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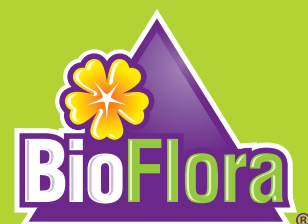
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23

## Organic Indulgence

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– Neal Gottlieb, Founder, Three Twins Ice Cream

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**EDITOR-IN-CHIEF** Laura McKissack

**PUBLISHER** CCOF, Inc., Robin Boyle, marketing@ccof.org

**PRODUCTION TEAM** Elizabeth Barba, 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.

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*"...it is possible to give a new direction to technological development, a direction that shall lead it back to the real needs of man..." -E. F. Schumacher*

Using technology to grow the organic movement is a top priority for CCOF. Last year, with MyCCOF, we made certification easier. This year, with a new online client directory, CCOF will make certified organic products easier to find.

The path to *Organic Indulgence* (see this month's feature on page 22) will be just a couple of clicks away this summer when CCOF's client directory becomes more accessible to the public. After June 1, when you crave organic beer, chocolate, ice cream, cheese, or other yummy organic products, just pull out your mobile phone (or computer) and visit our updated website at **www.ccof.org**. The directory – accessible from the home page – will lead you to organic products, producers, and apprenticeship opportunities. Better yet, if you are out and about, you can map our certified producers near you and find out how to buy their goods.

Next time you are driving through the San Francisco Mission District wondering where to get an organic beer, **www.ccof.org** will map MateVeza and other nearby organic breweries for you on your mobile device. On a road trip with the kids and want ice cream? Go organic by searching for ice cream on the CCOF directory. Or, just having guests and want to pamper them

with organic cheese and chocolate? Pull up the directory and find out where nearby CCOF certified operations are selling the very best.

The online CCOF organic directory will be released as part of our new website, which sports a fresh look while making it easier than ever to post classified ads (free for clients and members), view and post event listings, access certification forms, purchase merchandise, and more!

Another feature of the new website will be "Field to Forum," a blog aimed at keeping you up-to-date on important news impacting the organic community. Ranging from regulatory updates to major policy initiatives and marketplace trends, you are welcome to join the debate through your commentary.

We invite you to indulge by previewing the website. A link to the site is available now on our homepage. Let us know what you think before we go live by sending comments to **marketing@ccof.org**.



*Cathy*

**Cathy Calfo**  
CCOF Executive Director



## *Methyl Iodide Pulled from Market*

Tokyo-based Arysta LifeScience, one of the largest pesticide producers worldwide and the maker of the controversial strawberry pesticide methyl iodide, is pulling the product (sold as "Midas") out of California and the rest of the U.S. market immediately. Methyl iodide is a soil fumigant that kills fungal pathogens and other soil organisms. There has been a long debate surrounding the use of the chemical, which is listed as a carcinogen under state Proposition 65. This decision marks a victory for environmentalists and farmworkers, who are deeply concerned about the health and environmental impacts of the fumigant. The EPA first registered methyl iodide as a pesticide in 2007, in spite of a letter from more than 50 scientists, including five Nobel Laureates, which expressed their deep concern over the chemical's use. Methyl iodide was meant to replace ozone-depleting methyl bromide, which is being phased out under the Montreal Protocol and the Clean Air Act.

This is a success for organic producers and consumers everywhere. California, which produces 90% of strawberries nationwide, has experienced only a limited number of methyl iodide applications since the state approved its use two years ago; lawsuits attempting to ban its use were in process prior to the company's decision. Arysta representatives claim that the decision is financial and not based on outrage received over the use of the product. Midas will continue to be marketed outside of the United States, with potential impacts on the domestic

strawberry market. The California Strawberry Commission continues research on ways to grow berries without soil and methods for killing pests without fumigants with the backing of a \$500,000 grant from the California Department of Pesticide Regulation. The three-year project hopes to show support for more environmentally friendly ways to control pests while providing strawberry growers, both organic and conventional, with additional tools to be economically viable. It's a great day to celebrate organic!

## **Trader Joe's Signs Agreement with CIW**

On February 9, after two years of pressure and letter writing campaigns, Trader Joe's signed an agreement with the Coalition of Immokalee Workers (CIW). The community-based CIW was founded in 1993 in Immokalee, Florida, to fight for the rights of farm workers. This agreement means that Trader Joe's will only buy their tomatoes from companies that comply with the CIW's standards, which are designed to improve farm worker wages and working conditions. CIW standards include the right of workers to basic human rights and safety, and a call to Florida's tomato suppliers to increase the price of tomatoes by a penny per pound. This price increase for tomatoes could help thousands of farm workers receive a fair wage for their labor. Though this doesn't seem like much, it is a great achievement for the Fair Food movement as Trader Joe's has 367 stores nationwide, and fellow signer Whole Foods has roughly 300, with hopes of expanding to 1,000. These stores are helping pave the way for safe conditions and fair wages for our farm workers. That sure does add up to a lot of pennies and tomatoes grown by fairly paid workers!

