

Laura Batcha
CEO/Executive Director
Organic Trade Association

Laura Batcha is CEO and Executive Director of the Organic Trade Association (OTA). OTA is the membership-based business association that promotes and protects today's nearly \$62 billion organic industry. OTA is the leading voice for the organic trade in the United States, 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. Organic products represented include organic foods, ingredients, and beverages, as well as organic fibers, personal care products, pet foods, nutritional supplements, household cleaners and flowers.

She brings 20 years of direct experience as a certified organic producer and handler, and more than 10 years of hands-on experience in the private sector of the organic industry. Batcha is a member of the Agricultural Policy Advisory Committee (APAC) appointed by USDA and the U.S. Trade Representative's Office. She also serves on the Board of Trustees for The Organic Center, an independent non-profit research and education organization operating under OTA's administrative umbrella.

Laura splits her time between coasts, working from both California and OTA's Washington, D.C., headquarters.