

## MIDWEST MEAT SUMMIT 2025

### WHY ORGANIC CERTIFICATION FOR YOUR MEAT/POULTRY PROCESSING BUSINESS?



#### THREE SIMPLE REASONS:

1. **The Organic Meat Market is small but growing**  
Currently, \$1.9 billion in sales, and growing 5.4% annually
2. **Most organic meat sold in the U.S. is imported**  
Organic shoppers prefer—and trust—domestically-produced products.
3. **There are likely organic farmers and ranchers in your area looking for a certified organic processor**  
Certification opens your business to new customers and markets.

*“For smaller plants, business diversification is most strongly and consistently associated with plant survival.”* Dr. Sarah Low, **University of Illinois**

#### RESOURCES TO HELP YOU GET STARTED:

- Many certifiers have a template for Preparing an OSP (CCOF, Oregon Tilth, QAI)
- USDA NOP [Guide for Organic Processors](#)
- NOP Guidance Documents
  - [NOP 2601](#) – The Organic Certification Process
  - [NOP 5023](#) – Substances Used in Organic Processing
- Flower Hill Institute
  - [Guidance for Organic Pest Control Procedure](#)
  - [Pet Product Opportunities for Smaller Processors](#)



## Connect With Us

### For Information on MPPTA:

Dave Carter, Flower Hill Institute  
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If you're a producer looking for deeper markets access guidance, to get connected with buyers, please contact **Rodale Institute's Consulting Markets Team:**  
[markets@rodaleinstitute.org](mailto:markets@rodaleinstitute.org)



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Agricultural Marketing Service  
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