

IFOAM North America 2017 Survey Results

Reported for the September 14, 2017

IFOAM North America Membership Meeting and General Assembly

IFOAM North America conducted a survey of its members in 2017. The original survey questions were developed by the IFOAM North America Board. The survey instrument was designed and administered by sociologist Evelina Panayatova of Alvernia University in Reading, PA. Results were anonymous, but respondents were encouraged to give their names in the comment section. After design and pre-testing on selected IFOAM members, the survey link for members was sent out by the IFOAM Head Office. The survey instrument is contained in Appendix A. Three different links were used to distinguish categories of members, ex-members, and prospective members. Unfortunately, the survey link for members went out to ex-members, causing the results of members and ex-members to be commingled.

On May 19, the survey link for members was sent to 137 affiliate email addresses, 46 email addresses linked to ex-affiliates, 16 associates, 7 ex-associates, and 15 supporters in the United States, Canada, and the English-speaking Caribbean. The survey link for former members was sent to 21 ex-affiliates. The survey link for non-members was sent to 109 potential affiliates on May 21. The survey link for members was also sent on that same day to 6 members in Jamaica and Trinidad & Tobago. Reminders were sent to the proper links on June 20 and July 14. Thus, the total number of “members” was 174, the total number of “ex-members” was 83, and the total number of non-members is 280 for a total of 537 people surveyed.

The survey was closed on July 21, giving members two full months to respond. Because answers were anonymous, the reminders were sent to the entire list. The software permitted multiple responses and the lists contained multiple contacts for organizations, which also may cause some bias. A few answers appear to be duplicates, but some individuals may have been legitimately responding on behalf of two separate organizations, or as both an organizational and individual member. The results need to be considered with these potential sources of bias in mind.

Who Responded?

The first question of the survey asked respondents to choose the categories that best described their organization. Fifteen choices were given, along with an option to specify “Other”. They also had the option to provide multiple categories. Table 1 summarizes the surveys and responses for the three populations.

Table 1
Primary Identification of Respondents

Category	Member	Former member	Non-Member	Total (% of respondents)
Farmer	8	0	7	15 (16.3%)
Processor / Handler	6	0	1	7 (7.6%)
Organic Finished Product Brand Owner (OFPBO)	6	0	2	8 (8.7%)
Consultant	4	0	1	5 (5.4%)
Other for-profit enterprise	1	0	0	1 (1.1%)
Certification Agent (CA)	10	1	1	12 (13.0%)
Farmer's Association (membership) (FA)	5	0	3	8 (8.7%)
Trade Association (membership) (TA)	5	1	0	6 (6.5%)
Other non-profit / non-governmental organization (membership) (Member NGO)	13	0	1	14 (15.2%)
Research / Academic institution	1	1	2	4 (4.3%)
Other non-profit / non-governmental organization (non-membership) (Non-member NGO)	2	0	4	6 (6.5%)
Other (specify other)	2	2	2	6 (6.5%)
Total Responses / Sent	40	5	17	62
Response Rate	23%	6%	6%	12%

The largest category people identified with overall was “farmer”, making up 16% of the responses. However, the largest category among members was “Other non-profit / non-governmental organization” (NGO) comprising 39% of the member responses, followed by “certification agent” (CA) making up one-quarter of the member responses. No one category dominated ex-members, but it appears that some CAs and NGOs that were ex-members responded to the link for members.

Respondents could choose up to six categories, with 16 respondents choosing a second category, 8 a third category, 4 choosing a fourth, 2 choosing a fifth, and one choosing a sixth. Four of the farmers identified the second-based description of their operation as a processor, handler, or other for-profit enterprise. One secondarily identified secondarily as a certification agent and one as a farmer’s

association, suggesting that the link was sent as a contact person for an organizational member or former member. On the other hand, 14 respondents (15%) declined to identify any category.

