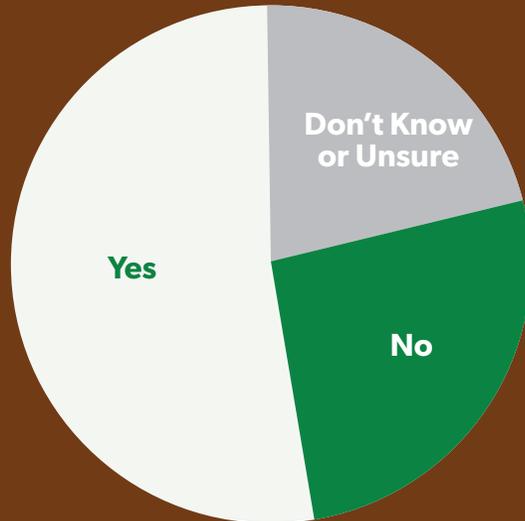
CONNECTICUT
GROWN



Certified
Organic

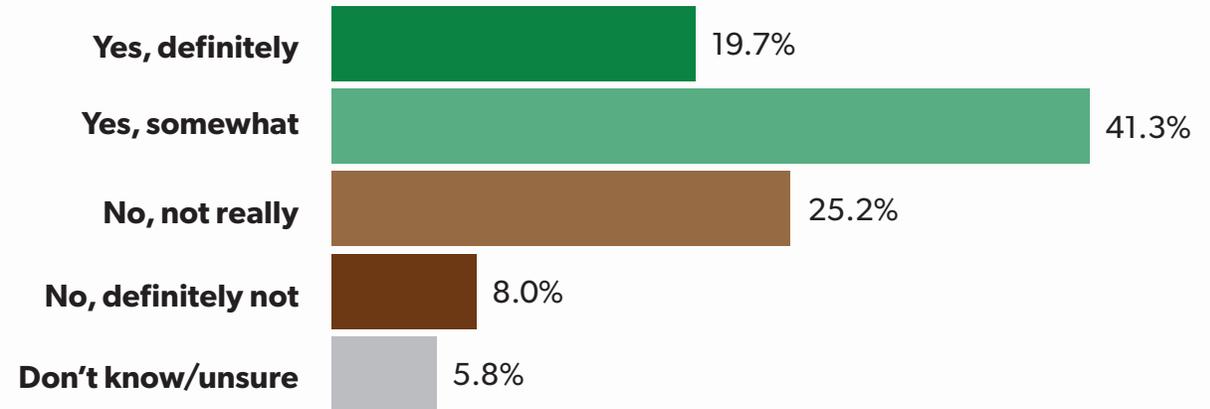
Background Research

600+ Organic Consumers Surveyed
May 29–June 9, 2025
Conducted by GreatBlue Research



Awareness of CT Grown Certified Organic Products

Willingness to Pay More for CT Grown Organic Products



Top 3 Sources of CT Grown Organic Product Awareness

- CT Grown or Government Campaigns
- Social Media
- Print Ads or Signage

58.9%

Survey participants interested in CT Grown Organic Purchasing if More Info was Available



Certified Organic Products

CTGROWN.ORG/ORGANIC

[Back to Home](#) / [All Posts](#) / [Meet the Farmers: Deep Hollow Farm in Chester](#)

January 29, 2026

Introducing: Andrew and Christin from Deep Hollow Farm.

Andrew and Christine have produced certified organic fruits, vegetables, microgreens, and herbs at [Deep Hollow Farm](#) since 2023. Their wide variety of products offered include certified organic apples, asparagus, bok choy, broccoli, cabbage, carrots, chard, cucumber, eggplant, garlic, ginger, kale, kohlrabi, lettuce, onions, spinach, peppers, radishes, turnips, summer squash, winter squash, tomatoes, watermelon, Microgreens including brassica mix and pea, and herbs such as basil, cilantro, dill, mint, parsley.



A map showing the certified organic farms and retailers selling their organic products located in Connecticut.

