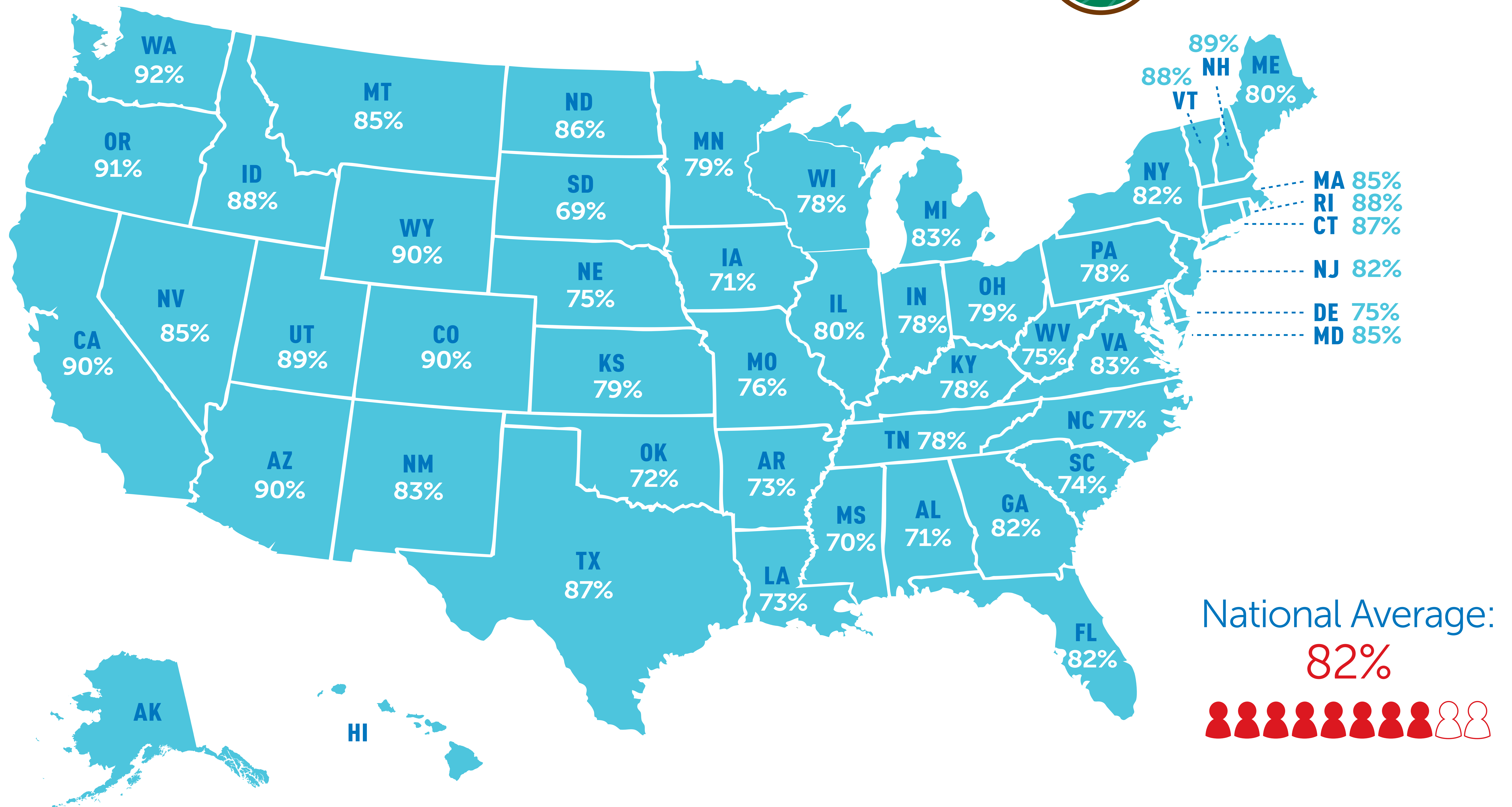


U.S. Households Purchasing Organic Products



Organic has made a huge inroad into the households of the majority of U.S. families. Organic products are in **more than 82 percent of American homes**. There are a number of states in which 90 percent or more of households now **buy organic on a regular basis**, and even the lowest levels all hover around 70 percent.



