

U.S. Organic Food vs. Total Food Sales, Growth and Penetration, 2008-2017

Category	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Organic Food	20,393	21,266	22,961	25,148	27,965	31,378	35,099	39,006	42,507	45,209
Growth (%)	17.5%	4.3%	8.0%	9.5%	11.2%	12.2%	11.9%	11.1%	9.0%	6.4%
Total Food	659,012	669,556	677,354	713,985	740,450	760,486	787,575	807,998	812,907	822,160
Growth (%)	4.9%	1.6%	1.2%	5.4%	3.7%	2.7%	3.6%	2.6%	0.6%	1.1%
Organic (as % Total)	3.1%	3.2%	3.4%	3.5%	3.8%	4.1%	4.5%	4.8%	5.2%	5.5%

Source: Organic Trade Association's *2018 Organic Industry Survey* conducted 1/25/2018 - 3/26/2018 (\$mil., consumer sales).