CANADIAN ORGANIC MARKET REPORT 2017

This report is the second study by the Canada Organic Trade Association providing a comprehensive look at Canada’s organic market. The report provides new insights on consumer behaviour and preferences, organic sales growth, trade statistics and more.

In Canada, the total organic market is an estimated

$5.4 BILLION  Up from $3.5 billion in 2012

Canada’s Top Weekly Organic Buyers of 2017

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>83%</td>
</tr>
<tr>
<td>University Graduates</td>
<td>78%</td>
</tr>
<tr>
<td>Albertans</td>
<td>74%</td>
</tr>
<tr>
<td>Families</td>
<td>72%</td>
</tr>
<tr>
<td>Men</td>
<td>67%</td>
</tr>
</tbody>
</table>

What organic products are consumers buying?

Fresh fruits and vegetables remain the cornerstone of the organic food and beverage market, with over half a billion in sales through mainstream retailers for the year ending August 2017.

Where are consumers buying organic?

Mainstream retailers have seen higher growth rates than other retail channels.

- 80% of organic shoppers make organic purchases at regular grocery stores
- 24% natural health stores
- 10% pharmacy/drug stores
- 23% of organic shoppers make organic purchases through farmer-direct channels (e.g. farmers’ markets)
- 39% mass retailers
- 4% online retailers
- Unroasted coffee, bananas and olive oil are the top organic imports, expected to be an estimated $216 million for 2017.

To purchase your copy of the Report, contact Jill Guerra at jguerra@ota.com or 613-482-1717.