

Retailer Council Annual Report | 2022

The Organic Trade Association's Retailer Council gives the Organic Trade Association (OTA) retail members an organized and ongoing forum for discussing organic-specific retail issues, challenges, and opportunities. Established in 2019, the Council seeks to work together to grow the organic industry and to utilize the member community for networking and problem solving.

2022 Highlights:



The Retailer Council completed a full update of the Organic Trade Association's Good Organic Retail Practices (GORP) Guide. The existing resource was updated to reflect various industry developments, including online marketing and sales. The document was shortened dramatically to increase readability. With the release of the new Strengthening Organic Enforcement regulations, the Council looks forward to leveraging the new guide and positioning the retail sector for successful compliance with the new rules.



As identified by its members, a primary benefit of the Retailer Council is the facilitation of networking and discussion of current retail conditions and trends. The group met four times throughout the year to discuss a range of issues specific to the retail environment for organic products.

Looking Ahead to 2023:

The Retailer Council will leverage the work invested in the GORP manual to assist retailers in achieving best practices with their organic products.

OTA will continue to help facilitate conversations among this group regarding current issues, including evolving regulations and the impacts of emerging technologies on organic.

COUNCIL MEMBERS



Mark Squire (Good Earth Natural Foods) serves as the Chair of the Retailer Council, alongside Ann Marie Hourigan (Whole Foods Market) as Vice Chair, and Pat Sheridan (INFRA) as Secretary. Angela Jagiello, OTA's Director of Education and Insights, supports the work of the Council. If you are interested in joining the Retailer Council, please contact Angela (ajagiello@ota.com).

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