

THE ORGANIC & NON-GMO SOURCEBOOK

A buyer's guide to global suppliers of non-GMO, organic, and regenerative seeds, grains, ingredients, feed and food

2025 Media Kit



THE ORGANIC & NON-GMO SOURCEBOOK ADVERTISING INFORMATION

World's Only Directory of Organic & Non-GMO Suppliers

The Organic & Non-GMO Sourcebook is the world's only “farm to fork” directory of organic, non-GMO, and regenerative food and agricultural products.

With growing concerns about health and environmental risks of genetically modified (GM) foods, millions of people in the U.S. and worldwide are demanding organic and non-GMO food products.

The Organic & Non-GMO Sourcebook serves this growing movement by providing the most comprehensive list—more than 800 companies—of suppliers of organic and non-GMO products and related services.

Organic, Non-GMO, and Regenerative Suppliers

The Organic & Non-GMO Sourcebook features suppliers of organic, non-GMO, and regenerative seeds, grains, ingredients, animal feed, and food products. There are also related products and services, such as advocacy organizations, GMO testing labs, and non-GMO and organic certifiers.

Fast-Growing Markets

Global organic farmland increased by 26.6% in 2022. U.S. organic sales hit \$69.7 billion in 2023, a 3.4% increase over 2022.

According to a 2024 report by the Non-GMO Project, 58% of consumers are willing to pay a premium for non-GMO verified products. There are now 66,000 non-GMO verified products from 3,000 brands generating sales of \$45 billion per year.

Verified regenerative products are appearing on store shelves. Regenerative certification programs including Regenerative Organic Certified, Regeniefied, Soil & Climate Health Initiative, and others are emerging. There are now more than 1 million acres of Regenerative Organic Certified farmland worldwide and 1.5 million acres of Regeniefied certified farmland.

Connect with Buyers

Advertising in *The Organic & Non-GMO Sourcebook* is a cost-effective way to connect with buyers of non-GMO and organic products worldwide. Your ad will reach a targeted market of over 20,000 prospects who produce, buy, or sell non-GMO and organic products.

The Organic & Non-GMO Sourcebook is also distributed at more than 50 trade shows and conferences, including Natural Products Expo West, IFT Food Expo, Supply Side West, Regenerative Agriculture Summit, International Identity Preserved Summit, Organic Expo Canada, Organic Farming Conference, regional organic conferences, and others.

What People Say about *The Organic & Non-GMO Sourcebook*

“I am very impressed with *The Organic & Non-GMO Sourcebook*. I work with bulk sweeteners, oils, and other ingredients, both organic and non-GMO. Ken Roseboro and his team have done a great job with the *Sourcebook*, and for me it was the best non-food item at Natural Products Expo West.”

—Michael Theodor, President, MT Consulting, Vancouver, BC

“I consider *The Organic & Non-GMO Sourcebook* as my work bible... We all enjoy looking through *The Organic & Non-GMO Sourcebook* and it is very, very helpful to us in a number of ways.”

—Dan Ziegler, Bio-Ag Consultants & Distributors Inc., Ontario, Canada

PRINT ADVERTISING

Mechanical requirements

Advertising rates

AD SIZE	WIDTH	DEPTH	FULL-COLOR
FULL PAGE	8.167 IN.	10.361 IN.	\$2049
1/2 PAGE HORIZONTAL	8.167 IN.	5.167 IN.	\$1349
1/2 PAGE VERTICAL	4 IN.	10.361 IN.	\$1349
1/4 PAGE	4 IN.	5.167 IN.	\$899
1/8 PAGE	4 IN.	2.5 IN.	\$599
LOGO ABOVE COMPANY LISTING			\$349

Cover Ads: \$100 extra for full-color ads on inside front, inside back, and back covers.

Free logo above your listing

Advertisers can place a company logo with their listing in both *The Organic & Non-GMO Sourcebook* print directory and on the Sourcebook website.

ADVERTORIAL OPPORTUNITIES Tell your company's story with a full- or one-half page advertorial. Rate is \$2049 for full-page full-color and \$1349 for 1/2 page full-color.

- Preferred format is press optimized PDF file with fonts embedded and no bleeds. Please note: (PDF/X-1a;2001) format corrects the appearance of "lines" created as a result of transparency flattening issues when exporting to PDF with some Adobe programs.
- Cost to design ads is \$100

Get Reimbursed for 50% of Ad Cost

Small US-based companies and agricultural cooperative may be eligible to be reimbursed for 50% of ad cost through the State Regional Trade Groups (SRTG) Branded Program. For more information contact the SRTG in your region: Food Export Association of the Midwest USA 312-334-9200; WUSATA (West) 360-693-3373; SUSTA (Southeast), 504-568-5986; Food Export USA (Northeast), 215-829-9111.

Important Dates

- Advertising reservations: December 6, 2024
- Deadline for receiving ad materials: December 20, 2024
- Publication date: February 2025

Reserve Your Space

Call 1-800-854-0586 (U.S. and Canada) or 1-641-209-3426; or e-mail david@non-gmoreport.com

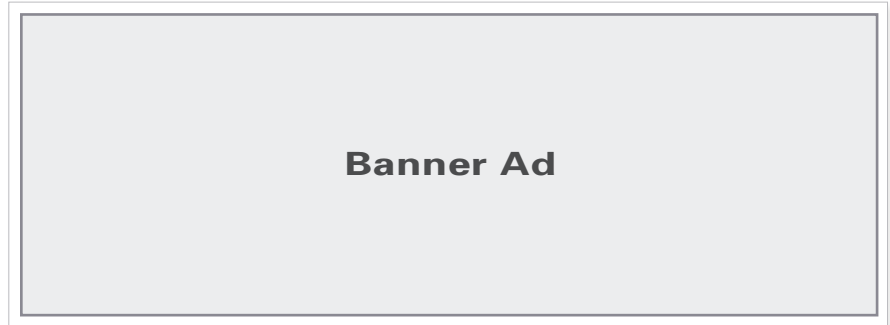
WEBSITE ADVERTISING

In addition to being a print directory, The Organic & Non-GMO Sourcebook is also an online searchable database— www.non-gmoreport.com/directory-of-organic-non-gmo-and-regenerative-supplies/.

Advertising on the website reaches a growing audience of individuals and companies wanting to buy organic, non-GMO and regenerative products and related products and services.

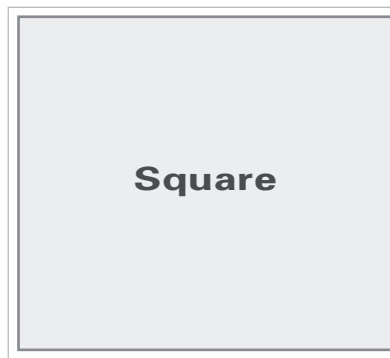
1. Banner Ad

840 Pixels Wide x 300 Pixels High
\$599 per month



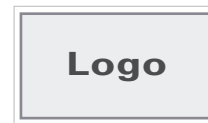
2. Large Square

300W x 250H.....\$449 per month



4. Logo 146W x 72H.....\$199 per year

Highlight your company's Sourcebook listing on the website by including your company logo next to your listing.



Featured Listing

Make your company's listing in *The Organic & Non-GMO Sourcebook* stand out with a featured listing. Your listing will be highlighted to give your company maximum visibility.

\$299 per year.

For more information, call 1-800-854-0586 (US and Canada) or 1-641-209-3426, email david@non-gmoreport.com, or visit www.nongmosourcebook.com.