The Outlook for Organic Agriculture

Catherine Greene
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Moderated by **Laura Batcha** CEO and Executive Director, Organic Trade Association

USDA Agricultural Outlook Forum | Feb. 25, 2016 | Arlington, Virginia

Organic Trade Association

OTA is the **LEADING VOICE** for the organic trade in the U.S., representing **businesses** across **50 states.**

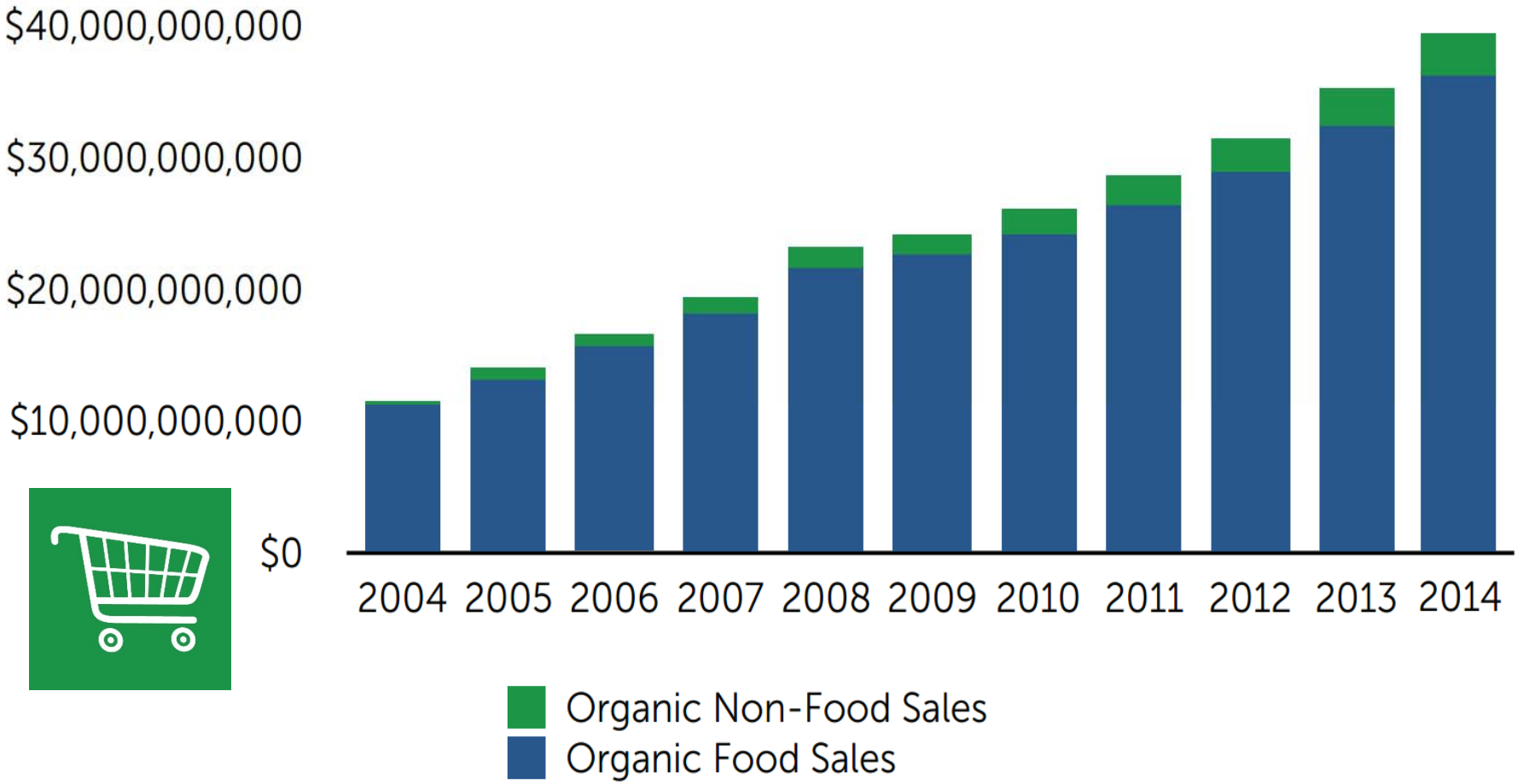
Our **MEMBERS** include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants, retailers and more.

