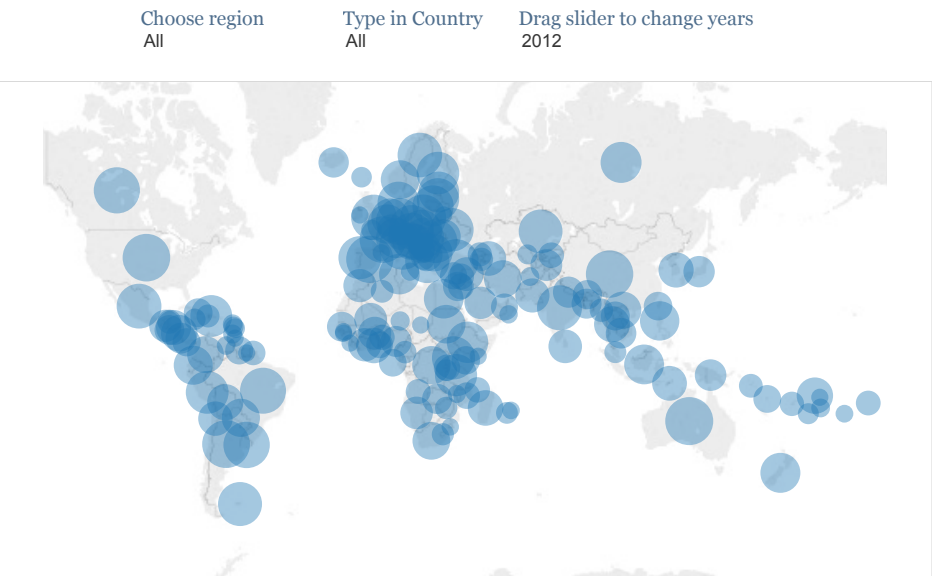


Pay More For Organic Food, Worthy?

Jiaxin Liu, Jiachuan Wu
Sources: FiBL and IFOAM The World of Organic Agriculture Statistics & Emerging Trends 2014

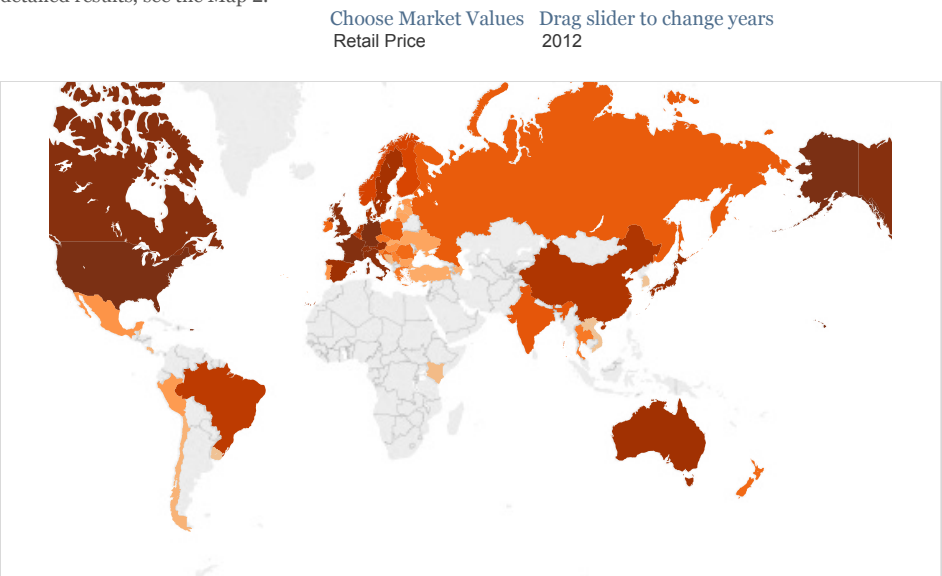
1. Organic Land Area (Hectares)

There were 37.5 million hectares of organic agricultural land in 2012, including in conversion areas. The two regions with the largest areas of organic agricultural land are **Oceania** and **Europe**. Latin America has 6.8 million hectares, followed by Asia, North America and Africa. The countries with the most organic agricultural land are **Australia**, **Argentina**, and **the US**. For the detailed results, see the Map 1.



2. Organic International Market (Million €)

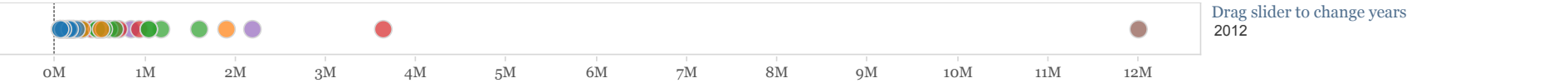
Market growth is continuing in the global market for organic products. International sales of organic food and drink approached 64 billion US dollars in 2012. Growth occurred in all regions; however, the largest demands are mainly occurred in North America and Europe. Organic product sales are projected to continue to rise in the coming years. International trade data can be expressed as total export/import volumes. For the detailed results, see the Map 2.



3. Top Countries Analysis

The country with the largest market for organic food is United States, followed by Germany and France. The largest single market is still the US, followed by the European Union. The highest per capita consumption in 2012 existed in Switzerland, followed by Denmark and Luxembourg. For more information about the relationship between organic land area, total market and per capita consumption, see Interactive Chart 3.

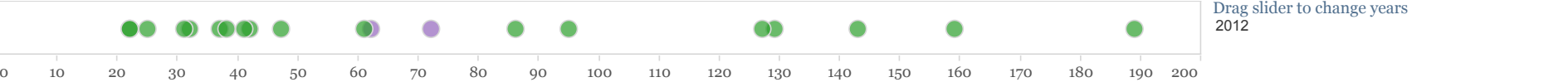
1). Top50 Land Area (Hectares)



2). Top20 Retail Price (Million €)



3). Top 20 Consumption Per Capita (€/person)



4. Price Differences

Referring to daily food, organic food price doubles that of conventional food. We compared prices within one regular breakfast, including three slides of bread, an egg, a tall cup of milk and a vege-fruit salad. Conventional food costs \$1.76, while organic one costs \$2.72.

