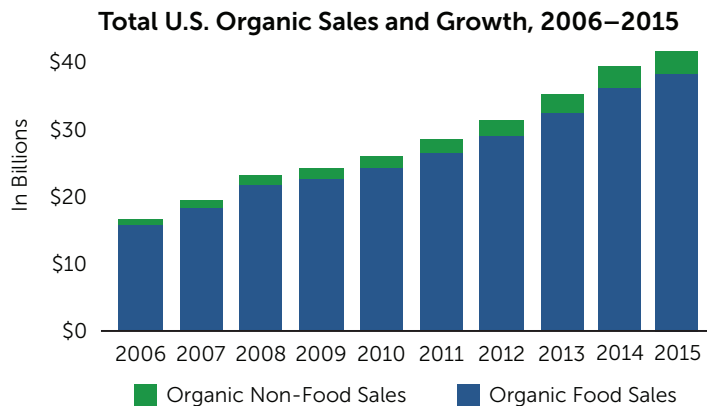


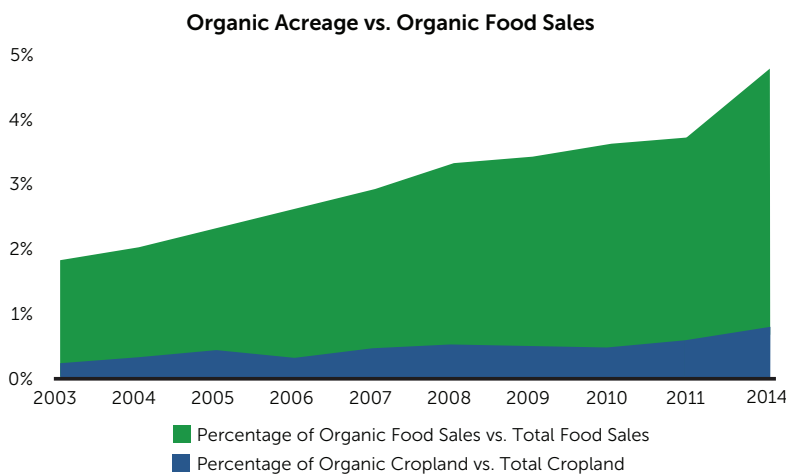
**U.S. ORGANIC** STATE OF THE INDUSTRY

Consumer demand for organic has grown by double-digits nearly every year since the 1990s. Most impressively, organic sales have increased from \$3.6 billion in 1997 to \$43.3 billion in 2015.

The outlook remains strong for organic products in the marketplace. Average household penetration nationwide, according to SPINS, is about 75%. Millennials—a large and diverse generation—are driving growth for organic, particularly in urban population centers. Growing consumer interest centers from the desire for transparency in the supply chain and to know where food comes from. More research findings are also helping underscore the environmental, health, and economic benefits of organic practices and products.



Despite continued supply challenges, 2015 was a year of significant growth for the organic industry. In fact, 2015 brought the industry’s largest dollar gain ever, adding \$4.2 billion in sales, up from the \$3.9 billion recorded in 2014. To-date, the industry has shown continuous and steady growth with a 10.8 percent growth rate in 2015, well above that of the overall food market at 3.3 percent.



The industry is coming together in collaborative ways to build a secure supply chain that can support demand. Efforts to secure more organic acreage, developing programs to help farmers transition to organic and encouraging more farmers to farm organically are strategies that are being undertaken.

Organic food sales currently make up nearly five percent of total food sales, while acreage devoted to organic agriculture is less than one percent of total U.S. cropland.

Research shows that organic creates economic growth, reduces poverty levels, and should be seen as a key tool for stimulating rural economic development. Policymakers have a role in supporting organic food and farming and bringing economic opportunity to our counties, states, and country.

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