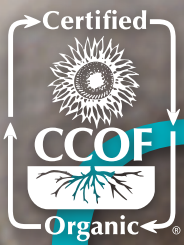


Organic News, Certification Updates, Member Profiles, and More!



CERTIFIED

Organic

INSIDE LOOK

INSTITUTING ORGANIC PARTNERSHIPS



**Drought in the Western United States
The New "Going Organic"
CCOF Goes to Cuba!**



A photograph of a man and a young child standing in a field of rows of green crops. The man, on the right, is wearing a brown vest with the word 'TRUE' on it, a light blue button-down shirt, and blue jeans. He is smiling and looking down at the child. The child, on the left, is wearing a white t-shirt and brown overalls, looking up at the man. The background is a large American flag.

TRUE COMMITMENT

A close-up photograph of a chocolate splash on the left, with a pile of chocolate chips on the right. The splash is dark brown and has a small peak in the center. The chips are scattered and appear to be melting slightly.

As a TRUE[®] ORGANIC PRODUCTS customer, you're taking part in a community that cares. We're committed to supporting education efforts in local schools and children's hospitals that introduce the next generation to healthy eating. We also fund research that promotes industry development and give to organizations to support living wisely. Our community is treated with respect and integrity, just like our growers' land—the benefits are limitless.

READY TO JOIN US?

559.866.3001 | www.true.ag | sales@true.ag

TRUE[®]

ORGANIC PRODUCTS, INC



CERTIFIED Organic



22

Instituting Organic Partnerships

"Like doctors, whose primary guiding principle is to 'first, do no harm,' organic farmers seek to do as little harm as possible to the ecological systems in which they work."

Departments

05 First Words

From CCOF's Executive Director/CEO

07 In the News

Organic making headlines

11 Member News

Members doing great things

15 Foundation Programs

CCOF Foundation at work

21 Chapter Update

Staying active with your chapter

29 Organic Advocacy

Supporting organic interests

35 OTA Update

OTA's report from the capitol

37 Certification News

Keeping you compliant

42 Member Listings

New CCOF members

42 Advertisers Index

Find our partners' ads

CCOF Inc. Board of Directors

Phil LaRocca, Chair, LaRocca Vineyards; Malcolm Ricci, Vice Chair, Bolthouse Farms; Stephanie Alexandre, Secretary, Alexandre Ecodairy Farms; Vernon Peterson, Treasurer, Abundant Harvest Organics; Thaddeus Barsotti, Capay Organic; Grant Brians, Heirloom Organic Gardens; Andrea Davis-Cetina, Quarter Acre Farm; Allen Harthorn, Harpos Organics; Neal MacDougall, California Polytechnic State University; Randy Hansen, Stoney Point-Pine Ridge Orchards; Karen Archipley, Archi's Acres; Brad Samuelson, Fagundes Bros. Dairy; Renee Thresher, Lundberg Family Farms

CCOF Certification Services, LLC Management Committee

Neal MacDougall, Chair, California Polytechnic State University; Tom Chapman, Clif Bar & Co.; Kim Dietz, Smucker Natural Foods, Inc.; Charles Fowler, Fowler Ranch; Jenneke de Jong, Bonanza View Dairy; Karen Klonsky, Ph.D., UC Davis Department of Agriculture & Resource Economics

CCOF Foundation Trustees

Allen Harthorn, Chair, Harpo's Organics; Karen Archipley, Archi's Acres; Lee Altier, Ph.D., CSU Chico College of Agriculture; Phil LaRocca, LaRocca Vineyards; Malcom Ricci, Bolthouse Farms

Magazine Production

EDITOR-IN-CHIEF Laura McKissack

SENIOR EDITOR Rachel Witte

ART DIRECTION/DESIGN Sarah Watters

Certified Organic magazine is published quarterly by CCOF and serves CCOF's diverse membership base and others in the organic community including consumers and affiliated businesses. Letters to the publisher should be sent to marketing@ccof.org. CCOF reserves the right to edit or omit submissions and letters received. For more information contact CCOF, Inc. at marketing@ccof.org.

Advertising

For over 40 years, CCOF has been a trusted source of information on organic farming and food production. Our information resources include full-color publications and online media targeted to all segments of the organic sector throughout the United States and beyond.

For more information, visit www.ccof.org/advertise or contact advertising@ccof.org.

MAGAZINE AD DISCLAIMER

CCOF appreciates the gracious support of advertisers who make this publication possible. However, paid advertisements featured in this magazine have been provided by the advertising company and do not necessarily reflect a certification status of the company or products advertised. CCOF does not endorse or guarantee the quality or approved status of any materials, products, or services. Please direct questions regarding authenticity of advertised products and services to the advertiser. CCOF reserves the right to refuse advertisements deemed inappropriate.

For every pound of paper used to print this edition of *Certified Organic*, an equivalent number of trees are planted through Trees for the Future, an organization dedicated to planting trees with rural communities in the developing world, enabling them to restore their environment, grow more food, and build a sustainable future.

MORE ORGANIC FARMERS AND ACRES WILL FINALLY CLOSE THE GAP BETWEEN DEMAND FOR ORGANIC PRODUCTS AND U.S. ORGANIC PRODUCTION.

© 2015 GROorganic.net. All rights reserved.



Fifty percent of all Organic Check-Off assessments will be earmarked to tackle unmet research needs, such as alternatives for weed control and agricultural inputs, and bring new farmers into organic production through information and technical assistance. In addition to agronomic and husbandry research focused on farmer needs, diverse research activities like nutritional value studies, confirming the environmental and human health benefits of organic food and farming, and compiling market data would be possible.

**BE PART OF
THE MOVEMENT**

Join organic producers across the nation in endorsing the Check-Off. Add your name at GROorganic.net

first
WORDS

Healthy Soils, Foods, and Lives

In March, CCOF released its new “Non-GMO & More” certification seal. This issue’s feature story (page 22), “Instituting Organic Partnerships,” elaborates on the “more” by highlighting the link between organic and healthy soils, foods, and lives. “Like the pioneers of the organic farming movement, a growing cadre of doctors and dietitians understand that healthy food begins with healthy soils,” writes Kendra Klein in her examination of expanding partnerships between hospitals and organic food producers.

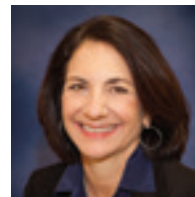
CCOF-certified farmer Bob McClendon, owner of McClendon’s Select in Phoenix, Arizona, previously hosted a tour for the CCOF Board of Directors at the Cancer Treatment Centers of America (CTCA) demonstration farm that he planted behind their hospital. The organic farm—a partnership between McClendon and CTCA—provides patients with a wide array of seasonable produce “grown free of chemicals and picked at the peak of ripeness.”

Partnerships like this, and those highlighted in this issue by Klein, are a good reminder that organic is non-GMO and more. Food that is certified organic is farmed in a way that supports healthy ecosystems and focuses on care for soil, water, plants,

and animals. It is produced without toxic pesticides or petroleum-based synthetic fertilizers. Antibiotics, growth hormones, and steroids are not allowed in organic.

Studies show that organically-grown food offers higher amounts of vitamin C, magnesium, phosphorus, iron, and antioxidants. Organic milk contains more important omega-3 fatty acids. The chemical pesticides and herbicides that are prohibited in organic are linked to birth defects, obesity, diabetes, ADHD, and various forms of cancer. There is a clear connection between choosing organic and choosing health!

It is reassuring to know that institutions charged with protecting our health are embracing organic, as illustrated in this issue. But at the same time, that this choice is unique and not the norm shows that there is still a long way to go.



Cathy Calfo
CCOF Executive Director/CEO

Issue Contributors

Instituting Organic Partnerships, page 22



Kendra Klein is a writer, researcher, and advocate whose work focuses on the nexus of sustainable food systems and public health. She is a senior program associate at Physicians for Social Responsibility where she coordinates the California Healthy Food in Health Care program of Health Care Without Harm. Klein is also a lecturer in the Department of Environmental Science, Policy & Management at UC Berkeley. Klein has been active in the environmental health and sustainable food movements for over a decade, including community organizing at Breast Cancer Action and apprenticing on organic farms in California and Hawaii. She is a 2011 Switzer Environmental Fellow and has written for The Nation, Gastronomica, Civil Eats, and GoodFoodWeb.org. Kendra holds a BA in Interdisciplinary Studies from Miami University of Ohio and a PhD in Environmental Science, Policy & Management from UC Berkeley.

HARMONY FARM SUPPLY & NURSERY

Shop Online
www.harmonyfarm.com

...for better growing from the ground up!

- **Irrigation Design & Supplies**
- **OMRI Listed Products:**
Pest Control
Fertilizers & Soil Enhancers
- **Certified Organic:**
Cover Crop Seed, Garlic, Bare Root,
Vegetable Seeds

Call for farm pricing! 707.823.9125

LENDING A HAND SINCE 1916



We are the Farm Credit System — a nationwide network of customer-owned lending institutions focused exclusively on agriculture.



FARM CREDIT

We've been around since 1916 and we're not going anywhere—except forward. When you need financial services for your farm or ranch, come to us. Because this system works. For you.

Find the Farm Credit member location near you.

FarmCreditAlliance.com (855) 611-4110 toll-free

American AgCredit

CoBank

Farm Credit West

Fresno Madera Farm Credit

Golden State Farm Credit



Drought in United States' Most Productive Farmland

.....

With the western United States still experiencing serious drought conditions and water rationing mandates across California, many are left to wonder what will happen next. What does the future of the state look like? Has California overstretched itself as an agricultural entity? Will organic agriculture and water conservation techniques be widely integrated and accepted across the golden state? If the drought continues, will California's agricultural sector suffer and affect America's food supply?

The multi-year drought has worsened this year as the state's reservoirs and rivers are measuring grossly below their normal averages. This winter, California's snowpack grew to only 5% of its historical level—the driest winter in written record—and the lack of snowmelt won't help recharge the much-needed surface water. In turn, many regions will be dependent on a shrinking source of groundwater. Many won't receive the necessary water resources and will pay a hefty toll. This is especially difficult since many of the local economies are dependent on water for agricultural production.

One of the areas most affected by the drought is California's Central Valley. The valley, which runs from Redding, California

down past Bakersfield, California, accounts for only 2% of U.S. farmland but provides over half of the nation's fruits, vegetables, and nuts. The Mediterranean climate, fertile soil, and long growing season provide a perfect setting for growing a majority of the nation's produce. A decline in production in this region, or a spike in prices due to high water costs, could have a significant impact on food supply in the United States.

The implications of the drought on agriculture are not limited to food supply issues. Monterey County's 3,300 square miles of farmland—dubbed "America's Salad Bowl"—supplies over half of the nation's celery, head lettuce, leaf lettuce, and broccoli. Agriculture in this area accounts for \$9.2 billion of the local economy, and provides 45,000 jobs across the county. With state agriculture utilizing 80% of the overall surface water, a decade-long drought could prove to be catastrophic to this local industry. If for some reason the drought displaces half of the region's workers, it could cause a 5.2% spike in unemployment, raising it to about 16%. Now imagine what would happen on a statewide scale if California goes into a deeper drought.

Although many people will lump together organic agriculture with the agricultural industry as a whole when thinking about agriculture as a large part of the region's of water consumption, it is important to keep in mind that organic agriculture is a more sustainable system that uses roughly 30% less water than conventional methods. Nonetheless, organic producers are feeling the effects of this drought now entering its fourth consecutive year.

