

Beat: Miscellaneous

## **CAMPAIGN DURING ORGANIC SOCIAL MEDIA FESTIVAL - REACHING 15 MILLION CONSUMERS**

### **ORGANIC AGRICULTURE CAN HELP FEED PLANET**

PARIS - WASHINGTON DC, 24.10.2015, 20:03 Time

**USPA NEWS** - According to OTA : Fact 1 : You can eat organic on a budget. Fact 2 : Organic agriculture can help feed the planet. Fact 3 : There are proven health benefits of organic. These are three of the more than 30 research-backed facts that the Organic Trade Association (OTA)...

According to OTA : Fact 1 : You can eat organic on a budget. Fact 2 : Organic agriculture can help feed the planet. Fact 3 : There are proven health benefits of organic. These are three of the more than 30 research-backed facts that the Organic Trade Association (OTA) and partners digitally disseminated each day in September (Organic Month) as part of its highly successful "Myth-Busting Month" social media festival.

Each week throughout the festival, leveraging the #OrganicFestival hashtag, organizers focused on select categories of frequently shared myths, including: Organic Labeling, Organic Health, Organic Value, Organic Production and Organic Beyond Food.

Then, each day within that week, OTA and partners posted a myth on their social channels, and 'busted' it with a fact graphic, encouraging followers to re-post to create a unified voice across multiple social channels.

...

OTA is the leading voice for the organic trade in the United States, representing over 8,500 organic businesses across 50 states.

Source : Organic Trade Association (OTA)

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