

LANDRY INDUSTRIES INC. — STRATEGIC DOCUMENTS SERIES

SearchForOrganics.com

Super Business Plan & Technical Specifications Package

Version 2.0 — Fully Cited Edition

Executive Summary • Full Business Plan • Technical Specifications • Site Architecture Map • UN-Style Policy Summary • Brand Manifesto • Pitch Deck Outline • Rewritten Homepage

The world's first certified-organic search platform: three independent AI-powered search engines (Google/Gemini, Bing/Custom GPT, Perplexity) verifying organic certification, displaying certification thresholds, and prioritizing local producers.

Prepared by Marie-Soleil Seshat Landry, CEO & Founder — Landry Industries Inc.
Moncton, New Brunswick, Canada • ORCID 0009-0008-5027-3337 • June 12, 2026
searchfororganics.com • landryindustries.ca • marielandryspyshop.com

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Forward-Looking Content Notice. SearchForOrganics.com is operated by Landry Industries Inc., a **pre-revenue** incubator. All financial projections, market-size estimates, growth targets, and revenue scenarios in this package are **speculative and forward-looking**, are clearly flagged where they appear, and do not represent historical results, validated traction, or guarantees of future performance. Verified facts about the platform's current state are distinguished from projections throughout (see Appendix A).

Part I — Abstract & Executive Summary

Abstract

SearchForOrganics.com is a certified-organic search platform and knowledge hub operated by Landry Industries Inc. (Moncton, New Brunswick, Canada). Its core offering is a set of three independent, AI-powered search engines — built on Google (Gemini), Bing (Custom GPT), and Perplexity — each dedicated exclusively to certified organic products and services. Every engine displays the verbatim certification threshold, names the certifying body, and prioritizes local producers, giving consumers, researchers, and businesses fast, factual, anti-greenwashing discovery of the real organic economy. Around this search core, the platform offers four complementary services: (1) a curated **certified organic search** experience across food, textiles, beauty, farming supplies, and home goods; (2) **organic SEO services** — ethical, white-hat search-visibility consulting for organic-aligned brands; (3) an **organic affiliate program directory** enabling value-aligned monetization for creators and publishers; and (4) **business organic growth** tooling — directory listings, credibility positioning, and education for sustainable entrepreneurs. The platform runs on a zero-capex Blogger/Google-infrastructure stack with schema.org OrganicCertification structured data, and serves as the consumer-facing search pillar of the broader Landry Industries Organic Revolution strategy.

Executive Summary

The Company in One Paragraph

SearchForOrganics.com solves a single, well-documented market failure: mainstream search engines mix certified organic results with "natural," "eco," and "green" products that carry no verified certification, leaving consumers exposed to greenwashing and leaving genuine certified producers under-discovered. The platform answers this with certification-first search: results must be traceable to a recognized certifying body, with thresholds shown verbatim. It is a working, publicly accessible product today — not a concept — built and operated solo at near-zero infrastructure cost.

Core Offerings at a Glance

Offering	What It Is	Status	Audience
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Certified Organic Search	Three independent AI engines (Gemini, Custom GPT, Perplexity) returning only certification-verified organic results, with certifying body and thresholds displayed	Live	Consumers, researchers
Organic SEO Services	Ethical, white-hat SEO consulting tailored to organic/sustainable brands (keyword research, content, technical SEO)	Offered (pre-revenue)	Organic businesses
Organic Affiliate Programs	Curated directory of organic-only affiliate programs for value-aligned monetization	Live (directory)	Creators, publishers
Business Organic Growth	Directory listings, credibility positioning, sustainable-entrepreneurship education	Live (content) / Projected (paid tiers)	SMBs, farms, brands

Why Now

Organic certification regimes (USDA Organic, Canada Organic Regime, EU Organic) are mature, machine-readable, and increasingly enforced — while consumer trust in unverified "green" labeling continues to erode — the European Commission found 53% of examined green claims vague, misleading or unfounded [8]. Simultaneously, AI search interfaces have made it feasible for a solo operator to deploy specialized, certification-aware search at negligible cost. SearchForOrganics.com sits exactly at this intersection: regulatory maturity + AI search commoditization + a trust vacuum.

