



2020 PROSPECTUS



17th ANNUAL BENEFIT DINNER

March 4, 2020 • Anaheim, CA



ORGANIC CONFLUENCES SUMMIT

Fall, 2020



UNRESTRICTED GIVING



GRO ORGANIC

Soil Health and Climate Change Mitigation



RESTRICTED GIVING



PARTNERSHIP WITH 1% FOR THE PLANET

CONTACT CASSANDRA CHRISTINE
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17th Annual Benefit Dinner | March 4, 2020 | Anaheim, CA

WHY SPONSOR?

- The Organic Center's Annual Benefit Dinner is the organic sector's premier executive-level event at Natural Products Expo West.
- Funds raised through the event will help to advance research on organic and set the record straight when misleading media coverage arises.
- 500 organic industry leaders are expected to attend.
- Complimentary tickets and VIP reserved seating.
- Brand recognition and promotion through e-blasts, social media promos and event signage.
- Donate your product and have it featured in a drawing to be won by attendees

Tax-deductible* sponsorship opportunities are available for you to showcase your commitment to The Organic Center's much-needed efforts to verify the benefits of organic.

2019 Sponsors

	\$50,000	\$25,000	\$10,000
VIP RESERVED TABLES	2 (20 tickets)	1 (10 tickets)	½ (5 tickets)
PRODUCT PLACEMENT	✓	✓	✓
EVENT SIGNAGE	Large Logo	Medium Logo	Small Logo
EVENT SCREENS	Large Logo	Medium Logo	Small Logo
WEBSITE LISTING	Large Logo	Medium Logo	Small Logo
E-BLASTS	Large Logo	Medium Logo	Small Logo
EMCEE ANNOUNCEMENT	✓	✓	✓
SOCIAL MEDIA PACKAGE (see final slide for package details)	A	B	C

OR PURCHASE A RESERVED TABLE: 1 TABLE (ADMITS 10) FOR \$5,500

* Sponsorship levels include a tax-deductible donation (sponsor amount less value of complimentary tickets).

** Tickets are not included for restricted donations. However, tickets can be purchased separately and used for reserved seating.



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WHY SPONSOR?

- Position yourself as a leader in the convergence of scientific, consumer, industry, farmer, and policy collaborations to understand organic's current impact on mitigating climate change and direction for the future.
- Brand recognition and promotion through e-blasts, social media promos and event signage
- Complimentary registration(s)
- Product donation opportunities

The Organic Center's 2020 Organic Confluences Summit | Fall 2020

Communicating AgTech Innovation Downstream

The 2020 Organic Confluences Conference will provide a venue for organic stakeholders and AgTech innovators to match their needs and priorities, identifying tactics to make technology more equitable, and usable to all farmers. The conference will bring together organic and transitioning farmers, innovators, scientists, industry members, policy makers and educators. Programming will be highly interactive including panels, lightning presentations and roundtable discussions in the form of breakout sessions. Organic farmers will be able to guide the development of new AgTech, and adopt the tools that continue to grow the industry and meet the needs of organic stakeholders.

	PRESENTING	\$5,000	\$2,500
COMPLIMENTARY REGISTRATIONS	Custom Agreement*	2	1
CONFERENCE PROGRAM	XL Logo	Large Logo	Medium Logo
EVENT SIGNAGE	XL Logo	Large Logo	Medium Logo
EVENT SCREENS	XL Logo	Large Logo	Medium Logo
WEBSITE LISTING	XL Logo	Large Logo	Medium Logo
E-BLASTS	Sponsored Blasts	Large Logo	Medium Logo
EMCEE ANNOUNCEMENT	✓	✓	✓
PRODUCT PLACEMENT	✓	✓	✓
SOCIAL MEDIA PACKAGE (see next slide for package details)	A	B	C

2019 Sponsors



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SPONSOR SOCIAL MEDIA BENEFIT DETAILS

Explained

Our new **Social Media Custom Ad Package**, offered exclusively to event sponsors, offers an opportunity for your brand to reach The Organic Center'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!

