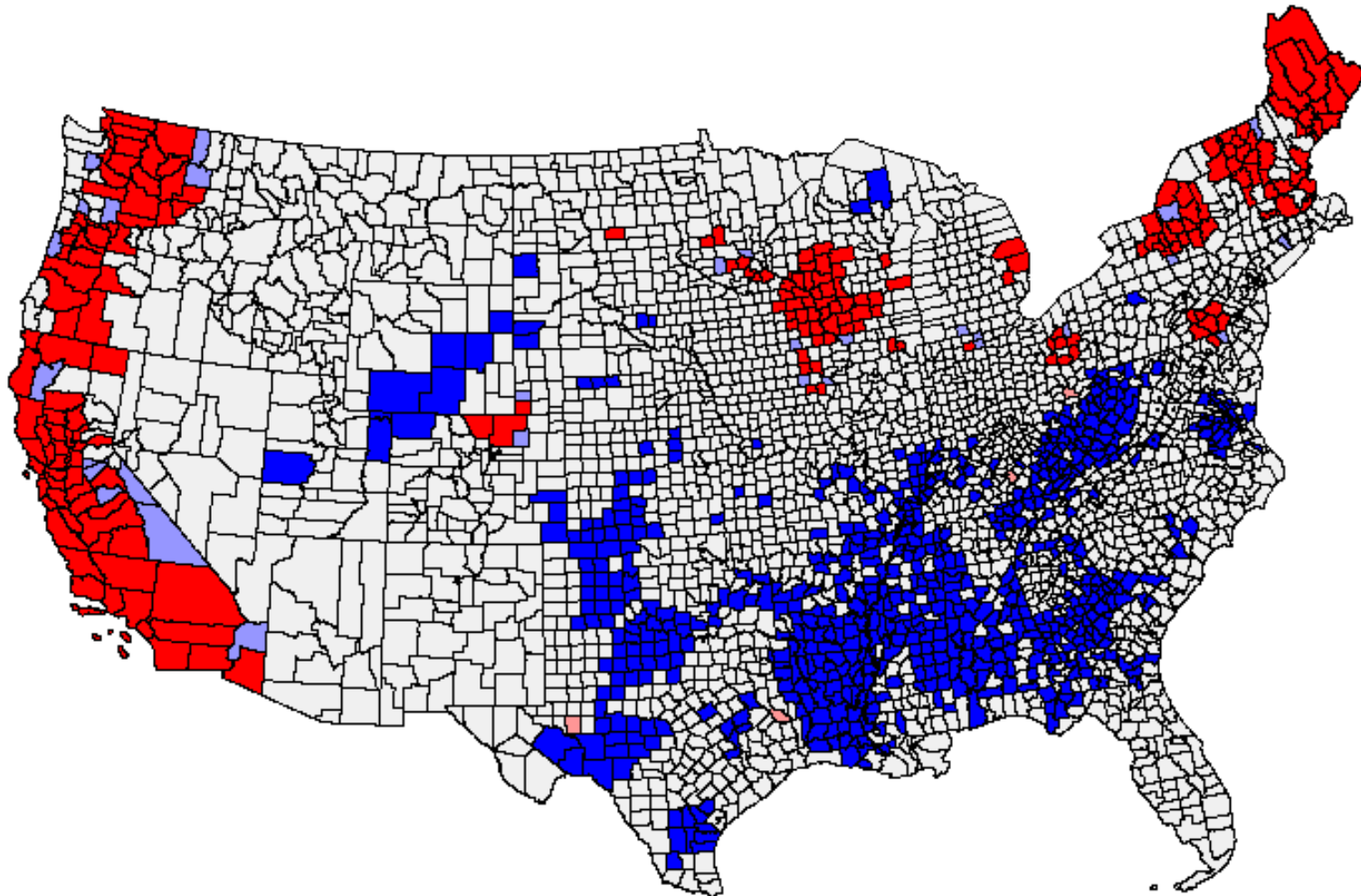
