



**Organic Trade Association Sector Council
Annual Reports | 2021**



The Organic Trade Association's Dairy Council gives members in the dairy industry an organized and ongoing forum for discussing organic specific dairy issues, challenges, and opportunities. It seeks to work together to grow the organic industry and to utilize the Organic Trade Association member community system for networking and problem solving. The Dairy Council brings together farmers, handlers, processors, and manufacturers to discuss ideas around promotion, research, and education; to vocalize the benefits of the sector; to identify opportunities for continuous improvements and advance solutions; and to advocate for dairy policy.

"The real strength of OTA's Dairy Sector Council comes from how it brings together a diversity of voices from across the organic dairy supply chain, from farmers to processors and manufacturers. We're able to leverage our collective strengths to advocate for a fair and level playing field for all organic dairy producers and identify solutions that will make our sector stronger overall."

– Britt Lundgren, *Stonyfield Organic (Chair)*

Highlights from 2021:

- Continued forward progress on the Council's goals to advocate for clear regulations and consistent enforcement of organic dairy standards. Two significant ways they advocated were helping to inform comments for the Spring 2021 NOSB sunset review and closely monitoring the Origin of Livestock rulemaking process and advocating for a final rule.
- The Council also helped in evaluating the impact of Federal Milk Marketing Orders (FMMO) and other proposed changes on the organic dairy sector. The current FMMO structure continues to disadvantage organic producers who are required to pay into the program without benefitting from it.
- This past year also was challenging for the sector, with particular attention to the northeastern United States. The Council dedicated time to discussing solutions and evaluating how to prevent similar outcomes in the future, resulting in a letter to Secretary of Agriculture Tom Vilsack outlining these potential solutions. With members representing farmers, processors, and manufacturers, the group is uniquely positioned to advocate now and in the future for solutions to grow the sector.

Looking Ahead to 2022:

- Improving consumer and trade awareness about benefits of organic dairy through communications materials to improve messaging, participating in future research on consumer health, develop talking points on the benefits around benefits to human health and climate change, and other educational opportunities.
- Opening lines of communication between the Dairy Council and organic farmers and stakeholders across the country, increase participation in dairy council.
- Initiating a research agenda to highlight the attributes of organic dairy and leverage solutions to persistent challenges.
- Advocating for clear regulations and consistent enforcement of organic standards and policy that directly impacts certified organic dairy operations.

COUNCIL MEMBERS



Fagundes Bros.
Dairy



Sheffer's
Grassland Dairy
LLC

K-n-R Farms
Organics



The Dairy Council is led by Chair Britt Lundgren (Stonyfield Organic), Vice Chair Adam Warthesen (Organic Valley), and Secretary Perry Clutts (Pleasantview Farm). OTA's International and Government Affairs Associate, Laura Holm serves as staff liaison to the Dairy Council, with support from Vice President of Government Affairs, Megan DeBates. To join the Council, please contact Laura (lholm@ota.com).



Headquarters

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

Locations

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

Dietary Supplements Council Annual Report | 2021

Founded in 2015, the aim of the Dietary Supplement Council is to provide a forum for discussing issues, challenges and opportunities related to the organic dietary supplement industry, and to develop and grow the sector in general by raising awareness and increasing access to educational materials and resources.

The Dietary Supplements Council continues to serve primarily as a roundtable for the organic supplements community to convene and discuss current topics of interest and receive legislative and regulatory updates from Organic Trade Association staff. Milestones for 2020 included the completion of a long-term project to protect the continued availability of vegetarian encapsulated supplements certified under USDA's National Organic Program (NOP) and establishing a collaborative relationship with the trade association's Residues Task Force.

"Participation in the Dietary Supplements Council has been an invaluable education. I hear from industry peers with experiences that range from eerily similar to vastly different, and that variety and candor is not easy to find. I strongly encourage anyone in the field to join the Council for two reasons: first, the more voices present, the better for the industry; second, OTA provides excellent framing for issues/changes/challenges/concerns. This latter benefit cannot be overstated. OTA is making my life easier by keeping me informed about things that could affect my company! Please join us!"

– Genevieve Albers, *Traditional Medicinals (Council Secretary)*

Highlights from 2021:

- Prioritized its professional development through robust information sharing and networking at its meetings and advocacy for residue testing issues for supplements. Some of the key issues discussed included the impact of supply chain disruptions on industry, and the growth and challenges of the evolving organic hemp and hemp-derived ingredients.
- In collaboration with OTA's Fiber Council, they supported with the completion of OTA's Hemp Fact Sheet published at [OTA.com/hemp](https://ota.com/hemp).
- Since the Council's formation, it has prioritized and valued the education offered from NOSB updates from OTA's Regulatory Team.
- The Council grew its membership in 2021, adding two new members to its roster and looking forward to continual growth and education opportunities in 2022.