HIGH QUALITY NUTRIENT RICH COMPOST



Helping Farmers Grow

Naturally
Since 1974

NEW ERA FARM SERVICE

www.newerafarmservice.com

Certified Crop Advisors on Staff

Compost
Gypsum
Limestone
Liquid Compost
Liquid R/S
Foliar Nutrients
Liquid Calcium
Liquid Potassium
Seaweed Extract
Humic Acid
Yucca Saponin Extract

BENEFICIAL BIO-FRIENDLY FERTILIZERS



foodsafety@clarkpest.com
877.213.9903

clarkpest.com/commercial-services



*If TPM were that easy,
a child could do it.*

Clark Pest Management is a leading edge company that is fully engaged in supporting your commitment to produce safe, legal, quality foods for your customers.

Clark professionals provide science-based approaches to pest management, resources for food safety education and facility assessments to help you meet the challenges of today and the future.



Will there ever be certified organic seafood? Is organic seafood even possible?



The drought will affect many in the western United States in different ways and CCOF is working hard to keep our members informed about the drought and all available resources. For up-to-date drought developments including financial assistance resources, tools, scientific studies, news, and more, visit www.ccof.org/drought.

Additionally, the CCOF Foundation offers the Brimont Fund Organic Hardship Assistance program that can help offset certification costs for operations that have experienced extreme hardship over the year. Hardships can be considered as anything from natural disasters, to invasive pests, to personal emergencies, and any organic producer, processor, or handler can apply for the assistance, regardless of their certifying agency. CCOF understands that continued access to this kind of emergency funding is more important than ever. Learn more at www.ccof.org/hardship.

USDA Developing Organic Certification Standards for Seafood

An article recently published by the Associated Press is bringing to light a question that many of us have asked before: Will there ever be certified organic seafood? Is organic seafood even possible?

The USDA is currently working on plans to include seafood as an organic certification scope. Proposed standards are expected by the end of 2015, but there may be a lag time of two years

before we start seeing organic seafood certified to USDA standards in our supermarkets.

Opponents of organic seafood state that organic seafood requirements will be tough to regulate and that the standards will not be stringent enough. Their reasons range from the lack of organic feed options for fish to the point that ocean pens cannot keep out contaminants that already plague the waters. Another issue for seafood producers is the overall price of organic feed, farming infrastructure, and additional uncontrollable factors that may prove to be extremely difficult for farmers to overcome.

If the USDA creates organic seafood standards with the right infrastructure and foresight, that program could be very successful. There is market demand for “eco-labeled” seafood across the country, and some markets on the East Coast are offering certified organic seafood from the European Union. At this time, the European Union and Canada are the only countries offering organic certification standards for seafood.

In preparation for the creation of standards, the USDA is developing an Aquaponic Task Force. The USDA website states, “The objective of the task force will be to gather input from a diverse group of stakeholders and industry experts and produce a final report, expected in the spring of 2016.” If you are interested in joining the task force or learning more about organic aquaponics, visit bit.ly/USDA-Aquaculture.

OROBOOST,
the leading organic
adjuvant, gives you
superior
spreading and
penetration
of insecticides, fungicides
and miticides, which naturally
gives you better results.
Get healthier returns with
OROBOOST.



Call 1-559-442-4996 for your local ORO AGRI dealer. oroagri.com





Green Smoothies for a Good Cause

Organic green smoothie company Green Mustache was founded by a mother who struggled to incorporate more vegetables into her three-year-old's diet, a challenge faced by many parents. When a routine check-up revealed that her child was lacking vital nutrients, Green Mustache's founder and CEO VanTrang Manges started hiding dark green veggies in smoothies where the taste could be easily camouflaged. From that point on, Manges built up a business creating smoothies for children—and adults too!

Green Mustache has six product offerings that all include two cups of kale and spinach and one serving of fruit. Every flavor—Tropical Twist, O' Soy Good, Carrot Orange, Mixed Berry, Orange Mango, and Strawberry Banana—is certified organic, vegan-friendly, and gluten-free. The bottles are BPA-free and a portion of sales goes to charity.

Green Mustache has teamed up with the nonprofit Vitamin Angels by donating 1% of their proceeds to the charity. Vitamin Angels provides vitamin A and multivitamins for at-risk children across the world. Vitamin A deficiencies are all too real and threaten the lives of one-third of children under five years old. Most recipients live in areas of minimal food security and minimal governmental intervention. Vitamin Angels works with leading economists and over 400 non-governmental organizations to provide the most efficient distribution of vitamins to difficult areas throughout the world. By supporting

your own family's health with the purchase of these green smoothies, you are also helping support the life and nutrition of another child. What a great program!

CCOF loves to hear stories about our members' positive social and environmental initiatives. Try a bottle to get your own vital nutrients and help support the cause. You can find Green Mustache in stores throughout New York, New Jersey, Connecticut, Philadelphia, and Delaware metropolitan areas. To find your closest store, click the "Store Locator" tab at www.getgreenmustache.com.

Satisfy Your Sweet Tooth with Organic Candy Bars

Think back to the last candy bar you had. It may conjure up images of Snickers, Kit-Kats, or of that last organic dark cacao bar you ate. Still looking for an organic sweet and savory candy bar? Luckily, we have a new certified member who is helping alleviate the stress around finding candy that isn't chock-full of high fructose corn syrup, artificial flavors, and hydrogenated oils.

Legit Organics, based in Ashland, Oregon, specializes in organic trail mix and candy bars. They pride themselves on not only sourcing local organic ingredients but also purchasing all of the electricity for their facility from renewable sources. They are proud to be a family-owned company that is free from a holding company.



Grown with Pride and Integrity

CARROTS • ONIONS • POTATOES • LETTUCE • BROCCOLI • MELONS

NATURAL BEAUTY.

CHARD • PARSLEY • CILANTRO • KALE • LEEKS • BEETS & MORE

Cal-Organic Farms proudly maintains the family owned and operated heritage of outstanding quality you've come to expect.



www.calorganicfarms.com
661.845.3758



The Leader In Sustainable Crop Inputs

**NUTRITION
CROP PROTECTION
ADJUVANTS**

Proud Sponsor of the
NASCAR #51 Ag Car



Today's growers face more challenges than ever. Like how to produce more food using less water and fertilizer. Finding new ways to control pests and disease more sustainably. Getting higher yields from every acre while preserving the land for future generations.

Recognizing these challenges and the need for sustainable farming inputs, BRANDT introduced its first bio-pesticide over 30 years ago. Today, BRANDT carries over 50 products that have been approved for use in organic production.

From OMRI Listed plant nutrition to crop protection and adjuvants, BRANDT has your sustainable farming needs covered. To locate a BRANDT dealer near you, call 599 499 2100 or email info@brandt.co

Brandt Consolidated Inc.
www.brandt.co

BRANDT.



Food bloggers love their candy bars and many have made elaborate recipes featuring their two flagship bars, Word™ and Shot Caller™. Legit Organics' founder Jeff Roberts puts a heavy focus on quality. "When I eat a candy bar, I want it to be crazy delicious, I want it to be free of dubious ingredients, and I want to know that the butter and cream come from dairy cows that are treated well. That's why I created the Shot Caller™. It's the total package."

Legit Organics is also gaining notoriety on an international scale with graphic design enthusiasts. Their packaging has been highlighted in *The Dieline*, which covers intriguing, engaging graphic design and packaging. The packaging, which was inspired by the musical genre R&B, is glitzy and gives a new feeling to candy bars. Hamish Campbell, the creative director behind the packaging, explains, "we drew upon [R&B's] culture to bring the taste and flavor of Legit Organics to life."

Here at CCOF, we love sweets made of ingredients we can pronounce. If you're looking for a nice little treat, Legit Organics products are currently available through select retailers throughout Oregon and California. Learn more at www.legitorganics.com.

Support Local Farms Through a CSA

One of the struggles for beginning small-scale organic farmers is getting their food out to the world. Some smaller farms sell to a distributor, some solely attend farmers' markets, some create Community Supported Agriculture (CSA) programs, and some choose a healthy mix of all.

For those who are new to organic and find it difficult to build a customer base, a CSA program might be the right fit. A CSA provides the rare opportunity to connect with customers on a very personal level and can also assist in funding farming operations, since some CSAs require customers to pay fees up front.

Customers gain the benefit of receiving seasonal, fresh produce direct from the farm. They are also often exposed to new varieties they may otherwise not try. Some farms even offer

CSA customers the chance to tour the farm, participate in a work day, and interact with the people who grow their food. They'll share their positive experience with family and friends, which in turn can grow the CSA business by word of mouth.

Here are a few CCOF-certified members from across the United States who are experiencing success with the CSA model:

Blue House Farm — Pescadero, California

This operation was started in 2005 by life-long friends Ryan Casey and Ned Conwell. Blue House attends farmers' markets across the San Francisco Bay area and has over 20 CSA drop-off points along the San Francisco Peninsula. They mainly focus on providing strawberries, tomatoes, leafy greens, and peppers to their CSA members, but also have add-on options such as pastured eggs, flower bouquets, and canning tomatoes. To learn more about Blue House Farm's CSA go to www.bluehouseorganicfarm.com.

The Maiden Farmer — Bedminster, New Jersey

This 70-acre, female-run farm proudly provides a large selection of heirloom crops and heritage breeds for their CSA. In addition to their CSA, they offer week-long summer camps for children to learn about farming, cooking, and nutrition. Opportunities to join the camp and CSA go quickly. Visit www.maidenfarmer.com to reserve your spot today.

Sunizona Family Farms — Willcox, Arizona

Sunizona prides itself on providing the finest organically, "veganically" (no animal byproducts), sustainably-grown produce in all of Arizona. The farm is equipped with a biomass heating system that runs on locally-grown pecan shell waste. The ash from the biomass heater is included in the fertilization process for the fields. This family farm's CSA provides everything from seasonal varieties of vegetables to fresh bread and fresh herbs. Those interested in joining Sunizona Family Farms' CSA can visit www.sunizonafamilyfarms.com.

Find a CSA Near You!

To find a CCOF-certified organic farm offering a CSA near you, check our online directory at www.ccof.org/directory and select the CSA sales method option!

Cinnerate

Organic: Fungicide • Miticide

Effective Mite & Disease Control



Cinnerate provides contact, curative control for a variety of diseases and knock down mite control.

Diseases Controlled

Powdery Mildew, Botrytis, Rust -- Eradicative activity for a variety of diseases.

Mite Control

Most Species - Knock down control of mites at all life stages, including eggs.

Mode of Action

The active ingredient in Cinnerate is a combination of 60% cinnamon aldehyde oil & potassium oleate. The unique formula provides slow volatilization activity on mites and disrupts the functioning cell membranes of pathogens for fast results & excellent crop safety.

Flexible Tank Mix Partner

Cinnerate is compatible with most fungicides and miticide, so you can combine knock down control with a residual control pesticide for superior control.

No Sulfur Restriction

Due to Cinnerate's unique formulation and low dose rate there is no restrictive wait time before or after a sulfur application.

Economical

Low use rates of 13-35 ounce per 100 gallons of spray solution providing cost effective pest control.

- 25B Exempt
- Proven results
- Agrian listed label
- OMRI listed
- Full Crop Registrations
- Excellent crop Safety

Available from your local Ag Supplier



SYM-AGRO INC.

