



**ORGANIC
TRADE
ASSOCIATION**

MEMBERSHIP OVERVIEW

Together, we grow ORGANIC.





Who We Are

Founded in 1985, the Organic Trade Association (OTA) grows and protects organic with a unifying voice that serves and engages its diverse members from farm to marketplace.

OTA is the membership-based business association for organic agriculture and products in North America. OTA is the leading voice for the organic trade in the United States, representing organic businesses and producers across the nation.

Its members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants, brands, retailers and others. OTA's mission is to promote and protect ORGANIC with a unifying voice that serves and engages its diverse members from farm to marketplace. OTA's Board of Directors is democratically elected by its members.



How to Get More from Organic

Whether you're navigating organic regulations, expanding your market, or influencing national policy, OTA is your strategic partner in advancing your business and the organic sector.

Why Join?

OTA is the leading voice for the organic trade in the United States, advocating for a strong and transparent organic marketplace. We bring together businesses from across the supply chain to amplify impact, shape policy, and grow the reach and value of organic.

How We Work for You

OTA provides:

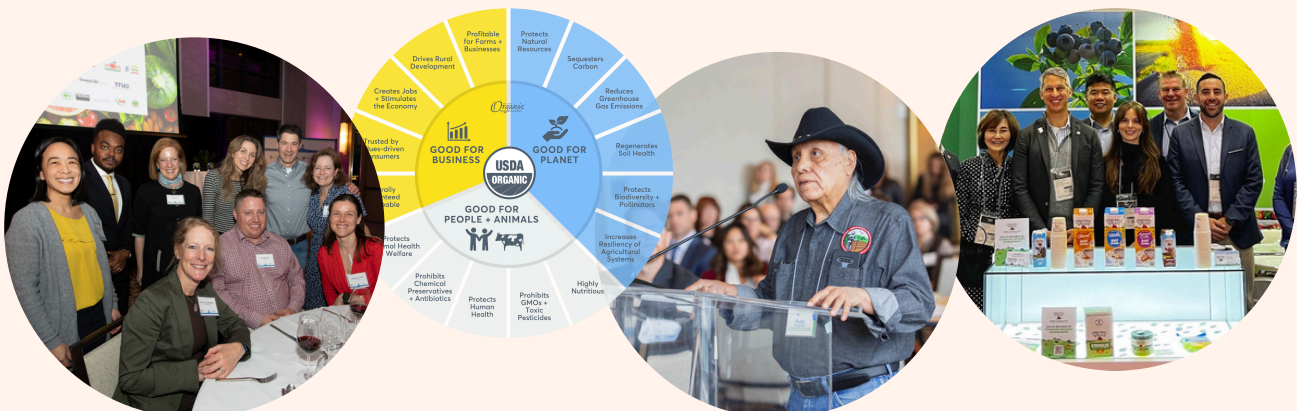
- ✓ **Political advocacy** at the federal level
- ✓ **Regulatory expertise** and real-time support
- ✓ **Science-backed research** and industry insights through The Organic Center
- ✓ **Exclusive market data** and business intelligence
- ✓ **Technical assistance** on compliance and certification
- ✓ **Messaging and promotion** to elevate organic in the public eye
- ✓ **International trade facilitation** and U.S. organic export support

We protect the USDA Organic seal, support an equitable marketplace, and ensure that our diverse membership—from small businesses to multinational brands—has the tools to succeed.

OTA Membership: An Investment with High Returns

Unlock powerful tools, expert support, and a thriving community when you join OTA.