Looking Ahead to 2022:

- Developing educational resources for members.
- Education and information sharing on key issues to industry, such as residues.
- Prioritizing networking and professional development opportunities through information sharing and identifying challenges and issues facing industry.
- Support member outreach and recruitment as well as further the aim of the Council, the Organic Trade Association and the American Herbal Products Association (AHPA) are also in discussion to join forces through a formal partnership to strengthen and grow the North American organic supplement sector.

COUNCIL MEMBERS



Jeffrey Brams (Garden of Life) is chair of the Dietary Supplements Council. Thatcher Vagts (The Synergy Company) is the Vice Chair, and Genevieve Albers (Traditional Medicinals) is the Secretary. The Organic Trade Association's Vice President of Regulatory and Technical Affairs Gwendolyn Wyard supports the work of the Council. To learn more or join the Council, contact her at gwyard@ota.com.



Headquarters

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

Locations

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

Diversity Council Annual Report | 2021

Formed in 2021, the Organic Trade Association (OTA)'s Diversity Council

aims to make a conscious effort to ensure that our successes within the organic movement promote diversity rather than perpetuate social inequalities. We would like to develop practices and processes that embed justice, equity, diversity and inclusion, into the fabric of OTA and the organic movement.

“Organic food and agriculture have always presented a sustainable alternative for our food system, but for that promise to be truly realized, the full participation of historically marginalized people must be a part of shaping and leading the organic community. The Organic Trade Association’s Diversity Council is an opportunity to be intentional about diversity, equity and inclusion so that organic lives up to its potential. Join the council to help foster new leaders, and maximize your impact at the individual, organization and community level.”

– Kellee James, Mercaris (Chair)

Highlights from 2021:

- Established the council in June and had our first meeting in August with 26 participants.
- Recruited 7 new OTA members through our Diversity and Entrepreneurship Program.
- Submitted comments to the USDA on racial equity in agriculture.
- Actively participating in OTA Board recruitment.
- Created a graduate fellowship to support the diversity work.
- Creating a DEI resource toolkit for members.

Looking Ahead to 2022:

- The Diversity Council has an exciting year ahead! While we work to create an actionable plan to increase and support diversity efforts, we will continue to build broader coalitions with organizations aligned with organic.
- We are bringing 3 of our Diversity and Entrepreneurship Members to the Hill for Organic Week and hope to bring more to Expo West.
- We are delivering a toolkit that offers a business case on how diversity can positively impact organic businesses.
- The council is working to highlight engagement, opportunity, and retention in 2022.
- We are fostering an inclusive environment in which diverse groups find their place in the organic movement!

COUNCIL MEMBERS



Staley Farms LLC



Fig Hill Farm Consulting



Oyster Bay Farm



Kelli Tubman White



Change Your Food · Change Your Life!



A GREENER WORLD



Kellee James (Mercaris) serves as the Chair of the diversity council, alongside Carla Balen (Organically Grown Company), and Roxanne Myles (Kashi Company). Stephanie Jerger, OTA's Vice President of Administration, is the staff liaison to lead its work. To join the Diversity Council, please contact Stephanie (sjerger@ota.com).



Headquarters

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

Locations

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

Farmer Advisory Council Annual Report | 2021

The Organic Trade Association (OTA)'s Farmers Advisory Council (FAC)

provides OTA with input from small- and medium-sized organic farmers, ranchers, and growers for organic agriculture's advancement. Established in 2013, FAC was designed to formalize and improve communication between OTA and organic producers. Through open dialogue, FAC gives organic farmers direct influence on the Association's policy agenda and enables OTA to better represent the diversity of organic producers in legislative and regulatory advocacy.

FAC Fact: The Organic Trade Association's Farmers Advisory Council is one of the largest coalitions in the U.S. of organic farmers and organic farming organizations, representing over 8,000 livestock, poultry, grain and specialty crop producers.

Special thanks to outgoing FAC Chair, Perry Clutts, for his steadfast leadership of FAC since its inception in 2013. We are so grateful for your dedication and all you have done for FAC!

