

# OTA NEWS

## OTA Annual Fund campaign gets under way

OTA's Annual Fund provides resources for much of OTA's public policy, media relations, and consumer outreach work. The OTA 2006 Annual Fund campaign, "Evolving the Organic Agenda," launches this month. The slogan reflects OTA's ambitious goals for the organic business community and for the association in 2006 and beyond.



OTA would like to see government agricultural policy shift more in favor of organic production methods. Central to OTA's work in the coming year are refining and advocating an Organic Title in the 2007 Farm Bill. OTA's public and media relations work will focus on garnering broad support for its policy agenda and expanding consumer interest in the full range of organic products available. OTA's presence in Canada will also expand in 2006 to support the implementation of the new national organic standards and provide information to government, the trade, and the public about the vibrant Canadian organic sector.

In 2006, OTA seeks to meet or exceed the more than \$535,000 raised in 2005. Assisting with the

annual fund campaign are volunteers from OTA member companies who serve on the Host Committee. This committee is convened annually to provide guidance to staff and to conduct outreach calls during January and February

to secure financial pledges from businesses that support OTA's goals.

Serving on the 2006 campaign committee are: Co-Chairs Debra Boyle (SunOpta, Inc.) and Eric Newman (Organic Valley/CROPP Cooperative, Inc.); Hélène Bouvier (Minnewashta Valley Organics Canada, Inc.), Bob Burke (Natural Products Consulting Institute), Dave Gagnon (OTA), Nancy Hirshberg (Stonyfield Farm, Inc.), Dale Kamibayashi (Ceres Organics), Ron Lautrup (United Natural Foods, Inc.), Gene Loudon (Dovex Marketing Company, LLC), Pauline McKee (Wholesome Sweeteners, Inc.), Rick Moller (Tree of Life, Inc.), Kelly Monaghan (Ash Street Enterprises), Jeff Rakity (Moore Ingredients), Julia Sabin (Smucker Quality Beverages, Inc.) and Michelle Sayers (Kehe Food Distributors).

OTA members, along with other organic industry supporters, are

encouraged to review the Annual Fund campaign materials and consider how they can help OTA reach its goals in 2006. For more information or to make a pledge, contact Laura Stravino at OTA

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### Onward OTA!

As part of the reflection on what the association has achieved over its first 20 years and where it is going next, OTA has adopted a vision statement and revised its mission statement.

#### OTA'S VISION:

Organic products are a significant part of everyday life, enhancing people's lives and the environment.

This vision statement paints a vibrant image of the future and OTA's aspirations for organic agriculture and products. The vision will be part of the framework used over the next several years by the association in setting its strategic goals.

#### OTA'S MISSION:

To promote and protect the growth of organic trade to benefit the environment, farmers, the public and the economy.

This revised mission statement emphasizes OTA's central purpose and fundamental reason for existence. The mission guides the association in its day-to-day work, helping it set priorities and program focus.

OTA looks forward to providing a voice and leadership for the organic business community for many more years to come. And, with the continued support of its members, OTA is likely to see its vision become a reality within its next 20 years!

### LOOKING BACK

THE OTA ANNUAL REPORT TO MEMBERS for the 2005 fiscal year (July 1, 2004- June 30, 2005) is now available as a pdf document on the members-only pages of OTA's web site. Log in and visit <http://www.ota.com/m/publications/annual.html> to read fiscal year highlights relating to: OTA's Public Relations and Marketing of Organic; Organic Business, Promotion, Education and Networking; and Public Policy and Standards. Also included is the FY05 membership profile, financial summary and contributions, Board of Directors and staff lists, and a joint letter from the Executive Director and Board President. To receive a printout of the file, contact Tessa Young at [tyoung@ota.com](mailto:tyoung@ota.com).

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(lstravino@ota.com; 413-774-7511, Ext. 23) or visit the OTA web site and click on "About OTA".

## CELEBRATING ORGANIC

OTA's 2006 Organic Industry Reception in Anaheim, co-hosted by New Hope Natural Media, will be held March 23 at the Anaheim Convention Center in Anaheim, CA. This popular, annual event celebrates OTA's accomplishments and honors investors in its Annual Fund campaign.

All OTA 2006 investors receive complimentary tickets to the reception. Some tickets are also available for purchase. Members pay only \$55 through March 3, or \$65 after that date. For more information, go to the "Upcoming Events" section of [www.ota.com](http://www.ota.com) or contact Amy Watts (awatts@ota.com; 413-774-7511, Ext. 30).

