

ORGANIC. **BIG RESULTS**

from Small Seeds

Organic food and farming has a big impact on the nation's economy. From Kentucky to California, farmers, families, and businesses are choosing organic.

Americans spend nearly
\$50 Billion
on organic annually

Over **75%**
of all categories
on supermarket
shelves offer
organic options

Almost **14%**
of all **FRUIT +
VEGETABLES**
sold are organic

Over **82%** of
U.S. households
buy organic

8% of all
DAIRY products
bought by U.S.
consumers are
organic

Organic food sales
exceed
5%
of **TOTAL
RETAIL
SALES**

60%
of organic
operations are
increasing
**FULL-TIME
EMPLOYMENT**

The USDA
Organic seal is
highly
TRUSTED
by over
75%
of families

**USDA
ORGANIC**

Government
funding for the
**NATIONAL
ORGANIC
PROGRAM** is only
\$9 Million

The number of
certified organic
**U.S. FARMS AND
BUSINESSES** grew
13% last year

Clusters of
organic
businesses
boost
**HOUSEHOLD
INCOMES** by
\$2,000

225
counties
across the
U.S. are
**ORGANIC
HOTSPOTS**

A record
17,000+ BALES
of U.S. organic
cotton were
harvested
last year

Funding
to promote U.S.
organic exports has a
5370%
**RETURN ON
INVESTMENT**

Organic is the
4TH
LARGEST
food + feed
commodity
in the U.S.

Organic farms are
**35% MORE
PROFITABLE**
than the
average farm

Organic
trade association
SINCE 1985

Federal spending on organic produces big returns from a small investment. A healthy market for organic products requires a clear market distinction backed by a trusted, verified and enforced claim. **Learn more about what you can do to advocate for policies that promote and protect organic food and farming with the Organic Trade Association at OTA.com.**

CITATIONS



Federal spending on organic, including the annual **\$9 million National Organic Program**, produces big returns from a small investment. (Source: U.S. Department of Agriculture, FY16 appropriated budget)



Market Access Program (MAP) funds help U.S. organic operators showcase U.S. produced USDA certified organic products around the world. In 2016, OTA was awarded \$889,393 in MAP grants, which led to over \$48,652,247 in new export potential for U.S. organic operations—a remarkable **5370% return on investment**. (Source: Organic Trade Association MAP grant results, reported to USDA for Program Year 2016)



The USDA Organic label is highly trusted by over **75 percent of families**. This standard is valued and transparent in a sea of sometimes confusing labeling claims. (Source: Organic Trade Association, U.S. Families' Organic Attitudes and Beliefs 2016 Tracking Study)



There are more than 24,600 certified organic operations nationwide. Of them, over 17,525 are certified organic producers. The 2016 count reflects a **13 percent increase** between the end of 2015 and 2016, continuing the trend of double-digit growth in the organic sector. (Source: National Organic Program Organic Integrity Database, April 2017)



Over **60 percent of organic businesses** with more than five employees reported an increase of full-time employment during 2016, and forecast full-time employment growth in 2017. (Source: Organic Trade Association's 2016 Organic Industry Survey)



In 2016, U.S. organic food sales represented **5.3 percent of total retail food sales**, the highest penetration ever. (Source: Organic Trade Association's 2016 Organic Industry Survey)



Organic farms are **35 percent more profitable** than the average farm. Premiums paid to organic farmers can range from 29 to 32 percent above non-organic prices. (Source: Washington State University scientists David Crowder and John Reganold, June 2015)



Organic is the **fourth largest food and feed commodity** in the U.S., with over 6.2 billion in 2015 farm-gate sales, up 13 percent since 2014. (Source: USDA's National Agricultural Statistics Service, 2015 Certified Organic Survey)



In the U.S., over **17,000 bales of organic cotton** fiber were harvested in 2016, an all-time record high for domestic organic cotton production. (Source: Texas Organic Cotton Marketing Cooperative)



Hotspots—clusters of organic businesses—kick-start rural economies, **boosting medium household incomes by an average of \$2,000**, and reducing poverty levels by 1.35%. Moreover, **225 counties** across the U.S. qualify as organic hotspots. (Source: U.S. Organic Hotspots and their Benefits to Local Economies, Edward C. Jaenicke, May 2016)



13.6 percent of all fruits and vegetables and **8% of all dairy** products bought by U.S. consumers are organic. (Source: Organic Trade Association's 2016 Organic Industry Survey)



Organic options are now offered in **75 percent of all categories** on supermarket shelves. (Source: SPINS Consumer Insights powered by IRI Shopper Network for year ending 12/28/2014, UPC coded items only)



Organic products are now in the cupboards and closets of **82.3 percent of American households**. (Source: Nielsen findings released by the Organic Trade Association on March 23, 2017)



Total U.S. organic product sales in 2016 reached **nearly \$50 billion**. Organic has averaged double-digit growth over the last five years. (Source: Organic Trade Association. 2017 Organic Industry Survey)

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