

U.S. ORGANIC WORLDWIDE 2017

An Annual Report for the
Organic Trade Association's
International Work



Organic
trade association



TRIPLE CROWN

We Take U.S. Organic Global. Around the world, the desire for traceable, sustainably produced food is growing. Global demand for U.S. organic has never been stronger. Online and in person, the Organic Trade Association helps connect U.S. businesses with buyers worldwide hungry for bringing the USDA Organic Seal to their markets. Whether you are a large brand or distributor with export programs in place or a small manufacturer just breaking into global markets, U.S. Organic Worldwide is your go-to resource to help grow your international presence and business.

SUCCESS BY THE NUMBERS



SUCCESS STORIES

Luke's Organic | lukesorganic.com | @LukesOrganic



"Thanks to U.S. Organic Worldwide programs, our business has doubled in multiple countries throughout the EU.

We have new listings with retail partners in Singapore and Hong Kong. In addition, our overall international business is up double digits in 2017 versus 2016. This is the type of exposure that we needed to build equity in the Luke's Organic brand."

United Natural Foods | unfi.com | @unfi



"With the Organic Trade Association's support, UNFI International Sales has been able to expand our reach across the globe through new connections at international trade shows and missions. As a result of these activities, we have expanded sales

in Korea and Hong Kong, and have account set-ups in progress or orders already shipping to new territories, including Saudi Arabia and Spain. Our partnership with the OTA has been an invaluable tool for UNFI this past year in promoting sales and gaining market presence."

Karmalize.me | @karmalizeme



"We secured two new accounts due to participation in U.S. Organic Worldwide events in 2017! We now have placement

at Carrefour in UAE through a new distributor introduced to us at BioFach. Our initial order is on the shelves and we expect the next order before the end of the year. The retail promotions in the UAE help! We also received our first order from a buyer in Qatar after meeting in the Organic Trade Association's booth at Anuga."

Good Clean Love | goodcleanlove.com | @goodcleanlove



"The Organic Trade Association's hosted Good Clean Love at Vivaness 2017. The brand continues to gain international recognition, as the demand for organic personal care grows

worldwide. Following the event, we signed a three-year distribution agreement with Linea Organica Philippines for Good Clean Love's full organic line of essential oils, perfumes, feminine hygiene and intimacy products. Good Clean Love continues to expand export opportunities in over 25 countries throughout Europe and Asia."

2017 YEAR IN REVIEW

ASIA

TRADE MISSION TO SINGAPORE & MALAYSIA | TP | OTA collaborated with FoodExport to sponsor four U.S. organic companies on a trade mission to two new markets. **| TOPS |** \$1,250,000

FOODEX JAPAN | TP | For the first time, OTA hosted five U.S. organic companies at Japan's largest trade show. OTA also delivered a keynote address, the first time for any U.S. cooperators at the show. **| TOPS |** \$4,391,350

SEOUL FOOD & HOTEL | TP | OTA returned to Seoul Food and Hotel with eight companies to grow export opportunities in Korea. **| TOPS |** \$4,460,000

TRADE MISSION TO HONG KONG | TP | OTA led a trade mission to Macau and Hong Kong with eight U.S. companies. This is the first time OTA has led such a mission to Hong Kong—and despite a typhoon! **| TOPS |** \$2,966,000

JOURNALIST BOOT CAMP JAPAN | CP | OTA hosted 13 leading journalists and bloggers in Japan for first-hand experience of organic with seminars, cooking demonstrations, and a trip to an organic farm.

ORGANIC LIFESTYLE EXPO | CP | OTA delivered a keynote seminar on how to sell U.S. organic at the 2nd Annual Organic Lifestyle Expo at the Tokyo World Forum.

RETAIL PROMOS JAPAN | CP | OTA partnered with leading retailers SOGO and COSTCO for U.S. organic promos resulting in \$92,384 in sales of U.S. organic products during the promotion period, a lift of about 64%!

SOCIAL MEDIA IN KOREA | CP |

After feedback from Korean importers, OTA launched a social media campaign to educate consumers on U.S. organic. OTA's messages have reached 272,566 Koreans at the time of publication.

E-MART PROMOTION | CP |

OTA collaborated with E-mart for an U.S. Organic products promotion both online and in-stores. Total sales of U.S. organic products for participating stores. **| TOPS |** \$8,290,124

IFOAM WORLD CONGRESS | IC |

OTA and The Organic Center were main track panelists three times at the 18th World Congress held in India. Joining the event were 2,479 delegates from 90 countries.

