

MARKETING & COMMUNICATIONS COUNCIL ANNUAL REPORT | 2024

Formed to unify the voice of organic marketing professionals, OTA's **Marketing & Communications Council** brings together experts from across the trade to strengthen how the value of organic is communicated. The Council collaborates on data products, campaigns, and communication strategies that promote and protect organic across all sectors. By serving as a hub for innovation and best practices in PR, digital, and corporate communications, the Council helps ensure organic's story resonates with consumers, policymakers, and stakeholders alike.

Council Highlights | 2024



- Provided input on OTA's Consumer Perception Survey and Organic Industry Survey to shape future data products
- Began development of an industry event tracker to coordinate participation, sponsorship, and messaging at key organic events

Council Priorities | 2025-2026



- Refine and expand OTA's data products and consumer insights tools.
- Strengthen corporate communications, including FAQs, proactive messaging, and crisis communications best practices.
- Advance OTA's Organic Market Development Grant (OMDG) retail campaign and align storytelling across digital, PR, and social channels.
- Build out the Expert Bench/Media Resource Database to provide credible spokespeople for media and advocacy.
- Coordinate shared participation at major industry events and high-profile consumer activations.

Why participate?



The Marketing & Communications Council is a dedicated space for professionals to collaborate on strategies that promote and protect organic. Participation offers members:

- A voice in shaping OTA's data products, campaigns, and event programming.
- A forum to share best practices in marketing, PR, and digital engagement.
- Opportunities to align messaging across the industry and strengthen organic's value proposition.
- Access to a collaborative network of peers working at the forefront of organic communications.

COUNCIL MEMBERS



The Marketing & Communications Council is led by Heidi Diestel (Diestel Turkey Ranch) as Chair, Nancy Coulter-Parker (New Hope Network) as Vice Chair, and Brita Lundberg (Lundberg Family Farms) as Secretary. If you are interested in joining the Council, please contact Irene Cardozo (icardozo@ota.com).