

**ORGANIC TRADE ASSOCIATION
Fiber Council
2019 Work Plan**

Mandate

The aim of the Council is to create a cohesive voice across fiber categories within OTA and to grow the organic fiber sector overall.

Focus Area / Current Subcommittees	Tasks (Council still needs to define timelines, leaders, & participants)	Council Lead	Per Operating Guidelines	Per TE- OTA MOU	Top Survey results	Carryover from '18 & '17	Suggested during 12/13 call
Research		Angela W.K.					
	Finalize and implement Phase 1 of the research proposal with TOC, including announcing results & participating on Advisory Group				x	x	
	Determine what additional research needs to be done and select areas of research.						x
	Work with OTA to include more fiber related questions in annual survey released in May						x
	Develop other fact sheets of use to the industry – organic latex? Organic flax/linen?						x
Communications & Education		Sandra M.					
	Develop and host a webinar as a follow up to Dec. 2018 with TE-OTA-GOTS			x		x	x
	Help develop toolkit for members for speaking engagements with OTA						x
	Update OTA.com with fiber statistics and speaking engagements of members					x	
	Develop, plan, and present education webinar for consumers				x		
	Develop and publish Organic Fiber 101 pamphlet for industry				x		
	Develop and publish Organic Fiber 101 pamphlet for consumers				x		
	Revise the Organic Wool Fact Sheet, as needed					x	x
	Revise the Cotton and the Environment Fact Sheet, as needed					x	x
	Revise the Organic Cotton Fact Sheet, as needed					x	x
	Speak at three industry-facing events (see details below)						x
	Host at least one consumer-facing event						x
	Develop fact sheet or show video re: integrity - "Look for the Label" addressing Best Practices						x
	Update OTA's #LiveOrganic infographic						x
	Develop and implement college presentations						x
	Create and publish 2019 Annual Report with OTA staff		x				
Membership		Michael T.					
	Coordinate Fiber Alley at Expo West Fresh Ideas Tent in March						x
	Coordinate Fiber Alley at Expo East Harvest Festival in September?						x
	Recruit new OTA members within the fiber and textile sector by developing a plan		x			x	
	Recruit current OTA members within the sector not participating in the Council by developing a plan		x			x	
	Retain and re-engage Council member organizations not participating or lacking representatives on the Council by developing a plan		x				
	Grow the Fiber Council membership by reaching out to Textile Exchange US members who aren't yet OTA members by developing a plan			x			x
	Plan and coordinate an annual in-person Fiber Council meeting (2019: Expo West, Anaheim, CA, March 7)		x				
Advocacy		All/TBD					
	Participate in 2019 Textile Exchange Preferred Fibers Benchmark Report – includes leaderboards						x
	Attend Organic Week - May 20-23, 2019		x			x	
	Prep for Council leadership position elections in January 2020		x				