

# Sustainable Paths – Strengthening the Organic Produce Supply Chain

**Wednesday, January 21, 2026**

**9 am–6 pm**

The organic produce sector is growing rapidly—but so are the complexities of maintaining a supply chain that is transparent, resilient, and true to organic principles. This workshop will focus on strengthening the organic produce supply chain from grower to consumer. We'll explore practical strategies for building trusted relationships between farmers, aggregators, distributors, retailers, and certifiers while navigating challenges like labor, seasonality, pricing, perishability, and scale. Participants will explore best practices for maintaining organic integrity, improving traceability, supporting fair and equitable partnerships, and increasing supply chain efficiency without compromising organic values.

Participants will hear from experienced producers, farmers, supply chain coordinators, and market specialists who are developing innovative, regional, and cooperative models to shorten supply chains and increase access to fresh, organic fruits and vegetables. Whether you're a farmer seeking better market access, a buyer looking to deepen your sourcing standards, or a stakeholder working to improve equity and sustainability, this session offers valuable tools and inspiration.

Sponsored by Rodale Institute

\$125 – lunch included. Location: Asilomar Conference Grounds