The U.S. Department of Agriculture has stopped the process that would have established an Organic Check-off.

There is broad agreement on the critical need for more research, more promotion and more technical assistance.

Organic businesses, farmers and industry leaders are ready to work together on innovative solutions that will have key benefits for organic.

WE ALL HAVE A STAKE IN ELIMINATING CONSUMER CONFUSION, GROWING THE MARKET, AND BUILDING THE ORGANIC BRAND.
PROMOTION

In partnership with ORGANIC VOICES, we will fund a collaborative message campaign that would reduce consumer confusion about organic.

A coordinated national marketing effort, with targeted social media and conventional advertising can help organic achieve significantly greater consumption, loyalty and continued growth.

WE NEED TO CUT THROUGH THE CLUTTER AND CONFUSION BECAUSE THE TRUTH IS: IT’S NOT COMPLICATED.

COST: $1M for each of the next two years
CONSUMER RESEARCH

In partnership with NMI, we will develop strategic insights and business toolkits that support all organic market segments.

We want to know how the consumer is making sense of competing claims and current politics so that we can reinforce the organic brand, not fragment it.

COST: $325K in year one

WE NEED TO UNDERSTAND WHAT CONSUMERS ARE HEARING AND HOW IT AFFECTS THEIR BEHAVIOR.

GRO ORGANIC
SOIL + CLIMATE RESEARCH

In partnership with THE ORGANIC CENTER, we will advance a portfolio of soil health and climate change research with universities like Harvard and UC Riverside.

Climate change is collectively our most pressing issue. These projects will fill vital gaps in our knowledge and meet essential needs for on-farm solutions.

WE NEED TO POSITION ORGANIC AS PART OF THE SOLUTION TO CLIMATE CHANGE.

COST: $100K in year one
In partnership with NATURAL RESOURCES CONSERVATION SERVICE and regional farming organizations, we will fund organic extension agents across the country.

Imagine technical specialists in every state working with transitioning and existing organic farmers!

COST: $100K in year one (two specialists)
GRO ORGANIC

We have $750K raised toward our combined year one goal of $1.5M.

The momentum is growing, but your participation will make a difference.

If you care about the future of organic, please contribute to our collective effort.

CONTACT: Organic Trade Association, CEO Laura Batcha (lbatcha@ota.com)