Organic. **Change for the Better.**

Organic is built on a commitment to shape our future for the better. Consumer expectations drive improvement, and organic farmers and businesses work hard to have a positive impact on people and the planet.

**Organic Leaders** voluntarily gave more than $1.5M for research + promotion in 2019. New acres continue to transition to organic fruits + vegetables, which now make up 40% of total sales.

**60%** of organic businesses are increasing full-time employment. Clusters of organic businesses reduce poverty percentage points. Over 700 chemicals are prohibited in organic farming, food, and products.

Americans spent $52.5 BILLION on organic last year. Organic soils have 26% more long-term carbon storage potential. Organic dairy + livestock industry has united to strengthen livestock standards.

The # of U.S. organic farms grew 39% in the past five years. Organic booms beyond food, with textiles + supplements each growing at 13% in 2018.

**Income** for organic farmers has nearly doubled over the past five years. Organic farmers are six years younger than all U.S. farmers. Income for organic farmers has nearly doubled over the past five years.

**$395 million** committed to organic research over the next 10 years. The farm bill provides $5 million to invest in technology to ensure organic integrity.

**CONTINUOUS IMPROVEMENT**

Industry has reached consensus to advance the organic standard 20 times in the last 10 years. Farm Bill provides $5 million to invest in technology to ensure organic integrity.

Continuous improvement is at the root of organic food and farming. That's why we are committed to advance the standards on behalf the 82% of U.S. households that purchase organic products. Learn more about what we're doing and how you can get involved at OTA.com.


**60% of organic businesses are increasing full-time employment** as demand continues to expand. *2019 Organic Industry Survey*, Organic Trade Association, 2019.

**Clusters of organic businesses reduce poverty 1.3 percentage points** — more than some major anti-poverty programs. *U.S. Organic Hotspots and their Benefit to Local Economies*, Edward C. Jaenicke, May 2016.

**Organic leaders voluntarily gave more than $1.5M for research + promotion in 2019** by investing in GRO Organic programs. *Organic Trade Association*, May 2019.

**Industry has reached consensus to advance the organic standard 20 times in the last 10 years** — yet USDA has not implemented any of the recommendations. *Organic Trade Association*, based on NOSB meetings.

**Each year, new acres transition to organic fruits + vegetables**, with the organic fruit and vegetable category now rising to $17.4 billion in sales, accounting for 14.6% of total fruit and vegetable sales. *2019 Organic Industry Survey*, Organic Trade Association, 2019.

**Organic dairy + livestock industry has united to strengthen livestock standards** by working with the House Organic Caucus to submit a letter to the House Appropriations Committee to seek support for organic in the Fiscal Year 2020 appropriations bill, including language requiring USDA to issue a final rule on Origin of Livestock standards. *April 4, 2019, letter to House Appropriations Committee Chair and Ranking Member*.

**The 2018 Farm Bill provides $5 million to the National Organic Program to invest in technology** systems such as blockchain to modernize and improve international organic trade tracking and prevent fraud. *2018 Farm Bill*.


**Over 700 chemicals are prohibited in organic farming, food, and products**. Over 3,000 additives are allowed in conventional food compared to just 67 in organic. See www.ams.usda.gov.

According to the 2017 U.S. Census of Agriculture, **organic farmers are six years younger on average than other farmers** — 57.5 years old average for all farmers vs. 51.3 years old for organic farmers. *USDA’s National Agricultural Statistics Service, April 2019*.

**2018 Farm Bill increases funding for organic research to $50 million per year** by 2023, establishing permanent baseline funding for the program. *2018 Farm Bill*.