OTA's Board of Directors is **democratically elected** by our members.

OTA's mission is to **PROMOTE and PROTECT ORGANIC** with a **unifying voice** that serves and engages its diverse members from farm to marketplace.

U.S. Sales of Organic Food and Non-food

Sales totaled **$39.1 billion** in 2014



Consumers Demand Changes to Food System

TriplePundit
people, planet, profit
Events ▾ Special Series

Gatorade Goes Organic, Responds to Consumer Demand for Non-GMOs

by Sherrell Dorsey on Tuesday, Jan 5th, 2016

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HUFFPOST HEALTHY

Edition: US ▾

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THE BLOG

Eating Right Can Save the World

style brand

n Zimmerman for Outside Magazine

FOOD navigator-usa.com

CSPI urges FDA to ban artificial colors, or at minimum encourage companies not to use them

By Elizabeth Crawford
21-Jan-2016

1 comment

bakingBUSINESS.com

Sosland Publishing's Baking&Snack and Milling&BakingNews.

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Home > News > Trends

The Bulletin
Serving Central Oregon since 1903
Tuesday, January 26, 2016

Home / Business / Changing consumer tastes force shift in big brands

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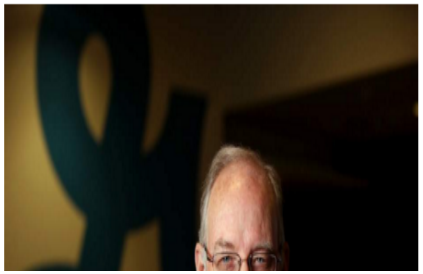

News

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'The U.S. consumer has changed'

1/25/2016 - by Keith Nunes

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Capitalizing on the shifting consumer food value equation

The New York Times

BEEF

Beef Quality Business Sectors Health Markets Pasture Range

HOME > BLOGS > BEEF DAILY > 4 WAYS THE BEEF INDUSTRY SHOULD CAPITALIZE ON CONSUMER EATING HABITS

BEEF Daily

4 ways the beef industry should capitalize on consumer eating habits

by Amanda Radke in BEEF Daily Jan 19, 2016

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Consumer eating and spending habits are always changing. A recent study conducted by the Institute of Food Technologists reveals ways the beef industry could capitalize on evolving consumer trends.

RELATED MEDIA

The beef industry has always strived to meet the growing demands of its consumers. Whether that's expanding to niche markets, discovering new beef cuts, training culinary students and chefs in emerging beef preparation trends, or educating our retail customers about beef nutrition and production, cattle industry professionals are keen to remain