Highlights from 2021:

- Met with 29 members of Congress and 5 USDA agencies as part of our annual (virtual) farmer fly-in. FAC members educated new leadership on the most pressing challenges facing organic farmers and amplified policy priorities identified by FAC including advancing organic standards, fighting climate change, and ensuring organic farmers get adequate support in federal COVID relief efforts.
- Hosted a listening session for USDA leadership to hear directly from FAC members on priorities for future investment in support organic transition. FAC members also engaged in discussion to inform OTA's advocacy efforts for this program.
- Voted unanimously to endorse the Continuous Improvement & Accountability in Organic Standards Act. FAC recruited co-sponsors for the bill at its annual fly-in.
- Informed OTA's policy priorities for pandemic assistance for organic producers, agricultural workforce safety, organic certification cost-share, crop insurance, and conservation programs. Many of these critical issues and the critical issues from FAC will inform OTA's farm bill platform next year.

Looking Ahead to 2022:

FAC has a key role in informing OTA's policy agenda for the 2023 Farm Bill. FAC will host a series of target meetings throughout the winter to refine policy position on a number of issues including organic transition, advancing organic standards, crop insurance, conservation and cost-share. FAC is also co-hosting a farmer workshop with the Organic Farmers Association to gather organic farmer input on core organic priorities for the 2023 Farm Bill from farmers and farming organizations from across the country.

COUNCIL MEMBERS



FAC is co-chaired by Doug Crabtree (Vilicus Farms), an organic farmer, and OTA's Board of Directors Farmer Seat, and Adam Warthesen (Organic Valley/CROPP Cooperative), OTA's Board of Directors Community Relations Committee designee. FAC is supported by Johanna Mirenda, Farm Policy Director. If you are interested in joining FAC, please reach out to Johanna (jmirenda@ota.com).



Headquarters

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

Locations

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

Fiber Council Annual Report | 2021

The Organic Trade Association (OTA)'s Fiber Council successfully works to strengthen and grow the organic fiber and textiles sector. Formed in 2015, the aim of the Council is to create a cohesive voice across fiber categories within the trade association, advance the promotion and protection of the organic brand, and grow the organic fiber sector overall.

The Fiber Council includes representatives from companies across the supply chain from farmers to manufacturers, certifiers, researchers, retailers, and more. Members also include representatives from the Global Organic Textile Standard (GOTS) and Textile Exchange, two leading organizations focusing on organic textiles, allowing continuous interaction and dialogue between the organizations.

Highlights from 2021:

- Provided quarterly meetings that keep everyone connected about the activities of both OTA and Member colleagues as well as the latest regarding the Global Organic Textile Standard and Organic Textile Standard. These resulted in great discussions, sharing, and networking – at a social distance!
- Hosted an information-rich webinar in February during which The Organic Center presented the research into the environmental footprint of organic cotton that the Fiber Council members had funded and which was undertaken in collaboration with Iowa State University.
- Six members co-hosted a July 13 “Organic Textile Twitter Party” with Organic Voices, reaching thousands of consumers and influencers.
- Updated the “Organic Cotton Fact Sheet” ([Link](#)) with the latest production and market data.
- Collaborated with the Dietary Supplements Council on a one-pager on organic hemp production and published an Organic Hemp and Hemp Products one-pager with background on hemp.

Looking Ahead to 2022:

- Continued growth of the Council members – aiming to reach 50 members by EOY.
- Expanding opportunities for networking within the membership.
- Prioritizing education opportunities for members and within industry, including updates to fact sheets, exploring retailer education, and more.

COUNCIL MEMBERS



UNDER THE CANOPY



Michael Twer (Delilah Home) serves as Chair of the Fiber Council, with Elizabeth Tigan (Oregon Tilth) serving as Vice Chair, and George Mathew (Avocado Green Brands) as Secretary. The Council's work is supported by OTA's Vice President of Regulatory & Technical Affairs, Gwendolyn Wyard. If your organization is interested in joining the Council, please contact Gwendolyn (gwyard@ota.com).



Headquarters

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

Locations

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

Grain, Pulse, and Oilseed Council Annual Report | 2021

The Organic Trade Association (OTA)'s Grain, Pulse, and Oilseed Council is made up of member companies with a role in the organic grain, pulse, and/or oilseed space that cover the entire supply chain from growers to processors to manufacturers. Council members are committed to ensuring the resilience and profitability of organic grain, pulse, and oilseed production in the United States, and work together to identify and overcome barriers to the growth of domestic organic grain acreage by understanding key challenges and providing recommendations for pre-competitive supply chain solutions.

