OTA's
Organic
Opportunity
WEBINAR SERIES

Impact Communications: Organic is Good for the Planet

SINCE 1985 Organic trade association

Friday, July 14
1:00 p.m. Eastern / 10:00 a.m. Pacific

SINCE 1985 Organic trade association™

Founded in 1985, the Organic Trade Association works to create a strong, valued, and equitable organic brand by protecting the USDA Organic seal and developing a marketplace where our diverse members can flourish.

TODAY, OTA IS THE VOICE OF THE $67+ BILLION ORGANIC INDUSTRY, REPRESENTING MORE THAN 10,000 BUSINESSES ACROSS 50 STATES THROUGH MEMBERSHIP AND OUR FARMERS ADVISORY COUNCIL.

OTA's
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WEBINAR SERIES

Impact Communications: Organic is Good for the Planet

MODERATOR

Britt Lundgren

Senior Director of Sustainability & Government Affairs

Stonyfield

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Organic Wheel of Sustainability

GOOD FOR THE PLANET,
GOOD FOR PEOPLE,
GOOD FOR BUSINESS.

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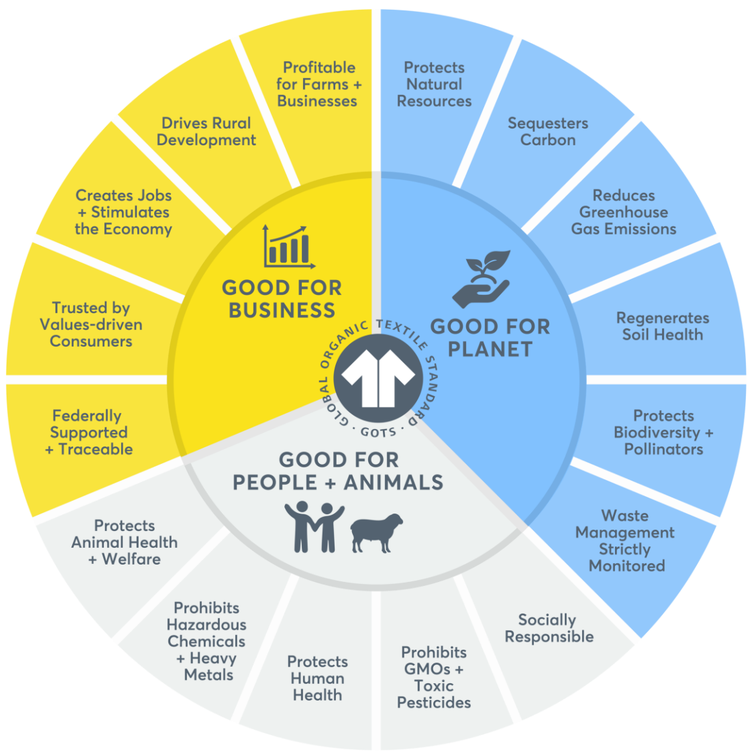
Organic Wheel of Sustainability



Download at **ota.com/OrganicOpportunity**

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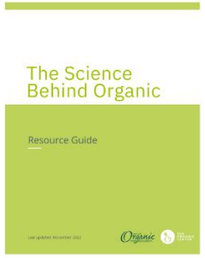
Organic Opportunity Communications Toolkit

What's in it?



The Science Behind Organic: Resource Guide

Member Exclusive

Organic Sustainability Wheel

Available to public

Organic Leave-Behind

Member Exclusive

Organic Standards + Certification 101

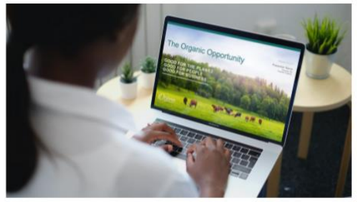
Available to public

Organic is Regenerative + More

Member Exclusive

OTA Fiber (Cotton and Wool)

Member Exclusive



The Organic Opportunity Presentation

Member Exclusive

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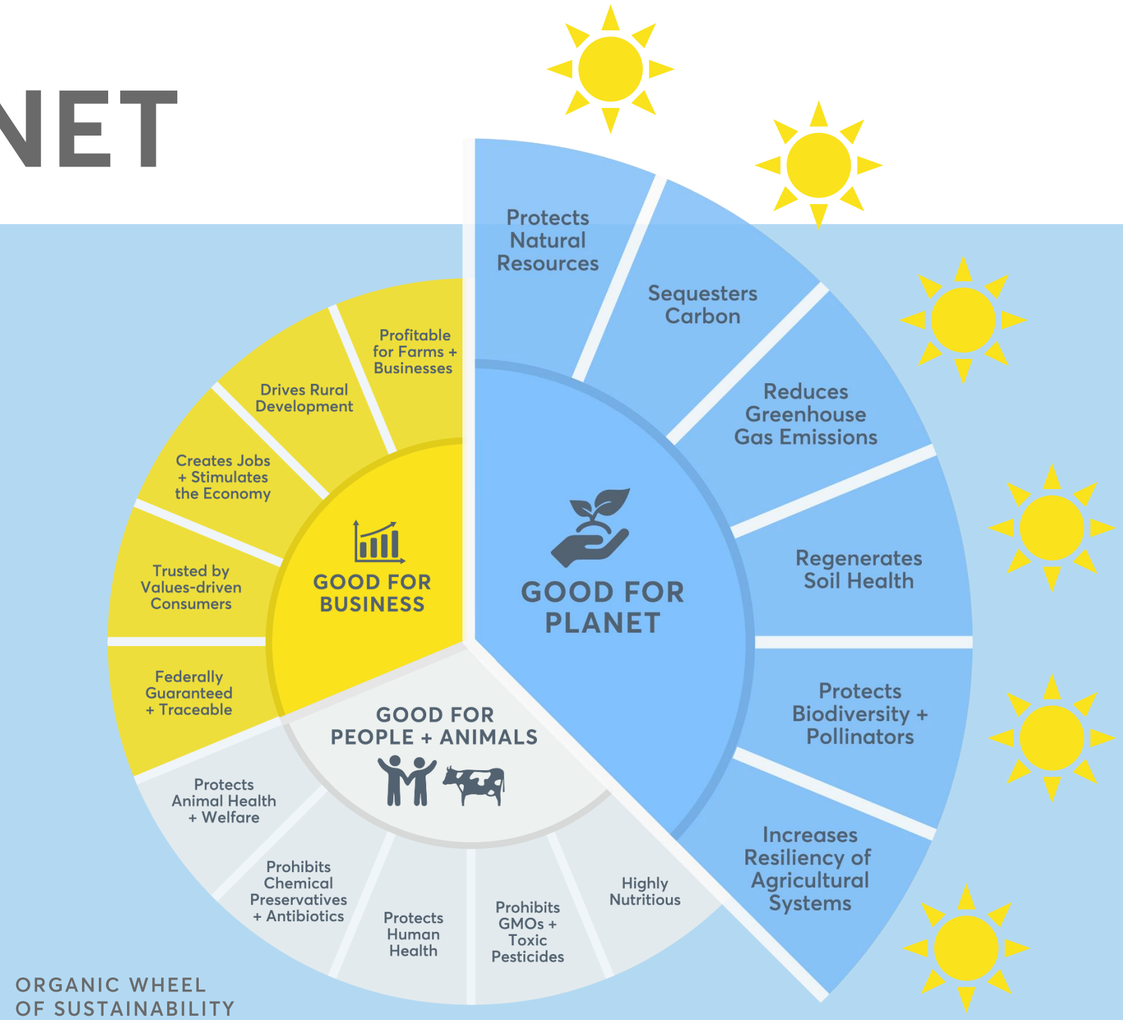
GOOD FOR THE PLANET