Business Model (Projected)

[PROJECTED — pre-revenue] Four revenue streams in planned sequence: affiliate commissions (nearest-term), organic SEO service engagements, premium business directory listings, and sponsorship/partnership placements restricted to certified organic entities. The strategic posture is deliberately low-burn: the Google-powered infrastructure stack carries effectively zero hosting cost, so any revenue is near-fully margin.

Strategic Position within Landry Industries

SearchForOrganics.com is the consumer-facing search pillar of Landry Industries Inc., complementing the OSINT services pillar (Marie Landry's Spy Shop), the materials-science research pillar (Hempoxies — a TRL 1-2 research hypothesis), AI governance

frameworks (Seshat's Axiom, LHFP, WTF series), and the publishing pillar. The platform operationalizes the company's anti-greenwashing, verification-first philosophy in a public product.

Part II — Business Plan

1. Company Overview

Field	Detail
Legal entity	Landry Industries Inc. (operating property: SearchForOrganics.com)
Founder & CEO	Marie-Soleil Seshat Landry (ORCID 0009-0008-5027-3337)
Headquarters	Moncton, New Brunswick, Canada
Stage	Pre-revenue; live product; solo operation
Languages	English; bilingual EN/FR capacity (Acadian founder)
Sister properties	marielandryspyshop.com, landryindustries.ca

2. Problem Statement

- **Greenwashing.** Terms like "natural," "eco," and "green" are weakly regulated; mainstream search blends them indistinguishably with certified organic products. The European Commission found that **53% of examined green claims gave vague, misleading or unfounded information**, and that the EU hosts some 230 sustainability labels with vastly different levels of transparency [8]. A 2021 EU-wide website sweep found that in roughly half of cases, sellers did not provide sufficient evidence for their environmental claims [9].
- **Discovery friction.** Verifying certification requires checking registries product-by-product — too costly for ordinary consumers.
- **Producer invisibility.** Small certified producers, especially local ones, are outranked by large non-certified advertisers.
- **Trust deficit.** No mainstream search engine surfaces the certifying body or threshold alongside results.

3. Solution & Product Description

The platform's defining mechanism is **certification-first retrieval**: three independent AI search engines, each constrained to return certified organic results and to display (a) the verbatim certification threshold, (b) the certifying body, and (c) local-producer

prioritization. Independence across engines (Google/Gemini, Bing/Custom GPT, Perplexity) provides triangulation — a result corroborated across indexes is more trustworthy than a single-source result. Surrounding the engines: editorial knowledge-hub content on organic food, farming, certification processes, and environmental benefits; an affiliate directory; SEO services; and business-growth resources.

4. Market Analysis (Cited)

All figures below are drawn from named third-party sources, live-verified June 12, 2026. Full references in the References section.

4.1 Global Organic Food & Drink (Primary Search Universe)

Indicator	Value	Source
Global organic food & drink retail sales, 2024	€145.0 billion (all-time high)	FIBL & IFOAM 2026 [1]
Global retail sales, 2023 (prior year)	€136 billion	FIBL & IFOAM 2025 [2]
Largest national market, 2023	United States: €59.0 billion (43.2% of global)	FIBL & IFOAM 2025 [2]
Other leading markets, 2023	Germany €16.1 billion; China €12.6 billion	FIBL & IFOAM 2025 [2]
Organic farmland, 2024	~98.9 million hectares	FIBL & IFOAM 2026 [1]
Organic producers worldwide	4.8 million	FIBL & IFOAM 2026 [1]
Highest per-capita consumption, 2024	Switzerland: €481/person; 12.3% organic share of food sales	FIBL & IFOAM 2026 [1]
Canadian organic market (home market), end-2023	CAD \$9 billion , up 11% since the 2020 report	COTA 2024 Organic Market Report [3]

4.2 Adjacent Verticals

Indicator	Value	Source
Organic personal care products market, 2025	USD 21.23 billion, projected to USD 30.15 billion by 2030 (7.27% CAGR)	Mordor Intelligence [4]

Analyst range for the same market	~USD 18–34 billion (2025), methodology-dependent	Cross-analyst comparison [4a]
GOTS-certified organic textile facilities	17,800 facilities in 95 countries (as of 1 Jan 2026), up 15.3% from 15,441 in 2024	Global Standard, GOTS Annual Report 2025 [5]

