

# LET'S #GOTOGETHER TO INCREASE ORGANIC FARMLAND



## TRANSITIONING TO ORGANIC IS CHALLENGING

**3  
YEARS**

are required to be eligible for USDA organic certification



Significant investment for farmers



No market for crops in transition

## WE NEED A SEED TO STORE SOLUTION



Financial security for farmers



A market for crops in transition



Consumer support for transitional products



## YOU CAN MAKE THE DIFFERENCE!

Look for the Certified Transitional mark in stores



Kashi's Dark Cocoa Karma Shredded Wheat Biscuits directly supports farmers who are converting conventional farmland to organic over a three year period. When you buy a box, you are playing an active role in changing our food system, and casting a vote for increasing access to organics.

\* USDA Census of Agriculture

