

Organic Coffee Sales Stimulating

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NEW YORK—The North American organic coffee market topped 1.3 billion dollars in 2008, according to data presented by coffee market analyst [Daniele Giovannucci](#) at a sampling event hosted by the [Organic Coffee Collaboration](#), a project of the [Organic Trade Association](#) (OTA).

According to The North American Organic Coffee Industry Survey 2009 by Giovannucci (with support from the [Specialty Coffee Association of America](#)), approximately 89 million pounds 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 United States. 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.

The full survey is available at the [OTA's bookstore](#).