4.3 Monetization-Rail Markets

Indicator	Value	Source
Global SEO services market, 2025	USD 74.9 billion; projected USD 148.86 billion by 2031 (12.12% CAGR)	Mordor Intelligence [6]
Global affiliate marketing industry, 2024	~USD 15.7 billion; U.S. affiliate spend projected ~USD 12 billion in 2025	Industry statistics compilations [7]

Interpretation. The platform's primary search universe (organic food & drink) is a €145-billion, growing global market with a regulated certification backbone [1]; its home market alone is CAD \$9 billion [3]. Its two monetization rails — SEO services and affiliate marketing — are each multi-billion-dollar industries [6][7]. SearchForOrganics.com does not need to capture meaningful share of any of these markets to be sustainable at its near-zero cost base; capturing a niche sliver of the intersection suffices.

Target customers: (1) conscious consumers seeking verified organic products; (2) certified organic SMBs and farms seeking visibility; (3) creators/publishers monetizing sustainability audiences; (4) researchers and advocates needing certification-grade sourcing.

5. Competitive Landscape

Competitor Class	Examples	SFO Differentiation
Mainstream search	Google, Bing (general)	No certification filter; SFO is certification-exclusive
Organic directories	Certifier registries, trade directories	Static lists vs. SFO's conversational AI search across three indexes

Green e-commerce marketplaces	Eco-marketplaces, niche retailers	Inventory-limited; SFO searches the whole web's certified economy
Sustainability apps	Label-scanner apps	Point-of-shelf only; SFO covers discovery, research, and B2B growth

Moat (qualitative): first-mover positioning on the "certified organic search engine" category; triple-engine independence; founder's documented anti-hallucination methodology (Seshat's Axiom: Retrieve=Store=Cite) applied to certification claims; near-zero cost base that outlasts venture-funded competitors' burn.

6. Revenue Model & Pricing

[PROJECTED — all pricing illustrative, pre-revenue]

Stream	Mechanism	Illustrative Pricing	Sequence
Affiliate commissions	Organic-only affiliate links in directory & content	3–15% typical program rates	Phase 1 (active rail)
Organic SEO services	Consulting engagements for organic brands	Project (\$500–\$5,000) or retainer (\$300–\$1,500/mo)	Phase 1–2
Premium directory listings	Enhanced profiles for certified businesses	\$10–\$50/mo tiers	Phase 2
Sponsorships/partnerships	Certified-organic-only placements	Negotiated	Phase 3

7. Marketing & Growth Strategy

- **Organic SEO as proof-of-work:** the platform's own content ranking is the live demo of its SEO service.
- **Knowledge-hub content engine:** sustained editorial publishing (certification explainers, producer spotlights, organic-economy intelligence) on the Blogger stack.
- **Community channels:** dev.to, LinkedIn, Devpost, and Zenodo publication trail establishing technical credibility.
- **Local-first wedge:** Atlantic Canada / Acadian organic producers as a beachhead community before broader scaling.
- **Cross-pillar referral:** traffic and authority shared across the Landry Industries property network.

8. Operations Plan

Solo-operator model with AI-assisted production pipeline (research → live-search verification → drafting → publication). Zero-capex infrastructure: Blogger hosting, custom domain, AI engines configured atop Google, Bing, and Perplexity interfaces. Operating costs are limited to domain registration and optional tooling subscriptions. Key-person risk is acknowledged and mitigated by extensive public documentation of methods (135+ Zenodo records, published frameworks).

9. Risk Analysis

Risk	Description	Mitigation
Platform dependency	Reliance on Blogger, Gemini, Custom GPT, Perplexity terms and availability	Triple-engine redundancy; exportable content; domain ownership
Certification accuracy	AI engines may surface miscertified results	Verbatim-threshold display, certifying-body citation, Seshat's Axiom verification discipline
Monetization lag	Pre-revenue status may persist	Near-zero burn makes long runway structurally possible
Key-person risk	Solo founder-operator	Public methodological documentation; reproducible pipeline
Regulatory variation	Organic standards differ by jurisdiction	Certifying body always named, letting users judge by regime