By relying on ecosystem services to produce food and fiber, organic farms have a regenerative—rather than extractive—effect on the environment. Organic standards require that farmers protect the natural resources on their lands, which makes organic farms key players in the fight against the climate crisis.



ORGANIC WHEEL
OF SUSTAINABILITY

USDA ORGANIC

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Examples of Using the Organic Opportunity Toolkit

We LOVE this graph! So much that we have it on our website too 👏🌱🧡 @OrganicCenter #OrganicForThePlanet
foragerproject.com/our-soul/why-o...

The Organic Center @OrganicCenter · Apr 4

A3 D) All of the above! Organic is good for people, animals, the environment, and businesses. Here is one of many examples of Flower-rich organic crops that improve the health of bumblebee colonies: bit.ly/3Gj24hE #OrganicForThePlanet

(IN)CREDIBLE SCIENCE, CREDIBLY SOURCED.

Organic Trade
@OrganicTrade

More consumers are recognizing the value of #organic products for their health and the environment! @Pgrocer article shares OTA's Organic Sustainability Wheel to help retailers educate and communicate the attributes of organic products. bit.ly/3JKma6t

Different Strategies for Different Retailers

Like Natural Grocers, MOM's Organic Market is a regional chain that focuses solely on organic and natural products. Scott Nash, CEO of the 23-store chain, which is based in Rockville, Md., tells Progressive Grocer that shoppers appreciate the chain's competitive pricing, especially amid the current economic environment. "We have seen inflation impact our shoppers, and while we've had to pass along some of the rising costs to them, we still aim to offer very competitive pricing," maintains Nash, adding that the retailer has been doing a lot more to cut waste and operate as efficiently as possible, as today's retailing environment requires.

The Organic Trade Association now offers retailers tools like this Organic Sustainability Wheel to help educate about the attributes of organic.

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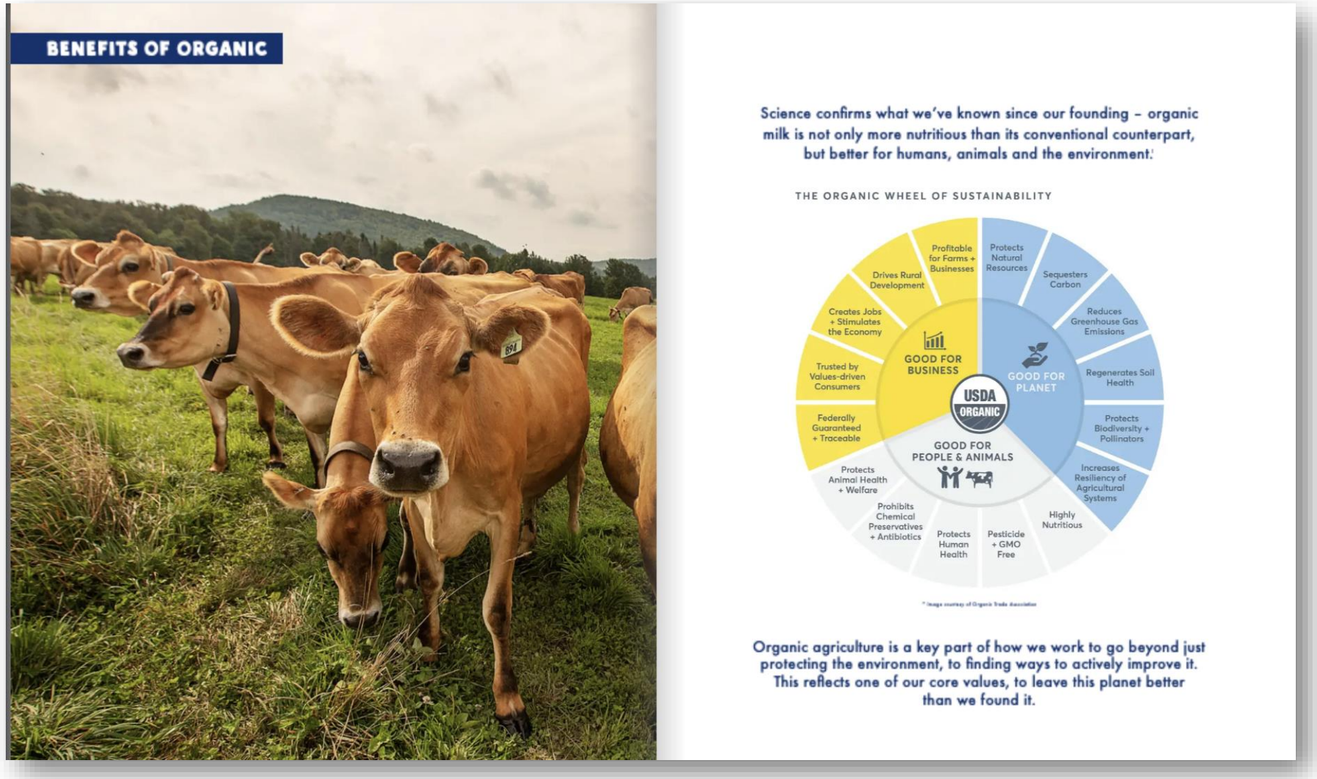
Examples of using the Organic Opportunity Toolkit