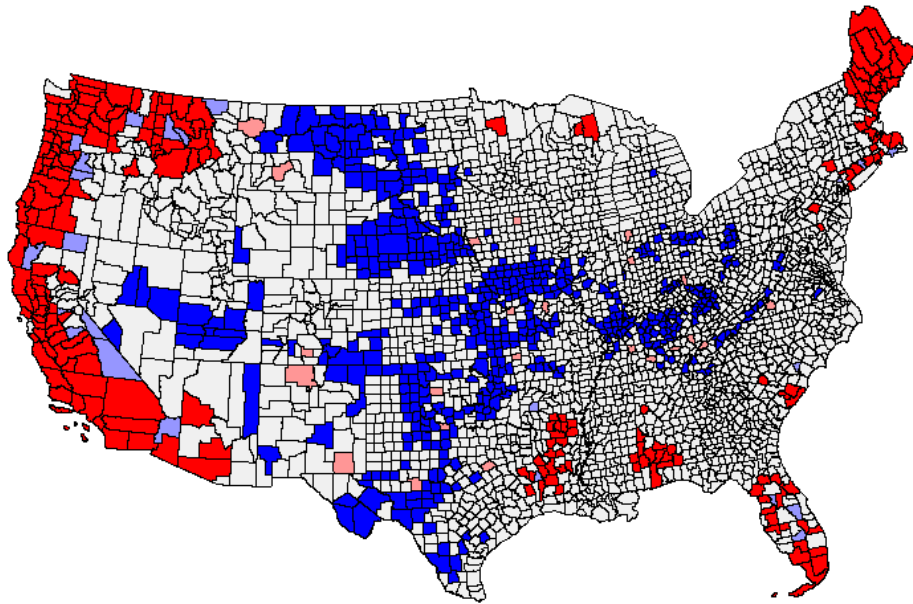


