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STATE OF ORGANIC PRODUCE 2024



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Good For The Planet, Good For The Body

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- Cold Pressed, Never Heated
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Bottled in glass for purity and the planet, the only fresh, Living Beverages in glass, made possible by our patented UV Light Filtration Process.

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Sustainably Packaged Products Are Driving Growth

Glass/Can packaging is growing **24X** than plastic in produce juice & functional beverages



No Forever Chemicals

67% of U.S.

adults are concerned about "forever chemicals" in beverage packaging
Sol-ti is PFAS-free



The Sol-ti Impact

Sales: growing **2.3 times faster** than the category.

Velocity: Sol-ti is the **#1 brand in velocity**, growing 1.2 times faster than the category.

Distribution: expanding **4.4 times faster** than the category, our products are more accessible

Impact: **#1 growth** contributor in wellness shots

Sustainability: Commitment to **Purity, Sustainability & Performance**



Help us build healthier communities and a cleaner planet one bottle at a time.

Join our Wholesale Program



WELCOME



Looking back at 2024, it was a triumphant year for organic fresh produce, with four consecutive quarters of volume growth and sales reaching \$9.5 billion.* Consumers are embracing organic fruits and vegetables more than ever, and retailers are stepping up—expanding selections and making it easier for shoppers to choose fresh, organic options, such as avocados and snacking produce, which are gaining popularity with younger generations.

The National Organic Program’s Strength of Enforcement (SOE) rules went into effect, while farmers focused on soil health, innovation and regenerative agriculture. Despite ongoing challenges like inflation and food safety concerns, the organic industry’s commitment to transparency, health and sustainability supported growth last year.

The Organic Produce Network is proud to bring you key industry news and dialogue, but it wouldn’t be possible without our community of readers, contributors and partners. Thanks to you, the future of organic produce looks bright.

To a fruitful 2025,
The OPN Team

**Note: Due to adjustments in source data, the 2024 sales total appears less than that of 2023.*

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Berries	Potatoes	Broccoli
Packaged Salads	Tomatoes	Cucumbers
Apples	Citrus	Bell Peppers
Herbs & Spices	Grapes	Celery
Bananas	Avocados	Squash
Carrots	Onions	Kale
Lettuce	Mushrooms	

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Organic Produce Summit
Organic Grower Summit

Trade Organizations & Associations 59

Organic Farming Research Foundation (OFRF)
Rodale Institute
California Certified Organic Farmers (CCOF)

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ORGANIC GROWER SUMMIT™

by Farm Progress®



Something big is sprouting. Be part of it.

SAVE THE DATE

DECEMBER 3-4, 2025 | MONTEREY, CA
Hyatt Regency Monterey Spa & Hotel



OrganicGrowerSummit.com

 **FarmProgress**
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SALES & PERFORMANCE OVERVIEW

ALAMY



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Organics:

OUR KEY TO FLAVOR
AND A SUSTAINABLE FUTURE



divineflavor.com

U.S. ORGANIC PRODUCE SALES CLIMB TO \$9.5 BILLION IN 2024, GROWING 5.7%



Organic fresh produce sales in the U.S. saw strong growth in 2024, rising 5.7% to \$9.5 billion, with volume increasing by 6.1%.

Notably, organic outpaced conventional produce, which posted a more modest 2.7% sales growth and a 2% volume increase. As demand for organic options continues to rise, growers and retailers are capitalizing on the opportunity to expand offerings and gain greater basket share among health-conscious consumers. Organic produce now represents 12% of total retail produce sales and accounts for 7% of overall produce volume, reinforcing its growing influence in the market.

Once again partnering with Category Partners, Organic Produce Network has compiled an annual report showcasing 20 top-performing organic produce categories, each explored in depth in the following chapters. This Sales and Performance Overview examines organic produce's share of the fresh produce market, the top 10 organic categories by sales and volume, regional performance trends and year-over-year weekly sales shifts for both organic and conventional produce.

The numbers and charts reported in this end of year review are based on Nielsen/Q syndicated data. Nielsen/Q periodically restates its data to incorporate updates from previous periods. These restatements may result in slight differences in numbers.

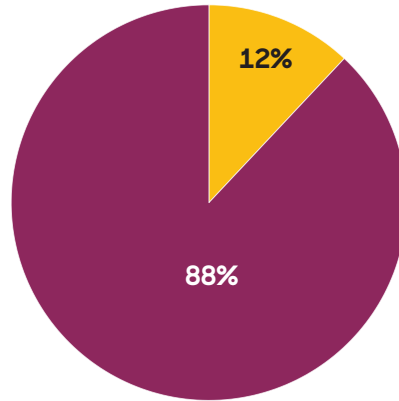
All data & information
provided exclusively
by Category Partners



CONVENTIONAL VS. ORGANIC

Organic sales topped \$9.5 billion in 2024, with a 5.7% year-over-year total sales increase. The category bested conventional produce, which gained just 2.7% in sales. The categories were similarly split in volume growth, with organic produce showing 6.1% growth and conventional produce a more modest 2% gain over the previous year.

■ CONVENTIONAL
■ ORGANIC

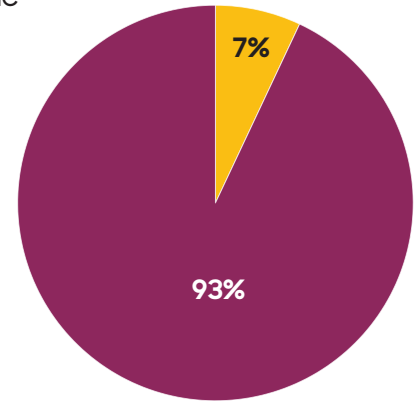


Total Produce Sales

Total Organic Sales
\$9,548,948,553

Organic Sales Change (YOY)
5.7%

Organic Sales Share
12%



Total Produce Volume

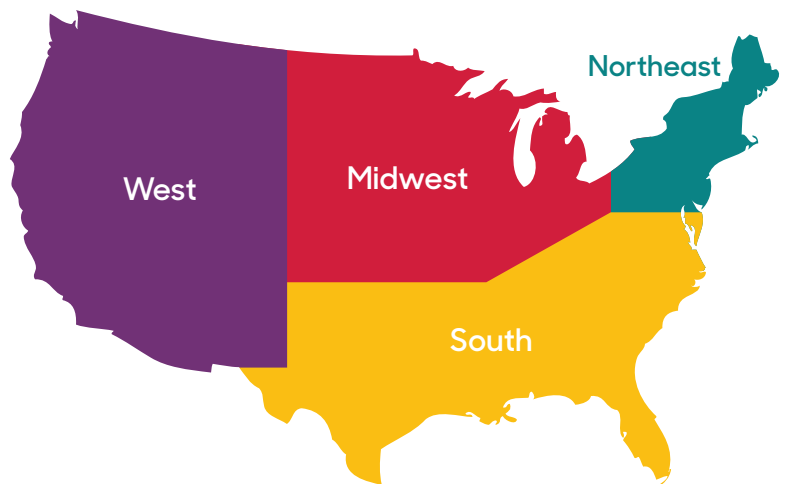
Total Organic Volume
2,969,436,664

Organic Volume Change (YOY)
6.1%

Organic Volume Share
7%

REGIONAL ORGANIC PERFORMANCE

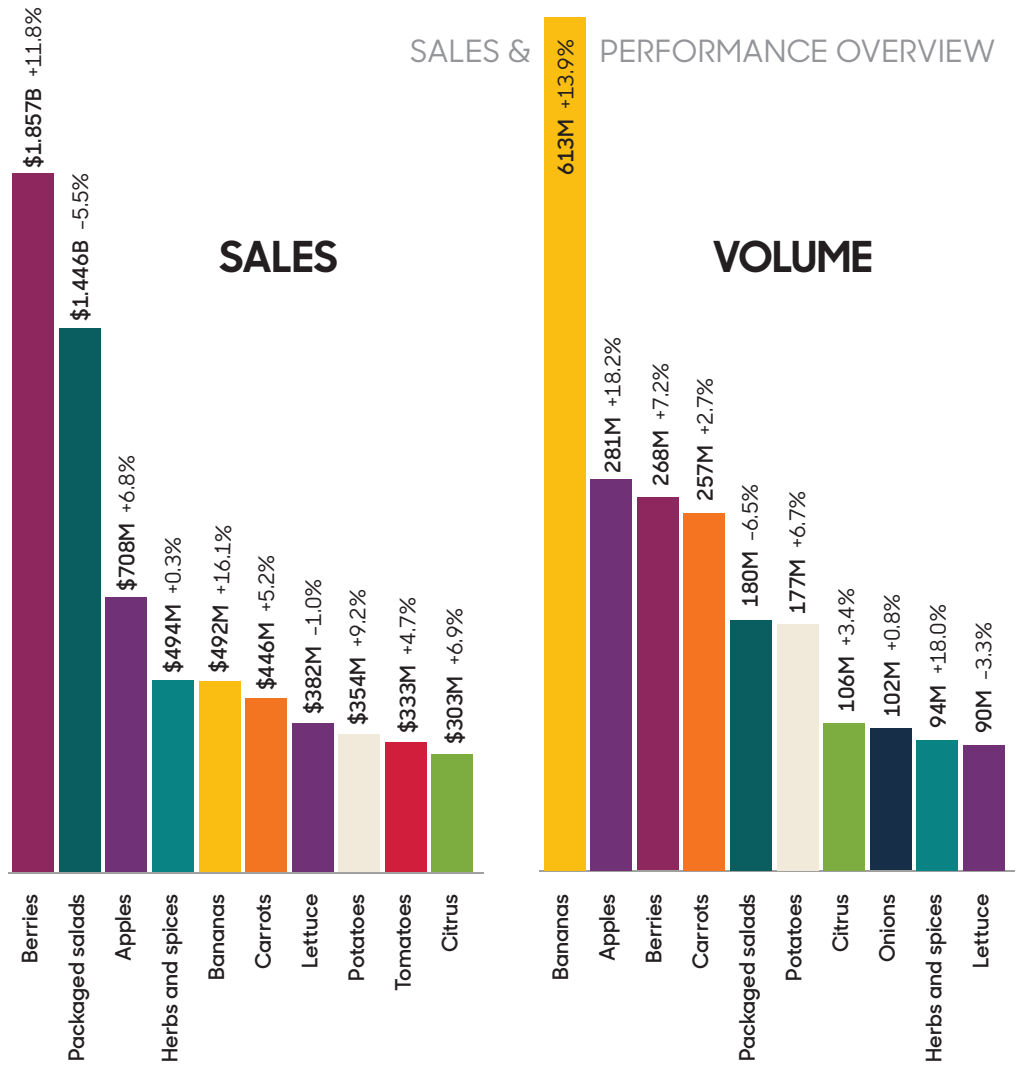
All four regions posted year-over-year sales gains in 2024, and the South was again the top performer, with an increase of 7.2% year-over-year. Volume growth was strongest in the South and Midwest, while the West had just 1.4% volume gain.



