

At a glance

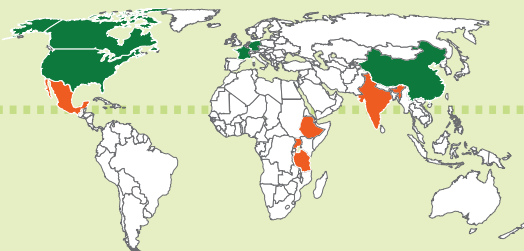
Infographic
May 2015

Organic food

Most producers

India: 650 000
Uganda: 189 610
Mexico: 169 703
Tanzania: 148 610
Ethiopia: 134 626

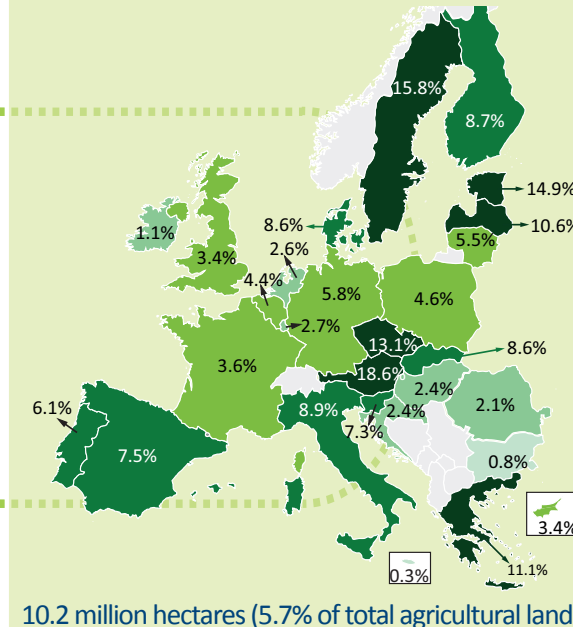
Organic producers and consumers



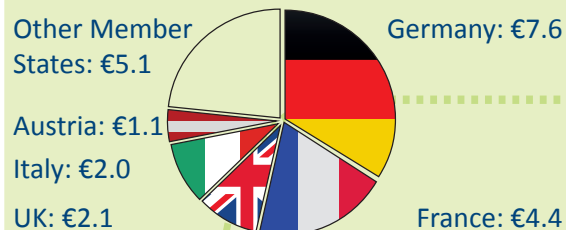
Biggest consumers

USA: €24.3 billion
Germany: €7.6 billion
France: €4.4 billion
China: €2.4 billion
Canada: €2.4 billion

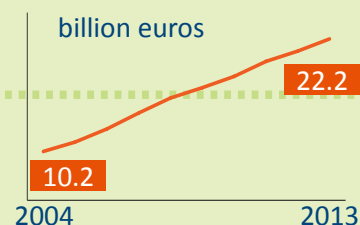
EU organic agricultural land



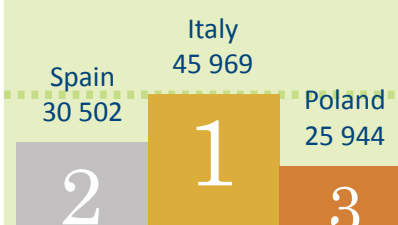
Retail sales in the EU: €22.2 billion



EU sales growth



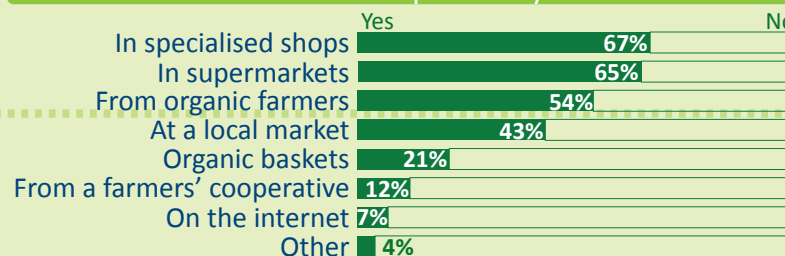
No of EU producers: 258 773



EU consumption per capita: €43.8



Where Europeans buy



Why Europeans buy



I'm concerned about the environment: **87%**
I want GMO-free products: **86%**
I avoid food containing pesticides: **85%**
I want seasonal & local products: **80%**
Organic farming is more sustainable: **80%**

Further information

Organic production is an overall system of farm management and food production that aims at sustainable agriculture, high-quality products and the use of processes that do not harm the environment, human, plant or animal health and welfare. Globally, 43.1 million hectares of agricultural land was under organic production in 2013, six million more than the year before. With 10.2 million hectares, the European Union (EU) accounts for 24% of the world's organic land. There are almost 2 million organic producers in the world, mostly in Asia (36%), Africa (29%) and Latin America (16%). The EU represents 13% of this total.

The infographic first shows the production and consumption of organic food in the world. It then focuses on the EU figures for organic agricultural land, producers, sales and consumption. The last part describes the places where Europeans buy organic food and the reasons they choose to do so. Unless otherwise reported, data in this infographic are based on '[The world of organic agriculture 2015](#)' - the largest global data collection on organics published by the Research Institute of Organic Agriculture (FiBL) in collaboration with the International Federation of Organic Agriculture Movements (IFOAM - Organics International) and other partners. Data are collected and published annually.

Organic producers and consumers	The map shows the top five countries in terms of number of producers of (red) and consumer spending on (green) organic food. The number of producers needs to be treated with caution as it may be calculated in different ways by different countries. It can refer to the number of companies or projects, or to groups which may comprise individual producers. Some countries do not provide data at all. Some include collections, while others report the number of producers per crop which may imply an overlap for those who grow several crops.
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EU organic agricultural land	The map shows the share of land, in percentage, under organic farming out of the total utilised agricultural land. The source of the data is Eurostat .
Where Europeans buy	Data for the bar chart come from a report stemming from a public consultation on organic agriculture conducted by the European Commission Directorate-General for Agriculture and Rural Development. The survey was carried out via an anonymous questionnaire with closed questions, which received more than 45 000 replies from all over the EU. However, as noted in the report, the whole sample cannot be considered a statistical example, since, for instance, it was not geographically balanced. Within the survey, respondents were asked: 'Where do you buy organic food?' They could choose as many options as they wished from a list of eight possibilities. Therefore the sum of each of the options does not add up to 100%. Each of the options has been represented in the chart as 'yes' if the respondents chose that answer, and 'no' if they did not. So, for example, 67% of respondents said that they buy in specialised shops, while 33% did not choose this option.
Why Europeans buy	Data in this section are based on the same report of the European Commission. Participants were asked to complete the phrase 'I consume organic products because...' and could choose multiple reasons from a variety of 11 options. The box shows the top five options chosen by respondents. As in the previous graph, it should be read that 87% of the respondents mentioned concern for the environment, while 13% did not.

If you are interested in learning more, read our briefing on [Organic food](#).

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