Figure 1: Organic Hotspots, Coldspots, and Outliers (based on NOP operation counts)*



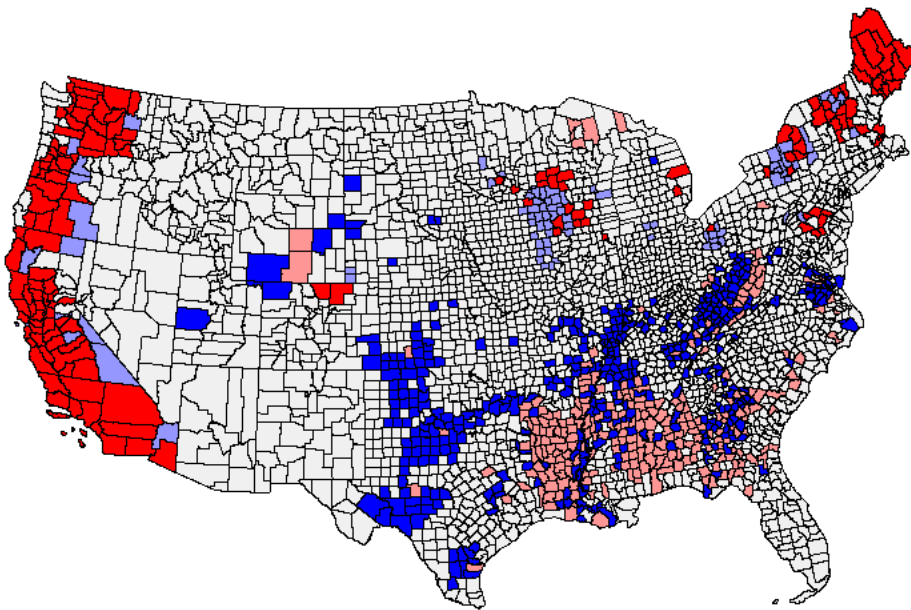
*Notes: grey = not significant; red = hotspot, blue = coldspot, purple = low-high, pink = high-low

