

## Organic Fruits & Vegetables: The Indiana Perspective

Jennifer H. Dennis  
Purdue University  
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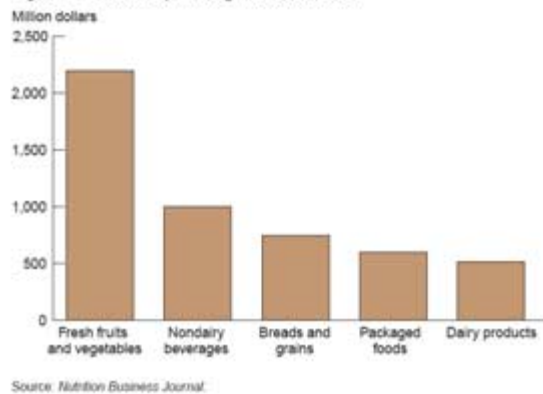
- Organic Statistics on Fruits & Vegetables
  - U.S.
  - Indiana
- Organic Opportunities

## Who eats Organic?

- Over  $\frac{1}{2}$  of Americans (54%) have tried organic foods
- Nearly 1/3 (29%) claiming to consume more organic foods and beverages than one year ago
- **Organic Produce** is the biggest gateway for infrequent users (63%)
  - Others include bread or baked goods (21%) and non-dairy beverages (20%)

Source: 2003 Whole Foods Market Organic Foods Trend Tracker

Figure 2—Sales of top five organic foods, 2000

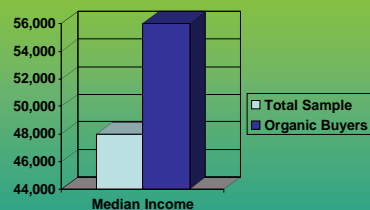


## Indiana Demographics

- 37.2% have a High School Diploma
- 19.4% have a College Degree or more
- State Median Income = \$41,973

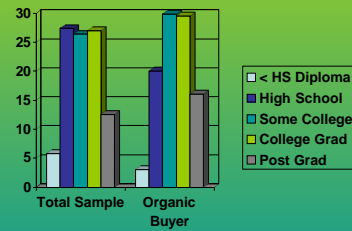
Source: STATS Indiana

## Profile of Organic/ All Natural Buyers



Source: Organic Consumer Profile: Agriculture, Food and Rural Development

## Organic Buyer Education Profile



Source: Organic Consumer Profile: Agriculture, Food and Rural Development

## It's all about produce

- Fresh Produce is the top organic category
- 2% of major fruit and vegetable crops
  - Apples, carrots, lettuce, and grapes
  - “Mixed Vegetables”
  - Tomatoes, leafy vegetables, carrots and apples are the most common purchased
- Top producers: California, Arizona, Florida, Texas, and Washington

Source: Dimitri and Greene, USDA-ERS, AIB No. 777



## Organic Production in Indiana

- Certified Organic Vegetable Acreage
  - 108 acres of mixed and other vegetables in Indiana (2001)
  - 374 mixed and other vegetables in Illinois
  - 407 mixed and other vegetables in Michigan
  - 408 mixed and other vegetables in Ohio
  - 131 mixed and other vegetables in Kentucky
  - 3,451 tomatoes, 16,073 lettuce, 4,757 carrots, 47,556 mixed vegetables U.S. totals (2001)
- Where is the opportunity?

Source: Greene and Kremen, USDA-ERS, AIB No. 780

## Organic Production in Indiana

- Certified Organic Fruit Acreage
  - 8 apples, 27 other fruits in Indiana (2001)
  - 3 apples and 1 unclassified in Illinois
  - 373 apples and 251 unclassified in Michigan
  - 29 apple, 4 grape, and 15 other in Ohio
  - 8 apple and 7 unclassified in Kentucky
  - 12,189 apples, 14,532 grapes, 13,330 unclassified/other in the U.S.
- Where is the opportunity?

Source: Greene and Kremen, USDA-ERS, AIB No. 780

## Outlets for Organic Fruit & Vegetable Producers

- Conventional Stores
  - In 2000, more organic food was purchased in conventional supermarkets
  - ~ 49% or more
- Natural Product Supermarkets
  - ~ 48%
- Farmers' Markets or Community Supported Agriculture
  - ~ 3%

## US Farmer Markets



## Opportunities

- Think about the consumer FIRST
  - What organic crops do consumers prefer?
  - What would they be willing to buy?
- Look at organic production in surrounding states
- MI, WI, OH, KY, IL
  - What is currently not being produced?
- Is there an advantage for growing a crop in Indiana?