10. Financial Projections

[PROJECTED — entirely speculative scenario modeling; no historical revenue exists]

Scenario (Year 1-3)	Y1	Y2	Y3	Assumptions
Conservative	\$1k-\$5k	\$5k-\$15k	\$15k-\$40k	Affiliate-only, organic traffic growth
Base	\$5k-\$15k	\$20k-\$60k	\$60k-\$150k	+ SEO clients, + directory tiers

Upside	\$15k-\$40k	\$75k-\$200k	\$200k+	+ partnership/sponsorship, viral category capture
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Cost base in all scenarios remains under ~\$1k/year excluding founder labour, so contribution margin approaches 100% of revenue. All figures CAD, illustrative only.

Part III — Technical Specifications

1. System Architecture Overview

SearchForOrganics.com is a **zero-capex, Google-infrastructure-first web platform**: a custom domain fronting a Blogger-hosted content and navigation layer, which routes users into three independently configured AI search engines. There is no self-managed server, database, or backend codebase — by design. This is the "Google-Powered CEO" architecture: maximum capability per dollar, with platform providers absorbing uptime, scaling, and security.

Layer	Technology	Function
Domain & DNS	searchfororganics.com (custom domain)	Brand identity, canonical URLs
Hosting / CMS	Google Blogger	Pages, posts, navigation, knowledge hub; free hosting, Google-grade uptime
Search Engine A	Google Gemini (Gem configuration)	Certified-organic search over Google's index; displays thresholds & certifying bodies
Search Engine B	Bing via Custom GPT	Real-time verified results over Bing's live index; local-producer prioritization
Search Engine C	Perplexity	Independent AI search with fidelity to certification records
Structured data	schema.org (incl. OrganicCertification type)	Machine-readable validation of organic claims; SEO enrichment
Analytics & SEO	Google Search Console / Analytics stack	Indexing health, query intelligence, traffic measurement
Monetization rail	Affiliate program links (organic-only)	Commission attribution via partner links

2. Certification-First Search Logic

Each engine is configured with a common behavioral contract:

1. **Scope constraint:** return only products/services traceable to a recognized organic certification (e.g., USDA Organic, Canada Organic Regime, EU Organic, GOTS for textiles, COSMOS/Ecocert for cosmetics).
2. **Threshold transparency:** display the certification threshold *verbatim* (e.g., minimum organic-content percentages) rather than paraphrasing.
3. **Attribution:** name the certifying body for every result.
4. **Locality bias:** prioritize local/regional producers when the user's locale is known or stated.
5. **Greenwash rejection:** exclude results whose only claims are unregulated terms ("natural," "eco," "green") without certification.

Governance alignment: this contract is an application of Seshat's Axiom (Retrieve=Store=Cite) — no organic claim is surfaced without a retrievable certification source, mirroring the Landry Hallucination-Free Protocol used across Landry Industries publications.

3. Engine Independence & Triangulation

The three engines share the behavioral contract but nothing else: separate indexes (Google, Bing, Perplexity's retrieval layer), separate model providers, separate configuration surfaces. This yields (a) **redundancy** — outage or policy change on one provider does not take down search; (b) **triangulation** — users can cross-check a claim across independent retrieval systems; and (c) **bias diffusion** — no single ranking algorithm monopolizes what counts as "organic."

4. Content & Publishing Pipeline

1. Topic selection (organic economy, certification, producers, sustainability science).
2. Live-search fact verification before drafting (volatile facts never published from memory).
3. Drafting with explicit flagging of speculative/projected content.
4. Blogger publication with structured data, internal linking, and category taxonomy.
5. Search Console submission and indexing monitoring.