Other supporters of the CIW include Taco Bell, McDonald's, and Burger King, though all after much resistance and organized boycotts. Food service providers like Bon Appétit Management Company, Aramark, Sodexo, and Compass Group also support the agreement. Through continued pressure from consumers on large grocery chains and food service companies, the CIW will continue to gain more victories and support in reaching their end goal of changing the entire agriculture system for fair prices and labor rights.

Visit [www.ciw-online.org](http://www.ciw-online.org) to learn about fair food and farm worker rights as well as how you can get involved with the campaign. You can also follow Coalition of Immokalee Workers on Facebook, Twitter, and YouTube for updates on campaigns.





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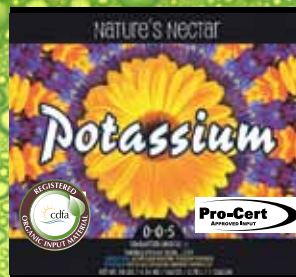
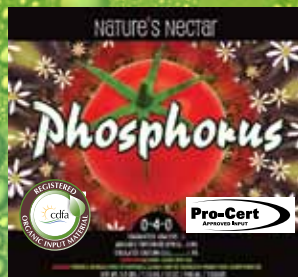
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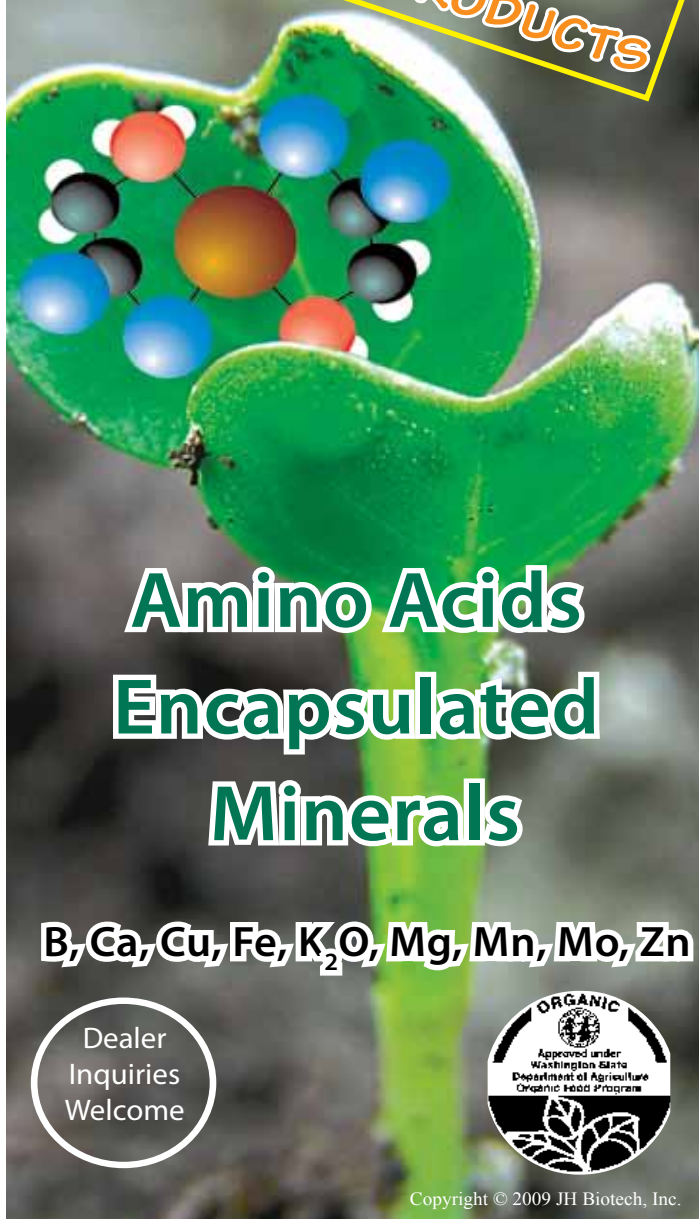
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## Moving Organic Forward

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## Strawberries Grown Organically Increase Biodiversity

More scientific proof that organic is the way to go! Swedish scientist Georg Andersson of Lund University conducted a multi-year study on different plots of land across various farms to study the growth, malformations, and nutrient levels of strawberries grown organically versus conventionally, as well as pollinator and microorganism counts of plots. His findings were quite intriguing. Andersson found that plots grown organically had a much higher number of microorganisms in the soil, and increased pollinators and biodiversity on the farms. Andersson and his researchers believe that these factors produce a higher proportion of fully-pollinated berries and fewer malformations in berries grown on organic farms compared with conventionally grown berries. The researchers also found that about three years after converting a conventional farm to organic, the microorganism and pollinator counts increased to levels similar to a long-term organic operation.