- ✓ **Shape the Future of Organic:** Join Task Forces, Sector Councils, and Member Forums to influence policy, share insights, and collaborate with peers across the organic value chain.
- ✓ **Get Personalized Guidance:** Receive one-on-one support from OTA experts on regulatory compliance, government affairs, international trade, and marketing strategies tailored to your business needs.
- ✓ **Stay Informed and Ahead:** Access timely updates on changes to the USDA Organic Standards, the National List, and decisions from the National Organic Standards Board (NOSB).
- ✓ **Make Your Voice Heard:** Engage directly with elected officials and federal agencies to advocate for organic priorities and advance policies that support your business.
- ✓ **Learn and Lead:** Participate in live and on-demand webinars covering the latest trends, challenges, and innovations shaping the organic industry.
- ✓ **Leverage Market Intelligence:** Download exclusive market research and data reports to sharpen your business strategy and demonstrate the value of organic to your stakeholders.
- ✓ **Boost Your Visibility:** Access exclusive marketing tools and directory listings to promote your brand and connect with potential customers and supply chain partners.
- ✓ **Expand Globally:** Tap into international markets through OTA's export promotions, trade missions, and global market development programs.



Member Communities

Collective Action for Organic Progress

OTA Member Forums, Sector Councils, and Task Forces bring members together to solve the organic industry's most pressing challenges—through collaboration, shared expertise, and strategic action. These communities are where real progress happens—where members connect, contribute, and lead.



Sector Councils Sector Councils foster collaboration within specific segments of the organic supply chain. These groups build community, address critical sector-wide issues, and support targeted industry advancement.

- Dairy
- Dietary Supplements
- Farmers Advisory
- Fiber
- Grains
- Marketing & Communication
- Produce
- Sustainability
- Wine



Member Forums provide space for informal, ongoing conversations among members with shared interests. Ask questions, exchange expertise, and explore solutions to common challenges.

- Farm Supplies
- Ingredients
- International Trade
- Fiber & Textiles
- Personal Care
- Government Affairs



Task Forces are focused, time-bound groups formed to address specific objectives. These teams dive deep to deliver tangible outcomes on targeted industry issues.

- California Regenerative Agriculture Definition
- Farm Bill
- Organic Feedstuff Trade Relief
- Sugar Supply

Member-Exclusive Market Research & Resources

Stay ahead with exclusive insights from the premier source of organic industry intelligence. As an OTA member, you gain privileged access to trusted data, trend analysis, and strategic resources that help you grow your business and understand the evolving organic marketplace. Our research products deliver powerful insights into market performance, consumer behavior, and competitive positioning.

Organic Market Report

(formerly the “Organic Industry Survey”)

OTA’s flagship research report offers the most comprehensive and up-to-date snapshot of the U.S. organic sector. Each year, members receive exclusive access to detailed data on:

- Organic food and non-food sales
- Category performance and growth rates
- Long-term trends and market forecasts



Available for purchase by non-members, this report is included as a benefit of OTA membership—helping you make informed, data-driven decisions.

Consumer Perception of USDA Organic and Competing Label Claims Report

In partnership with Euromonitor International, this report explores U.S. shoppers’ awareness, trust, and willingness to pay for USDA Organic compared to other claims like “regenerative,” “natural,” and more.

This exclusive research reveals how USDA Organic performs in a crowded labeling landscape—and how your business can better position itself to meet evolving consumer expectations.



Organic Opportunity Communications Toolkit

Developed by OTA’s Regulatory Task Force with Amazon and industry leaders, this toolkit provides ready-to-use assets for businesses to advocate for organic in national retail and sustainability initiatives. Inside, you’ll find: Messaging guidance for retailers and consumers, visuals, infographics, and fact sheets, communications strategies aligned with broader industry efforts



Advocating for your needs in Washington, D.C.

In a dynamic political environment and rapidly evolving marketplace, the Organic Trade Association ensures your business is represented where it matters most—on Capitol Hill and with federal agencies like USDA. OTA advocates for policies that protect the integrity of the organic seal, advance the interests of organic producers and businesses, and ensure continued growth for the organic sector.

Strengthening Organic Enforcement (SOE)

Protecting trust. Preventing fraud.

Fraud in the organic system—whether domestic or international—undermines consumer confidence and damages the entire organic supply chain. That's why OTA led advocacy efforts for the Strengthening Organic Enforcement (SOE) rule, the most significant update to organic regulations since the launch of the National Organic Program.

The SOE rule:

- Closes regulatory loopholes
- Increases supply chain transparency and traceability
- Establishes consistent certification practices
- Enhances oversight to prevent fraud

OTA continues to work closely with USDA and members to ensure implementation is practical and effective for organic businesses.

