



INSIDE ORGANIC 2023:

ELEVATE, EDUCATE, COMMUNICATE

**IN
SIDE
ORGANIC**

Inside Organic is designed to unite companies with USDA certified organic products and ingredients to develop a collective, clear communication and education program that supports organic. The \$63 billion organic industry has faced many challenges over the years, including a lack of consumer awareness and confusion over what USDA-certified organic really means. In 2023, Inside Organic will build off the work and custom research that was done in 2022 and continue to use a range of content platforms to proactively help ingredient companies, manufacturers, brands and retailers elevate and expand the story of organic. Acting as a unifying megaphone to help increase organic awareness and education, this program will help companies across the supply chain identify the organic communication strategies that are working, the messages that could be further elevated and where new messaging opportunities lie. Inside Organic provides an opportunity to grow organic as an industry and a lifestyle.

Sales deadline: February 1, 2023

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Inside Organic Assets

Kickoff Event

This event will unite our partner companies and associations with the New Hope Network and Natural Products Insider and Food & Beverage Insider teams for brainstorming and idea sharing to develop our Inside Organic communication roadmap. **February 7, 2023**

Organic Summit (2 hours)

This interactive virtual event will be sponsored by our Inside Organic partners and attended by brands, suppliers, retailers and other relevant members in the natural products community. We'll unite industry leaders to take a deep dive into research, and top issues around organic messaging and communication today. **June 6, 2023**

eNewsletter

The Inside Organic eNewsletter will highlight news, trends and updates in organic, including announcements from our Inside Organic partners and the latest Inside Organic content. Six issues will go out in 2023 to New Hope Network audiences. **March 15, May 10, July 12, September 13, October 11, December 13, 2023**

Monthly Social Campaign

Working hand in hand with the communication action plan, this monthly social campaign will highlight program partner profiles and align partners around a key consumer takeaway or industry talking point. **Monthly—January 18, February 15, March 15, April 19, May 17, June 21, July 19, August 16, September 20, October 18, November 15, December 20, 2023**

Case Study/Partner Profile

Inside Organic partners will each receive a co-branded profile/case study article exploring how they've communicated one aspect of their organic strategy—from farmer partnerships to ESG metrics. This case study will position each brand as a leading expert in one focused area of organic education and company storytelling and will be highlighted on Newhope.com. **These will be deployed on a monthly basis throughout the year and will align with social media posts.**

Communication Action Plan Toolkit

This content piece will provide brands, suppliers and retailers with a “what is” and “why organic” outline, along with consistent talking points, social media tips/posts and consumer takeaways that will help create stronger alignment around clear and effective industry communication. This guide will live on Newhope.com and will be distributed by our Inside Organic partners to reinforce their roles as leading educators and organic advocates. **September 6, 2023**

Natural Product Expo East HES

Inside Organic will sponsor an organic-focused 90-minute presentation at Expo East that will provide the opportunity for sponsor representation and participation. **September 21 or 22, 2023**

Pricing — \$12,500

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