

THE ORGANIC INDUSTRY



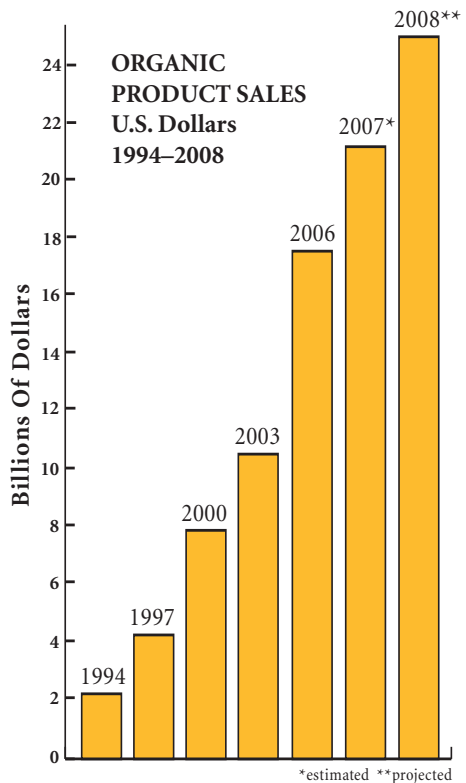
Organic refers to the way agricultural products—food and fiber—are grown and processed. Organic production is based on a system of farming that maintains and replenishes soil fertility without the use of toxic and persistent pesticides and fertilizers. The use of genetic engineering, sewage sludge, cloning, and irradiation are prohibited in organic production and processing.

- U.S. sales of organic food and beverages have grown from \$1 billion in 1990 to an estimated \$20 billion in 2007, and are projected to reach nearly \$23.6 billion in 2008.
- Representing approximately 2.8 percent of overall food and beverage sales in 2006, this continues to be a fast growing sector, growing 20.9 percent during 2006.
- Organically grown and produced ingredients can also be found in such non-food items as personal care products, apparel, textiles, toys, supplements, and pet foods. Organic non-food sales grew 26 percent in 2006.
- Total U.S. organic sales, including food and non-food products, were \$17.7 billion in 2006, up 21 percent from 2005. They are estimated to have reached \$21.2 billion in 2007, and are projected to surpass \$25 billion in 2008.

Source: *Organic Trade Association's 2007 Manufacturer Survey.*

OTA AS A RESOURCE

The Organic Trade Association (OTA), founded in 1985, is the membership-based business association that represents all sectors of the North American organic industry, from farm to retail. OTA produces a variety of fact sheets and resources to answer questions about organic products.



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COMMON QUESTIONS ABOUT ORGANIC:

Price: Why do organic products sometimes cost more?

The principal reason is that the price for organic food more closely reflects the true costs of its production, while the price for conventional products does not. Learn more:

- "Buying Organic: considering the real costs," available at www.ota.com/pics/documents/Issue16.pdf.
- "The Ecology of Pizza," by Dr. Sandra Steingraber, posted on OTA's consumer web site, The O'Mama Report: www.TheOrganicReport.org, click on the Organic for Kids logo.

Availability: Where can I find sources of organic products and services?

- The Organic Pages Online, OTA's online directory, provides a way to search for farmers, manufacturers, restaurants, specific products, brand-name products, farm supplies, raw ingredients, mail order sources, and more. Go to The Organic Pages Online at www.TheOrganicPages.com.

For Fact Sheets on a range of topics, check out www.ota.com/organic.html.

- Definition of Organic
- Benefits of Organic
- Market Trends
- Questions and Answers About Organic
- Environment
- Food Safety
- GMOs (genetically engineered organisms)
- U.S. Organic Standards.

Also, visit OTA's Newsroom at www.ota.com/news.html for

- Press Releases
- *What's News in Organic* newsletter

To order OTA's publications such as its manufacturer survey, go to OTA's Bookstore (www.ota.com/bookstore.html).

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