

Stakeholder Education and Public Affairs

We share a passion for advancing the organic sector and believe that together, we can make a significant impact. By sponsoring programming and initiatives at the Organic Trade Association (OTA), you can help address critical issues, enhance organic standards, and promote sustainable practices. Your support is crucial in driving forward our mission.

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In an ever-competitive market for food and fiber claims and standards, USDA Organic must maintain its relevancy and capture the energy of the movement. To achieve this, the Organic Trade Association (OTA) will unveil a refreshed brand in 2025, complete with a new website.

We are also launching a dynamic media channel designed to engage and inspire businesses, influential leaders in media, finance, and business, as well as our critics. This platform will showcase the value and benefits of organic products through compelling content, including videos, video podcasts, and other media. Key topic pillars will include:



Organic Myth Busting: Debunking common misconceptions about organic products.

Next Generation Organic: Highlighting emerging consumers, farmers, business, and policy leaders.



From the Field: Sharing authentic stories from farmers.

Join us in this exciting venture and support our mission to promote and elevate the organic movement. Your investment will help us educate, inspire, and drive positive change in the industry. Together, we can make a lasting impact.

SPONSORSHIP LEVELS AND BENEFITS

| LEVEL | RECOGNITION | EDITORIAL INFLUENCE |
|-------|---|---|
| \$50k | “Sponsored by” solo recognition at start and end of media, and in social media postings | Co-develop a video podcast episode/video story/interview in one of the topic pillars |
| \$25K | “Sponsored by” solo recognition at start and end of media, and in social media postings | Choose between selection of topics for a podcast episode/video story/interview and provide one round of input during production |
| \$10K | | Choose between selection of topics for a podcast episode/video story/interview |
| \$5K | | Choose between selection of topics for a podcast episode/video story/interview |