Trends in Organic Production

Increasing demand

Total U.S. Organic Sales and Growth, 2006–2015

- Organic Non-Food Sales
- Organic Food Sales

Increasing supply


What is driving the demand?

1. New purchasing influencers
2. Greater accessibility at mainstream retailers
3. Increased information available digitally
4. Organic is becoming more convenient

Why does your customer care about organic?

- It's healthy!
  Some studies have shown organic crops contain more antioxidants, vitamins, and minerals.

- It boosts the economy!
  Organic hotspots (shown in red) boost incomes and lower poverty rates.

- It's sustainable!
  Organic farms protect our waterways, farmland and wildlife.

For more information, see "Trends in Organic Agriculture" in your packet!