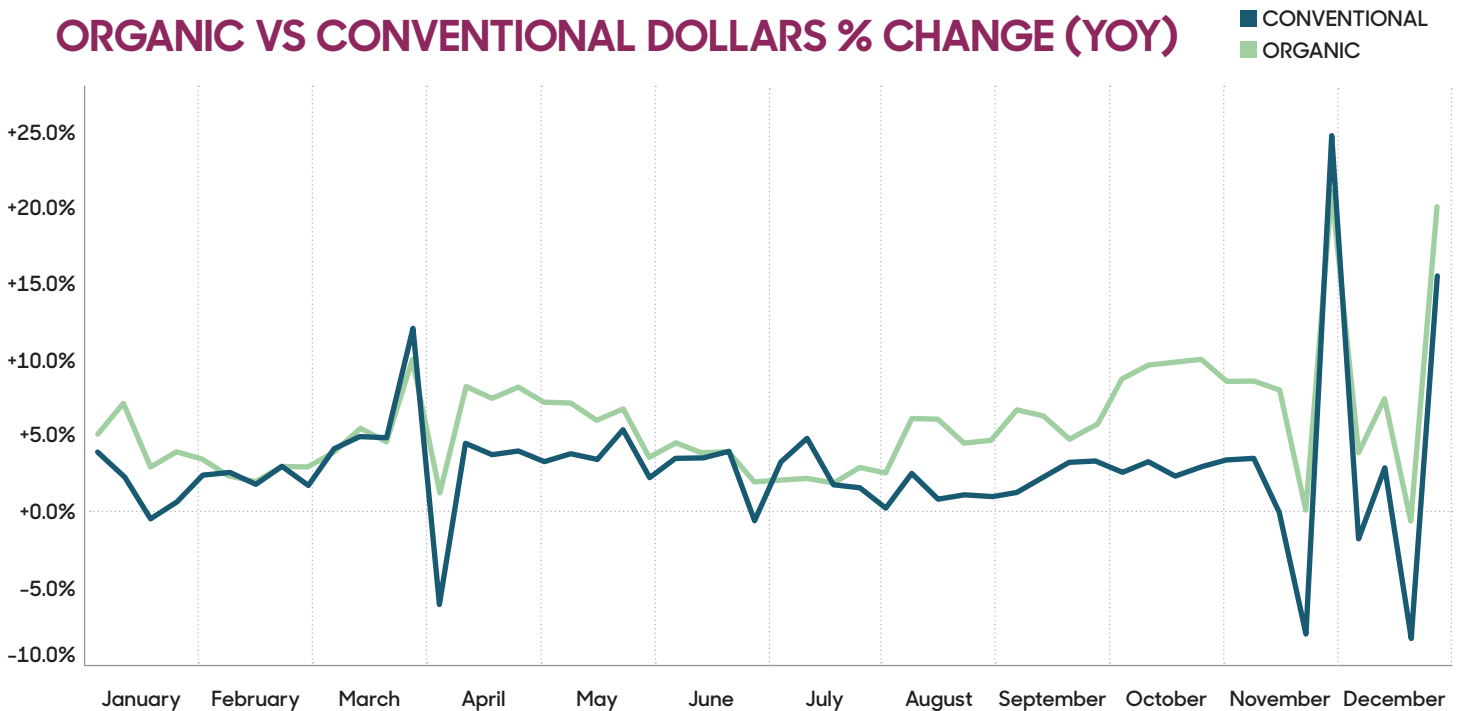
Region	West	Midwest	South	Northeast
SALES	\$2,963,140,587	\$1,509,754,956	\$3,300,066,911	\$2,275,796,420
Sales Change (YOY)	\$80,551,005	\$85,160,498	\$222,381,102	\$126,066,265
Sales % Change (YOY)	2.8%	6.0%	7.2%	5.9%
VOLUME (POUNDS)	892,454,074	482,006,011	1,062,601,066	625,944,286
Volume Change (YOY)	12,586,056	36,320,013	96,019,545	40,446,035
Volume % Change (YOY)	1.4%	8.1%	9.9%	6.9%

TOP 10 ORGANIC CATEGORIES

Berries outperformed other produce for the third year in a row, with sales nearing \$1.9 billion. Packaged salads performed next best, with sales of \$1.4 billion, and apples took a distant third in sales at \$708 million. In 2024, bananas remained the highest-selling item in the organic fresh produce sector, with 613 million pounds sold, and apples narrowly bested berries in volume at 281 million pounds.



ORGANIC VS CONVENTIONAL DOLLARS % CHANGE (YOY)





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Celebrating a milestone in organic excellence signifies a journey marked by innovation, stewardship, and an unwavering dedication to quality. Experience the best of every season throughout the year, from blueberries and stone fruit to grapes and citrus! Your journey to flavorful, responsibly grown produce starts with Homegrown Organic Farms.

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LEADING CATEGORY PERFORMERS



BERRIES

For the third consecutive year, organic berries (strawberries, blueberries, raspberries and blackberries) led in sales, reaching \$1.857 billion in 2024—an 11.8% increase from the previous year. With 268 million pounds sold (up 7.2% from 2023), they ranked third in volume behind bananas and apples. Organic berries commanded a 66.6% price premium over conventional, highlighting consumers' continued willingness to pay more for these sought-after fruits.

"Only about 10% to 15% of [organic blueberry] production are jumbos. The majority of fruit is smaller. Buyer expectations are not realistic. Jumbos are more limited than [buyers] realize. Everyone wants to order them and there just aren't that many."

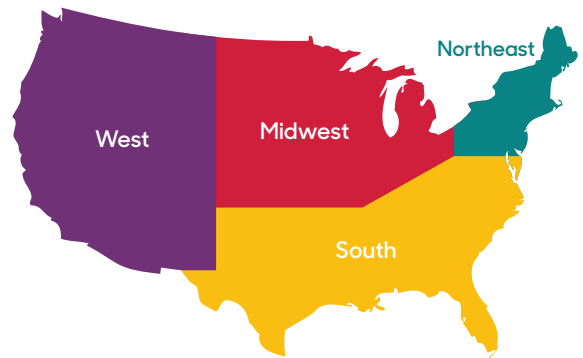
Stephen Paul

Deciduous Category Director
Homegrown Organic Farms

ALAMY

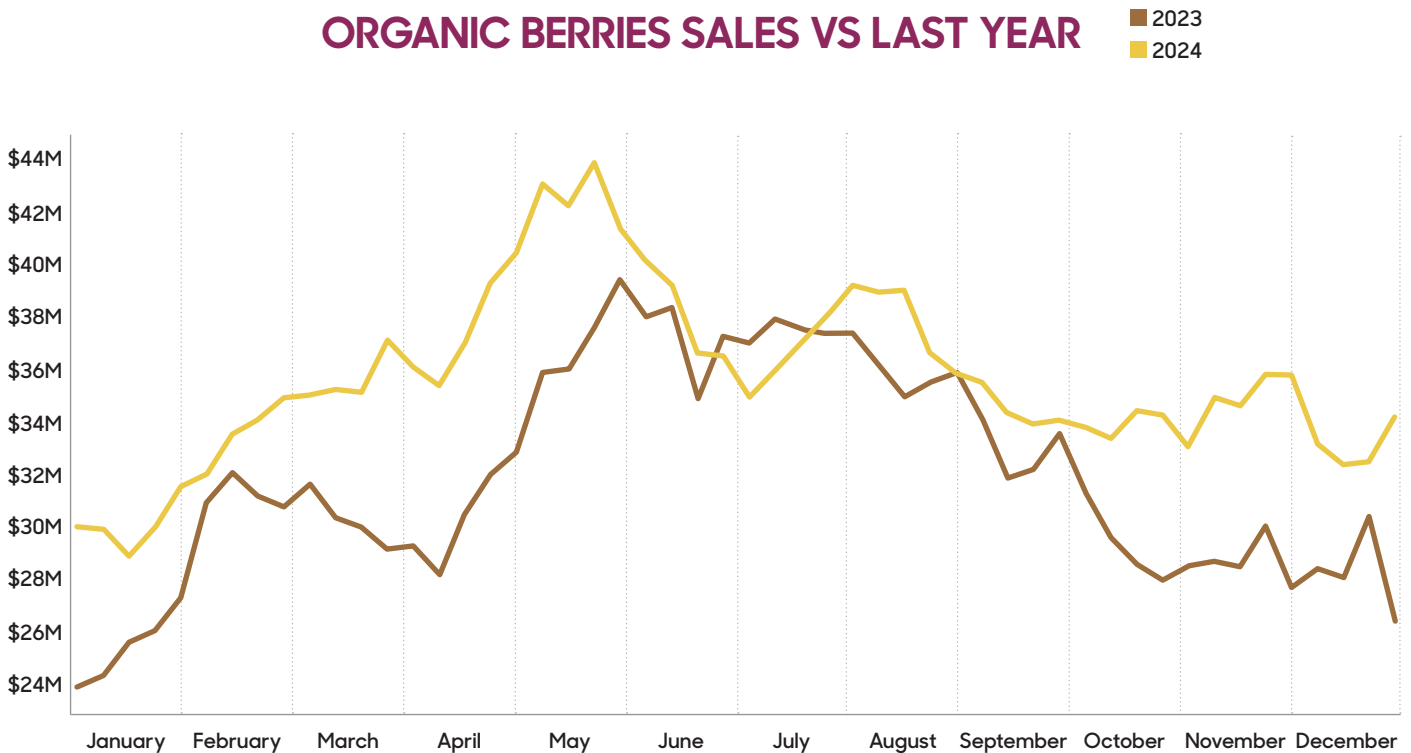
Regional Performance

Organic berries once again posted their largest sales and volume growth in the South, with gains of 14.3% and 10%, respectively.



Region	West	Midwest	South	Northeast
SALES	\$532,387,172	\$266,983,461	\$605,615,919	\$448,447,548
Sales Change (YOY)	\$42,929,342	\$23,054,305	\$75,978,775	\$53,269,077
Sales % Change (YOY)	8.8%	9.5%	14.3%	13.5%
VOLUME (POUNDS)	75,412,806	40,226,446	92,650,058	59,592,890
Volume Change (YOY)	3,594,513	984,275	8,399,200	4,999,283
Volume % Change (YOY)	5.0%	2.5%	10.0%	9.2%

ORGANIC BERRIES SALES VS LAST YEAR





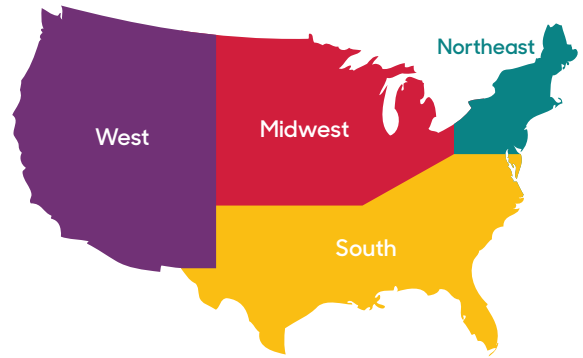
PACKAGED SALADS

Organic packaged salads held the number two sales spot in 2024, generating \$1.446 billion, though sales declined by 5.5% from the previous year. Volume also saw a 6.5% drop, with 180 million pounds sold, reflecting ongoing consumer shifts amid inflationary pressures. Despite these declines, the category maintained a strong price premium of 68.7% over conventional salads, similar to 2023.

In 2024, consumers paid a 68.7% price premium for organic packaged salads over conventional options.

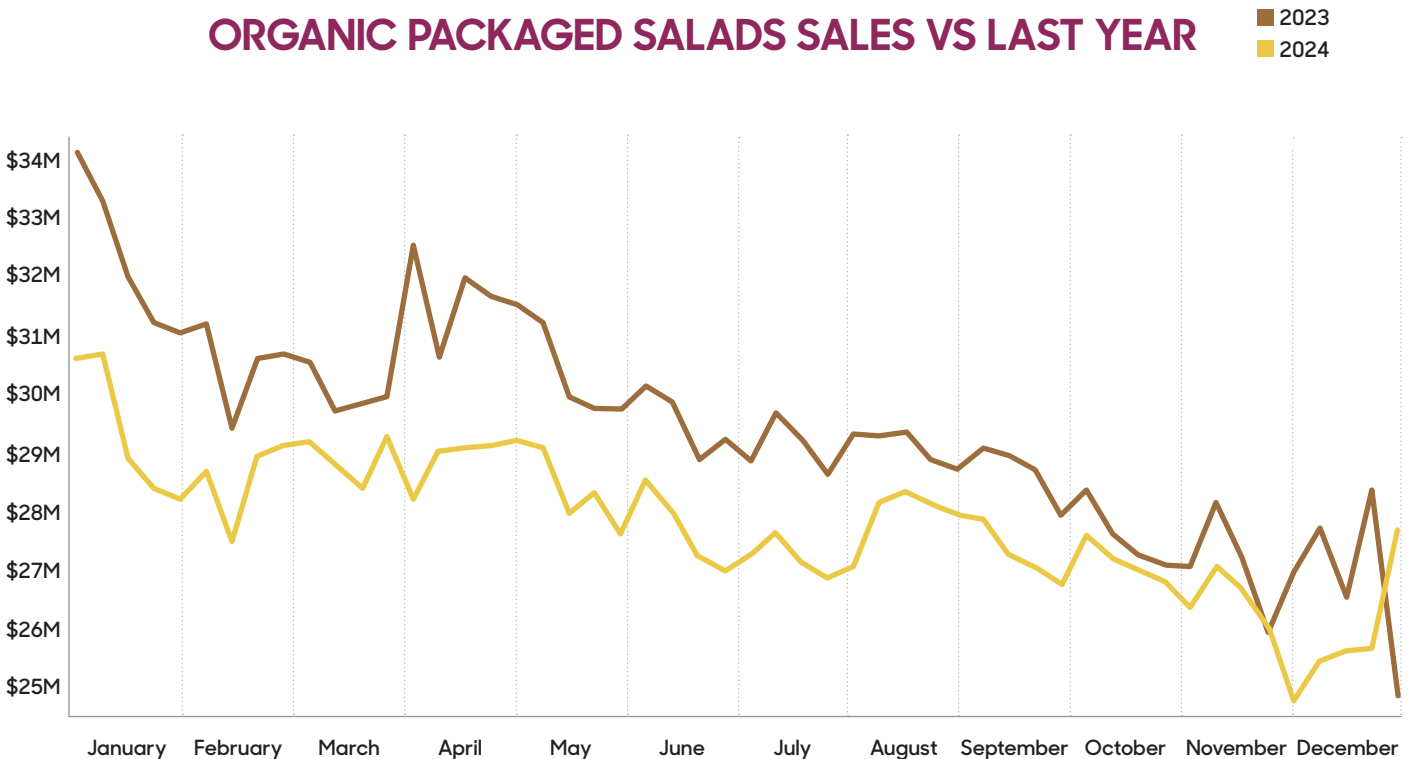
Regional Performance

Organic packaged salads posted year-over-year drops in sales and volume in all four regions, with the South posting the largest overall declines of 6% and 7.5%, respectively.



