

YOUR SUPPORT OF THE OTA 2012 ANNUAL FUND IS CRITICAL.

Your contribution to the OTA Annual Fund will support OTA's work in three strategic areas in 2012: government relations, consumer education, and media outreach. After membership dues, the Annual Fund is the single largest source of income for OTA, excluding grant resources. It is crucial to OTA's success on your behalf.

The Annual Fund supports OTA'S key initiatives.

ENGAGING CONGRESSIONAL OFFICES EVERYDAY

OTA focuses on the legislators on congressional committees who shape policies that affect your business

OTA educates members of Congress and their staff on the benefits of organic to the consumer and the environment.

I think everybody these days knows organic vegetables and fruits are better for you and 99% better-tasting.

—WOLFGANG PUCK, "WOLFGANG PUCK TO FEATURE ORGANIC AND SUSTAINABLE AT OSCARS FEAST," EXAMINER.COM, FEBRUARY 25, 2011

BUILDING CONSUMER TRUST

OTA leads over 94 million consumers, concerned about what is in their food and how it is made, to OrganicIsWorthIt.org through the Connect the Dots internet ad campaign

OTA shows over 12 million consumers just how smart and economical it can be to buy organic with the Savvy Organic Shopper blog and OrganicIsWorthIt.org

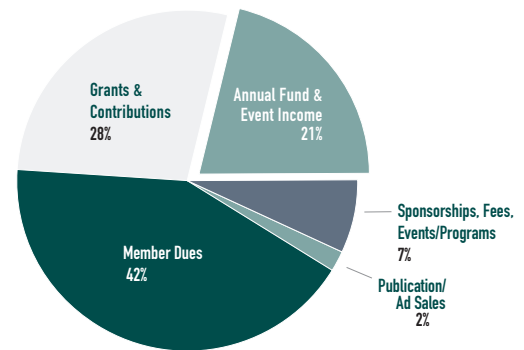
TAKING THE RIGHT INFORMATION TO THE MOST IMPORTANT PLACES

OTA shapes the news and brings organic to the mainstream by meeting with writers and editorial staff at major news outlets like the *New York Times*, the *Washington Post*, *Good Housekeeping*, the *Associated Press*, and *Prevention* magazine

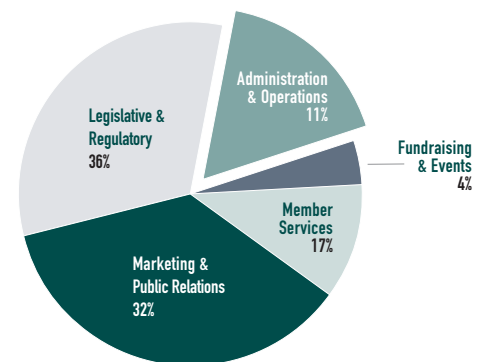
OTA contributes dozens of stories annually to organic industry publications like *Organic Products Retailer*, *Organic Processing* magazine, and the *Griffin Report* among others

OTA educates thought leaders like elected officials, Agency heads, and editorial columnists on the growing organic sector

2011 Income*
\$3,250,379



2011 Expenses*
\$3,352,618



YOU CAN HELP OTA PROMOTE AND PROTECT ORGANIC AND ENCOURAGE GROWTH IN ORGANIC SALES.

"Organic is part of the strategy to rebuild rural America. Organic producers are very entrepreneurial in nature. They're in a position to create value-added products that provide a wealth of opportunities in rural America."

—SECRETARY OF AGRICULTURE TOM VILSACK AT OTA'S SOLD-OUT 2011 POLICY CONFERENCE.

OTA LEADS THE ORGANIC CONVERSATION

WITH LEGISLATORS AND REGULATORS

OTA staff advocates for organic as a member of U.S. Agriculture Secretary Vilsack's Advisory Committee on Biotechnology & 21st Century Agriculture (AC21), which develops recommendations for coexistence among agricultural production methods

OTA protects funding for programs critical to the organic industry through its work on the 2012 Farm Bill, generating over 10,000 letters to Congress supporting critical organic provisions

WITH CONSUMERS

OTA leads the way for the industry to determine its future marketing impact with the possibility of organic Research & Promotion Order aimed at promoting the entire range of organic products to consumers

OTA is on track to add 200,000 consumers to the Organic. It's Worth It mailing list in 2012

WITH THE MEDIA

OTA produces the most widely cited studies on the organic industry, *OTA's Organic Industry Survey*, and on the U.S. organic consumer in *OTA's U.S. Families' Organic Attitudes & Beliefs Study*

OTA serves as the go-to resource for all things organic and expects to contribute to hundreds of publications over the course of 2012 through press release pick-ups, incoming calls, and interviews with OTA executives

"Could this possibly mean that instead of Monsanto suing organic or conventional farmers whose crops get intermingled with patented GM varieties, Monsanto might now have to pay the farmers for the damage caused by the contamination? I can't wait to see what AC21 comes up with."

—MARIAN NESTLE, "USDA SEEKS METHOD TO COMPENSATE FARMERS FOR GM CONTAMINATION," FOODPOLITICS.COM, SEPTEMBER 7

"Consumers' preference seems to be shifting towards 'USDA Certified Organic'... Maybe, The Stew wonders, it's because the definition of "natural," sprinkled so liberally over food labels, is vague and varied."

— JUDY HEVRDEJS, "ORGANIC, NATURAL GRAB ATTENTION ON FOOD LABELS, SURVEY SAYS", CHICAGO TRIBUNE, JUNE 29, 2011

OTA'S 2012 ANNUAL FUND GOAL IS \$750,000.

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

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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.