

State of the Organic Industry

10:30 - 11:45 a.m.


PANELISTS

Laura Batcha | Executive Director/CEO, Organic Trade Association

Lynn Clarkson | President, Clarkson Grain

Melissa Hughes | General Counsel, Organic Valley; President, OTA Board

Danielle Nierenberg | Founder, Food Tank

A top-down view of dark brown, rich soil with a metal rake lying on it. The soil is dark brown and appears to be freshly tilled, with some small roots and debris visible. The rake is a metal tool with several curved tines, lying horizontally across the bottom of the frame. The background is a vast expanse of soil, with some faint, circular patterns or tracks visible, suggesting it might be a garden bed or a field being prepared for planting.

OTA's **VISION** of an organic industry in **2030** includes market growth, acreage growth and farming profitability all healthy and in balance.



**Total market penetration of organic
will more than double.**

Organic food will account for **10 percent** of all food consumed in the U.S., with **commonly consumed** categories like fresh produce, dairy, meat and poultry reaching **20 percent market penetration**.

Sales of **non-food** organic products will more than triple, reaching **3 percent market penetration**.

Organic sales in the U.S. will approach **\$90 billion** a year.

MARKET GROWTH

15 YEAR VISION




Acres in the United States will **double** to meet the demand.

Organic will be the **third largest commodity** in the United States as measured at farm-gate sales, which will triple to top **\$10 billion** a year.

ACREAGE GROWTH

15 YEAR VISION



The thriving organic farm profitability and improved rural livelihoods will provide **market incentive** for organic production to grow and expand, attracting **new farmers** and ranchers across crop and livestock areas and keeping **existing farmers** in organic.

PROFITABILITY

15 YEAR VISION

OTA MISSION

Promote and protect
ORGANIC with a unifying
voice that serves and engages
its diverse members from
farm to marketplace.

OTA VISION

Grow ORGANIC to achieve
excellence in agriculture and
commerce, protect the
environment and enhance
community well-being.