Region	West	Midwest	South	Northeast
SALES	\$404,541,388	\$256,685,022	\$476,601,171	\$307,575,746
Sales Change (YOY)	-\$17,313,269	-\$16,684,094	-\$30,194,968	-\$19,825,031
Sales % Change (YOY)	-4.1%	-6.1%	-6.0%	-6.1%
VOLUME (POUNDS)	49,270,210	32,932,892	59,762,619	37,564,651
Volume Change (YOY)	-3,475,969	-2,314,912	-4,858,683	-1,778,190
Volume % Change (YOY)	-6.6%	-6.6%	-7.5%	-4.5%

ORGANIC PACKAGED SALADS SALES VS LAST YEAR





APPLES

Organic apples had robust growth in 2024, with sales rising 6.8% to \$708 million—an increase of \$45 million from the previous year. Volume climbed significantly, up 18.2% to 281 million pounds, signaling increased consumer demand. Despite a slight dip in price premium to 45.2% over conventional apples, organic apples remained a popular choice, demonstrating continued willingness among shoppers to pay more for this favorite fruit.

"Our most sought-out organic item by retailers is organic Honeycrisp, but organic Gala and Fuji don't fall too far behind."

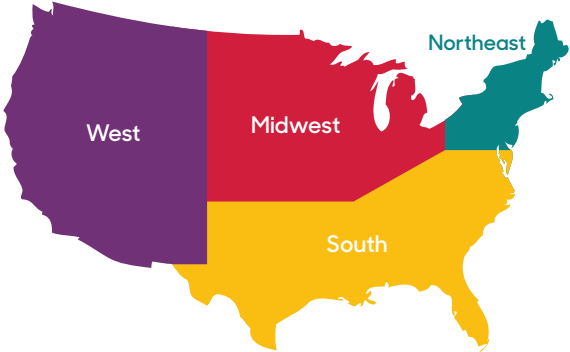
Kaci Komstadius

Vice President of Marketing

Sage Fruit Co.

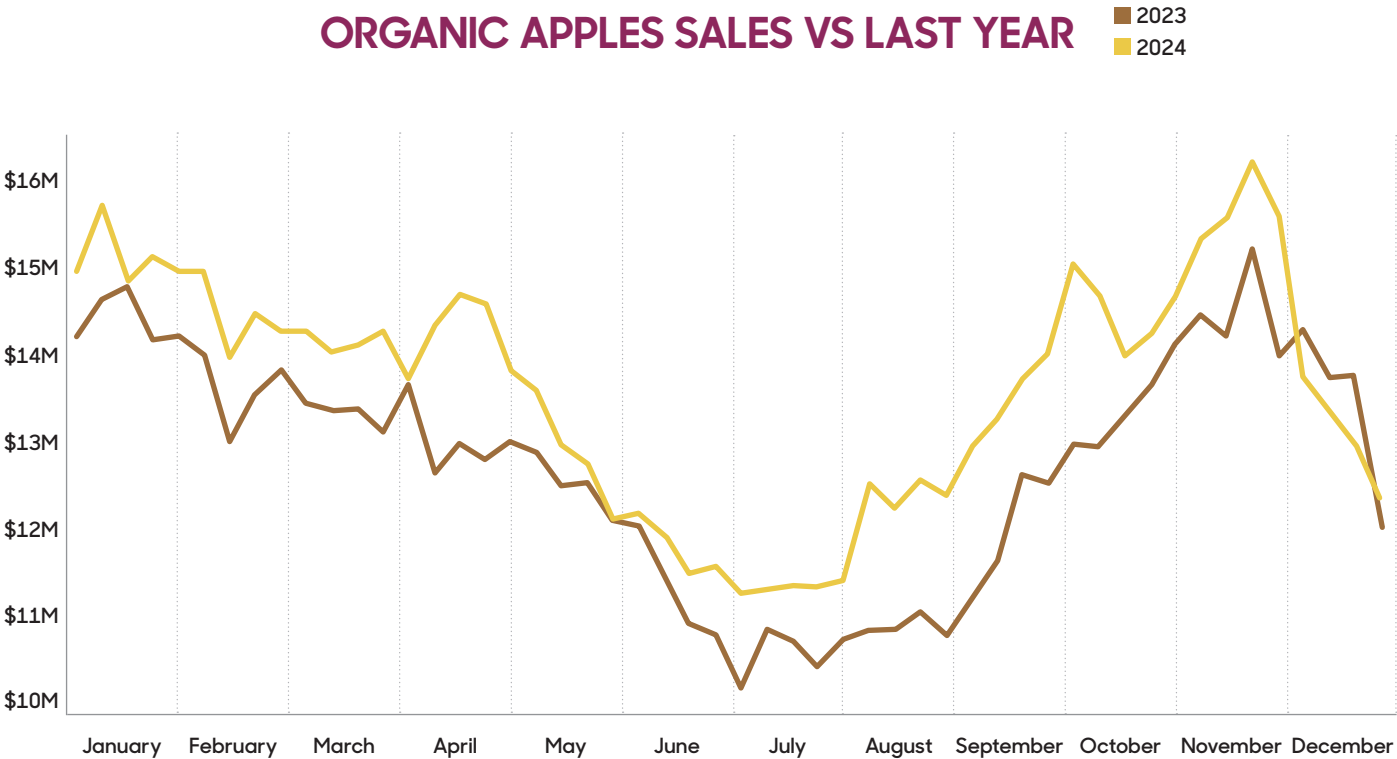
Regional Performance

For **organic apples**, every region posted sales gains in 2024, with the Midwest, Northeast and South each posting between 7% and 10% year-over-year dollar growth.



Region	West	Midwest	South	Northeast
SALES	\$182,686,114	\$101,662,337	\$261,871,776	\$161,488,752
Sales Change (YOY)	\$1,363,527	\$6,961,991	\$24,057,196	\$12,643,429
Sales % Change (YOY)	0.8%	7.4%	10.1%	8.5%
VOLUME (POUNDS)	69,671,995	42,982,628	106,793,605	61,785,847
Volume Change (YOY)	6,129,743	7,282,170	21,584,878	8,407,581
Volume % Change (YOY)	9.6%	20.4%	25.3%	15.8%

ORGANIC APPLES SALES VS LAST YEAR





HERBS AND SPICES

The organic herbs and spices category held steady in 2024 at \$494 million in sales—up a modest 0.3% from the previous year. However, volume saw a significant surge, rising 18% to 94 million pounds, indicating strong consumer demand. While the price premium over conventional dropped from 2023 levels, it remained substantial at 260.4%, reinforcing the category's value in the organic market.

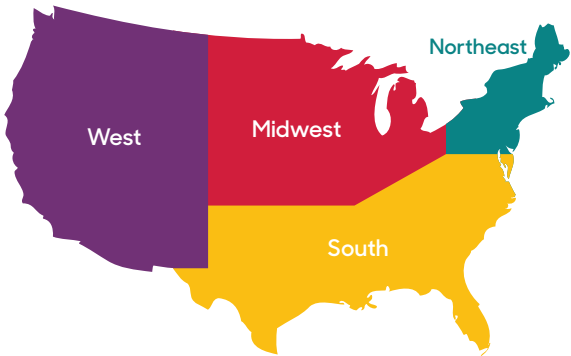
"While it is true that organic herb sales in the weeks before Thanksgiving and Christmas are typically 60% to 80% higher than other weeks of the year, fresh organic herbs are available year-round and are an ideal accompaniment to dishes any time of year."¹

David Bright
Vice President of Marketing
Cal-Organic Farms

ALAMY

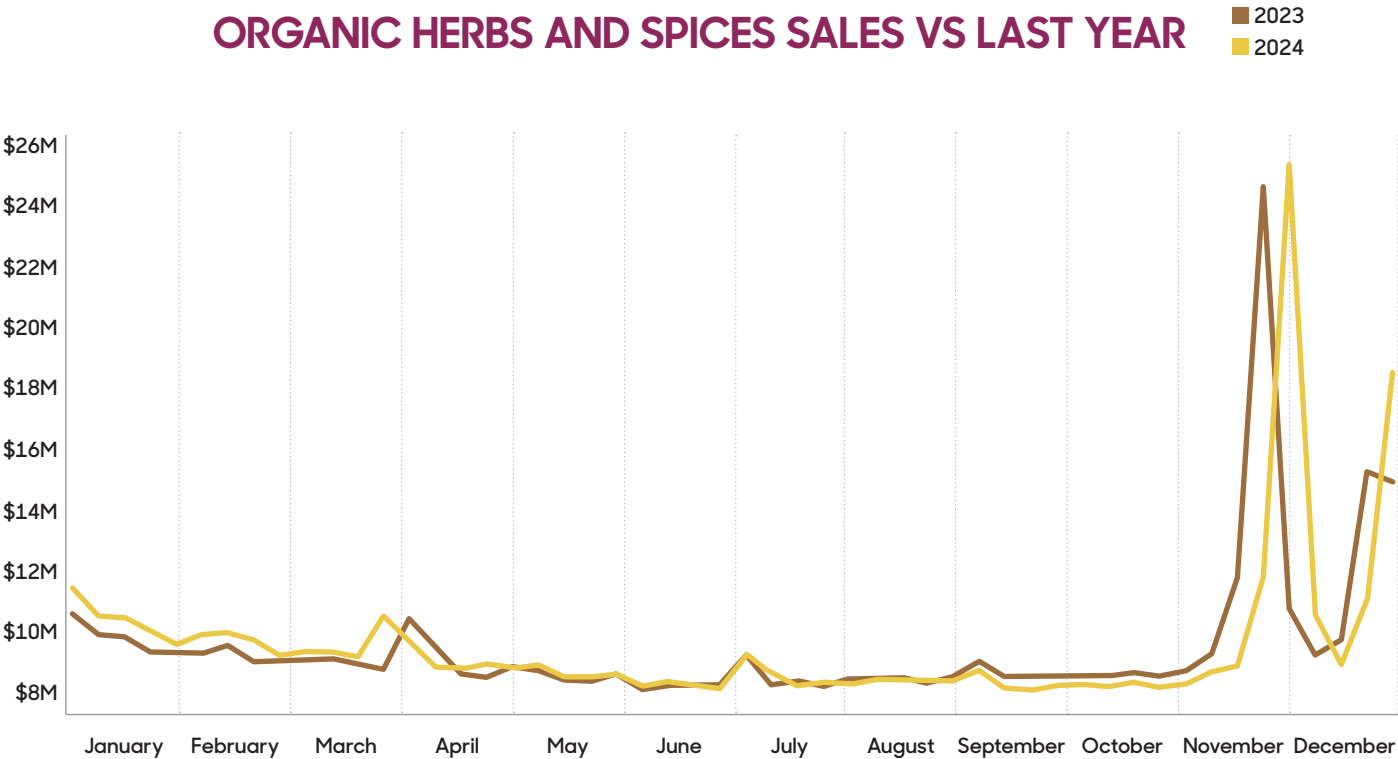
Regional Performance

Organic herbs and spices sales were mixed in 2024, with year-over-year increases in the West and Northeast and decreases in the Midwest and South.



Region	West	Midwest	South	Northeast
SALES	\$150,441,617	\$70,325,100	\$160,991,567	\$112,093,000
Sales Change (YOY)	\$881,133	-\$51,110	-\$3,015,539	\$4,000,493
Sales % Change (YOY)	0.6%	-0.1%	-1.8%	3.7%
VOLUME (POUNDS)	30,132,207	11,072,792	33,299,067	19,209,057
Volume Change (YOY)	-27,617	1,756,403	10,748,774	1,803,061
Volume % Change (YOY)	-0.1%	18.9%	47.7%	10.4%

ORGANIC HERBS AND SPICES SALES VS LAST YEAR





BANANAS

Organic bananas experienced strong growth in 2024, with sales rising 16.1% to \$492 million, making them the fifth highest-selling organic produce category. Volume saw an impressive 13.9% year-over-year increase to 613 million pounds, more than double the volume of the next highest category, apples. With a 32.9% price premium over conventional, organic bananas remained one of the more affordable organic options, appealing to budget-conscious consumers who value organic.