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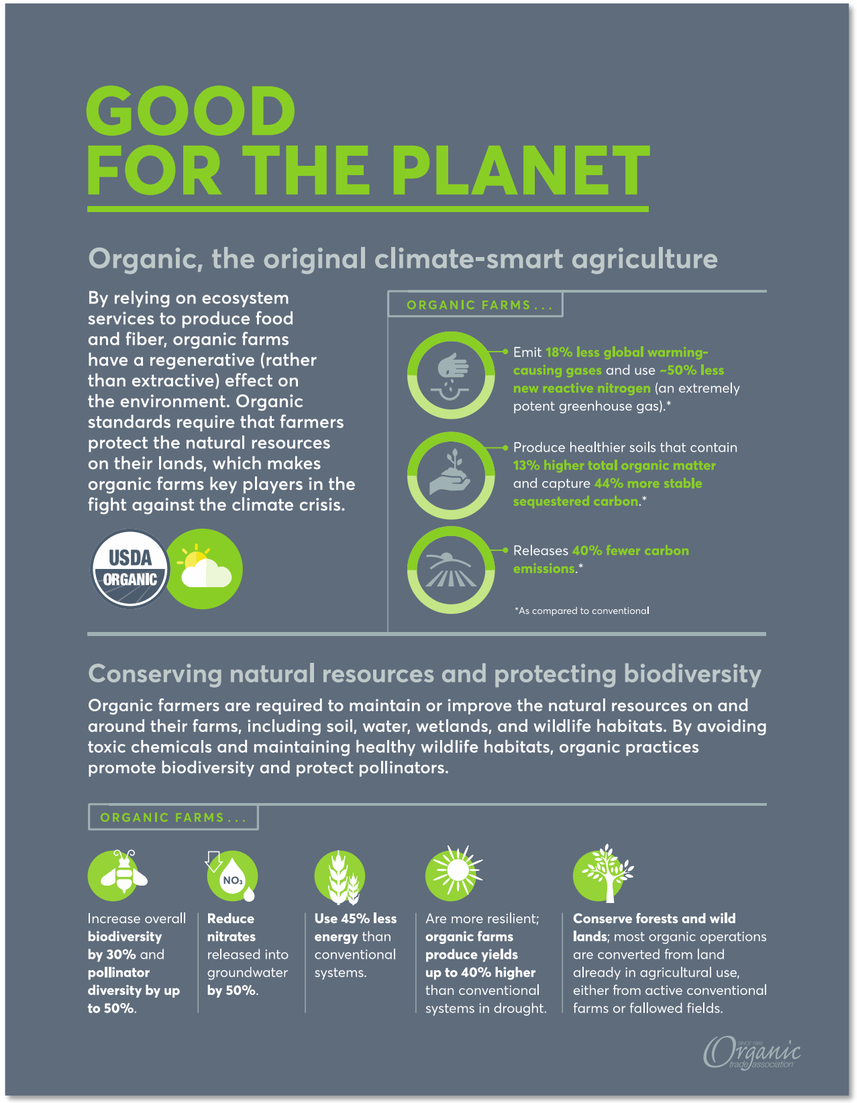
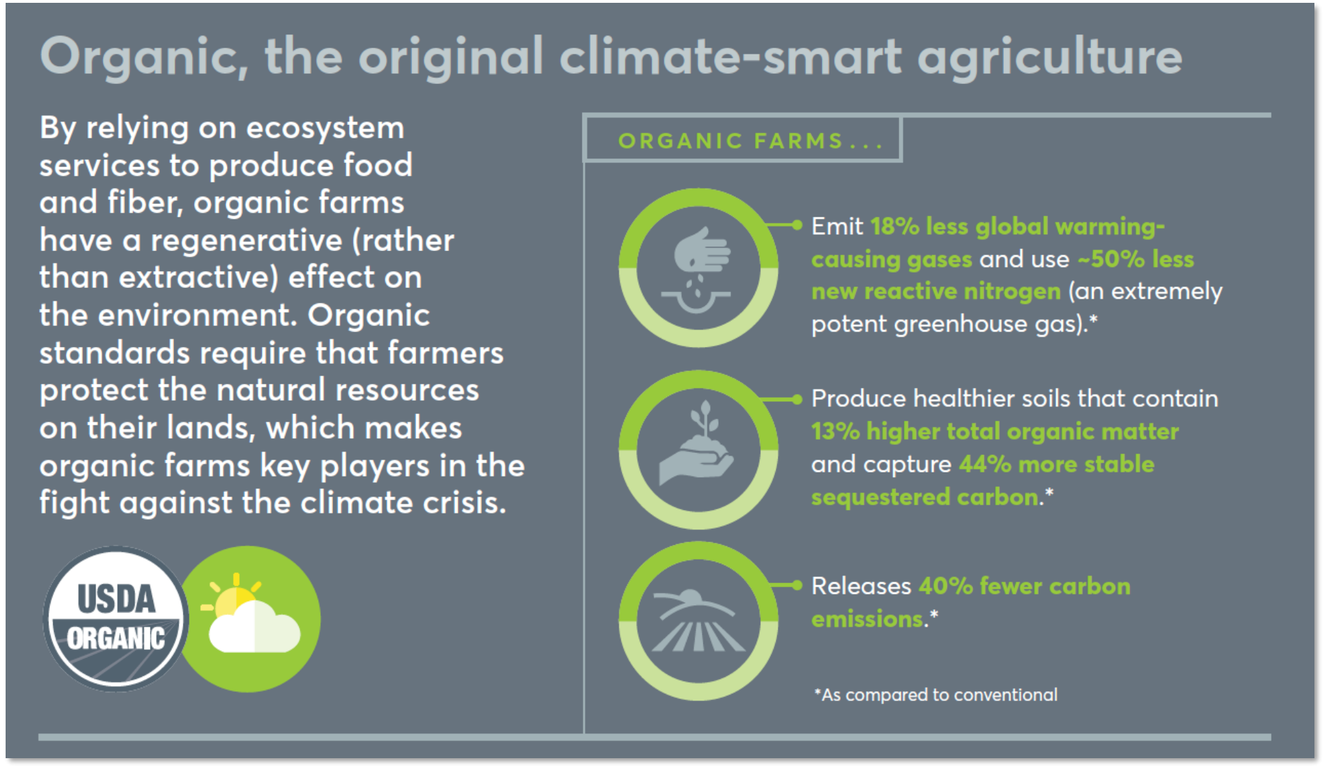
Here’s a summary... (the leave-behind)





