

**ORGANIC TRADE ASSOCIATION
Fiber Council
2020-2021 Work Plan**

Mandate

The aim of the Council is to create a cohesive voice across fiber categories within OTA and to grow the organic fiber sector overall.

Focus Area / Current Subcommittees	Tasks (Council still needs to define timelines, leaders, & participants)	Council Lead	Per Operating Guidelines	Per TE-OTA MOU	Top Survey results (2020)	Carryover from '19, '18 & '17	Suggested during 12/13/18 call	Work Plan	Annual Report
Research		Angela W.K.						2018 Work Plan	2018 Annual Report
	Research Project with TOC				x	x		2019 Work Plan	2017 Annual Report
	Finalize Phase 1 of the research proposal with TOC and Dr. Delate (voted on by Council in '18)					x			2016 Annual Report
	Evaluate Phase 1 results & vote on future of project based on TOC recommendations & results								2015 Annual Report
	Begin Phase 2 as coordinated and developed by Dr. Shade, based on vote by Council								
	Evaluate Phase 2 results & vote on future of project based on TOC recommendations & results								
	Begin Phase 3 (if possible by end of 2021) as coordinated and developed by Dr. Shade, based on vote by Council								
Communications & Education		Sandra M.							
	Develop, design, and implement an educational project for buyers and retailers for the improved knowledge of what entails a certified				x				
	Develop, revise, and publish current and new fact sheets:				x				
	Flax (new - to be voted on)								
	Hemp (new - to be voted on)								
	Latex (new - to be voted on)								
	Wool								
	Cotton and the Environment								
	Cotton								
	Create and publish 2021 Annual Report with OTA staff (no 2020 Annual Report)		x						
	<i>Work with OTA to include more fiber related questions in annual survey released in May (needs reviewed/discussed - was not on survey, but previously discussed and on workplan)</i>						x		
	<i>Help develop toolkit for members for speaking engagements with OTA (needs reviewed/discussed - was not on survey, but previously discussed and on workplan)</i>						x		
	<i>Update OTA.com with fiber statistics and speaking engagements of members</i>					x	x		
Membership		Michael T.							
	Recruit current OTA members within the sector not participating in the Council		x			x			
	Retain and re-engage Council member organizations not participating or lacking representatives on the Council by developing a plan		x						
	Recruit new OTA members within the fiber and textile sector by developing a plan, coordinating with TE, GOTS					x			
	Grow the Fiber Council membership by reaching out to Textile Exchange US members who aren't yet OTA members			x			x		
	Plan and coordinate an annual in-person Fiber Council meeting (2020 & 2021 TBD)		x						
	2020 location / date								
	2021 location / date								
Advocacy		All/TBD							
	Attend Organic Week - June 8-11, 2020		x			x			