As the amount of farmland diminishes further and the demand for organic increases, Andersson's study on organic strawberries shows that land originally farmed with conventional methods will be more successful if converted and farmed organically. All findings by the study support the continued promotion and practice of organic agriculture. Not only do organic farms grow strawberries with fewer malformations than conventionally grown strawberries, the farm itself becomes a central hub for biodiversity.

## Faster Approval for GM Crops by the USDA

Concerns about the safety and environmental impacts of genetically modified organisms (GMOs) have been an issue for years, and for many valid reasons. Now, the USDA has introduced a plan to reduce the time for regulatory review of genetically modified crops. Currently there is a review period of around three years to get GM crop approval; the new USDA plan would cut the approval time by up to one half. The reasoning behind the reduction is that GM crop farmers in the US believe that a shorter approval process is necessary in order for them to stay competitive in the market with other countries that have faster approval, such as Brazil. The faster companies like Monsanto, Syngenta and DuPont can get their GM products to market, the sooner they can start to make money on their investment.

With the existing system, companies file a petition for the deregulation of a GM crop, and at the end of the regulatory

review the public may submit comments and concerns. The new system that the USDA has put forth allows public comments as soon as the petition is filed, speeding up the approval process. This new process will dismiss public comments more quickly and allow less time for analysis of the true environmental and health impacts of GM crops in the long run.

Advocates of faster approval for new GM crops are also involved in the push against requiring companies to label their GM products. Currently, 17 states have introduced legislation in support of GM labeling, with a goal of introducing a federal GM labeling law. A recent federal bill was vetoed, but did have the effect of raising public awareness and concern about GMOs. The good news is that over 40 countries have already banned or restricted GM food products, so the export market for GMOs is decreasing.

## Another Pesticide Linked to Decline in Bee Populations

Bees are one of the key species to animal and human survival: studies have shown that humans would not be able to survive longer than four years without these critical pollinators. This is why the mystery of Colony Collapse Disorder and the loss of over 30 percent of our honeybees every year since 2006 is such a pressing concern for farmers and scientists. An insecticide family, Clothianidin, which is used as a seed treatment of major U.S. crops, has been found to be highly toxic to bees and other pollinators. "Poncho," the product name for this family of pesticides, which includes neonicotinoids and imidacloprid, has been banned or restricted in European nations such as France, Italy, and Germany. Poncho was originally registered by the EPA in 2003 on the condition that the producer of the pesticide, Bayer Crop Science, conduct its own study on the safety of the pesticide, but it has not done so. Registration is up for re-approval this year, prompting many recent petitions to the EPA to ban this pesticide in the United States.

Scientists at Purdue University conducted a study on the pesticide and documented levels of Clothianidin at 700,000 times the bee's lethal dosage in seed planter exhaust material and in pollen collected by bees and stored in the hive. Once the bees have fed on even small amounts of pollen and nectar from plants treated with Clothianidin, their eating preferences change to foraging only the sweetest nectar, which is produced by very few plants. This in turn causes the bees to pollinate less and bring less food back to the hive, which hurts the health of an already struggling bee colony. The re-approval of this insecticide would be a serious threat to the agricultural industry, public health, the environment, and the commercial honeybee-keeping industry. Not only would crops and plant life be devastated but the collapse of our honey bee populations would result in economic harm to all sectors involved.



## *And the Sustie goes to... Carl Rosato!*

CCOF members were busy at EcoFarm this year, from attending our Annual Meeting & Conference (more details on page 15) to speaking and participating in EcoFarm's many sessions on topics in sustainable agriculture. This year, we are able to full-heartedly congratulate Carl Rosato of CCOF certified Woodleaf Farm for receiving a Steward of Sustainable Agriculture Award at the EcoFarm Conference. Nicknamed the "Sustie," this annual award is presented to three individuals by EcoFarm's board of directors in recognition of their commitment to and impact on sustainable agriculture.

Rosato has been producing delicious organic peaches, pears, persimmons, vegetables, apples, and cherries for over 30 years. He began farming in the 1970s and established his 26 acre farm and orchard in 1980. First certified by CCOF in 1982, Woodleaf Farm is one of our oldest certified organic operations and has a true commitment to sustainability, now producing over 200 varieties of organic fruit and meeting 100% of its energy needs with solar power.

In 1992, Rosato was awarded a grant from the Organic Farming Research Foundation (OFRF), allowing him to conduct research on diseases in peach production, Woodleaf Farm's specialty. Rosato has filled a variety of roles in addition to farming; he taught at community colleges and on his farm, served on the boards of CCOF and the Community Alliance with Family Farmers (CAFF), and helped lead the CCOF Foundation's Going Organic Project by assisting conventional farmers in California with the transition to organic farming.

