

American consumers spend more than  
**\$43 BILLION** on organic

**ORGANIC:**  
**A BRIGHT SPOT**  
for our **FARMS,**  
our **FOOD,**  
and our **FUTURE**

Clusters of organic businesses lower the **LOCAL POVERTY RATE** by **1.35%**

**LARGEST EVER DOLLAR INCREASE** for organic in 2015

**22,000**  
the number of organic businesses grew a record **12%** in one year

Organic hotspots increase household income over **\$2,000**

**U.S. ORGANIC EXPORTS** were boosted by almost **60%**

**18%**  
growth in **Global Organic Textile Standard** certified facilities

**170,000**  
acres of U.S. farmland are **TRANSITIONING** to organic



**ORGANIC** is present in over **75% OF ALL** categories on supermarket shelves

Organic farming increases **soil microorganisms** up to **70%**

**31%** of **FARMERS** have increased the use of **organic seed**

**Millennial parents** choose organic more than any other generation

**13%** of all **FRUIT AND VEGETABLE** sales are organic

Organic meat and milk are **50% higher** in **HEALTHFUL FATTY ACIDS**

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Organic is one of the fastest growing segments of American agriculture and consumer demand for organic products continues to rise. The vibrant U.S. organic sector is creating jobs and opportunities in communities across the nation.

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## CITATIONS



**Clusters of organic businesses can lower the local poverty rate by 1.35%.** The nation's 225 Organic Hotspots reduce poverty levels even more than some major anti-poverty programs. *Source: U.S. Organic Hotspots and their Benefit to Local Economies, Edward C. Jaenicke, May 2016.*



**American consumers spent more than \$43 billion on organic in 2015.** In fact, \$4.2 billion in organic sales were added last year, up from the \$3 billion recorded in 2014. This dollar increase in organic sales was the largest ever. *Source: 2016 Organic Industry Survey, Organic Trade Association.*



**The number of U.S. certified organic businesses grew a record 12% in 2015 to reach a total of nearly 22,000 operations.** Since tracking began in 2002, there has been a 300 percent increase in the number of organic certificates. *Source: U.S. Department of Agriculture, Organic Integrity Database, 2016.*



**Organic hotspots increase household income over \$2,000.** The same beneficial results are not found for general agricultural hotspots. *Source: U.S. Organic Hotspots and their Benefit to Local Economies, Edward C. Jaenicke, May 2016.*



**U.S. organic exports were boosted by almost 60%.** International organic trade arrangements collectively increased annual U.S. organic exports by 58 percent during 2011–2014 over what exports would have been without any agreements in place. *Source: Impacts from Organic Equivalency Policies—A Gravity Trade Model Analysis, Edward C. Jaenicke, December 2015.*



**The number of facilities certified to the Global Organic Textile Standard grew by 18% in 2015.** GOTS certified facilities reached 3,814 in 2015, up from 3,663 in 2014, with locations in 68 countries, up from 63 in 2014. *Source: Global Organic Textile Standard (www.global-standard.org) press release, February 2016.*



**Close to 170,000 acres of U.S. farmland are currently in the process of transitioning to organic production.** Meanwhile, 5,300 U.S. producers report that they intend to increase organic production over the next five years. *Source: Organic Production Survey, National Organic Statistics Service (NASS), September 2015.*



**Organic is present in over 75% of all categories on supermarket shelves.** Data collected by Nielsen also showed that the Organic category in stores has increased at a 15% compound annual growth rate since 2012. *Source: Nielsen, 2016.*



**Organic farming increases soil microorganisms from 30 to 70%.** Macrofauna increase from 100 to 2,500% and nematodes surge from 100 to 700%. *Source: Fourteen years of evidence for positive effects of conservation agriculture and organic farming on soil life, Agronomy for Sustainable Development, January 2015.*



**31% of organic farmers have increased their usage of organic seed.** Since the launch of the National Organic Program farmers have struggled to access appropriate quantities of quality organic seed, but this documented increase is encouraging since organic integrity starts with organic seed. *Source: Kristina Hubbard and Jared Zystro, State of Organic Seed, 2016.*



**Millennial parents choose organic more than any other generation.** This large and diverse group of consumers is driving growth for organic, particularly in urban population centers. *Source: U.S. Families' Organic Attitudes & Beliefs 2016 Tracking Study, 2016, OTA.*



**13% of all fruit and vegetable sales are organic.** Organic fruit and vegetable sales, the largest of all categories, totaled \$14.4 billion in sales in 2015. Of that, fresh organic produce reaped \$13 billion in sales. *Source: 2016 Organic Industry Survey, 2016, OTA.*



**Organic meat and milk are 50% higher in healthful fatty acids.** They contain 50% higher levels of omega-3 fatty acids than conventionally produced products, as well as 40% heart-healthy conjugated linoleic acid. *Source: British Journal of Nutrition, Vol. 115, March 2016.*