Figure 2: Hotspots, Coldspots, and Outliers of All Agricultural Establishments*



*Notes: Grey = not significant; red = hotspot, blue = cold-spot, purple = low-high, pink = high-low

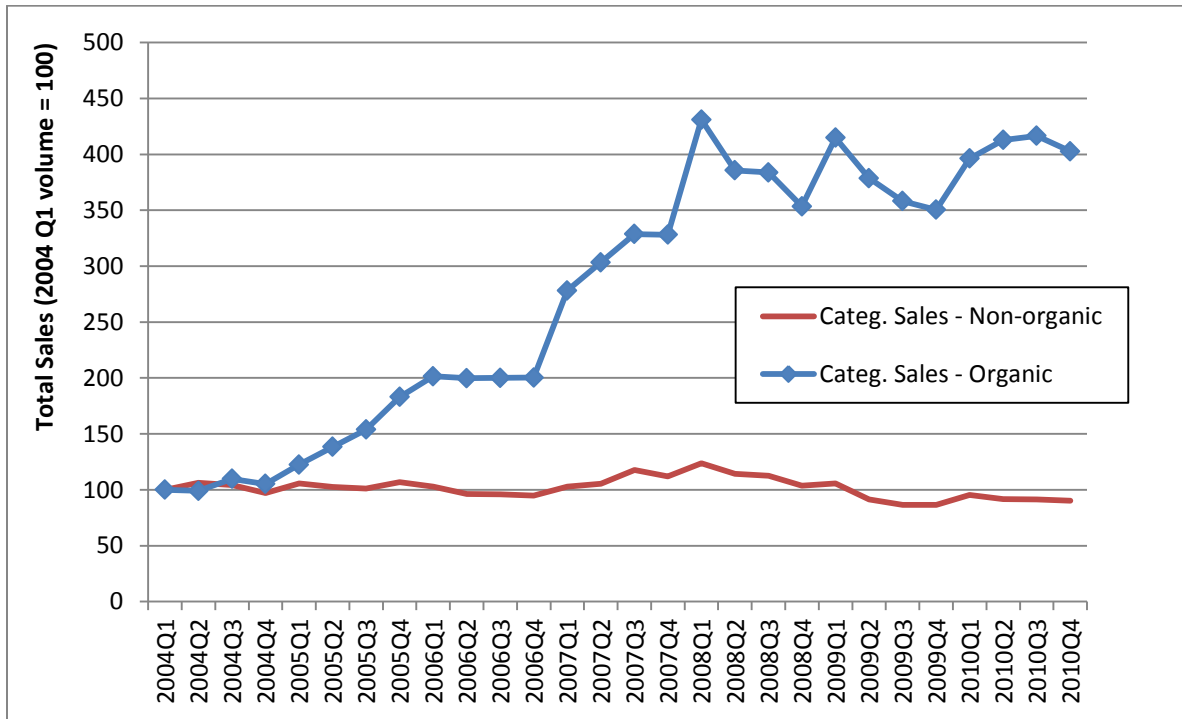
Figure 3: Joint Hotspots, Coldspots, and Outliers for both Organic Operations and all Agricultural Establishments**



**Notes: grey = not significant; red = hotspot, blue = cold-spot, purple = low ag-high organic, pink = high ag-low

Figure 4: Total Non-organic and Organic Sales of Milk and Carrots in the Nielsen Homescan Data

