

PRODUCE COUNCIL ANNUAL REPORT | 2024

The Organic Trade Association's **Produce Council** is a community of diverse stakeholders across the organic produce value chain that convenes on issues of importance to the organic produce sector. Founded in 2020, the Council amplifies the needs of the produce community within the Organic Trade Association and serves as a venue for shared learning and advancing outcomes to support a thriving and resilient organic produce sector.

Council Highlights | 2024



- Tracked and coordinated with OTA on priority concerns for the produce sector.
- Engaged in key discussions on compost and biodegradability, consolidation, organic seed, alternative labels (e.g., regenerative), and packaging innovations.
- Responded to administrative changes and their repercussions for programs, staff, appointments, and funding — making close connection with OTA staff and leadership essential.
- Communicated accurate information and identified opportunities to address concerns, influencing USDA organic programs and broader industry outcomes.
- Stayed flexible around NOSB dates and topics, ensuring timely engagement.
- Focused council meetings on navigating ongoing challenges and opportunities across the produce supply chain.

Council Priorities | 2025-2026



- Monitor and assess impacts of regenerative and other alternative labeling markets.
- Continue discussions on consolidation and packaging issues.
- Address labor challenges by grounding conversations in the experiences of council members and broader OTA membership.
- Explore food waste in 2026, recognizing its ties to perishable produce, packaging, and product quality.
- Increase council membership to better represent all regions within OTA's network.
- Educate representatives on the diversity of operations engaged in the organic marketplace.
- Strengthen cross-council coordination to align efforts on shared issues and reflect OTA's core values.

Why participate?



The Council provides valuable insights from others in the fresh produce industry and provides a space to collaborate on similar issues and concerns experienced throughout the produce sector. Having a trusted small group of people to be able bounce ideas off and ask questions is one of the most valuable benefits of participating in the Council.

COUNCIL MEMBERS



**ORGANIC
TRADE
ASSOCIATION**

The Produce Council is led by John McKeon (Taylor Farms) as Chair, Mike Dill (Organically Grown Company) as Vice Chair, and Emily Musgrave (Driscoll's, Inc.) as Secretary. If you are interested in joining the Council, please contact Danielle Cote (DCote@ota.com).