The overall response rate was 12%, with the response rate of 23% for members based on the links sent for the first and second reminders. Presumably this overestimates the number of members and underestimates the number of ex-members responding. During the phone follow up several ex-members thought they still were members, and some may have renewed since being sent the survey. The response rate of 6% for the non-members is correct, and perhaps indicative of the need for more education about IFOAM and the programs it is conducting in North America.

What do They Want?

The second question on the survey asked members what services they would like to see IFOAM NA provide. A total of 51 respondents went through the ranking exercise. When asked to rank the possible services that IFOAM could provide, members, former members and non-members had slightly different rankings. Table 2 provides the ranking of priorities for potential IFOAM services.

Table 2
Priority Ranking of IFOAM NA Prospective Services

<i>In your opinion, which would you place as the top priority for IFOAM-North America to best serve your operation, organization or constituents? Please drag and drop items in order of priority.</i>	Member	Former Member	Non-Member
	Mean (Rank)	Mean (Rank)	Mean (Rank)
1. Provide better and more timely information about the organic sector around the world	3.55 (1)	4.25 (4)	4.43 (3)
2. Advocate for a favorable policy environment for adoption of organic practices	3.61 (2)	2.25 (1)	3.50 (1)
3. Work towards better organic standards and regulatory reform	4.15 (3)	3.25 (3)	3.71 (2)
4. Work to expand and enhance dissemination of information on organic practices	4.42 (4)	3.00 (2)	5.00 (7)
5. Build alliances with like-minded movements	4.58 (5)	6.25 (7)	4.43 (3)
6. Provide more and better research in organic practices	4.73 (6)	4.75 (5)	4.71 (5)
7. Support growth in organic market share	5.24 (7)	5.25 (6)	5.36 (8)
8. Work to reduce cost of accreditation/certification	6.91 (8)	7.00 (8)	4.86 (6)
9. None of the above	7.82 (9)	9.00 (9)	9.00 (9)

A few current members ranked “Other” as the top priority. None of the former members or non-members selected “Other” as a priority, but a few current members did. Even those who did not fill out ‘none of the above’ took the opportunity to comment on other priorities.

Two members in the category of “Other non-profit / non-governmental organization (membership)” submitted identical answers when ranking “None of the Above” the top priority: “Facilitate communications between the three north American partners [sic] while respecting each country's domestic issues.” A consultant put as the top priority: “Disseminate information from and organize North America's participation in IFOAM-Organics International. Coordinate discussion of and response to IFOAM-Organics International's white papers, drafts positions, surveys, etc. Review candidates for

World Board elections and recommend a slate to support. Encourage participation in IFOAM-Organics International committees.” A certification agent member ranked as the second priority “Work to stop the certification of hydroponics and any other container grown crops.”

We received written comments on priorities from 28 respondents. These are reported in Appendix A.

How Much do they Value IFOAM’s Services?

Table 3 summarizes what services IFOAM provides are “Not at All Valuable (1)” to “Extremely Valuable (5)” respondents

Table 3
Value of IFOAM NA Prospective Services

Please rate the value of each type of service that IFOAM- North America could provide that are of interest to your organization.	Member	Former member	Non-Member
	Mean (Rank)	Mean (Rank)	Mean (Rank)
1. Networking	4.20 (1)	4.50 (1)	3.85 (4)
2. Information	4.06 (2)	4.00 (4)	4.07 (3)
3. Education	4.03 (3)	4.25 (3)	4.33 (1)
4. Advocacy	4.00 (4)	4.50 (1)	4.21 (2)
5. Access to markets	2.85 (5)	3.50 (5)	3.42 (5)

We received 13 written comments on services, which are reported in Appendix B. These include suggestions for services from members who ranked “Other” as “Extremely Valuable” or “Very Valuable.” A consultant member suggested that IFOAM NA’s “Advocacy to IFOAM-Organics International” was very valuable, implying that the regional group should be an advocate for North American members within IFOAM.

