



United States Department of Agriculture  
**National Agricultural Statistics Service**

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# 2011 Certified Organic Production Survey

Data Release Briefing

**October 4, 2012**

**3:00 pm**



# 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

	<b>Amount</b>	<b>% of U.S. Certified Organic Sales</b>
California	\$1,388,847,000	39.3%
Washington	\$297,104,000	8.4%
Oregon	\$233,452,000	6.6%
Texas	\$165,499,000	4.7%
Wisconsin	\$132,457,000	3.8%



# Certified Organic Sales – By Category

	<b>Amount</b>	<b>% of U.S. Certified Organic Sales</b>
Crops	\$2,220,627,000	62.9%
Livestock and Poultry Products	\$1,041,322,000	29.5%
Livestock and Poultry	\$269,857,000	7.6%

# 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





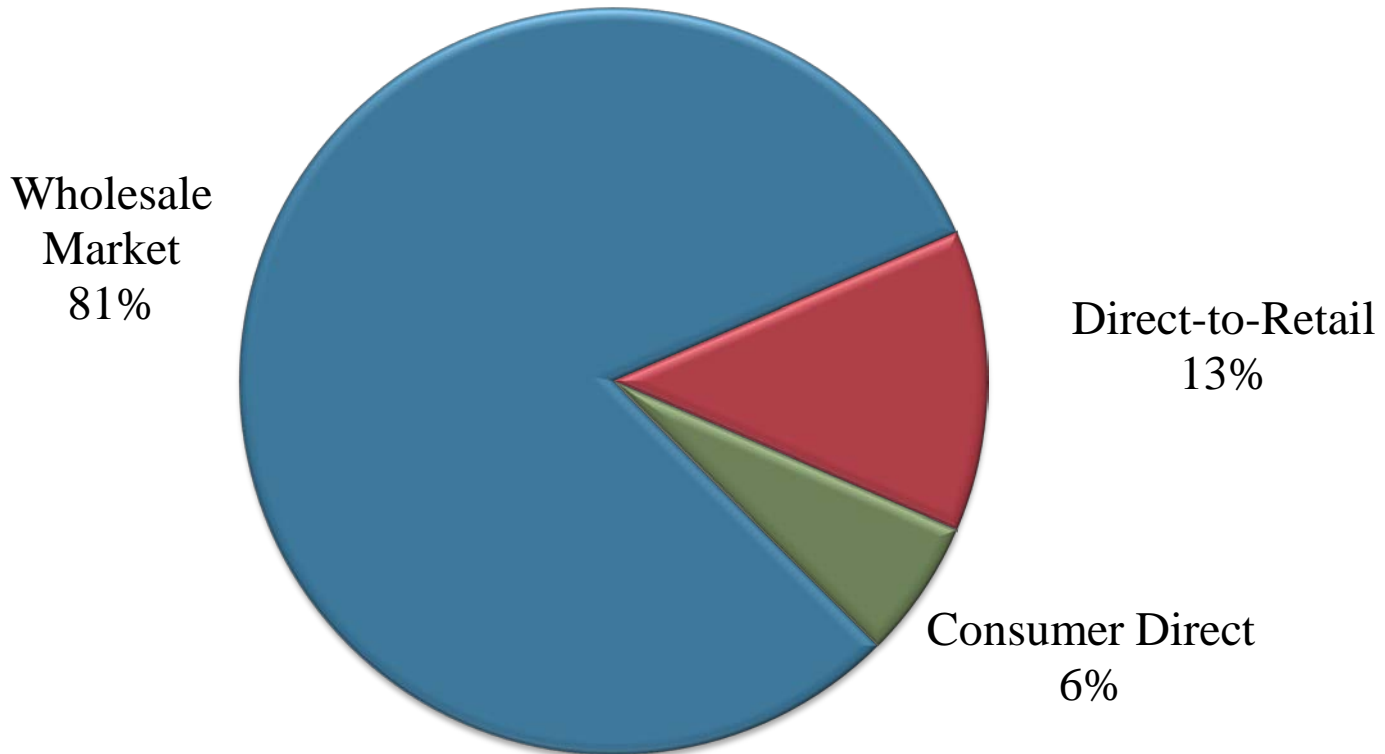
# Certified Organic Value-added Sales

- 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





## What's Next for NASS?

# 2012 | CENSUS *OF* AGRICULTURE

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For Questions

202-720-2127

800-727-9540

[nass@nass.usda.gov](mailto:nass@nass.usda.gov)