BUSINESS DAY

McDonald's Plans a Shift to Eggs From Only Cage-Free Hens

By STEPHANIE STROM SEPT. 9, 2015

Traditional

Changing consumer tastes force shift in big brands

By Mike Hughlett / (Minneapolis) Star Tribune

Published Jan 3, 2016 at 12:40AM

SCIENCE RECORDER .com

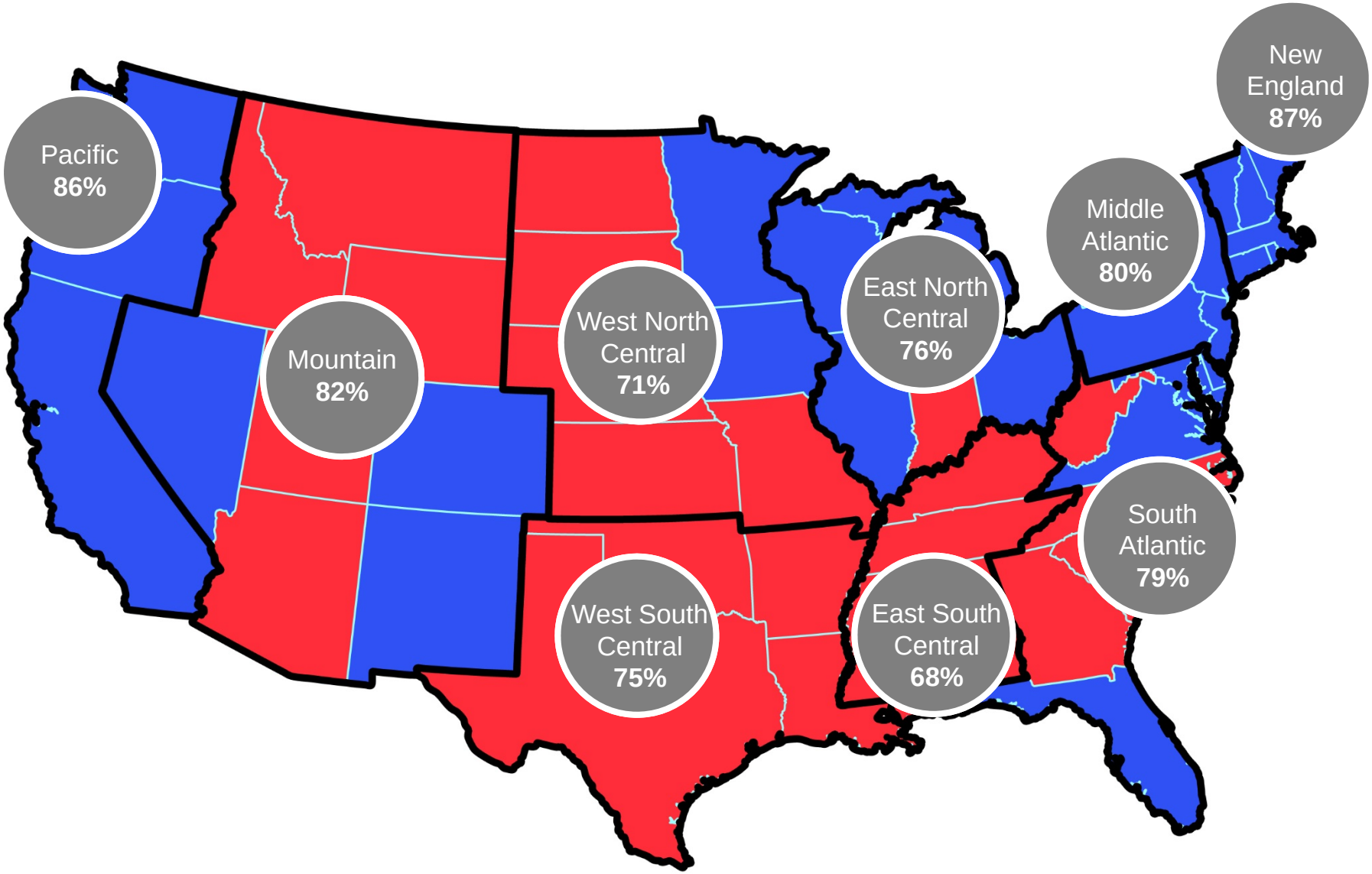
HOME ENVIRONMENT HEALTH NATURE SPACE TECHNO EXCLUSIVE STRANGE NEWS

News Ticker January 25, 2016 in Technology: Desert beetle inspires metho

Reducing antibiotics in the meat supply: Most restaurants get 'F's

Posted on September 15, 2015 by Zoe Ledwith

Household Penetration for Organic Purchases



SPINS Consumer insights powered by IRI Shopper Network for year ending 12/28/2014, UPC coded items only.