## BENEFITS OF BELONGING

Over 150 members helped OTA evaluate its existing and potential benefit programs through completion of an affinity poll launched in May 2005. Based on the results of that poll, OTA is developing additional programs that provide business and professional services to OTA members at special rates and terms of service.

OTA is especially excited to announce a partnership with Diversified Risk Insurance Brokers to develop and manage a comprehensive insurance program—a service that many members have asked for. This collaboration will offer members an extensive array of insurance products and risk management consultative services at the best possible rates. Various coverages are being developed based on OTA members' unique risk factors. These include: general and products liability, including bodily injury, property damage, product

recall and contamination; personal and advertising liability; management and employment practices liability; automobile liability; workers' compensation; equipment breakdown; and spoilage and stock loss.

Additionally, OTA has partnered with Hertz Rent a Car to offer members worldwide discounts on business and leisure vehicle rentals, up to 20 percent off the standard rates. OTA is also finalizing negotiations to offer members discounted no-contract merchant accounts for accepting credit card payments in-person, through the phone, or over the Internet. Other affinity program opportunities are being investigated and will be developed over the coming months.

Remember, OTA continues to offer the following services:

- Discounted subscription rates on *Women's Wear Daily*, *Supermarket News*, and *Daily News Record* from Fairchild Publications
- Discounted job postings at Green Dream Jobs
- Discounted conferencing communication services through Premiere Global Services
- Discounted 401(K) retirement plans in collaboration with ExpertPlan.

For more information, log in to the members-only pages of [www.ota.com](http://www.ota.com) and visit the Member Benefits section, or contact Tessa Young, Membership and Special Events Coordinator (413-774-7511, Ext. 28; [tyoung@ota.com](mailto:tyoung@ota.com)).

## WEARING 2 (OR MORE) HATS?

In the ongoing effort to enhance member benefits, OTA is pleased to announce that all listing options in *The Organic Pages Online* will be free of charge to all members, effective immediately. Now you can list your business in more than one business type, add additional key words or brand names at no additional cost. OTA asks only that changes to your listing reflect your actual, current

business capabilities.

If you really want your company to stand out, advertising in *The Organic Pages Online* is very affordable, and guarantees that your listing will always float to the top of all search results. For rates, go to [www.theorganicpages.com](http://www.theorganicpages.com) and you can upload standard size banner ads and search results ads at the same time you place your order. For questions or concerns about your listing, contact Dan Pratt, OTA Directory Coordinator ([dpratt@ota.com](mailto:dpratt@ota.com); 413-774-7511, Ext. 13).

## UPDATE ON OTA'S REDESIGN

This fall OTA was excited to launch a Leadership Development Program to support the association's current and future member volunteers. On Oct. 19, a preliminary "Town Hall" conference call educated members about the leadership roles available in the member forum and task force system.

Over 60 people participated in this informational session hosted by OTA's executive director and board representatives. A follow-up web-based seminar was held on Nov. 1 for members interested in taking on the role of forum facilitator for any of OTA's 15 proposed member forums. This training featured guest expert Cliff Figallo, president of SociAlchemy, a pioneer and innovator in facilitating online conversation. The 90-minute session provided participants with specific information on OTA member forums, and described tools for sustaining vibrant online communities. OTA staff—who will co-lead the forums with member volunteers—also participated in both of these sessions.

An additional OTA leadership development session for members interested in chairing task forces will be held Dec. 7 at 1 p.m. EST. Any

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member interested in acting as a forum facilitator or task force chair must complete the associated development session. To receive a free recording from any of the

sessions, log into the members-only pages of OTA's website and visit the member communities pages, or contact Marissa Potter (413-774-7511, Ext. 31; mpotter@ota.com).

Meanwhile, OTA encourages all members to complete a "Skills and Interest Bank" form and to indicate

which forums they'd like to participate in. The form is available at: <http://www.ota.com/m/skillsandinterest.html>. Or, contact Tessa Young (413-774-7511, Ext. 28; tyoung@ota.com).

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## IN APPRECIATION

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On Dec. 31, the following committees will officially dissolve as part of OTA's transition to the new task force and member forum system. Thank you to those who have served on the committees during their final terms.

