

# OTA PROMOTIONS AND OPPORTUNITIES

## EXPLORING A NEW FRONTIER: ALL THINGS ORGANIC™

Once again, the Windy City (Chicago, IL) will play host to the sixth annual edition of OTA's All Things Organic™ Conference & Trade Show, scheduled for May 6-9, 2006, at McCormick Place. The May 2006 event will mark its third year in Chicago, and the third year it has co-located with the Food Marketing Institute Show, the Spring Fancy Food Show®, United Produce Expo and Conference, and the U.S. Food Export Showcase.

As the only conference and trade show in North America focusing on the organic trade industry, All Things Organic™ 2006 promises to be the biggest and best yet, with an expanded trade show floor, enhanced versions of favorite special events such as the Welcome Party and OTA Awards Dinner, and new features including chef demonstrations and a fully merchandised display of non-food organic products. Trade buyers across the food and foodservice markets will have access to mainstream grocery items and equipment, specialty foods, American-made items for export, organic products, ingredients and produce, all under one roof over three days.

Although conference program details are still in the works, news to date includes the securing of two keynote speakers to address exhibitors and attendees on two of the three show days:

**Carol Moseley Braun, founder and CEO of Good Food Organics**, an organic food wholesaler/distributor (as well as former candidate for the

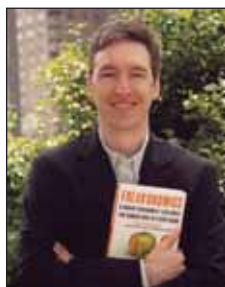


Carol Moseley Braun

Democratic nomination for U.S. President, U.S. Ambassador, U.S. Senator, County Executive Officer, State Representative and Assistant U.S. Attorney) will address her political experiences and her new endeavors in the organic industry.

**Steven D. Levitt, author of**

**FREAKONOMICS** (and winner of the highly esteemed John Bates Clark Medal, as the most influential economist in America under the age of 40) will discuss how economics is, at root, the study of incentives—how people can get what they want, or need, especially when other people want or need the same thing. He'll discuss how this ties into the organic industry.



Steven D. Levitt

Visitor registration for the 2006 conference and trade show will be available January 2. To find out how to exhibit, contact Lisa Murray, exhibit sales manager, at 207-842-5504. Details concerning the conference, trade show,

and special events will be posted on the web site [www.organicexpo.com](http://www.organicexpo.com) as details become available.

All Things Organic™ is presented by OTA in partnership with Diversified Business Communications.

## GO ORGANIC! FOR EARTH DAY

Go Organic! for Earth Day is back for 2006. In 2005, national awareness of organic products increased by 8

percent among mainstream America during the campaign and 60 percent of the people who saw the campaign purchased products as a result. Due to its success, Go Organic! has been honored with a GALAXY Award for one of the best cause marketing campaigns of the year.

The 2006 campaign will feature all of the marketing elements from last year, including POS, demos, ad circulars, in-store signage, end caps, public relations efforts, school curriculum, events, and much more. To participate or for more information, contact Jodi Miller at the Go! campaign headquarters (612-377-1142; [info@OrganicEarthDay.org](mailto:info@OrganicEarthDay.org)).

## TASTE FOR LIFE'S BUYORGANIC!

OTA encourages its members to be part of the Spring 2006 *buyorganic!*, a 24-page special section in the April 2006 issue of *Taste for Life*. The theme of this special section will be Earth Day, featuring tips, ideas and promotions centering on organic offerings. This issue goes to supernaturals, leading natural products chains, health food stores and food co-ops around the country. For more information, contact Veronica Vanni, associate publisher for sales and marketing ([vvanni@tasteforlife.com](mailto:vvanni@tasteforlife.com)), or Jason Kelley, national advertising director ([jkelly@tasteforlife.com](mailto:jkelly@tasteforlife.com)).

## ETHNIC & SPECIALTY FOOD EXPO IN CANADA

The Organic Export Initiative overseen by OTA will host an organic products' pavilion at the Ethnic & Specialty Food Expo slated for Sept. 10 and 11, 2006, at the International Centre in Toronto, Canada. The pavilion will be branded as "All Things Organic™." The meeting is produced by Diversified Business Communications Canada. Web site is [www.ethnicfoodcanada.com](http://www.ethnicfoodcanada.com). ♡

