



INTERNATIONAL SEMINAR ON ORGANIC FARMING

SARAH BIRD | Bhakti Chai | Organic Trade Association



BHAKTI MAKES FLAVORFUL, INDIA-INSPIRED, FRESH-BREWED, SUSTAINABLY SOURCED TEAS.

We incorporate conscious practices into every aspect of our business.

drinkbhakti.com

Legislative & Regulatory Advocacy



International Trade Development



Market Analysis

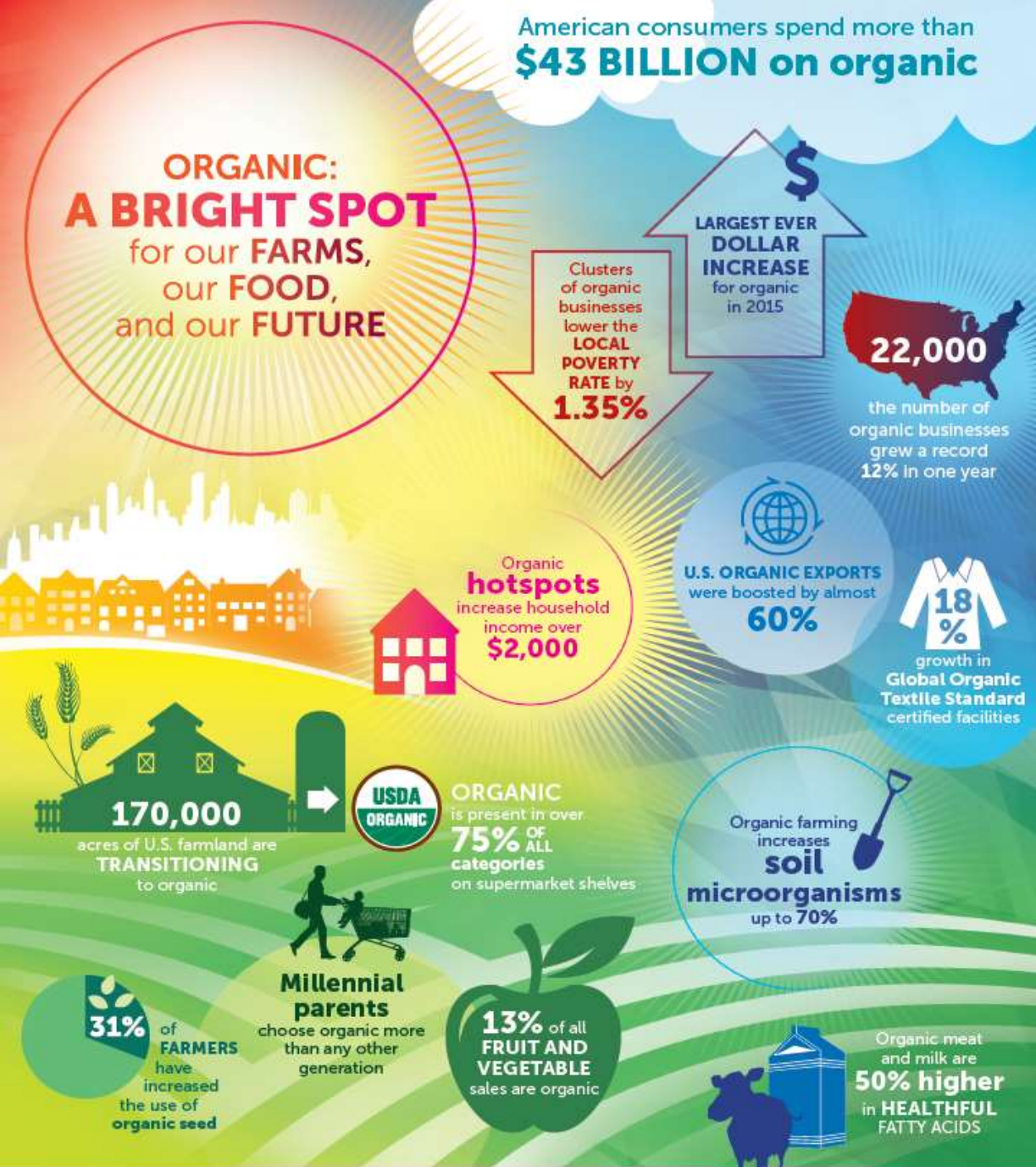


Research and Response

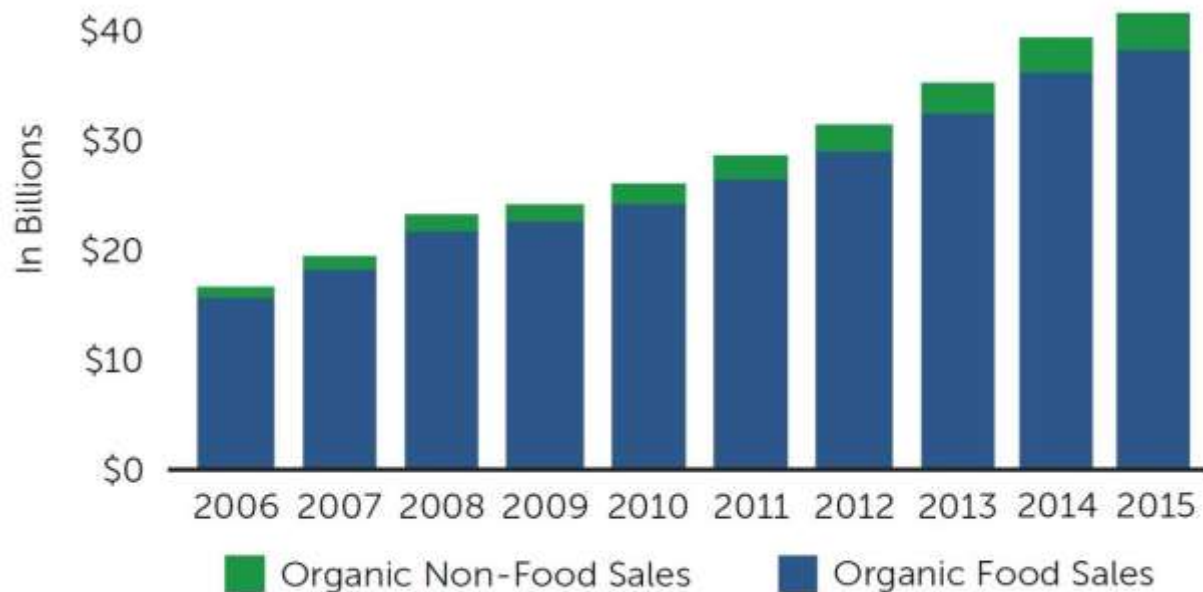


THE ORGANIC TRADE ASSOCIATION serves as a unified voice to policymakers, the media, and the public for over 8,500 members of the organic business community— from farmers to handlers to processors to distributors to retailers.

ota.com



TOTAL U.S. ORGANIC SALES AND GROWTH





U.S. ORGANIC INDUSTRY

6.5 million acres

25,000 certified
operations

3,500 farms in
transition

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** version of Gatorade sometime this year, according to FORTUNE. PepsiCo executive Al Carey 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, But Will ...
 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't too surprising. With a ...



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 assorted flavors of Apple, ... between the organic and conventional Jelly Belly 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 ...



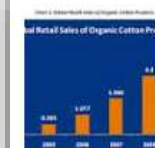
Hershey's Announces More Organic Kisses, Flavoring ...
 Latinos Post - Nov 17, 2015
 Hershey advised this week that its milk chocolate Hershey's kisses and bars are now made with **flavor** from **real vanilla** instead of artificial ...



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 ...



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



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 ...
 Treehugger - Jun 1, 2010



ORGANIC
is present in over
75% OF ALL
categories
on supermarket
shelves

The penetration of
ORGANIC into the
total food market has
more than doubled
since 2005

