U.S. ORGANIC WORLDWIDE 2017

An Annual Report for the Organic Trade Association’s International Work
**We Take U.S. Organic Global.** Around the world, the desire for traceable, sustainably produced food is growing. Global demand for U.S. organic has never been stronger. Online and in person, the Organic Trade Association helps connect U.S. businesses with buyers worldwide hungry for bringing the USDA Organic Seal to their markets. Whether you are a large brand or distributor with export programs in place or a small manufacturer just breaking into global markets, U.S. Organic Worldwide is your go-to resource to help grow your international presence and business.

### SUCCESS BY THE NUMBERS

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<thead>
<tr>
<th><strong>20</strong></th>
<th><strong>40</strong></th>
<th><strong>$45,672,461</strong></th>
<th><strong>$8,420,111</strong></th>
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<tbody>
<tr>
<td>International Activities</td>
<td>U.S. Companies Participated in OTA Trade Shows &amp; Trade Missions</td>
<td>Total Onsite &amp; Projected Sales from Participation in Shows &amp; Missions</td>
<td>Total Sales during Korea &amp; Japan Retail Promos</td>
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<td>in 13 Countries</td>
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<tr>
<th><strong>760</strong></th>
<th><strong>36</strong></th>
<th><strong>7</strong></th>
<th><strong>1</strong></th>
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<tbody>
<tr>
<td>1:1 Meetings Arranged at Natural Products Expo West</td>
<td>Organic Leaders Trained at ICOA Annual Meeting</td>
<td>New Organic HS Codes to Better Track Imports &amp; Exports</td>
<td>U.S. Organic Trade Publication</td>
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### SUCCESS STORIES

**Luke’s Organic | lukesorganic.com | @LukesOrganic**

“Thanks to U.S. Organic Worldwide programs, our business has doubled in multiple countries throughout the EU. We have new listings with retail partners in Singapore and Hong Kong. In addition, our overall international business is up double digits in 2017 versus 2016. This is the type of exposure that we needed to build equity in the Luke’s Organic brand.”

**United Natural Foods | unfi.com | @unfi**

“With the Organic Trade Association’s support, UNFI International Sales has been able to expand our reach across the globe through new connections at international trade shows and missions. As a result of these activities, we have expanded sales in Korea and Hong Kong, and have account set-ups in progress or orders already shipping to new territories, including Saudi Arabia and Spain. Our partnership with the OTA has been an invaluable tool for UNFI this past year in promoting sales and gaining market presence.”

**Karmalize.me | @karmalizeme**

“We secured two new accounts due to participation in U.S. Organic Worldwide events in 2017! We now have placement at Carrefour in UAE through a new distributor introduced to us at BioFach. Our initial order is on the shelves and we expect the next order before the end of the year. The retail promotions in the UAE help! We also received our first order from a buyer in Qatar after meeting in the Organic Trade Association’s booth at Anuga.”

**Good Clean Love | goodcleanlove.com | @goodcleanlove**

“The Organic Trade Associations hosted Good Clean Love at Vivaness 2017. The brand continues to gain international recognition, as the demand for organic personal care grows worldwide. Following the event, we signed a three-year distribution agreement with Linea Organica Philippines for Good Clean Love’s full organic line of essential oils, perfumes, feminine hygiene and intimacy products. Good Clean Love continues to expand export opportunities in over 25 countries throughout Europe and Asia.”
2017 YEAR IN REVIEW

ASIA
TRADE MISSION TO SINGAPORE & MALAYSIA TP | OTA collaborated with FoodExpo to sponsor four U.S. organic companies on a trade mission to two new markets. | TOPS | $1,250,000
FOODEX JAPAN TP | For the first time, OTA hosted five U.S. organic companies at Japan’s largest trade show. OTA also delivered a keynote address, the first time for any U.S. cooperator at the show. | TOPS | $4,391,350
SEUL FOOD & HOTEL TP | OTA returned to Seoul Food and Hotel with eight companies to grow export opportunities in Korea. | TOPS | $4,460,000
TRADE MISSION TO HONG KONG TP | OTA led a trade mission to Macau and Hong Kong with eight U.S. companies. This is the first time OTA has led such a mission to Hong Kong—and despite a typhoon! | TOPS | $2,966,000
JOURNALIST BOOT CAMP JAPAN CP | OTA hosted 13 leading journalists and bloggers in Japan for first-hand experience of organic with seminars, cooking demonstrations, and a trip to an organic farm.

