

MINUTES from April 6, 2016 OTA Fiber Council Messaging Meeting

By Sandra Marquardt

On the Call: Gwendolyn Wyard, Marci Zaroff, Sandra Marquardt, Shamini Dhana, Maggie McNeil

Gwendolyn sent around a wool infographic being developed for the upcoming NOSB meeting entitled “From Flock to Fashion.”

She suggested we create an overarching message of “From Farm to Fashion.” Under that rubric we could also then do Farm to Bedroom, Farm to Fashion, Farm to Tee, Farm to Furniture... This is similar to the “Field to Fashion” term that’s been used but - like the well-known “Farm to Table” concept - it’s short and to the point while also addressing what’s at the beginning and the end with everything in the middle, as well. We use “Farm” vs. “Field” to really connect people with the farm – both environmental and social components are addressed.

OTA is developing a fact sheet and infographic re the environmental and social benefits of organic farming, including mitigating climate change, for example. (G – WAS THIS FOR FASHION TOO?)

Definition of fashion we’ll use is from <https://en.wikipedia.org/wiki/Fashion>:” Fashion is a popular style or practice, especially in **clothing, footwear, accessories, makeup, body.**

Re the “Flock to Fashion” wool infographic, we need to humanize it - add in farmer and or manufacturer concept. Add No. 9 cutting and sewing. Add No. 10 for packaging which is covered under GOTS.

Next Steps:

Gwendolyn to inform us about NOSB parasiticide topic and send final wool infographic

Policy Conference – Gwendolyn, Marci, Barry, Sandra, Dale, (TOCMC?)

Next Steps re September planning. Still need to come up with September plan and budget. Some ideas on Pinterest. Budget is crucial. Fiber Council to determine the budget. Need to determine plan, budget, date, sponsorship.

Gwendolyn to forward Jeff Wilson's suggestions for a NYC event.