"Having children is one of the few things that impacts food shopping and consumption habits. While consumers may not buy organic produce for themselves, the arrival of children could lead to purchases of organic bananas, berries and other important entry categories."

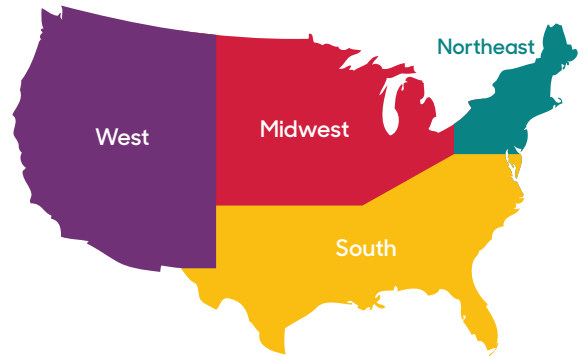
Anne-Marie Roerink

President
210 Analytics LLC

ALAMY

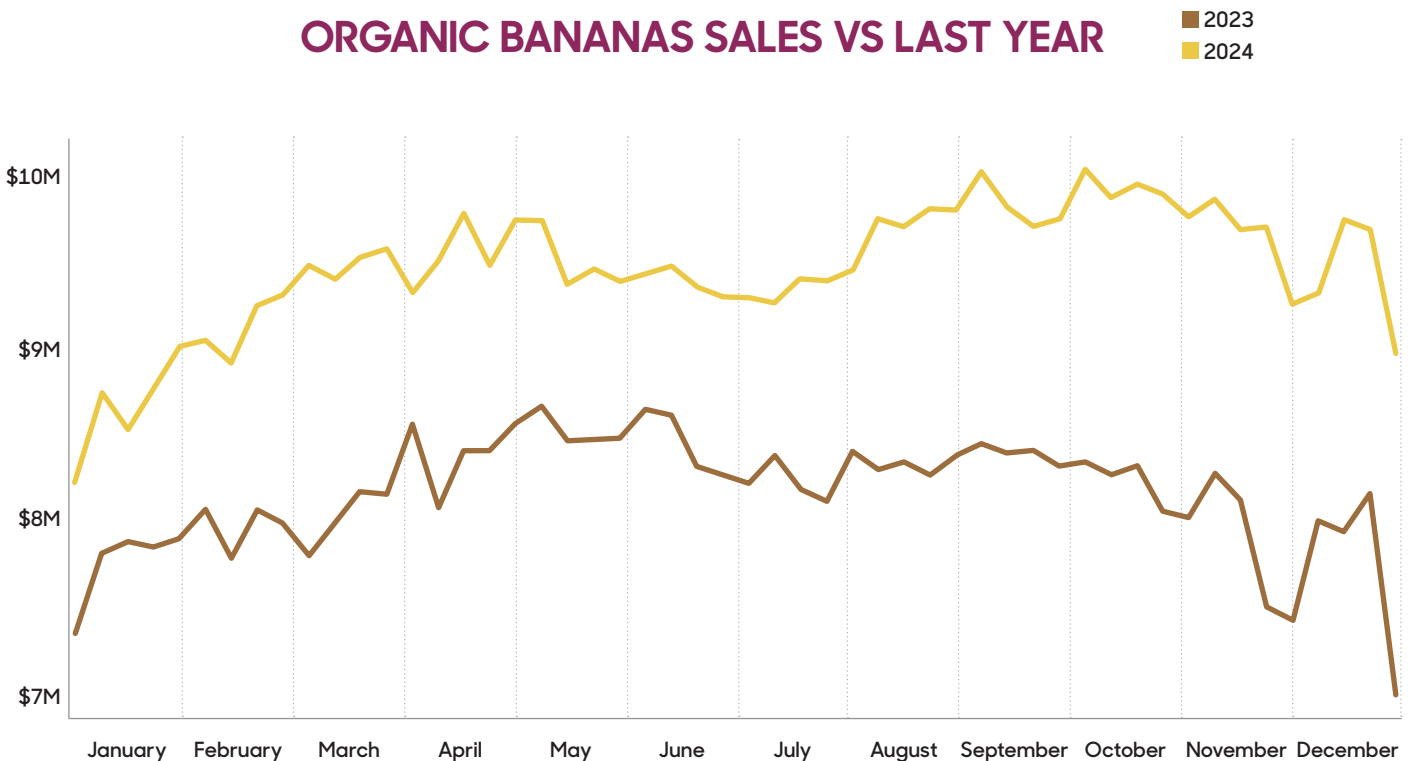
Regional Performance

Organic bananas posted significant gains across all regions, with the South leading dollar sales and volume growth at 21.5% and 17.5%, respectively.



Region	West	Midwest	South	Northeast
SALES	\$143,308,703	\$82,862,469	\$180,536,451	\$84,884,489
Sales Change (YOY)	\$15,271,259	\$12,959,475	\$31,886,084	\$8,001,530
Sales % Change (YOY)	11.9%	18.5%	21.5%	10.4%
VOLUME (POUNDS)	164,187,681	105,428,777	236,300,763	106,886,381
Volume Change (YOY)	16,445,563	12,848,812	35,113,593	10,508,636
Volume % Change (YOY)	11.1%	13.9%	17.5%	10.9%

ORGANIC BANANAS SALES VS LAST YEAR





CARROTS

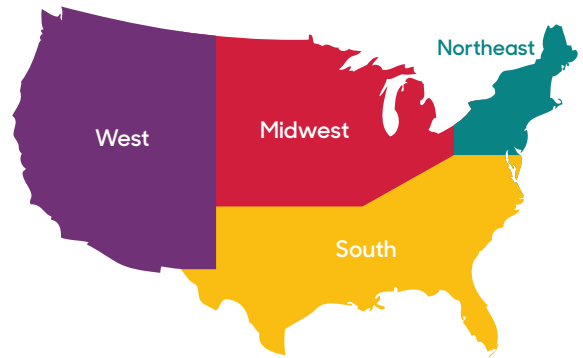
Despite an E. coli outbreak linked to organic carrots in Q4, the category saw steady growth in 2024, with sales rising 5.2% year-over-year to \$446 million. Volume also increased, by 2.7%, though the category slipped to the fourth spot in overall volume rankings. Maintaining one of the narrowest price premiums among organic produce at 22.5%, organic carrots remained an accessible and budget-friendly choice for organic shoppers and a great organic value option.

Accessible and budget friendly, organic carrots grew in sales by 5.2% and volume by 2.7% in 2024.



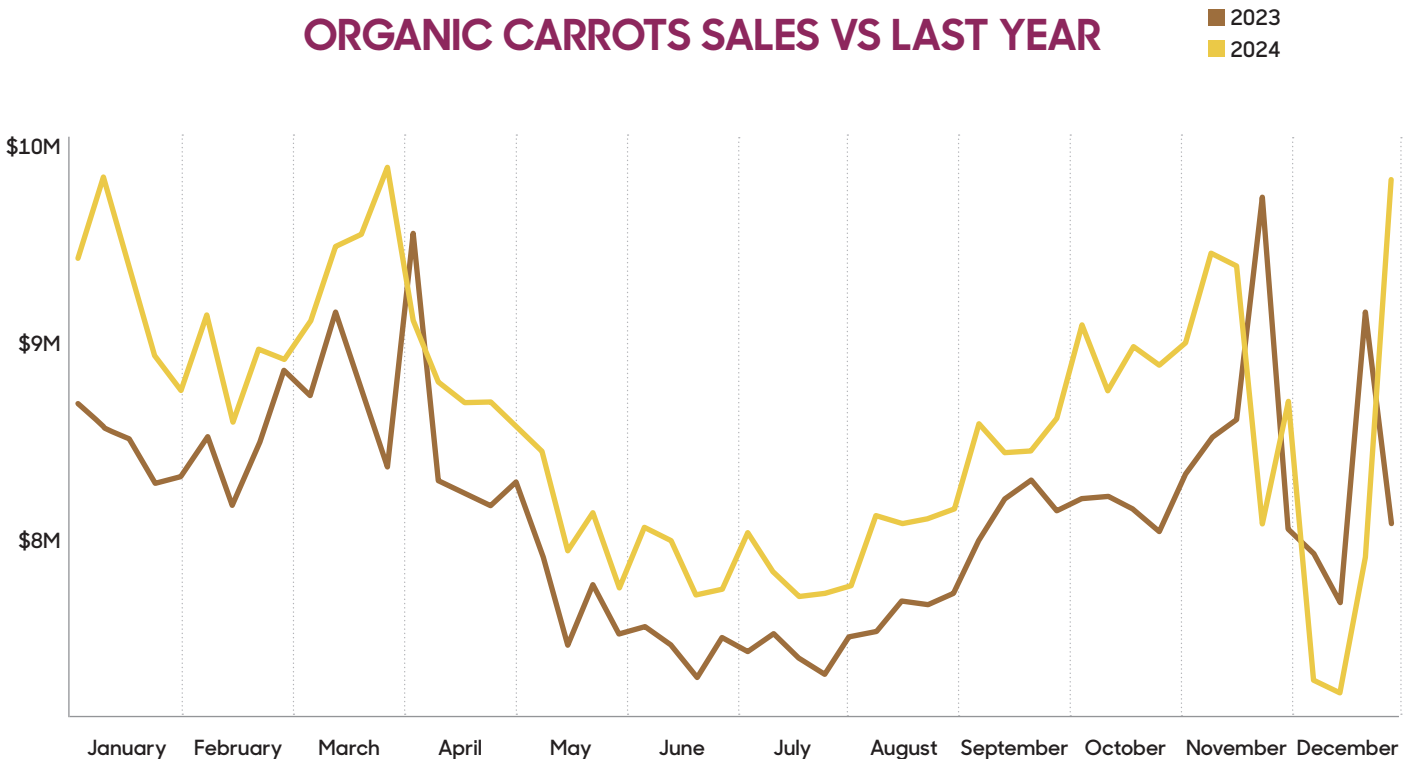
Regional Performance

Organic carrots posted sales gains in all four regions, led by the Northeast at 7.4%. Volume also increased across regions, apart from the West, which slipped 0.6%.



Region	West	Midwest	South	Northeast
SALES	\$116,780,330	\$80,398,160	\$145,821,947	\$102,085,873
Sales Change (YOY)	\$2,797,300	\$4,483,753	\$7,670,653	\$7,024,288
Sales % Change (YOY)	2.5%	5.9%	5.6%	7.4%
VOLUME (POUNDS)	62,824,693	47,588,444	89,360,587	56,688,402
Volume Change (YOY)	-409,903	1,129,084	2,434,376	3,637,382
Volume % Change (YOY)	-0.6%	2.4%	2.8%	6.9%

ORGANIC CARROTS SALES VS LAST YEAR





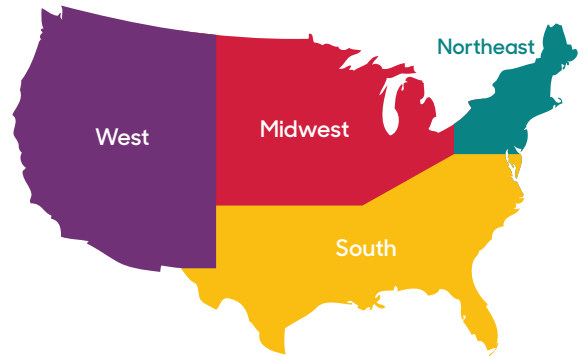
LETTUCE

Organic lettuce saw a slight decline in 2024, with sales dipping 0.6% to \$382 million and volume decreasing 3.3% year-over-year, placing lettuce 10th in overall volume rankings. Despite these declines, the category maintained a strong price difference of 108% over conventional lettuce, continuing to be one of the more premium organic produce options.

Despite a slight dip in sales and volume, organic lettuce held its position as a premium choice, maintaining a 108% price difference over conventional options.

