2011 Certified Organic Production Survey

Data Release Briefing
About the Survey

• What?
  – Census of all USDA-certified organic producers
  – Conducted by NASS in conjunction with USDA’s Risk Management Agency (RMA)
  – Data for 2011 calendar year

• When?
  – Mailed December 2011, follow-up through August
Stakeholder Support

• Questionnaire Development
  – Close consultation with RMA
  – Questionnaire testing

• Marketing/Outreach
  – Organic organizations
  – Certifiers
  – Media
Data Collection

• Mailing list included
  – USDA-certified organic producers (National Organic Program)
  – Individuals identified by NASS Field Offices

• 76% response rate
Data Highlights
Certified Organic Farms

• 9,140 USDA-certified organic farms

• Top states
  • California 1,898
  • Wisconsin 870
  • New York 597
  • Washington 493
  • Iowa 467
Certified Organic Acreage

• 3.6 million organic acres
  – 2 million acres cropland
    • 1.5 million acres harvested cropland
  – 1.6 million acres pasture/rangeland
Certified Organic Sales

• 2011 certified organic sales totaled $3.53 billion
  – $2.22 billion in Crops
  – $1.31 billion in Livestock & Poultry

• Average sales per farm $414,726
  – Compared with $134,807 for all farms (2007 Census of Agriculture)
## Certified Organic Sales - Top States

<table>
<thead>
<tr>
<th>State</th>
<th>Amount</th>
<th>% of U.S. Certified Organic Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>$1,388,847,000</td>
<td>39.3%</td>
</tr>
<tr>
<td>Washington</td>
<td>$297,104,000</td>
<td>8.4%</td>
</tr>
<tr>
<td>Oregon</td>
<td>$233,452,000</td>
<td>6.6%</td>
</tr>
<tr>
<td>Texas</td>
<td>$165,499,000</td>
<td>4.7%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>$132,457,000</td>
<td>3.8%</td>
</tr>
</tbody>
</table>
Certified Organic Sales – By Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>% of U.S. Certified Organic Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crops</td>
<td>$2,220,627,000</td>
<td>62.9%</td>
</tr>
<tr>
<td>Livestock and Poultry Products</td>
<td>$1,041,322,000</td>
<td>29.5%</td>
</tr>
<tr>
<td>Livestock and Poultry</td>
<td>$269,857,000</td>
<td>7.6%</td>
</tr>
</tbody>
</table>
Certified Organic Sales – Crops

- Vegetables $1.1 billion
- Fruits $494.8 million
  - Apples $122.2 million
  - Grapes $160.6 million
- Field crops $464.9 million
- Berries $125.3 million
- Tree nuts $47.0 million
- Maple syrup $16.9 million
Certified Organic Sales – Livestock

– Milk $765 million
– Chicken eggs $276 million
– Broilers $115 million
Certified Organic Value-added Sales

• 2011 certified organic value-added sales totaled $118.6 million
• Average sales per farm $225,458
• Top states
  • California
  • Washington
  • Oregon
  • Vermont
  • Pennsylvania
Marketing Outlets
Percent of sales

Wholesale Market 81%
Direct-to-Retail 13%
Consumer Direct 6%
What’s Next for NASS?

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