



BC ORGANICS MARKET ANALYSIS REPORT – JUNE 2017

TABLE OF CONTENTS

B.C. based organizations can obtain a full copy of this report by contacting foodsbc@gov.bc.ca

EXECUTIVE SUMMARY	2
INTRODUCTION.....	5
BACKGROUND.....	6
ORGANICS MARKET IN CANADA	6
<i>NATIONAL STANDARDS FOR ORGANIC PRODUCTION SYSTEMS.....</i>	7
<i>CANADA ORGANIC REGIME (COR).....</i>	7
<i>ORGANIC FARMING IN CANADA</i>	8
ORGANICS MARKET IN BRITISH COLUMBIA	8
<i>B.C. ORGANIC MARKET</i>	9
<i>CHARACTERISTICS OF BRITISH COLUMBIA'S ORGANIC BUYING POPULATION.....</i>	12
BRITISH COLUMBIA CERTIFIED ORGANIC PROGRAM (BCCOP).....	13
<i>COABC REGIONALLY ACCREDITED CERTIFICATION BODIES.....</i>	14
<i>CFIA-ISO ACCREDITED CERTIFICATION BODIES.....</i>	16
<i>OUT OF PROVINCE CFIA-ISO ACCREDITED CERTIFICATION BODIES</i>	17
<i>ORGANIC CERTIFICATION PROCESS</i>	18
SWOT ANALYSIS.....	21
KEY FINDINGS	24
RETAILERS AND FOOD SERVICE ESTABLISHMENTS	24
<i>ORGANIC FRESH PRODUCTS</i>	25
<i>ORGANIC PROCESSED FOOD AND BEVERAGES.....</i>	28
<i>SOURCING ORGANIC PRODUCTS.....</i>	30
MARKET TYPE ANALYSIS: RETAILERS AND FOOD SERVICE ESTABLISHMENTS	31
<i>FARMERS' MARKETS</i>	31
<i>FARM-GATE STANDS</i>	33
<i>SMALL-SCALE RETAIL AND FOOD SERVICE ESTABLISHMENTS.....</i>	34
<i>MEDIUM-SCALE RETAIL AND FOOD SERVICE ESTABLISHMENTS.....</i>	37
PRODUCERS AND PROCESSORS	40
<i>CERTIFIED ORGANIC PRODUCTS.....</i>	41
<i>NON-CERTIFIED ORGANIC PRODUCTS</i>	44
<i>MARKET INTELLIGENCE AND MARKET DEVELOPMENT RESOURCES AND SERVICES: IDENTIFICATION OF NEEDS ...</i>	47
MARKET TYPE ANALYSIS: PRODUCERS AND PROCESSORS.....	49
<i>FARMERS' MARKETS</i>	49
<i>FARM-GATE STANDS</i>	51
<i>SMALL-SCALE RETAIL AND FOOD SERVICE ESTABLISHMENTS.....</i>	52
<i>MEDIUM-SCALE RETAIL AND FOOD SERVICE ESTABLISHMENTS.....</i>	54
APPENDICES	57
APPENDIX A – MARKET TYPE WORKING DEFINITIONS.....	57
