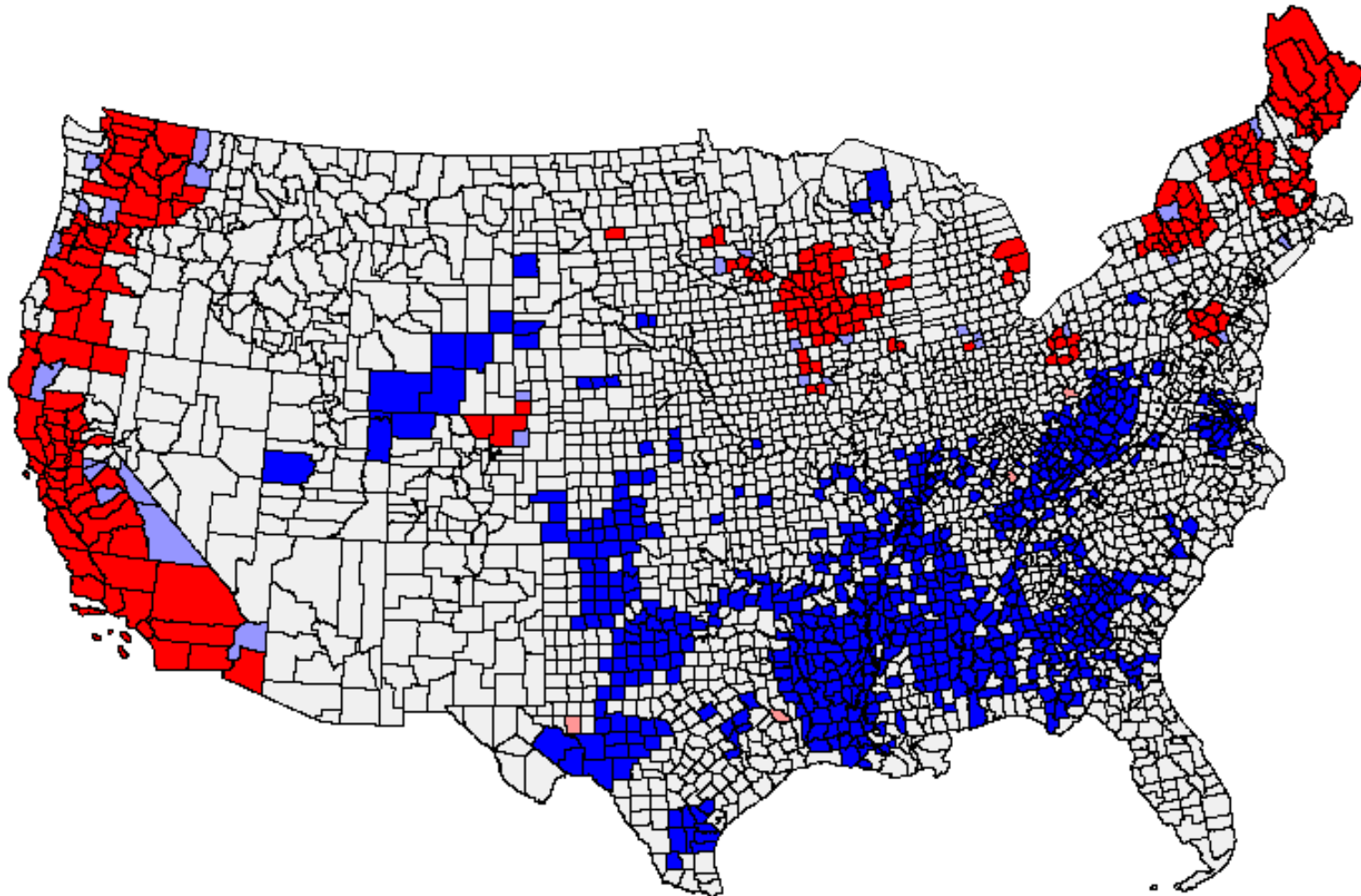
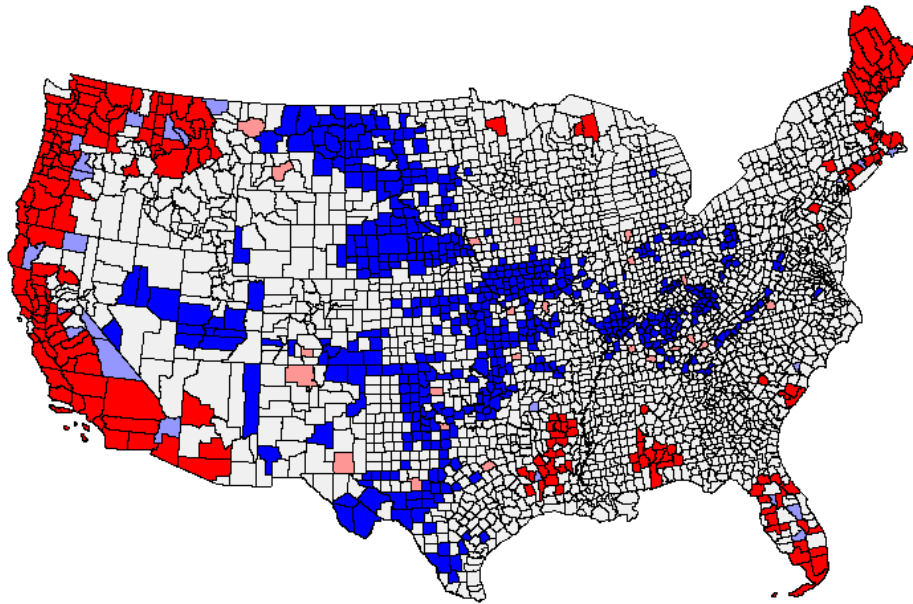