Highlights from 2021:

- Welcomed new slate of council officers! Chair: Edward Fish (Bay State Milling Company), Vice Chair: Matt Leavitt (Albert Lea Seed), and Secretary: Tobi Strohan (Sunrise Foods International). Together these leaders represent the organic grain sector from seed, to feed, to food.
- Received technical policy briefings on critical international trade issues impacting U.S. supply of organic soybean meal. OTA's International Trade Director gave a special briefing to the council regarding the revocation of the National Organic Program's recognition agreement with India, as well updates on the anti-dumping investigation of organic soybean meal imports from India.
- Evaluated best practices for communicating priorities to the research community. Scientists from The Organic Center answered questions from council members about various methods of communication for getting the council's research priorities in front of the appropriate researchers and funders.
- Engaged in a series of member roundtable discussions on business and industry updates, inspirational organic moments, and impacts from covid on grain production and supply chain issues. Council members also discussed emerging USDA policy issues including support for organic transition and the NOP's Human Capital Capacity Building initiative.

Looking Ahead to 2022:

Members of the Grain, Pulse, and Oilseed Council will finalize their 2022 work plan. The council's goal is to have a succinct well-aligned work plan that addresses the highest priority topic areas for the organic grains sector, while also having a diverse mix of activities that can engage the interests of all council members. Areas of priority are expected to include: fraud prevention, climate change, organic transition, research, and data.

COUNCIL MEMBERS

MAD AGRICULTURE



MERCARIS

SUNRISE FOODS INTERNATIONAL



Ardent Mills
Nourishing what's next.®

Pilgrim's

Cargill

hfi healthy food ingredients



PERDUE
AgriBusiness

PETE And GERRY'S
ORGANIC EGGS
FROM SMALL FAMILY FARMS

SureSource
Commodities

VILICUS FARMS

General Mills

ALBERT LEA SEED
EST. 1923

Stonyfield
ORGANIC

Clarkson
grain company

ORGANIC VALLEY
FARMER-OWNED

PURIS

Kashi

GRAIN MILLERS

Edward Fish (Bay State Milling Company) serves as Chair of the Grains, Pulse and Oilseed Council, alongside Vice Chair Matt Leavitt (Albert Lea Seed), and Secretary Tobi Strahan (Sunrise Foods International). Their work is supported by OTA's Farm Policy Director, Johanna Miranda. If you're interested in joining the Grains Council, please contact Johanna Miranda (jmiranda@ota.com).

Organic
SINCE 1985
trade association

Headquarters

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

Locations

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

Produce Council Annual Report | 2021

The Organic Trade Association's Produce Council is a community of diverse stakeholders across the organic produce value chain that convenes on issues of importance to the organic produce sector. The Council amplifies the needs of the produce community within the Organic Trade Association and serves as a venue for shared learning and advancing outcomes to support a thriving and resilient organic produce sector.

Highlights from 2021:

- Received technical policy briefings on regulatory and legislative issues important to the produce sector. OTA's regulatory staff gave a special briefing to the council regarding the petition to prohibit ammonia extract, and the outcomes of the latest lawsuit on hydroponics, and details on USDA's plans for establishing an Organic Transition Program to support farmers transitioning and staying in organic production.
- Hosted a listening session for researchers on food safety incongruities between National Organic Program standards and third-party food safety requirements. Scientists from The Organic Center and University of Rhode Island posed specific questions to council members and the feedback will be used to inform USDA-funded project to direct research toward finding cost-effective and organic-compliant tools that organic farmers can use to mitigate food safety risk and retain third-party certification.
- Engaged in a series of member roundtable discussions on impacts from covid on produce production and supply chain issues. Members shared information about accessibility of farmworkers to PPE and vaccinations throughout different regions, and other issues related to agricultural workforce safety prioritization.
- Conducted a survey to support the Produce Council's goal to promote diversity of council membership. Survey results showed representation across all roles in the organic produce value chain. Growers represented all types of production systems and scales of all size. The geographic footprint of member production/services areas reaches every state and nearly every continent. The council leaders will use the information to identify opportunities to recruit additional member participation to strengthen and promote diversity of council membership, such as increasing grower representation in Northeast.

Looking Ahead to 2022:

- Members of the Produce Council continue working on the issues in its multi-year work plan, such as: Support successful implementation of the forthcoming Strengthening Organic Enforcement final rule within produce sector with a particular focus on imports and labeling; and Support development of organic seed and planting stock and advocate for NOP to advance rulemaking for continuous improvement in using organic seed.