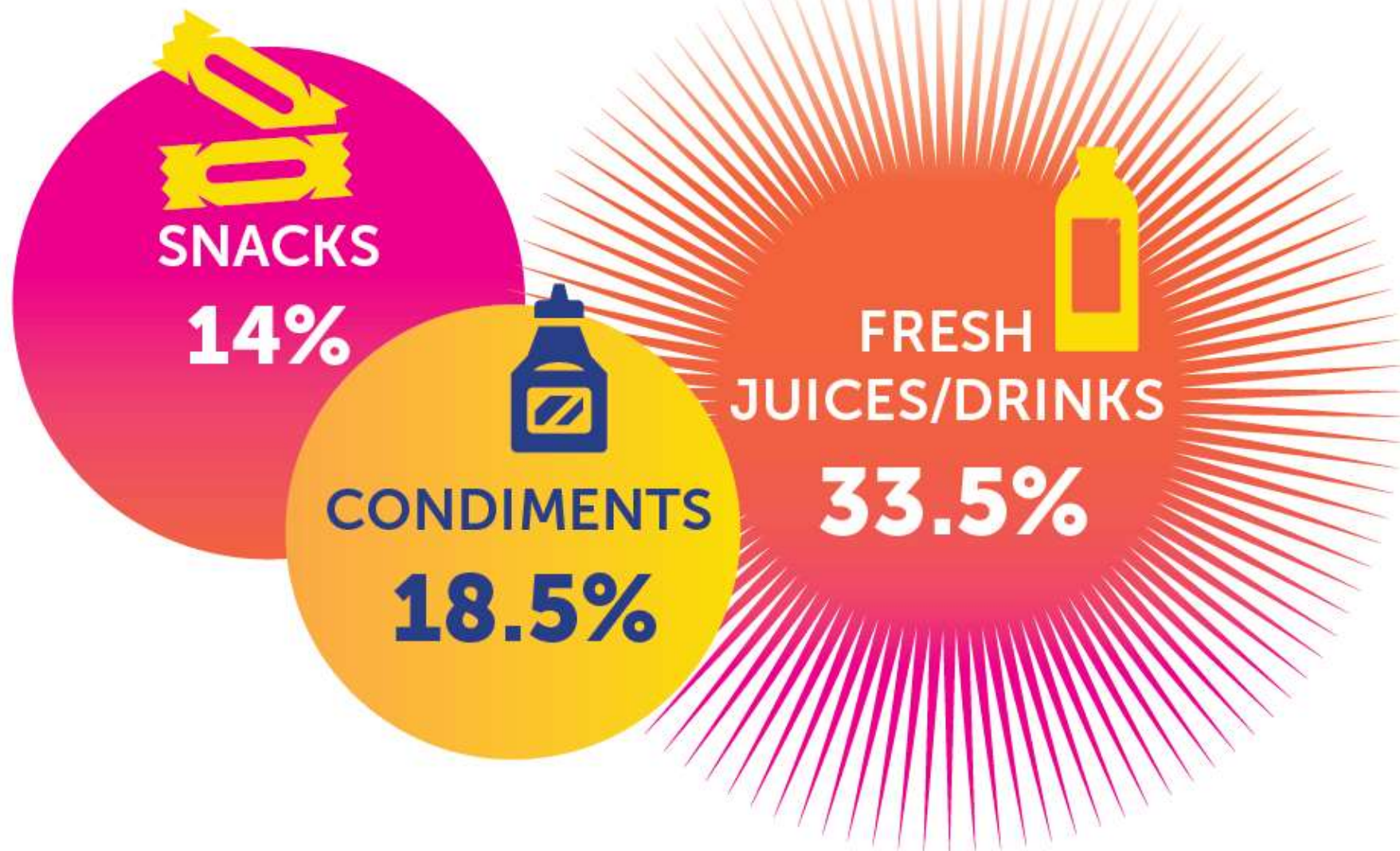
A HEALTHY PLATE

13%

of **PRODUCE**
sold in the U.S. is
ORGANIC

**FARM
FRESH
FOODS**
account for
MORE THAN HALF
of total
organic food sales

**ORGANIC
DAIRY**
accounted for
\$6 Billion
in sales



non-food
products
account for
8.2%
of overall
organic sales





Organic is the face
of America; more
people everywhere
are choosing
organic.