5. SEO Technical Stack (Service Offering Spec)

Component	Specification
Keyword research	Organic-market-specific long-tail targeting (e.g., "certified organic hemp clothing Canada")
On-page	Semantic HTML, heading hierarchy, schema.org markup, certification-keyword optimization
Technical	Indexability, mobile rendering, Core Web Vitals on hosted platforms, sitemap hygiene
Content	E-E-A-T-aligned editorial with verifiable sourcing; no fabricated citations
Ethics constraint	White-hat only: no link schemes, cloaking, doorway pages, or manipulated signals

6. Security, Privacy & Data Posture

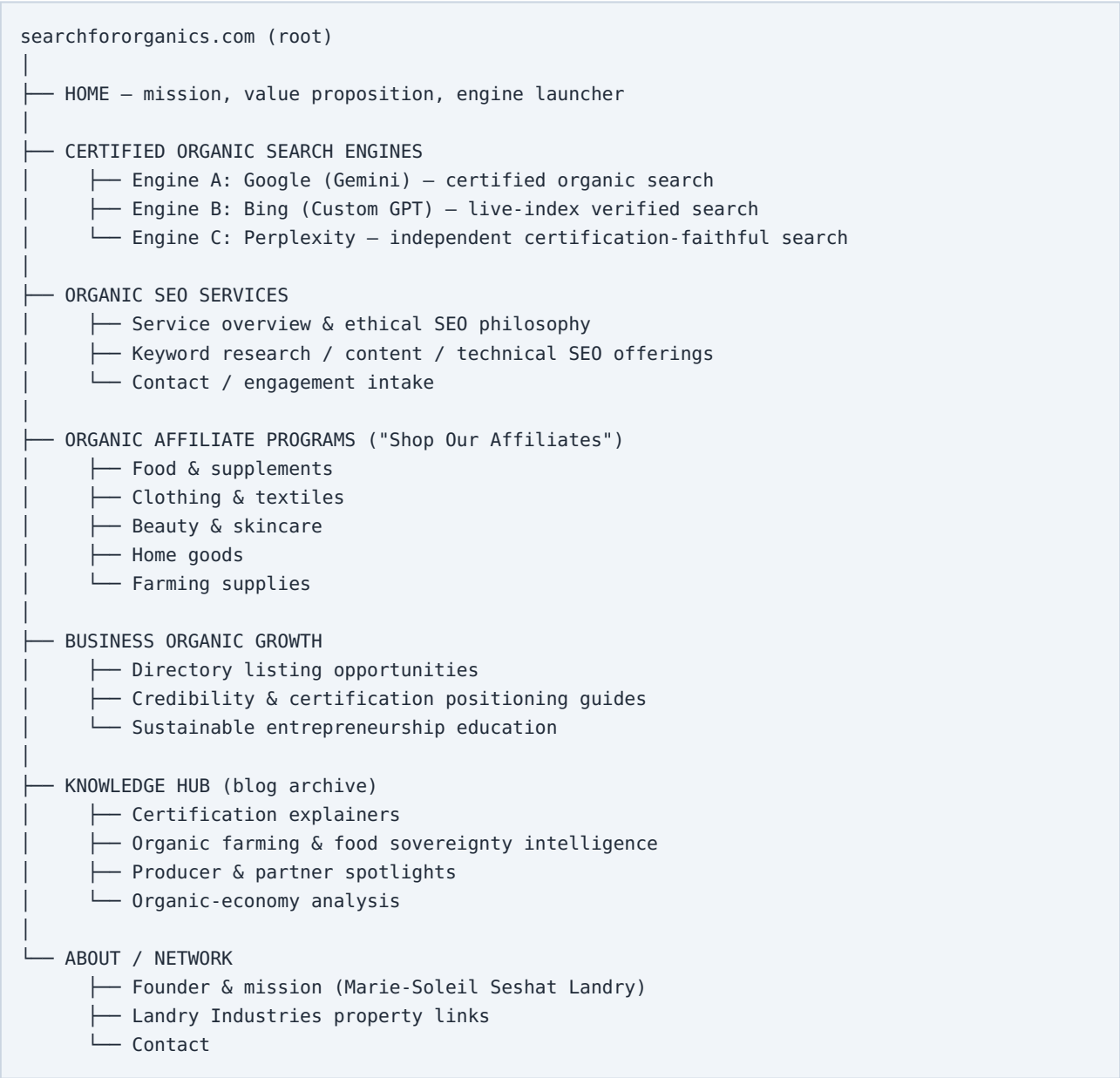
- **No data harvesting:** the platform does not operate its own user-tracking database; analytics are limited to standard aggregate web statistics.
- **No accounts, no PII storage:** search occurs on provider surfaces under their respective privacy regimes.
- **Attack surface:** minimal — no custom backend means no custom backend vulnerabilities; domain/DNS and account credentials are the primary assets to protect (2FA on all provider accounts).

