



Organic coffee booming in North America in 2008

Wednesday, 22 July 2009 16:05



With a turnover of 1.3 billion dollars in 2008 organic coffee is the most valuable organic product imported into North America, a recent OTA (Organic Trade Association) press release reveals. Despite the economic recession then, consumers seem to choose organic products especially when they perceive there is real and lasting value.

Such data were exposed on July 21st by coffee market analyst Daniele Giovannucci at a sampling event hosted by the Organic Coffee Collaboration, a OTA project at New York City's Union Square Cafe.

According to The North American Organic Coffee Industry Survey 2009, approximately 103 million euros of organic coffee were imported into the United States and Canada in 2008, a 12 percent increase from 2007, with most of the sales taking place in the U.S.

The 29 percent annual average growth rate for the organic category documented by Giovannucci between 2000 and 2008 dwarfs the estimated 1.5 percent projected annual growth rate of the conventional coffee industry.

“Consumers choose to support organic agriculture even when times get tough”, said Christine Bushway, OTA executive director. Giovannucci agrees: “Consumers are being more selective and increasingly moving toward products they perceive to provide real and lasting value, both personal and to the environment.