PROSPECTUS

GRO ORGANIC
Research, Promotion, and Education Programs

SPONSORSHIPS
Organic Week, Leadership Awards Dinner, Organic PAC

FARMER SUPPORT PROGRAMS

ORGANIC REPORT ADS

1% FOR THE PLANET

Become a sponsor today! CONTACT CASSANDRA CHRISTINE at CCHRISTINE@OTA.COM or 202-403-8640
Making REAL progress towards BIG goals in year 2!

Take the lead to advance GRO organic research, promotion, and education projects in 2019.

• GRO Consumer Messaging Toolkits
• GRO Consumer Promotion Campaign
• GRO Soil + Climate Change Research
• GRO Technical Assistance + Training

We delivered RESULTS to investors in year 1. Join the GRO movement in 2020.

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CONSUMER RESEARCH

Because when the industry speaks with a unified voice, using the messages most compelling to our shoppers, we will exponentially elevate organic.

• Year 2 programming builds on the groundbreaking consumer research from 2019.

• We are taking the learnings from 3,000+ diverse consumers and building an authentic PR program that positions the organic trade as responsible, transparent, and committed.
Because we need to amplify our voices to reduce the confusion about organic.

- Year 2 programming will focus on a mix of media strategies and tactics across digital platforms that target “fringe” consumers who know about organic but are not regular purchasers of organic products.

- Investors will receive a deck with the creative concepts and ways to plug in to the campaign.
Because we know that organic can help win the battle against climate change.

• Year 2 programming will focus on three research projects that build on one another to help tell the full story of organic’s potential impact.
  o Healthy soil
  o Carbon sequestration
  o Yield

• In partnership with the University of Maryland and the University of California at Berkeley.
Because we need to help American farmers meet the growing demand for organic.

- Year 2 programming will advance the Organic Agronomy Training Series (OATS) train-the-trainer program for ag professionals working with organic and transitioning producers.

- As the fiscal sponsor, GRO Organic will fill the void in technical assistance for organic grain growers in the Midwest and work to expand the model to more crops and regions.
The continued success of the organic sector demands that organic standards be robust, consistent and clear in order to stay meaningful.

The Organic Trade Association Board of Directors voted unanimously to file a lawsuit against the U.S. Department of Agriculture over its failure to put into effect new organic livestock and poultry regulations.

The fall hearing schedule is set for 2019 and we are seeking a minimum of $100,000 to ensure that organic standards are protected and the proposed rule is implemented.

OTA’s actions to defend organic have resulted in coast-to-coast media coverage. Browse the many stories and become part of history by supporting this important action.
ORGANIC WEEK 2020

This is the single most important event to advance and PROTECT ORGANIC in Washington, DC.

Gather with Organic Trade Association members across the value-chain and across crop and product type.

Show your LEADERSHIP through participation and sponsorship.

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Organic Trade Association’s Organic Week 2020 | Washington, D.C.

Policy Conference & Hill Visit Days, the Organic Trade Association’s signature event, provides OTA members with opportunities to connect with elected officials about critical industry issues. The conference is part of “Organic Week in Washington,” a series of activities coordinated to raise the profile of organic on Capitol Hill.

WHY SPONSOR?
- Demonstrate your brand as a leader in the organic sector by supporting colleagues’ visits to Capitol Hill
- Complimentary registration(s)
- Brand recognition and promotion through e-blasts, social media promos and event signage
- Exclusive opportunities for product placement

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Organic Leadership Awards Celebration 2020 | Washington, D.C.

Sponsoring the Organic Trade Association’s Annual Leadership Awards Celebration is a great way to gain exposure for your company while helping to shape an unforgettable night honoring organic industry leaders.

**WHY SPONSOR?**
- Brand recognition and promotion through e-blasts, social media promos and event signage
- Exclusive opportunities for product placement
- Support the industry’s premier celebration of innovative leadership and vision in the organic sector
- More than 300 organic business leaders are expected to attend
- Complimentary tickets and VIP reserved seating

### ORGANIC WEEK ALL EVENTS

<table>
<thead>
<tr>
<th>Member Pricing</th>
<th>Organic Week</th>
<th>Organic Week &amp; Leadership Awards Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000</td>
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<td>$5,000</td>
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<tr>
<td>N/A</td>
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</table>

### ORGANIC WEEK & LEADERSHIP AWARDS EVENTS

<table>
<thead>
<tr>
<th>Reserved VIP Tables</th>
<th>1 (10 tickets)</th>
<th>1 (10 tickets)</th>
<th>½ (5 tickets)</th>
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<tbody>
<tr>
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<td>Medium Logo</td>
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<tr>
<td>WEBSITE LISTING &amp; E-BLASTS</td>
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<tr>
<td>PRODUCT PLACEMENT IN MENU</td>
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<td>✔️</td>
</tr>
<tr>
<td>SOCIAL MEDIA PACKAGE (see final slide for package details)</td>
<td>Promotions launch following commitment</td>
<td>Promotions launch following commitment</td>
<td>B</td>
<td>C</td>
</tr>
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2018 Sponsors

Organic Valley
New Hope Network
Driscoll’s
Danone North America
Stonyfield Organic
MOM’s Organic Market
TRUE ORGANIC PRODUCTS, Inc.
Ardent Mills
unfi
Presence
united natural foods
The Organic Trade Association’s Political Action Committee (Organic PAC) allows the trade association to support—with financial and other resources—the election of officials who are aligned with the goals of the organic sector. Your organization can support an exciting Organic PAC event by sponsoring Organic PAC’s administrative fund.

