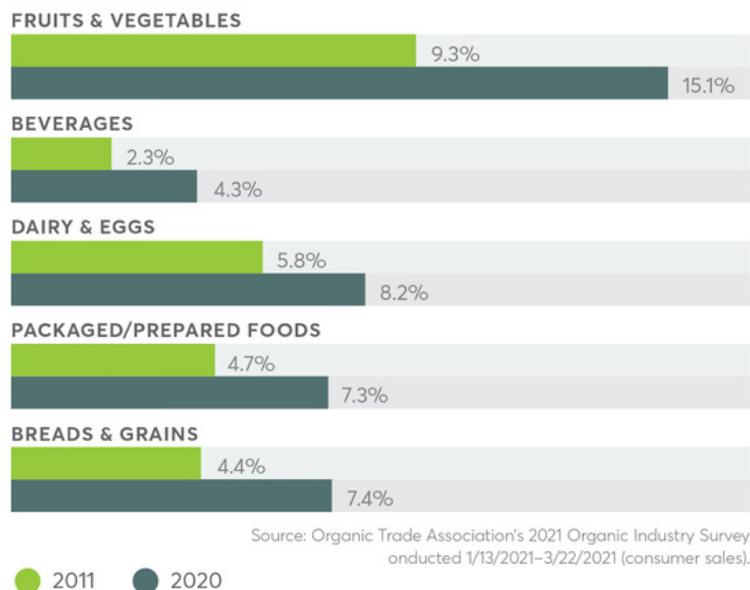


Organic is an increasingly important part of American agriculture and represents one of the fastest-growing food and farming sectors in the U.S. and global marketplace. Organic provides economic opportunities for farmers, creating jobs and lifting rural economies, while also utilizing sustainable farming practices that are proven to help mitigate the threat of climate change. Organic provides a safe, healthy choice to consumers, who are increasingly seeking out the trusted USDA Organic seal on the food and products they purchase for their families.

A STRONG AND GROWING INDUSTRY

- In 2020, **organic sales** grew by 12.4%, reaching a record high of **\$62 billion**; organic sales are currently growing 2x faster than the overall U.S. food market.
- **Organic farms** expanded by 39% in recent years, even while the total farms in the U.S. shrank by 3%.
- Over 82% of **U.S. households** today stock organic products in their kitchens.

U.S. Organic Food Penetration of Total Food Market by Category, 2011 vs. 2020



PROTECTING THE ENVIRONMENT

- Organic agriculture is a **regenerative system** requiring **practices that advance sustainability in agriculture** like crop rotation, cover cropping, building soil health, increasing biodiversity, and reducing nutrient pollution.
- **40% fewer carbon emissions** and 50% less new reactive nitrogen (an extremely potent greenhouse gas) are released by organic operations.
- Research shows **organic soils already sequester 26% more carbon** than soils from nonorganic farms



GOOD FOR FARMERS, GOOD FOR FAMILIES

- Organic farming **creates jobs** and provides farmers with greater stability.
- **Organic hotspots kick-start rural economies**— counties with high levels of organic agricultural activity whose neighboring counties also have a high level of organic activity—boost median household incomes by an average of \$2,000, and reduce poverty levels by an average of 1.3 percentage points.
- The average **value** of products sold from organic farms is double the average value sold from all U.S. farms.
- Parents **trust** organic; 71% of surveyed parents use organic produce, over 60% stock organic milk and packaged foods at home.

FEDERALLY CERTIFIED AND GUARANTEED

Unlike other private market claims” the USDA Organic label is backed by 3rd party inspection, federally enforced, and provides traceability from the farm to the consumer.

- Certified organic operations are inspected at least once a year and must submit organic system plans annually to their certifier for review and approval.
- Organic depends upon a strong and responsive USDA organic program that provides oversight and uniform, robust standards.



The **Organic Trade Association** (OTA) is the membership-based business association for organic agriculture and products in North America. We are the leading voice for organic trade in the United States and for US organic products worldwide. In total, OTA represents over 9,500 diverse organic businesses across 50 states. Our members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants, retailers and others.