## **Seed Matters Supports Organic Research**

The Clif Bar Family Foundation, a nonprofit started in 2006 by CCOF certified Clif Family Farm owners Kit Crawford and Gary Erickson, works to create a robust, healthy food system by expanding organic food and farming and safeguarding the seeds on which we depend. To further this goal, the Clif Bar Family Foundation launched the Seed Matters initiative in 2009, advocating for the improvement and protection of organic seed and committing \$1 million to the program for grants, fellowships, and more. This January, the foundation announced the nation's first organic plant breeding fellowships: \$375,000 in grants was awarded to three Ph.D. fellowship students for research in organic plant breeding. The goal of these fellowships is to "provide organic farmers with improved varieties and support the next generation of leadership in organic research, entrepreneurship, and education."

"Organic seed systems are the underlying foundation for healthy resilient farming and food systems," said Matthew Dillon, cultivator of Seed Matters, in a blog post. "Seed is a farmer's first line of defense against pests and global climate disruption, and has a huge impact on the nutrition and overall quality of the food we eat." Seed Matters' financial collaborators now include CCOF certified members Earthbound Farm and Whole Foods Market, as well as supporting members Organic Valley and Vitalis Seed. We are excited and proud to see our members collaborating to further this initiative and to create a robust, healthy food system – a goal the entire organic community can work towards together.





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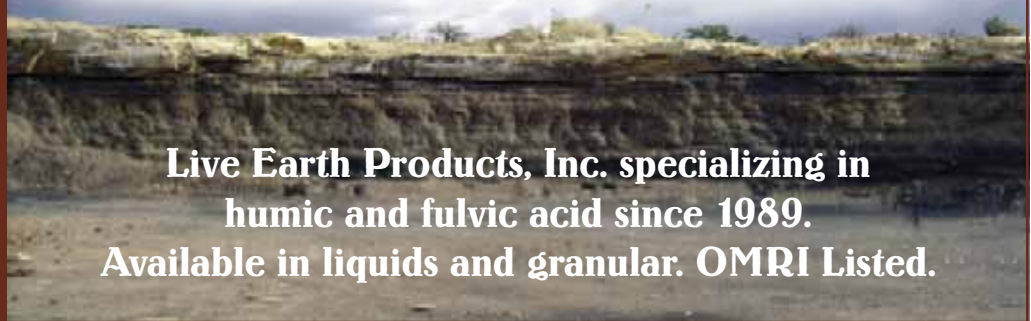


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## Members Define Sustainability

As people grow increasingly concerned about our impact on the planet, “sustainability,” along with a slew of other terms, has become a common household word. However, from “afforestation” to “windpower,” even the most well-intentioned environmentalists often use these terms without fully understanding what they mean. To learn what they call “the new language of sustainability,” Douglas Gayeton and Laura Howard-Gayeton started the Lexicon of Sustainability project, traveling the country and interviewing leaders in sustainable food and farming. The Lexicon of Sustainability project turns each of these interviews with pioneers such as Will Allen, Alice Waters, Joel Salatin, and others into large format “information art,” combining vivid photo collages and handwritten interview excerpts to define a variety of sustainability terms.

Several CCOF members participated in this project to define terms central to their operations. The Agriculture and Land-Based Training Association (ALBA) defined “Green Collar,” or

cuello verde, as “workers retrained to work in agriculture,” truly a defining term for the organization that provides land and guidance for aspiring farmers. John Lagier of Lagier Ranches defined a newly popular term, “Food Miles,” as the distance that food travels from field to table, adding that 100 miles is commonly considered the maximum travel distance for local food, and that the local foodshed is the area falling within those boundaries. Alexis Koefoed of Soul Food Farm responded to the terms “Pasture Raised vs. Cage Free,” explaining that her pasture raised hens have full access to the outdoor pasture, but are also at a higher risk of predation. Albert Straus of Straus Family Creamery described the term “Methane Digester” and how it works to minimize pollution on his dairy farm, creating end products of solid manure for composting and methane gas for heat and energy. Ames Morison of Medlock Ames Winery explained how to know when winegrapes are ready for harvest in “The Five Senses.” In “Farmlife + Wildlife,” Ames described the balance between agricultural production and protecting the natural environment. We are excited to see our members joining this effort to create a vocabulary for discussions about sustainable food. Visit [www.lexiconofsustainability.com](http://www.lexiconofsustainability.com) to browse the images and terminology, add a word to be defined, or learn about hosting a traveling Lexicon art show.

# You grow almonds, We grow markets... Organically

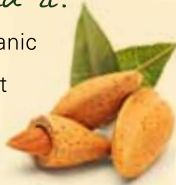
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## CCOF "Likes"

Member News Meets Social Networking



**Renee's Raw Chocolate** shared a news story via [Facebook](#): "Cocoa from dark chocolate lowers risk of colon cancer."

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**Serendipity Farms** via [Facebook](#): "CSA Shares start being delivered in less than a month. Be sure to sign up now before we sell out for the season!"

