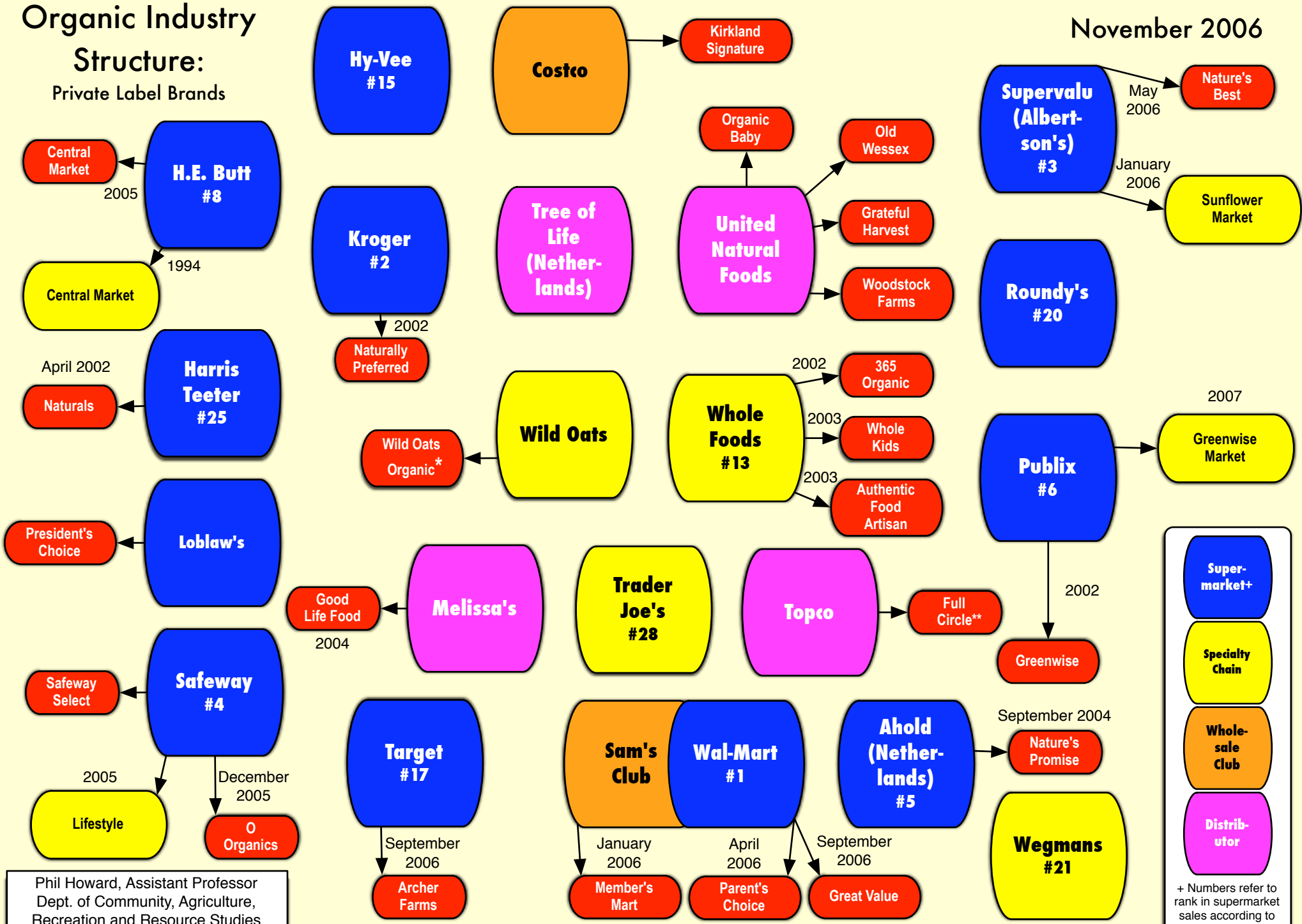


Organic Industry

Structure:

Private Label Brands



November 2006

Phil Howard, Assistant Professor
 Dept. of Community, Agriculture,
 Recreation and Resource Studies
 Michigan State University

*Wild Oats private label is also sold by Ahold (#5, which includes Giant, Stop & Shop, and Peapod), Pathmark (#16), Price Chopper (#23).
 **Full Circle is sold at 22 supermarket chains that are cooperative members of Topco.

- Supermarket+
- Specialty Chain
- Wholesale Club
- Distributor

+ Numbers refer to rank in supermarket sales according to Progressive Grocer, May, 2006