

WHY INVEST IN THE COTA 2012 ANNUAL FUND?

Your contribution to the Canada Organic Trade Association (COTA) Annual Fund will support our work in three strategic areas in 2012: **government relations, consumer education, and media outreach.** After membership dues, the Annual Fund is the single largest source of income for COTA excluding grant resources. Thus, it is critical to COTA's success on your behalf.

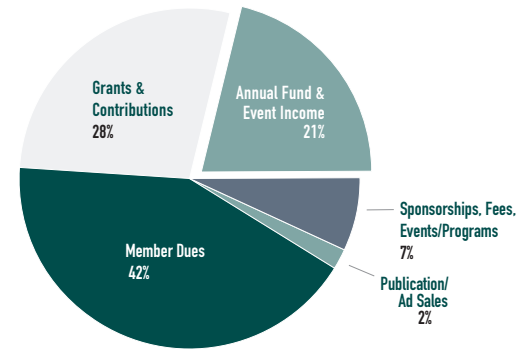
COTA's Annual Fund Campaign goal is to raise \$75,000 for marketing, education and policy campaigns. We're working for you!

- **First-time donors** receive 6 months of free membership—this is your opportunity to tap into industry news, resources, and our trade directory. We deliver advice, information, discounts, networking, and great opportunities.
- **Current members and past donors** receive special thank-you perks, such as online advertising or special resources based on pledge level, including sneak-peak market data or our *Guide to Organic Labelling in Canada*.

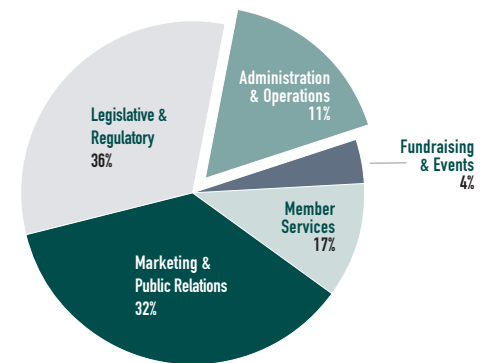
In 2011, we made the most of the Annual Fund contributions from companies like yours.

- **COTA brought the sector together.** COTA coordinated the second annual "Canada Organic on the Hill" in Ottawa, including a keynote address by Green Party leader and MP Elizabeth May, allowing organic leaders to meet with key Members of Parliament to focus on issues critical to the sector. Our all-organic reception on the Hill drew a capacity crowd of Parliamentarians and senior officials.
- **COTA presented a strong voice in Ottawa.** COTA testified before the House Standing Committee on Agriculture regarding the threat of genetic engineering, and in favour of support programs for new entrants to organic farming, long-term maintenance of the organic standards, and an ongoing commitment to scientific research into the benefits of organic production methods.
- **COTA defended organic.** COTA led the charge against sensational news on chemical pesticide contamination, published important policy articles and lobbied the government regarding "low-level presence" proposals for GMOs, misleading claims on "natural" meats and other products, and powerfully articulated our sector's principles on the public stage.
- **COTA helped businesses succeed.** In addition, COTA brought credibility and interest to organic by releasing market data and helping to make linkages between potential investors and our members. We published the "Guide to Organic Labelling" and gave presentations on the organic sector at over a dozen Canadian and international conferences.
- **COTA reached out to Canadian consumers.** COTA published a Special Report on Organic in the *Globe and Mail*, reaching over 1.5 million readers. With our partner groups across the country, we launched the second annual National Organic Week. COTA continues to educate consumers with our website, OrganicBiologique.ca.

2011 Income*



2011 Expenses*



YOU CAN HELP COTA RAISE THE PROFILE OF ORGANIC AGRICULTURE AND ENCOURAGE GROWTH IN ORGANIC SALES.

We have built momentum and we have come out with **strong marketing messages** to assist in the development and protection of the organic sector. We have started **building consumer trust and confidence in all organic products in the marketplace**, but our work is far from over. With the current GMO threat to our organic sector, consumer confusion over "natural" claims, and other challenges, COTA needs your help to continue with our advocacy work so that we can continue to promote the Canadian organic industry.

*Audited figures.

COTA's 2011 Annual Fund Goal is \$75,000. Please join your colleagues in the organic industry to support:

- COTA's expanded policy efforts to ensure that Ottawa is aware of what the sector needs—and what it brings to the economy, the environment and family farms;
- COTA's cooperation with Agriculture Canada to increase international market access opportunities—over the past three years, we've leveraged over \$500,000 in federal investment for Canadian organic exports;
- Partnering with Canadian consumer groups to raise the debate on false "natural" or misleading market claims that undermine organic;
- COTA's media coverage and timely response to media misinformation;
- COTA's consumer education efforts via its websites and social media, as well as strategic online marketing to target the issues consumers are concerned about and show that organic is the solution;
- A third, bigger National Organic Week and Parliament Day in Ottawa.



On Parliament Hill

"A lot of people are talking about the '100-mile diet.' Instead, let's talk about the 100-year diet: sustainable ecological agriculture that contributes to the resilience of our food system and food security. This is what organic offers that truly sets us apart, and makes it worth supporting."

— MATTHEW HOLMES, EXECUTIVE DIRECTOR, COTA
IN THE *GLOBE AND MAIL*

"Canada's organic farmers produce some of the world's most wholesome and healthy food, and are a global player in this dynamic and growing market."

—AGRICULTURE MINISTER GERRY RITZ ANNOUNCES A \$200,000 INVESTMENT FROM THE GOVERNMENT OF CANADA DURING ORGANIC WEEK

COTA's 2012 Annual Fund goal is \$75,000.

Please review the enclosed investor levels and return the pledge form to make your commitment. Together, we will make a difference for the Canadian organic business community and for the planet.

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TODAY.
TOMORROW.
TOGETHER.
Organic.



THE MISSION OF THE CANADA ORGANIC TRADE ASSOCIATION (COTA) IS TO PROMOTE AND PROTECT THE GROWTH OF ORGANIC TRADE TO BENEFIT THE ENVIRONMENT, FARMERS, THE PUBLIC AND THE ECONOMY. COTA ENVISIONS ORGANIC PRODUCTS BECOMING A SIGNIFICANT PART OF EVERYDAY LIFE, ENHANCING PEOPLE'S LIVES AND THE ENVIRONMENT. WWW.OTA-CANADA.CA