Organic Trade Association Dairy Council
2019 Work Plan

1. Develop and implement a strategy for collecting data related to the organic dairy sector

2. Advocate for clear regulations and consistent enforcement of organic dairy standards
   a. Advance rulemaking on Origin of Livestock
   b. Monitor other issues related to compliance and inconsistent enforcement and develop strategy for responding as appropriate

3. Explore opportunity to host an Organic Dairy Summit as a means of opening lines of communication within the industry

4. Improve consumer awareness about benefits of organic dairy
   a. Develop consumer messaging
   b. Include dairy as an element in OTA's Consumer Education Toolkit (resulting from GRO Organic Consumer Research Study)

5. Improve risk management tools for the organic dairy sector

Approved by Dairy Council 1/18/2019