**Figure 1: Organic Hotspots, Coldspots, and Outliers (based on NOP operation counts)\***



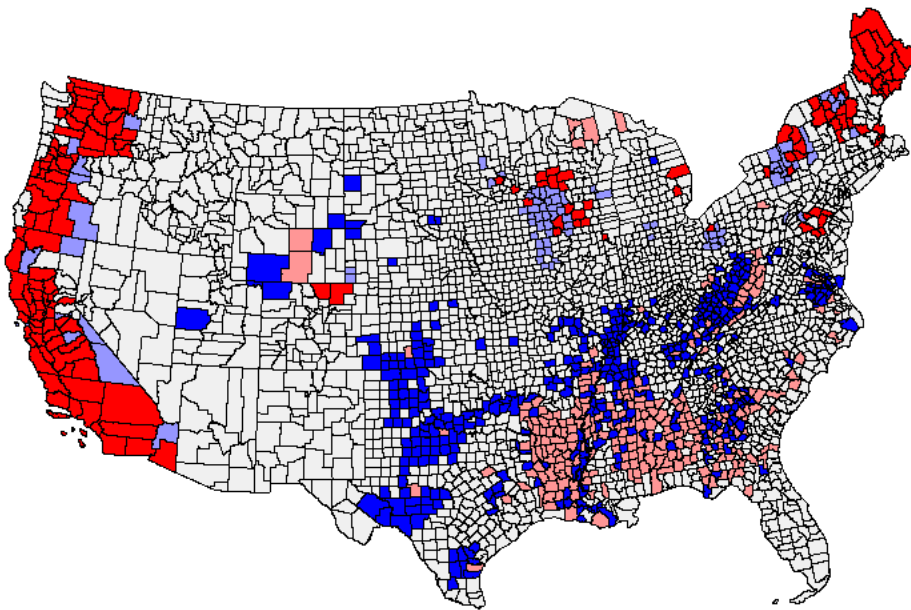
\*Notes: grey = not significant; red = hotspot, blue = coldspot, purple = low-high, pink = high-low