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, Instagram and Facebook. Sponsors can provide copy, links, imagery and more – or request assistance from The Organic Center's Digital Specialist in content creation.
- At this level, sponsors may create two custom sets of **promoted posts**, reaching new audiences, across The Organic Center's channels beginning one month prior to the event date.
- Sponsors will receive a metric analysis of sponsored post performance following the event.
- The Organic Center 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, Instagram and Facebook. Sponsors can provide copy, links, imagery and more – or request assistance from The Organic Center'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 The Organic Center's channels beginning one month prior to the event date.
- The Organic Center 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!***

- The Organic Center will re-share one of your existing posts on each of channel (sponsors may choose which post).



Unrestricted Giving

The Organic Center is a small organization achieving big results. It serves as a bridge between the voices of organic farmers and industry representatives with academia. It also goes a step beyond traditional farmer and consumer communication to reach policymakers. The Organic Center manages its projects through the lifespan of the research, then leverages the research results into actionable next steps. Unrestricted money helps the organization run smoothly, enabling innovation and providing fuel for growth. [Set up a recurring gift today!](#)



Help us redesign the Organic Center website to engage consumers and researchers!

HELP US ADVANCE ORGANIC THROUGH RESEARCH WITH AN UNRESTRICTED GIFT:

- Supporting specific research projects is vital, but it doesn't keep The Organic Center open and actionable.
- At the end of the day, we can't do any of this work without unrestricted funds.
- Unrestricted funding helps the organization leverage large-scale federal grants.
- Discretionary money can also be used to pay overhead costs or provide the organization flexibility to take advantage of opportunities as they arise.

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SOIL + CLIMATE RESEARCH

GOAL \$200,000

In partnership with **THE ORGANIC CENTER**, GRO is advancing a portfolio of soil health and climate change research with the University of Maryland and the University of California at Berkeley.

Three projects, currently underway, address:

- Healthy soil
- Carbon sequestration
- Yield

The results will **FILL VITAL GAPS** in our knowledge.



GRO ORGANIC

Restricted Giving

Research review: Techniques for building soil health in organic systems

A growing body of scientific literature suggests that soil management strategies commonly used in organic systems improve overall soil health. The Center recently completed a groundbreaking study showing that organic management increases carbon sequestration. Now we are expanding our soil work to look at the relative importance of particular soil characteristics and the indicators used to assess them.

Significant variation in characteristics assessed and the methods used to gauge soil health mean that oftentimes results across different studies are not comparable. Reaching solid conclusions on best-management practices for achieving optimal soil health and fertility can be difficult, particularly for organic farmers who cannot rely on formulaic recommendations for fertilizer application.

The Organic Center has developed a comprehensive review of the most current science that evaluates organic compliant methods for optimizing soil health to develop best practices for organic farmers. Help us make this work public by funding our outreach companion document and sharing it widely with farmers, policy makers, industry members, and the media.

In collaboration with:



GRO ORGANIC

BE A PART OF THE WORK

Understanding the impact of organic compliant farming techniques on soil health will allow us to:

- 1) Review the literature comparing soil health on organic and conventional farms and identify practices that contribute to soil health.
- 2) Understand variance in characterization of soil health and indicators used to assess it within the scientific literature.
- 3) Share optimal organic practices for geography, climate, soil type, or commodity.
- 4) Identify science-supported best practices for maintaining and building soil health in organic systems.
- 5) Identify areas where more research is needed.

The report will be submitted for publication in a peer-reviewed journal and summarized.

YEAR	PROJECT PLANS	NEED
2020	Communications and dissemination of publication	\$50,000
2020	Toolkit	\$20,000

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Connecting Soil Management with Carbon Sequestration

Healthy soils can also play a key role in combating climate change because they maintain carbon stores for long periods of time. With proper management agriculture can actually increase the soil carbon pool, drawing carbon out of the atmosphere and storing it in the soil thus contributing directly to climate change mitigation.

Understanding practices that are specific to carbon sequestration will help move the needle forward when it comes to providing guidance on strategies that farmers can adopt to mitigate climate change. This objective will quantitatively assess and communicate the effect of different soil health building techniques on carbon sequestration.