*CSA season is fast approaching so now is a great time to remind your fans to sign up for the coming summer's bounty. Don't forget to mention if your shares are limited - no one wants to miss out on delicious organic veggies!*



**479° Popcorn** via [Facebook](#): "Do you LOVE 479 Popcorn? Then maybe you should join our team! We're now hiring for two positions. Here's the first link to the job description for an Account Manager:"

*One of the easiest ways to get good applicants at your company is to share job postings with your fans and supporters. With social media you can reach hundreds of people with a single click, so it's fast and effective.*



**Massa Organics** via [Facebook](#): "Found our first open [almond] blossoms yesterday! The date is only one day later than the date we found our first open flowers last year. With clear, warm weather in the forecast, we're hoping for a good pollination season!"

*Sharing stories about happenings on the farm helps fans understand all the effort that goes into producing their food. Feeling connected to our food and our farmers makes us appreciate what we eat even more. We're hoping for a good pollination season too!*



**Good Earth Tea** via [Facebook](#): "Interested in winning this Glass Tea Kettle? For a chance to win, just tell us what color your tea kettle is by midnight Sunday. On Monday morning one lucky fan (who posted) will be randomly selected to win!"

*Giving away small prizes is a great way to get fans excited about your company and gain some attention. Whether it is for reaching a fan milestone or a contest for writing a funny comment, prizes will entice fans to participate and draw others to your page!*



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## **CCOF Annual Meeting & Conference Sells Out!**

Over 150 participants, speakers, and staff gathered for the sold out CCOF Annual Meeting & Conference on February 1 in Pacific Grove, California. *Advancing Organic 2012: Practices and Policies* was the theme of this 2012 gathering. The day began with the CCOF annual membership meeting, facilitated by Executive Director Cathy Calfo, who highlighted our major accomplishments in 2011. Chief Certification Officer Jake Lewin presented on the latest activities at the NOP and CCOF's work to streamline the certification process with new tools like MyCCOF. The meeting concluded with an open mic session for members who asked questions and shared ideas and concerns with staff.

Keynote speaker Craig McNamara, president/owner of Sierra Orchards and the Center for Land-Based Learning, spoke about the future of organic farming. He brought copies of the final report of California Ag Vision 2030 to share with everyone attending, and encouraged attendees to continue building the vision for a sustainable food system. McNamara's talk

was followed by three simultaneous breakout sessions on green energy, advanced practices in soil fertility and weed management, and holistic range management. A key highlight of the morning was the lively discussion participants had with Albert Straus of Straus Family Dairy and Russ Lester of Dixon Ridge Farms about the challenges and benefits of using agricultural byproducts to create green energy for processing facilities.

Senator Debbie Stabenow of Michigan, Chairwoman of the U.S. Senate Committee on Agriculture, Nutrition and Forestry, provided a video address on the current state of federal agriculture policy. She commented: "I am looking forward to working with CCOF and the organic community as we strengthen support for organics in the U.S. Farm Bill."

Policy keynote speaker Dan Imhoff shared key messages from his newly re-released book, *Food Fight: The Citizen's Guide to a Food and Farm Bill*. Imhoff inspired members about the importance of the U.S. farm bill and encouraged the organic community to get involved in the debate.

Afternoon breakout sessions focused on food safety and the farm bill. Even though the new regulations had still not been released from the USDA on the Food Safety Modernization Act, the diverse group of food safety panelists discussed all sides of the food safety debate. Presenters included Ken Kimes, owner/farmer of New Natives Farm, who shared his journey working with emerging food safety rules, and Eduardo Gutiérrez-Rodríguez, Ph.D. candidate in Horticulture and Agronomy at UC Davis, who provided the latest research at UC Davis for evaluating food safety metrics for organic and conventional production. CDFA Secretary Karen Ross provided an overview of what the farm bill means to California and underscored the importance of preserving research infrastructure in the face of university budget cuts. Paul Muller of Full Belly Farm and representatives from OFRF, OTA, and CCOF emphasized our critical role in the 2012 Farm Bill reauthorization process. The farm bill will determine whether we have funding for certification cost share, conservation programs, preserving farmland, increasing organic conversion, and supporting beginning farmers and ranchers.

The day concluded with a reception including organic beer, wine, and appetizers donated by CCOF certified members. CCOF

.....  
*"As a newly certified operation, it was helpful to meet different vendors and producers. We particularly appreciated the workshop on food safety, and that CCOF was so open to having a well-rounded panel of speakers to present all sides of the issue."*

*- Daniel Iwata, Ecopia Farms*



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Central Coast Chapter board representative Grant Brians and Monterey County Ag Commissioner Eric Lauritzen welcomed everyone to their region and said a few words about central coast agriculture. Far West Fungi brought a beautiful display of their organic mushrooms and everyone enjoyed music by local musicians.

For a full list of speakers and copies of the presentations please visit: [www.ccof.org/educationconference.php](http://www.ccof.org/educationconference.php).