**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

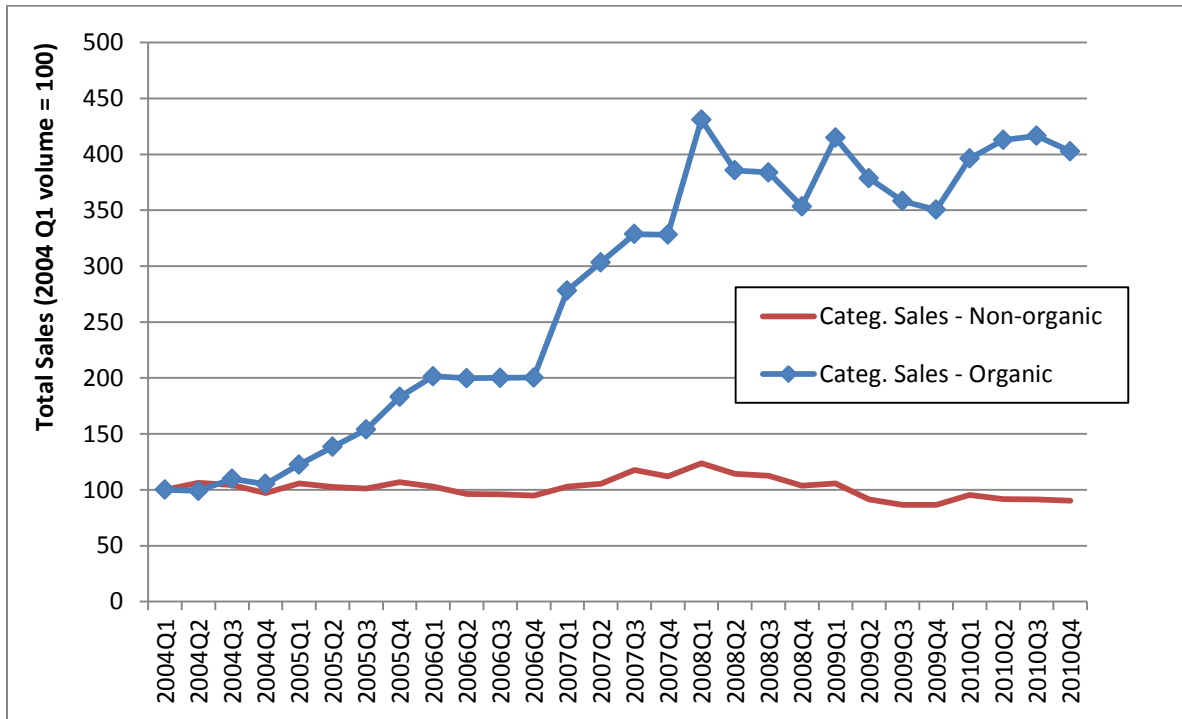
**Figure 3: Joint Hotspots, Coldspots, and Outliers for both Organic Operations and all Agricultural Establishments\*\***



