

# Canada's Organic Market, 2013

## Growth, Trends and Opportunities



The Canada Organic Trade Association has developed the first organic market study since the Canadian government regulated the sector in 2009. The result of months of research and analysis 'Canada's Organic Market: Growth, Trends and Opportunities' report provides you with the most up-to-date and comprehensive overview of Canadian organics, combining consumer research with market sales data to provide valuable insight into market size, growth trends and Canadian consumers.

The organic market in Canada is currently the fourth largest in the world, valued at over \$3.5 billion per year. The Canadian organic food market alone is valued at \$3 billion per year, which represents a three-fold increase since 2006 and a rate of growth that exceeds other agri-food sectors.

Pricing and Options	COTA/OTA Member	Non-Member
Hard Copy	\$525	\$1,175
Corporate Package*	\$1,025	\$1,650

\* Corporate package includes: digital copy of the national report, key provincial insight reports (BC, AB, ON and QC) and key PPT slides for internal use. QC version also available in French.

The report also includes:

- Analysis of mainstream and independent retail, food service and direct marketing;
- Top performers, categories, price premiums and private label market share;
- Imports, exports and competitive market share by value and volume;
- Breakdown of Canada's unique consumer: key demographics and insights into the strongest consumers including household type, education and ethnicity;
- Consumer trust and the influence of typical claims, including a look at the new Canada Organic logo, the USDA organic seal, Non-GMO and Natural claims;

To purchase the 'Canada's Organic Market: Growth, Trends and Opportunities' report, please call 613-482-1717 or email Jill Guerra at [jguerra@ota.com](mailto:jguerra@ota.com)