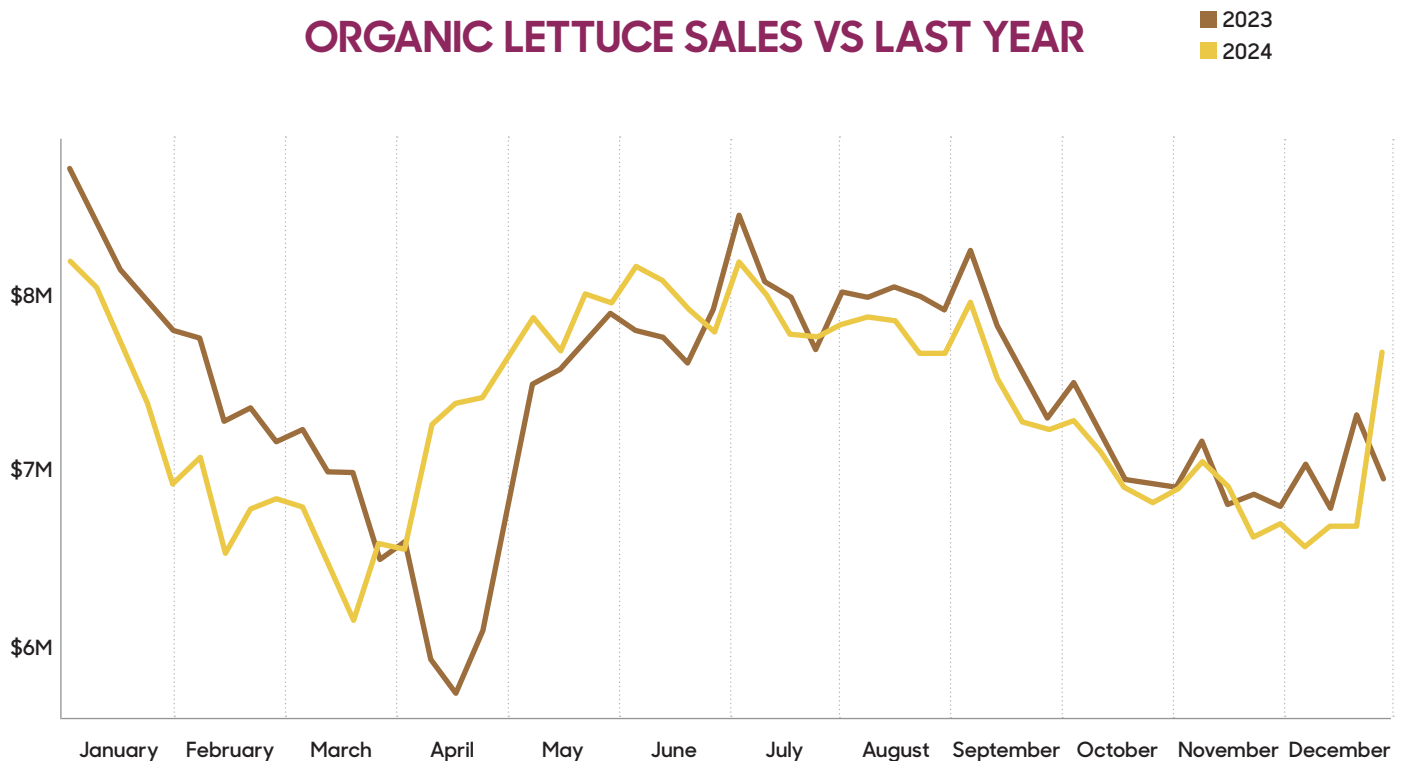
Regional Performance

Organic lettuce logged year-over-year volume decreases in all regions and modest sales declines everywhere except the South, where lettuce gained 2%.



Region	West	Midwest	South	Northeast
SALES	\$114,047,959	\$47,195,281	\$125,808,511	\$93,840,456
Sales Change (YOY)	-\$2,243,543	-\$119,083	\$2,445,321	-\$3,674,227
Sales % Change (YOY)	-1.9%	-0.3%	2.0%	-3.8%
VOLUME (POUNDS)	29,487,968	12,186,330	30,902,091	17,700,173
Volume Change (YOY)	-1,214,469	-288,246	-1,522,002	-2,383
Volume % Change (YOY)	-4.0%	-2.3%	-4.7%	+0.0%

ORGANIC LETTUCE SALES VS LAST YEAR





POTATOES

Organic potatoes saw strong growth in 2024, with sales rising 9.2% year-over-year to \$354 million. Volume also rebounded, increasing 6.7% to 177 million pounds, making it the sixth highest category by volume. The category's price premium climbed to 110.1% over conventional potatoes, highlighting consumers' growing willingness to pay more for organic staples.

"Sweet potatoes are highly nutritious and flavorful and have garnered interest but have yet to reach their full potential in popularity. As a result, we're trying to find creative ways to make sweet potatoes a year-round item that people associate with everyday use."

Susan Noritake

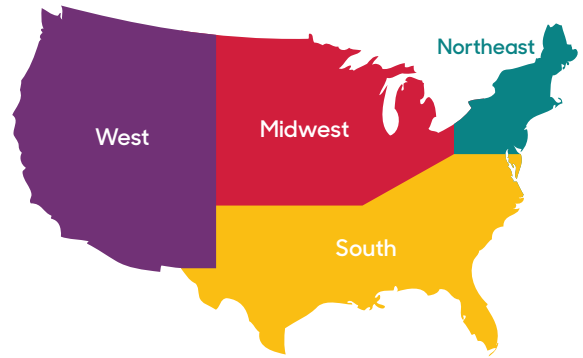
Director of Sales

Bako Sweet

ALAMY

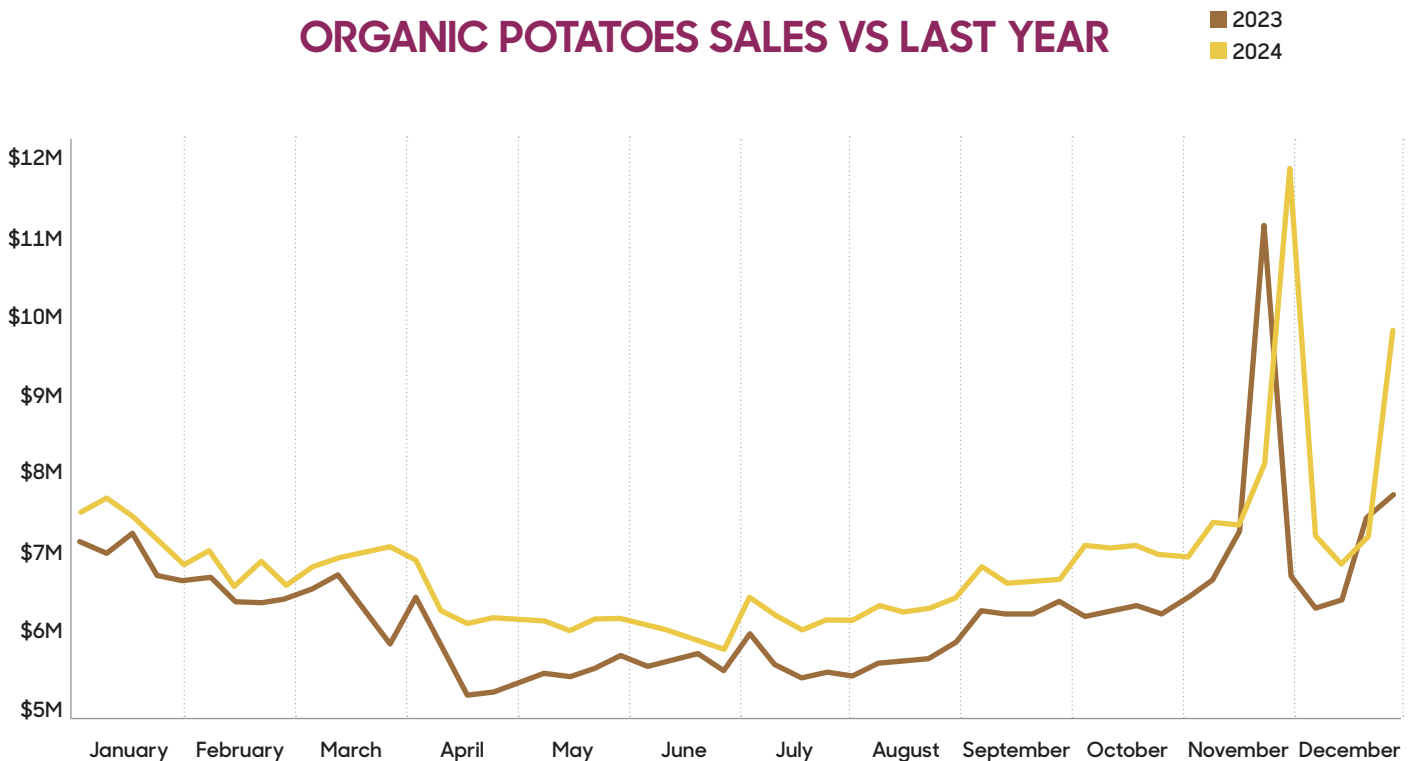
Regional Performance

Organic potato sales had the highest sales growth rates in the Midwest and Northeast (14.1% and 11.5%, respectively), followed by the South and West (8.6% and 6%, respectively).



Region	West	Midwest	South	Northeast
SALES	\$98,374,805	\$49,177,777	\$123,644,615	\$83,005,610
Sales Change (YOY)	\$5,605,220	\$6,061,441	\$9,755,945	\$8,528,910
Sales % Change (YOY)	6.0%	14.1%	8.6%	11.5%
VOLUME (POUNDS)	48,811,465	25,860,503	61,971,616	39,989,871
Volume Change (YOY)	3,004,548	2,230,708	1,789,233	4,058,509
Volume % Change (YOY)	6.6%	9.4%	3.0%	11.3%

ORGANIC POTATOES SALES VS LAST YEAR





TOMATOES

With a sales gain of 4.7% year-over-year to a total of \$333 million, organic tomatoes came in ninth among organic produce categories in 2024. Volume dipped half a million pounds, representing a 0.7% decline from 2023. Organic tomatoes continued to demonstrate an excellent price premium, selling for 111.6% more than conventional options, the same as 2023.

"We want to be known as [organic tomato] snacking line specialists in which flavor is the most important component. Though I hate to use the word 'normal,' this is a much more normal season compared to last year."

Michael DuPuis

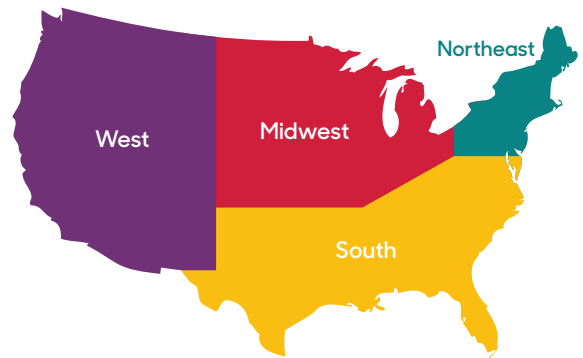
*Manager of Quality Assurance
and Public Relations*

Divine Flavor Inc.

ALAMY

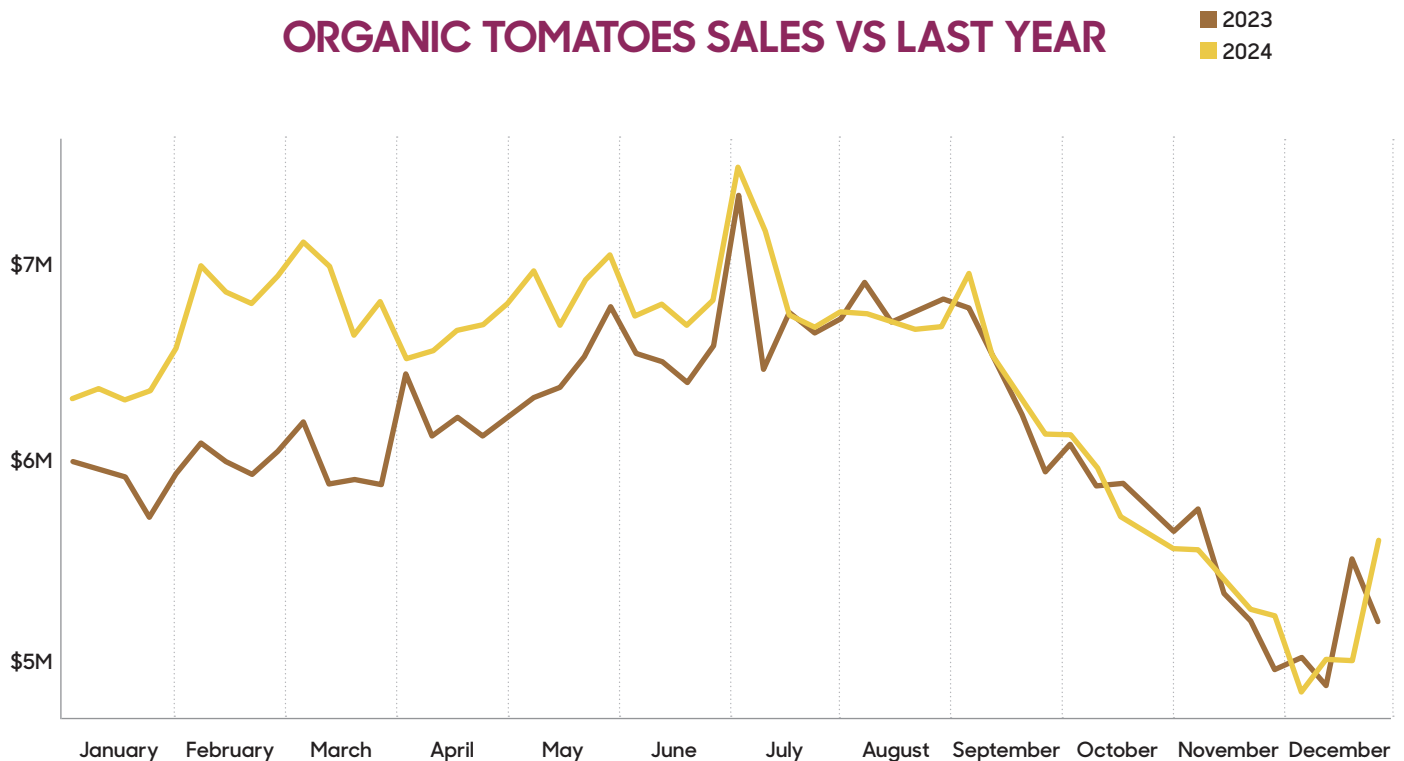
Regional Performance

Organic tomato sales grew across all regions, posting the largest sales and volume growth in the Northeast, with gains of 7.1% and 2.8%, respectively.