7. Scalability & Roadmap (Technical)

[PROJECTED] Phase 2 candidates: a unified meta-search interface aggregating all three engines; a verified-producer structured-data registry; API access for researchers; FR-language mirror for Acadian/Francophone markets; integration of the Landry Fact-Checking Matrix v2.0 as an automated certification-claim gate.

Part IV — Site Architecture Map

Information Architecture



Design Principle	Implementation
Three-click rule	Any engine or service reachable in ≤ 3 clicks from home
Hub-and-spoke linking	Knowledge-hub posts link inward to engines and services

Trust signaling	Certification logos/explanations adjacent to every conversion point
Cross-property mesh	Footer links to marielandryspysshop.com and landryindustries.ca

Part V — UN-Style Policy Summary

IN THE STYLE OF A UNITED NATIONS SUMMARY DOCUMENT — FOR ADVOCACY AND INSTITUTIONAL AUDIENCES

SearchForOrganics.com: Digital Infrastructure for Transparent Organic Commerce

Summary. The present document summarizes the contribution of SearchForOrganics.com, a civil-society digital platform established in Moncton, New Brunswick, Canada, to the objectives of transparent commerce, sustainable consumption and production, and consumer protection against environmental misrepresentation ("greenwashing").

I. Background

Recalling the widespread proliferation of unregulated environmental marketing terms, and noting the maturity of national and supranational organic certification regimes, the platform was established to bridge the information gap between certification registries and consumer-facing search.

II. Alignment with the Sustainable Development Goals

SDG	Relevance
SDG 12 — Responsible Consumption & Production	Core mission: enabling verifiably organic purchasing decisions and rewarding certified producers
SDG 2 — Zero Hunger	Visibility for regenerative and organic agriculture and food-sovereignty knowledge
SDG 3 — Good Health & Well-Being	Reduced consumer exposure to misleading product claims
SDG 8 — Decent Work & Economic Growth	Market access for small certified producers, including rural and local economies

SDG 13/15 — Climate & Life on Land	Demand-side support for pesticide-free, soil-positive supply chains
SDG 9 — Industry, Innovation & Infrastructure	Demonstration of low-cost, AI-enabled public-interest digital infrastructure

III. Operative Principles

1. **Verification before representation:** no organic claim is presented without a named certifying body and verbatim threshold.
2. **Plurality of retrieval:** three independent engines prevent informational monoculture.
3. **Locality preference:** proximate producers are prioritized, supporting short supply chains.
4. **Non-extraction:** the platform does not harvest user data.
5. **Open knowledge:** educational content is provided free of charge and without sponsorship bias.

IV. Recommendations

Encourages certification bodies to publish machine-readable registries; invites standards organizations to expand schema.org organic-certification vocabularies; and recommends that consumer-protection authorities recognize certification-first search as a complementary anti-greenwashing instrument.

Part VI — Brand Manifesto

The Search For Organics Manifesto

We believe "organic" is a verified fact, not a vibe.

Somewhere between the supermarket shelf and the search bar, the word organic was diluted. "Natural." "Eco." "Green." Words without auditors. Labels without thresholds. Marketing without accountability. We refuse this dilution.

- **Certification or it doesn't count.** If no certifying body stands behind the claim, the claim does not enter our results. Period.
- **Show the threshold.** Verbatim. Consumers deserve the actual standard, not a paraphrase of it.
- **Three engines, zero monopolies.** Truth improves under triangulation. We run independent retrieval systems so no single algorithm decides what organic means.
- **Local first.** The shortest supply chain is the most honest one. We rank the farmer down the road above the conglomerate across the ocean.
- **No harvesting.** We search for organics; we do not farm our users.
- **Free knowledge.** Certification literacy belongs to everyone — consumers, farmers, students, regulators.
- **The organic transition is intelligence work.** Built by an OSINT practitioner, run on verification discipline: Retrieve = Store = Cite.

SearchForOrganics.com exists so that when you search for organic, you find organic. Built in Moncton, New Brunswick — for the whole organic world.