TAIWAN PORT OF ENTRY | TA |

OTA continues to work diligently to address technical barriers to trade with Taiwan. At the time of publication, 21 stakeholder interviews have been conducted. OTA is working closely with industry and government to help restore trade levels with Taiwan.

EUROPE

BIOFACH 2017 | TP | OTA hosted 17 companies at BioFach in Germany including our first-ever footprint at Vivanness. **| TOPS |** \$8,745,000

IFOAM ORGANIC LEADERSHIP COURSE | IC |

OTA's Director of International Trade Monique Marez completed the program with peers from 11 countries around the world. Marez was selected Valedictorian for the cohort.

SUSTAINABLE FOOD SUMMIT | CP |

OTA and Clif Bar represented the U.S. organic industry at the EU Sustainable Food Summit in Amsterdam, and served as the only U.S. voice in the room.

ORGANIC DAY FINLAND | CP |

OTA keynoted at Organic Day Finland. Finland's organic market grew by 15% in the past year according to ProLuomo, organizers of the event.

ANUGA 2017 | TP | OTA hosted eight companies at Anuga in Germany. **| TOPS |** \$7,370,000

GLOBAL ORGANIC TEXTILE STANDARD | IC |

OTA served on both the technical committee and the advisory board for GOTS in 2017.

UKRAINE INTEGRITY TOUR | IC |

OTA's CEO Laura Batcha visited Ukraine with 6 members and organic leaders from around the world to discuss supply chain integrity in Ukraine and for the industry at large.

IGOP WORKING GROUP | TA |

OTA represents the U.S. on EU organic regulation policy debates with EU counterparts.

LATIN AMERICA

MEXICAN HEALTHY PRODUCTS SUMMIT | TP |

OTA delivered a keynote speech and represented U.S. organic businesses with the founder of Acme Organics. **| TOPS |** \$30,000

U.S. ORGANIC IN ARGENTINA | TP |

OTA delivered seminars in Argentina on the U.S. market and products in Buenos Aires and Tucuman.

ICOA ANNUAL MEETING | IC |

OTA organized the annual general assembly for the Inter-American Commission on Organic Agriculture in Portland, OR — a U.S. first!

U.S.- MEXICO ORGANIC EQUIVALENCY NEGOTIATIONS | TA |

OTA and the Mexico Task Force remain active in this equivalency discussion. Join our member task force to be part of the conversation.

MIDDLE EAST

U.S ORGANIC PROMOTIONS IN DUBAI | CP |

OTA collaborated with a leading importer in Dubai to feature U.S. organic products in Carrefour and at various public events throughout the Emirates. With the Middle East market booming, this partnership will grow in 2018.

NORTH AMERICA

TASTEUS! CANADA | CP |

OTA participated in a GBI program to promote U.S. organic products in Canada. **| TOPS |** \$21,016

USORGANICPRODUCTS.COM | TP |

There are 221 U.S. exporters currently listed in our directory. Make your free listing today!

BUYERS' MISSION EXPO WEST | TP |

There were 63 U.S. suppliers to 26 pre-qualified buyers, resulting in over 700 one-on-one meetings and almost 300 new agent relationships. **| TOPS |** \$8,058,000

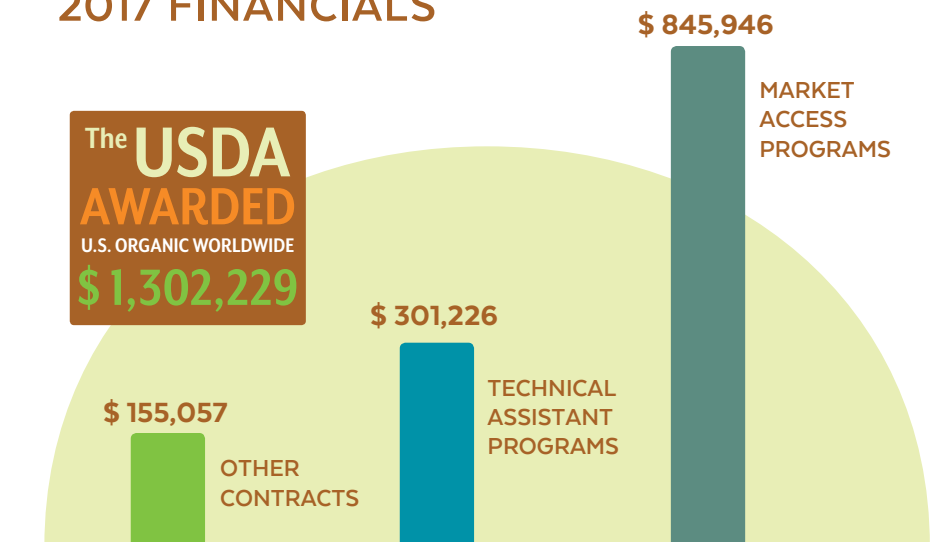
U.S. ORGANIC TRADE 2011 - 2016 | IC |

OTA published an update to U.S. Organic Trade, a report series demonstrating trade and trends for global organic trade. Research partners: Penn State University and Ohio State University.