Region	West	Midwest	South	Northeast
SALES	\$115,419,714	\$40,870,775	\$92,603,025	\$83,849,979
Sales Change (YOY)	\$7,029,459	\$479,869	\$2,101,717	\$5,546,020
Sales % Change (YOY)	6.5%	1.2%	2.3%	7.1%
VOLUME (POUNDS)	25,214,230	9,443,080	21,196,575	15,993,570
Volume Change (YOY)	315,438	-388,133	-765,303	431,142
Volume % Change (YOY)	1.3%	-3.9%	-3.5%	2.8%

ORGANIC TOMATOES SALES VS LAST YEAR





CITRUS

Citrus fruits performed well in the organic market in 2024, reaching \$303 million in sales and reflecting a year-over-year dollar gain of 6.9%, on par with 2023. The category rose 3.4% in volume as well, posting 106 million pounds to rank seventh in overall volume. What's more, citrus price premiums rebounded significantly, regaining lost ground to 69.5% over conventional.

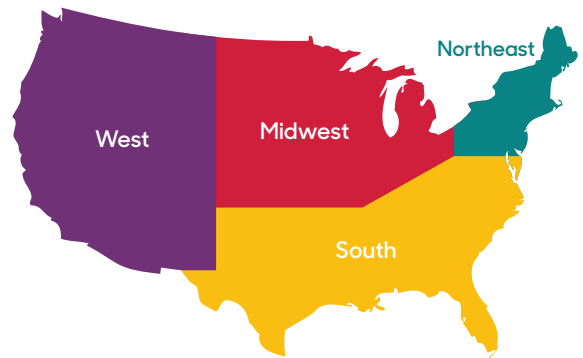
"[Citrus] crops are harder to grow, and in these inflationary times, it's challenging to grow the market. But we do see a path forward and consumers continue to want organics."

Bianca Kaprelian

Owner
Fruit World

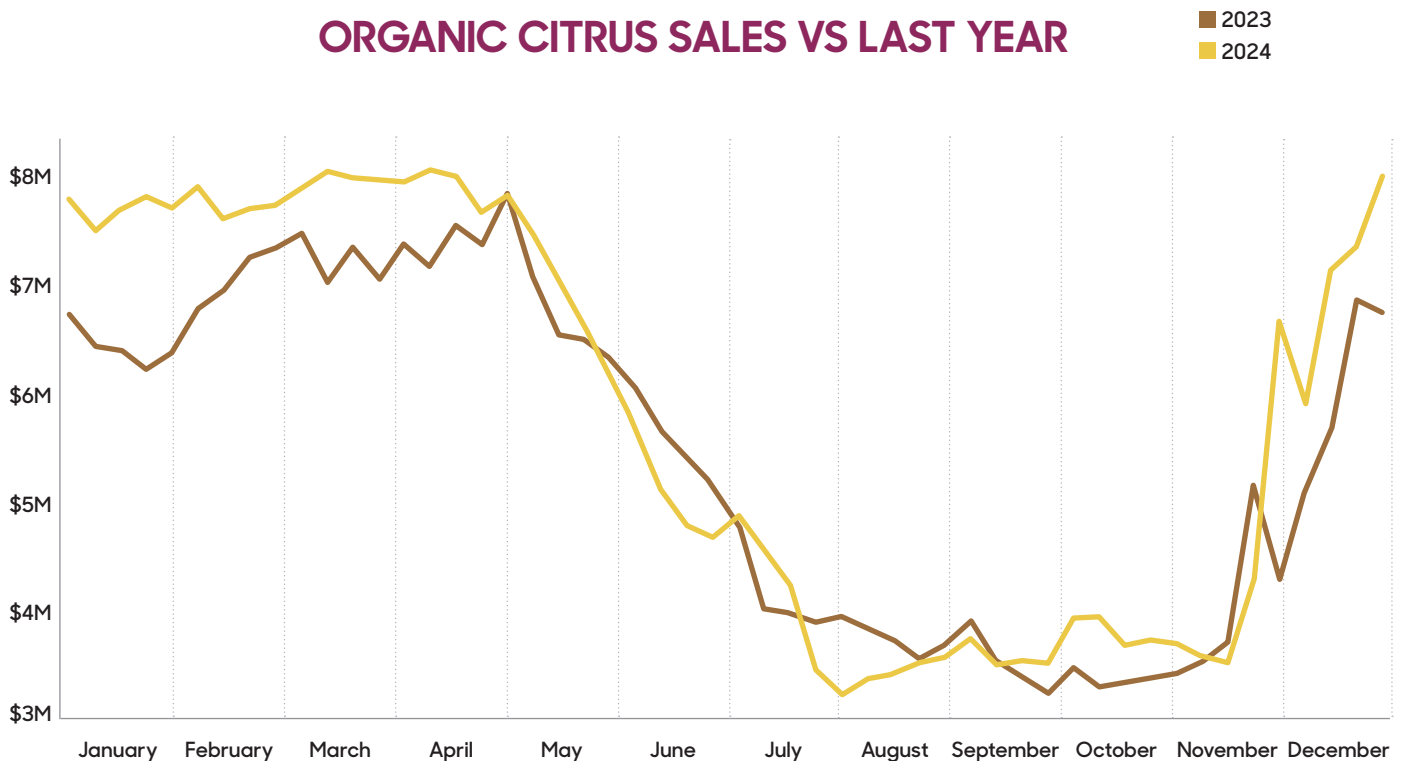
Regional Performance

Organic citrus showed healthy year-over-year volume gains in all regions except the West, with the South posting the largest increase at 9.4%.



Region	West	Midwest	South	Northeast
SALES	\$80,019,268	\$43,897,939	\$109,625,818	\$68,892,632
Sales Change (YOY)	-\$3,174,995	\$4,442,125	\$12,545,361	\$5,694,510
Sales % Change (YOY)	-3.8%	11.3%	12.9%	9.0%
VOLUME (POUNDS)	27,507,144	17,051,491	39,372,598	22,257,002
Volume Change (YOY)	-2,951,256	1,356,601	3,392,194	1,719,374
Volume % Change (YOY)	-9.7%	8.6%	9.4%	8.4%

ORGANIC CITRUS SALES VS LAST YEAR



GRAPES

#11 IN SALES

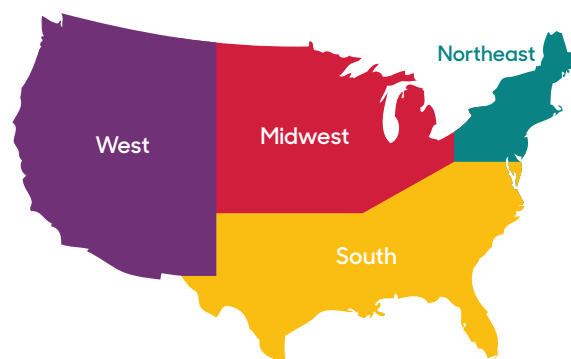
Organic grape sales grew 8.5% to \$288 million in 2024, up \$22.6 million year-over-year from 2023. The category's volume growth of 13.9% to 84 million pounds put grapes in eleventh place among all organic produce categories by volume. Organic grapes' price premium over conventional dipped to 30.4%, down from 46% in 2023.

"With newer, earlier and sweeter varieties on the horizon, exports of red seedless will start changing in the upcoming seasons. Varieties such as Karizma (IFG Forty-Seven) and Ruby Rush (Sugra53) are two newer red varieties that are showing promising potential for the future."

Carlos Bon
Vice President
Divine Flavor

Regional Performance

Organic grapes posted impressive growth across all regions except the West, growing an impressive 19.6% in sales and 35.5% in volume in the Midwest.



Region	West	Midwest	South	Northeast
SALES	\$74,778,041	\$42,077,334	\$103,632,251	\$66,963,264
Sales Change (YOY)	-\$533,808	\$6,907,138	\$5,494,427	\$10,737,664
Sales % Change (YOY)	-0.7%	19.6%	5.6%	19.1%
VOLUME (POUNDS)	20,826,496	13,668,359	32,194,115	17,607,186
Volume Change (YOY)	-36,187	3,584,378	3,418,244	3,345,070
Volume % Change (YOY)	-0.2%	35.5%	11.9%	23.5%

ALAMY (2)



AVOCADOS

#12 IN SALES

Organic avocado sales were significantly better in 2024 than in 2023, posting 8.4% sales growth for total sales of \$270 million. However, avocado volume declined, dropping by 6.1% and shaving off 4.2 million pounds from the previous year's total volume. Organic avocados managed to hold on to a solid 54.7% price premium over conventional in 2024, nearly maintaining the 56% price premiums achieved in 2023.

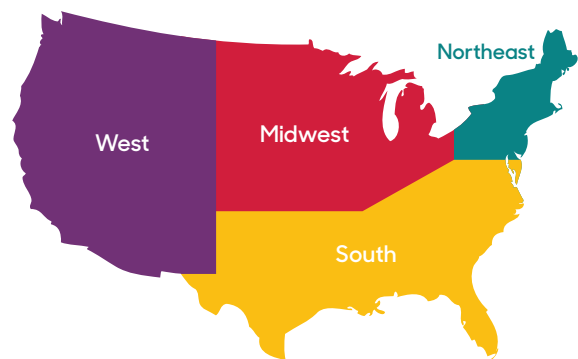
"Avocado growers face higher input costs for their groves, so that has hampered future organic growth opportunities for them. Consumers are still feeling the effects of inflation and higher prices, so that has temporarily affected demand."

Gary Caloroso

Business Development Director
Giumarra

Regional Performance

Total **organic avocado** sales increased most dramatically in the Midwest and the South, up 26.2% and 17.5%, respectively.



Region	West	Midwest	South	Northeast
SALES	\$103,932,773	\$35,704,519	\$78,117,377	\$52,443,041
Sales Change (YOY)	-\$2,580,263	\$7,407,550	\$11,660,541	\$4,565,353
Sales % Change (YOY)	-2.4%	26.2%	17.5%	9.5%
VOLUME (POUNDS)	24,362,822	8,437,703	18,923,019	13,350,378
Volume Change (YOY)	-6,316,892	552,889	1,278,724	308,208
Volume % Change (YOY)	-20.6%	7.0%	7.2%	2.4%



ONIONS

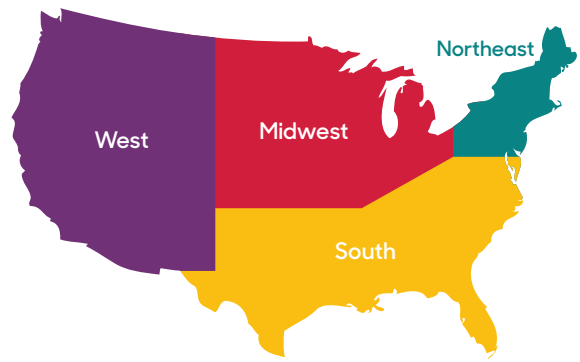
#13 IN SALES

With \$249 million in total sales, organic onions achieved a notable dollar growth of 6.5% in 2024, amounting to \$15.2 million above 2023. Volume held steady with a small year-over-year increase of 0.8%. In terms of price premium, organic onions performed well, selling for an average of 60.9% more per pound than conventional.

Organic onions achieved a notable dollar growth of 6.5% in 2024, reaching \$249 million in total sales, amounting to \$15.2 million above 2023.

Regional Performance

Organic onion total year-over-year sales growth in the Midwest and West outpaced growth in the Northeast and South. Volumes dropped slightly in the Northeast and the West.



