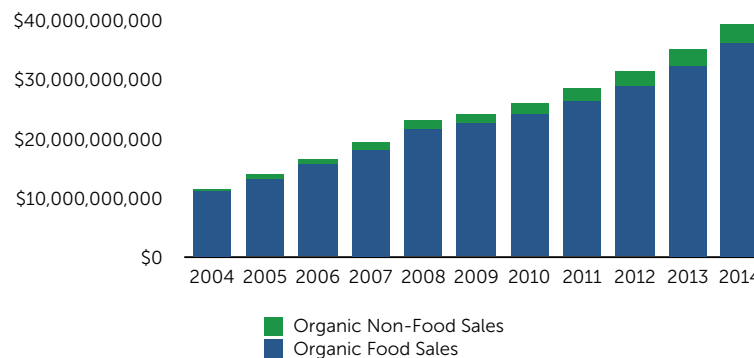


STATE OF THE INDUSTRY



Consumer demand has grown by double-digits every year since the 1990s—and organic sales increased from \$3.6 billion in 1997 to over \$39 billion in 2014.

Total U.S. Organic Sales and Growth, 2004–2014

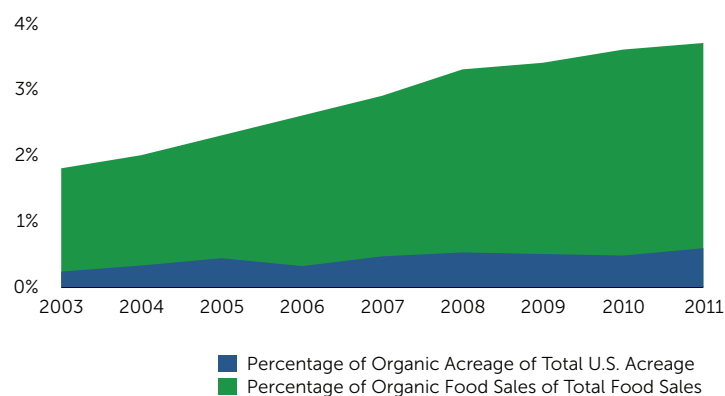


The vast majority of American consumers purchase organic food products—a recent *Consumer Reports* survey shows that 84% of American consumers purchase organic food.

But production is not keeping up with demand. Supply shortages are one of the greatest challenges facing the industry today. Despite continued growth in production, handlers are not able to keep up with demand. Organic food sales currently make up four percent of total food sales, while acreage devoted to organic agriculture is less than one percent of total U.S. cropland.

There is a huge opportunity for rural communities to fill this demand.

Organic Acreage vs Organic Food Sales



THERE'S MORE TO **ORGANIC**
 THAN MEETS **THE EYE**