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The Packer

For Immediate Release

Organic Trade Association Brings Education Expertise to The Packer's Global Organic Produce Expo

Lenexa, Kan. (Oct. 20, 2017)—The Organic Trade Association (OTA) will bring years of leadership and expertise to The Packer's inaugural Global Organic Produce Expo Jan. 25–27, 2018 in Hollywood, Fla. In the new partnership, OTA will present organic produce information, retail trends and international challenges and solutions as a part of the event's education program.

"Produce has traditionally been the entry category for consumers new to organic. Now organic produce occupies the center of the healthy plate in an increasing number of American homes," said Laura Batcha, CEO and executive director of OTA. "The \$15.6-billion organic fruits and vegetable sector continues to be the largest of the organic food categories, accounting for almost 40% of all organic food sales in 2016."

The Global Organic Produce Expo education program will highlight some of the latest science related to organic, thanks to The Organic Center, a non-profit sister organization of OTA, that helps to tackle large-scale, multi-disciplinary challenges facing the organic industry.

"We are thrilled to have The Packer partner with us to help raise awareness and funds for our critical work through this important event," said Todd Linsky, chairman of The Organic Center's board of trustees.

The Organic Center examines applied solutions for farmers and industry, including organic control of devastating crop diseases such as citrus greening and fire blight, organic methods for supporting soil health and ways to comply with organic and food safety standards. They also tackle environmental and health issues such as preserving pollinator health and the positive impacts of organic food and farming on health.

As a part of the educational lineup, The Packer will also present the latest insights on consumer trends and the new organic information from the upcoming 2018 Fresh Trends consumer survey during the Expo.

"The OTA and The Packer share in the vision to offer organic education and opportunities to both buyers and sellers of fresh produce," said Shannon Shuman, Vice President and Publisher, Produce at Farm Journal Media. "OTA brings a global perspective to organic production and will infuse that knowledge and insight into the Global Organic Produce Expo."

This event provides a forum to meet the changing needs of people who grow, distribute, pack and market organic produce. The international trade show and conference offer networking, category research and education, consumer trends from The Packer's annual proprietary Fresh Trends, and 50,000 sq. ft. of exhibition space, allowing for scalable exhibit and marketing opportunities.

For more information about The Packer's Global Organic Produce Expo, visit globalorganicexpo.com.

About The Packer & Farm Journal Media (www.farmjournalmedia.com)

The Packer, Produce Retailer and the Produce Market Guide are owned by Farm Journal Media. The company was started 140 years ago with The Farm Journal, and now serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business publications; 70 events; six nationally broadcast television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. The company also holds a majority stake in the online equipment marketplace, www.MachineryPete.com. In 2010, the company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.

About the Organic Trade Association

The [Organic Trade Association](http://www.ota.org) (OTA) is the membership-based business association for organic agriculture and products in North America. OTA is the leading voice for the organic trade in the U.S., representing over 9,500 organic businesses across 50 states. Its members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants, retailers and others. OTA's board of directors is democratically elected by its members. OTA's mission is to promote and protect ORGANIC with a unifying voice that serves and engages its diverse members from farm to marketplace.

The Organic Trade Association does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation or marital/family status. Persons with disabilities, who require alternative means for communication of program information, should [contact us](#).