9,997 views
Published 4 days ago

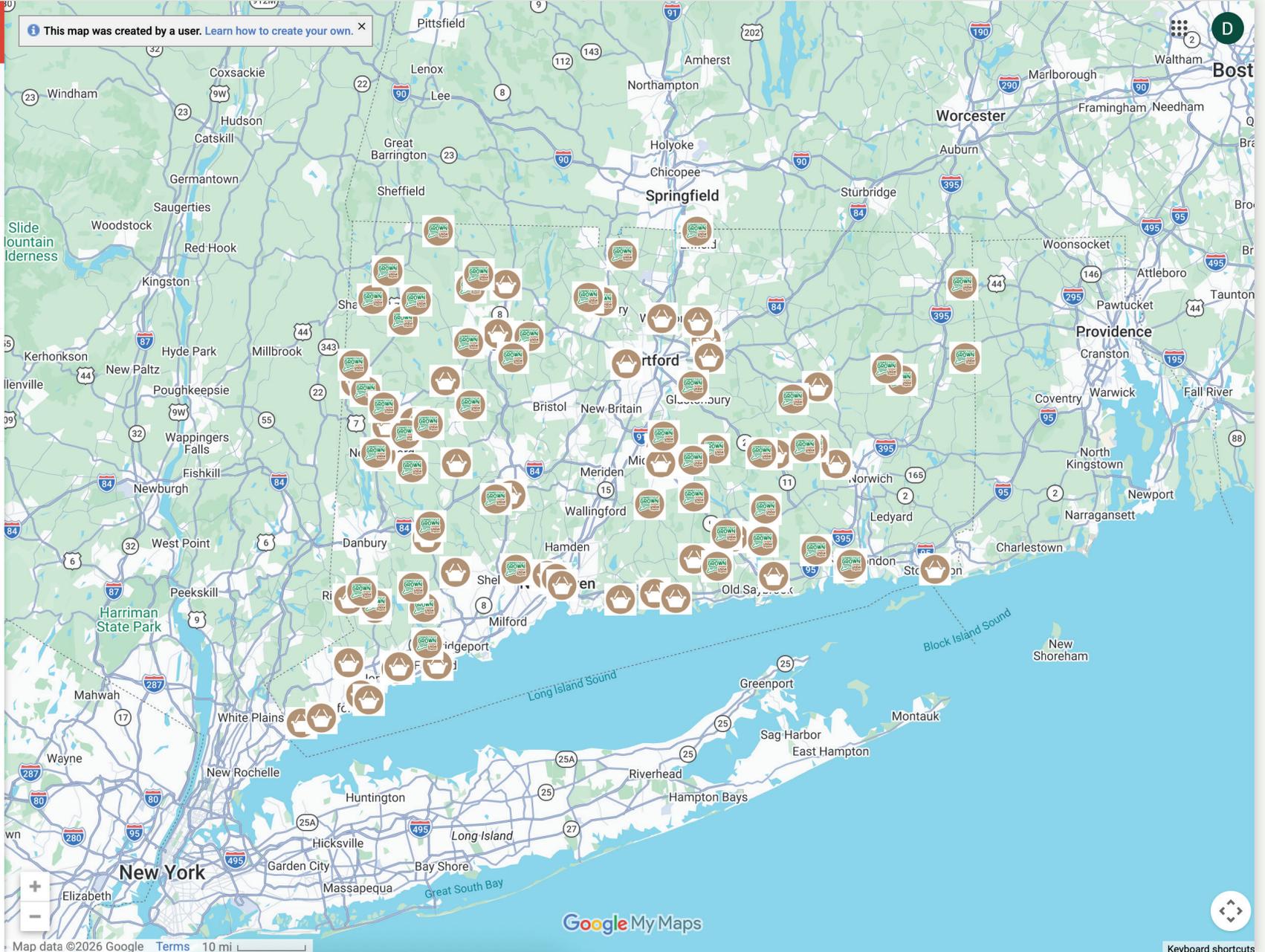
SHARE

Organic Retailers

☑ All items

Certified Organic Farms

☑ All items






Your Farm

Organic Strawberries



1 Quart (600g.)



*Changes to any packaging materials displaying the CT Grown certified organic logo and/or the USDA organic seal must be submitted to the farm's accredited certifying agent (Baystate Organic Certifiers, CCOF Certification Services, Ecocert SAS, Global Organic Alliance, NOFA-NY Certified Organic, etc.) for their approval PRIOR TO printing/distribution of those updated labels.



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THIS FARM PRODUCT IS CONNECTICUT GROWN & PRODUCED BY:

(Farm Name) in

(City/Town) CT.

CTGrown.org



Reference: Connecticut General Statutes 22-38(c)



CONNECTICUT GROWN *Certified Organic* CONNECTICUT GROWN *Certified Organic* CONNECTICUT GROWN

CONNECTICUT GROWN *Certified Organic* CONNECTICUT GROWN *Certified Organic* CONNECTICUT GROWN

CONNECTICUT GROWN *Certified Organic* CONNECTICUT GROWN *Certified Organic* CONNECTICUT GROWN



CT Grown Organic
is within reach.

CTGROWN.ORG/ORGANIC



ctgrown organic + coffee



#CTGrownOrganic    

4:17



#ctgrownorganic



For you

Accounts

Audio

Tags

Places

#ctgrownorganic



CT Grown is a program by the Connecticut Department of Agriculture that promotes and supports local farmers and products. The program encour... more



199

226



Free TA consulting

Organic Marketing TA

TECHNICAL ASSISTANCE SERVICES

- Guidance on participating in the CT Grown USDA certified organic campaign
- Technical assistance implementing CT Grown USDA certified organic brand and marketing assets
- Share insights from organic consumer research report to support market growth and customer engagement
- Evaluate current marketing strategies and materials
- Make recommendations for enhancing brand messaging and storytelling around certified organic status and products
- Assess website and social media presence

**Connecticut Grown
Organic is here!**



Working 1-on-1

WHAT THE PROCESS LOOKS LIKE

1. Complete sign-up form

2. Schedule a time and location to meet

Consultations are free and can be done virtually or held at a location of your choice, preferably your farm or business location.

