



## ADVOCACY

We share a passion for advancing the organic sector and believe that together, we can make a significant impact. By sponsoring programming and initiatives at the Organic Trade Association (OTA), you can help address critical issues, enhance organic standards, and promote sustainable practices. Your support is crucial in driving forward our mission.

### ADVANCE ORGANIC ADVOCACY

OTA has secured major wins for the organic sector over the years, from research funding to strengthening the integrity of the organic seal. However, there is still much work to be done. We need to achieve organic funding parity, co-market the value of organic with the USDA, and create new market opportunities for our producers and brands. Your support can be general or directed to the following impactful initiatives:



- **Farmer Fly-in Funding:** To consistently engage with key states and congressional districts, we need to ensure that farmers and businesses can travel to Washington, D.C., without financial barriers. Your support can help make this possible, ensuring our voices are heard where it matters most.
  - **Recommended sponsorship level:** \$2,500-10,000
  - **Recognition:** At Fly-in



- **State Footprint Data Initiative:** While we currently provide state and district one-pagers with information on organic operations, we need more detailed data on the economic impact of these operations, including employment benefits and tax contributions. Your sponsorship will help us provide a more comprehensive picture of organic's benefits.
  - **Recommended sponsorship level:** \$2,500-25,000
  - **\$25,000 sponsor will be recognized on the Advocacy App during Organic Week**
  - **Others will be recognized at the Leadership Awards reception during Organic Week**



- **Organic Hotspot Update:** In 2015, Penn State research showed that counties with high densities of organic operations experienced increased median household incomes and lower poverty rates. This study garnered significant bipartisan interest. In 2025, we aim to update this research to reflect current trends and continue the conversation about organic's positive impact.
  - **Recommended sponsorship level:** \$2,500-10,000
  - **Recognition:** at the Leadership Awards reception during Organic Week

Join us in this transformative journey. Your investment will not only help us champion the value of organic products but also inspire innovation and foster a thriving community dedicated to sustainability. Together, we can create a healthier, more sustainable future.

***Let's make a lasting difference together.***