In collaboration with:



GRO ORGANIC

BE A PART OF THE WORK

We are currently raising funding to assess and communicate the effect of different soil health building techniques on carbon sequestration.

YEAR	PROJECT PLANS	NEED
2020	RESEARCH AND PUBLICATION	\$50,000
2020	TOOLKIT	\$20,000

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Connecting Yields with Soil Building Strategies

This project merges farmers' abilities to support soil health with economic incentives for maintaining rich soil. While most farmers are committed stewards of the land, many operations maintain thin margins of return. Thus, when considering the adoption of new practices, it is important for farmers to be able to evaluate which practices are most likely to promote environmental sustainability while simultaneously maintaining (or increasing) their bottom line. Understanding the interaction between different management practices on soil health and yield is important for any farm operation but perhaps even more so for organic farmers whose success is directly tied to the health of their soils. The Organic Center is partnering with the University of California, Irvine to conduct a rigorous review to quantify the effect of specific management practices on yield performance and provide farmers with actionable recommendations.

In collaboration with:



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BE A PART OF THE WORK

Your project funding directly supports:

- Provide farmers with direct guidance on how soil-building strategies can also improve yields.
- Identify organic techniques that simultaneously improve soil health and support farmer bottom lines.
- Publish a scientific article that highlights the environmental and economic benefits of organic.

YEAR	PROJECT PLANS	NEED
2020	Development of a report to connect soil-building strategies with on-farm yields	\$40,000
2020	Toolkit	\$20,000

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OTHER RESTRICTED GIVING





BE A PART OF THE WORK

We are currently raising funds for methods development and a diet intervention study on the following timeline:

YEAR	PROJECT PLANS	NEED
2019-2020	DEVELOPMENT OF METHODS	\$95,000
2019-2020	DIETARY INTERVENTION STUDY	\$155,000

Be a part of the next groundbreaking study!

A recent study by the Organic Center and Emory University found that organic milk is clean of antibiotics, currently used pesticides, and synthetic growth hormones. Our findings have been making waves with consumers, and were picked up as a story by USA Today. Now people are asking: does choosing organic dairy to avoid these chemicals actually matter? To answer this we'll need to conduct a dietary intervention to see how consuming organic dairy can reduce exposure to pesticides, antibiotics, and growth hormones in people's bodies. Ultimately, this intervention would be coupled with measurements of health outcomes.

The first step in conducting a dietary intervention study is developing the methods to detect antibiotics and growth hormones in humans. The cost to develop these methods is \$95,000 and the total project costs for methods development and a diet intervention study is \$250,000. We are seeking to begin the long-term research journey to discover how organic dairy can improve human health. The development of these methods would open doors to many important and unique research opportunities such as exploring how antibiotics affect gut health, inflammation, immune response and other important diseases that that could be improved with an organic diet.

If you are interested in working with us on this next step in examining the benefits of organic dairy please let me know and we can set up conversations with you. We're looking forward to continuing to move the needle on people's understanding of why they should choose organic in the dairy aisle!

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BE A PART OF THE WORK

Identify the specific areas that organic excels when it comes to mitigating climate change

Highlight the practices used by organic that support human health

Share critical information with scientific, consumer, and industry audiences about why the data for organic life cycle analyses needs to be updated – and why past life cycle analyses may have been unintentionally biased against organic products.

YEAR	PROJECT PLANS	NEED
2017-2019	Data review, statistical model development, literature incorporation into LCA database	Funded
2020	Project Publication and dissemination of publication	\$35,000

Restricted Giving Net-Positive Impacts of Organic

The Organic Center is collaborating with the Sustainability and Health Initiative for NetPositive Enterprise (SHINE) at the Harvard School of Public Health to look at the benefits of organic for the environment and human health. Traditional models of examining environmental and health effects focus on ways to decrease negative impacts. This project takes a different perspective by focusing on the positive aspects of organic. By combining the benefits of organic as well as reduced negative impacts, this project will be able to identify the net positives of organic food and farming to combating climate change and supporting human health.