For more information contact Sym-Agro, Inc.
(541)-607-5097 www.sym-agro.com

foundation

PROGRAMS



CCOF-certified farmer David Obermiller of Harvest Fields Organic Farm and Sam Vang of NRCS lead a tour for Hmong farmers at Harvest Fields Organic Farm.

The New “Going Organic”

Between 2005 and 2009, the CCOF Foundation led the Going Organic project to provide information about organic certification and production to hundreds of agricultural professionals, and helped 40 farmers convert more than 4,000 acres to organic production.

Many CCOF members participated in these workshops (64 in all) which happened throughout California over the course of the four years. They were held at farms, office spaces, production facilities, and classrooms. Government officials, farmers, students, and agricultural advisors all attended with the purpose of finding out what organic certification meant for them and those they worked with. The events were community affairs and they made a lasting impression on the agricultural landscape of California.

While California leads the nation in certified organic acreage, we still have a long journey towards a world where organic is the norm.

Therefore, CCOF applied for and accepted a contract with the USDA on their “Sound and Sensible” initiative to grow organic production.

As part of this program, the USDA contracted with third parties to educate producers about organic certification. CCOF put together a range of innovative projects including a self-assessment for interested growers, a checklist for transitioning to organic, and a set of videos about certification.

The CCOF Foundation also organized a series of workshops for growers around California and North Carolina modeled on the original Going Organic program. We’ve held workshops in Hmong, English, and Spanish in locations like Fresno, Kingsburg, Rutherford, Salinas, Richvale, and Oroville (all in California), as well as in Rougemont and Black Mountain, North Carolina. By partnering with certified organic growers—plus organizations like the Carolina Farm Stewardship Association, product commissions and industry groups, NRCS and RCD agents, certified crop advisors, and processors—CCOF aims to reach over 250 participants with this program.

While the content of each workshop has been unique and captivating, perhaps the most interesting experience has been hearing from participants about why they are attending the program, how they found out about organic, and learning about their biggest barriers to transitioning to organic.

Many participants are attending because they have been interested in transitioning to organic for a long time and are looking for the technical information on how to do so. Some growers have systems that are more conventional in nature, while other growers have been growing to the organic standards for years and are just now looking to be certified. Several recipients of our Future Organic Farmer Grant Fund have attended workshops looking to network with organic growers for jobs and educational opportunities.

In some parts of California, participants were attending the meeting to network with potential buyers of the organic products they were considering developing. Several grower relations participants from different sectors of the organic processing market have attended with hopes of finding more organic producers to alleviate the shortages in supply. Top



Pictured left to right Cesar, Lupe, Roy Jr., Roy and Ilse

Growing Organic is a Family Business

Meet Roy Fuentes and his family. Together, they plant, grow and harvest organic berries for Driscoll's. Roy first began organic berry farming in 1994.

"Growing organically means you take care of the environment, the soil and the water, and take greater precaution with every single action."

Driscoll's is passionate about growing great organic berries and dedicated to farmland preservation and sustainability. To learn more about our organic and sustainable farming practices, please visit us at driscolls.com.

Driscoll's
ONLY THE FINEST BERRIES™

URBAN VILLAGE

KNOW YOUR FOOD SOURCE

SHOP FARMERS' MARKETS

WWW.UVFM.ORG

YEAR ROUND

<p><i>Old Oakland</i></p> <p>NINTH & BROADWAY</p> <p>8AM - 2PM</p> <p>FRIDAYS</p>	<p><i>Castro Valley</i></p> <p>CV BART PARKING LOT</p> <p>10AM - 2PM</p> <p>SATURDAYS</p>	<p><i>Santa Clara</i></p> <p>JACKSON & HOMESTEAD</p> <p>9AM - 1PM</p> <p>SATURDAYS</p>	<p><i>Sunnyvale</i></p> <p>MURPHY & WASHINGTON</p> <p>9AM - 1PM</p> <p>SATURDAYS</p>
<p><i>Temescal</i></p> <p>DMV LOT ON CLAREMONT</p> <p>9AM - 1PM</p> <p>SUNDAYS</p>	<p><i>Montclair</i></p> <p>LA SALLE AVE</p> <p>9AM - 1PM</p> <p>SUNDAYS</p>	<p><i>Campbell</i></p> <p>CAMPBELL & CENTRAL</p> <p>9AM - 1PM</p> <p>SUNDAYS</p>	<p><i>California Ave</i></p> <p>CALIFORNIA & EL CAMINO</p> <p>9AM - 1PM</p> <p>SUNDAYS</p>

MAY THROUGH SEPT

Cambrian Park CAMDEN & UNION
WEDNESDAYS 4PM - 8PM

Growers are excited about the possibilities that going organic might bring to their operation and to agriculture as a whole.

among these sectors experiencing organic product supply shortage in California are almonds, raisin grapes, and wine grapes. In North Carolina, grower relations representatives attended one of the workshops looking for additional sources of organic fresh vegetables.

Barriers to organic transition range depending on the size and scope of the operation.

Livestock producers who attended one workshop were worried about the requirements for grazing and expensive organic feed. A stone fruit grower expressed uncertainty about pest control with organic methods. Among farmers with short land leases were concerned about how to ensure adequate land tenure to be able to make a profit after a three-year transition to organic. All growers not currently growing to organic standards were troubled by the possibility of crop loss during transition and whether they would be able to make up for that revenue loss without the price premium that organic brings. In the California workshops, many growers from the Central Valley were worried about changing their cropping systems in a time of severe water uncertainty.

Despite these concerns about organic transition, the unifying theme of these workshops has been excitement. Growers are excited about the possibilities that going organic might bring to their operation and to agriculture as a whole.

The CCOF Foundation is excited about this opportunity as well, which is why you'll likely be hearing more about programs such as Going Organic in the near future. Learn more about all of the CCOF Foundation's programs at www.ccof.org/foundation.

Check out our new Go Organic webpage (www.ccof.org/go-organic) dedicated to helping producers transition to organic. Here you will find a self-assessment for determining how ready you are to transition to organic, a checklist for transitioning, videos, resources, and more.

Plus, submit a completed self-assessment with any CCOF certification application and receive a \$100 discount on your application fee!



CCOF Board Treasurer Vernon Peterson and Future Organic Farmer grant recipient Carlos Cervantes at the Kingsburg workshop.



Kingsburg workshop participants enjoyed a hay ride at Abundant Harvest Organics.



John Williams of Frog's Leap talking shop about organic vineyard management in their Rutherford winery.

 **Ferticell**
UNIVERSAL 0-0-1
CONCENTRATED LIQUID PLANT NUTRIENT



Definition:

U-ni-ver-sal - [/,yoone 'versel/]

Noun-

A high concentration of fresh water algae extract developed in Europe, which contains a rich mixture of plant beneficial materials used by plants to perform metabolic functions required to approach their optimal production potential under diverse growing conditions.

[Example. "I saw Steve Trotter on

<http://www.youtube.com/Agroplasma> talking about Ferticell Universal."]



Agroplasma Inc
www.agroplasmausa.com

Contact your local distributor for more information or call us at (602) 233-2223

WeedGuardPlus®



Neighborhood Farm, MA

Effective, chemical-free weed control.

- ✓ Better transplant survival rates
- ✓ Excellent weed suppression
- ✓ 100% biodegradable — just till in any residual
- ✓ Porous to air and water
- ✓ Feeds the soil with organic material
- ✓ Eliminates herbicide use
- ✓ Use with drip or overhead irrigation
- ✓ Helps maintain moisture in the soil



WeedGuardPlus®
 Patent pending



Mulch made from renewable resources — No Plastic

Also Use New Lightweight in Tunnels
1-800-654-5432
www.weedguardplus.com

ESSENTIAL ORGANIC 1-0-1



Use the **POWER OF NATURE** to nourish and improve your soil. With 21 L-amino acids, humic acid and a natural wetting agent, each ingredient in **ESSENTIAL ORGANIC 1-0-1** has been selected to provide rich organic building blocks not found in typical N-P-K fertilizers.

It ensures faster and better seed germination, improves rooting, & increases blossom and fruit set.

Essential Organic 1-0-1 is excellent on all crops, from seeding to harvest.



Visit Us Online @
www.GrowthProducts.com
Phone: 800-648-7626



The C&N Bug Vac

Kubota



Designed to be **LIGHT** yet **POWERFUL**, the C&N Bug Vac is hydraulically powered with fans that develop 4700 feet per minute suction over the row. This sends all jumping and flying insects into the deflectors like bugs on a windshield.



The fans raise and lower hydraulically as well as fold up for transporting. Hydraulic power comes from a PTO mounted pump with a self-contained hydraulic reservoir. PTO HP requirement is approximately 60 HP. We fabricate 3 and 4 row configuration from 48" to 68" beds.



GIVE US YOUR
TOUGH JOBS.

496 Salinas Road Watsonville
831-722-2733 CandNTractors.com



Introducing a New Class of Organic Fertilizers!



Compel 2.5-1.5-2.5 @ 2 tons/Acre

Competitor's 4-4-2 @ 2 tons/Acre

Call us today to discuss how we can
Improve your Crop and Soil Health

Our International Certified Crop Advisors (CCA) are available to provide you with an economical, effective, Nutrient Management Plan. COFI offers the products and innovation to improve yields, product quality, soil health and bottom line. COFI products are developed with conscious effort to provide sustainable products with high Plant Available Nitrogen, and low C:N ratios. COFI's new class of compost based and plant protein based products constantly outperform manure and animal based products in our trials.



(800) 269-5690 • www.organicag.com



New Yolo Board Representative

After representing the Yolo Chapter on the CCOF Board of Directors for two years, Jenny Lester Moffitt of Dixon Ridge Farms was appointed Deputy Secretary for the California Department of Food and Agriculture, leaving an open seat on the CCOF Board of Directors. The Yolo Chapter held an election and selected Thaddeus Barsotti of Capay Organic to be the new Yolo Chapter board representative. Thaddeus, born and raised on one of the first organic farms in the Capay Valley, continues to farm with his two brothers and their families.

Thaddeus notes, "We were the second organic farm certified by CCOF in Yolo County. The Yolo Chapter region is an important place in the organic food movement history. It's home to a pioneering group of people and growers. As a CCOF board member, I want to create a venue for growers to interact and make sure their point of view is considered at the board level."

Other new Yolo Chapter leaders are Alternate Board Representative Dominic Bruno of Bypass Farms and Secretary Susan Hasset of Buzzard's Roost Ranch. Ed Sills of Pleasant Grove Farms continues to serve as chapter treasurer. The Yolo Chapter also held a meeting in late spring.

Sierra Gold Chapter Holds Early Spring Meeting and Election

The Sierra Gold Chapter met in early March at the Cooperative Extension office in Placerville, California. CCOF Board of Directors Chairman Phil LaRocca of LaRocca Vineyards was a featured speaker at the meeting and gave an update on CCOF's growth. Chapter President Randy Hansen of Stoney Point-Pine Ridge Orchards reviewed the new chapter funding policy implemented earlier in the year: each chapter that holds a meeting will receive a \$500 bonus payment from CCOF. He led a discussion of chapter finances and the chapter website.

Following the meeting, an online chapter leader election was held and all incumbent chapter leaders were re-elected as well as a new secretary, Craig Thomas of Seven Grandfathers Farm. The other Sierra Gold Chapter leaders are Chapter President and Board Representative Randy Hansen of Stoney Point-Pine Hill Orchards, Board Alternate Rich Ferreira of Side Hill Citrus Packing Shed, Vice President Gerardo Perez of Perez' Red Shack, and Treasurer Michal Lawrence of Goodness Orchard.

