

GRO ORGANIC

The U.S. Department of Agriculture has stopped the process that would have established an Organic Check-off.

There is broad agreement on the critical need for more research, more promotion and more technical assistance.

Organic businesses, farmers and industry leaders are ready to work together on innovative solutions that will have key benefits for organic.



**WE ALL HAVE A STAKE IN
ELIMINATING CONSUMER
CONFUSION, GROWING THE
MARKET, AND BUILDING
THE ORGANIC BRAND.**

PROMOTION

In partnership with **ORGANIC VOICES**, we will fund a collaborative message campaign that would reduce consumer confusion about organic.

A coordinated national marketing effort, with targeted social media and conventional advertising can help organic achieve significantly greater consumption, loyalty and continued growth.

COST: \$1M for each of the next two years

**WE NEED TO CUT
THROUGH THE CLUTTER
AND CONFUSION
BECAUSE THE TRUTH IS:
IT'S NOT COMPLICATED.**

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CONSUMER RESEARCH

In partnership with NMI, we will develop strategic insights and business toolkits that support all organic market segments.

We want to know how the consumer is making sense of competing claims and current politics so that we can reinforce the organic brand, not fragment it.

COST: \$325K in year one

A photograph of two young women standing in a public space, possibly a transit station or a busy street. The woman on the left is wearing glasses and a grey textured sweater, looking down at her smartphone. The woman on the right is wearing a light-colored cardigan and is also looking at her smartphone. The background is blurred, showing other people and architectural elements. The image has a teal overlay.

WE NEED TO UNDERSTAND WHAT CONSUMERS ARE HEARING AND HOW IT AFFECTS THEIR BEHAVIOR.

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SOIL + CLIMATE RESEARCH

In partnership with **THE ORGANIC CENTER**, we will advance a portfolio of soil health and climate change research with universities like Harvard and UC Riverside.

Climate change is collectively our most pressing issue. These projects will fill vital gaps in our knowledge and meet essential needs for on-farm solutions.

COST: \$100K in year one

WE NEED TO POSITION ORGANIC AS PART OF THE SOLUTION TO CLIMATE CHANGE.

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TECHNICAL ASSISTANCE

In partnership with **NATURAL RESOURCES CONSERVATION SERVICE** and regional farming organizations, we will fund organic extension agents across the country.

Imagine technical specialists in every state working with transitioning and existing organic farmers!

COST: \$100K in year one (two specialists)



WE NEED TO HELP AMERICAN FARMERS MEET THE GROWING DEMAND FOR ORGANIC.

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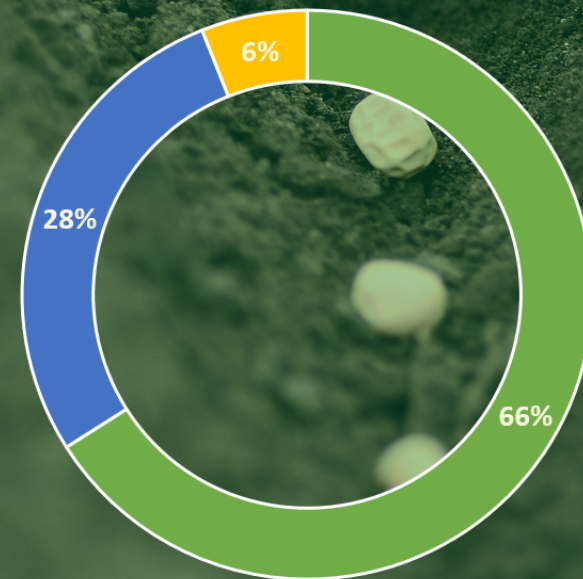
We have \$750K raised toward our combined year one goal of \$1.5M.

The momentum is growing, but your participation will make a difference.

If you care about the future of organic, please contribute to our collective effort.

**CONTACT: Organic Trade Association, CEO
Laura Batcha (lbatcha@ota.com)**

GOAL: \$1.5M IN YEAR ONE



■ PROMOTION ■ RESEARCH ■ EXTENSION