

Darnhofer, et al., 2005				
Committed Conventional	Pragmatic Conventional	Environmentally Conscious but not Organic	Pragmatic Organic	Committed Organic
<ul style="list-style-type: none"> Have not considered organic due to lack of interest or motives 	<ul style="list-style-type: none"> Interested in organic Hesitant to enter organic due to increased perceptions of risks associated with organic 	<ul style="list-style-type: none"> May be using organic practices Not certified organic 	<ul style="list-style-type: none"> More focused on increased income from organic Not driven by sustainability or environmental friendliness 	<ul style="list-style-type: none"> Fully committed to organic and invested in the foundation of organic practices



Proposed Organic Grain Buyer Classification		
Pragmatic Conventional	Pragmatic Organic	Committed Organic
<ul style="list-style-type: none"> Interest in purchasing organic grains Refrain from purchasing organic grains due to increased awareness of risk Purchase conventional and/or non-GMO grains 	<ul style="list-style-type: none"> Financially motivated Purchase organic grains along side conventional and/or non-GMO 	<ul style="list-style-type: none"> Invested in success or organic grain industry Purchase organic grains May purchase non-GMO grains since transitional grains are marketed as non-GMO Do not purchase conventional grains

Figure 1. Derivation of Organic Grain Buyer Classification

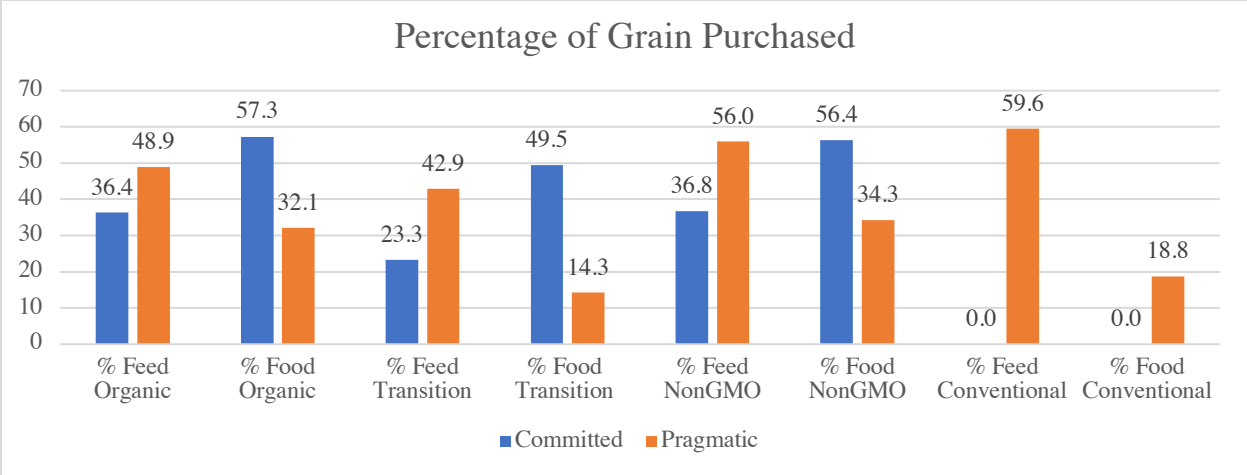


Figure 1. Percentages of grain purchased by committed and pragmatic grain buyers.

