2027 Natural, Organic, Plant-Based & Gluten Free Food & Beverage Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, September 28, 2027

What's Next For Organic?



60 minutes

From sales and category performance to trust, value, and channel choice, new research reveals how shoppers are redefining the role organic plays in their lives.

Organic has spent decades building credibility with shoppers, but the next chapter may be harder to earn. Sales performance shows where organic is winning today and where momentum is proving more difficult, while new consumer research will dig into what shoppers trust, what gives them pause, where they are willing to pay more, and which categories matter most. We'll also examine whether organic can influence where consumers shop and which retailers or channels have the strongest permission to win the organic shopper. Ultimately, the bigger question is where organic still has the power to change behavior, and where shoppers need a stronger reason to choose it.

Chris Costagli, VP of Thought Leadership, F&B Insights Lead
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