References

Agricultural Marketing Services. *National organic program*. Retrieved February 8, 2017, from https://www.ams.usda.gov/about-ams/programs-offices/national-organic-program

Agricultural Marketing Service. *Organic Standards*. (Sept 2015). Retrieved February 8, 2017, from https://www.ams.usda.gov/grades-standards/organic-standards

Beerwinkle, D. (27 Jan 2016). *Personal interview*.

Goldberg, M. (2014). *New Poll: 45% of Americans Seek Out Organic Food*. (2014). Retrieved January 26, 2016, from <http://livingmaxwell.com/gallop-poll-45-percent-americans-seek-out-organic-food>

Loux, R. (2011). *Top 10 reasons to go organic*. Retrieved January 26, 2016, from <http://www.prevention.com/food/healthy-eating-tips/top-reasons-choose-organic-foods>

Mayo Clinic Staff. (2014). *Organic foods: are they safer? More nutritious?* Retrieved January 26, 2016, from <http://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/organic-food/art-20043880>

National Organic Program. (Sept 2015). *Introduction to organic practices*. United States Department of Agriculture

Oklahoma Department of Agriculture, Food and Forestry. (n.d.). Retrieved January, 26 2016 from <http://www.oda.state.ok.us/food/organic.htm>

Peterson, H. (23 Jan 2016). *Aldi is fixing its biggest weakness, and that should terrify Whole Foods.* Retrieved January 26, 2016, from <http://www.businessinsider.com/aldi-is-fixing-is-biggest-weakness-and-that-should-terrify-whole-foods-2016-1>

Slagell, D., Slagell, K., & Slagell, V. (03 April 2016). *Personal interview*.

Soil Association. *Facts about organic food*. (2015). Retrieved January 26, 2016, from <https://www.soilassociation.org/Whatisorganic/Organicfood/tabid/1477/Default.aspx>

Transparency. (July 2013). *Organic Food Market - Global Industry Size, Share, Trends, Analysis And Forecasts* 2012 - 2018. Retrieved January 26, 2016, from <http://www.transparencymarketresearch.com/organic-food-market.html>

United States Department of Agriculture. *Organic agriculture*. (09 Jan 2015). Retrieved January 26, 2016, from http://www.usda.gov/wps/portal/usda/usdahome?contentid=organic-agriculture.html