**ETHICS COMMITTEE**

Dennis Blank, *Organic Business News*  
 Katherine DiMatteo, OTA  
 Heather Ganske, SunRich, Inc.  
 Suki Kramer, Suki, Inc.  
 Bu Nygrens, Veritable Vegetable  
 P. Marc Schwartz, Org Devas  
 John Stalker, Weetabix of Canada

**GOVERNMENT AFFAIRS**

Debbie Boyle, SunOpta, Inc.  
 Lynn Clarkson, Clarkson Grain Co., Inc.  
 Dave DeCou,  
 Organic Materials Review Institute  
 Katherine DiMatteo, OTA  
 Diane Joy Goodman, Diane Joy Goodman  
 Organic Industry Consultant  
 Bob Gray, OTA Representative  
 in Washington, D.C.  
 Steve Jacobson, New Chapter, Inc.  
 George Kalogridis, George's Organics  
 Mark Lipson and Brise Tencer, Organic  
 Farming Research Foundation  
 Phil, Margolis, Neshaminy Valley  
 Natural Foods Distributor, Ltd.  
 Mark Retzloff, Aurora Organic Dairy  
 Richard D. Siegel,  
 Richard D. Siegel Law Offices  
 Margaret Wittenberg,  
 Whole Foods Market, Inc.

**INTERNATIONAL RELATIONS**

Luis Acuña, CF Fresh  
 Daniel Burke, Pacific Soybean & Grain  
 Katherine DiMatteo, OTA  
 Dominic Dyer, Food & Drink Federation  
 Edward Field, Natural Merchants  
 Don Gaidano, WhiteWave Foods  
 Shashank Goel, Ambootia/Kopili Organic Tea  
 Eckhart Kiesel, Rapunzel Pure Organics, Inc.

Joseph Lombardi,  
 National Starch Food Innovation  
 Grace Marroquin, Marroquin International  
 Organic Commodity Services Inc.  
 Brian McElroy,  
 California Certified Organic Farmers  
 Hal Shenson, Nature's SunGrown Foods, Inc.  
 Joseph Smillie,  
 Quality Assurance International  
 Joseph J. Stern, SunOpta Fruit Group  
 Kelly Taylor, Deere & Company  
 Sheldon Weinberg, Weinberg & Associates

**MARKETING COMMITTEE**

Tierry Boyer, Conseil des appellations  
 agroalimentaires du Quebec  
 Craig Carson, Dovex Marketing Company, LLC  
 Laura Coblenz, Wild Oats Markets, Inc.  
 Susan Futrell, One Backyard  
 Ellen Holton, Quality Assurance International  
 Sonya Kugler, Natural Needs, Inc.  
 Todd Linsky, Grimmway Farms  
 Chuck Marcy, Marcy & Partners  
 Theresa Marquez,  
 Organic Valley/CROPP Cooperative, Inc.  
 Maria Morgan, Small Planet Foods, Inc.  
 Maureen Putman, Hain Celestial Group  
 Bob Salegna, Petaluma Poultry Processors  
 Michael I. Sencer, Hidden Villa Ranch

**QUALITY ASSURANCE  
COMMITTEE (QAC)**

The QAC is comprised of the chairs, noted below with an asterisk, of each of its subcommittees. In addition to serving as chair of the QAC, Phil Margolis (Neshaminy Valley Natural Foods Distributor, Ltd.) served in an ex-officio capacity on all of the subcommittees.

**QAC ACCREDITATION  
SUBCOMMITTEE**

\*Harriet Behar, Sweet Earth Farm  
 Lynn S., Coody,  
 Organic Agsystems Consulting  
 Judith Gillan,  
 The New England Small Farm Institute  
 Elizabeth Henderson,  
 NOFA-NY Certified Organic, LLC  
 James A. Riddle, Organic Independents

**QAC CERTIFICATION  
SUBCOMMITTEE**

Emily Brown Rosen,  
 Organic Research Associates  
 Lynn S. Coody, Organic Agsystems Consulting  
 Dave DeCou,  
 Organic Materials Review Institute  
 Dave Engel, Nature's International  
 Certification Services  
 Brian McElroy,  
 California Certified Organic Farmers  
 Miles McEvoy, Washington State Department  
 of Agriculture Organic Food  
 Leslie McKinnon,  
 Texas Department of Agriculture  
 Marty Mesh, Quality Certification Services  
 \*Leslie Zuck, Pennsylvania Certified Organic

**QAC DISTRIBUTION  
SUBCOMMITTEE**

Debbie Boyle, SunOpta, Inc.  
 John Clough, Garden Spot Distributors  
 Morty Cohen, Falcon Trading Company, Inc.  
 Dave DeCou,  
 Organic Materials Review Institute  
 Diane Dempster, Charlie's Produce  
 Sue Futrell, One Backyard  
 Ron Lautrup, United Natural Foods, Inc.  
 Randy Lindberg, Nature's Best

\*Phil Margolis, Neshaminy Valley Natural Foods Distributor, Ltd.

Rick Moller, Tree of Life, Inc.