Two April Meetings

The Pacific Southwest Chapter meeting in mid-April featured speaker Rich Winters of Haggen Grocers, an 18-store grocery chain that is expanding and wants to highlight local organic produce and feature grower profiles in their stores. Chapter members also discussed the National Organic Standards Board (NOSB) meeting that was scheduled in southern California a week after the chapter met.

The North Coast Chapter met at the end of April at the Guayaki Mate Cafe in Sebastopol, California, where chapter members learned about shade-grown yerba mate and reforestation projects that the company is involved with. Ellen Roggemann of McEvoy Ranch and Merrilee Olson of PRESERVE Sonoma presented a talk on developing value-added products as a year-round source of farm income. Two unique attributes of the new North Coast Chapter is that they have decided to hold quarterly meetings and they have set up a Welcoming Committee to reach out to new members. The chapter is also planning a number of educational activities at regional events.

Chapters Support Important Causes

Each CCOF chapter has funds with which to conduct chapter business and support activities that they deem important. This year, the Central Coast Chapter made a \$1,500 donation to the Center for Food Safety (CFS), which is working to develop a supply of commercially-available organic strawberry starts. CFS is sponsoring research that compares yields of organically-grown strawberry plug transplants to yields from conventionally-produced "dry-root" plants. The organic transplants were grown by Greenheart Nursery in Arroyo Grande, California, and were planted out in trials on six different cooperating farms in the Central Coast area. Preliminary results are expected this fall.

The North Valley Chapter contributed \$1,000 to local group Frack Free Butte County. A check presentation ceremony was held at Carl Rosato's Woodleaf Farm in Oroville, California. Frack Free Butte County has qualified an initiative for the November 2016 ballot that would impose a fracking moratorium on Butte County.

Let the CCOF community know what your chapter is doing!

Please keep us posted! Write to jsooby@ccof.org and we will publish your chapter update in the next edition of *Certified Organic*.

INSTITUTING ORGANIC PARTNERSHIPS



Like the pioneers of the organic farming movement, a growing cadre of doctors, nurses and dietitians understand that healthy food begins with healthy soils.

WRITTEN BY Kendra Klein

Like the pioneers of the organic farming movement, a growing cadre of doctors, nurses and dietitians understand that healthy food begins with healthy soils. Unlike a traditional approach to nutrition, which focuses on measurable food components like calories, fats, and vitamins, a new wave of environmental nutrition is encouraging health professionals to look up from the microscope of nutrition science to ask a much broader question about food and health: How will we keep growing food on a planet threatened by energy crises, soil erosion, water pollution, and a host of other environmental problems?

Organic agricultural methods that protect the water, air, and soil on which all life depends while reducing human exposure to toxic chemicals are a crucial part of the answer. Hundreds of hospitals across the country are putting an environmental nutrition approach into action by buying more organic and sustainably-produced foods. Not only are hospitals serving better food to patients who need nourishment and healing, they are also providing sustainable options to employees who eat at the hospital cafeteria daily. Leading hospitals are offering organic greens at the salad bar, organic juices on the beverage shelves, and even certified organic burgers from the grill.

This represents the potential for strong alliances between the sustainable food movement and health care institutions with deep pockets and cultural clout. A single hospital can have an annual food budget of \$1 to \$7 million or more, so even small shifts in purchasing can go a long way toward supporting local and organic farmers.

Not surprisingly, California hospitals are leading the way. Sixty-two percent of hospitals participating in the Healthy Food in Health Care program (www.healthyfoodinhealthcare.org), where I work, reported purchasing organic food in a 2013 membership survey.¹ A trade journal survey of hospital foodservice directors demonstrates that this is also a trend nationwide. Of fifty hospitals surveyed, 30% reported purchasing some organic products in the previous year.²

First, Do No Harm

"Hospitals should become both models and advocates of healthy, sustainable food systems that promote wellness and that first, do no harm" (AMA 2008)

Like doctors, whose primary guiding principle is to "first, do no harm," organic farmers seek to do as little harm as possible to the ecological systems in which they work. The scientific

data are clear that organic agricultural methods are healthier for people and the planet, in large part because they reduce or eliminate the use of toxic pesticides and synthetic fertilizers.

Studies show that when people switch from a conventional to an organic diet, their exposure to pesticides is dramatically reduced.^{3,4} Exposure to pesticides used in conventional agriculture has been linked to various cancers, neurodevelopmental and reproductive disorders, asthma, birth defects, and acute poisonings.⁵ Emerging evidence on endocrine disruption points to the power of some pesticides to impair our hormonal systems, which govern the body's metabolism and development.⁶

Leading hospitals are calling on the healing mission of the health care sector to support sustainable food initiatives. "We have a responsibility to model the best type of nutrition for our patients," says Kimberlee Alvari, Director of Food and Nutrition Services at Washington Hospital in Fremont, California, "That means the whole process from the field to the plate. It includes being stewards of the community our patients live in."

The most significant health impacts of purchasing organic food may lie beyond hospital walls. Organic agricultural methods help to protect the health of farmworkers who experience the highest level of exposure to pesticides in conventional farming systems and therefore have the greatest risk of associated health problems.⁷ And as Wendell Berry reminds us, "eating is an agricultural act;"⁸ purchasing organic food means helping to protect the health of the soil that will feed us all for generations to come.

From Farm to Hospital

Every morning, the loading dock behind a typical hospital kitchen is a madhouse of trucks, trolleys, and forklifts. Pallet upon pallet of brown-boxed and shrink-wrapped foods are rolled in, stacked, sorted, and readied for another day of serving hundreds to thousands of meals.

Hospital buyers are rarely able to "shake the hand" of the farmers who grow their food due to the logistical constraints of their foodservice operations. When you prepare seventy gallons of soup at a time, the ability to source large and consistent volumes and ready-made products are concerns of no small consequence. While some hospitals are shifting to from-scratch cooking using whole ingredients, others source up to 90% of their fresh fruits and vegetables in processed form, such as green beans sliced by the half inch or butternut squash



cut into one-inch cubes. This means that hospitals rely on the efficiency and standardization provided by the industrial food system.

How can organic producers reach the hospital market? For mid-to large-scale growers that are able to sell wholesale through existing supply chains, the answer is more straightforward. Smaller growers may need to work with hospitals that are willing to source off the beaten path.

The table below gives a snapshot of the pathways used by hospitals participating in the California Healthy Food in Health Care program to purchase local and sustainably-certified foods and beverages. The vast majority is coming through existing distributor relationships with just 8% purchased directly from farms and 5% from food hubs.

Sourcing Pathways*	Percent of Facilities
Via local/regional produce distributor	81%
Via broadline distributor (e.g. US Foods or Sysco)	71%
Via local/regional dairy distributor	26%
From a local, independent company (e.g., local bakery)	20%
Via local/regional meat and seafood distributor	19%
Directly from farms/ranches	8%
Via farmer cooperatives/local food hubs	5%

*Based on a 2013 survey of 85 California hospitals participating in the Healthy Food in Health Care program that responded to the question “How does your facility purchase local and sustainably-certified foods and beverages?”

Distributors—both national and regional—help hospitals meet the logistical needs of their foodservice operations. They offer extensive aggregation and distribution systems, storage and refrigeration capacity, and the ability to respond to shortages in targeted regional and sustainable products with other products from their warehouses. They provide food safety assurances, insurance coverage, and IT and invoicing systems. Many hospitals also prefer to work with established vendors since setting up new vendor relationships can take weeks of working

through bureaucratic systems and ongoing labor required to manage ordering systems for multiple vendors.

Direct Sales

When hospitals do create direct relationships with farmers, it’s most often through on-site farmers’ markets or Community Supported Agriculture programs (CSAs). Of 85 hospitals surveyed in California, 43 reported hosting farmers’ markets or farm stands and 14 reported facilitating CSAs at their facilities, often as part of their employee wellness programs. Fourteen hospitals had created their own gardens or farms on-site.

Although it is less common, some hospitals are willing to create direct farm-to-hospital relationships with growers as a way to meet their commitment to regional and sustainable food systems. As just one example, John Muir Health, a small health system in Northern California, sources rice directly from CCOF-certified Massa Organics.

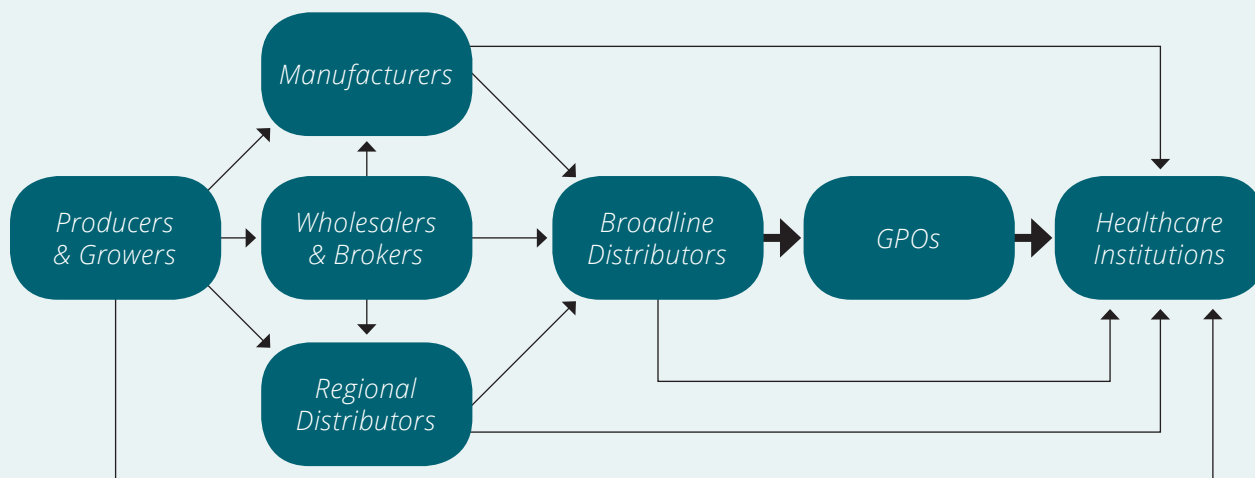
National Distributors

For most hospitals, nearly all non-perishable foods come through national broadline distributors—processed, canned, and prepared foods, grains, and frozen meat and poultry. Broadline distributors like US Foods and Sysco offer the ultimate in one-stop-shopping by carrying everything from hamburger patties to spaghetti noodles to paper plates. While efficiency is one of the top reasons hospitals rely on broadline distributors, contracts with Group Purchasing Organizations (GPOs) also drive buying decisions.

GPOs act as gatekeepers to the health care market by negotiating transactions with the manufacturers, wholesalers, and distributors that supply the products a hospital needs to function, from medical equipment like catheters and sonogram machines, to bulk supplies like cotton swabs and latex gloves, to food and foodservice supplies. GPOs aggregate member hospitals’ purchasing power to obtain lower prices and to eliminate duplicative transaction costs. While hospital foodservice departments may negotiate purchases directly with producers, distributors, or manufacturers, 80-90% of their procurement comes through GPO channels in keeping with contract terms.

Hospital Food Supply Chain

In this generic outline of a hospital food supply chain, arrows indicate product flow but are not drawn to scale.



In foodservice, the largest GPOs have moved to two- to three-year sole-source contracts with two national broadline distributors, US Foods and Sysco.[†] Thus, in accordance with GPO contracts, most hospitals spend the majority of their food budget through a single distributor.

