

## Total U.S. Organic Sales & Growth, 2009–2018

| CATEGORY             | 2009          | 2010          | 2011          | 2012          | 2013          | 2014          | 2015          | 2016          | 2017          | 2018          |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Organic Food         | 21,266        | 22,961        | 25,148        | 27,965        | 31,378        | 35,099        | 39,006        | 42,507        | 45,209        | 47,862        |
| Growth (%)           | 4.3%          | 8.0%          | 9.5%          | 11.2%         | 12.2%         | 11.9%         | 11.1%         | 9.0%          | 6.4%          | 5.9%          |
| % of Total Organic   | 92.2%         | 92.1%         | 92.0%         | 91.9%         | 91.9%         | 91.8%         | 91.6%         | 91.7%         | 91.6%         | 91.3%         |
| Organic Non-Food     | 1,800         | 1,974         | 2,195         | 2,455         | 2,770         | 3,152         | 3,555         | 3,866         | 4,151         | 4,589         |
| Growth (%)           | 9.1%          | 9.7%          | 11.2%         | 11.8%         | 12.8%         | 13.8%         | 12.8%         | 8.8%          | 7.4%          | 10.6%         |
| % of Total Organic   | 7.8%          | 7.9%          | 8.0%          | 8.1%          | 8.1%          | 8.2%          | 8.4%          | 8.3%          | 8.4%          | 8.7%          |
| <b>Total Organic</b> | <b>23,065</b> | <b>24,935</b> | <b>27,343</b> | <b>30,420</b> | <b>34,147</b> | <b>38,251</b> | <b>42,561</b> | <b>46,373</b> | <b>49,360</b> | <b>52,451</b> |
| <b>Growth (%)</b>    | <b>4.6%</b>   | <b>8.1%</b>   | <b>9.7%</b>   | <b>11.3%</b>  | <b>12.3%</b>  | <b>12.0%</b>  | <b>11.3%</b>  | <b>9.0%</b>   | <b>6.4%</b>   | <b>6.3%</b>   |

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