Top 25 Geographic Markets

Ranked by Highest Dollar Growth USDA Organic Sales

Multi Outlet Stores

Market	Growth
SACRAMENTO, CA	29%
SALT LAKE CITY, UT	28%
PHOENIX/TUCSON, AZ	27%
LOS ANGELES, CA	25%
SAN FRANCISCO/OAKLAND, CA	24%
SAN DIEGO, CA	24%
CHICAGO, IL	23%
DALLAS/FT WORTH, TX	22%
SEATTLE/TACOMA, WA	21%
BALTIMORE, MD / **WASHINGTON**, D.C.	19%
RICHMOND/NORFOLK, VA	18%
PORTLAND, OR	18%

Market	Growth
DENVER, CO	18%
WICHITA, KS	17%
ORLANDO, FL	16%
COLUMBUS, OH	16%
HOUSTON, TX	16%
ATLANTA, GA	15%
RALEIGH/GREENSBORO, NC	15%
MIAMI/FT LAUDERDALE, FL	15%
TAMPA/ST PETERSBURG, FL	15%
DETROIT, MI	15%
BUFFALO/ROCHESTER, NY	14%
GRAND RAPIDS, MI	14%
CINCINNATI/DAYTON, OH	14%

SPINSscan Conventional Multi Outlets, including supermarkets, drug, mass, military, club, dollar and Walmart stores (powered by IRI).
UPC coded items only. 52 weeks ending 2/22/15

Non-stop New Entrants to the Marketplace

PepsiCo To Introduce An **Organic** Version Of Gatorade Th…
VendingMarketWatch - Jan 4, 2016
PepsiCo will be launching an **organic** vers
this year, according to FORTUNE. **PepsiC**
made the ...

Kroger Takes a Bite of the Organic Market, Whole Foods…
Triple Pundit (registration) (blog) - Sep 17, 2015
Kroger, the owner of Fred Meyer, Ralph's, City **Market** and Sooper's, has been not-so-quietly setting up shop in the **organic** sector, building a ...

McDonald's Organic Burger Debuts In **Germany**
International Business Times - Oct 9, 2015
McDonald's decision to roll out its first **organic** burger in the **German** market, instead of its largest market in the U.S., isn

Ardent Mills launches plan to double US **organic** wheat ac…
FoodNavigator-USA.com - Dec 21, 2015
Flour producer **Ardent Mills** has announced a plan that it hopes will more than double the number of **organic** wheat acres in the United States ...

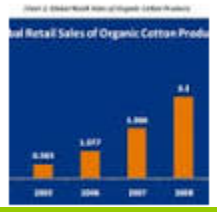
Jelly Belly Candy Adds **Organic** Line
Food Processing - Jan 19, 2016
The **organic jelly beans** will be available in 10 asso
Apple, ... between the organic and conventional Jelly
beans, which ...

ConAgra adds Hunt's **organic** tomato offerings
Food Business News (registration) - Jan 11, 2016
OMAHA, NEB — ConAgra **Foods**, Inc. has introduced three **organic** tomato offerings: Hunt's **Organic** Diced Tomatoes, Hunt's **Organic** Tomato ...

Hershey's Announces More Organic Kisses, Fl
Latinos Post - Nov 17, 2015
Hershey advised this week that its milk **chocolate Hers**
and bars are now made with **flavor** from **real vanilla** inst
artificial ...

