The pie chart above expresses the different types of organic food in the organic market in percentage. While organic fruits and vegetables seem to dominate the market with over 39% of the organic product, bread and grains made up to only 10%. Knowing that the volume of rice consumption is increasing, and the organic market is growing in parallel to it, is a signal that was hinting the direction of this market. However this data is a snap shot of the organic market in 2007, so the value may be different now.