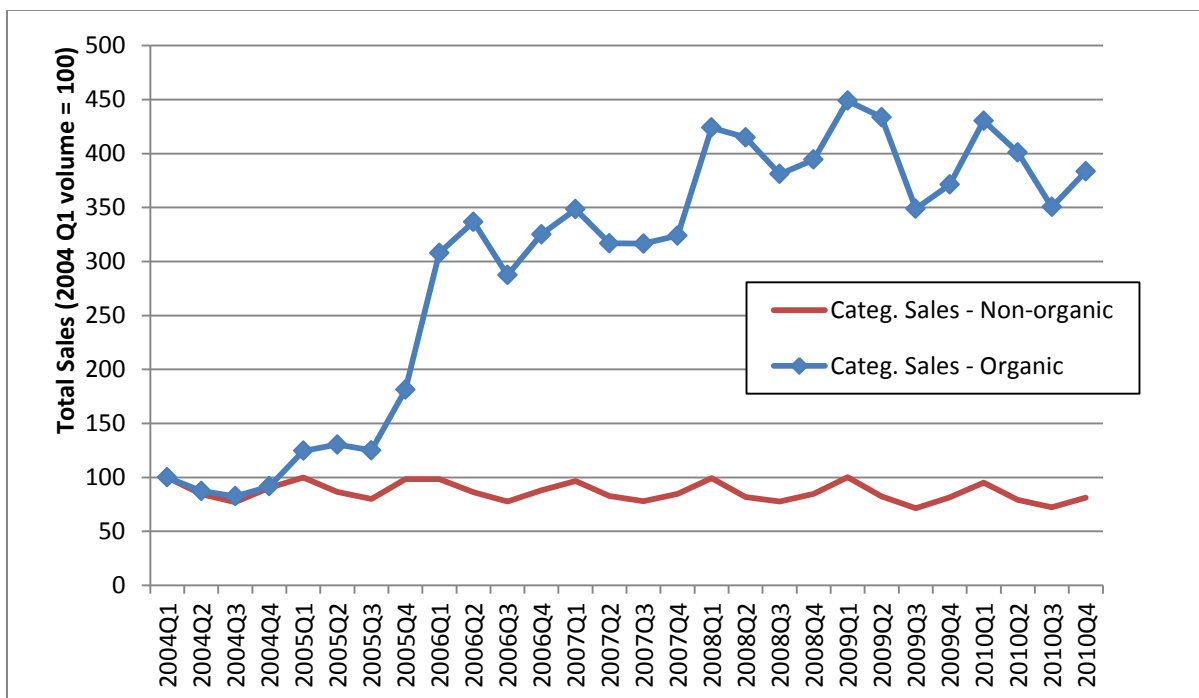
\*\*Notes: grey = not significant; red = hotspot, blue = cold-spot, purple = low ag-high organic, pink = high ag-low