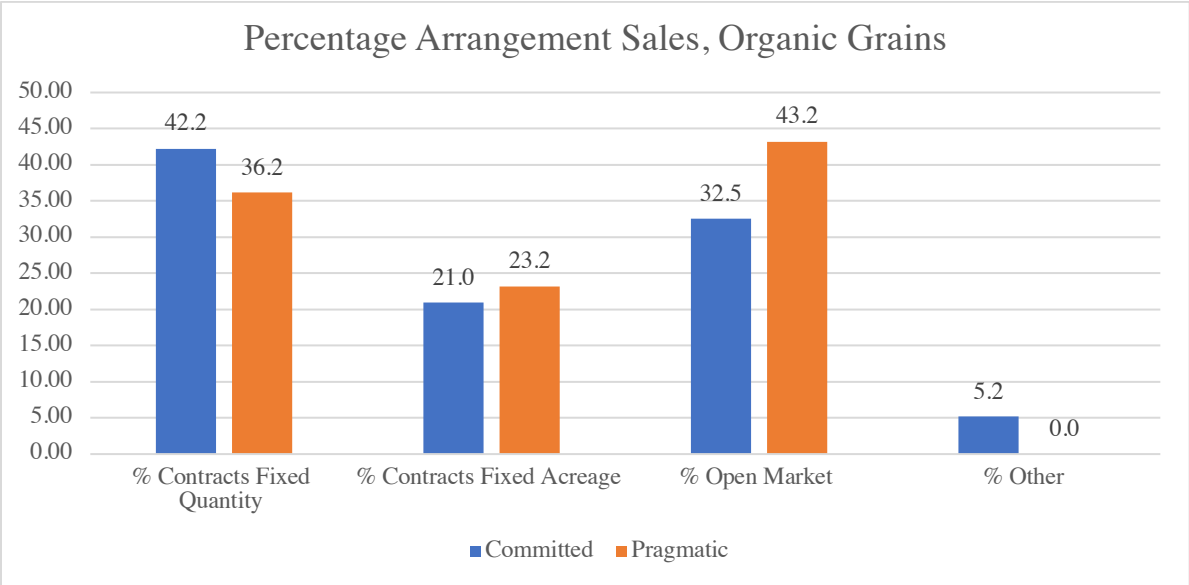


Figure 2. Sales arrangement of organic grains

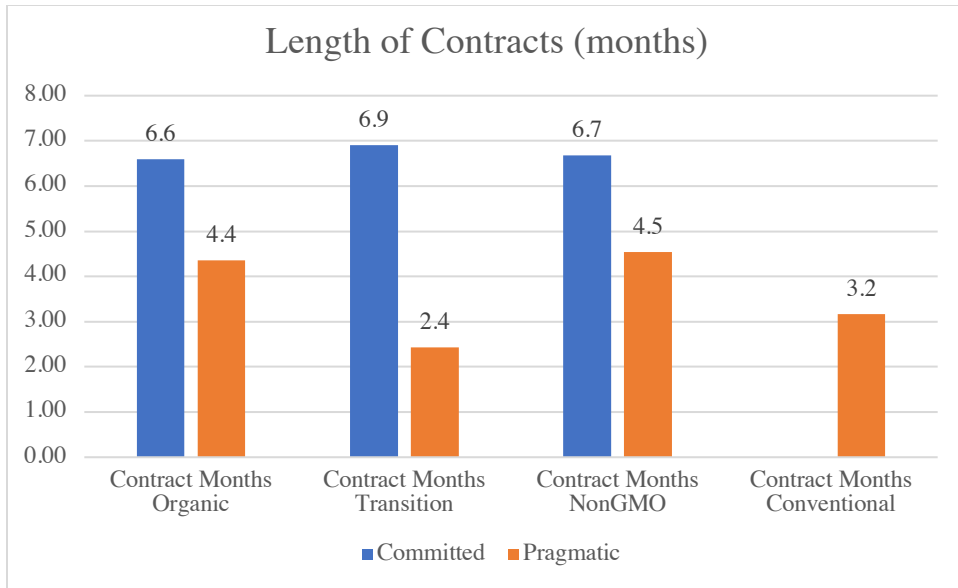


Figure 3. Sales arrangement of transitioning grains

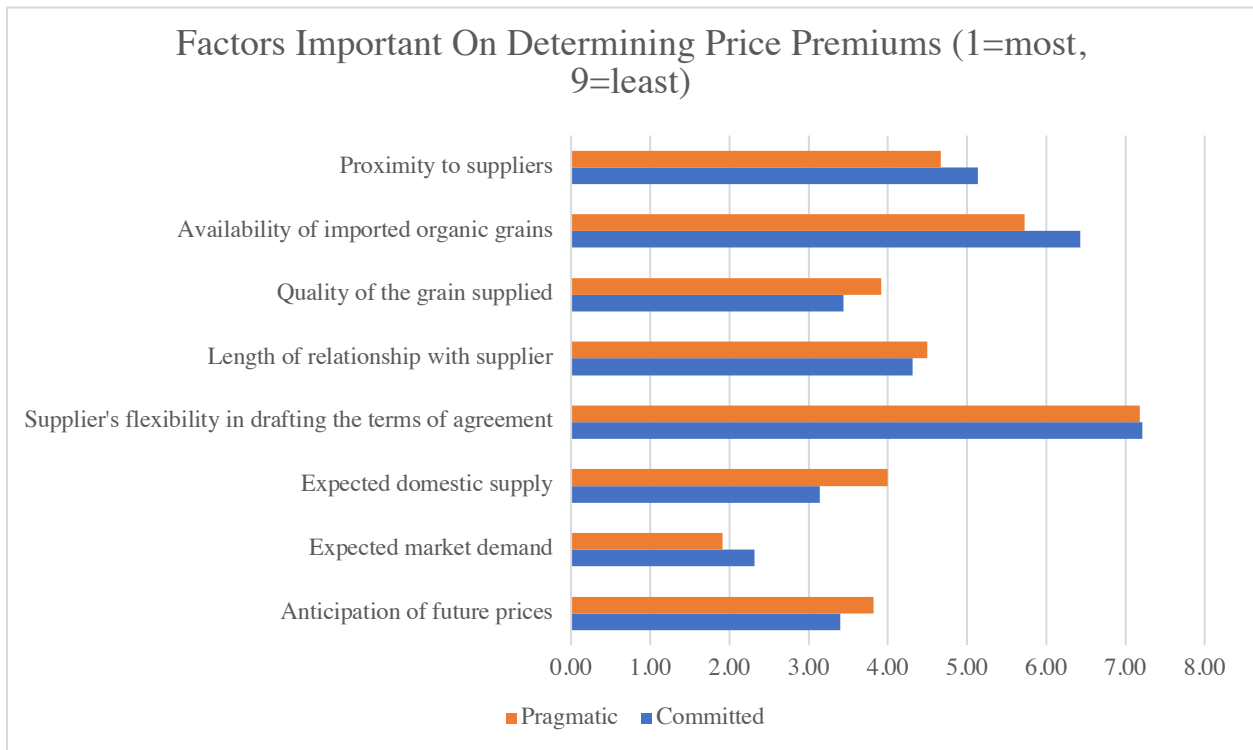


Figure 4. Important factors determining price premiums