Data not available for AK + HI

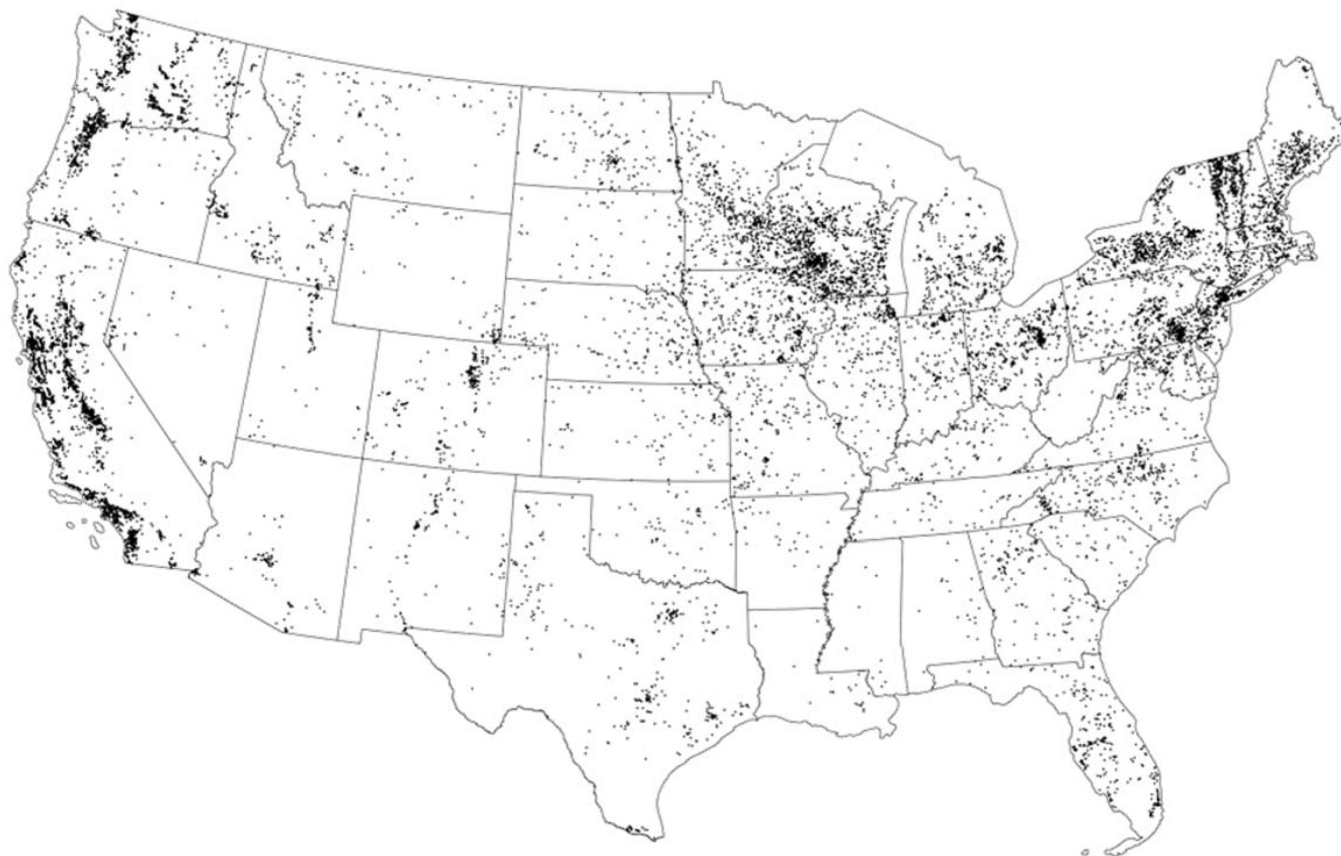
Source: Nielsen UPC Scan Data of 100,000 households, 2016

Learn More: OTA.com



U.S. Certified Organic Operations

The nearly \$50 billion-a-year industry is supported by more than 26,400+ certified organic operations nationwide, from strawberries to beef, wheat to eggs, and cotton to cosmetics. Organic farms and businesses are present in all 50 states. When viewed as a commodity class, organic is the fourth largest food and feed commodity in the United States. While the number of organic operations grew by 7 percent in 2017, demand for organic regularly outpaces supply, making organic a viable opportunity for U.S. farmers.



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