

Organic foods



PUBLISHING: SEPTEMBER 22, 2015 SPACE CLOSING: AUGUST 11, 2015 MATERIAL DEADLINE: SEPTEMBER 15, 2015

The Canadian organic sector has experienced rapid growth for the past decade and is well positioned for continued expansion. The Canada Organic Trade Association's (COTA) market data shows over 5,000 certified organic producers and manufacturers operate in Canada, with domestic sales now worth over \$4-billion per year.

COTA leads the national sector in co-ordinated media relations and positive coverage for organic. This special feature – produced in collaboration with COTA – is timed to publish during Organic Week. Held from September 19 to 27, 2015, Organic Week, the largest annual celebration of organic food, farming and products across the country, is a partnership between Canadian Organic Growers, the Canadian Health Food Association and COTA.

Among its topics, this feature will discuss:



Think before you eat. Canadian consumers are becoming more engaged in how their food is made. What do they need to know about organic? How are organic products helping to create healthy environments, communities and people?

A diverse, robust market. Canadian organic sales have more than tripled since 2006, and are more than just food. What has fuelled this growth? And where is it headed?

Understanding the organic difference. Creating organic foods means going beyond conventional farming methods. How are organic products helping to create healthy environments, communities and people?

A label backed by law. The official Canada Organic logo is backed by government rules and regulations. What is the role of the CFIA in helping to ensure organic standards are followed – from the field to the retail store?

GMO update. Like it or not, genetically engineered foods are here. What is the update on the current GMO debate in Canada? How is organic addressing consumer concerns regarding GMOs?

Putting a face on our organic producers. Behind Canada's certified organic foods are people committed to producing foods in a better way. Meet some of these farmers and industry leaders embracing a sustainable alternative.



A SUCCESSFUL PARTNERSHIP

We've had a long history of producing informative reports on organic foods. Select a link at right to launch an online pdf version of a previous report.



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Special Organic Week September 20-28, 2014

The organic segment is a \$3.5-billion market. More than 20 million Canadians buy organic products weekly. 900,000 organic products are available in Canada. There are nearly 5,000 organic farms in Canada. Canada's organic exports are worth \$458-million.

Special Organic Week September 21-28, 2013

Food movements driving market shift

Consumers ask more questions and choose organic

By Heather Holmes, Canadian Organic Trade Association

Health, safety, and support for the environment are driving consumers to ask more questions about the food they eat. In the U.S., the Organic Trade Association reports that 70 percent of consumers who buy organic do so for health reasons. In Canada, the Organic Trade Association reports that 60 percent of consumers who buy organic do so for health reasons.

Category	Value	% of Total
Total Organic Market	\$2,886.0M	100%
Organic Dairy	1,215.0M	42.1%
Organic Meat	411.0M	14.2%
Organic Grains	314.0M	10.9%
Organic Produce	242.0M	8.4%
Organic Beverages	41.0M	1.4%
Organic Snacks	41.0M	1.4%
Organic Oils	41.0M	1.4%
Organic Personal Care	41.0M	1.4%
Organic Textiles	41.0M	1.4%
Organic Home Goods	41.0M	1.4%
Organic Pet Care	41.0M	1.4%
Organic Baby Care	41.0M	1.4%
Organic Health Care	41.0M	1.4%
Organic Education	41.0M	1.4%
Organic Entertainment	41.0M	1.4%
Organic Services	41.0M	1.4%
Organic Transportation	41.0M	1.4%
Organic Utilities	41.0M	1.4%
Organic Real Estate	41.0M	1.4%
Organic Financial	41.0M	1.4%
Organic Insurance	41.0M	1.4%
Organic Legal	41.0M	1.4%
Organic Professional	41.0M	1.4%
Organic Other	41.0M	1.4%

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CELEBRATE ORGANIC
food, farming & products in Canada

THINK before you eat

WHY Buy Canadian Organic Food?
 • It's better for you and the planet.
 • It's better for the environment.
 • It's better for the local economy.
 • It's better for the local food system.

When you buy a fresh, clean organic food, you're supporting a local farmer who's committed to the highest standards of food safety and quality.

ORGANIC WEEK
organicweek.ca