Region	West	Midwest	South	Northeast
SALES	\$72,942,524	\$32,062,148	\$84,119,879	\$59,669,815
Sales Change (YOY)	\$4,511,686	\$3,309,947	\$5,045,512	\$2,341,116
Sales % Change (YOY)	6.6%	11.5%	6.4%	4.1%
VOLUME (POUNDS)	28,395,378	13,725,802	39,401,208	20,718,906
Volume Change (YOY)	-127,655	1,208,768	663,351	-870,952
Volume % Change (YOY)	-0.4%	9.7%	1.7%	-4.0%



MUSHROOMS

#14 IN SALES

With total sales of \$249 million in 2024, organic mushrooms experienced an increase of \$15.6 million year-over-year, rising 6.7% over the 2023 total sales. Volume reached 36 million pounds. Organic mushrooms had an average price premium of \$2.23 over conventional counterparts.

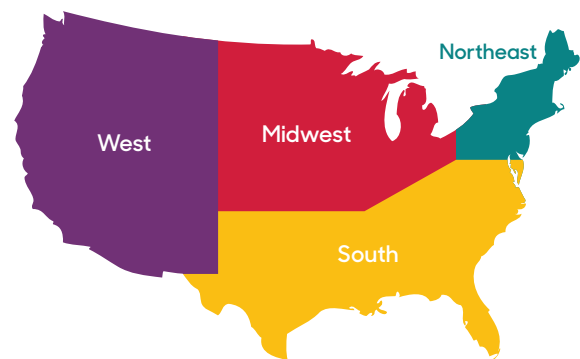
"Organics are increasing, and we want consumers to think of mushrooms at every meal. Mushrooms are a great addition to protein but can [also] replace protein. They are often a side dish with a steak dinner but also add nutrients to breakfast and lunch recipes."

Devon Kennedy

National Marketing Manager
Highline Mushrooms

Regional Performance

Organic mushrooms expanded sales in all regions except the West, gaining 16.2% in the South and 9.9% in the Midwest year-over-year.



Region	West	Midwest	South	Northeast
SALES	\$74,343,555	\$66,330,402	\$71,687,790	\$36,167,283
Sales Change (YOY)	-\$1,480,620	\$5,964,643	\$9,988,495	\$1,171,759
Sales % Change (YOY)	-2.0%	9.9%	16.2%	3.3%
VOLUME (POUNDS)	10,362,584	11,542,506	10,134,591	4,098,980
Volume Change (YOY)	-100,221	1,262,290	2,539,205	374,419
Volume % Change (YOY)	-1.0%	12.3%	33.4%	10.1%



BROCCOLI

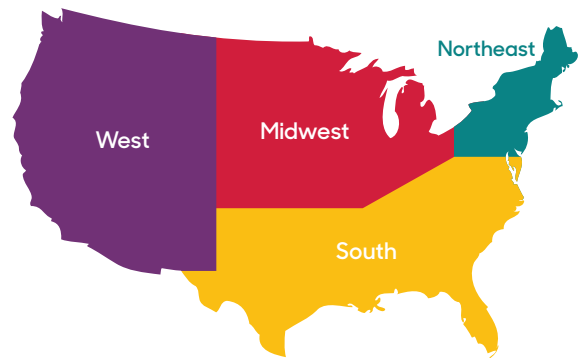
#15 IN SALES

Organic broccoli sales experienced a healthy year-over-year increase of 9% in 2024, with total sales rising by \$18.2 million to \$220 million. On the volume side, the category also performed well, gaining 9.9% with an increase of 5.3 million pounds over 2023. Organic broccoli continued to command solid price premiums in 2024, standing at 54.6% over conventional broccoli.

Organic broccoli sales surged by \$18.2 million, with a remarkable 9% increase in 2024. Volumes went up by 9.9%, proving this nutrition powerhouse's stable popularity.

Regional Performance

Organic broccoli sales and volume grew relatively evenly across all regions, with the South and Northeast posting the biggest dollar gains.



Region	West	Midwest	South	Northeast
SALES	\$74,672,216	\$27,231,098	\$68,056,203	\$49,776,560
Sales Change (YOY)	\$4,701,382	\$1,851,866	\$7,520,425	\$4,144,674
Sales % Change (YOY)	6.7%	7.3%	12.4%	9.1%
VOLUME (POUNDS)	21,667,710	7,774,909	18,571,724	11,326,194
Volume Change (YOY)	1,734,938	887,258	2,036,031	698,742
Volume % Change (YOY)	8.7%	12.9%	12.3%	6.6%



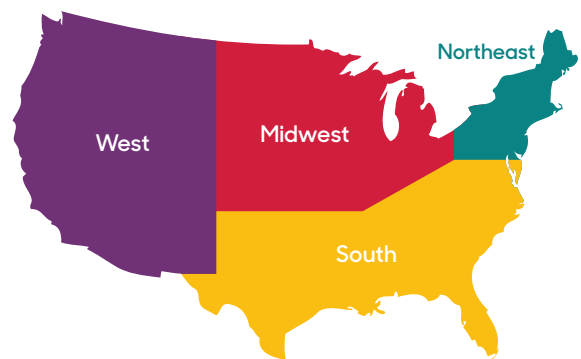
CUCUMBERS #16 IN SALES

Organic cucumbers saw strong sales growth in 2024, rising 9.6% year-over-year to \$208 million—an \$18.2 million increase, matching broccoli’s dollar growth. While volume remained essentially flat with a 0.1% gain, the category saw a major rebound in price premium, surging back to 133.6%. This made organic cucumbers one of the most price-differentiated categories from their conventional counterparts in 2024.

Organic cucumbers saw strong sales growth in 2024. Their price premium surged back to 133.6%, making them one of the most price-differentiated organic produce categories.

Regional Performance

Organic cucumbers posted largest sales growth in the South with a 12.3% gain, and 10.3% volume growth in the Northeast.



Region	West	Midwest	South	Northeast
SALES	\$59,788,894	\$29,390,805	\$65,172,652	\$53,484,194
Sales Change (YOY)	\$5,205,032	\$2,249,796	\$7,155,710	\$3,541,749
Sales % Change (YOY)	9.5%	8.3%	12.3%	7.1%
VOLUME (POUNDS)	16,558,392	7,690,614	16,643,630	11,451,120
Volume Change (YOY)	-2,417,710	135,207	1,265,450	1,064,665
Volume % Change (YOY)	-12.7%	1.8%	8.2%	10.3%



BELL PEPPERS

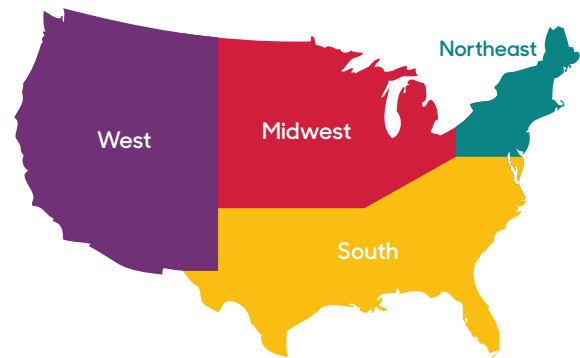
#17 IN SALES

In 2024, organic bell pepper sales grew by \$8.5 million, reaching \$200 million in total sales, although volume dipped 6.8%. Sales represent a 4.4% year-over-year increase, showing the impact of strong pricing. Price premiums for organic bell peppers remained steady at 55.2%, highlighting lasting consumer demand.

Consumer preferences for organic bell peppers remain strong, with the category boasting \$8.5 million in sales growth in 2024.

Regional Performance

Organic bell pepper growth was mixed across regions, with the Northeast and South reporting the strongest year-over-year dollar gains at 5.2% and 9.2%, respectively.



Region	West	Midwest	South	Northeast
SALES	\$61,819,499	\$30,146,838	\$67,562,674	\$40,381,939
Sales Change (YOY)	-\$267,002	\$1,018,655	\$5,710,836	\$2,006,676
Sales % Change (YOY)	-0.4%	3.5%	9.2%	5.2%
VOLUME (POUNDS)	12,203,775	7,792,944	13,958,906	7,420,352
Volume Change (YOY)	-3,405,531	534,398	-189,338	28,755
Volume % Change (YOY)	-21.8%	7.4%	-1.3%	0.4%



CELERY

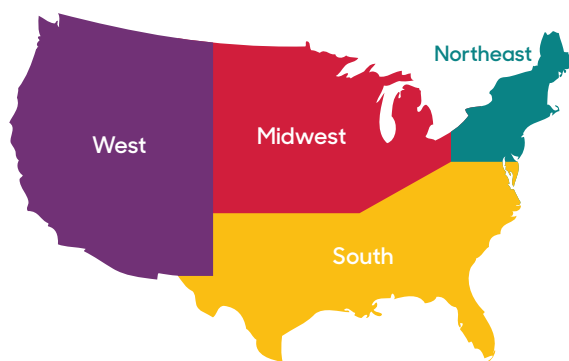
#18 IN SALES

Organic celery rebounded in 2024, with sales rising 6.7% year-over-year to \$167 million, reversing the previous year's decline. Volume saw a modest 1.3% increase, adding 0.7 million pounds sold. With an average price premium of \$1.10 per pound over conventional counterparts, the category showed renewed strength in both sales and demand.

Organic celery rebounded in 2024, with sales climbing 6.7% and volume posting a modest gain, signaling renewed availability and demand.

Regional Performance

Organic celery sales grew across regions, with the West and South posting greatest year-over-year increases, 9.2% and 8.6%, respectively.



Region	West	Midwest	South	Northeast
SALES	\$43,006,200	\$27,245,820	\$54,158,034	\$41,995,797
Sales Change (YOY)	\$3,636,930	\$1,200,681	\$4,289,200	\$1,272,657
Sales % Change (YOY)	9.2%	4.6%	8.6%	3.1%
VOLUME (POUNDS)	14,215,840	8,932,311	16,867,879	11,871,662
Volume Change (YOY)	-903,351	410,581	610,040	563,932
Volume % Change (YOY)	-6.0%	4.8%	3.8%	5.0%



SQUASH

#19 IN SALES

Organic squash sales reversed a negative trend in 2023 with steady sales in 2024, achieving \$127 million, posting 1.4% year-over-year growth and adding \$1.8 million to the previous year's total sales. Volume of organic squash in the market remained nearly flat with a 0.7% increase year-over-year. The price premium remained strong, with organic selling for 69.9% more than conventional squash.

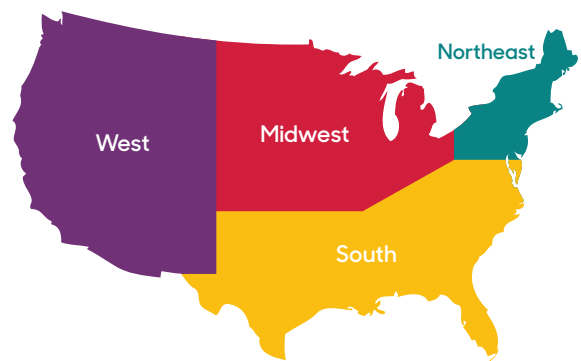
"We are always looking for good outlets for our seconds in our organic winter squash program. We always have some extra off-sizes or some product with a little scarring that we would love to sell to processors or food rescuers."

Lindsey Lance

Director of Marketing
Bay Baby Produce

Regional Performance

Organic squash sales grew in all regions except the Northeast, with year-over-year sales growth greatest in the Midwest at 6.4%.



Region	West	Midwest	South	Northeast
SALES	\$41,958,795	\$14,715,801	\$39,214,049	\$30,689,816
Sales Change (YOY)	\$1,271,769	\$882,273	\$1,255,581	-\$1,609,446
Sales % Change (YOY)	3.1%	6.4%	3.3%	-5.0%
VOLUME (POUNDS)	16,983,853	5,596,642	13,073,239	9,669,148
Volume Change (YOY)	-427,444	323,690	658,204	-213,287
Volume % Change (YOY)	-2.5%	6.1%	5.3%	-2.2%



KALE

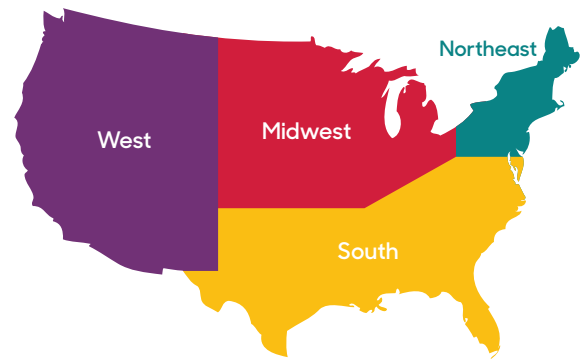
#20 IN SALES

The last among leading organic produce performers, organic kale reached total sales of \$104 million. What's more, this green posted 29 million pounds in volume signaling steady interest in this nutritional powerhouse. The category sold for \$1.29 more per pound than its conventional counterpart.

