



The Fresh Ideas Group



Case Study: The Organic Trade Association (OTA)

Campaign: “Striving for a High-Integrity National Organic Standard”

Objective:

Inform consumers about organic production standards and incite them to contact their government representatives to protest the Proposed Rule for Organic, which degraded organic integrity. Establish the OTA as a resource that consumers and reporters could trust.

Campaign:

The Fresh Ideas Group (FIG), with the OTA, developed a year-long comprehensive public relations campaign which included numerous press release, media relations to establish OTA as a resource, and consumer outreach. Target audiences included mainstream media, consumers, OTA members, the USDA, U.S. Congress, key government agencies and consumer advocacy groups.

Results:

- Over 79.1 million people received the OTA’s organic message
- Stories were written in The New York Times, the Washington Post and the Chicago Tribune
- Related stories aired on more than 33 television stations nationwide
- OTA established itself as an organic leader, and applauded the results of the campaign
- Over 200,000 consumers contacted their representatives to oppose the government standards, a government record