



How can COTA membership help you reach your organic objectives?

The Canada Organic Trade Association's (COTA) mission is to promote and protect the organic sector and to encourage the universal adoption of organic.

COTA membership spans the entire organic value chain and includes everyone from farmers and certifiers to importers, exporters, manufacturers, distributors and retailers.

Benefits of Membership

Regulatory Work

COTA is the leading voice in Canada advocating for the needs of the organic industry to ensure we have governmental policies to enable trade and programs and funding to help maintain and advance the organic sector. **Members have a voice at the organic table.**

Market Research

COTA conducts internal and commissioned research on behalf of the Canadian organic sector. Members receive current data on segments such as consumer trends and agricultural production statistics. The Canadian Organic Market Report 2021 is a national publication distributed digitally and in print, **members receive a discount.**

Export Support Programs

COTA members access foreign markets through funding and match-making with foreign buyers for both Canadian wholesale commodities and finished products. **Members receive up to 50% reimbursement on trade show costs and shipping samples abroad. Monthly export bulletins keep members up to date.**

Organic Conversion Support Program

COTA provides funding for farmers to help cover certification costs in the transition to full organic certification. By encouraging more acres to come under organic production, we are making an impact on the Canadian farming landscape. Members can sponsor this program to gain brand visibility in the sector.

Consumer Education and Campaigns

COTA leads the national celebration of organic through Organic Week, a week-long celebration of organic across Canada now in its 13th year. **Members receive a discount on sponsorship opportunities for both Organic Week and 21 Days to Organic**, a consumer awareness program that **connects your product directly to Canadian consumers**.

Student Leadership

Organic Campus Program will cultivate a grassroots network of activists across the country organized into steering committees who will influence university, college and CEGEP campuses to adopt an organic procurement policy in order to achieve an Organic Campus status. **Members gain visibility through sponsorship opportunities**.

Organic Directory - Industry Connection

COTA will be launching the first national Organic Directory in early 2022, a sector-wide project to develop a one-stop resource for organic in Canada. This searchable database will **list member enterprises, products, and services in order to facilitate networking, information sharing, and trade**.

Media Responsiveness

COTA plays an ongoing role creating positive media stories for organic and acting as the go-to for speaking points and background data to support organic across Canada. **Members benefit by knowing that COTA is working hard to protect the integrity of organic and promote its benefits**.

Webinars and Events

With partners across the entire value chain, COTA takes the lead in hosting several industry events and networking opportunities. The Annual Organic Leadership Awards and Gala honours industry leaders. Our flagship event, the Organic Summit, is an educational 5-day online event with industry experts setting the stage for cutting-edge organic insights. **Members receive discounts and sponsorship opportunities to all events**.

Learn more about how your enterprise will benefit directly and financially with a COTA membership.

**We invite all those in the organic industry
to sit at the COTA table!**



For more information please contact:
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