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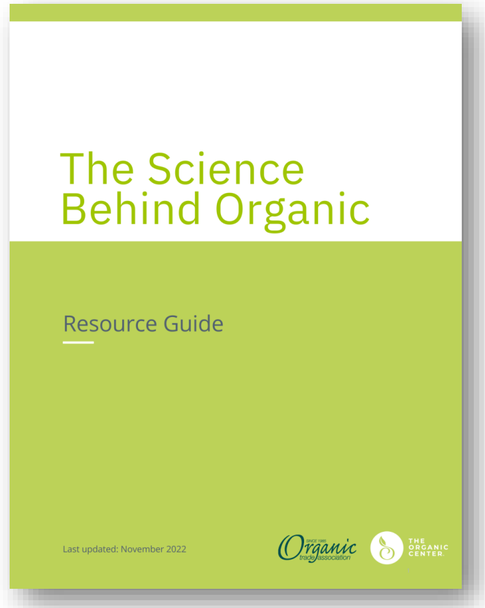

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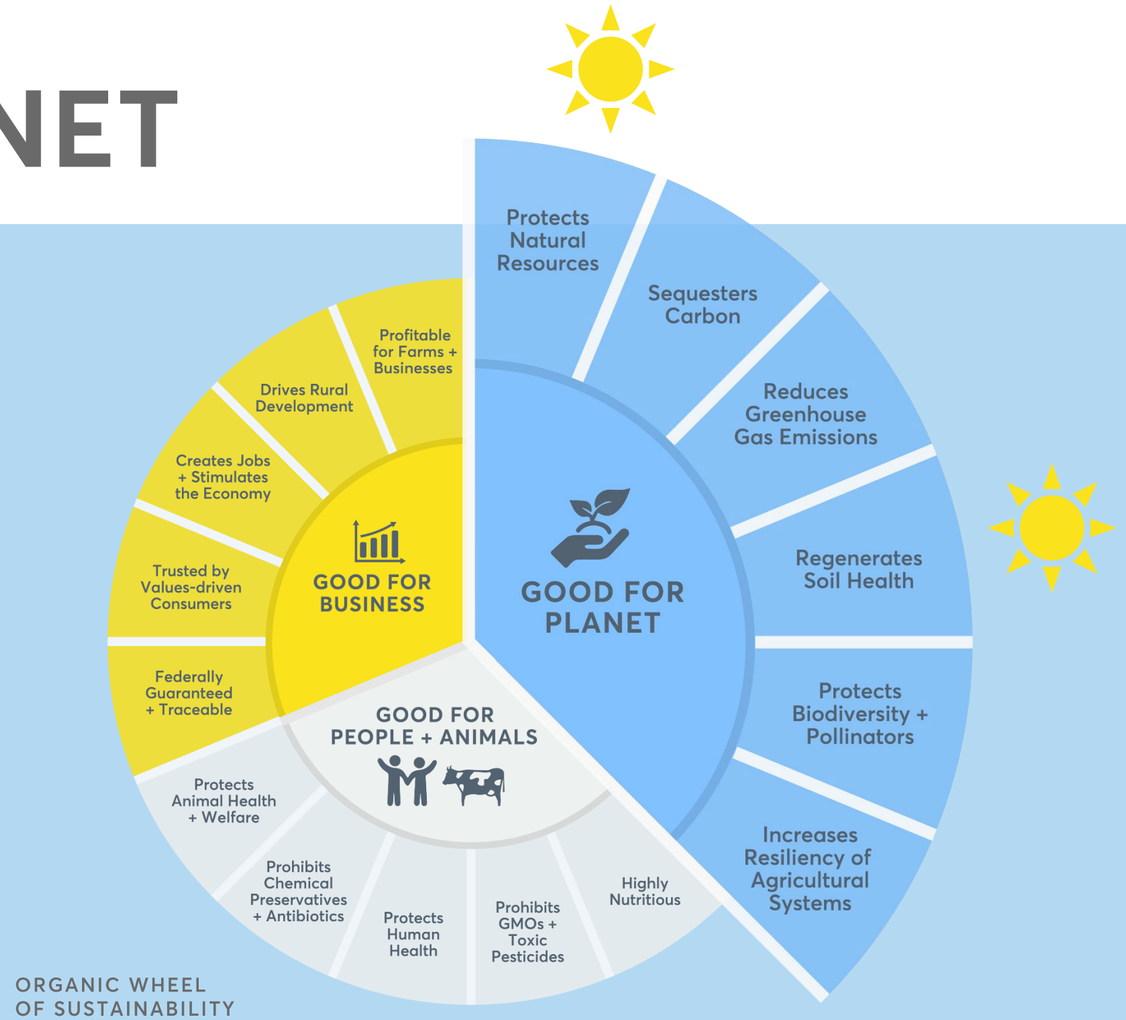
GOOD FOR THE PLANET

