



MARCH



2026

Organic Sales Continue to Outpace Overall Market

In 2025, the U.S. organic market significantly outpaced the total market for the third year in a row. This trend reflects the larger consumer demand for certified organic products that many markets are experiencing.

Certified organic product sales in the U.S. grew at a rate of 6.8% in 2025, double the rate of the comparable marketplace (3.4%), according to the Organic Trade Association's (OTA) 2026 Organic Market Report. The organic food market continues to be the largest area of growth, with certified organic food sales growing at three times the rate of the total food market.



In this newsletter:

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- Organic Market Update
- Resource Highlight
- Upcoming Events

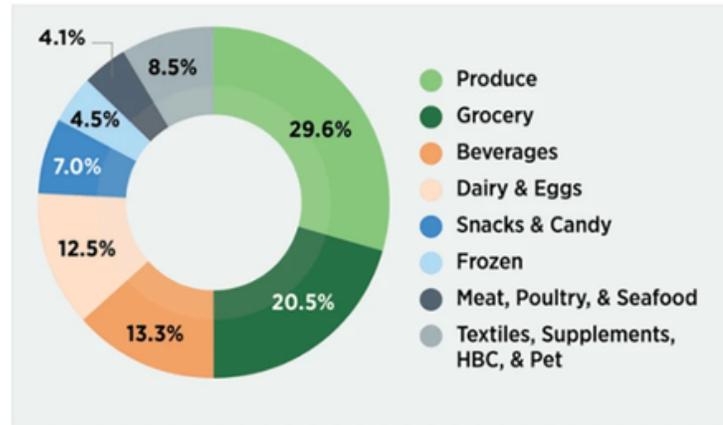
“For the third year in a row, organic has grown faster than the total market, which indicates shoppers are prioritizing their health and the planet, and are willing to pay a premium for it,” said Tom Chapman, OTA Co-CEO. “In a crowded marketplace, the USDA Organic seal stands as a clear mark of trust for consumers of all ages who are focused on their health and the well-being of their families.”

According to the report, organic sales continue to be led by organic produce. Organic produce, which accounts for almost 30% of U.S. organic sales, often serves as an entry point for consumers starting to purchase certified organic products.

Research across the industry has consistently reaffirmed that younger consumers are more likely to consider how food production impacts people, animals, and the planet. There’s also a growing demand across the consumer sector for transparency and sustainability.

OTA expects annual organic sales to increase by another \$24 billion over the next five years and cross the \$100 billion threshold by 2030. Market growth across the industry, coupled with rising consumer demand, positions organic production as a strong investment for those considering an organic transition.

U.S. Organic Sales by Product in 2025



Source: Organic Trade Association's 2026 Organic Market Survey conducted 11/06/2025–1/27/2026 (consumer sales).

[Learn more](#)

Resource Highlight – Buyer Landscape



Our Buyer Landscape resource helps you connect and communicate with buyers for your organic products. Learn about where to find buyers and market opportunities, and how to communicate value.

[Watch it and more](#)

Organic Market Update

The USDA's National Organic Grain and Feedstuff Report for the 2/16/2026 - 2/27/2026 period showed moderate price growth over the last reporting period, with most markets holding steady overall.

Trade activity on organic feed corn remained strong. Both feed corn and soybeans delivered higher at the elevator. Soybeans also delivered higher than last period at crush facilities.

[Read the report](#)



Upcoming Events

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Organic Office Hours, Virtual

Thinking about organic certification but not sure where to start? Join us for our free, twice-monthly webinar, where we simplify the process with an organic certification specialist.

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Transition to Organic Farming Workshop, Bismarck, ND

Join us for a full-day, in-depth workshop designed for farmers and ag professionals interested in transitioning to organic production. This interactive event features presentations and open discussion with seasoned experts who bring real-world experience in organic farming systems, NRCS programs, organic certification, transition planning, and marketing organic crops.

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Cultivating Resilience Through Recordkeeping, Virtual

FARRMS is hosting Cultivating Resilience Through Recordkeeping, a 90-minute webinar diving into the core essentials of farm financial management. Attendees will hear from technical expert Mallory Krieger, National Program Director for OATS, and a panel of farmers. Whether a producer is transitioning to organic or looking to sharpen current management practices, effective recordkeeping is the backbone of a resilient farm business.

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Organic Office Hours, Virtual

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Kansas On-Farm Field Day, Hiawatha, KS

Join us for a free field day featuring a tour of an organic grain operation, insights from experts like Green Cover Co-Owner Keith Berns, and valuable networking with a complimentary lunch.

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Transition to Organic Farming Workshop, Brookings, SD

Join us for a full-day, in-depth workshop designed for farmers and ag professionals interested in transitioning to organic production. This interactive event features presentations and open discussion systems with seasoned experts who bring real-world experience in organic farming systems, NRCS programs, organic certification, transition planning, and marketing organic crops.

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Spanish Organic Certification 101, Virtual

Join our Spanish Organic Certification 101 webinar and learn the fundamentals of the organic certification process, including requirements, timelines, and practical next steps.

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Organic Office Hours, Virtual

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United States Department of Agriculture
Agricultural Marketing Service
National Organic Program
Transition to Organic Partnership Program