A: Milk



B: Carrots

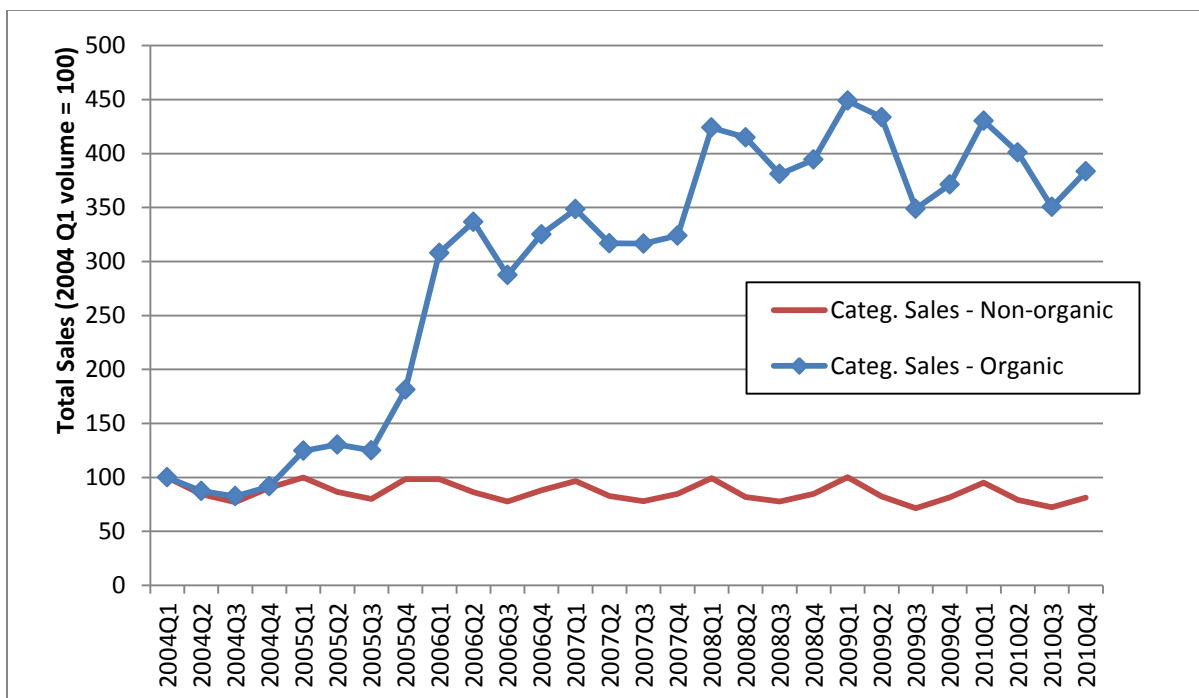
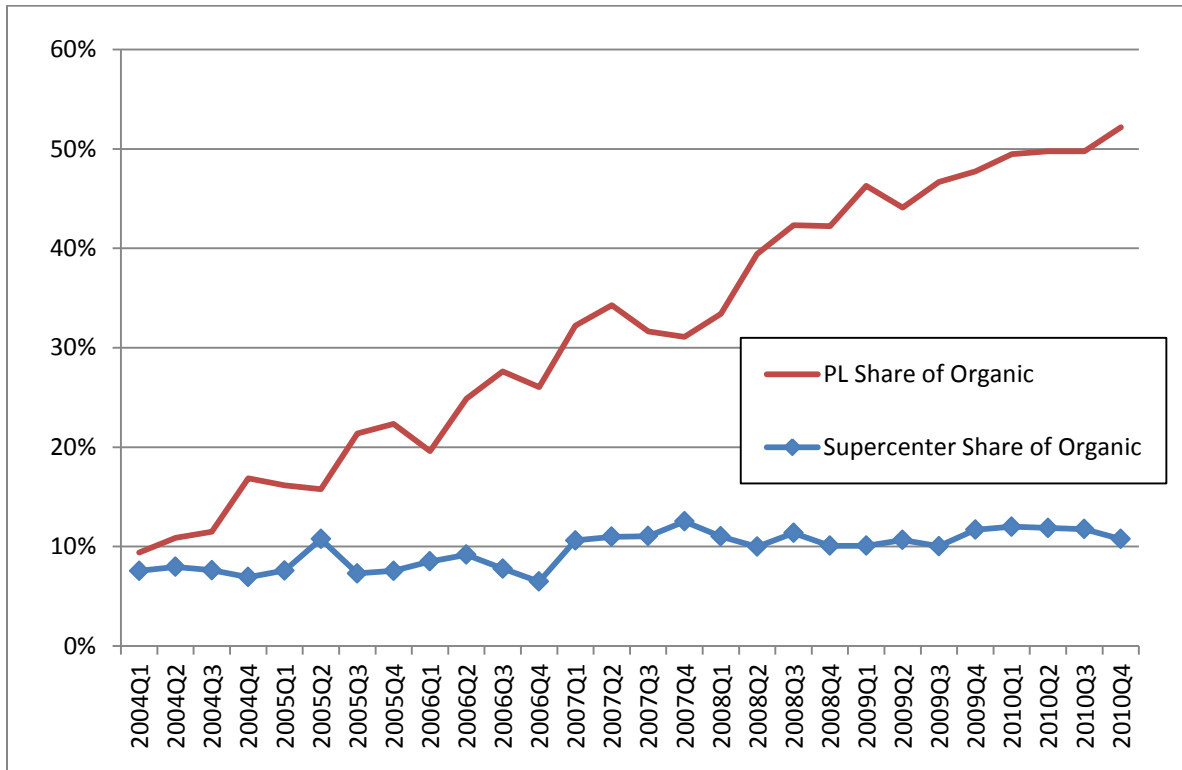