Part VII — Pitch Deck Outline

Slide	Title	Content
1	Title	SearchForOrganics.com — The Certified Organic Search Engine. Founder, location, tagline: "When you search for organic, find organic."
2	Problem	Greenwashing epidemic; mainstream search can't distinguish certified from claimed; small certified producers invisible
3	Solution	Certification-first search: 3 independent AI engines, verbatim thresholds, named certifiers, local priority
4	Product (live demo)	Engine walkthrough — Gemini, Custom GPT/Bing, Perplexity; knowledge hub; affiliate directory
5	Why Now	Mature certification regimes + AI search commoditization + collapsing trust in green labels
6	Market	€145B global organic food & drink (2024, FiBL/IFOAM) [1]; CAD \$9B Canadian market (COTA) [3]; USD ~21B organic personal care [4]; 17,800 GOTS facilities [5]; SEO services USD 74.9B [6] and affiliate ~USD 15.7B [7] as monetization rails
7	Business Model	[PROJECTED] Affiliate commissions → SEO services → premium listings → certified-only sponsorships; ~zero cost base
8	Competition & Moat	Category creation ("certified organic search engine"); triple-engine independence; verification methodology (Seshat's Axiom)
9	Traction & Footprint	Live product; multi-year publishing trail; cross-platform presence (dev.to, Devpost, LinkedIn, Zenodo 135+ records)
10	Team	Marie-Soleil Seshat Landry — CEO Landry Industries, OSINT investigator, AI-governance author; solo + AI-assisted ops
11	Roadmap	[PROJECTED] Meta-search interface, producer registry, FR mirror, researcher API, automated certification-claim gating
12	Ask / Close	Partnership, certification-body collaboration, or capital scenario; mission close: digital infrastructure for the Organic Revolution of 2030

Part VIII — Rewritten Homepage (Signature Voice)

SEARCHFORORGANICS.COM — PROPOSED HOMEPAGE COPY

When you search for organic, find organic.

SearchForOrganics.com is the world's first certified-organic search platform. Not "natural." Not "eco." Not "green." *Certified* — with the certifying body named and the threshold shown verbatim, on every result.

Three independent AI search engines. One standard.

- **Google (Gemini)** — certified organic search across Google's index.
- **Bing (Custom GPT)** — live-index, real-time verified results.
- **Perplexity** — independent retrieval, full fidelity to certification records.

Each engine prioritizes **local producers**, so the farm down the road outranks the factory across the ocean. Cross-check any claim across all three — because truth improves under triangulation.

For consumers: shop the real organic economy without doing a certification audit in the grocery aisle.

For organic businesses: ethical, white-hat Organic SEO services and growth tools that make authenticity rank.

For creators: a curated directory of organic-only affiliate programs — monetize without compromising.

For researchers & advocates: a free knowledge hub on certification, regenerative farming, and the global organic transition.

No data harvesting. No sponsored distortion. No petroleum lobby. Built in Moncton, New Brunswick, on verification discipline — Retrieve = Store = Cite — for the whole organic world.

→ **Launch a certified organic search.** → **Grow your organic business.** → **Join the Organic Revolution.**

A Landry Industries Inc. platform · Founded by Marie-Soleil Seshat Landry · ORCID
0009-0008-5027-3337

Appendix A — Speculative & Projected Content Disclosure

Content	Status
Three live AI engines (Gemini, Custom GPT/Bing, Perplexity); verbatim thresholds; certifying-body display; local prioritization; affiliate directory; knowledge hub; Blogger/custom-domain stack; founder, location, ORCID	Verified (live site & public posts, June 2026)
Market-size figures (Part II §4)	Cited — sourced to FiBL/IFOAM, COTA, Global Standard (GOTS), Mordor Intelligence, European Commission, and industry compilations; live-verified June 12, 2026 (see References)
All pricing, revenue scenarios, financial projections (Part II §6, §10)	Projected — illustrative scenario modeling; company is pre-revenue with no historical results
Roadmap items (Part III §7; Pitch slide 11)	Projected — candidate features, not committed deliverables
Moat and competitive claims	Qualitative assessment — founder/analyst judgment, not third-party validated

Appendix B — Source & Verification Notes

Platform facts in this package were verified by live retrieval on June 12, 2026 against: searchfororganics.com (homepage and "Shop Our Affiliates"/welcome posts describing the three-engine architecture), marielandryspyshop.com (platform overview pages including schema.org OrganicCertification integration and the 2026 "Organic Search Revolution" article), the founder's dev.to announcement (July 2025), Devpost project page, and LinkedIn project description. Market figures in Part II §4 are now individually sourced in the References section (v2.0 citation audit, June 12, 2026). No citations in this document are fabricated; where multiple analyst firms disagree, the variance is disclosed [4a] rather than averaged away; where the company's own marketing language is summarized, it is identified as the company's positioning rather than independent third-party validation.