GLOSSARY

- | TP |** = Trade Promotion
- | CP |** = Consumer Promotion
- | TA |** = Technical Assistance
- | IC |** = International Collaboration
- | TOPS |** = Total Onsite and Projected Sales
- | OTA |** = Organic Trade Association

2017 FINANCIALS



DYK:

The Organic Trade Association has been an official cooperator in USDA's Market Access Program for more than 15 years — investing in the promotion of American organic products in global markets.

U.S. ORGANIC WORLDWIDE 2018 ACTIVITIES

WHO: Any U.S. company representing organic products made of 51% or more U.S.-based ingredients can directly benefit from our export promotion programs. We work with all types of organic stakeholders around the world to represent U.S. Organic, worldwide.

WHY: Whether it's market access, technical assistance, consumer promotion, or export readiness, the U.S. Organic Worldwide program can help you achieve your export goals and uncover new opportunities.

HOW: To participate in our programs, understand more about export opportunities, source U.S. organic products, or suggest a new international collaboration, contact Monique Marez at mmarez@ota.com.

INDIA SPICE TOUR

JANUARY

| IC | OTA is partnering with ICCOA to host U.S. companies in India to learn more about the organic spice trade.

MEXICO COCHRAN PROGRAM

JANUARY

| TA | OTA will host a cohort of organic leaders from Mexico for an in-depth study tour of U.S. organic markets and systems. Stops include the Global Organic Produce Expo in Florida and the annual ACA meeting in San Antonio, TX.

BIOFACH

FEBRUARY

| TP | OTA will host 16 U.S. organic companies at BioFach in Germany. OTA will also speak in several educational sessions at the show.

GLOBAL ORGANIC TEXTILE STANDARD

FEBRUARY

| IC | OTA will participate in the GOTS annual meeting taking place for the first time in the United States, in Charleston, SC. If you are interested in GOTS or organic cotton, join us!

NATURAL PRODUCTS EXPO WEST

MARCH

| TP | OTA will once again co-host a buyers' mission to Expo West. Meet buyers from 16 different international markets all under one roof while you are at the show.

TAIWAN PORT OF ENTRY TOUR

APRIL

| TA | Learn step by step how product entering Taiwan is managed at the port of entry; open to active certifiers and exporters to Taiwan.

NATURALLY GOOD AUSTRALIA

APRIL

| TP | Based on stakeholder feedback, OTA will lead a trade promotion event to Oceana for the first time. Join our pavilion at the largest organic and natural show in the region.

ORGANIC TRADE ASSOCIATION'S ANNUAL POLICY CONFERENCE

MAY

| TP | Meet with regulators and agency leaders to promote U.S. organic farm bill priorities at this annual event.

NATURAL PRODUCTS EXPO EAST

SEPTEMBER

| TP | OTA will co-host a buyers' mission to Expo East with a focus on buyers from the Middle East.

SIAL

OCTOBER

| TP | OTA will go back to SIAL Paris, the largest food show in the world, to host a U.S. organic pavilion.

CONSUMER PROMOTIONS

ONGOING

| TP | OTA will collaborate with key importers, distributors, and retailers around the globe to highlight your organic products. The promotion budget is earmarked for activities in Asia, the Middle East, Latin and North America.

GLOBAL ORGANIC TRADE GUIDE

ONGOING

| TP | This is the #1 online resource to learn about export markets and trade regulations. Key markets will be updated with the latest information in the spring with data partner Euromonitor.



ABOUT OTA

The Organic Trade Association (OTA) is the membership-based business association for organic agriculture and products in North America. OTA is the leading voice for the organic trade in the United States, representing over 9,500 organic businesses across 50 states. Its members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants, retailers and others. OTA's Board of Directors is democratically elected by its members.

ABOUT OTA EXPORT PROGRAM FUNDING

The Organic Trade Association's organic export initiatives are funded through the U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS) Market Access Program (MAP). Since 1999, FAS has awarded millions of dollars to OTA to help expand commercial export markets for U.S. organic products. OTA aims to showcase and educate key target markets on the quality, integrity and variety of USDA-certified organic products available for export around the world.



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