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As Organic Produce Reaches $12 Billion, Creekside Organics Focuses on the Next Generation of Growth

Grower storytelling, expanded choice and stronger retailer partnerships can help turn organic's momentum into long-term category growth.

BAKERSFIELD, Calif. (September 8, 2026) Organic produce has reached a new milestone: $12 billion in annual sales. For Creekside Organics, the next opportunity is a move beyond the organic label alone. As organic becomes an increasingly familiar choice for shoppers, it's working to give consumers more reasons to choose one fruit or vegetable over another.

For the third year in a row, organic produce sales and volume grew at nearly double the pace of conventional produce. According to The Packer's late July report on recent Circana data, that growth delivered $12 billion in sales last year. The big sales number is something to celebrate, but organic's three-year trend is the real story. Organic produce is now an everyday eating decision for millions of people.

"Organic has moved beyond being a niche or special-occasion purchase," said Bianca Kaprielian, co-CEO of Creekside Organics. "That's an incredible win for our industry, but it also changes the conversation. Organic can get a shopper's attention, but increasingly, we need to give them another reason to fall in love with the product by sharing who grew it, how it was grown, how it tastes and what makes it special."

Organic momentum comes from younger buyers pursuing healthier lifestyles and environmentally friendly products. They see organic produce as a given. The Circana numbers show demand that's already here, but how much further can it go? Creekside sees some of the greatest opportunities in helping shoppers understand what makes individual products worth seeking out.

The company is already providing information and infrastructure to support organic produce growth. The trick is leveraging it fully and promoting it well.

The connection between grower and consumer is more important than ever.
The more consumers know about the produce in front of them, the more they want to try it. A lot of the growth potential comes from growers who stand behind the fruits and vegetables at retail. Stories of who grew the product, along with how and why it was grown, make organic farming more accessible and real for consumers. Those connections lead to purchase preference.

Creekside provides point-of-sale grower content and graphics that help to differentiate products when the word "organic" no longer does. Stores can add Creekside's grower stories, product information, imagery and other content into their own point-of-sale materials for a seamless store experience.

A dry-farmed tomato, for example, offers a story that goes well beyond its organic certification. Grown with little to no supplemental irrigation once established, the fruit develops concentrated sugars and acids that create the intense flavor that dry-farmed tomatoes are known for. Helping shoppers understand that difference can turn an unfamiliar farming practice into a reason to seek out the product.

Programs like Thomcord Tales create a customer dialogue between Creekside's Fruit World brand and shoppers. Each retail pack includes a note inviting shoppers to text the team directly, creating a conversation around the growers, the fruit and the short Thomcord season. Every text gets a response from the Fruit World team. The program began as a way to tell the story of a unique grape, and has become a direct line to enthusiastic shoppers who ask things like how long the grapes will be in season, where they can find them, and what are other ways they can support the brand. The program turned a piece of packaging into an ongoing connection between Creekside's Fruit World brand and the people eating their grapes.

More choice brings more people in.
Most organic buyers don't mind paying a premium, but everyone loves a good deal. Creekside sells multiple grades of produce to bring value-driven shoppers into an organic produce habit. The FlipSide label from Fruit World, for example, offers a recognizable brand for choice-grade fruit. The company also supplies to juicers and foodservice buyers, which reduces waste while building promotable pathways into the organic category.

Buyer belief matters, too.
Consumer connections come easier when the buyer really believes in the products, and Creekside loves to host buyers. It gives the retail side of the business a well-rounded understanding of the grower and the product. Those experiences help category managers merchandise organic produce clearly and creatively when they return to work.

Growing organic means growing talent.
Before you can have future growth, you need future growers. From the fields to the back office, Creekside mentors young people to show them what a career in organic produce looks like, and ultimately, show them how to bring the next $12B to the category.

Creekside also works with the Agriculture and Land-Based Training Association, ALBA, whose three-year program helps first-generation farmers learn to farm organically and build viable farm businesses. Creekside works with participating farmers to plan crops and markets the produce they grow, helping them establish a sales relationship they can carry forward after graduation. The company also meets with ALBA students annually to share insights into the different markets available to organic growers, from retail and wholesale to foodservice, home delivery and farmers markets.

“There’s endless potential for organic produce, as long as there is a plan for its future leaders,” said Brenda Haught, Creekside Organics co-CEO. “From sustainable standards and transparency to women leaders, organic produce does a lot of good beyond generating profit. Mentoring people and building good career paths keep it going.”

Retailers and operators are encouraged to contact Creekside Organics to collaborate on grower-story merchandising and organic category growth.

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About Creekside Organics, Inc.
Creekside Organics, Inc. is a leading certified organic grower-shipper based in California, sourcing from organic farms across California and Mexico. Offering year-round organic fruit and vegetable programs, Creekside is dedicated to expanding market reach for its growers, preserving family farms, and upholding the highest standards of environmental sustainability. Through a growing family of brands– including Fruit World and Capay Organics– Creekside continues to build a stronger, more resilient future for organic agriculture. Learn more at www.creeksideorganics.com.

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