

U.S. Organic Industry Overview

The following highlights some of the major findings from the Organic Trade Association's 2011 Organic Industry Survey, which gives industry figures through 2010. The complete report is available for purchase by going online (<https://www.ota.com/bookstore/14.html>) or by contacting ajagiello@ota.com. Representatives of the press can contact bhaumann@ota.com for further details.

The U.S. organic industry grew at a rate of nearly eight percent in 2010, bucking the current trend whereby "flat is the new growth" for many other segments of the economy. In 2010, the organic industry grew to over \$28.6 billion.

With 7.7 percent growth during 2010, organic food outpaced the growth of total food sales, which stagnated at only 0.6 percent. Organic continues to eke out gains in total market share, climbing to 4 percent of the \$673 billion food industry in 2010

Experiencing the most growth, organic fruits and vegetables, which represent 39.7 percent of total organic food value, and nearly 12 percent of all U.S. fruit and vegetable sales, reached nearly \$10.6 billion in 2010, up 11.8 percent from 2009 performance. Organic dairy, the second-largest category, experienced nine percent growth to achieve a value of \$3.9 billion, and captured nearly six percent of the total U.S. market for dairy products.

U.S. Organic Food vs. Total Food Sales, Growth and Penetration, 2000-2010

Category	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Organic Food	6,100	7,360	8,635	10,381	12,002	14,223	17,221	20,410	23,607	24,803	26,708
Growth	21.0%	20.7%	17.3%	20.2%	15.6%	18.5%	21.1%	18.5%	15.7%	5.1%	7.7%
Total Food	498,380	521,830	530,612	535,406	544,141	566,791	598,136	628,219	659,012	669,556	673,324
Growth	5.0%	4.7%	1.7%	0.9%	1.6%	4.2%	5.5%	5.0%	4.9%	1.6%	0.6%
Organic as % Total	1.2%	1.4%	1.6%	1.9%	2.2%	2.5%	2.9%	3.2%	3.6%	3.7%	4.0%

Source: Organic Trade Association's 2011 Organic Industry Survey conducted 12/22/2010 – 3/7/2011 (\$ mil consumer sales).

Meanwhile, the organic non-food category maintained strong growth in 2010, growing by 9.7 percent, to reach nearly \$2 billion.

U.S. Organic Non-Food vs. Total Non-Food Sales, Growth and Penetration, 2003-2010

Category	2003	2004	2005	2006	2007	2008	2009	2010
Organic Non-Food	439	562	745	938	1,182	1,649	1,800	1,974
Growth	20.3%	28.0%	32.6%	25.9%	26.0%	39.5%	9.1%	9.7%
Total Non-Food	298,200	317,600	331,400	343,900	356,300	369,800	365,000	377,300
Growth		7%	4%	4%	4%	4%	-1%	3%
Organic as % Total	0.1%	0.18%	0.22%	0.27%	0.33%	0.45%	0.5%	0.5%

Source: Organic Trade Association's 2011 Organic Industry Survey conducted 12/22/2010 – 3/7/2011 (\$ mil consumer sales).

In the organic non-food sector, organic supplements led, with a value of \$681 million, representing 7.4 percent growth over 2009 figures. Organic fiber (linen and clothing) totaled a value of \$605 million, achieving 16 percent year-over-year growth. Personal care products, at \$490 million, increased 6.6 percent from 2009.

Meanwhile, 40 percent of surveyed organic companies reported positive full-time employment growth during 2010. Companies with fewer than five employees were least likely to add full-time employees (23 percent). About half of companies with more than 50 employees experienced positive full-time employment growth. What's more, in 2011, 46 percent of respondents anticipate an increase in employment over 2010 levels. In addition, 50 percent expect employment to remain even, and only five percent foresee a decrease.

The 63-page report is available for purchase, priced at \$795 for OTA members and \$1,495 for non-members.