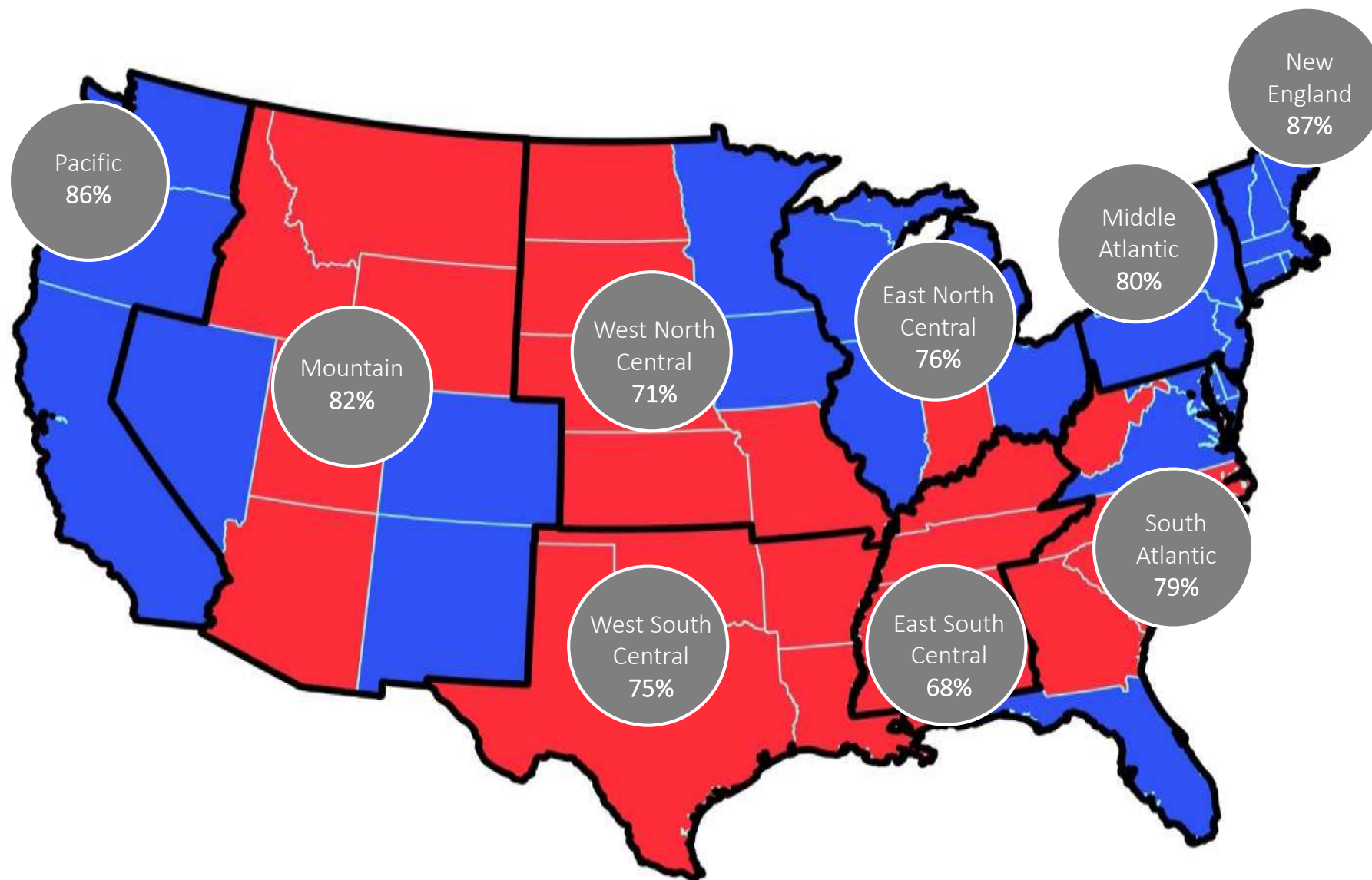


No typical organic consumer

Diversity in age, income, education, ethnicity

Vast geographic range

HOUSEHOLDS PURCHASING ORGANIC PRODUCTS



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



ORGANIC IS A KEY COMPONENT OF APPEALING TO THE “BETTER FOR YOU” SHOPPER

Heavy organic users report **spending \$150 on their weekly groceries** (vs \$121 for non-buyers).

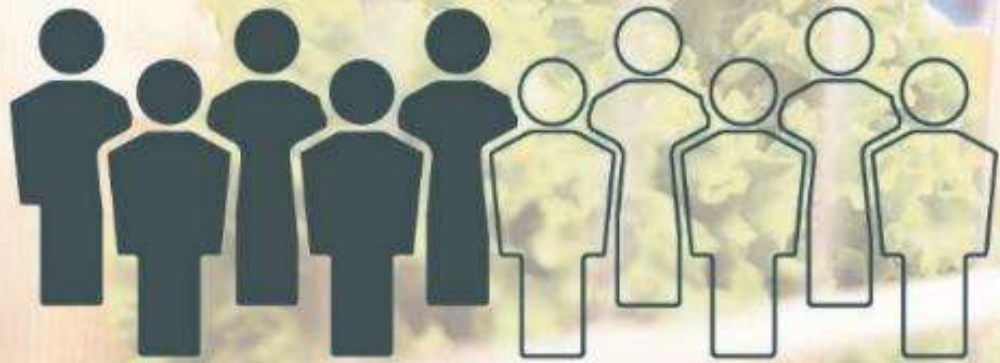
Most shoppers to **typically visit more than one store in a week** to get the groceries they need.