Mid- to large-scale farmers have a comparative advantage over small farmers in terms of supplying products through broadline distributors because they're more likely to be able to meet required volume, pack and grade standards, and food safety criteria, as well as to cover the high insurance premium distributors require them to carry. While hospitals are increasingly able to find organic options through their primary distributors, they also look to specialty distributors like UNFI to meet their needs.

Regional Distributors

Regional distributors also play a major role in hospital foodservice, particularly for perishable goods like produce, baked goods, dairy, and fresh meat and poultry. Supply chains for perishable goods have remained more regionalized in the

United States because perishables cannot be stored as easily, making them less amenable to the highly-centralized model of distribution preferred by broadline distributors.^{9,10} Hospitals therefore have greater potential to connect with small- and mid-scale regional growers and ranchers for these product categories. As just one example, CCOF-certified rancher Mindful Meats sells to hospital buyers in Northern California through Del Monte Meat Company.

Retrofitting the Supply Chain

A team of hospitals in the San Francisco Bay Area is taking an innovative approach to sourcing more local and organic produce from family farmers. Since 2011, they've worked to make the existing supply chain more flexible and transparent through the Farm Fresh Healthcare Project (FFHP). The project is coordinated by three non-profit organizations: Community Alliance with Family Farmers (CAFF), Bay Area Physicians for Social Responsibility, and Health Care Without Harm. Participating CCOF-certified members are marked with an asterisk below.



[†] In December 2013, Sysco announced acquisition of US Foods; after the merger, it will account for a quarter of the American market (The Economist 2013).

A recently published how-to guide based on the project offers some useful lessons for farmers looking to connect with institutional markets (bit.ly/1dyBtxj).

► Food Safety

Food safety is a central concern for hospitals due to the immune-compromised patient population they serve and because they must adhere to strict inspections administered by the state. To help smaller farmers address this potential supply chain barrier, both distributors involved in the project offer scholarships to interested farms, and CAFF has a food safety expert on staff who works with these scholarship recipients to implement food safety plans.

► Aggregation

It can cost a distributor \$80 to \$100 to stop their truck for a pick up, so farmers often need to be able to supply a large volume of produce to make a stop worthwhile. Finding alternative aggregation points can allow distributors to source from small operations without making additional trucking runs. The FFHP succeeded in sourcing from small-scale farms (10 to 60 acres) thanks to Coke Farm acting as a hub with available storage and refrigeration capacity for up to 40 organic growers in the Central Coast region.

► Pricing

Connecting organic farming methods to health benefits for eaters, farmworkers, and the environment helps hospitals make the case for paying organic premiums. For example, FFHP hospitals prioritized organic strawberries because conventionally-grown berries are among the most pesticide-laden produce items.¹¹ However, organic does not always cost more. Washington Hospital did a price comparison between the fruit cup they had been serving and organic Satsuma mandarins from Capay Organic. The mandarins came in one penny cheaper. Serving mandarins also avoided the waste

associated with the fruit cup and the cost of labor needed to prepare the cut fruit.

► Product Sizing

Hospitals may have size limitations for whole fruit. For example, they may need plums that can fit under the lids used on their patient trays. This can create a market for smaller fruit that retail markets may consider undesirable.

Rx for a Healthy Food System

Beyond purchasing power, hospitals can leverage another form of currency in support of organic agriculture: moral authority. Polls consistently show that health professionals rank as some of the most trusted experts in the United States.¹² They can “tell stories about great farmers,” as Luis Vargas, Procurement Manager for Nutrition and Food Services at University of San Francisco Medical Center says. “People look to us for this leadership, and we should be showing the way.” Signage, special events, and clinician visits can be used to educate patients, employees, and visitors about the interconnections between food, health, and the environment.

In the larger community, health professionals can be particularly strong advocates for sustainable food systems. In 2013, for example, the Healthy Food in Health Care program of Health Care Without Harm submitted a letter to President Obama and the Food and Drug Administration (FDA) signed by nearly 800 clinicians demanding a ban on the use of medically-relevant antibiotics in animal agriculture, as well as 530 clinician comments to the FDA expressing opposition to the approval of genetically engineered salmon. Through policy engagement, health professionals can help create the conditions for a food system that guarantees environmental stewardship, maintenance of local economies, animal welfare, and protection of public health for all eaters, now and into the future. ■

¹ Health Care Without Harm and San Francisco Bay Area Physicians for Social Responsibility. 2013. California Healthy Food in Health Care Report. www.CAHealthyFoodinHealthCare.org

² FoodService Director. 2012. 2012 Hospital Census. www.foodservicedirector.com/trends/research/articles/2012-hospital-census-report. Accessed 7 November 2014.

³ Lu et al. 2006. Organic Diets Significantly Lower Children's Dietary Exposure to Organophosphate Pesticides. *Environmental Health Perspectives*. 114(2):260-3.

⁴ Curl et al. 2003. Organophosphorous Pesticide Exposure of Urban and Suburban Pre-school Children with Organic and Conventional Diets. *Environmental Health Perspectives*. 111(3):377-82.

⁵ Sutton et al. 2011. Reproductive Health and the Industrialized Food System: A Point of Intervention for Health Policy. *Health Affairs*. 30(5):888-897.

⁶ Diamanti-Kandarakis et al. 2009. Endocrine-disrupting chemicals: An Endocrine Society scientific statement. *Endocrine Review*. 30(4):293-342. www.endocrine.org/~media/endosociety/Files/

Publications/Scientific%20Statements/EDC_Scientific_Statement.pdf

⁷ Reeves, Katten, and Guzman. 2002. Fields of Poison: California Farm Workers and Pesticides. Prepared for Pesticide Action Network, California Rural Legal Assistance Foundation, and United Farm Workers of America.

⁸ Berry, Wendell. 1990. The Pleasure of Eating. In *What are People For?* North Point Press: New York.

⁹ Kaufman, P. 2000. *Understanding the Dynamics of Produce Markets: Consumption and consolidation*

growth, Agriculture Information Bulletin Number 758. Washington, DC: USDA Economic Research Service.

¹⁰ Pritchard, J. 2012. *Muddy Waters: Making Sense of the Healthcare Supply Chain in the Era of Reform*. Lawrenceville, GA: Medical Distribution Solutions, Inc.

¹¹ Environmental Working Group. *Shopper's Guide to Pesticides in Produce*. www.ewg.org/foodnews

¹² Gallup 2014. *Honesty/Ethics in Professions* 2013. Available online: www.gallup.com/poll/1654/honesty-ethics-professions.aspx

CCOF Members Growing Organic for Hospitals

Cancer Treatment Centers of America (CTCA) in Phoenix, Arizona, is home to CCOF-certified member McClendon's Select. The organic demonstration farm—a partnership between McClendon and CTCA—is located behind the hospital and provides patients with a wide array of seasonable produce.

The idea for the demonstration farm came from the hospital's chef Frank Caputo who saw opportunity in the farmland located next to the hospital. Today, organic beets, turnips, parsnips, Tuscan kale, broccoli, Romanesco broccoli, cabbage, radishes, cucumbers, eggplant, okra, summer squash, melons, carrots, onions, corn, and more are grown in the healthy soil of the farm and served to patients and visitors by Chef Caputo.

This partnership between an organic farm and a hospital is a great example of the growing knowledge about the relationship between food and health.

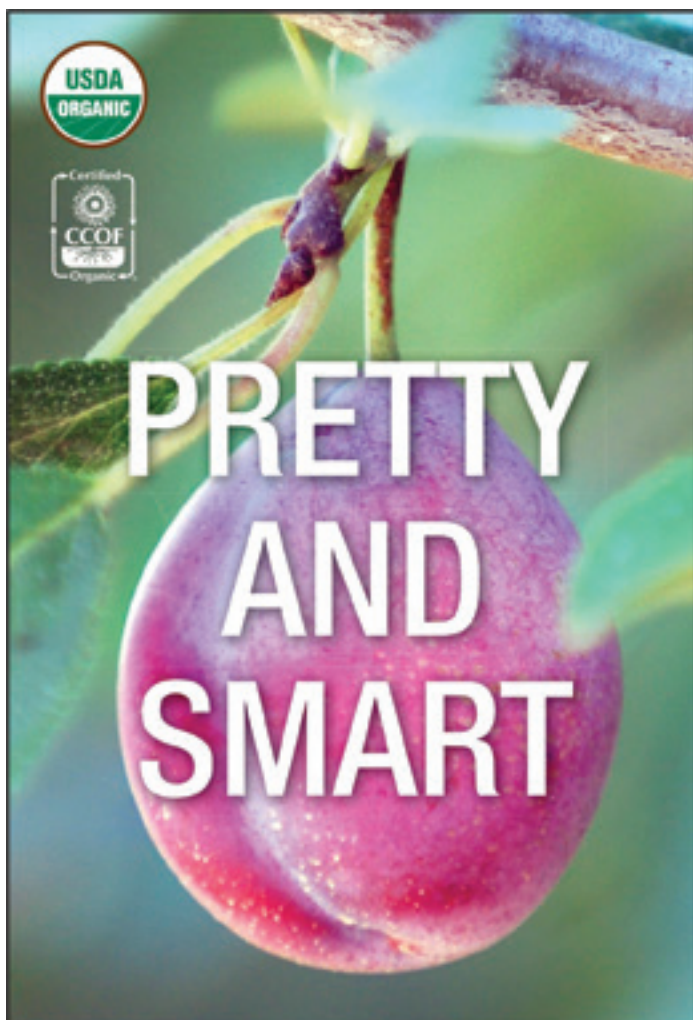
Another example of this kind of partnership is seen at the Dominican Hospital organic garden in Santa Cruz, California. The Wheeler Garden, named after a hospital benefactor, is tended by part-time hospital gardener James Cook (also a farmer at CCOF-certified Groundswell Farm). The garden produces tomatoes, beets, cabbage, carrots, parsley, cilantro, kale, chard, and squash, which are served at a hospital-associated retirement community and in the hospital cafeteria.

"Gardens are a great fit for hospitals," said Miriam Ting, current EHR Alliance Program Directory for Dignity Health IT and garden volunteer, in a prepared statement. "Our nation is combating obesity and other health-related issues, so what better place than a hospital to set that example and to inspire staff and visitors to do the same."

CCOF is excited to see these kinds of institutional partnerships bringing healthy food directly to those who need it most.



The Cancer Treatment Centers of America's organic demonstration farm is located right behind the hospital.



PRETTY AND SMART

Organic California Prunes

For energy and digestive health, a smart addition to a healthy life style.

Plus food processing qualities:

Fat replacer, natural antioxidant, shelf life extender and taste enhancer.

Taylor Brothers Farms - #1 grower and processor of organic prunes. Leading producer and global distributor of premium quality organic prunes, organic prune products and organic almond oil.

TAYLOR
TAYLOR BROTHERS FARMS
 MADE IN CALIFORNIA

US and Global - Taylor Brothers Farms Inc.
 T: 530.671.1505
 rtaylor@succeed.net
 broux@succeed.net

Europe - Taylor Prune Sp. z o.o.
 T: +48.56.641.1825
 aga-prune@hotmail.pl
 taylorprune@hotmail.pl

Korea - Taylor Farms
 T: +82.11.9095.7825
 smkang924@yahoo.com

China - Taylor Brothers Farms China
 T: +86.21.1368.1661.337
 chencheng@taylorbrothersfarms.com

www.taylorbrothersfarms.com

Revolutionary Plant Protection!



