

Dairy Council Annual Report | 2022

The Organic Trade Association's Dairy Council gives members in the dairy industry an organized and ongoing forum for discussing organic-specific dairy issues, challenges, and opportunities. It seeks to work together to grow the organic industry and to utilize the Organic Trade Association member community system for networking and problem solving. The Dairy Council brings together farmers, handlers, processors, and manufacturers to discuss ideas around promotion, research, and education; to vocalize the sector's benefits; to identify opportunities for continuous improvements and advance solutions; and to advocate for dairy policy.

2022 Highlights:



Celebrated the Origin of Livestock Final Rule to amend and clarify the requirements for dairy animals eligible to produce organic milk and milk products to avoid the competitive harm caused by the continuous organic transition. The regulation came after many years of collective industry advocacy.



Participated in a collective consumer education campaign on the benefits of organic dairy during National Dairy Month in June, resulting in the hashtag #OrganicDairy reaching nearly 3.2 million consumers.



Generated a new Organic Feedstuff Trade Relief Task Force, whose advocacy resulted in language added to the 2023 Consolidated Appropriations Act calling for USDA to evaluate how to provide relief for organic dairy farmers. Thereafter, USDA announced a new Organic Dairy Marketing Assistance Program (ODMAP) that will provide organic dairy farmers up to \$100 million to offset up to 75% of their projected marketing costs in 2023.

Welcomed new member Organic Family Farms Marketing, LLC.

Looking Ahead to 2023:

The Dairy Council plans to continue work focusing on the following:

- 1. Advocating for organic dairy farm and supply chain viability and sustainability in the 2023 Farm Bill
- 2. Improving consumer and trade awareness about the human and climate benefits of organic dairy using the Organic Opportunity Communications Toolkit
- 3. Increasing industry participation in the council
- 4. Participating in research on the benefits of organic dairy

COUNCIL MEMBERS



The Dairy Council is led by Chair Adam Warthesen (Organic Valley) and Vice Chair Blake Alexandre (Alexandre Family Farm). Their work is supported by OTA's Legislative and Farm Policy Associate, Laura Holm. To join the Council, please contact Laura (lholm@ota.com).



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