

Organic Trade Association Dairy Council 2019 Work Plan

- 1. Develop and implement a strategy for collecting data related to the organic dairy sector**
- 2. Advocate for clear regulations and consistent enforcement of organic dairy standards**
 - a. Advance rulemaking on Origin of Livestock
 - b. Monitor other issues related to compliance and inconsistent enforcement and develop strategy for responding as appropriate
- 3. Explore opportunity to host an Organic Dairy Summit as a means of opening lines of communication within the industry**
- 4. Improve consumer awareness about benefits of organic dairy**
 - a. Develop consumer messaging
 - b. Include dairy as an element in OTA's Consumer Education Toolkit (resulting from [GRO Organic](#) Consumer Research Study)
- 5. Improve risk management tools for the organic dairy sector**

Approved by Dairy Council 1/18/2019