Reaching total sales of \$104 million, kale posted 29 million pounds in volume signaling steady interest in this nutritional powerhouse.

Regional Performance

Organic kale sales were strongest in the Northeast, posting modest gains in both sales and volume, while the West lost 5.6% in volume.



Region	West	Midwest	South	Northeast
SALES	\$38,280,169	\$10,377,754	\$31,331,513	\$24,099,950
Sales Change (YOY)	\$215,848	-\$237,407	\$205,992	\$340,674
Sales % Change (YOY)	0.6%	-2.2%	0.7%	1.4%
VOLUME (POUNDS)	13,252,766	3,329,614	7,134,076	5,292,479
Volume Change (YOY)	-793,187	-5,496	188,118	46,566
Volume % Change (YOY)	-5.6%	-0.2%	2.7%	0.9%

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RETAILER & WHOLESALE SNAPSHOTS



RETAILER & WHOLESALER SNAPSHOTS

Inflation remained a key concern in 2024, although its impact on sales and volume was less pronounced than in 2023. However, supply issues caused by climate-related weather inconsistencies are an increasing challenge, affecting availability and pricing. Other top priorities included competitive pricing and consumer education. Last year, retailers and wholesalers alike responded to rising consumer demand for clean, nourishing produce with creativity and resilience.



"We want guests to be able to grab any piece of fruit or vegetable and not worry about how long it'll last or if it'll taste good. At Bi-Rite, we focus on the best of what's in season. Staff are tasting produce all the time, so that when a guest asks which peach is best, they can describe them all. Then, they'll cut a peach and taste it with the guests so they get exactly what they want."

Simon Richard

*Produce, Floral and Bulk
Category Manager*
Bi-Rite Market

"While organic pricing doesn't need to exactly match conventional produce pricing, it should be competitive enough to entice shoppers to opt for the organic option. Moreover, the quality and appearance of organic produce must be exceptional to meet consumer expectations and justify the premium price."

Tom Barnes

President and CEO
Category Partners LLC



"People shopping 'just in time' are making more trips to stores for fewer things, and produce is making it into the baskets on those small trips. Consumers want to keep the cost of each shopping trip on a moderate scale. Produce is remarkable in that it is gaining in trip frequency while categories like meat and seafood are declining."

Jonna Parker

Team Lead for Fresh Foods
Circana

ALAMY (5)



"Gen Z grew up with organic more widely available and advertised in stores. As they form their own families and houses, the traditions of how they grew up translates into purchases. Households may currently have the desire but not the financial means to buy organic fruit and vegetables. But they will integrate more items as they get further into their careers."

Anne-Marie Roerink

President

210 Analytics LLC



"Our customers still reminisce about when they first discovered Yes! Organic Market and cheer us on to thrive through enhanced competition from larger national chains. They still support our store because it is part of their lives. This is more than just a business making profit—it's a lifestyle for our customers, as well as for me and my team. It's about being around people with a good attitude and similar thinking."

Gary Cha

Founder and Owner

Yes! Organic Market

"Organic farming supports biodiversity, improves soil health and reduces chemical runoff in water systems. Educating consumers about the environmental and societal benefits of choosing organic can increase their willingness to support organic agriculture."



Allison McLeod

Technical Scheme Lead, Product Certification

Quality Assurance International

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HOT-BUTTON TOPICS

ALAMY

HOT-BUTTON TOPICS

As the organic produce industry continues to grow, it faces a range of hot-button issues. In 2024, these included grappling with regenerative agriculture's influence, anticipating political shifts that could impact the future of organic business, dealing with the effects of erratic weather driven by climate change, addressing the rise of greenwashing, growing the organic seed market and adapting to generational trends, such as the growing demand for snacking options.



"Greenwashing is a significant issue, as well as terms like 'natural' or 'eco-friendly' on conventional produce packaging [that] often misleads consumers into thinking that the products are equivalent to organic when, in fact, these terms are neither broadly nor strictly regulated in the U.S. The complexity of organic certification and standards can also be confusing, leaving shoppers unaware of the rigorous processes that justify higher prices."

Allison McLeod

*Technical Scheme Lead,
Product Certification*

Quality Assurance International

"Hurricane Milton has left a broad path of devastation, impacting our farmers and threatening Florida's position as a leading agricultural producer. With four major hurricanes in just over a year, our agriculture communities have been hit repeatedly, causing unprecedented financial strain."

Wilton Simpson

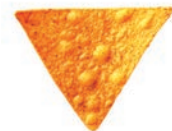
*Commissioner of Agriculture
Florida*



"Gen Z prefers small meals and snacks, so we are developing around that concept. We're making dates approachable through snacking."

David Baxter

*Director of Marketing and
Business Development
Bard Valley Date Growers*



"We are all up against our competition: the Dorito."

David Bright

*Grimmway Farm
Vice President of Marketing*

"Tariffs and deportations can result in driving [organic] costs up. This is not a political statement but the likely result."

Chris Ford

*Business Development
and Marketing Manager*
Viva Tierra Organic



"There is real interest in growing the organic seed market, but the challenge for seed producers is the demand side. If we want to see investment in the needs of organic growers, we need to see some increased uptake in organic seed among growers."

Jared Zystro

*Assistant Director of Research
and Education*
Organic Seed Alliance

"We believe to be truly regenerative, it has to be organic."



Rebecca Gildiner

Director of Sustainability
Daily Harvest

"In the conventional world, every time you see a bug, you spray—and if you don't see one, you spray before it arrives. In the organic world, we have to analyze: What kind of bug is it? How big is the population? How many beneficials are present? Can we do something to attract more beneficials to the field? Pest problems eventually draw in beneficial insects because they're a food source, so we learn from them."

Dick Peixoto

Owner, Lakeside Organic Gardens
2024 Organic Grower of the Year

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TRINITY COMPANY
and many others.





MICHAEL STEELMAN/ORGANIC PRODUCE SUMMIT

2024 EVENTS IN REVIEW

OPS

Organic Produce Summit

July 10-11, 2024

OGS

Organic Grower Summit

December 4-5, 2024

COMING IN 2025

OPS

Organic Produce Summit

July 9-10, 2025

OGS

Organic Grower Summit

December 3-4, 2025

For more organic produce news and to sign up for the OPN Connect weekly newsletter, please visit organicproducenetwork.com.



Organic Produce Summit



With a record-breaking attendance of over 1,800 participants, OPS 2024 brought together organic fresh produce growers, shippers and producers alongside more than 300 retail representatives from across North America. The event focused on

the expansion of organic fresh produce and the opportunities to drive sales and consumption in response to evolving consumer preferences.

Key topics at the eighth annual Organic Produce Summit, held July 10-11 in Monterey, California, included retail label

messaging, e-commerce sales, organic fresh snacking and sustainable packaging.

OPS 2024 kicked off with retailer field tours to Braga Fresh, Driscoll's and Earthbound Farm production facilities, along with morning yoga and the Seed to Service community volunteering event, followed by a gala opening reception. The second day



MICHAEL STEELMAN/ORGANIC PRODUCE SUMMIT



featured six educational sessions and three keynote presentations that examined the growth and transformation of the organic produce industry. The event concluded

with a sold-out trade show floor, where over 175 organic growers, shippers and processors showcased their products to retailers and buyers.





ORGANIC GROWER SUMMIT™

by Farm Progress®



GS 2024 took place on December 4-5 at the Hyatt Regency Monterey Hotel & Spa in Monterey, California. The seventh annual Organic Grower Summit provided essential insights for organic growers and producers, covering topics such as regenerative soil health practices, pest and weed management, the transition to organic farming and advancements in agricultural technology.

The OGS trade show floor showcased exhibitors specializing in soil amendments, ag tech, food safety, packaging and equipment, offering a valuable networking platform for organic field production teams, supply chain managers, pest management advisors and food safety professionals. Event highlights included the Grower

TODD FITCHETTE/ORGANIC GROWER SUMMIT



Roundtable keynote, the presentation of the Grower of the Year award to Dick Peixoto of Lakeside Organic Gardens and the expansion of the Ag Tech and Innovation Area. As

the organic fresh food industry continues to evolve, significant advancements in ag technology, investment, sustainability and regenerative farming are shaping its future.

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TRADE ORGANIZATIONS & ASSOCIATIONS



CYNTHIA VAN ELK / RODALE INSTITUTE

STRONGER TOGETHER

The organic fresh produce industry wouldn't be able to thrive without the dedication of trade associations and organizations committed to upholding the integrity of organic. These groups provide essential resources, including education, guidance and industry insights, supporting every aspect of business. By working together, they promote and strengthen organic farming practices while advocating for the environmental and nutritional benefits of organic fresh produce. Their efforts play a crucial role in growing the industry. Here's how.



HOW REGENERATIVE ORGANIC AGRICULTURE CAN BUILD A BETTER WORLD

We are at a unique moment to promote transformative farming practices. Ecologically minded farmers have been using “regenerative” and “organic” practices long before these were buzzwords, and these same practices hold the keys to creating a healthy future. The following points highlight why organic is regenerative. Learn more and access the climate-smart agriculture toolkit at ofrf.org/organic-is-regenerative.



Organic Agriculture Supports a Resilient Planet

Climate-Friendly

Nearly 90% of organic farmers enhance resilience and fertility through cover crops, crop rotation and green manures.

Healthy Soils

Organic standards mandate diversified crop rotation, cover cropping and careful nutrient management for soil health.

Biodiversity

Organic farms foster higher species richness and abundance rates than conventional systems.

System-Focused

Organic production emphasizes overall system health, including clean air, water and soil.

Organic Agriculture Builds Healthy Communities

Economy

Organic farms and businesses create jobs across the supply chain, and in 2023, total organic sales were a record \$67.6 billion.

Safer

Organic farms prioritize natural inputs, protecting farmworkers and agricultural communities from exposure to toxic chemicals.

Better for Animals

Organic farming practices lead to fewer antibiotic-resistant microbes and safer meat products.

Organic Agriculture is Trustworthy

Third-Party Certified

Organic farming undergoes rigorous certification, ensuring accountability and integrity.

Tried and True

Organic agriculture has evolved over decades, incorporating experience and continuous improvement.

Evolving and Improving

Organic standards are designed to adapt and respond to changing needs.



SOIL HEALTH SUPPORTS HUMAN HEALTH

Rodale Institute, the prestigious agricultural research and education nonprofit, convened experts

in the healthcare sector in September 2024 for the Regenerative Healthcare Conference (RHC). RHC is the Institute's marquee forum that builds connective tissue between the medical industry and the agriculture sector. The foundation of the conference is built on the innate connection between soil health and human health and emphasizes a systems-based approach to patient care. The conference's innovative education model prepares healthcare practitioners to incorporate "food as medicine" as a standard of practice.

Since the inaugural summit in 2022, alumni have become prominent thought leaders in preventative medicine, paved the pathway for entrepreneurship in the wellness space and built a strong network of global regenerative healthcare professionals.



HELPING PRODUCERS MEET SOE COMPLIANCE

In 2024, CCOF continued advancing organic agriculture through certification, education, advocacy and promotion. The year saw a record number of new National Organic Program applicants, driven by the USDA's Strengthening Organic Enforcement (SOE) rule, which was implemented in March 2024.

The SOE rule strengthens organic integrity by enhancing oversight and reducing fraud across the supply chain. To help producers meet SOE compliance, CCOF launched an educational series with virtual office hours, infographics and bilingual instructional videos. Additionally, the organization introduced an enhanced CCOF Member Directory to streamline connections between producers and buyers, with advanced search filters for products and locations.





organic product line

GROWING AWARENESS

More consumers are choosing products like our USDA Certified Organic onions, in eco-friendly packaging, as part of a healthy lifestyle and a commitment to protect our earth's natural resources for the benefit of us all.

HEALTHIER ALL AROUND

Peri & Sons Farms' organic products support an agricultural system that avoids synthetic fertilizers and pesticides and promotes a more biodiverse ecosystem, with attention to the health of waterways, soil, air, wildlife, farm workers, and the climate.

NEW EARTH-FRIENDLY PACKAGE OPTIONS

Learn more about our new 100% biodegradable, no-plastic clamshells, filled with Gourmet Organic onions, our new Compostable & Biodegradable Earthbag and our less-packaging program overall.

ONE N' DONE

Simplify the season with Peri & Sons Farms' extensive organic offering. All the onions you need, offered through a straight-line process that reduces transportation risks and saves time and money.



TO LEARN MORE ABOUT OUR ORGANIC PRODUCT OFFERING, please contact Peri & Sons Farms' sales team today.

775-463-4444 | onions@periansons.com | Periansons.com

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