



Organic Product Sales Jump Reported

Organic industry survey by OTA reports a more than 17 percent overall increase in combined sales of food and non-food items.

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Sales of both food and non-food organics in the United States grew more than 17 percent in 2008 according to the Organic Trade Association (OTA).

According to Christine Bushway, OTA's Executive Director, "Organic products represent value to consumers, who have shown continued resilience in seeking out these products." Interested in going organic? Read about new funding available by application. Deadline is May 29 The data come from the OTA's 2009 Organic Industry Survey, conducted by the Lieberman Research Group.

OTA's survey measured the growth of U.S. sales of organic foods and beverages as well as non-food categories such as organic fibers, personal care products and pet foods during 2008, according to OTA.

Breaking the results down further, sales of organic foods alone grew nearly 16 percent in 2008, while organic non-food sales grew nearly 40 percent. By these findings, OTA reports that organic food sales now account for approximately 3.5 percent of all food product sales in the United States.

The survey indicates the increase may be due in part to increased use of coupons, the proliferation of private label brands and major organic brands promoting greater value for the money.

The final report of the Organic Trade Association's 2009 Organic Industry Survey is now available for purchase.