



TOPP Releases 2024 Impact Report: Strategic Investment Yields Results

National Program Empowers U.S. Farmers to Meet Growing Demand for Organic Food and Strengthen Domestic Supply Chains

WASHINGTON, D.C., April 22nd, 2025 — The Transition to Organic Partnership Program (TOPP) announced today the release of its 2024 Impact Report, documenting the program’s success as a strategic investment in domestic organic agriculture. Announced in 2022, TOPP has focused on mentorship, technical assistance, community building and market development to help U.S. farmers meet growing domestic demand for certified organic food.

“Through TOPP, American agricultural innovators commit to meeting the highest standards of organic production — standards that earn and uphold consumer trust,” the report states. “The program represents a significant investment in American agriculture, rural communities and a more secure domestic food supply.”

With 3.4% growth in 2023, USDA Organic sales have reached \$69.7 billion, according to the Organic Trade Association’s 2024 Organic Industry Survey. Meanwhile, the U.S. spent an estimated \$8.9 billion on organic imports in 2024 (Organic Trade Association, 2025), highlighting significant opportunities for American farmers.

TOPP’s impact is substantial, having helped certify 3,863 new operations and more than 260,000 new organic acres across the nation as part of a growing organic ecosystem. The program has connected 327 transitioning producers with 237 experienced organic mentors and delivered technical assistance through nearly 1,500 events reaching thousands of producers and agricultural professionals in every state and several U.S. territories.

TOPP operates nationally in six regions that provide localized support tailored to specific geographic needs. The network includes more than 165 partners, creating infrastructure that will support increased domestic organic production for years to come.

TOPP’s efforts “help farmers successfully navigate the path to organic certification and enhance domestic supply chains for American-grown organic food,” the report states.

“As an American farmer, it’s hugely important for us to grow food that feeds Americans,” says Zack Troyer, an organic potato farmer and certified crop advisor in Pennsylvania who helps other farmers gain skills through the program. “We think people want to buy food closer to home, a few hours away instead of across the ocean. It doesn’t make sense to buy daily staples from half a world away.”

The impact report also highlights success stories of farmers who have benefited from the program, including rancher Christie Heartquist of Heartquist Hollow Family Farm in Arizona, who found critical support through TOPP’s mentoring program. “Knowing that I can pick up the phone any time and call her, and it won’t be a big deal — that is so fantastic,” Heartquist says of her TOPP mentor.

U.S. Army veteran Alan Wilson, who served in Iraq and now grows corn, soybeans and soft winter wheat in Indiana, is among those who have successfully transitioned to organic farming with TOPP’s assistance. His mentor, Ryan Erisman, emphasizes the community aspect of the program. “There’s tremendous power in experiencing this in community. You may farm independently. You may work alone. But you aren’t alone,” Erisman said. “That is a powerful thing for farmers and veterans to understand.”

According to the report, 88% of consumers are familiar with USDA Organic and nearly 60% say that the USDA Organic claim warrants higher prices. These market dynamics create significant economic opportunities for American farmers willing to transition to organic production.

The report demonstrates that the program is helping American farmers produce more organic products. “TOPP increases the availability of domestically grown organic food to make organic more accessible to all Americans, both in availability and price.”

The full TOPP 2024 Impact Report is available at organictransition.org/impact-report.

Media Contact:

Jessy Beckett Parr, CCOF Chief Program Officer
Transition to Organic Partnership Program
jparr@ccof.org 831 346 6244

About the Transition to Organic Partnership Program (TOPP):

The Transition to Organic Partnership Program (TOPP) is part of the U.S. Department of Agriculture’s (USDA) Organic Transition Initiative administered through the USDA Agricultural Marketing Service National Organic Program. Launched in 2022, TOPP helps U.S. farmers meet the demands of U.S. consumers by providing essential support during the transition process required for certified organic production. TOPP delivers mentorship, technical assistance and community building that creates

pathways to certification for American farmers and enhances domestic supply chains for organic food. Learn more at www.organictransition.org.

###