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## SNAPSHOT

Identifying the potential opportunities for growth across the fresh produce industry is essential to both financial success and lasting category loyalty. As we move through 2020, organics have our ticket here at *The Snack Magazine*. Diving into total food sales in the United States for organics, including all outlets that envelope supermarkets, mass merchandisers, club stores, dollar stores, convenience stores, and military commissaries, is a lofty goal, but if someone has to do it, Category Partners and the Organic Produce Network can. Check out the numbers on organic performance according to the *2019 Organic Produce Performance Report* released exclusively by the Organic Produce Network and Category Partners, in this 50<sup>th</sup> issue of our magazine...



ORGANIC FRUIT AND  
VEGETABLE SALES  
INCREASED BY  
**5.1%**

COMPARED TO A DOLLAR INCREASE OF  
1.9% FOR CONVENTIONAL PRODUCTS

ORGANIC FRUIT AND  
VEGETABLE VOLUME  
INCREASED BY  
**4.6%**


COMPARED TO A VOLUME CHANGE OF 0.8%  
FOR CONVENTIONAL ITEMS

ORGANIC DOLLAR SHARE  
INCREASED TO  
**9.5%**

FROM 9.2% IN THE  
PREVIOUS YEAR

ORGANIC VOLUME SHARE  
INCREASED TO  
**5.0%**

FROM 4.7% IN THE  
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