22% - One store

51% - Two stores

27% - Three or more stores

Among U.S. parents,
MORE THAN **5 in 10**
(52%) organic buyers are
MILLENNIALS

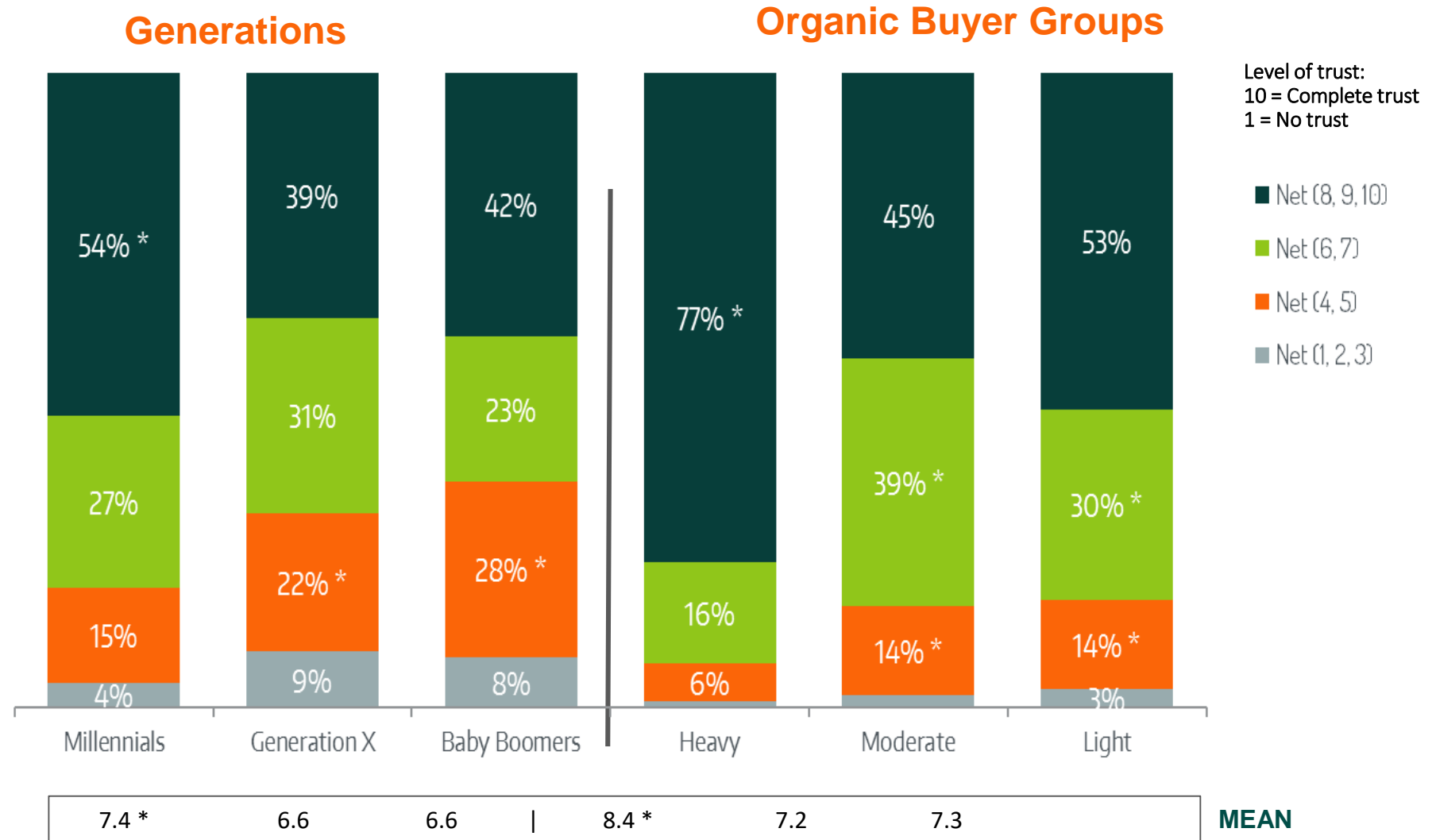


The Organic Trade Association's
U.S. Families' Organic Attitudes and
Beliefs 2016 Tracking Study

America's 75 million millennials are devouring organic, and they're making sure their families are too.