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

**A: Milk**

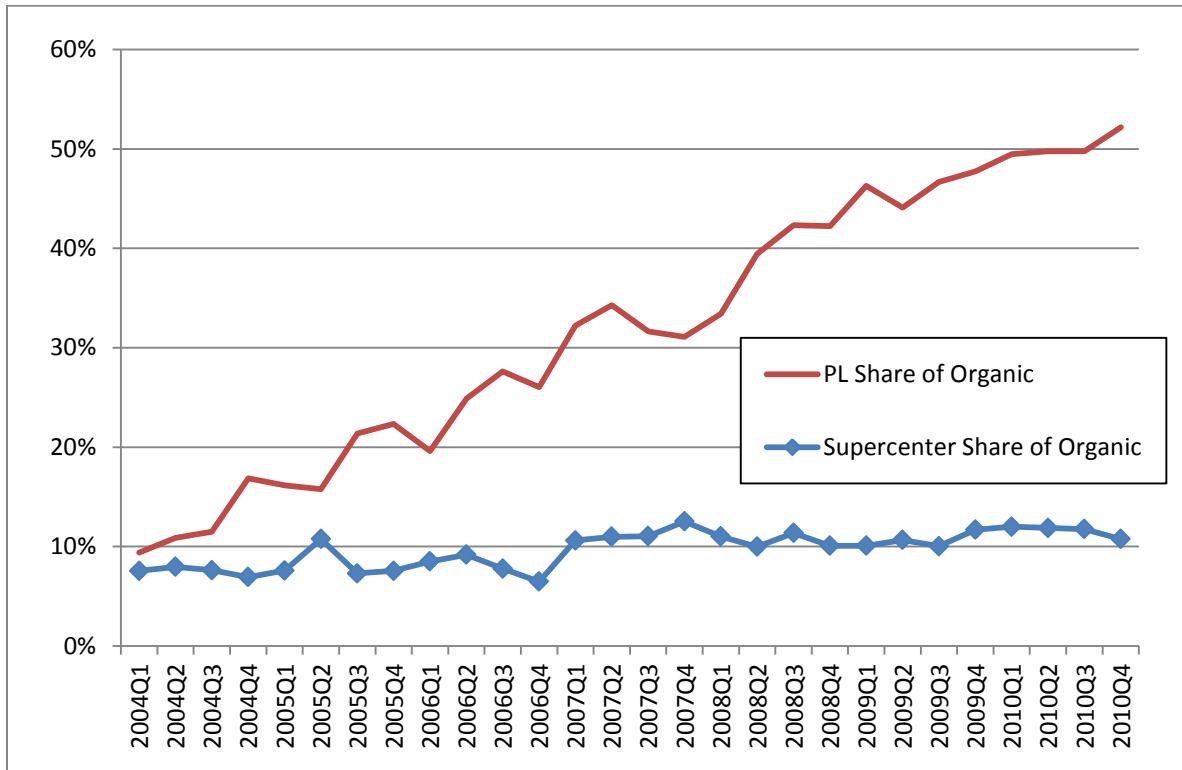


**B: Carrots**

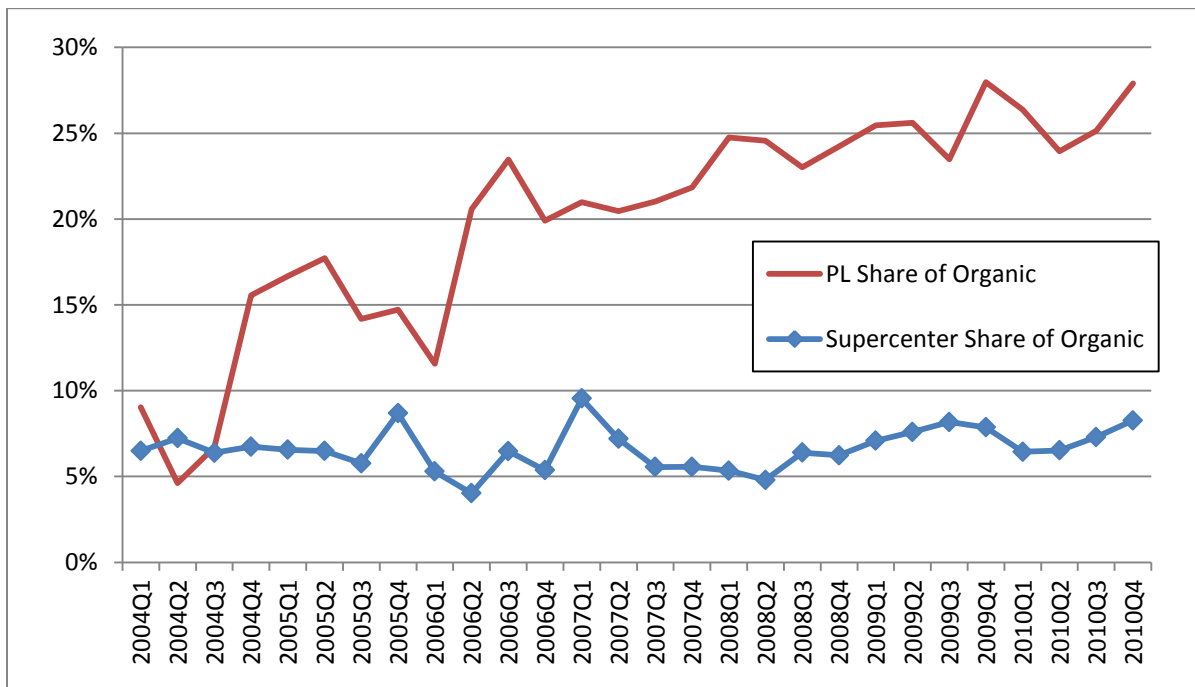


