

Organic Farming



VS

Conventional Farming



Trending Organic is represented and founded by a multi-generation Napa Valley wine country family, specializing in agriculture and custom brand development for organic produce and products, sourced and farmed in the agriculture and viticulture space. Our farms and vineyards are located throughout Southern and Northern California. Our home base is in the world-renowned Napa Valley, with properties also expanding into Sonoma, Suisun, Solano—continuing all the way down to beautiful Camarillo, California. We currently obtain 2000+ Acres and are capable of rapid growth.

Organic Farming



- Custom brand development.
- Custom produce into products with production and packaging.
- Custom Land contracts and management.
- In-house B2B and DTC online marketplaces with redemption and temperature-controlled fulfillment + inventory management.
- Lifestyle memberships, farmers and chefs' markets + pop-ups.
- Expansion of national and international accounts.

VS

Conventional Farming

- Uses synthetic fertilizers, pesticides, herbicides, and GMOs (when permitted) to maximize yield and reduce pest losses. This model dominates U.S. large-scale agriculture.
- Working within existing options and limitations.
- Requirement of working with multiple producers to complete personal and or custom requirements.
- Risk of product quality and chemical introduction with potentials of illness and cancers.



Extended licenses and Services

Beverages



Wine, beer, spirits, sparkling, coffee, soda, tea, energy, water, and force-carbonated.

Products



Food processing, canning, bottling, and packaging.

Lifestyle



CBD, CBG, CBH, CBA, THC, Hemp

Outlets & Memberships



We offer a variety of seasonal fruits and vegetables. We can be found at multiple farmers markets and retail outlets.

We are excited to introduce memberships and lifestyle packages with redemption and fulfillment, coming soon.

Marketplace & Paywalls



We obtain and partner with multiple online marketplaces and web platforms with advanced paywalls/wallets.

Our paywalls are also capable of honoring the widest currency and digital currency payments as well as fulfillment and redemption locations.

Farm Tours



We offer guided farm tours for individuals and groups. Explore our fields and learn about our farming practices.

You'll get to see our a daily and seasonal working requirements and responsibilities, even pick your own produce to take home!

Page 2: Financial Comparison Per Acre – Lettuce Farming

Category	Standard (Non-Organic)	Trending Organic
Yield per Acre (Cartons)	850–1,000	700–850
Wholesale Price/Carton	\$10–\$14	\$18–\$24
Gross Revenue/Acre	\$10,000–\$14,000	\$14,000–\$20,000

Cost Breakdown Per Acre

Cost Category	Standard	Trending Organic
Seeds/Transplants	\$400–\$600	\$700–\$900
Fertilizer & Soil Inputs	\$800–\$1,200	\$1,200–\$1,800
Pest & Disease Control	\$600–\$800	\$1,200–\$1,500
Labor	\$2,500–\$3,500	\$3,500–\$5,000
Irrigation	\$600–\$900	\$600–\$900
Packaging	\$800–\$1,000	\$1,200–\$1,500
Transportation & Distribution	\$1,500–\$2,000	\$1,800–\$2,500
Certification & Compliance	N/A	\$300–\$700
Total Costs/Acre	~\$7,000–\$9,500	~\$10,500–\$13,500
Net Profit/Acre	\$500–\$6,200	\$3,000–\$9,000

Trending Organic Farming Pros:

- Healthier public perception: Free from synthetic pesticide residues.
- Higher price premiums—often 30% – 70% more and grew 4% in 2023 to \$20.4 billion.
- Better positioned for long-term sustainability and climate resilience.
- Market growth is steady and aligned with ESG and regenerative agriculture goals.
- Access to grants, carbon credit markets, and private label partnerships (e.g., Whole Foods, Sprouts).
- Consumer Trend Insight: Over 72% of U.S. households now buy organic occasionally, with 25% doing so regularly. Organic produce sales are growing 2x faster than conventional in retail segments.

Standard Farming Cons:

- Pesticide and herbicide residues raise consumer health concerns. risks include:
- Hormonal disruption
- Increased cancer risk
- Neurological and reproductive effects
- Heavy synthetic input use leads to soil degradation, water contamination, and biodiversity loss.
- Increasing regulatory pressure to reduce chemical use, and stiff price competition.
- Declining consumer trust, especially among younger and higher-income buyers.
- These risks, along with pesticide residues found on supermarket produce, have driven consumer demand for organic alternatives, especially among Millennials and Gen Z parents.

Conclusion: Investing in Organic is a Strategic Growth Move

Standard Farming models face increasing environmental, regulatory, and consumer pressure due to increasing disapproval of risks due to farming practices—making long-term profitability uncertain, and at great risk for conventional growers.

In contrast, Trending Organic farming is well-aligned with future consumer behavior, health standards, and climate-smart agriculture initiatives. It also offers stronger margins, brand protection, and access to growing premium markets.

- **For new and transitioning farmers, organic agriculture represents a strategic and more secure long-term investment, particularly as major buyers shift toward cleaner, traceable, and regenerative supply chains.**