Figure 5: Organic Milk and Carrots – Share Sold Through Private Labels and Supercenters

A. Milk



B. Carrots

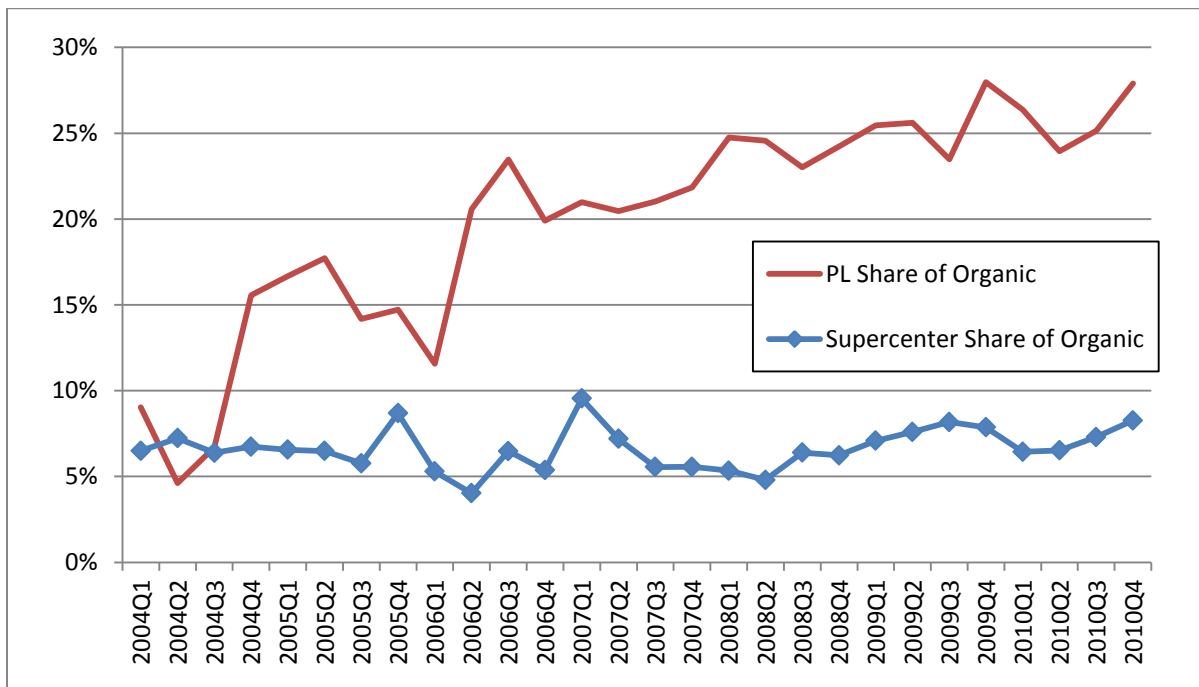
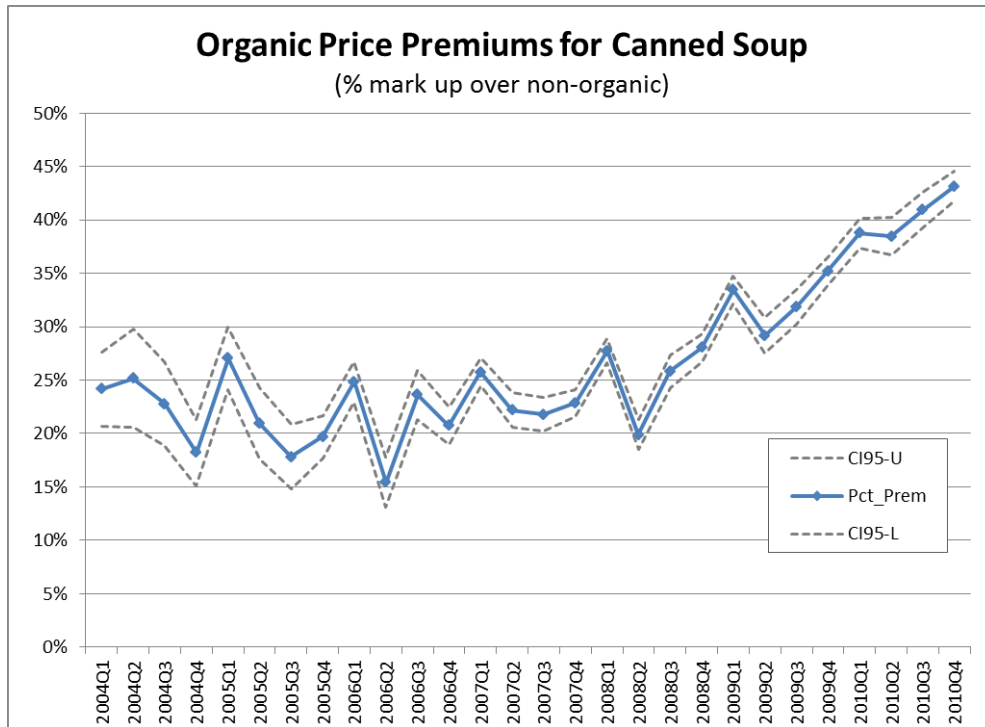