**Figure 5: Organic Milk and Carrots – Share Sold Through Private Labels and Supercenters**

**A. Milk**

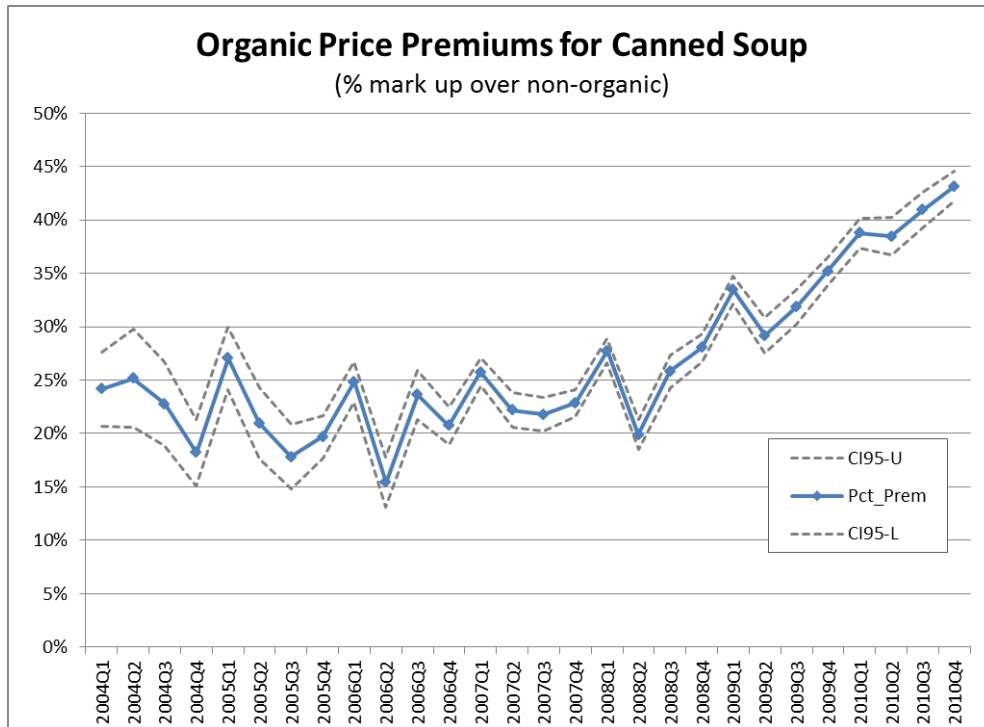


**B. Carrots**

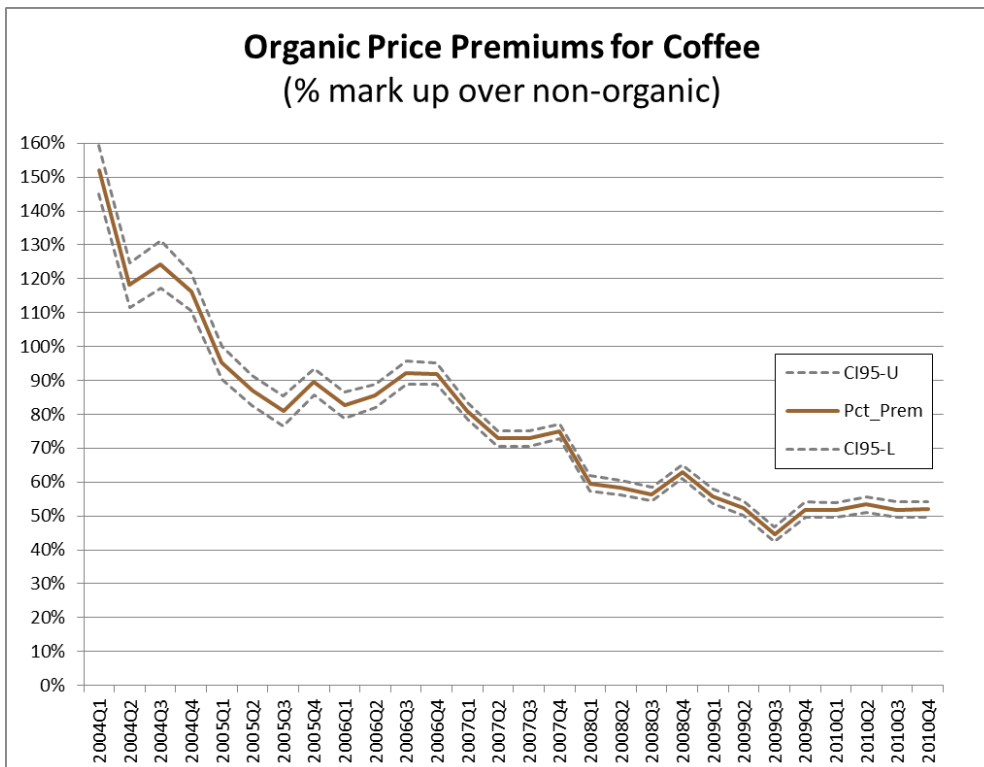


