

ABOUT THE MEMBER

Name of member

Organic Trade Association - OTA

Date of foundation

1985

Web Address

<https://www.ota.com/>

Social media handles

Instagram: @organictrade

LinkedIn: Organic Trade Association

Facebook: Organic Trade Association

ABOUT THE SECTOR

Brief description

The membership-based business association for organic agriculture and products in North America, representing over 8,500 organic businesses across 50 states. Members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants, retailers, and others.

Estimated acres farmed (if relevant)

In 2021, more than 2.3 million hectares (5.5 million acres) of U.S. farmland were classed as organic.

Number of businesses

16,500

People employed [directly/indirectly]

20

Annual output [eg tonnes of grain]

TBC

Value of sector

\$67 billion USD

% of global market

39%

Export value (\$)

\$677 million USD (2022)

ABOUT SUSTAINABILITY

Vision/mission statement

OTA is the leading voice for the organic trade in the United States, encouraging and protecting organic farming practices and sharing positive environmental and nutritional attributes of organic products. OTA's mission is to promote and protect ORGANIC with a unifying voice that serves and engages its diverse members from farm to marketplace. OTA's vision is to grow ORGANIC to achieve excellence in agriculture and commerce, protect the environment and enhance community well-being.

Key areas of focus

Encouraging and protecting organic farming practices.

Sharing positive environmental and nutritional attributes of organic products with consumers, media, and policymakers.

Expanding the reach of U.S. organic products globally.

Accomplishments with historic/trend data

Organic agriculture is based on practices that protect and improve environmental health.

Practices include composting, cover cropping, crop rotation, and the preservation of natural habitats.

Organic practices help keep water supplies clean and reduce the carbon footprint.

Research shows that organic farms support more species than conventional farms, with 34% more plant, insect, and animal species and 50% higher pollinator species diversity.

In 2021, more than 2.3 million hectares (5.5 million acres) of U.S. farmland were classed as organic.

U.S. organic practices maximize carbon fixation while minimizing carbon loss, reversing the greenhouse effect.

Organic farmers strive to preserve natural habitats, contributing to a diverse biological landscape.

Organic farming practices in the U.S. improve the health and population of important crop pollinators, predominantly bees.

Pest management on organic farms relies on the 'PAMS' strategy: Prevention, Avoidance, Monitoring, and Suppression.

Comparison of standards with rest of world

The U.S. maintains bilateral organic equivalency with the following countries:

- Canada
- European Union

- Japan
- Korea
- Switzerland
- Taiwan
- United Kingdom

While each equivalency agreement has unique attributes and rules, their overarching goal is to expand the reach of organic products globally.

Current & future activities

Please refer to OTA's International Trade page for the latest news on upcoming tradeshow and events: <https://www.ota.com/international-events>

OTA exhibits annually at BIOFACH, the world's largest organic trade show, which takes place annually in Nuremberg, Germany.