

MAN 4633 Homework 3

Gus Lipkin

1. Prepare a brief analysis of the organic food industry using the information provided by the Organic Trade Association at www.ota.com and the *Organic Report* magazine at theorganicreport.com. That is, based on the information provided on these websites, draw a five forces diagram for the organic food industry and briefly discuss the nature and strength of each of the five competitive forces.