**Figure 6: Organic Price Premiums (% over non-organic), and Confidence Intervals**

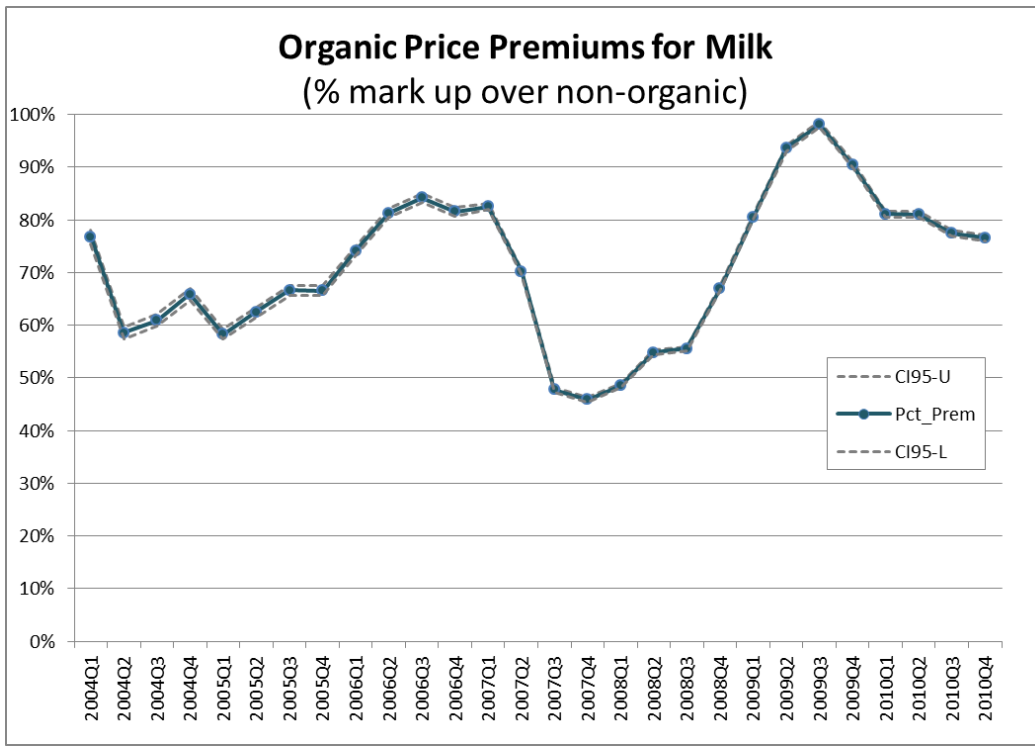
A. Soup



B. Coffee



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



D. Carrots