3. Discuss anything that comes to mind

It is important that we review your goals, challenges, and outlook for your operation.

4. Suggestions offered after a full brand and marketing evaluation

5. Continued support throughout the year



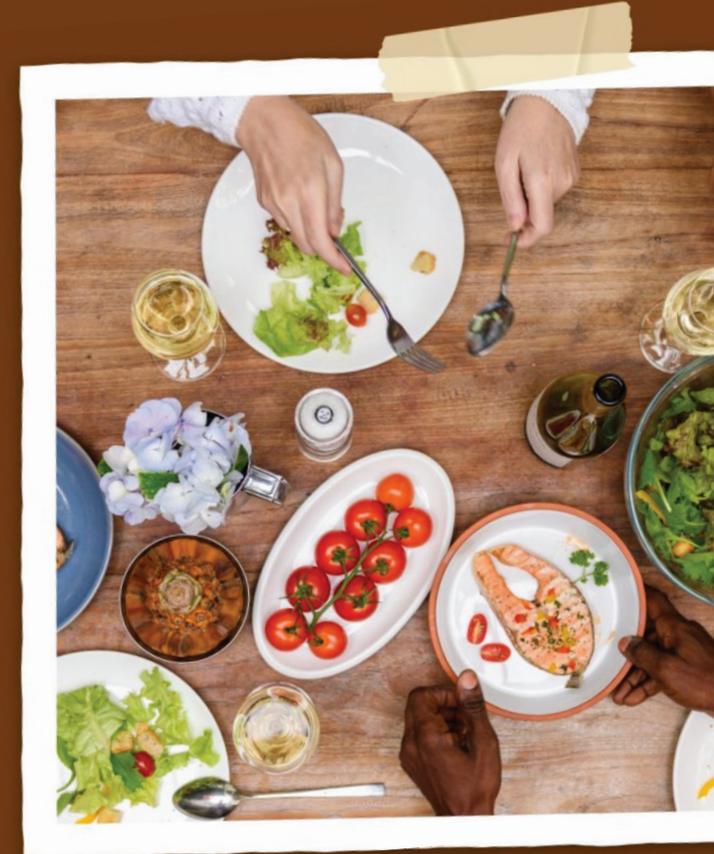
**within
reach**

Free Statewide Marketing Support and Resources for Certified Organic and Transitioning Farmers

Scan the QR code below to receive 1-on-1 marketing and branding technical assistance and to request access to the new CT Grown Organic logo.



[https://www.cognitoforms.com/
UConnExtension/OrganicMarketingTA](https://www.cognitoforms.com/UConnExtension/OrganicMarketingTA)



[CTGROWN.ORG/ORGANIC](https://www.ctgrown.org/organic)

Becoming Organic Certified



<https://ctnofa.org/programs/topp-transition-to-organic-partnership-program/>

FIND: ORGANIC FARMS | ORGANIC LANDSCAPERS | BUSINESS MEMBERS

ctnofa
Creating an Organic CT Since 1982

ABOUT NEWS EVENTS MEDIA PROGRAMS COMMUNITY WINTER CONFERENCE RESOURCES MEMBERSHIP SUPPORT CONTACT



Transition to Organic Partnership Program

[CT NOFA](#) > [Programs](#) > TOPP (Transition to Organic Partnership Program)

TOPP (TRANSITION TO ORGANIC PARTNERSHIP PROGRAM)

TOPP IS A NETWORK OF ORGANIZATIONS PARTNERING TO SUPPORT TRANSITIONING AND EXISTING ORGANIC FARMERS

LATEST TOPP NEWS

NOFA Tri-State Bulk Order



Bulk Order NOFA Membership Discounts

February 13, 2026

Light Dark

WHAT IS TOPP?

CT NOFA is proud to be a Core Partner in the Northeast Transition to Organic Partnership Program (TOPP), a mentorship program that pairs experienced organic producers with producers who are transitioning to organic. This community agreement is sponsored by the USDA Agricultural Marketing Service and will continue through the fall of 2026.



MENTORSHIP PROGRAM

for Transitioning and Certified Organic Producers



CT Grown Academy



<https://ctgrown.org/ct-grown-academy/>



**CONNECTICUT
GROWN**
*Certified
Organic*

CT GROWN ACADEMY

**Spring Marketing
for Farmers Webinar**

DATE: March 2nd
TIME: 1:00 - 2:00pm



A row of four green icons: a tractor, a seedling in soil, a barn, and an apple.



Thank you

Funding was made possible by the U.S. Department of Agriculture (USDA) Agricultural Marketing Service, Organic Market Development Grant, awarded and administered by The CT Department of Agriculture. The contents of this workshop are solely the responsibility of the authors and do not represent the official views of the USDA.