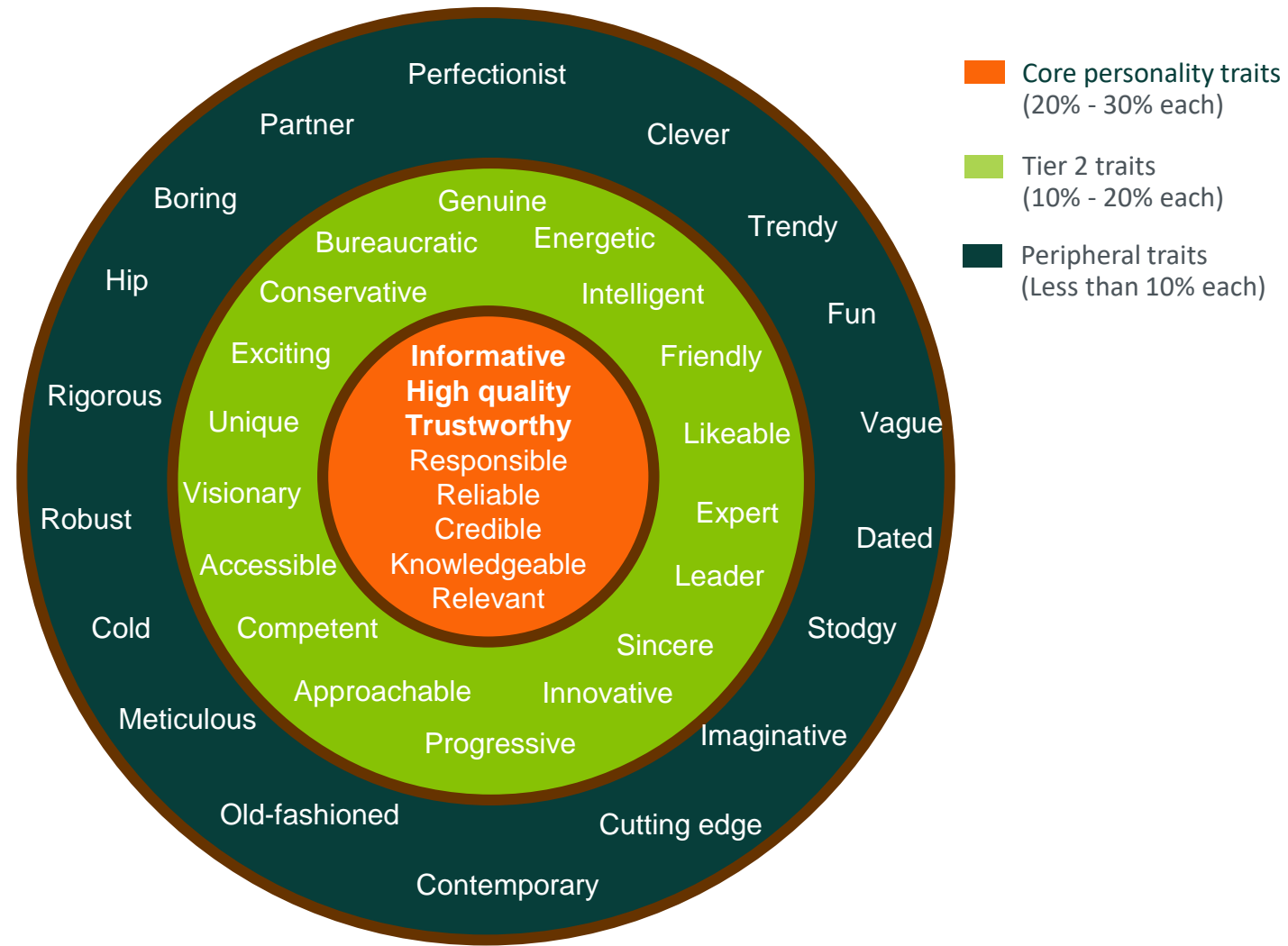
GENERATIONAL + ORGANIC BUYER GROUP COMPARISON

