

Produce Council Annual Report | 2022

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.

2022 Highlights:



Engaged in roundtable discussions on the following issues facing the organic produce sector:

- Opportunities to increase the consumption of organic produce through the private sector, institutional purchasing, and the USDA Organic Transition Initiative.
- Streamlining certificates and audits across certification schemes (organic, food safety, supply chain traceability, etc.)
- Increasing organic seed usage



Participated in a produce sector-specific meeting about the Organic Industry Survey hosted by OTA's Director of Education and Insights. The meeting reviewed the survey process and gathered feedback from Produce Council members on improving the survey's Produce Report to serve the sector better.



Received technical briefings from OTA's regulatory staff on several federal policies and rulemaking in progress, including:

- FDA's proposed rule on agriculture water requirements
- USDA National Organic Program's (NOP) proposed rule on paper-based crop planting aids
- Comment period on NOP's rulemaking priorities
- National Organic Standards Board meeting topics

Looking Ahead to 2023:

The Produce Council plans to continue work focusing on; 1) Developing consumer education resources on the benefits and value of organic produce to promote organic consumption and increase market share; 2) Supporting the successful implementation of the forthcoming Strengthening Organic Enforcement final rule within the produce sector with a particular focus on imports and labeling; 3) Addressing additional topical produce-specific issues.

COUNCIL MEMBERS



Agriculture Capital



AWE SUM ORGANICS



Driscoll's
Only the Finest Berries



eurolins



HOME GROWN ORGANIC FARMS

JACOBS FARM + DEL CABO
CERTIFIED ORGANIC
Healthy Soils, Healthy Plants, Healthy People

Karlin Strategic Consulting



Page's Organics



PURITY ORGANICS
Organically Grown. Always For Healthy Living



Thermiculture MANAGEMENT



TRUE ORGANIC



The Produce Council is led by John McKeon (Taylor Farms) as Chair and Todd Linsky (Todd Linsky Consulting) as Vice Chair. Their work is supported in the interim by Libby Mucciarone, Associate Director of Education, Technology, and Member Engagement. If you are interested in joining the Council, please contact Libby (LMucciarone@ota.com).



Headquarters: 444 N. Capitol St. NW, Suite 445A, Washington, DC 20001 (202) 403-8520
OTA.com | info@ota.com | @OrganicTrade

Locations: Washington, D.C. | Brattleboro, VT | Santa Cruz, CA | Corvallis, OR