## CCOF Organic University

Please check the CCOF education webpage for a full calendar and registration information for these events:

[www.ccof.org/programs.php](http://www.ccof.org/programs.php).

CCOF held our *Marketing 101* webinar on March 15 with 28 participants. This webinar is designed to help organic producers bring their organic products to market and identify what market channels are right for them. The March 15 webinar featured special guest speaker Jeff Bordes, Marketing Director of Frog Hollow Farm, who shared his techniques for managing online sales through their website. A special video of Jeff Larkey of Route One Farms was provided to participants. This 30-year farmer/owner demoed tips for setting up a dynamic display to help produce fly at farmers' markets. Participants were asked to fill out a pre-webinar self-assessment questionnaire to evaluate key aspects of their business and current marketing plan and prepare them to choose the right market mix based on what they learned in the webinar.

If you missed the spring run of the *Marketing 101* webinar and are interested in participating, watch on CCOF's website for additional dates as we will repeat this training again during fall of 2012.

New events for you are coming this summer!

## Postharvest Handling Field Day

Visit two farms with innovative, low-tech postharvest handling facilities. This field day will link the importance of postharvest handling and food safety to effective marketing and consumer satisfaction.

## Materials Input Compliance Webinar \*New in 2012

One of the key challenges faced by organic farmers is ensuring that all materials used in their production processes (seed, compost, pest management, and postharvest washes) comply with NOP requirements. This session will inform producers of the materials pre-approval process and demonstrate how to

determine if an input is compliant with the NOP standards. The use of allowed inputs is critical to organic farmers, as the stakes for noncompliance are high: loss of organic certification for up to three years.

And more to come!

## EcoFarm

*Raising EcoFarmers' Voices* was the theme of the 2012 EcoFarm Conference. CCOF was especially excited to participate in this year's event, which was full of dynamic speakers and a huge variety of sessions that provided something for everyone. We organized a workshop on organic winemaking, which was a big hit with the grape growers and wine community. This session was moderated by Handler Certification Supervisor Sarah Reed, Senior Handler Certification & Policy Specialist, Allison Clark, presented in the session. CCOF Executive Director Cathy Calfo moderated a session entitled *Keeping Organic Relevant*, where Dag Falck, Organic Program Manager at Nature's Path Foods, set the stage by providing a review of how the term "natural" is confusing consumers. His presentation was followed by CCOF Chief Certification Officer Jake Lewin, who presented the newly released *CCOF Organic Principles*, which states our belief that organic standards should continually evolve to address a broadening range of issues like animal welfare, social justice, and ecosystem services to remain relevant in the marketplace. A lively discussion among session participants followed the presentations, offering hopes and ideas for continued growth of the organic market. CCOF Program and Member Service Specialist, Tina Cosentino, organized and moderated the *Organic Access for All* workshop bringing speakers from New York and San Jose to share innovative projects in bringing organic food into low-income communities.

For electronic audio recordings of these workshops, visit [www.eco-farm.org](http://www.eco-farm.org).

## World Ag Expo

CCOF once again had a booth at the World Ag Expo in Tulare, California, February 14-17. Our staff was busy answering questions from show attendees wanting to understand more about organic agriculture and the certification process. Longtime attendees commented that the presence of organic agriculture has steadily increased over the years, almost filling an entire pavilion with input materials approved for use in organic systems. With 1,600 exhibitors displaying the latest in farm equipment, pest management, communications, and technology on 2.5 million square feet of show grounds, organic agriculture still has a long way to grow!

We continued to see leadership transitions and brainstorming for CCOF Chapters this winter. Here is a quick summary of the winter chapter activities:

**Processor/Handler (PR)** held a conference call on December 13, 2011, to discuss ideas for 2012 chapter activities. The chapter plans to host a series of webinars featuring speakers on topics relevant to the processor/handler community, such as food safety, emerging issues with export markets, latest developments at NOP, etc. The chapter will also conduct special outreach to all PR chapter members to ensure we have the right contact for chapter activities. We look forward to hearing your ideas of what the PR chapter can do for you. If you have a topic you would like included in the webinar series, please contact Joelle Heidinger at

**JHeidinger@ebfarm.com.**

**North Valley (NV)** held a meeting on January 16 with over 35 people in attendance at the Richvale Café in Richvale, California. After everyone introduced themselves, Phil LaRocca reported on the NOSB meeting that took place in Savannah, Georgia. He reviewed the issues of organic milk, and the use of sulfur dioxide and copper sulfate in organic production. CCOF Executive Director Cathy Calfo was introduced at the meeting and spoke on CCOF's growth in the last decade. CCOF now represents about 2,300 growers, 1,300 of whose organic production value fall in the USDA definition of "Small Farms." Cathy also outlined the main activities of CCOF, which are certifying, educating, and advocating for organic, and our efforts to make the certification process more streamlined and transparent for all certified operations.

