

## Who is the OTA?

The Organic Trade Association is the membership-based organic business association representing all sectors of the organic industry throughout North America. OTA's mission is to encourage global sustainability through promoting and protecting the growth of diverse organic trade.  
[www.ota.com](http://www.ota.com)

This is the second of only three print editions of the OTA Newsletter you will be receiving. Help us protect our environment and reduce paper waste by signing up for the e-mail newsletter online at: [www.ota.com/about/usoei/foreignbuyers.html](http://www.ota.com/about/usoei/foreignbuyers.html). If you do not want to receive this newsletter in the future, contact us at [info@mk-2.com](mailto:info@mk-2.com) to be removed from our mailing list.

This informative newsletter is produced by the Organic Trade Association to bring you closer to the high quality, consistency and wholesomeness of organic products from the USA.

## Preview of BioFach 2005

### Exhibitors Present the Newest Organic Trends from the USA

BioFach will open its doors again from February 24 – 27, 2005 in Nuremberg. As a global trade show for organic products, it is a welcome opportunity for America's export-ready organic companies to present themselves to the European trade. Considerable show interest among US exporters is just one reason why the Organic Trade Association expects an increased number of exhibitors from the United States next year.

Twenty-five American companies exhibited at BioFach in 2004, 19 of which were located in the USA Pavilion in Hall 2. On display were a variety of products ranging from

fresh fruits & vegetables to various cereal varieties, juice, pasta and sweets. Be it in the area of organic pet foods or raw materials for the cosmetics industry, nearly every sector category was served by the exhibitors.

The Organic Trade Association offers assistance in sorting through the expanse of organic products offered in the USA Pavilion at BioFach. Importers and traders are cordially invited to begin their visit to the pavilion at the OTA booth where you will receive an overview of U.S. companies exhibiting at the show.

We can put you in contact with

the appropriate companies and introduce you to new business contacts by using the OTA's online export directory. "Regardless of the product you are interested in, we'll find it for you!", commented Maria G. Kraus, European contractor of the Organic Trade Association.

If you would like to contact the Organic Trade Association in advance of the show, please send us an E-mail at [info@mk-2.com](mailto:info@mk-2.com). Additional information regarding BioFach 2005 can be found online at [www.biofach.de](http://www.biofach.de).



## Worldwide Appetite for Organic Food Continues



Consumer interest in nutritional and health issues is increasing, as is the demand for organic foods and beverages. Sixty percent of German consumers already purchase organic products occasionally or regularly. While other food sectors are stagnant or experiencing negative growth, the organic sector is the clear winner in the grocery industry.

With an annual sales of EUR 10,6 billion in 2003, Europe regained its place as the largest market for organic food and beverages worldwide. Leading the European states is Germany with annual organic sales reaching EUR 3,0 billion. Second place worldwide is the United States with sales of organic food totaling approximately USD 10,4 billion (EUR 9,2 billion).

Source: [www.ota.com](http://www.ota.com).

## UPCOMING EVENTS:

Discover more U.S. products by visiting the Organic Trade Association at any of the upcoming trade shows:

- ✓ February 24-27, 2005  
BioFach 2005  
Nuremberg Fairgrounds,  
Nuremberg, Germany  
[www.biofach.de](http://www.biofach.de)
- ✓ March 8-11, 2005  
Foodex Japan 2005  
Makuhari Messe  
(Nippon Convention Center)  
Tokyo, Japan  
[www.jma.or.jp/foodex/](http://www.jma.or.jp/foodex/)
- ✓ May 1 - 3, 2005  
All Things Organic™  
Conference and Trade Show,  
McCormick Place  
Chicago, USA  
[www.atoexpo.com](http://www.atoexpo.com)

### INTERESTED IN ORGANIC PRODUCTS FROM THE USA?

Finding trading partners in the USA is easy. Simply visit the OTA's Organic Export Directory Online at [www.usorganicproducts.com](http://www.usorganicproducts.com). There you will have direct access to hundreds of U.S. exporters and a wide array of organic products.