Charlotte Vallaeys
Natural and Organic Associate Expert
General Mills



ORGANIC WHEEL
OF SUSTAINABILITY

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Example from Cascadian Farm

Protects Natural Resources

Organic farmers are required to maintain or improve the natural resources on and around their farms, including soil, water, wetlands, and wildlife habitats. By avoiding toxic chemicals and maintaining healthy wildlife habitats, organic practices promote biodiversity and protect pollinators.

Protects Natural Resources

Required. Organic farmers are required to build **soil health**, support **biodiversity**, protect **water quality**, and reduce soil erosion through activities such as crop rotation, cover cropping and composting.

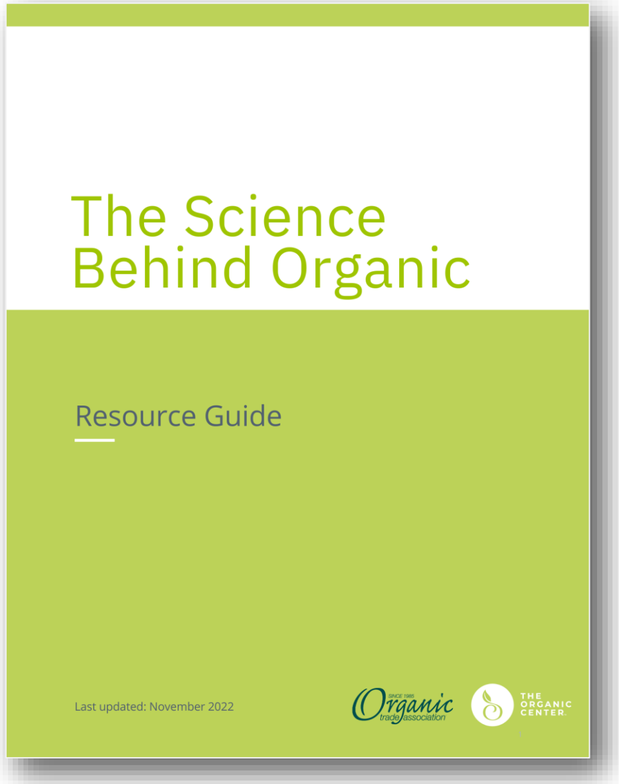
Regenerates Soil Health

Organic Farmers are Focused on Healthy Soils – (7 CFR 205 Regulatory Citation)

- Organic farmers are required to implement tillage and cultivation practices that maintain or improve soil quality and minimize soil erosion. (205.203a)
- Organic farmers are required to manage crop nutrients and soil fertility through rotations, cover crops and animal materials. (205.203b)
- Organic by definition is an agricultural system managed to foster cycling of resources, promote ecological balance, and conserve biodiversity (205.2)

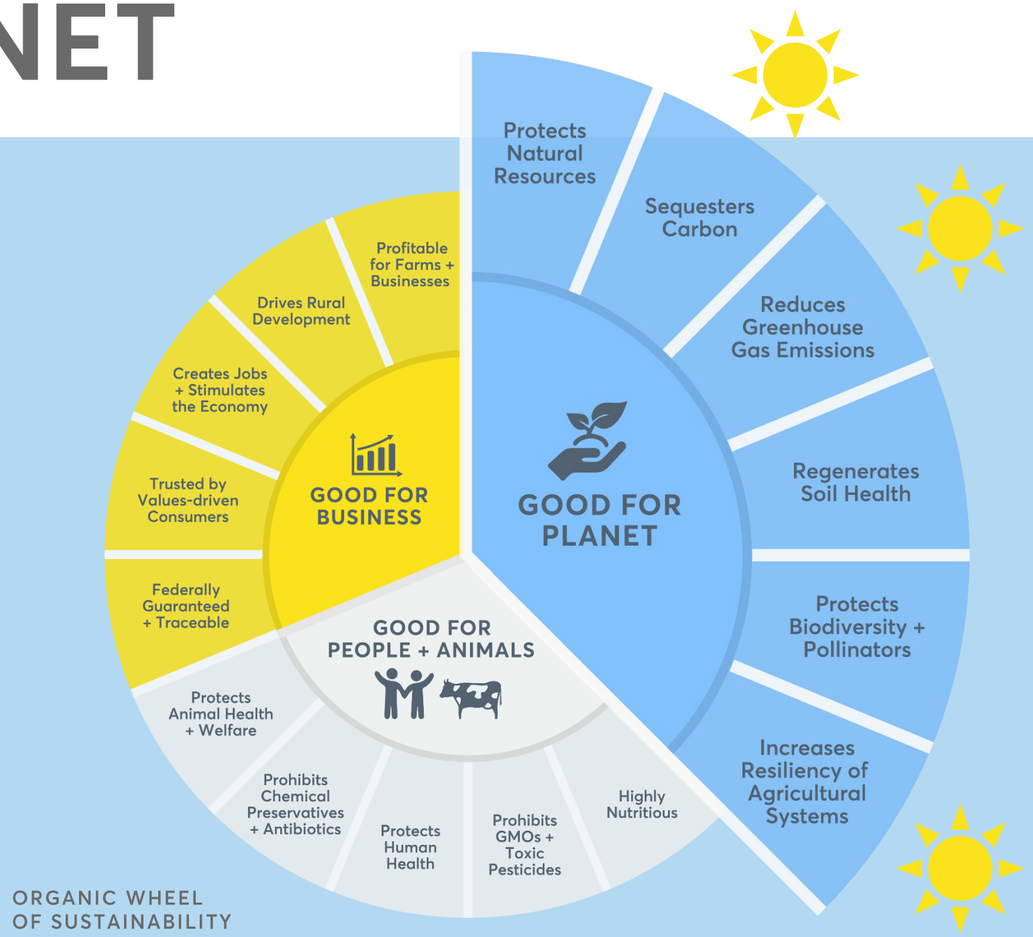
Organic Crop and Livestock Production Sequester Carbon by Promoting Soil Health

