

# Retailer Council Annual Report | 2021

**The Organic Trade Association's Retailer Council** gives the Organic Trade Association (OTA) retail members an organized and ongoing forum for discussing organic-specific retail issues, challenges, and opportunities. Established in 2019, the Council seeks to work together to grow the organic industry and to utilize the Organic Trade Association member community for networking problem solving.

"It has been a wild year on the retail front but the Retailer Council kept at it to produce the new and updated Good Organic Retail Practices document which we hope will provide guidance to the folks keeping organic integrity at the crucial last step before the consumer. We tried to keep it as user friendly as possible but at the same time provide as much clarity as possible. The Council wants to thank the authors of prior versions of GORP for giving us a wealth of material to draw from."

– Mark Squire, Good Earth Natural Foods (Chair)

## Highlights from 2021:

The Organic Trade Association's Retailer Council re-wrote the book on how to sell organic products in 2021. The Good Organic Retail Practices (known as GORP, because... why not?) guide was first published by OTA more than 15 years ago. While it offered a fantastic baseline of knowledge about the ins and outs of retailing organic products, the retail environment and the organic industry have changed significantly since its original production. In addition to updates to regulations around how organic products should be handled and marketed at retail, the updated GORP guide contains new guidance for non-food organic products, as well as for online retailers.

## Looking Ahead to 2022:

- In 2022, the Council will turn its attention to the next phase of the project: designing, packaging and distributing the guide widely to the retailer community.
- Beyond the GORP project, the Retailer Council remains committed to providing education and resources to organic products retailers, and to broadening the reach of the council. In August, the Council produced a webinar – *GMO 2.0: The Next Generation of GMO's – Coming Soon to a Store Near You*. Even as shoppers continue to demand non-GMO foods, novel genetic technologies are emerging that are transforming the food production industry. Retailers joined in to learn about these methods, how they relate to the organic standards, and be better

prepared to answer customers' questions about how the foods in their stores are derived. This educational workshop was advertised broadly to OTA members and retail guests, and generated a great deal of interests along with a lively Q&A session.

- The Retailer Council welcomes new members. For more information contact Angela Jagiello.

## COUNCIL MEMBERS



**THRIVE**  
- MARKET -



Mark Squire (Good Earth Natural Foods) serves as the Chair of the Retailer Council, alongside Ann Marie Hourigan (Whole Foods Market) as Vice Chair, and Pat Sheridan (INFRA) as Secretary. Angela Jagiello, Director of Education and Insights supports the work of the Council. If you are interested in joining the Retailer Council, please contact Angela Jagiello ([ajagiello@ota.com](mailto:ajagiello@ota.com))



### Headquarters

444 N. Capitol St. NW, Suite 445A, Washington, DC 20001 (202) 403-8520  
OTA.com | [info@ota.com](mailto:info@ota.com) | @OrganicTrade

### Locations

Washington, D.C. | Brattleboro, VT | Santa Cruz, CA | Corvallis, OR