Figure 6: Organic Price Premiums (% over non-organic), and Confidence Intervals

A. Soup



B. Coffee

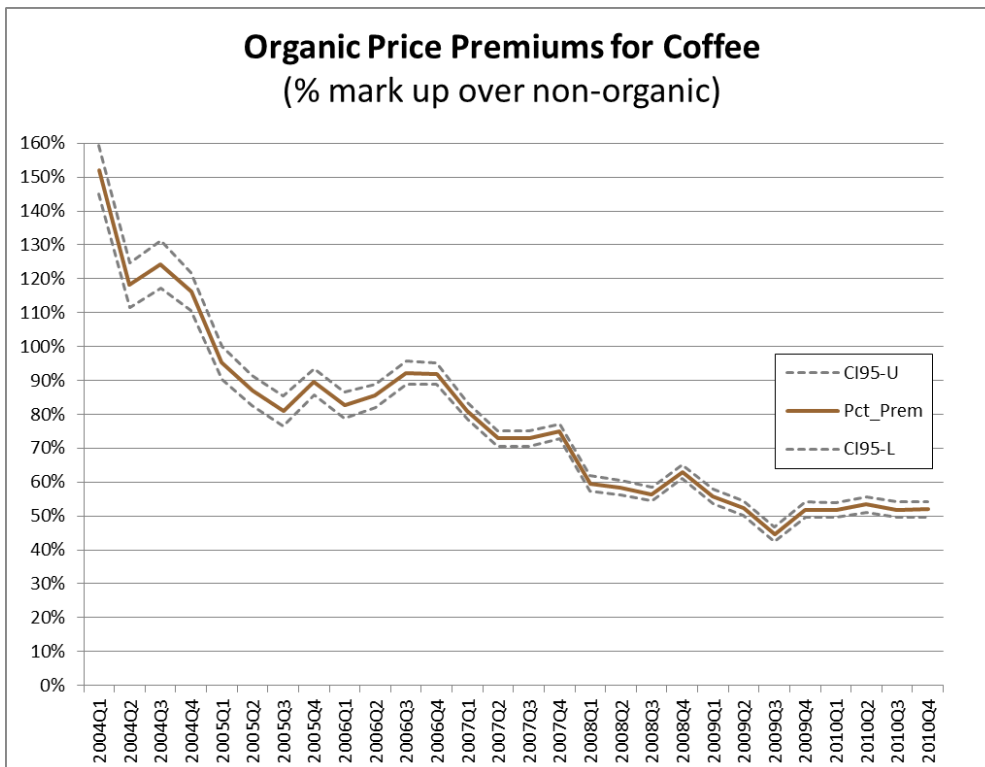
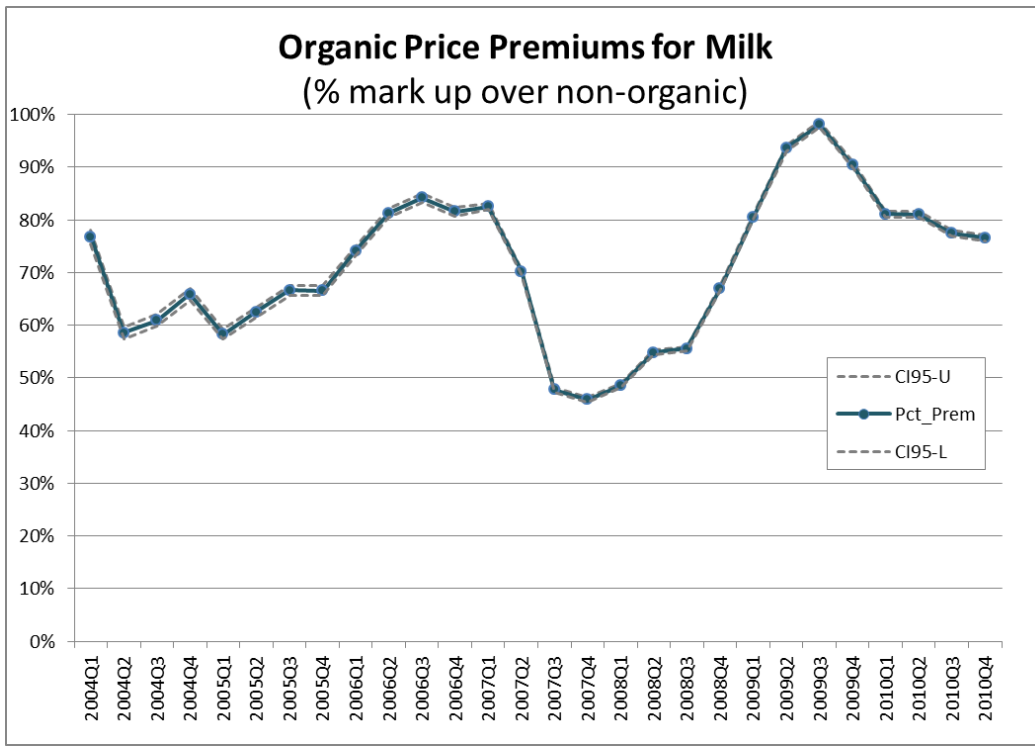


Figure 6: (continued) Organic Price Premiums (% over non-organic), and Confidence Intervals
 C. Milk



D. Carrots