Conclusion

Members had a range of opinions, but most were consistent in wanting IFOAM NA to fill gaps and not duplicate existing services. However, there were some differences in the specifics. The highest priority for members was networking, followed by improving information dissemination on organic, but the narrative responses revealed differences in strategy for messaging and what that meant. Advocacy was the second highest priority for members, but was more important for former members and non-members. The most valuable service that IFOAM NA could provide to members was networking, but former members and non-members valued IFOAM’s advocacy as much if not more. Other written comments and suggestions are contained in Appendix C.

Satisfying the needs of members, while providing services that attract non-members appears to be the greatest challenge. Building a solid network will require further outreach and efforts. The survey is only a start at establishing a solid foundation for IFOAM North America to build its membership base.

Appendix A

Other Priorities

Below are the responses to the follow-up to Question 1: "If there are other areas you would consider as top priority for IFOAM-North America, please list them below:" The responses are verbatim quotes unless otherwise identified. *Membership status and category are identified in italics.*

- 1) "Work to stop the certification of hydroponics and any other container grown crops." *Member. Certification Agent.*
- 2) "I think that the regional group has only one purpose - build alliances with like-minded movements. All of the other priorities listed are currently being led by other organizations that are doing a good job and there is no need to repeat their work: collaborate rather than compete!" *Member. Trade Association.*
- 3) "Disseminate information from and organize North America's participation in IFOAM-Organics International. Coordinate discussion of and response to IFOAM-Organics International's white papers, drafts positions, surveys, etc. Review candidates for World Board elections and recommend a slate to support. Encourage participation in IFOAM-Organics International committees." *Member. Processor / Handler.*
- 4) "Promotion of 'regenerative organic' practices and its benefits." *Member. (1) Farmer. (2) Processor / Handler. (3) Organic Finished Product Brand Owner.*
- 5) "Link the "organic" movement to complementary and supportive cultural and community practices and awareness." *Member. Organic Food and Market Development Company.*
- 6) "Enhance integrity and consumer confidence in organic certification in North America (in light of concern over fraud in the international supply chain.) Address North American interests throughout the global marketplace." *Member. (1) Farmer. (2) Certification Agent.*
- 7) "Serve as a voice of the organic community (negotiated among IFOAM NA diverse members including farmers) on the national scene in the US and provide an important source of information and contacts to the organic movement in the rest of the world." *Member. (1) Certification Agent. (2) Farmer's Association.*
- 8) "Any efforts to support communication between organic advocates in North America would be great (so we get to know each other) and in particular any efforts to connect with the organics movement up here in Canada would be fantastic!" *Member. (1) Consultant. (2) Membership NGO.*
- 9) "Facilitate communications between the three north American partners [sic] while respecting each country's domestic issues." Answer received twice. *Member. Non-membership NGO.*
- 10) "[M]ore consistent and impartial oversight [sic]" *Member. Certification Agent.*
- 11) "[a] Equivalence of organic standards across the region [b] Training of organic inspectors [c] Assistance to meet FDA import requirements" *Member. Membership NGO.*
- 12) "Truly represent the IFOAM Global Vision in NA, and work in partnership with all likeminded groups!" *Member. (1) Farmer. (2) Consultant. (3) Trade Association. (4) Membership NGO. (5) Research / Academic Institution. (6) Non-membership NGO.*
- 13) "#1 Be a source of inspiration and place to learn about what organic agriculture is all about and help frame the public understanding of organic as the important ecological and environmental

movement it is, which is one of the most effective ways society can move towards a healthier agriculture and food system. Inspire understanding of and support for the fundamental philosophy behind organic. Elevate organic above just being seen as a "health food business" towards more of a social movement towards a better world, which includes better personal health for everyone." *Member. (1) Farmer. (2) Processor / Handler.*

