

THE Organic REPORT

THE MEMBER NEWS MAGAZINE OF THE ORGANIC TRADE ASSOCIATION



ALL THINGS ORGANIC™ 2006

Organic was all the buzz in Chicago

OTA's sixth annual All Things Organic™ Conference and Trade Show, held May 6-9, set new records, drawing more than 12,000 buyers, to the show floor featuring approximately 540 booths and 500 companies and attracting many attendees to a wide selection of conference sessions.

All Things Organic™ once again teamed up with four other shows at McCormick Place in an event billed as "The Power of Five" which drew 33,000 attendees. Co-located with the FMI Show, Spring Fancy Food Show™, United Produce Expo and Conference and the U.S. Food Export Showcase, All Things Organic™, presented by OTA in partnership with Diversified Business Communications, was bigger and better than ever.

This year's features included a shared Power of Five keynote speaker as well as two keynotes for All Things Organic™, five Organic 101 conference sessions, 18 conference topics, special member activities, and a bustling trade show floor. In addition, OTA, in partnership with the National Association of State Organic Programs, hosted the North American Summit on Organic Production and Marketing.

Garnering much interest were two new features to the trade show floor: an "Organic for Kids" product showcase and "The Corner Store." The latter was made up of an attractive demonstration store displaying non-food organic products from exhibitors. Peter Millard, a prominent retail designer, designed this display and gave a guided tour

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The Corner Store (top) garnered much attention during this year's busy trade show (left), which overall drew more than 12,000 industry buyers.

Above, OTA President Jesse Singerman addresses members at OTA's Annual Meeting.

For more coverage of All Things Organic™ 2006, see Pages 19-23.

ALL THE BUZZ

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for attendees of one of the Sunday morning Organic 101 sessions.

At the Monday evening OTA Annual Dinner and Dance, Katherine DiMatteo, OTA's first executive director, was awarded the OTA 2006 Organic Leadership Award for outstanding individual achievement.

All Things Organic™ is the only conference and trade show in North America focusing exclusively on the organic trade industry. Next year, All Things Organic™ is scheduled for May 5-8, also as part of co-located shows at McCormick Place. ■
