

ORGANIC TRADE ASSOCIATION

Organic Worldwide

2019 ANNUAL REPORT



International activities spearheaded by the Organic Trade Association reached new heights in 2019 with the advent of additional funding from the U.S. Department of Agriculture. We led 17 activities in eight different countries, from Asia to the Middle East, Europe, and South America.

SUCCESS STORIES

Timeless Seeds: "Participation at FoodEx Japan through the OTA export program was a clear success for Timeless. Japan had previously been a very minor market for us in the past. But sales for the 15 weeks following the trade show nearly equaled sales to that country for the entire year prior to the attending the tradeshow. Participating in the trade show and related OTA organized activities gave us a much better understanding of the Japanese marketplace and significantly increased our rapport with two existing customers we had in that country. Based on 4 months of orders since the trade show, there is high likelihood that annual sales for our two existing customers will increase 250-350% over historical annual sales."



To Your Health Sprouted Flour: "The OTA's export programs have been instrumental in our success in the international marketplace. We are currently exporting to fourteen countries outside of North America. Our most recent show, Anuga, was very successful. We met some new contacts in the Middle East and South America, that look very promising. We even might have found a new customer from the US of A at this show as well. In addition to trade show opportunities, the OTA has provided its members several trade mission opportunities. The programs that the OTA has put together for us probably responsible for 90% of our business outside of North America."

Once Upon A Farm: "At Once Upon a Farm, OTA's export program has opened our eyes to the incredible level of demand for USDA organic products all over the world. The OTA has helped embolden us to the prospects of international trade. In 2020 we will start exporting to Singapore and the Gulf Coast Countries with an eye to expand even further in the future."



2019 YEAR IN REVIEW

Asia

FoodEx Japan: OTA returned to host 6 U.S. companies at FoodEx Japan, Asia's largest Trade Show. 5 out of the 6 companies were new to the show, with total projected sales of \$9.1 million

Seoul Food and Hotel: OTA returned to host 8 companies at Seoul Food and Hotel, Korea's largest trade show. 6 companies were new to the show, and total projected sales were over \$1.2 million



**WE TAKE
U.S. ORGANIC
GLOBAL**

2019 SUCCESS BY THE NUMBERS

- 17 international activities**
in **8 countries**
- 45 U.S. companies participating** in
Trade Shows and Trade Missions
- \$36.2 million** in onsite
and projected sales
- \$203,330 retail promotion sales**
- 995 1 on 1 meetings arranged**
between buyers missions
at Expo West, East, and
Organic Produce Summit



Did You Know?

The membership of the Organic Trade Association provides the bulk of U.S. organic exports. The market promotion activities administered by the association are open to the entire organic industry, not just association members.

FIND.organic



We have over 950 companies listed in our online directory for U.S. organic products, contact us to get listed for free!

Bio c'Bon Retail promotion: OTA conducted a second promotion with leading organic fresh produce retailer in Japan, Bio c'Bon. The promotion was held over 7 days throughout 12 Bio c'Bon stores in Tokyo and Kanagawa. The in-store promotion period resulted in a 57.2% increase in sales for the promoted products, and \$11,925 in actual sales. The promotion also included a video creation and distribution from Tastemade Japan on U.S. organic avocados!

Korea Trade Mission: OTA sponsored four companies on a Trade Mission to Seoul Korea for 1 on 1 meetings with buyers, a retail tour and market briefing, and a visit to Seoul Café Show. Projected sales from the meetings were \$7.3 million.

Retail promotion in Korea: OTA continued its social media campaign to educate Korean consumers on organic, this year combining this effort with targeted Facebook ads and an promotion with Korea's #1 retailer, EMART. During the EMART promotion, 34 U.S. organic products were promoted, generating over \$20,000 in sales and a growth rate of 241%. As a result of this promotion EMART plans to add 20 U.S. organic products to their stores in 2020.

City Super retail promotion: OTA again collaborated with City Super, a leading retailer in Hong Kong, for a holiday themed organic promotion in 4 of their stores, covering 91 U.S. organic products. Total sales increased 53% during the promotion. Alongside the promotion, City Super ran social media promotions on Facebook and Instagram, led a cooking class with organic Bob's Red Mill products, and led an organic tasting expertise that included Amy's Organic soups, Organic Valley cheese, Bilinski's organic chicken sausage, and more!