Julie Moran, Goodness Greenness

Bu Nygrens, Veritable Vegetable

Karta Owens, Associated Buyers, Inc.

## QAC FARM INPUT SUBCOMMITTEE

\*Bill Wolf, Wolf & Associates, Inc.

## QAC FARM PRACTICES SUBCOMMITTEE

Cliff Bingham,

Texas Organic Cotton Marketing Cooperative

\*Dave DeCou,

OMRI/ One Step Forward Farm

John Foster, Oregon Tilth

Andy Grant, Grant Family Farms

Mark Lipson,

Organic Farming Research Foundation

Bryce Lundberg, Lundberg Family Farms

Nick Maravell, Nick's Organic Farm, L.L.C.

Steve McKaskle, McKaskle Farms

John O'Malley Burns, Goathill Organics

Dwayne Smith, Grainworks, Inc.

Frans Wielemaker,

Dole Fresh Fruit International, Ltd.

## QAC FIBER SUBCOMMITTEE

\*Bená Burda,

Maggie's Organics/Clean Clothes, Inc.

Eric Henry, T.S. Designs, Inc.

Scott Leonard, Indigenous Designs

\*Matthew Mole, Vermont Organic Fiber Co.

Raja G. Ramji, Natural Origins LLC

James Wedel, James Wedel Farms

## QAC INSPECTION SUBCOMMITTEE

\*Arthur Harvey, Farmer and Inspector

John O'Malley Burns, Goathill Organics

Maarten Samsom, Consultant

Drew Stuckey, Organic Inspector

Gay Timmons, Oh, Oh Organic

## QAC LIVESTOCK SUBCOMMITTEE

Harriet Behar, Sweet Earth Farm

Emily Brown Rosen,

Organic Research Associates

Chris Ely, Applegate Farms

Dave Engel, Nature's International

Certification Services

Stephan Gemperle, NuCal Foods, Inc.

Diane Joy Goodman, Diane Joy Goodman

Organic Industry Consultant

Thomas Harding, Jr.,

Agrisystems International

Nancy Hirshberg, Stonyfield Farm

Sharon Krumwiede, Norco Ranch, Inc.

Meghan Kuhn,

Quality Assurance International

Jim Pierce, Organic Valley/CROPP

Cooperative, Inc.

\*Kelly Shea, WhiteWave Foods

Albert Straus, Straus Family Creamery

Leslie Zuck, Pennsylvania Certified Organic

## QAC MANUFACTURING, PROCESSING, PACKAGING AND LABELING SUBCOMMITTEE

John Ashby, California Natural Products

Neil Blomquist,

Spectrum Organic Products, Inc.

Earl Rod Crossley, Crossley Consulting

Bob Durst, Simple Organic Solutions

Joe Hall, Terravita Organic

Kevin O'Rell, WhiteWave Foods

Ann Sinclair, Hain Celestial Group

Susan Ulery, Synergy Production Laboratories

\*Craig Weakley, Small Planet Foods, Inc.

Julie Weisman, Elan Vanilla and Flavorganics

## QAC RETAIL SUBCOMMITTEE

Paige Brady, Whole Foods Market, Inc.

Edward Brown, Wedge Community Co-op

Don Caffery, Good Foods Grocery, Inc.

Cheryl C. Hughes, The Whole Wheatery, LLC

Phillip Nabors,

Mustard Seed Market and Café

J.B. Pratt, Shawnee Community Foods LLC

William Quinn,

Outpost Natural Foods Cooperative

Ann Yates, Nature's Pantry, Inc.

## QAC TRADING & INGREDIENT SUPPLY SUBCOMMITTEE

Robert Anderson, Sustainable Strategies -

Advisors in Food & Agriculture

Prescott Bergh, Ciranda Inc.

Neil Blomquist,

Spectrum Organic Products, Inc.

Joseph Hall, Terravita Organic

Roland Hoch, Global Organics, Ltd.

Gretchen Johnson, Omega Nutrition

\*George Kalogridis, George's Organics

Janning Kennedy,

California Certified Organic Farmers

Grace Marroquin, Marroquin International

Organic Commodity Services Inc.

Loren Morr, Beta Pure Foods

Kreigh Rasikas,

Organic Valley/CROPP Cooperative, Inc.

Howie Ross, Organic Planet /H.P. Schmid, Inc.

Steffen Scheide, Summit Hill® Flavors

Rachael Shapiro,

A Woman of Uncommon Scents, Inc.

Joseph J. Stern, SunOpta Fruit Group

Gay Timmons, Oh, Oh Organic