ORGANIC LIFESTYLE EXPO CP | OTA delivered a keynote seminar on how to sell U.S. organic at the 2nd Organic Lifestyle Expo at the Tokyo World Forum.

RETAIL PROMOS JAPAN CP | OTA partnered with leading retailers SOGO and COSTCO for U.S. organic promos resulting in $92,384 in sales of U.S. organic products during the promotion period, a lift of about 64%!

SOCIAL MEDIA IN KOREA CP | After feedback from Korean importers, OTA launched a social media campaign to educate consumers on U.S. organic. OTA’s messages have reached 272,566 Koreans at the time of publication.

E-MART PROMOTION CP | OTA collaborated with E-mart for an U.S. Organic products promotion both online and in-stores. Total sales of U.S. organic products for participating stores. | TOPS | $5,290,122
IFOAM WORLD CONGRESS IC | OTA and The Organic Center were main track panelists three times at the 18th World Congress held in India. Joining the event were 2,479 delegates from 90 countries.

TAIWAN PORT OF ENTRY TA | OTA continues to work diligently to address technical barriers to trade with Taiwan. At the time of publication, 21 stakeholder interviews have been conducted. OTA is working closely with industry and government to help restore trade levels with Taiwan.

EUROPE
BIOFACH 2017 TP | OTA hosted 17 companies at BioFach in Germany including our first-ever footprint at Vivaness. | TOPS | $8,745,000
IFOAM ORGANIC LEADERSHIP COURSE IC | OTA’s Director of International Trade Monique Marez completed the program with peers from 11 countries around the world. Marez was selected Valedictorian for the cohort.
SUSTAINABLE FOOD SUMMIT CP | OTA and Clif Bar represented the U.S. organic industry at the EU Sustainable Food Summit in Amsterdam, and served as the only U.S. voice in the room.

ORGANIC DAY FINLAND CP | OTA keynoted at Organic Day Finland. Finland’s organic market grew by 15% in the past year according to Propalo, organizers of the event.
ANUGA 2017 TP | OTA hosted eight companies at Anuga in Germany. | TOPS | $7,370,000
GLOBAL ORGANIC TEXTILE STANDARD IC | OTA served on both the technical committee and the advisory board for GOTS in 2017.
UKRAINE INTEGRITY TOUR IC | OTA’s CEO Laura Batcha visited Ukraine with 6 members and organic leaders from around the world to discuss supply chain integrity in Ukraine and for the industry at large.
IGOP WORKING GROUP TA | OTA represents the U.S. on EU organic regulation policy debates with EU counterparts.

LATIN AMERICA
MEXICAN HEALTHY PRODUCTS SUMMIT TP | OTA delivered a keynote speech and represented U.S. organic businesses with the founder of Acme Organics. | TOPS | $30,000
U.S. ORGANIC IN ARGENTINA TP | OTA delivered seminars in Argentina on the U.S. market and products in Buenos Aires and Tucuman.

ICAO ANNUAL MEETING IC | OTA organized the annual general assembly for the Inter-American Commission on Organic Agriculture in Portland, OR—a U.S. first!
U.S. - MEXICO ORGANIC EQUIVALENCY NEGOTIATIONS TA | OTA and the Mexican Task Force remain active in this equivalency discussion. Join our member task force to be part of the conversation.

MIDDLE EAST
U.S ORGANIC PROMOTIONS IN DUBAI TP | OTA collaborated with a leading importer in Dubai to feature U.S. organic products in Carrefour and at various public events throughout the Emirates. With the Middle East market booming, this partnership will grow in 2018.

NORTH AMERICA
TASTEUS CANADA TP | OTA participated in a GBI program to promote U.S. organic products in Canada. | TOPS | $21,016
USORGANICPRODUCTS.COM TP | There are 221 U.S. exporters currently listed in our directory. Make your free listing today!

