

WHY INVEST IN THE OTA 2010 ANNUAL FUND?

Your contribution to the OTA Annual Fund will fund OTA's government relations, consumer education, and media outreach work in 2010. After membership dues, the Annual Fund is the single largest source of unrestricted income for OTA and is critical to our success on your behalf.

In 2009, companies like yours pledged over \$525,000 to the OTA Annual Fund. With these funds:

- OTA launched an ambitious consumer marketing and public relations campaign, *Organic. It's Worth It.*** This ground-breaking campaign answers the fundamental questions of "What is organic?" and "Why can I trust it?" OTA reached 30 million consumers with compelling messages about the value of organic as it relates to both personal and environmental health.

Fifty-five percent of parents who buy organic products do so because they believe them to be healthier for themselves and their children.

— FINDING FROM THE 2009 U.S. FAMILIES' ORGANIC ATTITUDES AND BELIEFS STUDY. ORGANIC TRADE ASSOCIATION & KIWI MAGAZINE, JUNE 2009

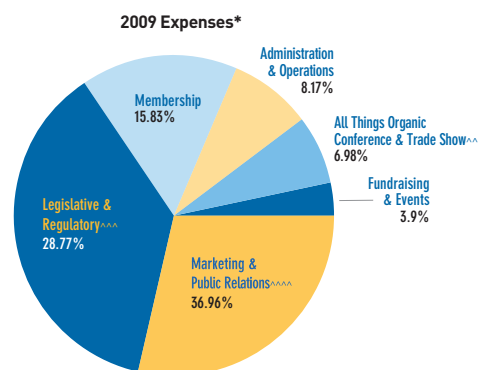
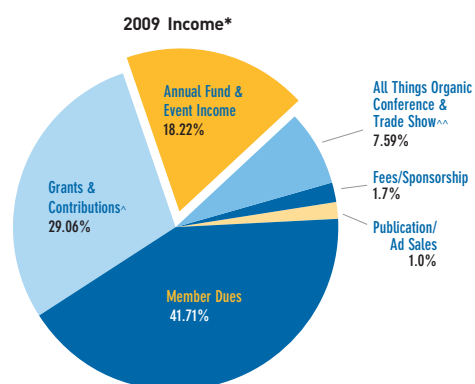
- OTA served as the organic industry's advocate in Washington, D.C. on a range of legislative and regulatory issues.** OTA met with the Obama Transition Team on implementation of 2008 Farm Bill organic provisions and worked with its members to present to Congress FY10 appropriations recommendations for organic compliance, enforcement, research, and conversion.
- OTA in Canada took a leading role in the development of Canada's organic standards and regulations and helped ready the organic sector for their implementation.** OTA advised government in both the United States and Canada toward the first organic equivalency agreement in the world, signed in June at OTA's All Things Organic™.

I want to thank OTA for its support for the U.S.- Canada Organic Equivalency Agreement. OTA's analyses and insights into the organic industry were crucial to those successful negotiations and helped smooth the way for this important agreement.

— MICHAEL V. MICHENER, ADMINISTRATOR, USDA FOREIGN AGRICULTURE SERVICE

- OTA briefed editors in New York and Los Angeles about the attributes, benefits, and value of organic agriculture and products.** Publications included *Good Housekeeping*, *Everyday With Rachel Ray*, *Newsweek*, *The Huffington Post*, *The New York Times*, the *Los Angeles Times*, *iVillage*, and *O, The Oprah Magazine*. Several of these publications have already followed-up with articles about organic. Collectively they have an audience of over 25 million readers.

You can help OTA raise the profile of organic agriculture and products and encourage growth in organic sales.



*Audited figures. ^ Primarily U.S. government grants for export related activities and other restricted income for regulatory and legal work. ^^All Things Organic™ Conference and Trade Show is a limited liability corporation dually owned by OTA and Diversified Business Communications. Only OTA's financial participation including income and expenses are listed above. ^^^ Includes lobbying and legal expenses. ^^^^ Includes international marketing work funded by USDA.

OTA's 2010 Annual Fund Goal is \$600,000. Won't you join your colleagues to support:

OTA'S ENHANCED GOVERNMENT RELATIONS PROGRAM

- OTA is establishing a physical office in Washington, D.C. and increasing its government relations capabilities.
- OTA will address and respond to a higher volume of regulatory issues—from outstanding rule clarifications to the growing attention to the non-food sectors of organic—that is likely to come out of an expanded National Organic Program (NOP).
- OTA will advocate for appropriations to NOP and the organic provisions of the Farm Bill. OTA will also monitor and engage on legislation ranging from food safety to energy and climate change, to promote and protect organic production in any new public policies.
- OTA will work with USDA Foreign Agriculture Service (FAS) and the US Trade Representative to promote global organic trade and U.S. producers' access to markets worldwide.
- OTA in Canada will continue to promote Canada's regulations, new "Canada Organic" logo, and the development of non-food standards and regulations.

After being largely ignored for years by Washington, advocates of organic and locally grown food have found a receptive ear in the White House, which has vowed to encourage a more nutritious and sustainable food supply.

— IS A FOOD REVOLUTION NOW IN SEASON?
BY ANDREW MARTIN, NEW YORK TIMES, MARCH 22, 2009

OTA'S CONSUMER EDUCATION AND MEDIA OUTREACH INITIATIVES

- OTA will re-launch its consumer web site and newsletter under the **Organic. It's Worth It.** banner. The editorial focus will reinforce the value of USDA Organic and distinguish organic from other eco-labels and from non-certified claims such as natural.
- OTA will use new media tools— blogs, Facebook, Twitter— to build relationships with consumers. As budget allows, OTA will again run the **Organic. It's Worth It.** internet ad campaign.
- OTA will conduct desk side briefings with all the major media outlets in all the major markets. From daily newspapers and monthly women's magazines to influential online publications, OTA will be a resource for editors and reporters.
- OTA in Canada will educate consumers about the new organic rules and the benefits of choosing certified organic products.

If we can all work together, we can help to ensure that organic says strong.

—SEN. PATRICK LEAHY, SPEAKING AT OTA'S POLICY CONFERENCE AND HILL VISIT DAY, 2009

Please return the enclosed Pledge Form to make your commitment today. Together, we will make a difference for the organic business community, and for the planet.

Contact: Laura Stravino, Director of Membership & Development, 413-376-1223 or lstravino@ota.com. OTA in Canada inquiries may be directed to Matthew Holmes, Managing Director, 613-482-1717 or mholmes@ota.com.

TODAY.
TOMORROW.
TOGETHER.
Organic.



Cultivating a strong
organic industry since 1985

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