- 14) "Re: above prioritization - only items 1-3 I feel are suitable roles for IFOAM NA - all items below None of the Above I feel are not appropriate for a [N]orth [A]merican entity as the topics are country specific." *Member. Trade Association.*
- 15) "Comment to the ranking in 2 above. I am concerned that there are already a lot of organic associations in North America that are already working on all of the above except for 1 and 2, and that I think that IFOAM North America should only work on connecting with the organic sector around the world and with building like minded alliances as per the work of Organic 3.0. As for the rest of the items, I do think we should leave those to other associations. Particularly in Canada, we already have 4 national organizations. Each one works in these areas in some capacity. Each one also is very restricted in terms of finding base funds and i don't think we should add another organization into the mix as it would reduce effectiveness, and it will also create another organization asking for limited funds to do the same work as other great organizations." *Member. Farmer's Association.*
- 16) "[T]hree issues that I think are important: 1) the impact of organic/biological/ecological agriculture on mitigating climate change/increasing carbon sequestration, 2) increasing consumer knowledge of the importance of consuming organic/biological/ecological foods, 3) the beneficial economic impact of local organic/biological/ecological farming on local communities (turnover of farm dollars/income in the local economy)." *Member. Retiree and activist for organic foods.*
- 17) "For regulatory reform specifically, we are very interested in lobbying the NOP to increase residue testing requirements, and to mandate the use of transaction certificates within the NOP." *Member. Processor / Handler.*
- 18) "1. Education of the public about regulations, annual inspections, prohibited pesticides and environmental impact 2. Information about organic's potential impact on global warming" *Former member. Organic inspector.*
- 19) "Focus on how to design organic agriculture in anticipation of future challenges---climate change etc." *Former member. (1) Farmer. (2) Academic / Research Institution.*
- 20) Advocate for limiting organic certification to crops grown in soil. *Former member. Certification Agent.*
- 21) Advocate for farmer protection act, to shift pesticide and GMO contamination back to patent-holder, document US AID and other US -based federal international development programs for their contributions to organic production . . ." *Non-member. (1) Farmer. (2) Consultant. (3) Farmer Association. (4) Research / Academic Institution. (5) Non-membership NGO.*
- 22) "Promote farming small acreages. Reduction in cost and simplification of certification would help encourage small scale farmers to certify. Research the affects of industrial organic farming and how it might be better for the environment." *Non-member. Farmer.*

- 23) "Make a conscious link to economic and social sustainability standards and initiatives to help people understand that sustainable / organic agriculture goes hand in hand with sustainable / fair trade." *Non-member. Organic Finished Product Brand Owner.*
- 24) "This is not another area but a comment. Certification has become far too costly and cumbersome. It is a disincentive. As a Founding Member of SOOPA, established in 1987, I have seen certification go from barely adequate to 'just fine' to this cumbersome, expensive procedure which really does not do that much to improve soil management or organic on farm practices." *Non-member. Farmer.*
- 25) "After a set time, (10 years?) growers should not have to fill in reams of paper but simply explain what, if anything, has changed from the previous year. All countries should be looking at ways to simplify rather than continually further complicating." *Non-member. Farmer.*
- 26) "Information how the organic products can help the health of people and communities." *Non-member. Accreditation Body.*
- 27) "Setting standards for carbon sequestration in organic farm soil." *Non-member. Farmer.*
- 28) "Organic seed purity should be one of the highest priorities. Without seed free from GE contamination, "organic" will cease to exist." *Non-member. (1) Farmer. (2) Non-membership NGO.*

