



LAURA BATCHA

CEO/Executive Director
Organic Trade Association

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Laura Batcha is CEO and Executive Director of the Organic Trade Association, an umbrella organization representing more than 8,500 organic businesses across the \$39 billion sector, including farmers, ranchers, manufacturers, distributors, retailers, certifiers and regional producer organizations. **She brings more than 25 years of hands-on involvement in the organic sector including as a certified organic producer and handler, and more than a decade of experience in various leadership roles in the private sector of the organic industry.**

She has been appointed by the U.S. Secretary of Agriculture and the Office of the U.S. Trade Representative to serve as a representative of the organic industry on two separate federal advisory committees that advise on issues related to the co-existence of biotechnology and organic and identity-preserved agriculture and on international trade. She also serves on the Board of Trustees for The Organic Center and on OTA's Organic Political Action Committee.

LONG VERSION (225 words)

Laura Batcha is CEO and Executive Director of the Organic Trade Association, an umbrella organization representing more than 8,500 organic businesses across the \$39 billion sector, including farmers, ranchers, manufacturers, distributors, retailers, certifiers and regional producer organizations.

Only the fourth director in the 30-year history of the trade association, **she brings more than 25 years of hands-on involvement in the organic sector including as a certified organic producer and handler, and more than a decade of experience in various leadership roles in the private sector of the organic industry.** Batcha founded a company that would eventually grow to become one of the largest certified organic producers of medicinal herbs and herbal extracts on the east coast before being sold to Tom's of Maine.

She is a nationally and internationally recognized spokesperson and authority on the organic industry, organic agriculture and organic policy. She has been appointed by the U.S. Secretary of Agriculture and the Office of the U.S. Trade Representative to serve as a representative of the organic industry on two separate federal advisory committees that advise on issues related to the co-existence of biotechnology and organic and identity-preserved agriculture and on international trade.



She also serves on the Board of Trustees for The Organic Center, an independent non-profit research and education organization and on OTA's Organic Political Action Committee. Laura splits her time between coasts, working from both California and OTA's Washington, D.C., headquarters.