## **EXHIBIT C**

## **OTA, ORGANIC INDUSTRY SURVEY 2019**





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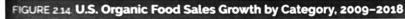


FIGURE 213 U.S. Organic Food Sales by Category, 2009-2018

CATEGORY	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fruit & Vegetables	10.8%	11.8%	11.8%	12.9%	15.1%	12.3%	10.5%	8.4%	5.3%	5.6%
Dairy & Eggs	-1.0%	9.0%	9.6%	7.1%	7.8%	10.9%	10.3%	6.6%	0.9%	0.8%
Beverages	1.4%	4.8%	8.3%	14.4%	9.2%	12.7%	15.1%	11.9%	10.5%	8.5%
Packaged & Prepared Foods	-0.3%	4.6%	7.7%	9.5%	11.2%	11.9%	10.0%	9.5%	5.6%	7.5%
Breads & Grains	4.3%	4.5%	6.4%	8.0%	11.6%	7.8%	8.5%	6.8%	7.4%	5.9%
Snack Foods	2.5%	7.2%	8.9%	14.4%	15.0%	15.7%	13.6%	7.5%	6.7%	7.5%
Condiments	6.1%	7.7%	8.5%	16.3%	17.3%	17.6%	18.5%	18.5%	18.9%	6.3%
Meat, Poultry & Fish	1.9%	4.4%	13.0%	12.8%	11.1%	12.1%	11.8%	17.2%	17.1%	11.2%
Total Organic Food	4.3%	8.0%	9.5%	11.2%	12.2%	11.9%	11.1%	9.0%	6.4%	5.9%





SOURCE, ORGANIC TRADE ASSOCIATION S 2019 ORGANIC INDUSTRY SURVEY CONDUCTED 1/25/2019-3/26/2019 (CONSUMER SALES).