

# **EXHIBIT C**

## **OTA, ORGANIC INDUSTRY SURVEY 2019**



SINCE 1986  
*Organic*  
trade association

# ORGANIC

INDUSTRY SURVEY 2019

**FIGURE 2.13 U.S. Organic Food Sales by Category, 2009–2018**

CATEGORY	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fruit & Vegetables	7,165	8,008	8,949	10,107	11,629	13,058	14,423	15,641	16,470	17,397
Dairy & Eggs	3,573	3,895	4,267	4,570	4,925	5,460	6,022	6,419	6,479	6,531
Beverages	2,612	2,737	2,963	3,389	3,701	4,172	4,804	5,374	5,938	6,440
Packaged & Prepared Foods	2,976	3,113	3,352	3,672	4,084	4,570	5,027	5,507	5,814	6,252
Breads & Grains	2,825	2,952	3,140	3,393	3,788	4,085	4,431	4,734	5,084	5,386
Snack Foods	1,138	1,220	1,329	1,520	1,747	2,022	2,297	2,470	2,635	2,834
Condiments	521	561	609	708	830	976	1,156	1,370	1,629	1,732
Meat, Poultry & Fish	456	476	538	607	675	756	846	991	1,160	1,290
<b>Total Organic Food</b>	<b>21,266</b>	<b>22,961</b>	<b>25,148</b>	<b>27,965</b>	<b>31,378</b>	<b>35,099</b>	<b>39,006</b>	<b>42,507</b>	<b>45,209</b>	<b>47,862</b>

**FIGURE 2.14 U.S. Organic Food Sales Growth by Category, 2009–2018**

CATEGORY	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fruit & Vegetables	10.8%	11.8%	11.8%	12.9%	15.1%	12.3%	10.5%	8.4%	5.3%	5.6%
Dairy & Eggs	-1.0%	9.0%	9.6%	7.1%	7.8%	10.9%	10.3%	6.6%	0.9%	0.8%
Beverages	1.4%	4.8%	8.3%	14.4%	9.2%	12.7%	15.1%	11.9%	10.5%	8.5%
Packaged & Prepared Foods	-0.3%	4.6%	7.7%	9.5%	11.2%	11.9%	10.0%	9.5%	5.6%	7.5%
Breads & Grains	4.3%	4.5%	6.4%	8.0%	11.6%	7.8%	8.5%	6.8%	7.4%	5.9%
Snack Foods	2.5%	7.2%	8.9%	14.4%	15.0%	15.7%	13.6%	7.5%	6.7%	7.5%
Condiments	6.1%	7.7%	8.5%	16.3%	17.3%	17.6%	18.5%	18.5%	18.9%	6.3%
Meat, Poultry & Fish	1.9%	4.4%	13.0%	12.8%	11.1%	12.1%	11.8%	17.2%	17.1%	11.2%
<b>Total Organic Food</b>	<b>4.3%</b>	<b>8.0%</b>	<b>9.5%</b>	<b>11.2%</b>	<b>12.2%</b>	<b>11.9%</b>	<b>11.1%</b>	<b>9.0%</b>	<b>6.4%</b>	<b>5.9%</b>

SOURCE: ORGANIC TRADE ASSOCIATION'S 2019 ORGANIC INDUSTRY SURVEY CONDUCTED 1/25/2019–3/26/2019 (CONSUMER SALES)