

OTA NEWS

Jesse Singerman leads the OTA Board

Jesse Singerman of Prairie Ventures took the reins as president of the Organic Trade Association (OTA) at OTA's annual meeting Saturday, May 6, in Chicago in conjunction with the 2006 All Things Organic™ Conference and Trade Show at McCormick Place.

Other officers for 2006-2007 include Julia Sabin of Smucker Quality Beverages, vice president representing the United States; Hélène Bouvier of Minnewashta Valley Organics Canada, Inc., vice president representing Canada; Luis Acuña of CF Fresh, secretary; and Chuck Marcy of Marcy & Partners, treasurer.

In the balloting, Phil Margolis of Neshaminy Valley Natural Foods Distributor, Lynn Clarkson of Clarkson Grain Company, and Maria Morgan of Small Planet Foods, Inc., were re-elected to the board. In addition, Dag Falck of Nature's Path was elected as the new Canadian representative. The board also selected Todd Linsky of Cal/Organic-Grimmway Farms to fill an appointed position on the board. All four seats are three-year terms.

Other members on the board include Dave DeCou of the Organic Materials Review Institute, Theresa Marquez of Organic Valley/CROPP Cooperative, Matthew McLean of Uncle Matt's Organics, Inc., Marty Mesh of Florida Organic Growers/Quality Certification Services, and Mary Mulry of H.E. Butt Grocery Company.

Stepping down from the board were Debra Boyle of SunOpta, Inc., and Nancy Hirshberg of Stonyfield Farm, Inc.

OTA offers busy Member Day

Over 250 members got a head start at the 2006 All Things Organic™ Conference and Trade show by participating in OTA Member Day on Saturday, May 6. The daylong arrangement of member meetings, education, association business, and networking time meant there was something to suit everyone's interest and schedule.

While arriving members grabbed a cup of organic coffee and checked e-mail in the OTA Member Hospitality Lounge, others attended OTA task force meetings and member forum networking sessions. An informal lunch gathering welcomed OTA's new Executive Director, Caren Wilcox, to the association and offered her the chance to speak with members.

The early afternoon presented a difficult choice between three OTA member seminars focusing on media and government relations. Some members chose to learn about their important role in advancing OTA's political agenda; others opted to talk about business and government in relation to organic standards

priorities, and several members honed their skills in working with print, radio, and television reporters.

The afternoon's activities continued with a New Member Orientation that featured staff presentations and interactive stations in a festive and music-filled setting, which then transitioned into the OTA Member Reception boasting light organic fare and time to mix and mingle with the OTA Board, staff, and other members.

The OTA Annual Meeting closed the day, and included Board election results, reports on association activities, updates from President Jesse Singerman and Executive Director Caren Wilcox on the vision for OTA's future, and a hands-on exercise to seek member input in determining OTA programming priorities.



During OTA Member Day, members had the opportunity to have lunch and meet one on one with Caren Wilcox (shown above), OTA's new Executive Director.



A representative from FoodCalc takes part in the New Member Orientation.

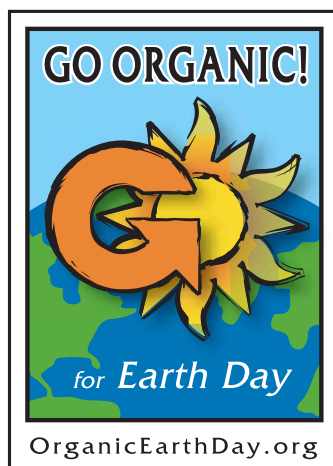
Go Organic! for Earth Day Day a success

Go Organic! for Earth Day, a joint project of OTA, Earth Day Network, and Music Matters, wrapped up its second successful year of building awareness and sales of organic products. More than 3,350 storefronts and 60 manufacturers participated in the 2006 campaign.

All in all, the campaign generated 70 million media impressions and 205 million consumer impressions. The campaign provided 2.7 million coupons books to stores, and retailers commented that the coupon books, with information about why shoppers would choose organic products, were very popular.

Pre- and post- campaign research by the Natural Marketing Institute indicated a nearly 3 percent increase in awareness of organic products as a result of Go Organic! for Earth Day. SPINS was asked to look at how the campaign affected sales of organic products, and that data was slated to go to the campaign's major sponsors in mid-June. Early indicators from retailers show that there was an increase in sales of organic products as a result of the campaign.

Plans are underway for Go Organic! in 2007. Manufacturers and retailers interested in learning more about how to participate in the campaign can contact Mary Hanrahan at MusicMatters, at 612-377-1142, Ext. 115, or mary@musicmatters.net.



Campaign brings 52 new members

Participation in Grow the O! Member-get-a-Member Campaign 2005-2006 has resulted in 52 new members!

