

# Organic MARKET BASKET



NOVEMBER, 2021

Welcome to the Organic Trade Association's Organic Market Basket, which provides a periodic look at a basket of twenty organic grocery items. The snapshot reports volume and average retail price changes for the range of items which, taken together, are broadly representative of U.S. organic food sales.

What's in  
the basket?

The **Organic Market Basket**  
follows a collection of  
some of the best-selling  
organic items in  
the grocery store.

		AVERAGE RETAIL PRICE	AVERAGE RETAIL PRICE % CHANGE*	DOLLAR VOLUME INCREASE* (DECREASE)	UNIT VOLUME INCREASE* (DECREASE)
<b>PRODUCE</b>	Apples (4 lbs.)	\$5.59	11.1%	17.9%	6.1%
	Bananas (2 lbs.)	\$1.36	(2.1%)	48.9%	52.0%
	Carrots (5 lbs.)	\$3.75	(5.3%)	(16.6%)	(11.9%)
	Packaged Salad (5 oz.)	\$3.30	1.8%	11.0%	9.1%
<b>REFRIGERATED</b>	Butter (16 oz.)	\$5.13	(2.4%)	(20.9%)	(19.0%)
	Eggs, Large (dozen)	\$4.58	(0.5%)	1.4%	1.9%
	Milk (half gallon)	\$3.96	(1.1%)	(0.2%)	0.9%
	Orange Juice (52 oz.)	\$4.74	2.4%	6.0%	3.6%
	Yogurt (32 oz.)	\$4.27	(2.5%)	5.6%	8.3%
<b>GROCERY</b>	Almond Milk (32 oz.)	\$2.76	0.6%	(12.0%)	(12.6%)
	Chicken Stock (32 oz.)	\$2.18	4.9%	(37.4%)	(40.3%)
	Chocolate Bar (3 oz.)	\$2.64	(2.5%)	9.4%	12.2%
	Coffee (12 oz.)	\$10.49	5.4%	20.7%	14.5%
	Olive Oil (16.9 oz.)	\$5.55	0.0%	0.3%	0.3%
	Sandwich Bread	\$5.66	1.8%	10.0%	8.1%
	Pasta (16 oz.)	\$1.91	2.7%	(24.8%)	(26.8%)
	Tomatoes (12 oz.)	\$2.29	2.1%	(19.1%)	(20.8%)
<b>FROZEN</b>	Ground Turkey (16 oz.)	\$7.05	1.3%	1.3%	(0.0%)
	Peas (10 oz.)	\$2.75	2.2%	(19.4%)	(21.1%)
	Pizza	\$7.34	4.4%	9.9%	5.4%

\*vs. prior 52 week figures

**GRAND TOTAL**

**\$87.30**

2.9%

2.1%

(0.8%)

SALES OF PANTRY STAPLES AND LONGER STORING PERISHABLES ARE DOWN SIGNIFICANTLY WHEN COMPARED WITH PANDEMIC HIGHS OF A YEAR AGO.

ALL EYES ON FOOD INFLATION: ACCORDING TO USDA, 2021 FOOD-AT-HOME PRICES ARE EXPECTED TO INCREASE 3.5-4.5%. PRICE INCREASES FOR ORGANIC ARE SLIGHTLY BELOW, BUT STILL IN LINE WITH, THESE FIGURES.

## Why is this helpful?

By tracking a list of common organic grocery purchases over time, we can gain a glimpse into what's happening in the U.S. retail food market. Some of the factors we observe include:

**Average item price.** Changes can be indicative of price increases or decreases, of course—and these can be owing to a range of factors. Average price changes can also indicate that shoppers have shifted where they shop, or have changing preferences between private label and branded products. With certain items, periodic price shifts are the result of seasonal promotions.

**Average basket price.** Is the basket price keeping pace with the rate of inflation?

**Volume**—Changes to volume—overall volume as well as that of specific items in the basket, are worth digging into. Generally, they can help us compare trends in the organic product space to what is observed in conventional grocery. Focusing back on the organic market, changes in item popularity can be observed using these metrics, along with the effects of supply chain issues that may limit key inputs. We also anticipate observing peaks and valleys associated with seasonal consumption changes and promotional pricing. More broadly, increases in basket volumes may indicate an uptick in organic's popularity or distribution channels.

## Where do we go from here?

Organic Trade Association will update the Organic Market Basket on a quarterly basis. We will share a limited ticker indicating total basket volume and price changes on OTA.com. A more extensive Basket will be shared with members, drilling down to the item level with average item and basket price and volume changes. Findings from the Organic Market Basket will also be shared in policy advocacy and media outreach efforts.

### ABOUT ORGANIC TRADE ASSOCIATION

The Organic Trade Association (OTA) is the membership-based business association for organic agriculture and products in North America. OTA is the leading voice for the organic trade in the United States, representing over 9,500 organic businesses across 50 states. Its members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants, retailers and others. OTA's Board of Directors is democratically elected by its members. OTA's mission is to promote and protect ORGANIC with a unifying voice that serves and engages its diverse members from farm to marketplace. The Organic Trade Association does not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities who require alternate means for communication of program information can contact us at [info@ota.com](mailto:info@ota.com).

### ABOUT SPINS

For 20 years, SPINS has been on a mission to increase the presence and accessibility of natural and better-for-you products that help people live their healthiest and best lives and drive sustainable production practices in North America. From its founding in 1997 to now, SPINS' data and industry definitions have become the common language of the Natural products industry, helping brands communicate their growth to retailers to scale their distribution and helping retailers understand and maintain their points of difference. SPINS has been a long-term member of the Organic Trade Association and supporter of the organic industry.