Tina Cosentino, CCOF Program and Member Services Specialist, talked about the work being done to increase chapter involvement, including "best practices" for farmers' markets and the election protocol designed to help members become more active. Denise and Ben Carter of Benden Farms gave a presentation about their 3,000 acre operation, which includes rice, row crops, field crops, and orchard crops on the east side of the Sacramento River near Colusa. The NV chapter will be holding a meeting this summer, and the chapter election of officers will be held prior to that.

**Pacific Southwest (PS)** conducted its first meeting of 2012 in Temecula, California on January 18. Having successfully completed their 2012 election in mid-January, the meeting began with introductions of the new leadership (page 21) to

about half a dozen members in attendance. Acknowledgements were made to the outgoing leadership, Don Mykkanen, David Promack, and Laney Villalobos, for their service. The chapter brainstormed ideas for their 2012 activities. There was discussion of hosting a "group table" at farmers' markets for farmers to share time at a market and possibly combine a chapter meeting. There was an interest in meeting at member farms and doing more potluck-type events, and a lively discussion on how to connect with farmers in the Imperial Valley. The chapter hopes to facilitate a meeting in that area by connecting with some sponsors in the area, as it is a long journey from San Diego. Meanwhile, the chapter is planning their next meeting in Temecula at an organic winery, Foote Path Farms, on a Saturday evening in mid-April. Please contact PS Chapter President Soleil Develle at **panoramafarms@gmail.com** if you are interested in participating. Your participation is welcomed and appreciated. May your gardens be fruitful!

**Big Valley (BV)** held a meeting on January 24 with 15 participants. The chapter discussed the quarantine in Stockton for the oriental fruit fly which went into effect in September. Being that this was the first meeting in 3 years, a motion was raised to keep the chapter active which passed unanimously. Members brainstormed ideas for chapter activities to help reinvigorate the chapter. John Mangelos, owner of the restaurant where the meeting was held, suggested organizing a restaurateur tour of local organic farms to get the chefs and local business owners connected with their regional producers. The chapter also discussed the idea of creating a "buddy" phone tree to try to get more people out for meetings and/or events. Additional ideas for future events include farm tours, discussion on trends in the organic market, and providing a demo of MyCCOF and the new CCOF website, coming this spring. Cindy Lashbrook concluded the meeting announcing that she plans to coordinate the chapter election this spring and will be distributing the nomination form to all members soon.

Regional Service Representative Amy Lamendella and Grower Certification Specialist Jacob Guth attended the meeting. Amy commented: "It was great to be in the Big Valley area again. It feels like some concrete ideas are coming together on what the chapter can do to build a sense of community and add benefit to being certified with CCOF."



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*“It was great to be in the Big Valley area again. It feels like some concrete ideas are coming together on what the chapter can do to build a sense of community and add benefit to being certified with CCOF.”*

*– Amy Lamendella*

**Fresno-Tulare (FT)** held a meeting on February 6. Steve Kortoff served as chapter president during this meeting and gave updates on the last CCOF board meeting. Steve discussed updates on Farm Bill, encouraged members to communicate with their representatives, and emphasized the importance of keeping up-to-date on important issues. Richard Molinar, UCCE, and Dr. S. Mint Pasakdee, CSU Fresno, announced an upcoming San Joaquin Valley Organic Farming Conference at University Business Center, CSU Fresno. The conference topics include Soil Food Web, Food Safety, Plant Disease Management, Organic Certification, and Biological Control. The chapter also invited a guest speaker, Bill Green from the Center for Irrigation Technology, CSU Fresno, to present on PG&E's Advance Pumping Efficiency Program (APEP). APEP features subsidized pump tests, incentives for pump retrofit/repair, technical assistance, installation and maintenance, and irrigation scheduling. Green brought the Pump Mobile Education Center demo trailer and parked it outside meeting room. At the end, the chapter had an elaborate raffle with donated organic products.

## New! Assistance With Chapter Elections

This winter CCOF successfully completed two pilot projects with the Processor/Handler and Pacific Southwest chapters using an online survey tool called Survey Monkey. Online elections make your chapter election easy by providing a web link you can email, allowing all members to participate in the election. Survey Monkey automatically tallies election results for you and keeps a permanent record of the outcomes, so no more counting ballots! If you have an election due in 2012, please contact [programs@ccof.org](mailto:programs@ccof.org) for assistance with this tool.

## Congratulations to New Chapter Leaders!

### Processor/Handler (PR) Chapter Leaders

**Steve DeMuri**, Campbell Soup Company, President  
**Joelle Heidinger**, Earthbound Farm, Secretary  
**Rusty Brown**, Fine Dried Foods International, Treasurer  
**Will Daniels**, Earthbound Farm, Board Representative  
**Renee Thresher**, Lundberg Family Farms, Board Alternate

### Pacific Southwest (PS) Chapter Leaders

**Soleil Develle**, Pan O'Rama Farms, President  
**Tom Page**, Page's Organics, Vice President  
**Darlene Eells**, Sundance Natural Foods, Secretary  
**Mary Page**, Page's Organics, Treasurer  
**Karen Archipley**, Archi's Acres, Board Representative  
**Lois Christie**, The Organic Consulting Firm, Board Alternate

Special thanks to Don Mykkanen, David Promack, and Laney Villalobos for their service to the PS chapter in 2010 and 2011.

