

# Produce Council Annual Report | 2023

The Organic Trade Association's **Produce Council** is a community of diverse stakeholders across the organic produce value chain that convenes on issues of importance to the organic produce sector. Founded in 2020, the Council amplifies the needs of the produce community within the Organic Trade Association and serves as a venue for shared learning and advancing outcomes to support a thriving and resilient organic produce sector.

## Council Highlights | 2023



- In 2023 the Council focused on Strengthening Organic Enforcement (SOE) implementation and National Organic Standards Board meeting preparation.
- The Council also dove into the topic of plastic usage when it looked as though plastic mulch could be removed from the National List.

## Council Priorities | 2024



- The Council will remain focused on SOE implementation for the first part of the year.
- The Council is also forming a plastics task force to talk about plastic usage in produce and where the industry is going with plastics.

## Why participate?



The Council provides valuable insights from others in the fresh produce industry and provides a space to collaborate on similar issues and concerns experienced throughout the produce sector. Having a trusted small group of people to be able bounce ideas off and ask questions is one of the most valuable benefits of participating in the Council.

## COUNCIL MEMBERS



The Produce Council is led by John McKeon (Taylor Farms) as Chair, Mike Dill (Organically Grown Company) as Vice Chair, and Emily Musgrave (Driscoll's, Inc.) as Secretary. If you are interested in joining the Council, please contact Danielle Cote (DCote@ota.com).



**Headquarters:** 444 N. Capitol St. NW, Suite 445A, Washington, DC 20001 (202) 403-8520  
 OTA.com | info@ota.com | @OrganicTrade  
**Locations:** Washington, D.C. | Brattleboro, VT