- Organic soil has 13% higher total soil organic matter than conventional soil
- Organic soil has 44% more stable sequestered carbon than conventional soil
- Organic soil has up to 60% higher soil stability than conventional
- Organic roots have 40% more beneficial mycorrhizae fungus
- Organic soils host up over 3 times as many earth worms as conventional soils
- Water infiltration is almost 10 times greater than conventional soils, suggesting they are better able to thrive in drought and flood conditions.
- Organic farming methods build soil health and support soil's natural power to store carbon and help fight climate change.



GOOD FOR THE PLANET

Chris Schreiner
Executive Director
Oregon Tilth (OTCO)



ORGANIC WHEEL
OF SUSTAINABILITY

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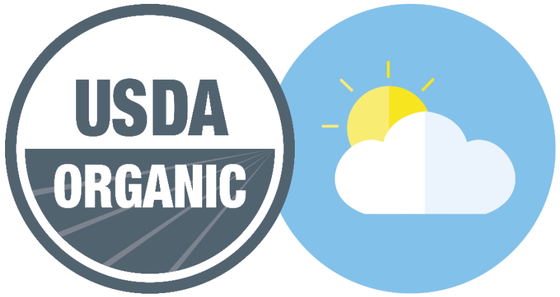
Sequesters Carbon and Reduces GHG Emissions



ORGANIC FARMS . . .

Emit **18% less global warming-causing gases** and use **~50% less new reactive** nitrogen (an extremely potent greenhouse gas).*

Produce healthier soils that contain **13% higher total organic matter** and capture **44% more stable sequestered carbon**.*

Releases **40% fewer carbon emissions**.*

*As compared to conventional

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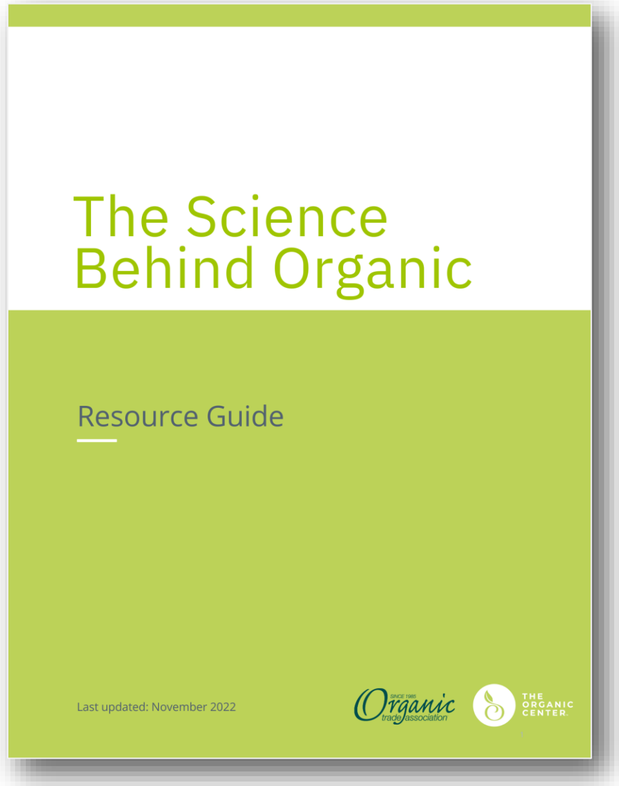
Increases Resiliency of Agricultural Systems

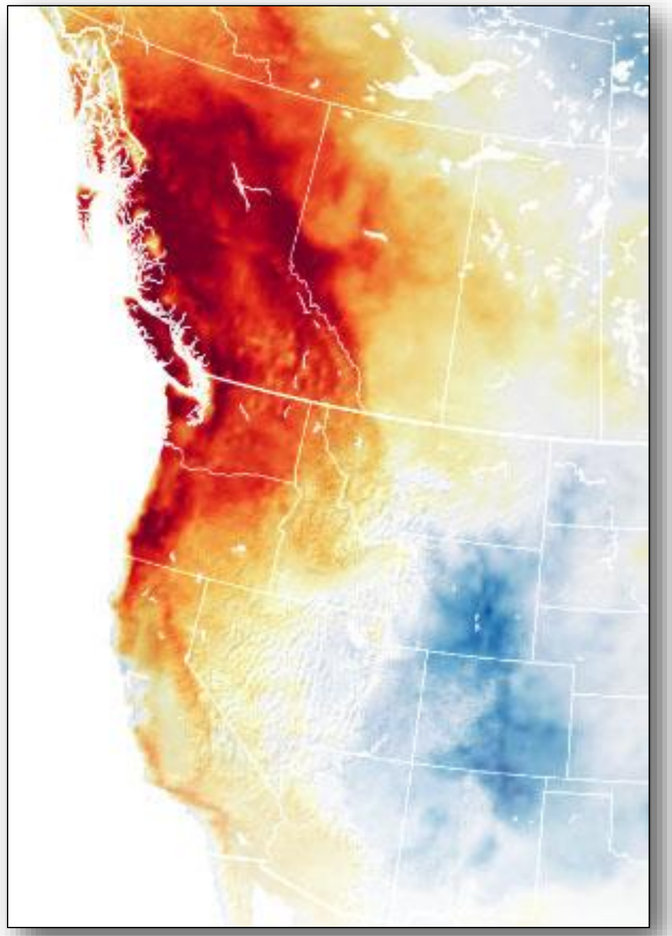
Organic Agriculture Can Ensure Food Security Under Extreme Weather Conditions