COUNCIL MEMBERS



PAGE'S
ORGANIC



Thermiculture
Management, LLC

The Produce Council is led by Todd Linsky (Todd Linsky Consulting) as Vice Chair, and Ricardo Crisantes (Wholesum Family Farms) as Secretary, and supported by Johanna Mirenda, Farm Policy Director. If you are interested in joining the Council, please contact Johanna (jmirenda@ota.com).



Headquarters

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

Locations

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

Sustainable Food Trade Action Council Annual Report | 2021

The Sustainable Food Trade Action Council consists of 52 sustainably minded businesses committed to strengthening the organic sector's voice in work relating to sustainability and climate and boost the sector's efforts to create an environmentally friendly, sustainable food system. The non-profit Sustainable Food Trade Association (SFTA), which ceased operations on the last day of 2020, was formed in 2008 with a mission to support the organic food trade in creating and implementing innovative, sustainable practices across the organic supply chain, from farm to retail. In January 2021, SFTA consolidated with the Organic Trade Association to form the Sustainable Food Trade Action Council. Of the 52 Council Member companies, 38 are former SFTA members and an additional 14 OTA members have joined the cohort in 2021.

Highlights from 2021:

- Effective Transition from SFTA to Sustainable Food Trade Action Council – An Advisory Committee has met monthly to advance strategic planning and priorities for this new OTA Council. Council Members have contributed to special projects and are committed to finding new opportunities for the Council to engage in creating sustainable food systems. Council Membership grew by 25% in 2021 with 14 new council members joining the cohort this year.
- Continued Engagement in COMPASS Modules and Sustainability Reporting – SFTA developed a set of effective tools for organic businesses to build, measure and refine their sustainability programs, and those tools are now available to all Organic Trade Association members through SFTA Council membership. The COMPASS program provides members with systems-based sustainability analyses using a variety of proprietary tools and on-one-on consulting with Lisa Braun, the Council's Sustainability Technical Services Manager. In 2021, 20 Council Members continued engagement in the COMPASS program and 5 were first time participants. Members also measure sustainability performance and track progress each year, with 25 members completing the SFTA Council Sustainability Snapshot, a set of key sustainability metrics and benchmarks for the organic sector.
- UN Food Systems Summit Dialogue – The SFTA Council organized an Independent Dialogue in May 2021 on "Organic as a solution to meet increasing demands from consumers and global markets, to address environmental pressures, and to achieve UN sustainable development goals." The event was hosted by 7 Council Members and brought together an additional 57 diverse stakeholders to look at the ways organic can help address hunger, poverty, climate change, and inequality. Six small breakout discussions took place to ensure a deep dive into separate issues. Formal feedback was then provided to the UN and included in their synthesis for discussion at the United Nation's first-ever Food Systems Summit held in September 2021.

Looking Ahead to 2022:

The Council Advisory Committee has identified 6 key workplan priorities for Council projects and initiatives. The Council will establish Working Groups to advance items as needed.

- Mission and SFTA Council Core Competencies: Define the Council's Declaration of Sustainability and commitments for action areas.
- Tools: Develop a next-generation sustainability toolset that provides sustainability education, measurement, benchmarking, and recognition for the organic sector and also demonstrates the organic industry's collective positive impact and thought leadership in sustainability. Additionally, integrate the Council Sustainability Snapshot into the OTA Organic Industry Survey for expanded reach and data collection.
- Advocacy: Identify synergies between SFTA Council and Climate Change Task Force for political advocacy, and identify opportunities for other advocacy partnership opportunities with additional OTA member communities.
- Networking and Thought Leadership: Facilitate working group collaboration among council members, knowledge sharing, mentorship, speaking and leadership opportunities.
- Communication and Education: Develop a sustainability webinar series and communicate council membership benefits to current and prospect companies.
- Strategic Partnerships: Explore strategic industry partnerships in support of the Council mission.

COUNCIL MEMBERS





Fig Hill Farm Consulting



Paul Schiefer (Amy's Kitchen) serves as Chair of the Sustainable Food Trade Action Council alongside John Foster (Wolf & Associates) as Vice Chair. The work is supported by Adrienne Messe, OTA's Associate Director of Events and Solutions. If you are interested in joining the Sustainable Food Trade Action Council, please contact Adrienne(amesse@ota.com).



Headquarters

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

Locations

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

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)



Headquarters

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

Locations

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