

Fiber Council Annual Report | 2022

The Organic Trade Association (OTA)'s Fiber Council successfully works to strengthen and grow the organic fiber and textiles sector. Formed in 2015, the Council aims 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.

2022 Highlights:



Produced a webinar on the benefits of organic textiles and certification

The Council formed a working committee in 2022, bringing together brands, certifiers, farmers, and industry partners to formulate a strategy to engage and inform the textile sector on the benefits of certified organic fiber and textiles.

- The effort was in response to media coverage inaccurately representing organic textile fraud in the marketplace and downplaying the merits of organic certification.
- Members on this committee spent over half the year collaborating with OTA's staff on the best content and message for a webinar they ultimately hosted with great success in January 2023.
- The webinar brought together reports and fact sheets written by members of the Council with OTA's Organic Opportunity Communications Toolkit to highlight the multitude of benefits that organic textiles offer to the planet, people, and business.
- The webinar also spoke to the strengths of the organic certification system, how to read organic labels, and how to buy and sell confidently in today's marketplace.



ORGANIC WEEK
IN WASHINGTON, D.C.
AN ORGANIC TRADE ASSOCIATION EVENT

Reconnecting in person at Organic Week

For the first time in 3 years, members of the Council delightfully connected at Organic Week DC in March 2022. Before COVID-19, members met all over the country at various industry events and were missing this in-person face time.

- Those Fiber Council members in attendance in DC met to discuss current issues facing the sector, enjoyed lunch with OTA staff, welcomed new organizations to the Council, and even met the new CEO of OTA, Tom Chapman.
- The week of networking allowed the Council to dream big about opportunities for the textile sector in 2022 and beyond!

Looking Ahead to 2023:



On January 18, 2023, OTA and the Fiber Council hosted our highly anticipated webinar, *Follow the Thread: From Farm to Finished Product*, with over 500 registrants, over 250 live and recorded views and eight Council member organizations speaking.

Our members rallied to bring together their contacts around the world to celebrate and educate them on the benefits of organic textiles. Most attendees were non-OTA members who engaged and voiced interest in additional learning opportunities from the Council and OTA.

With so much still to share on the complex labeling requirements for organic textiles, the Council is excited to host a follow-up webinar focusing on understanding labels and organic claims in the marketplace. Members are energized to extend the reach of their work further, grow Council membership, and continue highlighting the benefits of organic textiles throughout the supply chain.



We anticipate 2023 to be another year of growth in the sector and our Council. If you are not yet a member, join us now!

COUNCIL MEMBERS



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. Their work is supported in the interim by Libby Mucciarone, Associate Director of Education, Technology, and Member Engagement. If you are interested in joining the Council, please contact Libby (LMucciarone@ota.com).



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