- Under severe drought conditions, which are expected to increase with climate change in many areas, organically managed farms have frequently been shown to produce higher yields than their conventional counterparts.
  - Organic production yields up to 40% more than conventional systems in times of drought. (Rodale)
  - Water infiltration is almost 10 times greater than conventional soils, suggesting they are better able to thrive in drought and flood conditions.
- Although yields may be lower in the short-term (during transition), organic can equal or exceed conventional yields over the long-term and has better yield stability during extreme weather events.
  - Organic becomes competitive with conventional yields after about 5 years of organic management while soils recover from chemical-intensive agriculture. (Rodale)
  - Long-term studies consistently show that organic can compete and out-perform conventional.
    - Corn and soy: Organic yields **equal or exceed (up to 2X)** conventional yields. (Rodale)
    - Grain Crops: Organic yields **equal** conventional yields. (Delate 2015)
    - Carrots: Organic yields **equal** conventional yields. (Bender 2012)

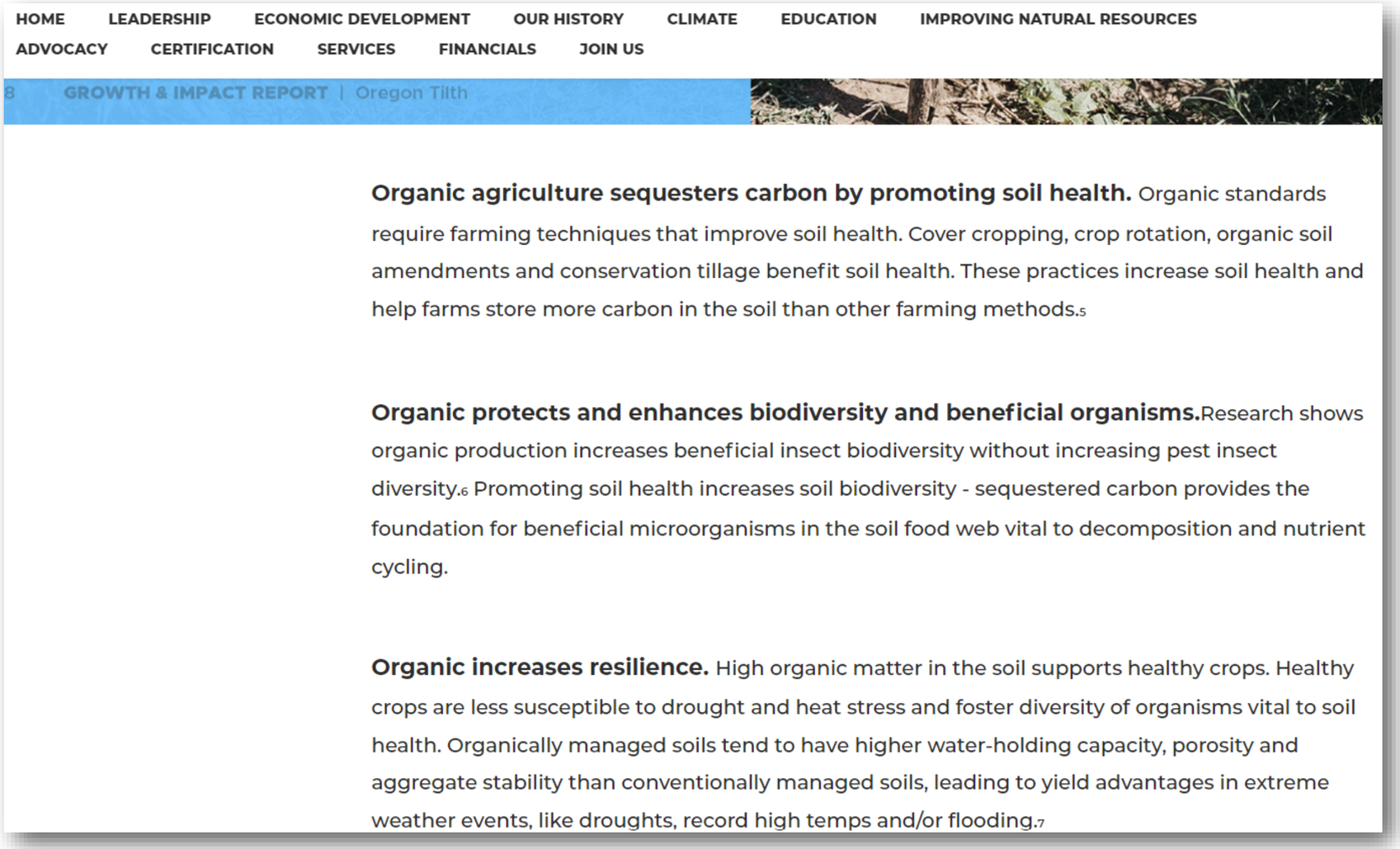


Example of Agricultural Resiliency: PNW Heat Dome

The extreme “heat dome” in June 2021 in the Pacific Northwest yielded widespread and significant damage to whole region, including various specialty crops in the region. It was estimated over 95% were damaged. To the right you can see damaged blackberry crops and heat map from the event.