Farm Bill Advocacy

The Farm Bill sets the framework for agriculture policy and funding every five years—and it plays a critical role in shaping the future of organic.

OTA helps members:

- Stay informed with legislative updates
- Participate in lobby days and Capitol Hill visits
- Host in-district meetings and Congressional farm tours
- Share their stories and priorities directly with policymakers

By engaging with lawmakers, we ensure organic remains a priority in national agricultural policy.



Educational Opportunities and Events

From flagship gatherings in the nation's capital to digital learning opportunities and national industry conferences, the Organic Trade Association is your trusted source for education, engagement, and community-building in the organic sector.

Organic Week in Washington, D.C.

OTA's premier annual event, Organic Week, brings farmers, brands, certifiers, retailers, and policymakers together in Washington, D.C. for three days of powerful collaboration and advocacy. Highlights include:

- **Policy Conference** featuring keynotes and panels on pressing organic issues
- **Member engagement sessions and working groups**
- **Capitol Hill Advocacy Day**, where members attend hundreds of coordinated Congressional meetings to champion organic priorities



ORGANIC WEEK
2025

ROOTED IN 40 YEARS,
GROWING FOR THE FUTURE
AN ORGANIC TRADE ASSOCIATION EVENT

Whether you're new to OTA or a longtime leader, Organic Week offers unmatched access to policy-makers, peers, and insights that shape the future of organic.

Webinars

OTA, in partnership with The Organic Center, delivers a robust year-round webinar program to keep members informed and ahead of the curve. Whether live or on-demand, our webinars help you stay connected to the latest in organic from wherever you are. Topics cover:

- Organic regulations and enforcement updates
- Market trends and consumer research
- Scientific developments impacting organic agriculture
- Practical business tools and resources

Organic Industry Events

Throughout the year, OTA staff participate in regional, national, and international events as speakers, panelists, and attendees—amplifying the voice of organic and representing member priorities. We also host signature OTA gatherings and co-sponsor events that bring the community together around shared goals, advocacy, and growth.



Promoting U.S. Organic Abroad & Facilitating International Trade

The Organic Trade Association supports a thriving global organic economy by promoting U.S. organic products internationally and connecting members to high-value global markets, buyers, and supply chains.

Connecting members with global supply chains

OTA represents U.S. organic businesses each year at premier international trade shows across Europe, Asia, and beyond. Through our U.S. Organic Pavilion, we provide a cost-effective, high-impact platform for producers and brands to showcase their products and forge valuable trade connections.

Member benefits include:

- Featured participation in major global trade shows
- Access to curated networking opportunities with international buyers
- Priority placement in OTA's Find.Organic directory—your digital gateway to the U.S. organic supply chain



[Find.Organic](#)

Whether you're seeking import partners, expanding your brand's footprint, or exploring new distribution channels, OTA can help you reach international markets with confidence.

Global Organic Trade Guide

Looking to export your organic products? The Global Organic Trade Guide is your go-to resource for navigating international trade. Developed by OTA, this comprehensive online tool provides:

- Country- and region-specific organic regulations
- Import requirements and certification guidance
- U.S. organic trade agreements and export opportunities

With the Global Organic Trade Guide, OTA members gain a strategic edge in understanding and accessing markets around the world.

[GlobalOrganicTradeGuide.com](#)

The Organic Center

As the sister organization to the Organic Trade Association, The Organic Center is the leading source for credible, peer-reviewed science on organic food and farming. The Center bridges the gap between research and real-world application—providing the data, resources, and messaging that support the growth of organic.



What The Organic Center Does:

- Facilitates research to fill critical knowledge gaps in organic agriculture
- Translates science into practical tools for farmers, businesses, and policymakers
- Communicates the organic difference through accessible, evidence-based content for consumers

From soil health to human health and environmental impact, The Organic Center works across the supply chain to advance and defend the science behind organic.

» [Organic-Center.org](https://www.Organic-Center.org)