The **ONLY** biological and natural control rated 4* "excellent and consistent" against Eutypa in the University of California Integrated Pest Management Report. Top performer in grapevine, cherry and pear trials.*



VitiSeal
INTERNATIONAL, LLC

*Reports available upon request. Contact info@vitiaseal.com

Nutri-Rich



Manufactured in the USA by:

D. Stutzman FARMS

P.O. Box 307, Canby, OR 97013

888-877-7665

stutzman@canby.com



OMRI
LISTED
Organic Materials
Review Institute

organic **ADVOCACY**



CCOF Board Chair Phil LaRocca and California Assemblymembers toasting to organic.

CCOF Goes to Cuba!

.....
Last March, Chair of the CCOF Board of Directors Phil LaRocca of LaRocca Vineyards and I participated in the Assembly Trade Mission to Cuba with members of the California State Assembly. The Speaker of the Assembly, Toni G. Atkins, and the Chair of the Assembly Committee on Agriculture, Henry T. Perea, hosted the delegation to establish relationships with key policymakers, farmers, and businesses associated with agriculture to explore options for collaboration between California and Cuba.

On the delegation, we heard from several economists who explained the development of Cuban agriculture and shared insights on future market changes. Cuba imports 80% of its food, and its domestic production is split between about 50% non-organic and 50% organic. The non-organic crops are primarily sugarcane, tobacco, potatoes, and coffee, which are produced on state-owned land. The organic crops are diverse, including fruits, vegetables, and meat. Notably, some Cuban academics would like to better understand organic certification options because they are interested in leveraging Cuban organic production in the international marketplace.

The highlight of the trip for Phil and I was our tour of two organic farms. The farms were highly diversified and used innovative practices. Some people on the tours initially questioned whether Cuban organic farms are only organic because they do not have access to synthetic inputs. However, when we asked the farmers about what organic means to them and why they farm organically, we received the same answers that we often hear from our membership—they believe in the health of the soil and the health of their communities.

Overall, the delegation was not only an opportunity to learn about Cuban organic agriculture, but it was also an important time to build relationships with members on the delegation who serve on the Assembly Committee on Agriculture. We explained organic certification, the values of the organic community, and provided facts and figures about our membership specific to their districts. Overall, the assemblymembers were interested to learn more about organic and eager to stay engaged with CCOF.

California State Organic Program Report

.....
CCOF's Policy Team is working on a comprehensive report on the California State Organic Program (SOP) titled *The California Organics Review Report (CORR)*. CCOF launched this project in response to our members' ongoing concerns that the SOP imposes unnecessary fees and requirements.

CCOF members consistently express frustration that the SOP duplicates the National Organic Program (NOP). Therefore, CCOF undertook *CORR* to understand how the SOP may reinforce the NOP and identify potential inconsistencies, shortcomings, or duplicative fees and requirements. *CORR* outlines the SOP's history, structure, funding, services, and costs to organic operations, and also discusses the SOP's efficacy and provides a cost-benefit analysis. *CORR* concludes with recommendations to improve the SOP.

We are vetting all findings and recommendations with an advisory committee comprising of growers, certification agency representatives, and other stakeholders. The advisory



KOCHERGEN FARMS
COMPOSTING, INC.

HIGH QUALITY ORGANIC COMPOST STRAIGHT FROM THE SUPPLIER

- OMRI Certified Supplier
- No Bio Solids
- Bulk Delivery
- Strict Quality Control
- Custom Blends

P: 559.498.0900
 F: 559.498.8383
 mike@allvalleyenv.com
 Kochergenfarmscomposting.com



US11022004



If we are what we eat,
isn't it time we start thinking
about what they eat?



Organiq

Feed Intelligently.

Learn more @ organiqfeed.com

A DIVISION OF *Associated*
FEED & SUPPLY CO.

BEEN THERE. DONE THAT.



For over 40 years, *Acres U.S.A.* has covered all facets of organic and sustainable agriculture – news, practical lessons and inspiring articles. Still a bargain.

Subscribe today.

Just \$29 for 12 monthly issues.
(over 50% savings off the cover price)

1-800-355-5313
www.acresusa.com

Dean Dillard and Secretary Ross encouraged an ongoing conversation around organic research needs in the UC system.

committee will give CCOF input and feedback on the *CORR* recommendations, which we plan to release in late 2015.

CCOF Meets with Dean Dillard and Secretary Ross

On May 1, CCOF CEO/Executive Director Cathy Calfo and I joined several CCOF members for a meeting with Karen Ross, Secretary of the California Department of Food and Agriculture (CDFA), and Helene Dillard, Dean of the College of Agricultural and Environmental Sciences at UC Davis. Secretary Ross hosted this meeting in response to our request to discuss organic research priorities within the UC system, which is a topic that several members brought forth at the CCOF Policy Day last February.

The goal of the meeting was to better understand how organic stakeholders can help UC leverage existing capacity and build new capacity to address mounting organic research needs. Meeting participants included representatives from Cal-Organic Farms, Harpos Organics, Fetzer/Bonterra Vineyards, Driscoll's, and Fruitilicious Farm.

The meeting was productive because it highlighted the many gaps in organic research and clarified the unique research needs of the organic community. We discussed pests of top concern including the Bagrada bug, Asian citrus psyllid (ACP), and the Virginia creeper leafhopper. Additionally, we discussed crop rotation research to improve yields of organic berries, fire blight control for Asian pears and apples, and organic seed breeding. Moreover, Zea Sonnabend—CCOF Policy Specialist, fruit farmer, and National Organic Standards Board (NOSB) member—explained how organic inputs are regulated and emphasized the need for timely research.

We concluded the meeting by asking Dean Dillard how we can ensure that UC prioritizes organic research needs at a level appropriate for organic as a significant and growing part of the California economy. Dean Dillard gave us several recommendations such as prioritizing research needs within the organic community and sharing a prioritized list with regional researchers. Secretary Ross also noted that continued advocacy must be a part of our overall efforts to address pest management needs. Finally, Dean Dillard and Secretary Ross encouraged an ongoing conversation around organic research needs in the UC system. We look forward to meeting with them again to discuss progress and next steps.



CCOF Policy Director Kelly Damewood and CCOF Board Chair Phil LaRocca.



A highly-diversified organic farm in Cuba.



California Assemblymembers tour a humididor factory to learn about the Cuban economy and culture.



**Greener Earth with
All-Around Organic Product Series**

rganic



Over 30 Registered Organic Products

BIOLOGICAL

NUTRIENTS

NATURAL FUNGICIDE

HUMIC ACIDS

ADJUVANT

NATURAL FERTILIZER

**SOIL NUTRIENT MANAGEMENT
IN TIMES OF DROUGHT**

Adapting farm management practices during extreme drought presents new challenges for growers and researchers alike.

UC SAREP, Sustainable Conservation & FarmsReach are hosting an ongoing series of “Virtual Field Days” and accompanying Toolkits to explore the research, innovations, and questions to better equip the agricultural community for the challenges ahead.

Join the Community & Conversation:
farmsreach.com/nutrient-mgmt-series

JOIN US TODAY - IT'S FREE



LEARN SOURCE SHARE CONNECT



FarmsReach
www.farmsreach.com



Black Eagle
 BLACK EAGLE

ARE YOU AN ORGANIC PRODUCER?

**Start selling to
China, TODAY!**

- Through our E-commerce platform and logistics channel to duty-free ports in China, **NO** extra Chinese certification required
- For traditional brick-and-mortar sales in China, we can also help **YOUR** products to be certified organic in China
- Connecting distributors and wholesalers to the world's fastest growing market for organics

For more information, contact us at
info@BlackEagleInc.com

Black Eagle Inc
 4125 Blackhawk Plaza Circle, Suite 168
 Danville, CA 94506
 T: 925-217-4482
 F: 925-984-2578



The **Potassium** Sulfate
Source
Recommended
for **Organic Crops**

allganicTM
NATURAL SOIL AMENDMENTS AND FERTILIZERS
Potassium



AllganicTM Potassium is 100% natural potassium sulfate, OMRI listed and CDFA OIM registered for organic farming. It is completely water-soluble and contains 52% soluble potash (K_2O) and 18% combined sulfur (S).

Call or email today to find out more!



www.allganic.net

SQM North America

Tel : (1 888) 241 0233 / E-mail : allganic@sqm.com



SQM
ORGANIC

The Organic
Division
of SQM

Blue Mountain Minerals



Your California source high quality Limestone, Dolomite and Gypsum products for sustainable soil maintenance.

Limestone & Dolomite

- Helps raise soil pH increasing microbial activity.
- Improves soil tilth for deeper root growth.
- Tightly controlled small particle size means rapid results.

Gypsum

- Naturally occurring Calcium Sulfate Dihydrate.
- Provides much needed Ca and S to crops.
- Improves water efficiency by keeping clay particles from sticking together.

Post harvest applications influence next season.



Naturally the Best!
Blue Mountain Minerals
Ask for it by name.



Visit us online or call 209-533-0127 x 12 for more information.



HOMEGROWN
ORGANIC FARMS™


Your organic marketing specialists

Homegrown Organic Farms consists of growers like owners John and Cindy France. Their stories are as diverse and unique as the produce we offer but maintain a common thread of inspiration and conviction that provides the foundation for our success. For us, it's not just a number on a balance sheet; it is a part of who we are and how we live. We believe in organic produce and the change in farming philosophy that it represents.

Growers Representing Growers

559.306.1770

559.782.3047 fax  facebook.com/hgofarms

P.O. Box 712 • Porterville, CA 93258  twitter.com/hgofarms



www.hgofarms.com

Nature Created... Ecostadt Perfected

Our Organic inputs supports growers with bountiful crops and keeps soils and crops sustainable



**ECOGRO
WSP
13-0-0**

Organic Amino
Acid Based Nitrogen Dry Powder



**ECOGRO
WSL
6.5-0-0**

Organic Amino
Acid Based Nitrogen Liquid



**ECOARMOR
EC -1.5**

Azadirachtin
Based Bio-Pesticide



**ECOMAX
6-1-2**

Neem Based
Organic Soil Health Nutrient



Many more products to enter market in 2015.

We also service formulators in
Hydroponics, Home and Garden and Agriculture Industry



ECOSTADT TECHNOLOGIES LLC
1024 Iron Point Road, Suite 100 # 1318, Folsom, CA 95630
Phones : Ph: (916) 730-2806, (916) 357-6607. Visit www.ecostadt.com

Now's The Time!

Protect Your Farm With Beneficial Nematodes!

Prevent & Control:

- Worm Pests
- Thrips
- Codling Moths
- Fungus Gnats
- Grubs
- Weevils
- And More!

**10% Off
Your Order!**

Use promo code:

CCOF0615

Restrictions Apply*

1-800-827-2847

www.arbico-organics.com

FREE ARBICO *Organics*™ Catalog!



* Promotion only valid on Beneficial Nematode orders. Expires September 30, 2015.

Check-Off Proposal: Organic Does Things Differently



In a ground-breaking move this May, the Organic Trade Association (OTA), in collaboration with an industry steering committee, formally filed a petition to the U.S. Department of Agriculture (USDA) to consider and implement a research and promotion check-off program for the organic industry.

Reflecting three years of dialog with the entire organic sector, the petition marks the first time in the 49-year history of U.S. agricultural check-off programs that a research and promotion program not representing a specific commodity has been proposed, and it could have significant and game-changing ramifications for the burgeoning industry. Unlike any other check-off, it has been designed to solve what hasn't worked in other check-offs, emphasizes what has worked, and creates creative and unique programming fitting of organic.