<table>
<thead>
<tr>
<th>ALL ORGANIC WEEK</th>
<th>ALL EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEMBER PRICING:</td>
<td></td>
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<tr>
<td>$25,000</td>
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</tr>
<tr>
<td>$5,000</td>
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</tbody>
</table>

- Complimentary Registrations to 2019 Organic PAC Events: 5, 3, 2, 1
- Complimentary Ad in Policy Conference Program: ✓ ✓ ✓ ✓ ✓
- Ad in Organic Report: Full, Half, Quarter
- Congressional Directory Sponsorship: ✓
Our new Social Media Custom Ad Package, offered exclusively to event sponsors, offers an opportunity for your brand to reach the Organic Trade Association’s digital audiences. If you are a large corporation with a well-established social presence, this package will compliment your existing brand strategy. If you are a smaller business who is working on building a strong social presence, this package offers you one!

INDIVIDUAL EVENT SPONSORSHIPS – Custom Ad Package

Package A: This package delivers your custom content to new audiences through sponsored ads!
- This package offers sponsors the opportunity to create your own social media content that we will share on Twitter, LinkedIn, Instagram and Facebook. Sponsors can provide copy, links, imagery and more – or request assistance from OTA’s Digital Specialist in content creation.
- At this level, sponsors may create two custom sets of promoted posts, reaching new audiences, across OTA channels beginning one month prior to the event date.
- Sponsors will receive a metric analysis of sponsored post performance following the event.
- OTA will re-share two of your existing posts on each of channel (sponsors may choose which posts).

Package B: This package delivers your custom content to new audiences “organically!”
- This package offers sponsors the opportunity to create your own social media content that we will share on Twitter, LinkedIn, Instagram and Facebook. Sponsors can provide copy, links, imagery and more – or request assistance from OTA’s Digital Specialist in content creation.
- At this level, sponsors may create one custom set of organic (i.e. unpaid) posts, reaching new audiences, across OTA channels beginning one month prior to the event date.
- OTA will re-share one of your existing posts on each of channel (sponsors may choose which post).

Package C: This package raises awareness for your existing social presence!
- OTA will re-share one of your existing posts on each of channel (sponsors may choose which post).
FARMER ADVOCACY SCHOLARSHIP PROGRAM

“Engaging elected officials is crucial for the agriculture industry. Many members of Congress do not personally know any farmers or have any experience with the agricultural industry, even more so for the organic agriculture industry. Capitol Hill needs to hear directly from farmers on issues such as trade, the ways organic agriculture can help mitigate climate change, and of course the Farm Bill.”

STEVE KORETOFF
CA organic almond grower

Why SUPPORT?

- Provide opportunities for farmers to participate in the Organic Trade Association’s Organic Week in D.C., Farmer Fly-Ins and other Organic Trade Association events throughout the year.
- Branded recognition and promotion through e-blasts, social media promotions and event signage.
- Logo on any printed programs.

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Organic Report Advertisements

The Organic Report is the Organic Trade Association’s news magazine featuring full-length articles on topics ranging from organic business innovation to regulatory affairs. Available both as a digital and print magazine, this publication is the source for deep-dive information on organic agriculture and trade.

<table>
<thead>
<tr>
<th>Ad Details</th>
<th>Member Rate</th>
<th>Non-Member Rate</th>
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<tbody>
<tr>
<td>FULL PAGE PRINT + ONLINE BANNER AD</td>
<td>$2,950</td>
<td>$3,450</td>
</tr>
<tr>
<td>½ PAGE + 500X500 PIXEL ONLINE SIDEBAR AD</td>
<td>$1,650</td>
<td>$2,150</td>
</tr>
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<td>¼ PAGE + 125X125 PIXEL ONLINE SIDEBAR AD</td>
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<td>$1,350</td>
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<tr>
<td>CLASSIFIED AD (up to 20 words, $1/add’l word)</td>
<td>$50 min</td>
<td>$150 min up to 20 words, $1/add’l word</td>
</tr>
</tbody>
</table>

* FREQUENCY DISCOUNTS – COMMIT TO BOTH SPRING AND FALL ISSUES AND GET A 10% DISCOUNT.
* PARTICIPATE IN THE AFFINITY PROGRAM AND GET A 20% DISCOUNT. (NOT TO BE APPLIED IN ADDITION TO THE FREQUENCY DISCOUNT)
The Organic Trade Association has become a connected partner of 1% For The Planet—a global network of businesses that donate one percent of annual sales directly to organizations addressing critical environmental issues.

Consider choosing the Organic Trade Association as a beneficiary for your 1% For The Planet giving.

**WHY GIVE?**

This valued partnership will affirm your organization’s support of the Organic Trade Association’s mission to promote and protect ORGANIC with a unifying voice that serves and engages its diverse members from farm to marketplace.

As outlined in the Organic Trade Association’s vision, “for organic to reach its full potential, the Organic Trade Association will play an indispensable role in navigating the challenges and opportunities ahead. Its efforts will:

- Create a unified and impactful voice for the organic industry.
- Empower the membership to remove barriers and provide access across the value chain.
- Uphold and advance robust organic standards across the globe.
- Build infrastructures, which cooperatively support the growth of organic.