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BE A PART OF THE WORK

Developing a guide that helps prevent pesticide contamination will

1. Provide proactive support to organic farmers who struggle with pesticide drift from neighboring farms
2. Give farmers, buyers, and certifiers action points that can be taken to ensure the integrity of organic products

YEAR	PROJECT PLANS	NEED
2020	Development of a guide for organic farmers and certifiers identifying methods for preventing contamination	\$50,000

Restricted Giving

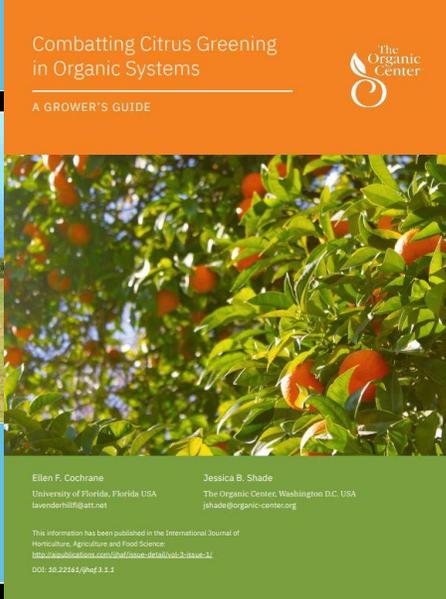
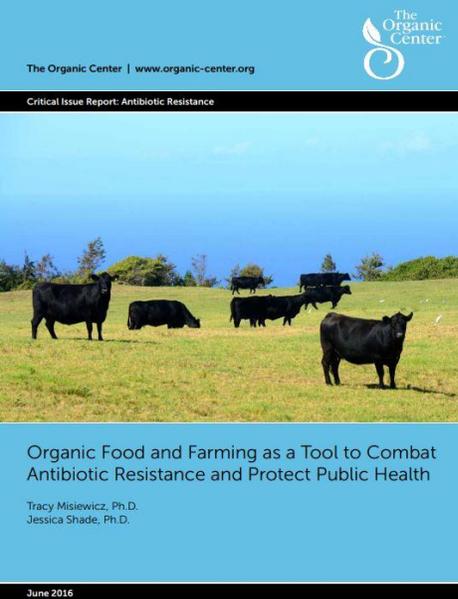
Protecting Organic Ag from Inadvertent Pesticide Residues

This project looks at methods to protect organic agriculture from inadvertent pesticide residue contamination. Several studies have shown that organic products contain residues less frequently than conventional products, and when residues are present, they tend to be at much lower levels. To ensure that organic maintains its integrity, this project identifies areas that need strengthening where pesticide drift to organic could occur.

The Organic Center will develop a guide detailing the most common areas where pesticide drift and contamination could occur from conventional to organic crops, and provide management steps that can be taken to ameliorate instances of pesticide contamination or prevent pesticide spread proactively.



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Targeted Research Reports

The Organic Center develops reports that compile current knowledge about specific topic areas, providing a concise, compelling understanding of organic issues. The reports pull from currently published scientific studies, organic regulations, extension material, governmental documents, and academic projects to take a holistic view of organic issues. The reports are available for free download and are widely disseminated to a broad array of stakeholders, including consumers, academics, industry members, farmers, and policy makers.

BE A PART OF THE WORK

Support direct dissemination of discoveries and research and help shed light on specific areas in the organic industry that require a voice from the scientific community

NEED: \$15,000 per report

CONTRIBUTION SUPPORTS:

- Research
- Writing
- Production
- Outreach



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1% for the Planet

The Organic Center is 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.

The Organic Center's current work focuses on human health, conservation, and on-farm solutions for organic farmers. Through your support, our organization will continue to:

- help farmers
- protect consumers
- preserve our environment for future generations



**FOR THE
PLANET.**
— NONPROFIT PARTNER —

WHY GIVE?

This valued partnership will affirm your organization's support of The Organic Center's mission to conduct and convene credible, evidence-based science on the environmental and health effects of organic food and farming and communicate the findings to the public.

Consider choosing
The Organic Center
as a beneficiary for your
1% For The Planet giving.

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