

SUSTAINABILITY COUNCIL ANNUAL REPORT | 2024

OTA's Sustainable Food Trade Action (SFTA) Council joined forces with two OTA Task Force groups to form the new OTA Sustainability Council in 2023, representing over 85 companies. The **Sustainability Council** serves as a hub for all member stakeholders engaged in sustainability management strategies. The Council meets quarterly with additional opportunities to connect and collaborate throughout the year.

Council Highlights | 2024

- Positioned organic as a core strategy for **climate resilience, biodiversity, and ESG leadership**.
- Hosted in-depth discussions with sustainability leaders from major CPG brands on how organic sourcing supports **climate targets, regenerative goals, and corporate ESG commitments**.
- Developed a shared framework to help businesses **communicate the ESG value of organic** more clearly and consistently.
- Translated complex sustainability metrics into **accessible narratives** for investors, retail partners, and consumers.
- Explored ways to **support and advance the next generation of leaders** at the intersection of organic and sustainability.
- Fostered engagement opportunities for members through **working groups, resource development, and policy/communications initiatives**.



For more information check out the Sustainability Council feature on OTA's News Center here



Council Priorities | 2025-2026

- Develop a shared framework to help businesses communicate the ESG and impact value of organic more clearly and consistently (including tools such as LCAs and GHG assessments).
- Support and advance the next generation of leadership at the organic-sustainability crossroads by fostering networking and relationship-building opportunities.

Why participate?



The Council provides a collaborative forum where members can exchange ideas, share accomplishments, and explore common goals from diverse perspectives. By engaging with peers who face similar sustainability challenges, members gain valuable insights into how others are approaching and actively tackling these issues. The result is an informed, connected, and solutions-oriented group working together to strengthen organic's role in advancing environmental and social progress.

COUNCIL MEMBERS



**ORGANIC
TRADE
ASSOCIATION**

The Sustainability Council is led by Jane Kuhn (Once Upon a Farm) and John Foster (Wolf & Associates) as Co-Chairs, and Beth-ann Roth (RK Invest Law) as Secretary. If you are interested in joining the Council, please contact Danielle Cote (DCote@ota.com).