Europe

Biofach: OTA hosted 14 companies at Biofach in Germany, the largest trade show in the world for organic. Total projected sales were over \$4.9 million.

Anuga: OTA hosted 12 companies at Anuga, the world's largest food show for 2019. Six companies were new to the show, and total projected sales were \$13.5 million.

"The significant export promotion funding from USDA is allowing OTA to both explore new markets and dig in deeper where we have seen success in recent years."

Alexis Carey, Manager of International Trade, OTA

EU Task Force: OTA created an EU Task Force to address changing EU regulations on organic and the impact of those changes on the existing U.S.-EU organic equivalency arrangement. Additionally, this task force serves as a platform to voice and discuss issues regarding the changing regulations and plan next steps for those involved in the EU market. The work also will address the impacts to UK-Brexit and organic trade.

Latin America

Seminario de Alimentos Orgánicos in Chile: OTA delivered a presentation on the U.S. organic market and trade data to Chilean companies curious about the international market for U.S. organic.



OTA Organic Pavilion at BioFach with 14 U.S. companies



OTA hosts 11 U.S. organic exporters at Anuga.

Middle East

Trade Mission to Dubai: OTA led 4 companies to the Middle East Natural and Organic Products show in Dubai for meetings with importers, a briefing from FAS, and a retail tour. Total projected sales were over \$360,000.

Consumer promotion: OTA collaborated with the leading importer in Dubai to feature U.S. organic products during in-store promotions and through digital media networks. The promotions features several U.S. organic products and generated \$97,000 in sales. The social media promotion generated a reach of over 260,000 using influencers on Facebook and Instagram.

North America

Buyers Missions @ Expo East and West: A total of 18 suppliers and 14 buyers at both of these events resulted in 945 1 on 1 meetings and over \$2.2 million in sales activity

Organic Produce Summit Buyers Mission: OTA led a buyers mission at OPS for the first time in 2019, resulting in \$1.5 million in sales activity, a massive success for a first time event.

SIAL Canada: OTA hosted four companies at SIAL Canada, a first time event with our largest trading partner for organic products. Total projected sales were \$413,000.

2019 FINANCIALS

About OTA Export Program Funding

The Organic Trade Association's organic export initiatives are funded through the U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS) Market Access Program (MAP), Agricultural Trade Promotion Program (ATP), and Technical Assistance for Specialty Crops Program (TASC). Since 1999, FAS has awarded millions of dollars to OTA to help expand commercial export markets for U.S. organic products. OTA aims to showcase and educate key target markets on the quality, integrity and variety of USDA-certified organic products available for export around the world.

The USDA awarded \$2,966,578 to U.S. organic worldwide in 2019:

MAP	\$883,593
ATP	\$1,127,085 (3 year grant)
TASC	\$955,900 (multi-year grants)

The Organic Trade Association does not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities who require alternate means for communication of program information can contact us at info@ota.com.

Join Us Around the Globe in 2020

Sign-ups Still Being Accepted For Many Activities

February

BIOFACH OTA will host 14 U.S. organic companies in Germany.

GULFOOD OTA will host 6 U.S. organic companies in Dubai.

March

EXPO WEST OTA will co-host a buyers mission at Expo West.

FOODEX JAPAN OTA will return to Tokyo, hosting 8 companies.

April

FOOD AND HOTEL ASIA OTA will exhibit in Singapore.

SIAL CANADA

OTA will host a pavilion of U.S. processed product companies and ingredient suppliers.

June

U.K.-E.U. TRADE MISSION OTA will bring U.S. organic companies to meet with buyers in the U.K. and Netherlands.

July

ORGANIC PRODUCE SUMMIT OTA will host buyers from Mexico and the Pacific Rim.

September

FINE FOOD AUSTRALIA OTA will take 5 companies to this show in Melbourne.

IFOAM WORLD CONGRESS OTA will present on current topics, and meet with EU counterparts regarding organic equivalence.

EXPO EAST OTA will co-host a mission with a focus on buyers from the Middle East and Europe.

October

SIAL PARIS OTA will return to 2020's largest food and beverage trade show and will host 8 companies.

November

TRADE MISSION to South Korea & Japan OTA and Food Export Association will organize meetings with importers and retail tours.

For more information or to sign up for activities, visit OTA.com



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