References

No.	Source
[1]	IFOAM – Organics International & FiBL, "Global Organic Market hits All-Time High," media release for <i>The World of Organic Agriculture: Statistics and Emerging Trends 2026</i> , presented at BIOFACH, Nuremberg, 10 February 2026. Key data: 2024 global organic food & drink retail sales €145.0 billion; ~98.9 million ha organic farmland; 4.8 million producers; U.S. largest market; Switzerland €481 per-capita consumption and 12.3% organic share. ifoam.bio/news/global-organic-market-hits-all-time-high
[2]	Willer, H., Trávníček, J., Schlatter, B. (Eds.), <i>The World of Organic Agriculture: Statistics and Emerging Trends 2025</i> , FiBL & IFOAM – Organics International, Frick/Bonn, 2025 (summary chapter). Key data: 2023 sales €136 billion; U.S. €59,003 million; Germany €16,080 million; China €12,648 million. organic-world.net/yearbook/yearbook-2025.html
[3]	Canada Organic Trade Association (COTA), <i>2024 Organic Market Report</i> : Canadian organic market ended 2023 at CAD \$9 billion, 11% growth since the 2020 report. canada-organic.ca/en/what-we-do/data-research/organic-insights
[4]	Mordor Intelligence, <i>Organic Personal Care Products Market</i> : USD 21.23 billion (2025), projected USD 30.15 billion by 2030 at 7.27% CAGR. mordorintelligence.com/industry-reports/organic-personal-care-market
[4a]	Cross-analyst comparison for the same category: The Business Research Company (USD 25.52 billion, 2025), Straits Research (USD 25.32 billion, 2025), Market Research Future (USD 22.76 billion, 2025), Future Market Insights (USD 34.2 billion, 2025), Dataintelto (USD 18.4 billion, 2025) — cited to show methodology-dependent variance, not endorsed individually.
[5]	Global Standard, <i>GOTS Annual Report 2025</i> (published 23 April 2026): 17,800 GOTS-certified facilities in 95 countries as of 1 January 2026, a 15.3% increase over 15,441 facilities in 2024. global-standard.org / 2025.global-standard.org
[6]	Mordor Intelligence, <i>SEO Services Market</i> : USD 74.9 billion (2025), USD 83.98 billion (2026 est.), projected USD 148.86 billion by 2031 at 12.12% CAGR (2026–2031). mordorintelligence.com/industry-reports/seo-market
[7]	Affiliate marketing industry statistics compilations (Referzone 2025, aggregating Rewardful, Wix, IMD, Hostinger): industry size ~USD 15.7 billion (2024); U.S. spend projection ~USD 12 billion (2025), ~USD 16 billion by 2028; 81% of brands operate affiliate programs. Secondary-source compilation — treated as directional.

[8]	European Commission, DG Environment, "Green claims" initiative: 53% of examined green claims give vague, misleading or unfounded information; 230 sustainability labels and 100 green energy labels in the EU with vastly different levels of transparency. environment.ec.europa.eu/topics/circular-economy-topics/green-claims_en
[9]	European Commission, press release IP/21/269, "Screening of websites for greenwashing" (January 2021): annual EU consumer-authority sweep finding that in roughly half of examined cases, sellers did not provide sufficient evidence for environmental claims. ec.europa.eu/commission/presscorner/detail/en/ip_21_269
[10]	Platform facts: searchfororganics.com (homepage; "Welcome to Search For Organics," Sept 2025; "Shop Our Affiliates"); marielandryspyshop.com (platform overview incl. schema.org OrganicCertification ; "The Organic Search Revolution," May 2026); dev.to announcement (July 2025); Devpost project page; founder LinkedIn. All live-verified June 12, 2026.