

Sustainability Council Annual Report | 2023

OTA's Sustainable Food Trade Action (SFTA) Council joined forces with two OTA Task Force groups to form the new **OTA Sustainability Council** in 2023, representing 95 companies. The Sustainability Council serves as a hub for all member stakeholders engaged in sustainability management strategies. The Council meets quarterly with additional opportunities to connect and collaborate throughout the year.

Council Highlights | 2023

Over four meetings in 2023, the Sustainability Council used the Organic Wheel of Sustainability as a framework for discussing true cost accounting of organic.



- February 21, 2023 – Good for Planet
- April 11, 2023 – Good for People & Animals
- July 11, 2023 – Good for Business
- October 10, 2023 – Report out of collective council member achievements and metrics

The Council identified council member initiatives and collected data points to enhance clear and consistent messaging around organic and sustainability. The Organically Grown Company's Organic is the Answer campaign was shared as an example of how Council members can utilize OTA's Communications Toolkit to communicate the benefits of organic to their audiences.

Council Priorities | 2024

Continue exploring the organic value proposition regarding sustainability. The scheduled slate of topics and speakers includes:

- Q1 - True Cost Accounting - Earth Economics
- Q2 - ESG Language - Good Company
- Q3 - Packaging - TBD
- Q4 - Carbon Sequestration - TOC and others

Why participate?



The shared values, objectives and challenges that council members face and discussing how we are all thinking about or actively tackling these challenges is of great benefit to me. Great ideas and accomplishments are shared, and common goals are explored from various angles, all of which requires an engaged group.

COUNCIL MEMBERS

The Sustainability Council is led by Joseph Brinkley (Bonterra Organic Estates) as Chair, John Foster (Wolf & Associates: The Organic Specialists) as Vice Chair, and Beth-ann Roth (RK Invest Law) as Secretary. If you are interested in joining the Council, please contact Danielle Cote (DCote@ota.com).



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