Example from Oregon Tilth's Impact Report



HOME LEADERSHIP ECONOMIC DEVELOPMENT OUR HISTORY CLIMATE EDUCATION IMPROVING NATURAL RESOURCES
ADVOCACY CERTIFICATION SERVICES FINANCIALS JOIN US

8 GROWTH & IMPACT REPORT | Oregon Tilth

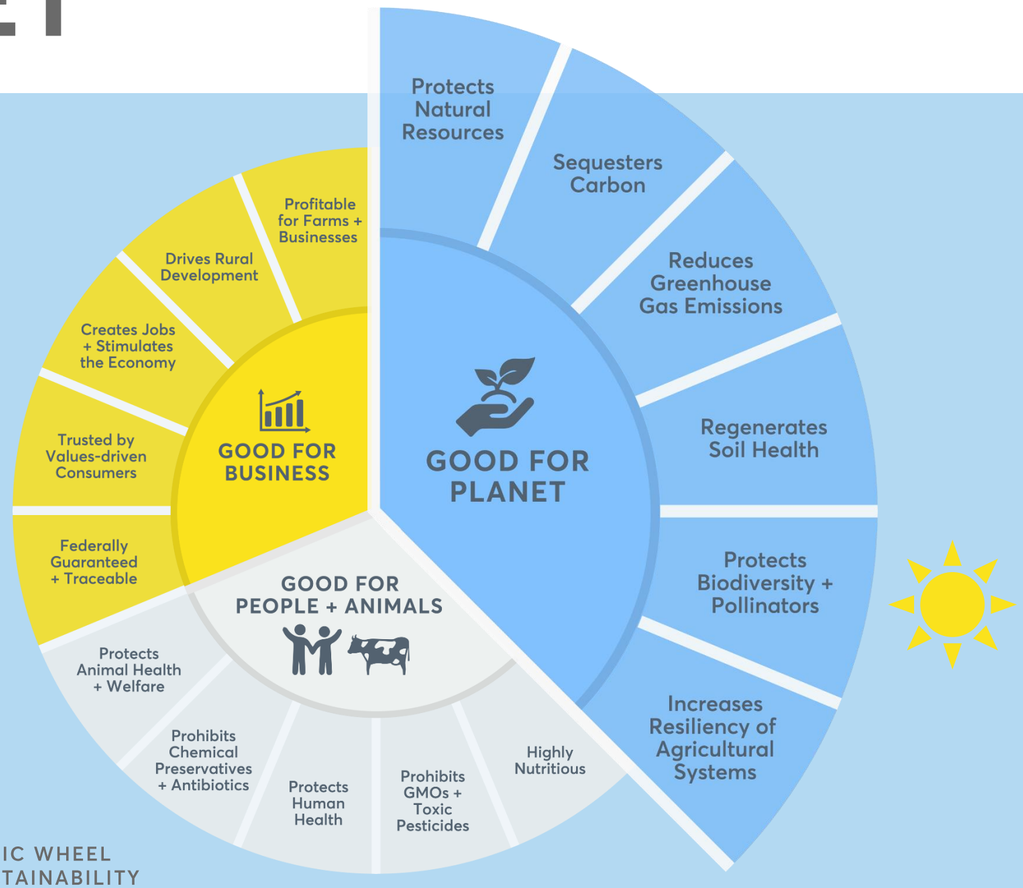
Organic agriculture sequesters carbon by promoting soil health. Organic standards require farming techniques that improve soil health. Cover cropping, crop rotation, organic soil amendments and conservation tillage benefit soil health. These practices increase soil health and help farms store more carbon in the soil than other farming methods.[5]

Organic protects and enhances biodiversity and beneficial organisms. Research shows organic production increases beneficial insect biodiversity without increasing pest insect diversity.[6] Promoting soil health increases soil biodiversity - sequestered carbon provides the foundation for beneficial microorganisms in the soil food web vital to decomposition and nutrient cycling.

Organic increases resilience. High organic matter in the soil supports healthy crops. Healthy crops are less susceptible to drought and heat stress and foster diversity of organisms vital to soil health. Organically managed soils tend to have higher water-holding capacity, porosity and aggregate stability than conventionally managed soils, leading to yield advantages in extreme weather events, like droughts, record high temps and/or flooding.[7]

GOOD FOR THE PLANET

Brita Lundberg
Communications Manager
Lundberg Family Farms



ORGANIC WHEEL
OF SUSTAINABILITY

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Protects Biodiversity + Pollinators

By relying on ecosystem services to produce food and fiber, organic farms have a regenerative (rather than extractive) effect on the environment. Organic standards require that farmers protect the natural resources on their lands, which makes organic farms key players in the fight against the climate crisis.

ORGANIC FARMS . . .

Increase overall **biodiversity by 30%** and **pollinator diversity by up to 50%.**

Reduce nitrates released into groundwater **by 50%**.

Use 45% less energy than conventional systems.

Are more resilient; **organic farms produce yields up to 40% higher** than conventional systems in drought.

Conserve forests and wild lands; most organic operations are converted from land already in agricultural use, either from active conventional farms or fallowed fields.

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Example from Lundberg Family Farms

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Example from Lundberg Family Farms

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QUESTIONS?

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Engage with OTA

- Download the Toolkit
- Share with your colleagues – sales, buyers, and more!
- Tell us how your business has used the Toolkit in your marketing, communications, trainings, etc.!
- Let us know your needs for further messaging from the Toolkit: ***audiences*** to reach and ***resources***

info@ota.com

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WEBINAR SERIES

September | **Good for People & Animals**

November | **Good for Business**

COMING SOON!

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SUSTAINABILITY COUNCIL

2023 Priorities: Group Discussion

1. What additional Organic Opportunity Communications Toolkit resources are needed, and for what audiences?

2. How should this group continue to elevate climate as a policy priority?

3. True cost accounting of organic/sustainable agriculture – how do we elevate our voices in this conversation?

Next meeting is July 25, 2023 @ 2 pm Eastern
Sign up in the follow-up survey!

Join us at Natural Products Expo East

Come to the OTA Member's Lounge

Booth #1323

September 21-23, 2023

Philadelphia, PA

THE ORGANIC CENTER'S

ANNUAL SCIENCE BENEFIT

Organic Park Scavenger Hunt

Don't miss out! Stop by the Organic Park for an interactive science fair and scavenger hunt.

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THANK YOU

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