

QUICK FACTS ABOUT

Organic

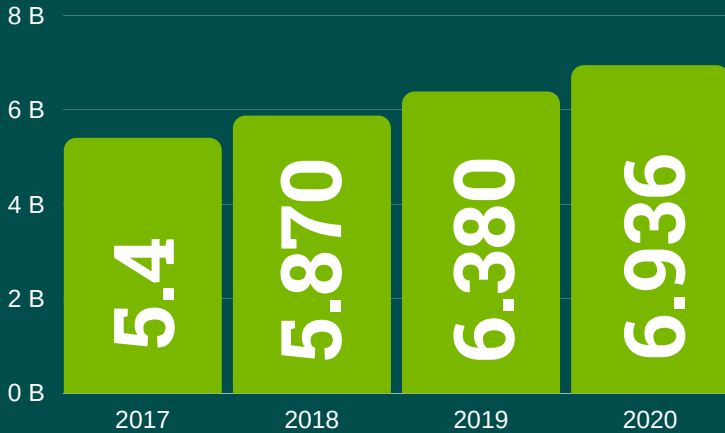
IN CANADA



SALES

TOTAL MARKET

Up 28% since 2017



\$6.936 B

ON AVERAGE, CANADIAN'S YEARLY SPEND ON ORGANIC GROCERY

3.2%

MARKET SHARE
Up from 2.6% in 2017

SHOPPERS

Top weekly organic buyers:

- 46% Centennials 18-24
- 32% Millennials 25-34
- 25% Xennials 35-44
- 20% Gen X 45-55
- 15% Baby Boomers 55-74
- 10% Matures 75+

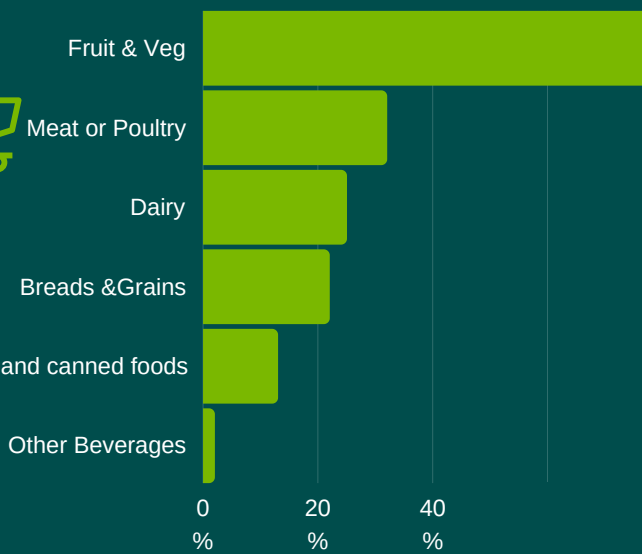


78%

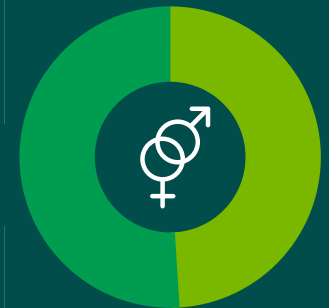
CANADIAN ORGANIC SHOPPERS REPORT NO DIETARY RESTRICTIONS NOR LABEL TO THEIR DIET

Snacks, packaged and canned foods

FREQUENCY OF ORGANIC PURCHASING BY CATEGORY:



LITTLE DIVIDE AMONG GENDER IDENTITY:



66%

CANADIAN SHOPPERS BUYING ORGANIC WEEKLY

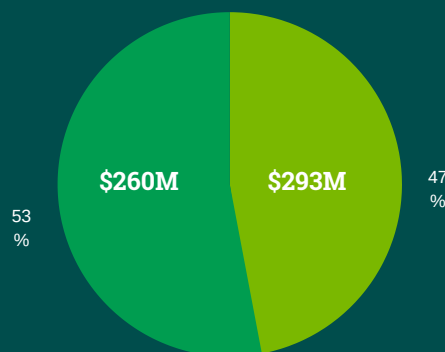
FOOD SERVICE

\$555 M

ORGANIC PRODUCT MARKET IN FOODSERVICE

1.8%

ORGANIC SHARE OF TOTAL FOODSERVICE MARKET



RESTAURANTS

- Quick service
- Fast Casual
- Fine Dining & More

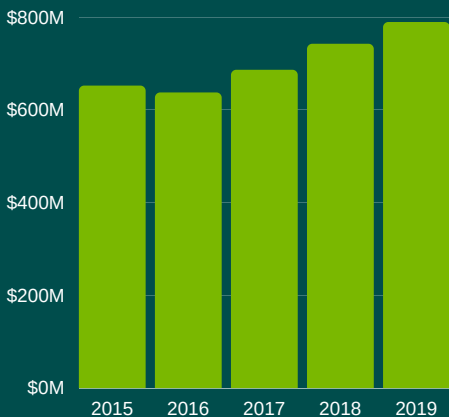
BEYOND RESTAURANTS

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



2017 Data

TRADE



\$460.9M

EXPORTS

20% growth rate in 2019 over 2018

\$788.9M

IMPORTS

6% growth rate in 2019 over 2018



CERTIFIED OPERATORS

7.5K

CERTIFIED ORGANIC OPERATIONS

Up from 7,073 in 2018.

ORGANIC FOOD OPERATORS BY PROVINCE

2916 QUEBEC	1433 ONTARIO	913 BC
696 ALBERTA	1052 SK	225 ATLANTIC
	293 MANITOBA	

3.4M

CERTIFIED ACRES

Up from 3.3 million in 2018.



5.6K

CERTIFIED PRODUCERS

Up from 5,468 in 2018.

ORGANIC PRODUCERS BY PROVINCE

2337 QUEBEC	879 ONTARIO	593 BC
593 ALBERTA	941 SK	156 ATLANTIC
	178 MANITOBA	

3%

SHARE OF ORGANIC FARMS WITHIN TOTAL CANADIAN FARMS

Using 2016 Census Data for Total Farms with 2019 Organic Operator data



1.7K

CERTIFIED PROCESSORS

A minimal decrease from 1,717 in 2018

ORGANIC PROCESSORS BY PROVINCE

530 QUEBEC	537 ONTARIO	276 BC
99 ALBERTA	119 SK	55 ATLANTIC
	74 MANITOBA	

810

CERTIFIED LIVESTOCK PRODUCERS

Up from 726 in 2018.



309 ONTARIO	129 BC	27 MANITOBA	31 SK
14 ATLANTIC	57 ALBERTA	243 QUEBEC	