

## 2022 DIVERSITY INITIATIVE REPORT

-The Organic Trade Association's [Justice, Equity, Diversity, and Inclusion Commitment](#) was established in 2021 with the goal of helping shape a more inclusive agricultural future for the food of the organic market and our communities.

### Programs + Resources



#### DIVERSITY AND ENTREPRENEURSHIP PROGRAM

**53**

unique companies participating, estimating \$2.7M in organic product sales

Provided

**4**

full scholarships to Organic Week

Brought

**4**

speakers, covering two panels in Organic Week in DC

Brought

**13**

registrants from the NLFR to Organic Week in DC



#### ORGANIC CERTIFICATION "ASK ME ANYTHING" WEBINAR SERIES



The Diversity and Entrepreneurship Program hosted a series of "Ask Me Anything" webinars that offer program participants an informal setting to engage with industry leaders and consultants on specific topics related to the different components of organic certification.

**5**

webinars with industry-leading consultants

**23**

program participants

**3**

participants who have begun the certification process as a result

#### Topics Covered

Branding and Strategy

Diversified Organic farming

Tradeshow Preparation

Nutrition and Label Claims

Organic Certification Process

Exclusive Sponsor:



**New Hope**  
NETWORK

✓ **DIVERSITY FELLOWSHIP**

Funded through contributions from OTA member companies.

**2** one-year opportunities for fellows from HBCU's (Florida A&M University and Morgan State University). Both fellows attended Natural Products Expo East.

**1** fellow (Katrina Pitts) was featured in our [Diversifying Organic webinar](#)



**Katrina Pitts,**  
Doctoral Student



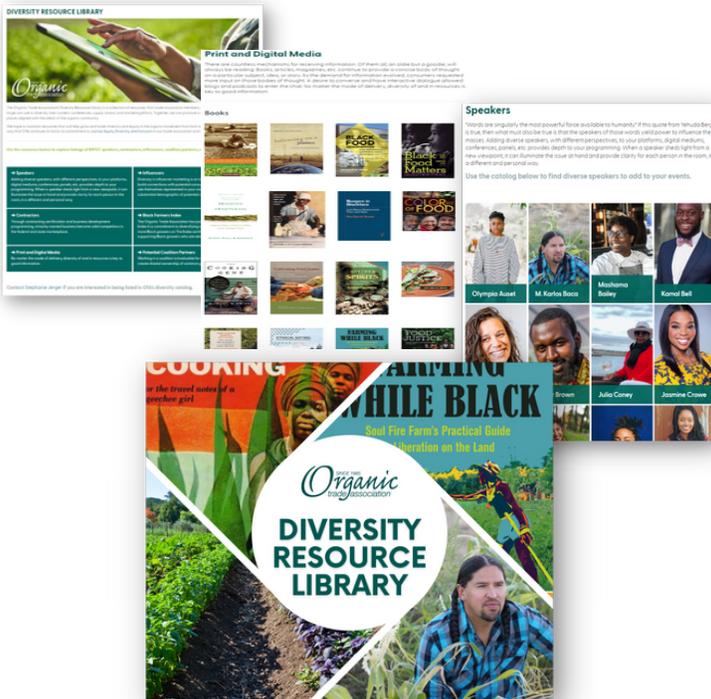
**August Alderman,**  
Graduate Student



✓ **DIVERSITY RESOURCE LIBRARY**

The trade association launched a collection of resources compiled by our Diversity Fellows that members, and the organic community at large.

Houses more than  
**150**  
Resources



✓ **DIVERSITY COUNCIL**

The place where our members engage in this work and use it to supplement their companies' initiatives.

**39** unique members    **5** Sponsors in 2021    **↑** **9** Sponsors in 2022



OTA Members have contributed more than  
**\$126k**  
to this work since its establishment in 2021

# Partnerships



## BLACK FARMERS INDEX

The trade association entered a Memorandum of Understanding agreement with the Black Farmers Index. This is our first MOU specifically pertaining to our diversity work and is one of the largest partners in our efforts toward diversifying our member's supply chains.



The Index has brought

**17**

new farmers into OTA's Diversity and Entrepreneurship program, since June 2022

The Index currently houses the largest directory, more than

**1,200**

of Black agriculturists in the U.S.

The Index is partnering with [The Organic Center](#) to market their Vittles Box fundraising campaign to consumers. They are expecting approximately

**800**

gift boxes to be purchased



## NATIONAL LATINO FARMERS AND RANCHERS



OTA brought NLFR into our Farmers Advisory Council to help better inform future regulatory positions from the perspective of marginalized farmers.



OTA was a sponsor of the NLFR Annual Congreso in Albuquerque, NM

**1**

staff member and 1 board member attended, and both participated on panels and education sessions



1st time OTA translated all its materials to Spanish



## WE ARE STILL HERE (W.A.S.H.) CONFERENCE, BY GREEN HEFFA FARMS



OTA was a sponsor of the WASH conference

**1**

staff member in attendance, participated in panel and group session