BUYERS’ MISSION EXPO WEST TP | There were 63 U.S. suppliers to 26 pre-qualified buyers, resulting in over 700 one-on-one meetings and almost 300 new agent relationships. | TOPS | $8,058,000

GLOSSARY
TP = Trade Promotion
CP = Consumer Promotion
TA = Technical Assistance
IC = International Collaboration
TOPS = Total Onsite and Projected Sales
OTA = Organic Trade Association

2017 FINANCIALS

The USDA AWARDED U.S. ORGANIC WORLDWIDE $1,302,229
The USDA AWARDED U.S. ORGANIC WORLDWIDE $1,302,229
$ 155,057 OTHER CONTRACTS
$ 301,226 TECHNICAL ASSISTANT PROGRAMS
$ 845,946 MARKET ACCESS PROGRAMS

DYK:
The Organic Trade Association has been an official cooperator in USDA’s Market Access Program for more than 15 years — investing in the promotion of American organic products in global markets.
U.S. ORGANIC WORLDWIDE 2018 ACTIVITIES

WHO: Any U.S. company representing organic products made of 51% or more U.S.-based ingredients can directly benefit from our export promotion programs. We work with all types of organic stakeholders around the world to represent U.S. Organic, worldwide.

WHY: Whether it’s market access, technical assistance, consumer promotion, or export readiness, the U.S. Organic Worldwide program can help you achieve your export goals and uncover new opportunities.

HOW: To participate in our programs, understand more about export opportunities, source U.S. organic products, or suggest a new international collaboration, contact Monique Marez at mmarez@ota.com.

INDIA SPICE TOUR
JANUARY
IC | OTA is partnering with ICCOA to host U.S. companies in India to learn more about the organic spice trade.

MEXICO COCHRAN PROGRAM
JANUARY
TA | OTA will host a cohort of organic leaders from Mexico for an in-depth study tour of U.S. organic markets and systems. Stops include the Global Organic Produce Expo in Florida and the annual ACA meeting in San Antonio, TX.

BIOFACH
FEBRUARY
TP | OTA will host 16 U.S. organic companies at BioFach in Germany. OTA will also speak in several educational sessions at the show.

GLOBAL ORGANIC TEXTILE STANDARD
FEBRUARY
IC | OTA will participate in the GOTS annual meeting taking place for the first time in the United States, in Charleston, SC. If you are interested in GOTS or organic cotton, join us!

NATURAL PRODUCTS EXPO WEST
MARCH
TP | OTA will once again co-host a buyers’ mission to Expo West. Meet buyers from 16 different international markets all under one roof while you are at the show.

TAIWAN PORT OF ENTRY TOUR
APRIL
TA | Learn step by step how product entering Taiwan is managed at the port of entry; open to active certifiers and exporters to Taiwan.

NATURALLY GOOD AUSTRALIA
APRIL
TP | Based on stakeholder feedback, OTA will lead a trade promotion event to Oceana for the first time. Join our pavilion at the largest organic and natural show in the region.

ORGANIC TRADE ASSOCIATION’S ANNUAL POLICY CONFERENCE
MAY
TP | Meet with regulators and agency leaders to promote U.S. organic farm bill priorities at this annual event.

NATURAL PRODUCTS EXPO EAST
SEPTEMBER
TP | OTA will co-host a buyers’ mission to Expo East with a focus on buyers from the Middle East.

SIAL
OCTOBER
TP | OTA will go back to SIAL Paris, the largest food show in the world, to host a U.S. organic pavilion.

CONSUMER PROMOTIONS
ONGOING
TP | OTA will collaborate with key importers, distributors, and retailers around the globe to highlight your organic products. The promotion budget is earmarked for activities in Asia, the Middle East, Latin and North America.

GLOBAL ORGANIC TRADE GUIDE
ONGOING
TP | This is the #1 online resource to learn about export markets and trade regulations. Key markets will be updated with the latest information in the spring with data partner Euromonitor.

ABOUT OTA
The Organic Trade Association (OTA) is the membership-based business association for organic agriculture and products in North America. OTA is the leading voice for the organic trade in the United States, representing over 9,500 organic businesses across 50 states. Its members include growers, shippers, processors, certifiers, farmers’ associations, distributors, importers, exporters, consultants, retailers and others. OTA’s Board of Directors is democratically elected by its members.

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). 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.

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