



U.S. CONSUMER SALES  
of organic products exceed  
**\$39 billion**



**51%** of families are  
**BUYING MORE  
ORGANIC**  
products than a year ago



Over **half a billion**  
dollars in U.S. organic  
**EXPORTS**  
were tracked last year

## THERE'S MORE TO **ORGANIC** THAN MEETS **THE EYE**

Over **3,000 FARMS**  
are transitioning to organic  
across the country

There are  
**296**  
**organic**  
**inspectors**  
in the U.S.



**26** percent of  
organic farmers  
are **under 45**  
**years old**



**10.6 million**  
organic **APPLE BOXES**  
were produced from  
last year's crop



Over **30,000**  
USDA employees have  
completed **ORGANIC  
LITERACY** education



**45 SYNTHETICS** have  
been **removed, denied**  
**or restricted** for use in  
organic since 2008



**ORGANIC SOY**  
pays more than  
**300%**  
per bushel over  
conventional



**COFFEE** is the  
**largest organic**  
**import** valued at  
\$333 million



There are  
**3X more**  
**EARTHWORMS**  
in organic soil



**GLOBAL ORGANIC  
TEXTILE STANDARD**  
includes  
**fair labor**  
component

# THERE'S MORE TO ORGANIC THAN MEETS THE EYE | CITATIONS



**U.S. consumer sales of organic products exceed \$39 billion in organic sales.** \$35.9 billion of that is organic food, up 11% in 2014. Organic food sales now represent almost 5% of total U.S. food sales.

Source: 2015 Organic Industry Survey, 2015, OTA



**51% of families are buying more organic products than a year ago.** 83% of parents purchase organic products sometimes and 97% of those parents purchase organic fruits and vegetables.

Source: U.S. Families' Organic Attitudes & Beliefs 2015 Tracking Study, 2015, OTA



**Over half a billion dollars in U.S. organic exports were tracked last year.** In 2014, the US exported \$553M in organics across the 26 products tracked. This is \$141M increase from when data was first tracked, showing strong growth for exports.

Source: Preliminary Analysis of USDA's Organic Trade Data: 2011 to 2014, by Edward C. Jaenicke and Iryna Demko



**Over 3,000 farms are transitioning to organic across the country.** There are nearly 19,500 certified organic operations—farms and processing facilities. Worldwide, there are more than 25,000 certified organic operations in more than 120 different countries.

Source: 2012 Census of Agriculture Organic Special Tabulation, September 2014, USDA's National Agricultural Statistics Service



**There are 296 organic inspectors in the U.S.** Every organic operation involved between the farm and market is inspected to verify compliance with the USDA organic regulations.

Source: IOIA, March 2015



**26 percent of organic farmers are under 45 years old.** Organic producers are also more likely to be beginning farmers, with 27 percent starting farming in the last 10 years.

Source: 2012 Census of Agriculture Organic Special Tabulation, September 2014, USDA's National Agricultural Statistics Service



**10.6 million organic apple boxes were produced from last year's crop.** About 7% of Washington's total fresh apple crop is organic. For the past three seasons, prices for most organic varieties have hovered between \$30 and \$40 a box.

Source: David Granatstein based on data from WSU, USDA-ARS, and USDA-NASS.



**Over 30,000 USDA employees have completed organic "101" literacy education to help them better understand and serve organic operators.** 23,000 people have taken the "201" course.

Source: U.S. Department of Agriculture



**45 synthetics have been removed, denied or restricted for use in organic since 2008.** A marked shift away from synthetic substances has occurred, with just 5 synthetics added to the National List in that same time period.

Source: "Know Your National List," Organic Trade Association Resource Booklet for the NOSB Fall 2014 Meeting



**Organic soy pays more than 300% per bushel over conventional.** Of all the soybeans imported to the US, 31% are organic, accounting for \$186 Million in 2014. Currently, conventional soy is \$9 a bushel while organic is \$30.

Source: Preliminary Analysis of USDA's Organic Trade Data: 2011 to 2014, by Edward C. Jaenicke and Iryna Demko



**Coffee imports are valued at \$333 million.** This was the top product import based on dollar value in 2014, before soybeans, olive oil, bananas, and wine.

Source: Preliminary Analysis of USDA's Organic Trade Data: 2011 to 2014, by Edward C. Jaenicke and Iryna Demko



**There are 3X more earthworms in organic soil.** The burrowing and feeding activity of earthworms have numerous beneficial effects on overall soil quality for crop production.

Source: Paul Maeder et al., Soil Fertility and Biodiversity in Organic Farming. Science Vol. 296 (No. 5573): 1694-1697 (May 31, 2002)



**Global Organic Textile Standard includes fair labor component.** Nearly 3,100 facilities worldwide are certified to GOTS. They make everything from apparel to beds/bedding, fabrics, home textiles, and personal care products and provide bleaching/dyeing, and yarn spinning.

Source: Global Organic Textile Standard Version 4.0, Global Organic Textile Standard website