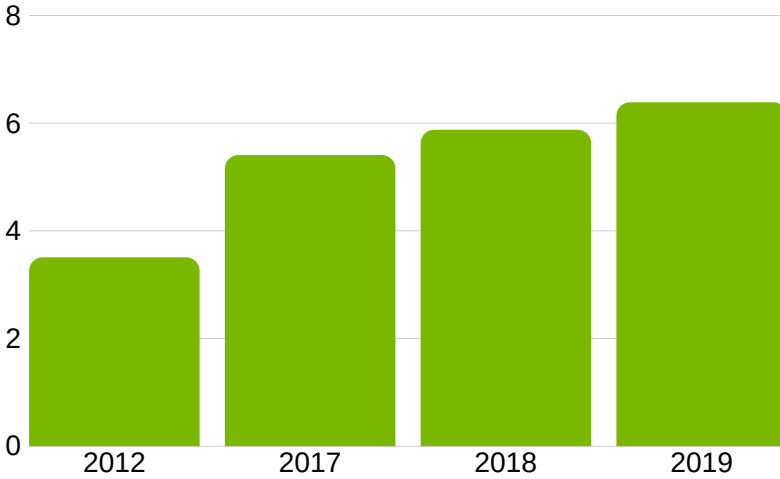


QUICK FACTS ABOUT Organic IN CANADA

[2019 Estimates]



MARKET
\$6.38B

**ORGANIC FOOD &
NON-FOOD MARKET**

*\$5.1B is organic food items -
mostly fresh vegetables and fruits.*

8.7%

**YEAR-OVER-YEAR
GROWTH**

Steady from 2017

3.2%

MARKET SHARE

Up from 2.6% in 2017

SHOPPERS

Top weekly organic buyers:

- 83%** Millennials
- 78%** University Graduates
- 72%** Families
- 69%** Men

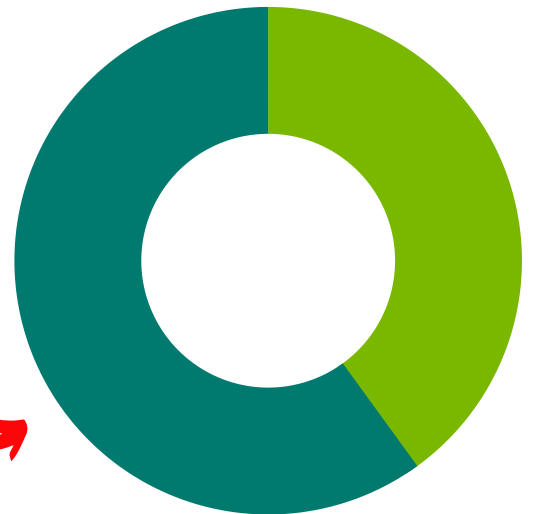
66%

**CANADIAN SHOPPERS
BUYING ORGANIC
WEEKLY.**

Up from 56% in 2012

2019 Statistic Canada Retail Commodity Survey-Retail Sales

**organic
buyers**



TRADE

\$672M

TRACKED IMPORTS

Top imports: unroasted coffee & bananas.
Top countries of origin: USA & Colombia

2017 data



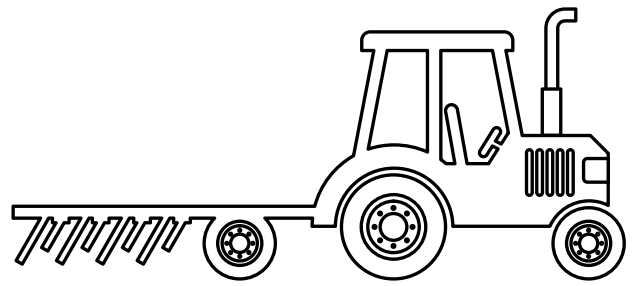
\$355.6M

TRACKED EXPORTS

Top imports: lentils & maple syrup
Top destination countries: USA & India

2018 data

CERTIFIED OPERATORS



3.3M

CERTIFIED ACRES

Up from 3.2 million in 2017.

7.3K

CERTIFIED ORGANIC OPERATIONS

Up from 6,365 in 2017.

5.8K

CERTIFIED PRODUCERS

Up from 4,800 in 2017.

1.7K

CERTIFIED PROCESSORS

Down from 1,865 in 2017.

5,791

CERTIFIED CROP PRODUCERS

Up from 4,800

3%

SHARE OF ORGANIC FARMS WITHIN TOTAL FARMS

Census of Agriculture 2016 & Organic By the Numbers 2018 Data

FOOD PROCESSING

1,115

FOOD PROCESSORS

HIGHLIGHTS

SNACKS Top category by new product launches

DAIRY Top food category by sales value

COFFEE Top beverage category by sales value

PROVINCES BY NUMBER OF ORGANIC FOOD PROCESSORS

435
QUEBEC

300
ONTARIO

225
BC

55
ALBERTA

35
SK

35
ATLANTIC

30
MANITOBA

FOOD SERVICE

\$555M

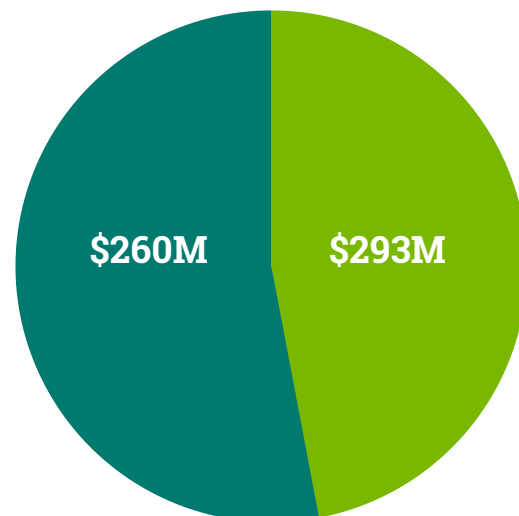
ORGANIC PRODUCT MARKET IN FOODSERVICE

1.8%

ORGANIC SHARE OF TOTAL FOODSERVICE MARKET

RESTAURANTS

- Quick service
- Fast Casual
- Fine Dining & More



BEYOND RESTAURANTS

- Healthcare
- Universities
- Travel & Leisure
- Business & More

