

PCO

2018 Annual Report

87% of client members surveyed gave PCO an overall above average rating.

8.35/10

On a scale from 0 to 10, how likely would you recommend PCO to a friend or colleague, our rating was 8.35

Client members highlighted our high quality **customer service** and the **professionalism** in business practices.

Mission — Our mission is to ensure the integrity of organic products and serve our farming community

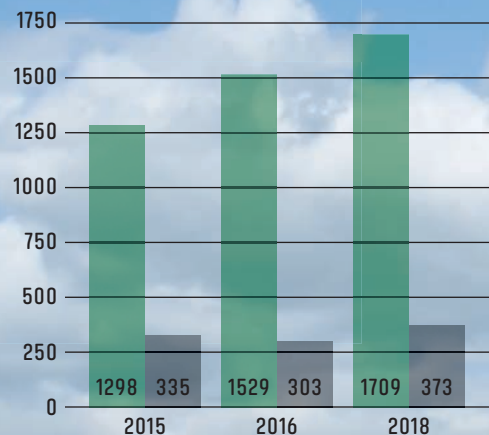
Vision — Our vision is all communities are enriched through organic food and farming

Core Values

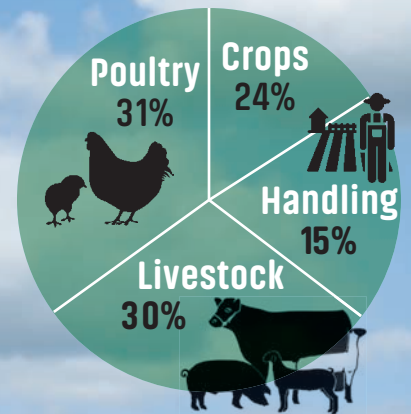
- 1) Keep people at the center of every action, interaction, and decision.
- 2) Promote restorative practices that improve the world for future generations.
- 3) Embrace transparency and integrity in all our work.

Growth in Organic Certification

2016–2018



1,632 Total Organic Certifications

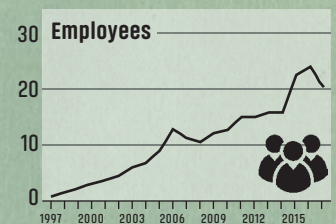
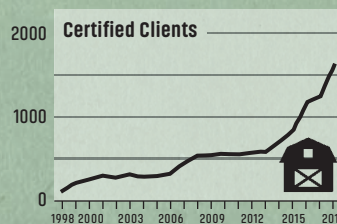
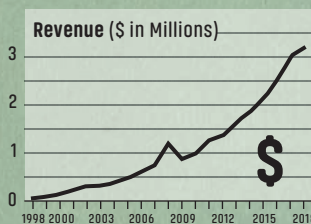


“Great certifying agency that is small enough to be able to have a **personal feeling**, but large enough to give you **great service!**”



PCO continues to be the 5th largest certifier in the US — following CCOF, MOSA, OTCO and QAI.

20 Year Trends



Strategic Plan

- Goal complete
- Significant progress made toward goal. Not complete in 2018.

Customer Service

Improve the customer service experience as measured by PCO's Net Promoter Score from 25–35 by 2020 ●

Financial Viability

Identify and build self-sustainable programs based on financial examination ●

Build financial reserve according to PCO reserve policy ○

Develop partnerships that create strategic and financial alignment ○

Advisory Board Development

Maintain or grow board self-assessment score ●

Develop protocol for exploring partnership opportunities ●

Identify and implement succession planning needs to ensure the continued health and prosperity of PCO. ●