Organic is one of the most rapidly growing sectors in the U.S. food industry. In 2014, organic food sales reached \$35.9 billion, almost 5% of total U.S. food sales. More than 80% of families in the United States now buy organic products.

However, the U.S. organic industry is at a critical juncture. Consumers still are not fully aware of the benefits of organic and what that organic seal really means. Domestic organic production is not keeping up with robust demand, nor is there adequate funding for much-needed research to grow the sector. An organic-centered check-off, it is envisioned, could give the means to meet these challenges.

OTA estimates the proposed organic check-off, referred to as GRO Organic (Generic Research and Promotion Order for Organic), could raise over \$30 million a year for promotion and education programs for consumers, organic research projects, and information and data collecting to advance organic.

How GRO Organic Would Work

Under the GRO Organic program, assessments for the check-off would be collected annually from the range of organic certificate holders—farmers, handlers, processors, exporters, and importers. Organic producers would have the option of paying one tenth of 1% of either net organic sales or producer net profit. An organic business with net organic sales of \$300,000, for example, would have an annual assessment of \$300. Producer net profit would be income received from

organic products less associated production expenses like seed, fuel, and labor. Farmers and businesses with annual revenue below \$250,000 would not be automatically assessed, but could voluntarily choose to pay into the system and have a say in how the check-off funds are spent. Every single certificate holder subject to an organic check-off assessment would have a direct vote.

Directing the program would be a 16-member board of organic certificate holders, whose members would be nominated by industry groups or individuals and appointed by the Secretary of Agriculture. The board would reflect the diversity of the sectors paying into the check-off, with balanced regional participation. At least half of the seats would be filled by producers, who would be chosen by producers through direct balloting.


The proposal earmarks 25% of producer assessments for allocation to regionally-based research. It also has an explicit objective to grow domestic production, with an additional 25% of total funds allocated to help bring new farmers into organic production through information and technical assistance.

Next Steps

After USDA completes its review of the petition, an official proposal for an organic research and promotion check-off program will be published in the Federal Register, followed by a public comment period.

The final step will be a referendum on the proposed check-off, with all impacted certified organic stakeholders eligible to vote. Passage of the check-off requires approval by a majority of those voting. If the check-off is implemented, there would be an automatic referendum every seven years to decide whether or not to continue with the program.

The conversation on this unprecedented proposal continues. Make sure to check out **www.GROorganic.net** to get more of the details or download a full copy of the proposal submitted to USDA. And spread the word and your support—the success of an organic check-off could be a game-changer for our agricultural landscape.



Ants can
consume
1% of your
crop per day.

**Bait
Back.**



Seduce®
Bug-N-Sluggo®
Control multiple
pests. With one
bait application.

Seduce and Bug-N-Sluggo control damaging soil-dwelling insects, including ants, earwigs and cutworms. Bug-N-Sluggo also controls snails and slugs.

Both products come in highly compressed pellets

that are easy to accurately apply. The weatherproof pellets resist degradation by rain and UV.

Quick knockdown action where the "bait bites back" to control yield-robbing ant populations in almonds, pistachios, grapes and

citrus. OMRI® Listed and NOP approved.



CERTIS USA



Certification Service Specialist Brian Coltrin is one of many friendly staff members available to help you through the certification process.

CCOF's Phone System Improved!

We are very pleased to announce that CCOF has significantly upgraded our phone system to better serve you. As a result, all CCOF extensions have changed to four digits. This means that when you call, you will need to listen closely to the new options. Improvements include:

- Direct-dial staff phone numbers, which allow you to program numbers into your phone and reach staff faster. All staff can be reached at **(831) 346-####** (their personal four-digit extension).
- An easy-to-use directory of staff names
- Significantly improved access and transferring to staff

CCOF always strives to provide a cost-effective service that is as responsive as possible. At times, we may be unavailable or it may not be possible to reach one of our staff because they are on the phone with other customers. We still want to hear from you! Please leave a message or email us (ccof@ccof.org) and we'll get back to you promptly.

How do I know who to call?

All CCOF certified members are assigned a Certification Service Specialist who is available to answer questions and address certification issues. You can find the name and number for your service specialist in a number of ways. Once you do, we suggest making a note of their name, email, and phone number.

- Most CCOF letters identify your Specialist at the bottom and include their direct number.
- The "Service Rep" tab in MyCCOF identifies both your Specialist and the Inspection Supervisor in charge of assigning your inspection.
- Visit our full listing of Certification Service Specialists at www.ccof.org/css to find yours (by location).
- Call us and ask! We're happy to help you.

Simple or general requests?

For simple requests, call the CCOF main number at **(831) 423-2263** then dial 2 for MyCCOF questions, 3 for new certificates, or 4 to address payments. To reach staff by department, dial 5 and then select 1 for farm, 2 for livestock, 3 for handlers, or 4 for inspection issues.

Documenting New and Transitioning Parcels

Operations are required to update their Organic System Plan (OSP) regarding changes that can affect their compliance, such as new land managed by the operation. However, many farms implement transition of conventional ground or begin managing new ground without including it in their OSP or inspections.

All transitioning parcels and new ground should be added to your certification as soon as possible to ensure appropriate inspections and verification of practices, and to alleviate the need for costly, last-minute inspections.

soullly organic
from Heath & Lejeune



since 1981

distribution • storage • consolidation

Los Angeles, CA soulllyorganic.com
213.614.1909 @soulllyorganic

**J & J Byrne
Pistachio Farm**


- Premium Quality •
- Family-Run Operation •
- Experienced in Exporting •
- Processed on Farm •
- CCOF Certified for 21 Years •
- Kosher Certified •



4020 Railroad Ave.
Pittsburg, California 94565

925 634-1014 fax: 925 634-1505

THE CATALYST PRODUCT GROUP



The Catalyst Product Group (TCPG) is a manufacturer of Humates (Humic and Fulvic Acid extracts), mined minerals, organic fertilizers, and organic based fertilizers.

TCPG has developed and successfully marketed the use of organic materials used to enhance the production of farmers, landscapers, home owners, and golf courses. With and environmentally health conscious consumer, the implications of stricter government regulations, farmers, landscapers, home owners, and golf courses are beginning to see the benefits of adding natural ingredients to current cultural practices in an effort to maintain the life and health of their soil

**2270 S. Boulder St. Gilbert, AZ . 85296
Tel: 480-814-8318 Fax: 480-855-3081**

**humateman@earthlink.net
www.catalystproductgroup.com**

BioFlora® nurtures the partnership between crops and soil™.



For more than 40 years, BioFlora® has been committed to transcending agriculture, becoming an evolving life sciences company, focused on environmental sustainability and providing superior plant nutrition.

Through our years of expertise, we offer an unprecedented wealth of industry knowledge, innovative processes and solutions, with customized products and services to our customers, both domestic and international.

Our balanced approach is an established sustainable practice, which plays a vital role in today's agricultural industry.

Contact BioFlora® and create the perfect partnership today!



56121 W. Eddie Albert Way
Goodyear, AZ 85338
Toll-Free: 1-888-BioFlora
Web: www.bioflora.com



CCOF is encouraging our certified members to be creative and find recordkeeping systems that work for you.



All land under your management and in the 36-month transition that is planned to achieve full organic certification must be disclosed, included in your system plan, and inspected annually. This will ensure that any potential issues are identified early, you achieve certification when it's required, and the full scope of your operation is appropriately included in the CCOF certification program.

Providing new parcels early will also help CCOF plan cost-effective inspections that group all parcels. If you currently have parcels in transition that you have not previously submitted, please submit appropriate additional acreage documentation as soon as possible. Please address all new land at your next inspection.

Alternative Recordkeeping Documentation

CCOF has improved our available sample forms with new online Google templates, found at www.ccof.org/documents.

You can also make maintaining documentation easier for yourself by using alternative documentation tools. Recently the National Organic Program (NOP), as part of their Sound and Sensible Certification initiative, has encouraged certifiers and inspectors to recognize alternative documentation, aside from logs or receipts.

CCOF is encouraging our certified members to be creative and find systems that work for you. Alternative and potentially acceptable documentation can include:

- Photos or videos you take of receipts, seed bags, farm or processing activities, etc. Some operations record these in a calendar or email them to themselves for later retrieval.
 - Physical notes on a barn door, wood post, or anything else, even hash or chalk marks, etc.
 - Old seed bags, packets, labels, etc. instead of letters from seed companies
 - Drawings or sketches
 - Illustrations of procedures
-

Fee Adjustment for Farms and Livestock Operations

CCOF annual certification fees are based on your Organic Production Value (OPV). Feedback from livestock operations, particularly dairies, has indicated that an adjustment to calculating the OPV category for farms and livestock operations is appropriate.

Farms and livestock operations may now deduct the cost of certified organic seed and/or feed purchased from their OPV in order to arrive at their appropriate fee bracket. During 2015, CCOF will be applying this calculation and adjusting fees for the 2016 renewal period and beyond.

The intention is to mirror the deduction of organic ingredients and contract processing that applies to handlers, so that farms are not paying twice on the value of previously-certified organic feed and seed inputs. More information about certification fees is available at www.ccof.org/fees.

Connect
with U.S. Organic

USOrganicProducts.com
gives global buyers
immediate access to U.S.
organic producers.

U.S. Organic Producer Directory

Access the most complete
directory for finding
qualified U.S. Organic
producers seeking export
partnerships.



Essential Industry Information

Access videos & reports outlining the
benefits of bringing the USDA Organic
seal to your market.

Simple Search Tools

Find U.S. organic producers by name,
product category, U.S. region & global
regions served.



For more information, email emmarco@OTA.com

USOrganicProducts.com

Scurich Insurance

Services

License #0436405

Serviceing the Agricultural Community Since 1924



320 East Lake Avenue

Watsonville, CA 95076

Phone: (831) 722-3541

www.scurichinsurance.com



Down To Earth™ Premium Natural and Organic Fertilizers

- Carefully formulated from the highest quality ingredients
- No synthetics, growth stimulants, or low quality fillers
- Multi-purpose blends, single ingredient fertilizers, agricultural minerals, and specialized soil amendments

Custom branding, blending & packaging inquiries welcome



Trusted Quality since 1977

1-800-234-5932

downtoearthdistributors.com

FISH ON! 2-4-0.2 ORGANIC FISH HYDROLISATE FOR ALL CROPS

BENEFITS

- Feeds beneficial microorganisms in all soil types
- Contains essential minerals for plant health - Nitrogen, Phosphorous, Potassium, and Calcium plus an array of micronutrients
- Derived from 25 different Pacific Ocean species of fish for major diversification
- Increases water retention in soil - use less water over time
- GUARANTEED RADIATION FREE



KELP HELP! KELP + HUMIC ACID for IMMEDIATE NUTRIENT UPTAKE - FOR ALL CROPS

BENEFITS

- High-grade humic acid allows plants and roots to absorb all the nutrients immediately - fast results!
- Produces fast, strong plant starts, huge yields, and tastier, longer lasting produce
- Processed with pure mountain spring water - no chemicals!
- Made with Pacific Northwest bull kelp
- GUARANTEED RADIATION FREE



NATIVE NUTRIENTS™

Phone: 707-954-3352 • native-nutrients.com • contact@native-nutrients.com



ORGANIC PROFESSIONAL GROWING MIX



ORGANIC FORMULATED PEAT-BASED SUBSTRATES ARE ALSO AVAILABLE WITH OUR DIFFERENT PEAT GRADES FOR ORGANIC CROPS

OTTO S. KAUFMANN Jr.
National Account Manager
Tel: 561 284-6378
Cell: 561 704-1723
ottok@att.net
www.lambertpeatmoss.com



Vitalis Organic Seeds:
Both Pioneer and Innovator
In Organic Seed Breeding



Offering the most diverse portfolio of high quality organic vegetable and herb seeds available in the varietal selections and quantities desired.
To request our catalogue please call 831-754-2300 or view on-line at www.vitalisorganic.com.




