

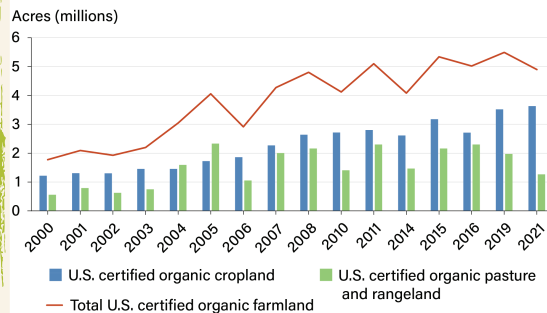
# Customer Demand for ORGANIC IS GROWING

Organic is more popular than ever and consumers are starting to understand the benefits for them, farmers and the planet.

*It may cost bit more, but you get a lot more!*

The data shows, as organic agriculture grows, organic producers have experienced increased market access. Conventional grocery retailers have overtaken natural food stores as the most popular outlet for organic food, with 55.6 percent of sales in 2021.

Total organic farm acreage has trended up since 2000, primarily driven by cropland



Note: Data from 2000 to 2015 are based on organic certifier surveys; data from 2016 to 2021 are based on producer surveys. Producer survey estimates are typically lower than certifier-based estimates because of methodological differences.

Source: USDA, Economic Research Service (ERS) based on data from ERS organic certifier surveys (2000–2011); USDA, National Agricultural Statistics Service (NASS) organic certifier surveys (2014–2015); and NASS national organic producer surveys (2016–2021).

**CHOOSE ORGANIC!**



SOURCE: <https://www.ers.usda.gov/amber-waves/2023/november/rising-consumer-demand-reshapes-landscape-for-u-s-organic-farmers/>

Authorized Federal funds to support organic research through USDA projects have increased in the last two decades. Mandatory spending authorization for the Organic Agriculture Research and Extension Initiative has grown from \$3 million in 2002 to \$50 million in 2023.

