

OREGON

ORGANIC

COALITION

**ORGANICALLY GROWN
IN OREGON WEEK
SEPTEMBER 8-14, 2025**



**TOOL
KIT**



Since 1988, Oregon has been leading the organic charge—help us celebrate 37 years of that legacy during Organically Grown in Oregon Week (OGOW), Sept 8–14, 2025, as we honor the leaders, farmers, and advocates who built Oregon’s organic movement.

The Oregon Organic Coalition (OOC) has put together a toolkit of inspiration, messages, and creative materials to help you support this year’s event.

Below, you’ll find a quick overview of these easy-to-use resources and ideas for how to share them with your community.

ORGANIC IN OREGON

- **Organic is a \$67+ billion dollar industry in the U.S.**
- **Ranking 10th in the nation, Oregon has over 893 organic businesses with organic commodity sales totaling \$386M+ in 2021.**
- **With over 490,355 certified organic acres, 47% of Oregon counties are Organic Hotspots.**
- **Oregon leads the nation in organic eggs, milk, blueberries, hazelnuts, grapes, and many other items from our rich farmlands.**

Organic is a big win for Oregon’s people, land, and local economy. It’s sustainable, soil regenerating, non-GMO, toxic synthetic pesticide-free, healthy, climate-smart, and Organic Agricultural Hotspots boost local household incomes by an average of \$1,014 more earnings as compared to Conventional Agriculture Hotspots. That’s an impact we can all feel proud of, and one worth celebrating.



DIG IN TO OGOW

The OOC is championing **Organically Grown in Oregon Week** and creating engagement events throughout the week. We hope you'll spread the word in your community and that we'll see you there.

But, most importantly, **Organically Grown in Oregon Week belongs to all of us!** We need YOU - growers, retailers, producers, makers, and more to help make OGOW 2025 all it can be by creating your own events, promotions, or activations.

Use the toolkit to get involved by:

- *Sharing about OGOW* on your social channels, company newsletters, events, or at the shelf.
- *Creating an event, promotion, or activation* to add to our event calendar and website.
- *Attending events* hosted by organizations in our trade community
- *Nominating organic businesses* for our annual Oregon Organic Awards for Excellence.
- *Educating your staff, customers, and community* about the benefits of organic and its impact in Oregon, and the advocacy wins Oregon's organic community has accomplished.

MEDIA & PROMOTIONS TOOLKIT

Download and use the provided suite of messaging tools to make sharing and getting involved easy. Feel free to mix and match messages to best fit your needs, or simply pull inspiration for your own unique content:

- **Activation Ideas**: Inspiration for retailers, growers, and more to create your events or promotions.
- **Creative Assets**: A collection of logos, graphics, and imagery for print and digital promotions.
- **Social Media**: A collection of social media graphics and supporting post text to use or draft from.
- **Organic Resources**: A collection of links to research and resources about the benefits of organic and organic in Oregon.



CONNECT & BOOST AWARENESS

We hope you'll share about Organically Grown in Oregon Week or your own promotions on Social Media - when you share, please tag OOC and use the hashtag **#OrganicallyGrownInOregon**

- **Facebook**: Oregon Organic Coalition
- **Instagram**: @oregonorganiccoalition
- **LinkedIn**: Oregon Organic Coalition



CONTACT US!

Want to find out more, collaborate on an activation, or get your promotion on our event lineup? Reach out to **info@oregonorganiccoalition.org** for all your OGOW needs.

Thanks for helping us champion the Oregon organic trade!