

Executive Summary
Organic Trade Association's 2007 Manufacturer Survey
conducted by Packaged Facts

The U.S. organic industry grew 21% to reach \$17.7 billion in consumer sales in 2006. Organic foods, is still by the largest segment of organic products, reaching \$16.7 billion in consumer sales and making up over 95% of all organic product sales. Organic foods are one of the fast growing market segments within the food industry, with sales growing at an annual rate of 20.9% in 2006.

Meanwhile, U.S. sales of non-food organic products grew from \$744 million in 2005 to \$938 million in 2006, reflecting a 26 percent growth rate. Non-food categories include organic supplements, personal care products, household products and cleaners, pet food, flowers, and fiber products such as linens and clothing.

Table 1-1
Total Foods and Organic Foods Consumer Sales and Penetration, 1997–2006

	Organic Food Sales (\$ million)	Organic Food Sales Growth	Total Food Sales (\$ million)	Organic Penetration
1997	\$3,594	N/A	\$443,790	0.8%
1998	\$4,286	19.2%	\$454,140	0.9%
1999	\$5,039	17.6%	\$474,790	1.1%
2000	\$6,100	21.0%	\$498,380	1.2%
2001	\$7,360	20.7%	\$521,830	1.4%
2002	\$8,625	17.3%	\$530,612	1.6%
2003	\$10,381	20.2%	\$535,406	1.9%
2004	\$11,902	14.6%	\$544,141	2.2%
2005	\$13,831	16.2%	\$556,791	2.5%
2006	\$16,718	20.9%	\$598,136	2.8%

Source: OTA's Manufacturer Survey, 2006 and 2007

Table 1-4
Organic Food Sales and Growth Forecasts by Category

Organic Food Category	2005 (\$million)	Growth %	2006 (\$million)	Growth %	Projected
					2007 (million)
Dairy	2,140	24%	2,668	25%	3,201
Bread & Grains	1,360	19%	1,667	23%	2,001
Beverages	1,940	13%	2,173	12%	2,401
Fruits & Veggies	5,369	11%	6,669	24%	8,003
Snack Foods	667	18%	807	21%	1,000
Packaged	1,758	19%	2,001	14%	2,401
Sauces	341	24%	402	18%	400
Meat	256	55%	330	29%	400
Total	13,831	16%	16,718	21%	20,008

Source: OTA's Manufacturer Survey, 2006 and 2007

Looking forward, the survey anticipates growth of approximately 18 percent overall each year on average for 2007 through 2010 for organic food products. Nonfood product sales are anticipated to grow anywhere from 16 percent (organic flowers) to 40 percent (organic fiber and clothing) each year on average during this same period.

To order a copy of the *Organic Trade Association's 2007 Manufacturer Survey*, go to the Organic Trade Association's web site (www.ota.com), and click on the Bookstore section (www.ota.com/bookstore.html).

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