



ORGANIC WEEK
IN WASHINGTON, D.C.

AN ORGANIC TRADE ASSOCIATION EVENT

TALKING POINTS & POLICY ASKS

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ICYMI



IN CASE YOU MISSED IT



#OrganicWeekDC

ICYMI: RESOURCES NOW AVAILABLE



Resources



Organic Farm Bill
Policy Priorities



Organic 101



Continuous
Improvement and
Accountability in
Organic
Standards



The Organic
Opportunity



State Sheets

Transportation Information and Map of Capitol Hill

Social Media Engagement

Trainings

Hill Visit 101

Organic Policy Asks

Learn more at: <https://ota.com/AdvocacyDay>



#OrganicWeekDC

TALKING POINTS & POLICY ASKS

TOPLINE MESSAGING

Organic is...

- A strong and growing industry
- Providing economic growth in rural areas
- Protecting the environment
- Good for farmers and families
- Federally certified and guaranteed

For more: Reference the talking points document that includes stats in the Hill materials

TOP POLICY ASKS

- ✓ Support Continuous Improvement and Accountability in Organic Standards
- ✓ Support full funding for organic programs in Fiscal Year 2024 Appropriations
- ✓ Support organic in the Farm Bill
- ✓ Join the House Organic Caucus (House only)
- ✓ Champion Organic



CONTINUOUS IMPROVEMENT



CONTINUOUS IMPROVEMENT (CIAO)



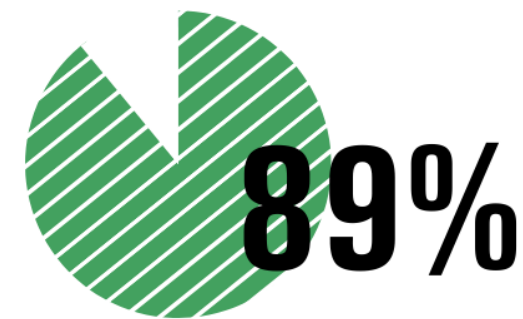
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CONTINUOUS IMPROVEMENT

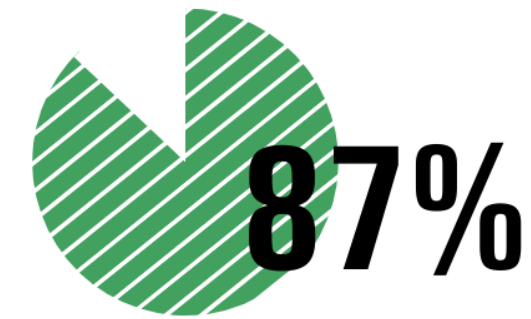


CONTINUOUS IMPROVEMENT

- Consumer trust in organic relies on strong and regularly updated standards that are verified and enforced by the USDA National Organic Program (NOP).
- USDA has not responded to changes in a dynamic, growth, and robust industry.
- A broken federal regulatory apparatus is stifling innovation and preventing the organic industry from delivering on its promise to consumers to reflect the latest understandings on soil, climate, human health, animal welfare, and more.



of consumers say that USDA should review and update the organic standards periodically.



of consumers expect organic standards to be updated to reflect evolving understandings about soil, climate, toxicology, animal welfare, etc.



CONTINUOUS IMPROVEMENT



THE CONTINUOUS IMPROVEMENT AND ACCOUNTABILITY IN ORGANIC STANDARDS ACT (CIAO)

CIAO will restore trust in the public-private partnership between USDA and stakeholders and ensure government moves at the speed of industry innovation and evolving consumer expectations by **requiring the USDA to review and update existing standards** using the latest information available to respond to changes both in best practices, science, and consumer demands **on a five-year basis**.



CONTINUOUS IMPROVEMENT



QUESTIONS?



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FARM BILL



2023 FARM BILL: PRIORITIES



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FARM BILL



CONTINUOUS IMPROVEMENT AND ACCOUNTABILITY IN ORGANIC STANDARDS

- ✓ Prioritize continuous improvement.
- ✓ Predictable process to drive business investment.

MARKET DEVELOPMENT

- ✓ Provide funding, support, and incentives for organic transition.
- ✓ Provide funding for market and processing infrastructure to address supply chain constraints and increase domestic production of organic crops.

CLIMATE AND CONSERVATION

- ✓ Establish and provide funding for a technical assistance program for organic and transitioning farmers.
- ✓ Provide assistance for organic farmers to improve environmental outcomes such as fostering soil health, increasing biodiversity, and natural resource conservation.
- ✓ Integrate organic certification into new and existing climate-smart agriculture programs at USDA.



FARM BILL



CORE FARM BILL PROGRAM INVESTMENTS

- ✓ Maintain robust funding for the Organic Research and Education Initiative and Certification Cost-Share Program.
- ✓ Include programmatic changes to streamline and improve access for organic farmers for cost-share, crop insurance, conservation, risk management, and other farm bill programs.

INTERNATIONAL TRADE

- ✓ Increase funding for the Market Access Program, Foreign Market Development Program, and Technical Assistance for Specialty Crops.

Focus:

- Rightsizing organic investments compared to conventional
- Improving opportunities and market access
- Modifying existing USDA programs to better suit organic producers



POLICY ASKS



QUESTIONS?



APPROPRIATIONS



APPROPRIATIONS



APPROPRIATIONS



FY 2024 APPROPRIATIONS

- ✓ **National Organic Program - \$26.4 million** to fully fund the NOP so that they can continue to develop and enforce the national standards for certified organic products.
- ✓ **Organic Certification Cost-Share Program - \$5 million** to provide additional resources for this program so that USDA can restore full funding and ensure farmers receive the maximum 75% (up to \$750) reimbursement rate to offset the cost of their certification fees.
- ✓ **Organic Transition Research Program - \$10 million** to support the development and implementation of research and extension programs to improve the competitiveness of organic farmers and those transitioning to organic certification.
- ✓ **Organic Data Initiative- \$1 million** to support continuing and expanding organic price reporting and organic data collection.
- ✓ **Organic Agriculture Research and Extension Initiative (OREI) - fund at additional \$10 million** to support ongoing research in organic.



KNOW YOUR AUDIENCE



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DEMOCRAT VS REPUBLICAN OFFICES

- ✓ **Democrats:** focus on climate smart attributes, federal investments in agriculture
- ✓ **Republicans:** focus on business aspects, voluntary program, consumer choice
- ✓ Staff might not be knowledgeable about the program, Organic 101 is included in the packet

PIVOT!

- ✓ Don't argue with Members and staff
- ✓ Advocate for organic's fair share (6% of the market)
- ✓ Your story and narrative should tell them why organic matters – and these policies matter
- ✓ Be respectful and focus on other discussion topics
- ✓ Let Peter/Laura follow up on particulars



POLICY ASKS



QUESTIONS?



*Organic***PAC**



SUPPORT ORGANIC PAC

PAC supporters are invited to attend the Toast to the Spirit of Organic PAC on **Wednesday May 10** at **5:30 PM** at the Yours Truly DC.

Sponsored by:



RESOURCES AVAILABLE ONLINE!



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NEED ASSISTANCE OR HAVE QUESTIONS?

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