OTA thanks all members who referred a new member during this campaign. Each successful recruiter will be receiving an organic hemp travel bag for their efforts.

Marcie Baugher,
Baugher Ranch Organics

Hélène Bouvier,
Minnewashta Valley Organics
Canada Inc.

Erich Bremer,
Northeast Organic Farming
Association of NJ (NOFA/NJ)

Sharon Bible,
Wooly Lamb Organics

David Bronner,
Dr. Bronner's Magic Soaps /
Gertrude & Bronner's Magic
Alpsnack

Rusty Brown,
Fine Dried Foods Intl. Inc.

Robert Brown,
The Lebermuth Company, Inc.

Dave Carter,
Natural Pet Nutrition, L.L.C.

Dalia Cohn,
Green Power Media

Ronnie Cummins,
Organic Consumers Association

Diversified Business
Communications

Eleazar Echeverria,
Tayrona Of Naples Corp.

Dennis Fioravanti,
Essential Wholesale

Rabbi Flamer,
Natural Food Certifiers, LLC.

John Foster,
Oregon Tilth

Katrina Frey,
Frey Vineyards, LTD

Silke Fuchshofen,
Organic Insights

Bob Gerner,
The Natural Grocery Co.

Jim Happel,
Happel Gourmet

Nancy Hirshberg,
Stonyfield Farm, Inc.

Karl G. Kolb,
American Food Safety Institute

Sheila Linderman,
Sheila Linderman Consulting

Bryce Lundberg,
Lundberg Family Farms

Navin Mahtani,
The Resource Club, Ltd.

Phil Margolis,
Neshaminy Valley Natural Foods
Distributor, Ltd.

Sandra Marquardt,
On the Mark Public Relations

Grace Marroquin,
Marroquin International Organic
Commodity Services Inc.

Miralda Martinez,
Progas de C.V.

Marty Mesh,
Quality Certification Services

Matthew Mole,
Vermont Organic Fiber Co.

Mary C. Mulry,
H.E. Butt Grocery Company

Ray Nielsen,
Small World Organics

John Phillips,
The Wholistic Pet

Raja G. Ramji,
Natural Origins LLC

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Kreigh Rasikas,
Organic Valley/CROPP
Cooperative, Inc.

Julie Rawson,
Northeast Organic Farming
Association of MA

Akasha Richmond,
Akasha's Visionary Cuisine

Katherine Saunders,
Nectarine-Terra Nova

Joseph Smillie,
Quality Assurance
International

Shiozaki Takako,
Panoco Trading Co. LTD Japan

John Troy,
The Wizard's Cauldron

Celia Tuazon Concepcion,
Abaka Holdings International

Dave Van Meter,
Organic Private Label

Art Volkman,
The Volkman Group

Craig Winters,
Save Organic Wheat!

Bill Wolf,
Wolf & Associates

Terry Young,
Organic Exchange

Marci Zaroff,
Under the Canopy

Congratulations to Kreigh Rasikas, of Organic Valley, the winner of this year's grand prize drawing, a \$250 gift certificate for Ticketmaster™ for an event of his choice.

Become involved and join the current Grow the O! endeavor! See insert in this issue (End Piece add-on) for ways to participate in the 2006-2007 campaign.

OTA STAFF UPDATE

In April, OTA bid a fond farewell to Membership and Special Events Coordinator Amy Watts. Amy has relocated and is getting married this fall. The Organic Center recently hired Amy as its Special Projects Director. OTA is pleased to announce the promotion of Lisa Carey (lcarey@ota.com) to the Membership and Special Events Coordinator position, and the hiring of Heather Glista (hglista@ota.com) as Membership and Special Events Assistant.

Meanwhile, Caren Wilcox, OTA's new Executive Director, is working both in Washington and Greenfield. In Washington, the phone number is 202-338-2900; in Greenfield, she can be reached by calling 413-774-7511. Her e-mail is cwilcox@ota.com. No matter where she is, she always opens e-mail.

For more information about "who's who" on the OTA staff, visit www.ota.com/about/staff.html.

OTA MEMBER COMMUNITIES**In Appreciation**

On June 30, OTA sector councils officially dissolved and transitioned into member forums. Thank you to the members who served as volunteer leaders during the final terms of the councils.

**OTA'S COFFEE COUNCIL
STEERING COMMITTEE**

Alberto Cohen, Café Bom Dia
Paul Roth, Global Beans /
Professional Creations, Ltd. Co.
Adam Teitelbaum, Adam's Organic
Coffee
Andi Trindle Walker, VOLCAFE
Specialty Coffee
Patricia Vincent, Green Mountain
Coffee Roasters

Members interested in organic coffee trade issues may now elect to participate in the Coffee Forum. To subscribe to the Coffee Forum list serve, contact tyoung@ota.com.