Level of Trust

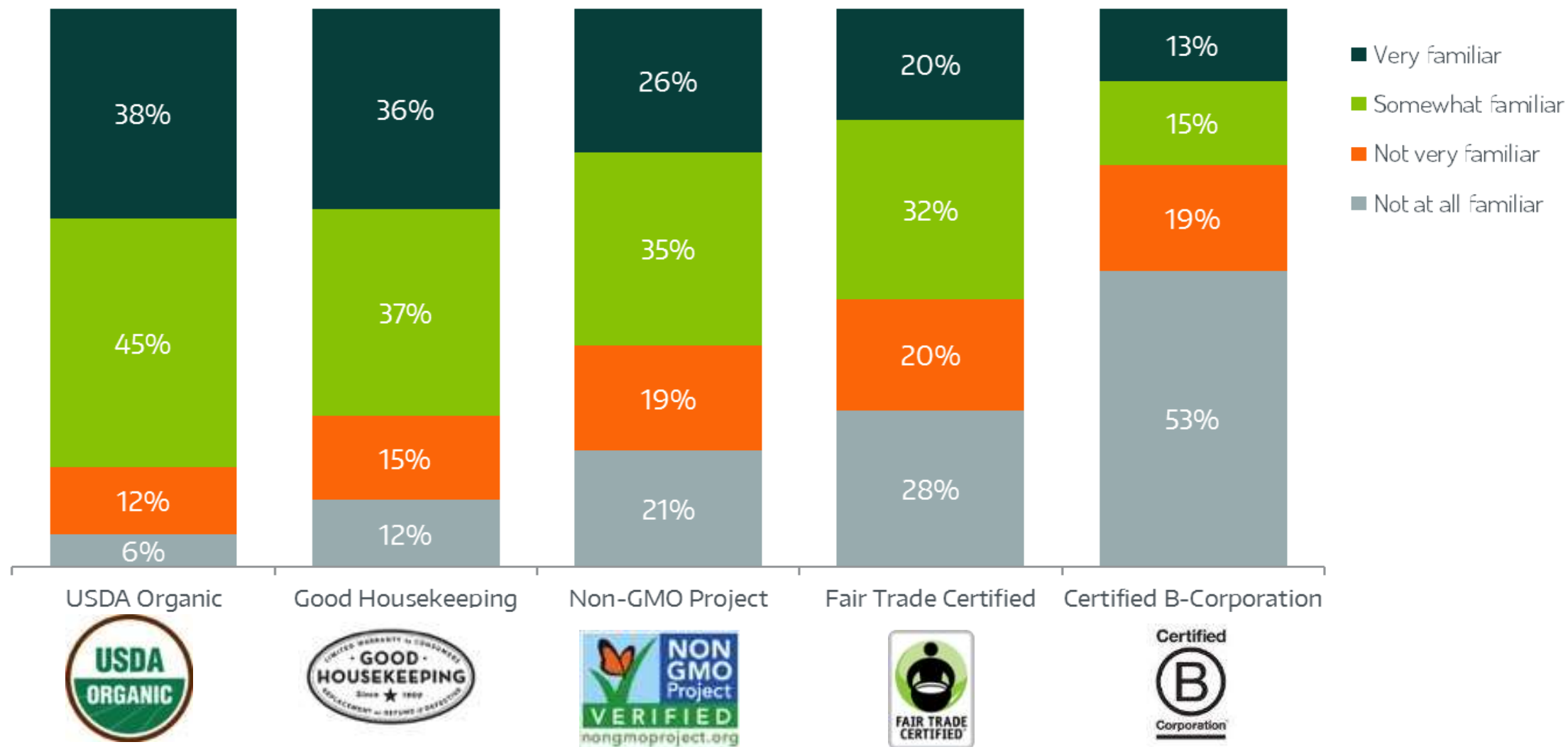


Q19. Thinking about organic products overall, how would you rate your overall level of trust that products labeled as "organic" meet national organic standards established by the USDA?

BRAND PERSONALITY MAP



FAMILIARITY WITH CONSUMER PACKAGING SEALS + LOGOS



SOME TAKEAWAYS

- Organic industry is **growing faster** than any other U.S. food sector
- **Organic is better** for families, better for farmers, and better for the environment
- Organic **customers are loyal** and spend more
- Farm fresh foods – **produce and dairy** – are driving the market.
- **Snacks, condiments, and beverages** are the fastest growing categories
- **Consumers trust** the USDA Organic seal means something