Appendix B

Other Services of Value Suggested

- 1) "Advocacy to IFOAM-Organics International" *Member. Consultant.*
- 2) "Have at hand and available to widely share the realities of the alternative (industrial chemical genocide, aka 'agriculture')" *Member. Organic Food and Market Development Company.*
- 3) "Connecting with organic farmer / policy / research organizations worldwide" *Member. (1) Farmer. (2) Certification Agent.*
- 4) "Our organization works on building local markets, farmer training, outreach to public on meaning of organic, research together with academics. We do not need IFOAM NA to replicate these services. We do need a stronger voice in DC that clearly represents US organic farmers and our movement, and more connections with the organic movement abroad. If there is research we need, it is more information about international trade, import-export, how much of the US market consists of imports, how much support the government is providing for organic exports and who is receiving that support. Our focus is on local production and marketing - shortening the circuits, not lengthening them." *Member. (1) Certification Agent. (2) Farmer's Association.*
- 5) "[P]rovided education and information is relevant to all three countries." *2x, sic. Member. Membership NGO.*
- 6) "Equivalence of organic standards." *Member. Membership NGO.*
- 7) "Coordinate on-farm research with all groups." *Member. (1) Farmer. (2) Consultant. (3) Trade Association (membership). (4) Other non-profit / non-governmental organization (membership).*

- (5) *Research / Academic Institution.* (6) *Other non-profit / non-governmental organization (non-membership).*
- 8) "Research on a global scale" *Member. Trade Association.*
- 9) "role/impact of organic/biological/ecological local farming on local communities --- a piece of the whole social justice movement" *Member. Retiree and activist for organic foods.*
- 10) "[T]his section is n/a to my business as organic inspector." *Former member. Organic inspector.*
- 11) "Address future challenges; climate change; depleting natural resources, etc." *Former member. (1) Organic farmer. (2) Research / Academic Institution.*
- 12) "Specifically advocacy that adds-value and/or covers areas currently not covered by other NA organic advocacy groups" *Non-member. (1) Farmer. (2) Consultant. (3) Farmer Association. (4) Research / Academic Institution. (5) Non-membership NGO.*
- 13) "Simplifying the certification process for growers who have been certified for a decided upon period." *Non-member. Farmer.*

Appendix C

Other Comments

Comments are presented below, and are verbatim quotes unless otherwise indicated. The commenter's membership status and category(ies) are *italicized*. Individual names are removed from specific quotes, but are collected and summarized at the end. These can be found in the raw data table, which is also provided to NA Board members.

- 1) "I believe IFOAM-NA should focus on organizing responses to IFOAM- Organics International surveys, position papers, calls for policies, calls for papers/speakers for their conferences, voting in board elections, bringing candidates forward, etc. In summary: building North American participation in the international organization." *Member. Trade Association.*
- 2) "Of the priority choices, we think building alliances with like-minded organizations is important. Don't make IFOAM-NA yet another organization that is doing the same work as others - leverage and collaborate!" *Member. Trade Association.*
- 3) "It seems to me that what North America needs is a voice to counter the misinformation about organic. I encounter many people that still think pesticides can be washed off; organic is too expensive; they believe the spin against organic. More info - not just to the people that are already going organic but to people that aren't - and accurate info." *Member. Membership NGO.*
- 4) "I'm extremely invested in IFOAM realizing its potential to achieve the global reach and network unity needed to prevail." *Member. Organic Food and Market Development Company.*
- 5) "Thank you for the survey. We look forward to learning the results." *Member. (1) Farmer. (2) Certification Agent.*
- 6) "We do not need another trade association. OTA is doing that job, representing the bigger business interests in organic. We need an association that represents all the other voices in the organic movement - farmers, farm workers, retailers, coops, researchers, food eaters, etc. We need a public voice that has integrity, stands firmly on the Four Principles of Organic and, in the spirit of Organic 3.0, is open to and encouraging of alliances with other groups who share our

