

> **ORGANIC WEEK 2024 ADVOCACY HILL VISIT DAY – MAY 16**

- 1 [CLICK HERE](#) to let your network know you'll be participating in this year's Organic Week advocacy day on May 16!
- 2 Share highlights from Organic Week
- 3 Tweet thank you messages to Congress after your hill meetings



@OrganicTrade  
#ORGANICWEEKDC

As you meet with Members of Congress and organic industry leaders during Organic Week, be sure to share your favorite moments on social media to expand their reach! The \$69.7 billion per year organic industry is dynamic and evolving, and your friends, colleagues and followers should know how proud you are to be a part of it.

**Did you know that almost all Members of Congress are on Twitter?** Connecting with your Senator or Representative on social media is a simple act that can go a long way in building relationships on the Hill and sharing talking points with policymakers about the importance of organic. If you have a Twitter account, (business or personal), be sure to follow-up your meetings with a friendly tweet!

**Additionally, use LinkedIn to share with your network!** Sharing updates about your advocacy and insights on organic agriculture not only demonstrates your commitment but also opens opportunities for meaningful connections within your professional network.

> **QUICK TIPS**

- Post with OTA's event hashtags: **#FarmBillMarkup #OrganicWeekDC** and tag us **@OrganicTrade**
- Share positive messages from **#OrganicWeekDC** about the growth of organic
- Thank your Member of Congress for taking the time to speak with you. Include the Twitter handle of your Member of Congress
- Take a photo with your Member of Congress and other OTA members in your group to share along with your post
- Favorite and retweet if your Member of Congress retweets or replies
- We also encourage you to post on any of your favorite social media channels using **#OrganicWeekDC**



> SUGGESTED TWEETS

@OrganicTrade  
#ORGANICWEEKDC



Key Priorities to tweet about:

- 1 Continuous Improvement and Accountability in Organic Standards (CIAO) Act
- 2 Organic Market Development Act
- 3 Organic Dairy Data Collection Act
- 4 Organic Farm Bill Priorities (general language)

> ANTICIPATORY LANGUAGE

- 1 I'm excited to join @organictrade on Capitol Hill this week. Organic thrives on integrity and the CIAO Act will ensure clear standards on a predictable timeline to empower the industry to grow and meet consumer demands. #FarmBillMarkup #OrganicWeekDC ota.com/farmbill
- 2 Consumers recognize the value of organic – it's Congress' turn to invest in organic infrastructure. The Organic Market Development Act will strengthen the domestic organic supply chain while bringing new products to market; benefiting consumers, farmers, and everyone in between. #FarmBillMarkup #OrganicWeekDC
- 3 Heading to DC to press for transparent organic dairy data with @organictrade! Conventional dairy has enjoyed transparent milk price and feed data for decades. The Organic Dairy Data Collection Act will empower USDA and the industry to address market challenges head-on. #FarmBillMarkup #OrganicWeekDC
- 4 On my way to DC with @organictrade to discuss Organic Farm Bill priorities aimed to align organic standards with market needs; offering vital research and risk management tools to support our organic farmers. #FarmBillMarkup #OrganicHillDay ota.com/farmbill

## > STANDARD THANK YOU

- 1 Thank you @[Congressperson] for talking with us about continuous improvement in organic! The CIAO Act is a zero-cost bill that will empower organic to grow and evolve with the latest science and consumer expectations. #FarmBillMarkup #OrganicWeekDC ota.com/farmbill
- 2 Had a productive conversation with @organictrade and @[Congressperson] on the critical investment required to fortify our domestic organic supply chain under the Organic Market Development Act. #FarmBillMarkup #OrganicWeekDC ota.com/farmbill
- 3 Just spoke with @organictrade and @[Congressperson] about the Organic Dairy Data Collection Act – a budget-neutral bill that puts organic on the same playing field as conventional dairy through access to transparent milk price and feed data. #FarmBillMarkup #OrganicWeekDC
- 4 I appreciate @[Congressperson] for taking the time to discuss @organictrade's Farm Bill priorities aimed at growing and strengthening organic. #FarmBillMarkup #OrganicWeekDC ota.com/farmbill

## > REFLECTIVE LANGUAGE

- 1 Returning home from DC after #OrganicHillDay. I joined @organictrade advocating continuous improvement in organic standards this Farm Bill! With a predictable 5-year cycle, CIAO will take the mystery out of organic rulemaking and encourage innovation. #OrganicWeekDC #FarmBillMarkup ota.com/farmbill
- 2 Thank you @[Congressperson] for meeting with me and @organictrade last week about the Organic Market Development Act. Organic industry and consumers are hungry for more products with shorter supply chains. OMD delivers! #OrganicWeekDC #FarmBillMarkup ota.com/farmbill
- 3 Reflecting on @organictrades #OrganicHillDay last week – the Farm Bill can strengthen organic dairy at no additional cost. The Organic Dairy Data Collection Act will finally give the industry transparent milk price and feed cost data, building resilience for the future. ota.com/farmbill #FarmBillMarkup #OrganicWeekDC
- 4 I just returned from DC with @organictrade. We are keeping the pressure on for organic in the Farm Bill! Whether through research, infrastructure, or common-sense policy changes, it is time for Congress to tap in and #FarmBillMarkup #OrganicWeekDC ota.com/farmbill