**OTA'S FIBER COUNCIL
STEERING COMMITTEE**

Eraina Duffy, Nike, Inc.
Fred Ehlert, Ehlert Organics
Mara Engel, OrganicWorks
Marketing, LLC

Anne Gillespie, Continuum Textiles
Lynda Grose, Lynda Grose, Inc.
Chris Hancock, The Organic Cotton
Textiles Company, Inc.
Terry Kellogg, The Timberland Co.
Scott Leonard, Indigenous Designs
Matthew Mole, Vermont Organic
Fiber Co.
Raja Ramji, Natural Origins LLC
Amanda Searancke, NUI Organics
Marci Zaroff, Under the Canopy

Members interested in organic fiber trade issues may now elect to participate in the Fiber and Textiles Forum. To subscribe to the Fiber and Textiles Forum list serve, contact tyoung@ota.com.

**OTA'S SUPPLIERS ADVISORY
COUNCIL (OSAC) ADVISORY
COMMITTEE**

Kate Burroughs, Harmony Farm
Supply

Greg Cosman, Acadian Seaplants
Limited
Dave DeCou, Organic Materials
Review Institute
Reg Destree, Organic Marketing by
Reggie
Jim Helfter, Helfter Feeds
Tom Johns, Territorial Seed Company
Dave Mattocks, Fertrell Company
Lawrence Mayhew, Midwestern Bio-
Ag Products and Services
Bob Morse, North American Kelp
Sandy Parco, Neptune's Harvest
Fertilizers
Emily Brown Rosen, Organic
Research Associates
Bill Wolf, Wolf and Associates

Members interested in the organic farm inputs trade may now elect to participate in the Farm Supplies Forum. To subscribe to the Farm Supplies Forum list serve, contact tyoung@ota.com.

TASK FORCE ON DiMATTEO TRIBUTE WRAPS-UP

The people behind the tribute to Katherine DiMatteo held during the OTA Annual Dinner on May 8 have been involved in OTA for many years. Their perspectives, skills, and creative energy resulted in a memorable night for Katherine and her family.

Special thanks to volunteer task force members Diane Joy Goodman (Diane Goodman

Consulting), co-chair; Bob Anderson (Sustainable Strategies-Advisors in Food and Agriculture), Debra Boyle (SunOpta), Bill Knudsen (Natural Vitality, Inc.), Theresa Marquez (Organic Valley), Bu Nygrens (Veritable Vegetable), Joseph Smillie (Quality Assurance International), Sylvia Tawse (The Fresh Ideas Group), and Bill Wolf (Thorvin Kelp/Wolf & Associates). Also serving on the task force were OTA staff members Laura Stravino, co-chair; Beth Fraser and Linda

Lutz. Luis Acuña (CF Fresh) was an ex-officio member of the task force, serving as liaison between the task force and the OTA Board.

NEW TASK FORCE

A Sugar Supply Task Force has formed, with Peter LeCompte (Small Planet Foods) and Caren Wilcox, OTA's Executive Director, serving as co-chairs. ■

OTA MEMBER COMMUNITIES

There are currently 515 participants representing over 435 companies subscribed to OTA's e-mail list serves. Take advantage of all of that organic knowledge and share your own expertise by participating in OTA's Member Communities.

OTA Member Forums offer a convenient means of exchanging ideas and information with your industry colleagues. You may subscribe to any or all of the following forums at no additional cost by e-mailing membership@ota.com:

2007 Farm Bill—For discussion of topics related to increasing organic provisions in the 2007 Farm Bill

Aquaculture—For discussion of topics related to organic aquaculture

Coffee—For discussion of topics related to organic coffee

Dairy—For discussion of topics related to all aspects of organic dairy production and products

Farm Supplies—For discussion of topics related to the development or sale of inputs for certified organic production, including agricultural inputs and processing aids

Fiber and Textiles—For discussion of topics related to organic fibers (including cotton, hemp, wool, flax and others) and their finished products

Ingredients—For discussion of topics related to the growing, processing, manufacturing, distributing, marketing, research and development, and trade of organic agricultural ingredients

International Trade—For discussion of topics related to international organic standards and trade matters

Marketing—For discussion of topics related to the consumer marketing of organic products

In addition, the **Personal Care Task Force List Serve** allows for discussion of topics related to all aspects of organic personal care products, and the **OTA Canada List Serve** connects members who do business in Canada.

Login to the Members-Only pages of www.ota.com and visit "Member Communities" to learn more.

If you're interested in....

- Learning about OTA's Leadership Development Program and the role of Forum Facilitator
- Sharing your skills and interests in volunteering for OTA task forces
- Suggesting alternative Member Forums that support OTA's mission

Contact Tessa Young at tyoung@ota.com or 413-774-7511, Ext. 28.