Or contact:

#### EUROPEAN CONTRACTOR:

mk<sup>2</sup> gmbh · PHONE: 0049 228 943 787 0 · FAX: 0049 228 943 787 7 · E-MAIL: [info@mk-2.com](mailto:info@mk-2.com)

#### USA REPRESENTATIVE:

Tiffany Landry · PHONE: 001 504 486 1282 · E-MAIL: [tiffany@landryconsulting.org](mailto:tiffany@landryconsulting.org).

## Organic Agriculture Pays: Study on the Situation of Organic Farmers in Iowa

Organic agriculture in the U.S. state of Iowa is on an expansion course. According to a study conducted by Iowa State University in collaboration with the Organic Trade Association, nearly 40 % of organic farmers plan on expanding their cultivated area by up to 25 %. The average organic farm in Iowa is 313 ha, although 51 % of them are smaller than 80 ha.

The most common organic crops grown in Iowa are corn, soybeans, oats, barley and wheat. Fruit grown includes apples, grapes, raspberries and strawberries, and a wide array of vegetables are also

produced, particularly sweet corn, tomatoes, onions and garlic. Other crops deserving mention include alfalfa, nuts, flowers, herbs, poultry, eggs and popcorn.

When asked what their biggest challenges were, 37 % of the farmers said it was finding a market which will pay an adequate price. Interestingly, 31,5 % said their biggest challenge was growing enough to meet demand for organic products.

More on this study can be found at [www.ota.com/news/press/150.html](http://www.ota.com/news/press/150.html)

## US Students Like Organic Snacks

Child obesity is a pressing problem in the United States. That is why schools across the country are finding new ways to offer children healthier food choices. Especially successful has been an idea by Stonyfield Farm, a member of OTA. Together with United Natural Food Inc., they filled vending machines in three Rhode Island schools with organic snacks. To the surprise of the parents and teachers, students chose healthy organic alternatives. Yogurt, soy chips, chocolate, soymilk and cheese snacks were among the children's favorites. Find more at [www.theorganicreport.org](http://www.theorganicreport.org).



## Only the Best for Your Pet

Producers of organic pet food are experiencing a downright boom. According to OTA, the sector experienced a 64,5 % increase in sales last year alone. Especially singles, maturing baby-boomers and parents of grown children pay special attention to organic quality when purchasing pet food.

Read more at [www.usatody.com](http://www.usatody.com) and [www.ota.com](http://www.ota.com).

### What are the Characteristics of Typical Organic Consumer?

The British marketing and consulting firm Organic Monitor summarized common characteristics typical of organic consumers worldwide. These included:

- **Location:** Live in urban areas, usually in a large city
- **Buyer behavior:** Discerning towards food and drink purchases, considering factors like quality, provenance and production methods
- **Demographics:** Typically well-educated and belongs to the middle-high social classes
- **Purchasing Power:** In a medium to high-income household with relatively high purchasing power

Find more at [www.organicmonitor.com](http://www.organicmonitor.com)

## Facts & Figures

### Organic Agriculture in the USA

- According to data from the U.S. Department of Agriculture's Economic Research Service, approximately 0,3 % of the land cultivated in the United States was farmed organically in 2001. This equated to 950.000 ha of land, however, placing the USA in 4th place globally behind Australia, Argentina and Italy.
- The 2002 Census of Agriculture measured 11.998 certified organic farms, representing 0,6 % percent of all U.S. farming operations. Source: USDA's National Agricultural Statistics Service ([www.usda.gov/nass](http://www.usda.gov/nass)).
- The National Organic Program has contributed to an increased consumer interest in organic products since its implementation in October 2002. Organic Monitor attributes the strong sector growth to uniform labeling making certified organic products easier for consumers to identify.
- Organic farms contribute considerably to the maintenance of rural communities. Especially smaller companies have increased their competitiveness through organic agriculture since the producers receive fair prices for their products.

Read more at:

[www.soel.de](http://www.soel.de),  
[www.ota.com](http://www.ota.com)  
[www.ers.usda.gov/data/organic/](http://www.ers.usda.gov/data/organic/)