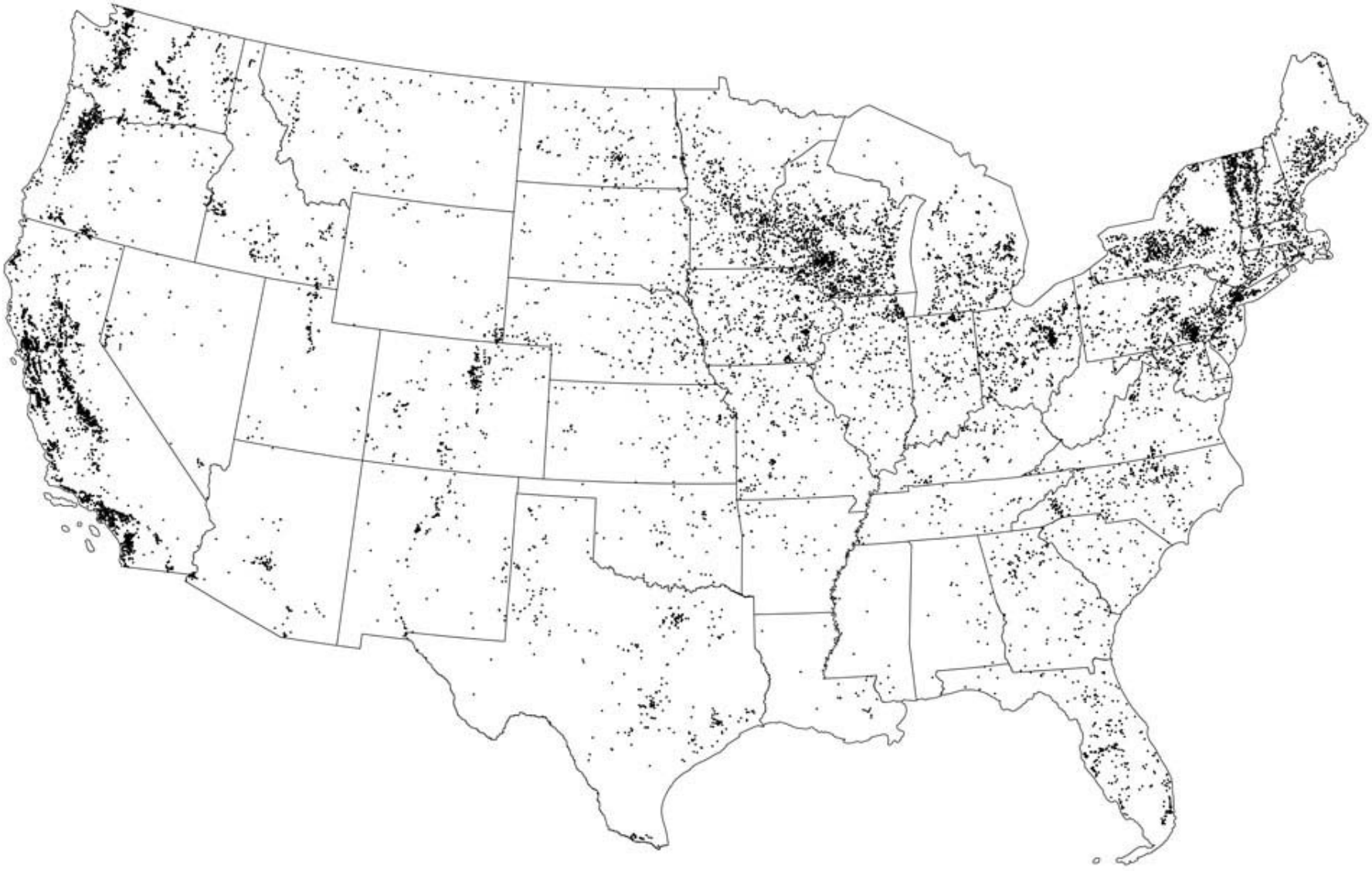
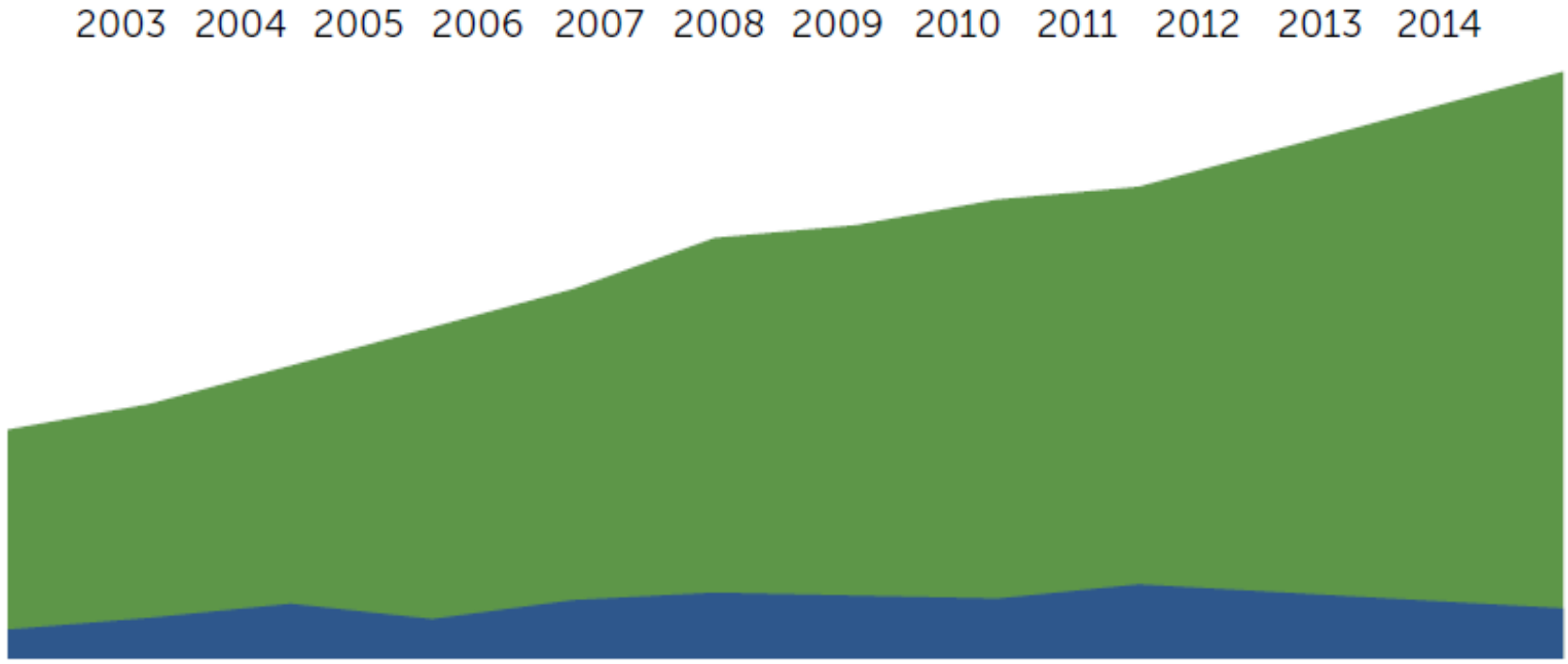
Perdue's next frontier: **organic**
USA TODAY - May 24, 2014
Perdue, like most companies, is expanding its offe
growing customer interests. Because of that, **organ**
currently the ...

McCormick eyes opportunities in organics
Food Business News (registration) - Jun 1, 2015
Organic is another opportunity for **McCormick**, which offers a number of USDA Certified **organic** options in its branded spices line, from curry ...



Nike, **Wal-Mart**, **Top US Users of Organic Cotton**
Environmental Leader - Jun 2, 2010
Global retail sales of **organic cotton** apparel and home textile products grew 35 percent in 2009, reaching an estimated $4.3 billion from $3.2 ...
Global **Organic Cotton** Market Reaches $4.3 Billion, Driven By **...**

Concentrations of Organic Operations Create ECONOMIC HOT SPOTS



Organic Still Less Than 1% of Total Acreage