

OTA FIBER COUNCIL

EXPO EAST 2015 MEETING - AGENDA & NOTES

Meeting Outcomes:

- Establish work plan for last quarter of 2015 and year of 2016
- Establish time and format for officer elections
- Establish time and location for in-person meeting

9:00am – 9:15am – Coffee /mingle

9:15 – 9:25 Roll Call and Introductions

9:25 – 9:35 - Announcements

9:35 – 9:45 - Review Council Operating Guidelines

9:45 – 9:55 – Discuss officer elections (nominate officers and set time for voting)

9:55 – 10:45 – Establish work plan (see below)

10:45 – 11:00 – Discuss time and location of In-Person Meeting

11:00am - Adjourn

BACKGROUND

Current Fiber Council Members

Current Fiber Council members include: Portico Brands/Under the Canopy, On the Mark PR, Maggie's Organics, MetaWear, Specialty Sleep Association, Naturepedic, UNFI, Richard Siegel Law Offices, MOM's Organic Market, Oregon Tilth Certified Organic (OTCO), and One Cert.

Prospective Members

Current prospect members include: Control Union, Loomstate, Patagonia, Dhana, Prana, Whole Foods Market, Right Pillow, Green Toys, PACT, Synergy, Satva Apparel, Coyucchi, Eileen Fisher, Indigenous Designs, Wear the Change/SFL, Threads for Thought, Groceries. Amore Vert, Alternative Apparel, American Apparel, Mona Luna, Stephanie Cordes, and Color Zen, among others.

Developing a Work Plan

During the Fiber Council meeting held at OTA's Policy Conference, the group brainstormed several potential work plan activities. In step with the Fiber Council's deliberations to establish a work plan, the following ideas will be discussed at its next meeting at Expo East: Updating organic fiber fact sheets, infographics and other fiber related info on OTA's website; creating educational and marketing/promo materials on organic fiber and textiles for consumers, brands, retailers and media; hosting an organic fashion show; collaboration with The Organic Center and Textile Exchange on fiber-related research topics; building a coalition of companies interested in reigniting a "farm to fashion" USA organic cotton supply chain; OTA media event and outreach for organic fiber; Expo feature on "Organic Home;" GOTS webinars; and building out the organic textile section in OTA's Industry Survey.

See page two for the meeting notes

NOTES

In attendance: Marci Zaroff (Under the Canopy), Sandra Marquardt (GOTS NW Rep), Dick Siegel (Richard Siegel Law Offices), Ted Major (Mom's Organic Market), Jim Pierce (OTCO), Terra Cappel (Metawear), Dale Read (Specialty Sleep Association), Barry Cik (Naturepedic), Bena Burda (Maggies), David Anthony (Naturepedic), Jimmy Wedel (Texas Organic Cotton Association)

Announcements

- MOU with textile exchange in progress
- Sharon Saylor – Teramore organic home – sell all organic fiber in your store
- Green America Certification- FTC is suggesting that G A does not apply with Green Guides.

Fiber Council Guidelines – Reviewed with the group

- Questions: Cost of participation? None (see guidelines). What incentives do council members or does the council receive for bringing in new members? How can the council stipend be used? GW will clarify

2015 Work Plan

- Update OTA website
 - New: Member benefits for fiber companies
 - Update: Existing Fact Sheets
 - Organic Cotton Facts
 - 2013/2014 Organic Cotton Report
 - What is an Organic Mattress
 - What are Organic Fiber Products and How Can you Label Them?
 - New - Fact Sheet organic cotton t-shirt vs. conventional – (the problem is the data want to be careful about a fact sheet until we have the data)
 - Expand Quick Resources to include many more useful links – examples:
 - Where to buy organic clothes and textiles (soil association)
 - About organic cotton.org
 - GOTS flyer “From Field to Fashion” & flyer on wool

2016 Work Plan

- Continue to create Fact Sheets & Infographics to round out a “Resource Toolkit” for a “Downloads” section on website:
 - Fact Sheet for Retailers - FAQ
 - Consumers
 - Manufacturers
 - Media - Did you know?
- Webinar – 2 part series – 101 and 102
- Study – in collaboration with TOC
- Media Event
- Resource guide for certified companies with apparel

Question: Exporter tracking code and submit application and get our own code. Could this be done and what would it take? Later down the road - Look into application for a code???

Officer Elections: Need to send an email to entire fiber council with the nominations and call for election. Chair – Marci Zaroff, Vice-Chair – Barry Cik, Secretary – Sandra Marquardt

In-person Meeting: Wednesday, March 9 - Expo West – 3 hr meeting