- values - Biodynamic Association, Food Sovereignty Association, etc." *Member. (1) Certification Agent. (2) Farmer's Association.*
- 7) "IFOAM North America has the potential to be a unique organization, one that will build relationships between like-minded organizations, and to raise awareness of the global impact of organic on those in North America. The US especially forgets about the rest of the world far too often. Can't speak for the rest of North America. The organic community is a global community and a force in North America to forward that is sadly lacking. I'm hopeful that IFOAM NA can help to fill that gap." *Member. Membership NGO.*
- 8) "I have seen the notice about the upcoming GA meeting in Baltimore -- but I, unfortunately, will not be able to make it. Do you have plans or thoughts on how to bring IFOAM North America members or supporters together on a local or regional basis??" *Member. (1) Consultant. (2) Membership NGO.*
- 9) "[H]appy to see IFOAM making a bigger presence in North America" *Member. (1) Membership NGO.*
- 10) "[F]armers should not have to pay "check offs", i would expect this group NOT to support this type of 'movement'" *Member. Certification Agent.*
- 11) "IFOAM N. American chapter should avoid redundancy of efforts and competition for scarce funding resources (from govt grants, private sector grants / donations and membership fees) with other US-based, nationally-oriented groups (i.e. OTA, Organic Center, NOC, NSAC, Rodale, and various non-profit certifiers w/ broad geographic footprints and activities beyond certification). It should focus on facilitating collaboration of these existing organic affinity groups in N. America with the broader global organic sector (community and industry) and also help orient and move the N. American organic sector towards the principles and aspirations outlined in the IFOAM 3.0 framework." *Member. (1) Certification Agent. (2) Membership NGO.*
- 12) "We welcome inclusion in the NA group because most of our potential trade in the region is with the US and Canada." *Member. Membership NGO.*
- 13) "Frankly, I support this important effort, but each part of the organic community must work together to have the greatest impact for the good of the industry!!" *Member. (1) Farmer. (2) Consultant. (3) Trade Association (membership). (4) Other non-profit / non-governmental organization (membership). (5) Research / Academic Institution. (6) Other non-profit / non-governmental organization (non-membership).*
- 14) "IFOAM NA should not simply become a competitor or parallel voice with OTA, NOC, Cornucopia, OCA, CFS etc. etc., but should instead set a higher bar, and advocate in a way that is less political and more inspirational. Every issue that IFOAM NA takes a stance on should be based on organic principles, not on market, popularity, or regulatory realities." *Member. (1) Farmer. (2) Processor / Handler. (3) Organic Finished Product Brand Owner.*
- 15) "IFOAM NA should seek to set a higher bar by inspiring through elevating understanding and support for the philosophy behind organic." *Member. Processor / Handler.*
- 16) "I want to be mindful that we do not duplicate the work of the OTA but instead work with them in tandem and compliment their work. The last thing we need in DC is yet another organic voice if we are not perfectly aligned." *Member. Processor / Handler.*
- 17) "Comparative analysis of organic markets globally, country policies and programs, research across North America and in collaboration with other IFOAM regional entities would be

valuable. The most important role I see is representing a North American (Canada, USA and Mexico inclusive) perspective at the world forum of IFOAM to ensure that IFOAM International represents a global perspective and meets all member needs across different regions." *Member. Trade Association.*

- 18) "The U.S. has, since WW2, been dominated by large-scale factory farming. The average citizen has little awareness of where his/her food comes from and why a local/indigenous agriculture is better for everyone than factory farming is. Industrialized agriculture does not feed the world, small holders do.

"However, the average U.S. citizen does not know this and at this point may not care. A strong understanding of the role and type of agriculture that supports and maintains a healthy and just economy and society needs to be taught to all Americans." *Member. Other (Retired and activist for organic foods).*

- 19) "[W]e are most interested at present in banding together with other organic industry stakeholders who have an interest in strengthening NOP standards, and lobbying the NOP jointly with those stakeholders to increase the rigor of the NOP standards. We hope IFOAM NA will prioritize this as an agenda item, as without strict prevention protocols and monitoring of organic integrity, the NOP and organic seal risk losing the trust of consumers, which would hurt every company invested in organic agriculture." *Member. Processor / Handler.*

- 20) "The majority of consumers buy organic without knowing what it is. When I tell someone that I am an organic inspector, they are surprised that operations that sell organic are inspected. Imagine what organic sales could be if consumers actually knew about the rules!

