



News From OTA's Organic Export Program

Keeping Up With Organic Happenings Around the World!

*Reaching international prospects online...
Boosting your trade show presence...
OTA Foreign Buyers Mission results...
Latest research news and networking opportunities...*

ONLINE DIRECTORY LINKS FOREIGN BUYERS, SUPPLIERS WWW.USORGANICPRODUCTS.COM

It's free, it's fast, and it gives international buyers 24-hour access to the facts you most want them to know about your company. If you're currently involved in organic exporting, listing your company with OTA's **Organic Export Directory Online** is one of the best promotional tools you can use.

The online export directory is a central and comprehensive source of information for foreign buyers looking to import organic products from the United States. Potential buyers locate the supplier they need by searching the listings by company name, by product category, or by type of business (growers, distributors, ingredient suppliers). And unlike many marketing resources, OTA's directory is free—there's no charge for suppliers to add their listing or for buyers to browse.

The directory's efficient marketing capability is clearly catching on, according to the latest figures tracking visitors to the site. In 2004, an average of 2,206 visits per month were made to the directory. That figure more than tripled—to 6,826 visits per month—in 2005.

In response to this success, OTA is continuing to market the **Organic Export Directory Online** aggressively by featuring it prominently in all of its promotional materials and by directing all potential prospects to the site. Buyers from around the world who attend trade shows where OTA has a presence are routinely introduced to the directory by OTA staff. Those buyers unable to participate in a trade promotion are sent the directory link so that they can access information on listed U.S. suppliers as needed.

Already listed in the directory? Take this opportunity to check your listing and make sure it's up to date. Ready to export and want to add your company's info? Sign up at www.usorganicproducts.com or e-mail dpratt@ota.com for more information.

MAKING THE MOST OF TRADE SHOWS— OTA'S PAVILION STRATEGY

A major trade show can be overwhelming, both for exhibitors and for potential buyers. With so many suppliers to visit, how does a buyer quickly zero in on the ones he or she really wants to spend time with? And how do producers determine which events are most relevant to their interests?

As an organic producer, you have an important marketing edge—but only if buyers know who you are, how to find you, and are enticed to learn more. That's where OTA's organic pavilion concept comes in.

When U.S. organic producers reserve booth space at a trade show listed on the Export Program Calendar of Events (www.ota.com/export/linksus.html), they can request to be placed alongside other organic suppliers and OTA. This “organic pavilion” visually connects organic producers and provides you with value-added services and marketing opportunities that enhance your trade show experience. These benefits—provided free by OTA—include visual cues that immediately tell buyers you're an organic producer, such as OTA's characteristic green carpeting and the OTA organic export logo for your booth. Depending on the nature of the event, you may be invited to display products at OTA's booth, participate in OTA's tour of organic retailers, attend seminars on the U.S. organic marketplace, or catch a briefing by USDA in-country staff on organic market opportunities in their part of the world. In addition, you will be well placed to network with other organic producers and with foreign buyers invited to the show by OTA. You'll also be in close proximity to OTA's extensive resources, including the popular **Organic Export Directory Online**.

“Once suppliers get to a trade show, they see that being part of OTA's organic pavilion is really preferable to being on their own, and they want to be involved,” said Tiffany Landry, manager of OTA's Organic Export Program. That's why it's important to indicate on your

trade show registration form that you're a U.S. organic producer. At OTA's request, trade show organizers will do their best to place you with other organic companies under the OTA umbrella—giving you the distinction you need to stand out in the crowd.

FOREIGN BUYERS MISSION NETS RESULTS FOR SUPPLIERS

All Things Organic™, OTA's conference and trade show held in May in Chicago, IL, was the site of a highly successful Foreign Buyers Mission sponsored by the Organic Export Program. The mission brought three Japanese and three Korean buyers to the event, where they met one-on-one with U.S. suppliers in a private enclosure right on the show floor.

In addition to this series of meetings, the international guests took advantage of OTA's retail tour and attended a welcome party and conference gala dinner, providing plenty of time for private networking and information exchange with producers. As a result of contacts made during the show, the Korean buyers project purchases of \$790,000 in organic products, while the Japanese buyers anticipate purchases of \$5.1 million.

The Foreign Buyers Mission is an important component of the Organic Export Program's efforts to facilitate international contacts for U.S. organic suppliers and provide increased organic export opportunities. Be sure to sign up in advance for next year's Foreign Buyers Mission, as private meetings with buyers cannot be arranged once the conference is underway.

WHAT'S NEXT? DON'T MISS THESE UPCOMING OTA ORGANIC EXPORT PROGRAM ACTIVITIES AND EVENTS.

Organic export trends: Want to know just how big the organic export field really is? So do we! While there are plenty of statistics available on total U.S. exports, data specific to organic exports is harder to come by. That's why OTA will soon be launching an online exporter survey that will assess the current export market for U.S. organic producers. We'll be asking U.S. exporters what products they're selling, where they're selling their products, and who's buying. Look for a link

About OTA's Organic Export Program

The Organic Export Program is an international marketing program run by the Organic Trade Association, funded through the Market Access Program of the Foreign Agricultural Service of USDA. Its goal is to promote U.S. organic products to the worldwide market. Examples of programs include:

- organic pavilions at international trade shows
- opportunities for international buyers to meet in the United States with organic suppliers
- export educational programs
- U.S. organic market educational pieces for foreign buyers, including a booklet and video on buying U.S. organic products. The booklet is available for viewing at www.usorganicproducts.com.
- OTA's *Organic Export Directory Online*

Activities listed and those planned are joint strategic efforts between OTA and industry representatives selected from across the United States.

For more information on programs, go to OTA's Organic Export website: www.ota.com/export.html. Or contact Tiffany Landry, manager of OTA's Organic Export Program, at 512-402-5305 or tiffany@landryconsulting.org, or David Gagnon at 413-774-7511, Ext. 25, or dgagnon@ota.com.

to the online questionnaire coming soon!

Emerging foreign markets: Information on some of today's hottest international markets will soon be at your fingertips. In the coming months, OTA plans to release research reports detailing organic product trends in emerging markets in Southeast Asia (Singapore, Malaysia, and Thailand), and Taiwan. These overviews will point you in the direction of expanding opportunities, provide valuable contact and market-entry information, and give you the inside info you need to place products most effectively in these growing markets.

OTA on the international stage: The Organic Export Program and OTA will be a strong presence at several of the most important upcoming international trade shows. Join us in Taiwan for the 2006 International Organic Fashion and Lifestyle Expo on Aug. 24-27, 2006. Check out its site at www.lohas-city.com for more information and to sign up. The Middle East Natural and Organic Products Show takes place in Dubai on Dec. 10-12, 2006. To find out more and to register, visit www.globallinksdubai.com/mnp. Don't forget to mention on your registration form that you're a U.S. organic producer in order to enjoy the added benefits of booth placement and resource sharing with OTA. ■

EXPORT PROGRAM CALENDAR OF EVENTS

August 24-27, 2006 • Taiwan 2006 International Organic Fashion & Lifestyle Expo, Taiwan • www.lohas-city.com

December 10-12, 2006 • Middle East Natural & Organic Products, Dubai • www.globallinksdubai.com/mnp

January – April 2007 • Organic Citrus Promotion in Canada

February 15-18, 2007 • BioFach, Germany

March 13-17, 2007 • FoodEx, Japan

May 5-8, 2007 • All Things Organic™ Buyers Mission, Chicago, IL