

# ORGANIC. **BIG RESULTS**

from Small Seeds

Organic food and farming has a big impact on the nation's economy. From Kentucky to California, farmers, families, and businesses are choosing organic.



Federal spending on organic produces big returns from a small investment. A healthy market for organic products requires a clear market distinction backed by a trusted, verified and enforced claim. **Learn more about what you can do to advocate for policies that promote and protect organic food and farming with the Organic Trade Association at [OTA.com](http://OTA.com).**

## CITATIONS



Federal spending on organic, including the annual **\$12 million National Organic Program**, produces big returns from a small investment. (Source: U.S. Department of Agriculture, FY18 Omnibus Appropriations Bill)



Market Access Program (MAP) funds help U.S. organic operators showcase U.S. produced USDA certified organic products around the world. In 2017, OTA was awarded \$845,946 in MAP grants, which led to over \$45,672,461 in new export potential for U.S. organic operations—a remarkable **5283% return on investment**. (Source: Organic Trade Association MAP grant results, reported to USDA for Program Year 2017)



The USDA Organic label is highly trusted by over **75 percent of families**. This standard is valued and transparent in a sea of sometimes confusing labeling claims. (Source: Organic Trade Association, U.S. Families' Organic Attitudes and Beliefs 2016 Tracking Study)



There are more than 26,400 certified organic operations nationwide. Of them, over 18,680 are certified organic producers. The 2017 count reflects a **7 percent increase** between the end of 2016 and 2017. (Source: National Organic Program Organic Integrity Database, February 2018)



Over **50 percent of organic businesses** with more than five employees reported an increase of full-time employment during 2017, and forecast full-time employment growth in 2018. (Source: Organic Trade Association's 2018 Organic Industry Survey)



In 2017, U.S. organic food sales represented **5.5 percent of total retail food sales**, the highest penetration ever. (Source: Organic Trade Association's 2018 Organic Industry Survey)



Organic farms are **35 percent more profitable** than the average farm. Premiums paid to organic farmers can range from 29 to 32 percent above non-organic prices. (Source: Washington State University scientists David Crowder and John Reganold, June 2015)



Organic is the **fourth largest food and feed commodity** in the U.S., with over 6.2 billion in 2015 farm-gate sales, up 13 percent since 2014. (Source: USDA's National Agricultural Statistics Service, 2015 Certified Organic Survey)



Organic fiber sales led the growth in organic non-food products sales during 2017, reaching \$1.6 billion, **up 11.1% from the previous year**. (Source: Organic Trade Association's 2018 Organic Industry Survey)



Hotspots—clusters of organic businesses—kick-start rural economies, **boosting medium household incomes by an average of \$2,000**, and reducing poverty levels by 1.35%. Moreover, **225 counties** across the U.S. qualify as organic hotspots. (Source: U.S. Organic Hotspots and their Benefits to Local Economies, Edward C. Jaenicke, May 2016)



**14.1 percent of all fruits and vegetables** and **8% of all dairy** products bought by U.S. consumers are organic. (Source: Organic Trade Association's 2017 and 2018 Organic Industry Surveys)



Organic options are now offered in **75 percent of all categories** on supermarket shelves. (Source: SPINS Consumer Insights powered by IRI Shopper Network for year ending 12/28/2014, UPC coded items only)



Organic products are now in the cupboards and closets of **82.3 percent of American households**. (Source: Nielsen findings released by the Organic Trade Association, March 2017)



Total U.S. organic product sales in 2017 reached **nearly \$50 billion**. Organic has averaged double-digit growth over the last five years. (Source: Organic Trade Association. 2018 Organic Industry Survey)



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Organic delivers

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