"More networking for organic farmers for: support to convert to organic grain production domestically. Marketplace for organic farms - farmers retire and their land is sold to conventional farmers. What loss!" *Former member. Other (Organic inspector).*

- 21) "[A]ggregating best policies that defend organic against GMO/pesticide contamination and sharing back and best organic support programs." *Non-member. (1) Farmer. (2) Consultant (3) Farmer's Association. (4) Research / Academic Institution. (5) Membership NGO.*
- 22) "[M]y experience suggests most growers do not object to certification but many growers do object to the increase in paper work and costs. Simplify." *Non-member. Farmer.*
- 23) "Thank you for your work. I do worry that the smaller farmers do not have time or resources for their voices to be heard. Since I work in poorer communities, I see the need but not sure how we can procure resources to help everyone." *Non-member. (1) Farmer. (2) Non-membership NGO.*

Appendix D

Survey Instrument

IFOAM Members

Q0 IFOAM - North America is looking for ways to enhance its services to the organic community and we need your feedback! Please take a few minutes to respond to three brief questions.

Q0a Consent to Participate in IFOAM - North America Survey

You are being invited to participate in an IFOAM - North America survey seeking feedback for improving services to the organic community. The survey is being conducted by Dr. Evelina Panayotova, Office of Institutional Research and Assessment at Alvernia University. You were selected as a possible participant in this study as a member of the organic community in the United States. The information you provide will be used for organizational improvement. The questionnaire will take about 10 minutes to complete. This survey is anonymous. No IP addresses will be collected. No one will be able to identify you or your answers, and no one will know whether or not you participated in the study. Should the data be published, no individual information will be disclosed. Your participation in this project is voluntary. By completing and submitting the survey you are agreeing to participate. You are free to decline to answer any particular question for any reason. If you have any questions about the study, please contact Dr. Evelina Panayotova at evelina.panayotova@alvernia.edu. The Alvernia University Institutional Review Board (IRB) has reviewed the request to conduct this project. If you have any concerns about your rights in this project, please contact Peggy C. Bowen, Ph.D., CTS, Chair of the Alvernia University IRB at 610.796.8483 or email at Peggy.Bowen@alvernia.edu

Q1 1. Please choose the category or categories that best describe your organization: Please choose all that apply.

- Farmer (1)
- Processor / Handler (2)
- Organic Finished Product Brand Owner (3)
- Retailer (4)
- Consultant (5)
- Other for-profit enterprise (6)
- Certification Agent (7)
- Farmer's Association (membership) (8)
- Trade Association (membership) (9)
- Consumer's Association(membership) (10)
- Community Association (membership) (11)
- Other non-profit / non-governmental organization (membership) (12)
- Research / Academic institution (13)
- Other non-profit / non-governmental organization (non-membership) (14)
- Government agency (15)
- Other (specify other) (16) _____

Q2 2. In your opinion, which would you place as the top priority for IFOAM-North America to best serve your operation, organization or constituents? Please drag and drop items in order of priority.

- _____ Provide better and more timely information about the organic sector around the world (1)
- _____ Work towards better organic standards and regulatory reform (2)
- _____ Advocate for a favorable policy environment for adoption of organic practices (3)
- _____ Support growth in organic market share (4)
- _____ Provide more and better research in organic practices (5)
- _____ Work to expand and enhance dissemination of information on organic practices (6)
- _____ Work to reduce cost of accreditation/certification (7)
- _____ Build alliances with like-minded movements (8)
- _____ None of the above (9)

Q2a 2a. If there are other areas you would consider as top priority for IFOAM-North America, please list them below:

Q3 3. Please rate the value of each type of service that IFOAM- North America could provide that are of interest to your organization.

	Extremely Valuable (5)	Very Valuable (4)	Moderately Valuable (3)	Slightly Valuable (2)	Not at all Valuable (1)	N/A Not of Interest (99)
Access to markets (Markets)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocacy (Advocacy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education (Education)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information (Information)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking (Networking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Other)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4 Please provide any additional comments and suggestions in the field below:

Q5 Thank you for completing the survey!