The Only Sensible Choice...



Your Critical Checklist for Growing Organic:
 ✓ Fertilizer Cost ✓ Organic Integrity ✓ Food Safety ✓ Fertilizer Efficacy
 The Only **"Prime"** Source for OMRI Listed:
 ✓ Feather Meal ✓ Poultry Meal ✓ Dehy
 and now,
 ✓ **NEW "High Nitrogen" Protein Meal**
***Prime: Manufactured by Foster Farms®**




For More Information, Visit Our Web Site
www.OrganicFarmsFertilizers.com



or call 209-394-1171

member LISTINGS

New Certified Members

Ajava System Inc dba World Grocer
Turlock, CA
www.worldgrocer.com

Alianza De Productores Agrícolas S.A. de C.V.
Hermosillo, Son, MX

All Things Paleo, LLC
San Francisco, CA
www.mammothbar.com

Alpine Fresh, Inc. dba BCRS Cooling and Distribution
Doral, FL

American Growers Cooling, LLC dba Yuma Express Cooling
Yuma, AZ

Baker Sustainable Farms
Oroville, CA

Beachy Cream, LLC
Santa Monica, CA

Burnett & Son Meat Company Inc.
Monrovia, CA
www.burnettandson.com

Cain Cellars dba Cain Vineyard and Winery
Saint Helena, CA
www.cainfive.com

California Royale, LLC dba Monte Vista Farming Company
Denair, CA
www.montevistafarming.com

CJJ Farming Inc.
Santa Maria, CA
www.better-produce.com

Conscious Cultures, LLC dba Barefoot Bucha
Afton, VA
www.barefootbucha.com

Corn Maiden Foods Inc.
Harbor City, CA
www.cornmaidenfoods.com

D&J Pure Sweeteners
Woodland, CA

D+J Organic Eggs
Delta, CO

Dean Johnston's Farm
Kingsburg, CA

E & C Farms LLC
Lemoore, CA

FJT Suarez, Inc.
Lakewood, CA

Fragrance Manufacturing, Inc dba FMI
Allentown, PA
www.fragrancemfg.com

Fresh Value Farms
San Juan Batista, CA
www.freshvaluefarms.com

Gabriel Valley Farms, LLC dba Gabriel Valley Farms
Georgetown, TX
www.gabrielvalleyfarms.com

Garden of Flavor, LLC
Cleveland, OH
www.gardenofflavor.com

Harvest Time Produce
Oceanside, CA

Hoover Ranch
Bethel Island, CA

Israel Zepeda Farms, Inc.
Watsonville, CA

Johnson Family Farm
Nevada City, CA

K.L. Farms
Moss Landing, CA

Kabeela, Inc.
Milpitas, CA

KOOP LLC dba Atomic Farm
Atherton, CA

Local Greens Inc dba Local Greens Farms Inc
Berkeley, CA
www.local-greens.com

Lookingglass Organic Farm
Jefferson, OR

Luna's Farm
Hollister, CA

Maty's Healthy Products, LLC dba Maty's Healthy Products
Pittsford, NY
www.matyshealthyproducts.com

Midori Matcha LLC
Claremont, CA
www.midorimatchacompany.com

Monfefo LLC
Brooklyn, NY
www.monfefo.com

Monterey Wine Company, LLC
King City, CA
www.montereywinecompany.com

Mountain Bounty Farm dba Mountain Bounty Farm and Little Boy Flowers
Nevada City, CA
www.mountainbountyfarm.com

ML Hood Administration Trust dba Stanley Farms Georgia, LLC
Lyons, GA
www.vidaliavalley.com

Muddy Boots Organic Farm
Pescadero, CA

Nutri-Line Foods Company dba FreshSense dba Ready Fresh
Atlanta, GA

Oracle Oaks Farm
Smartsville, CA

Pangaea Juice Company
Irvine, CA

Panziera & Thorp LLC dba Arroyo Seco Organics
Greenfield, CA

Phoenix Farms
Clearlake, CA

Pure Earth Trading, LLC
Spring Valley, CA
www.pureearthtrading.com

Quintessential Homes Inc.
Valley Center, CA

R.C. Sherwood Grain Co.
Los Banos, CA

Rancho de la Torre Verde
Escondido, CA

Raw Brewing Company dba One Kombucha
Lake Park, FL
www.onekombucha.com

Raw Shakti Chocolate dba Santosha Chocolate
Asheville, NC
www.santoshachocolate.com

Rips Redwoods, LLC
Santa Rosa, CA

Rocket Farms
Half Moon Bay, CA
www.rocketfarms.com

Ronald Martella Farms Inc
Hughson, CA

Ruby Ranch and Gardens, LLC
La Mesa, CA
www.rubyranch.net

Sakakihara Farms
Watsonville, CA

SeaSnax Inc.
Los Angeles, CA
www.seasnax.com

Simply6 Inc. dba Tasty6
Washington, DC
www.tasty6.com

Sol Seeker Farm
Salinas, CA

Sonoma Mountain Ranch Preservation Foundation
Cincinnati, OH
www.sonomountainranch.org

Starchild Chocolate
Willits, CA
www.starchildchocolate.com

Strong Arm Farm
Healdsburg, CA
www.strongarmfarm.com

Sun and Sands Enterprises LLC dba Prime Time International
Coachella, CA
www.primetimeproduce.com

Superior Growers, LLC
Las Vegas, NV
www.sgrowers.com

T.O. Cattle Company, LLC dba Morris Grassfed Beef
San Juan Bautista, CA
www.morrisgrassfed.com

The Dojo, LLC dba Kate Blanc Cosmetics
Westminster, CA
www.kateblanccosmetics.com

The Pound Bakery & Pedigree Ovens
Harvard, IL
www.thepoundbakery.com

Thomas Creek Brewery
Greenville, SC
www.thomascreekbeer.com

Tierra Generosa Farms S.A. de C.V.
Cuicatlan Rosales, Sin, MX

Transylvania Vocational Services Inc. dba TVS
Brevard, NC
www.tvsinc.org

Triple H Farms, Inc
Fresno, CA

Vacaville Fruit Co. Inc.
Vacaville, CA
www.vacavillefruit.com

Vega Farms
Hollister, CA

Viva Orgánica S. de R.L. de C.V. dba Viva Organica
Ensenada, BC, MX

Vixen Kitchen, Inc.
Garberville, CA
www.vixenkitchen.co

Washington Vegetable Company, Inc.
San Francisco, CA
www.washingtonvegetable.com

West-Gro Farms, Inc.
El Centro, CA
www.west-gro.com

Whole Foods Market - Florida Distribution Center
Pompano Beach, FL
www.wholefoods.com

Whole Foods Market - Midwest Distribution Center
Munster, IN

Willo Naturals LLC
Leander, TX
www.willonaturals.com

Business Partners

Black Eagle Inc.
Danville, CA
www.blackeagleinc.com

Claudia Reid Consulting
Sacramento, CA

DE Products LLC
Gardnerville, NV

Ingredients by Nature
Montclair, CA
www.ingredientsbynature.com

SeaNutri LLC
Fremont, CA
www.globridgeventures.com

Todd Linsky Consulting
Bakersfield, CA
www.toddlinsky.com

US Ginger
Walnut Creek, CA
www.usginger.com

Supporting Members

Kahl, Garth
Alsea, OR

BERGLUND NATURAL FOODS

Quality Source of Organic Rice and Rice Flour

Ph: 530-934-5295
www.BerglundNaturalFoods.com

COMMITTED TO SUSTAINABLE SOLUTIONS
A PROUD MEMBER OF THE COMMUNITY

FOR OVER 30 YEARS

COMMUNITY PRINTERS

1827 SOQUEL AVENUE • SANTA CRUZ, CA 95062 • (831) 426-4682
WWW.COMPRINTERS.COM • ALLOFUS@COMPRINTERS.COM

advertisers index

Acras, USA	30	Clark Food Safety	8	Homegrown Organic Farms	34	Sunshine Paper Company WeedGuardPlus	18
Agroplasma, Inc.	18	Community Printers	42	J & D Fertilizers (dba D. Stutzman Farms)	28	Sym-Agro	14
ARBI/CO-Organics	34	Down To Earth Distributors, Inc.	40	JH Biotech, Inc.	32	Taylor Bros. Farms Inc.	28
Associated Feed & Supply	30	Driscoll Strawberry Associates, Inc.	16	Kochergen Farms Composting, Inc.	30	The Catalyst Product Group	38
Berglund Marketing	42	Ecostadt Technologies LLC	34	Lambert Peat Moss Inc.	41	True Organic Products, Inc.	1
BioFlora Systems	38	Farm Credit	6	Native Nutrients	40	Urban Village Farmer's Market Association	16
Black Eagle Inc.	32	Farmsreach	32	New Era Farm Service	8	Vitalis Organic Seeds	
Blue Mountain Minerals	34	Foster Farms dba Organic Farms	41	New Hope Natural Media	43	and Enza Zaden Research RSA	41
Brandt Consolidated, Inc.	12	Grimmway Farms/Crystal Organic	12	Organic Trade Association	4, 40	Vitiseal International, LLC	28
Byrne (J & J) Pistachio Farm	38	Growth Products, Ltd.	19	Oro Agri, Inc.	10	W. Neudorff GmbH KG	36
C & N Tractors	19	Harmony Farm Supply & Nursery	5	Scurich Insurance Services	40	Westbridge	BACK COVER
California Organic Fertilizers Inc.	20	Heath & Lejeune, Inc.	38	SQM Organic	33		

Where doing business just comes

NATURALLY

New for 2015! The Super Pass!

Natural Products Expo East is excited to announce the new Super Pass! Consider this your all access pass to nearly everything we have to offer at Expo East in 2015.

To learn more and get registered, visit:
expoeast.com/register

“ I have an amazing career, where I can encourage and excite people everyday about making better health choices, through my own life experiences. Expo East allows me to continually see new products that support my passion and be reacquainted with our established companies.”
– Phillip Hill, The Turnip Truck

The Newest Products



Educational Sessions and Workshops



Dynamic Networking



Your Community



Education & Events: September 16–19, 2015 | **Trade Show:** September 17–19, 2015 | Baltimore, MD USA

Questions? Contact us at 1.866.458.4935 or 1.303.390.1776 | tradeshows@newhope.com



CCOF
2155 Delaware Avenue, Suite 150
Santa Cruz, CA 95060
(831) 423-2263 • fax (831) 423-4528
ccof@ccof.org • www.ccof.org

Non-Profit Organization
U.S. Postage Paid
Permit #262
Santa Cruz, CA

*Safe and Effective Plant Nutrients and Biopesticides
for Certified Organic Crop Protection*



 **Westbridge**[®]
www.westbridge.com
(800) 876-2767

ORGANIC
TRIGGRR[®]

ORGANIC
BIOLINK[®]

SUPPRESS[®]
HERBICIDE EC

Blossom Protect[™]

Botector[®]