

# ORGANIC TRADE ASSOCIATION FIBER COUNCIL

## 2015-2016 WORK PLAN

### Current Fiber Council Members

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), Texas Organic Cotton Marketing Association, Control Union and One Cert.

### 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 (to create) - 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