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North American Organic-Coffee Demand Rose in 2009, Analyst Says

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By Yi Tian

June 15 (Bloomberg) -- Imports of organic coffee into the U.S. and Canada exceeded 93 million pounds last year and demand is rising, said market researcher Daniele Giovannucci, citing a survey of 56 retailers and roasters.

The \$1.4 billion organic-coffee market expanded by 4.1 percent this past year and an average 21 percent annually for the past five years, compared with estimated 1 percent growth in the “conventional coffee industry,” Giovannucci said in a statement on the PRWeb website. Green Mountain Coffee Roasters Inc. was among the companies surveyed, according to Giovannucci.

Coffee is labeled organic when it is grown without toxic fertilizers, pesticides, antibiotics, synthetic hormones and genetic engineering, according to the Organic Trade Association. Organic food is also minimally processed without artificial ingredients, preserves or irradiation, the Greenfield, Massachusetts-based group said.

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