Let the CCOF community know what you're doing in your chapter. Write to [programs@ccof.org](mailto:programs@ccof.org) and we will publish your chapter update in the next edition of *Certified Organic*.

Thank you to this issue's contributors: Joelle Heidinger (PR), Nancy Schleiger (NV), Soleil Develle (PS), Amy Lamendella (BV), and Dr. Sajeemas (Mint) Pasakee (FT).

# organic INDULGENCE

Written by Elizabeth Barba

There are thousands of products to indulge in out there but most are lab manufactured or heavily processed, and made with a bunch of unknown ingredients you can't feel good about eating. CCOF represents producers of some of the most extravagant organic delights for the indulgent eater: chocolate, beer, ice cream, and cheese. These organic producers turn the tables on indulgence by offering delicious foods produced in an environmentally sound way, allowing us to satisfy our naughtiest food cravings regret-free.

Organic foods are free of genetic engineering, artificial hormones, antibiotics, and residues of synthetic fertilizers and pesticides. Eating organic is not an indulgence; it's a way of life. There's no better way to treat your desire for extravagance than ensuring that what you eat is organic. As we head into the spring and summer seasons, grab a chair, read up, and indulge yourself in some of the best organic goods out there.

“All you need is love. But a little **chocolate** now and then doesn't hurt.”  
- CHARLES M. SCHULZ

Chocolate is synonymous with indulgence because of its tantalizingly sweet flavor and creamy texture. Just the smell of

it makes us happy. Chocolate and is the go-to food to celebrate romance or even soothe a broken heart. We follow our meals with this tasty treat and feel our palate delight in its rich, smooth texture as it melts in our mouth. Yet for its reputation as a devilish sweet that's high in calories, chocolate can benefit your heart health and provide antioxidants. Our organic producers are reinventing chocolate as a healthy, sustainable, humanity-friendly product suitable for everyday enjoyment – as if we needed another reason to eat chocolate every day!

## Sacred Chocolate: A Healthier Choice for Your Sweet Tooth

Sacred Chocolate was founded in 2006 by raw food enthusiast and entrepreneur, Steve Adler, and raw chocolate pioneer and author, David Wolfe. The two came together as a result of Wolfe's unbridled passion for raw chocolate; Adler attended one of Wolfe's raw chocolate presentations in New York and got hooked on creating a "truly raw, finely tempered chocolate bar." After much experimentation, they went into business together, creating Sacred Chocolate.

Sacred Chocolate prides itself on using raw ingredients in innovative ways. Their truffles and bars contain no cane sugar, using healthier sweeteners such as organic maple sugar, coconut sugar, and stevia instead. Their proprietary processes include the slow, low temperature stone-grinding of organic cacao beans over a period of days, which maximizes the





## Organic producers turn the tables on indulgence, allowing us to satisfy our naughtiest food cravings regret-free.

natural nutrient density of the raw, organic cacao bean. Sacred Chocolate chocolates have been lab tested to contain double the antioxidant level of cooked or roasted chocolate of the same cacao content. Just as Adler says, Sacred Chocolate is “truly the marriage of artisanal flavor and superior nutrition.” Sacred has won the “Best of Raw” award for chocolate three years in a row. With so many fabulous reasons to indulge, how could you say no?

Raw chocolate is one of the most nutrient rich and complex foods known to man; it is one of the highest natural sources of magnesium, phosphorous, iron, chromium, and antioxidants. Adler and Wolfe strongly believe in the ability of raw chocolate to act as “a delivery vehicle for the world’s most powerful healing herbs,” and believe that raw chocolate is “a sacred food and should be treated as such.” Their best sellers range from Mylk, the dairy free version of a classical milk chocolate, to Amazonian, which includes thirty plus therapeutic and super food herbs, seeds, nuts and berries. Getting hungry? Visit [www.sacredchocolate.com](http://www.sacredchocolate.com) to browse for your fix!

Both Adler and Wolfe believe strongly in organic standards and believe that organic food “is good for all life and the planet.” Their organic raw chocolates are lovingly produced in a certified organic, certified vegan, and carbon-balanced facility. To Sacred Chocolate, organic means a superior product and better health for all.

“He was a wise man who invented beer.”  
- PLATO

Beer conjures images of America’s favorite sports and hot summer days outdoors. It’s one of our favorite indulgences, and, according to the Beer Institute, we each consumed about 28.9 gallons of the thirst-quenching nectar in 2010. That’s over 51 billion pints nationwide! Though typically high in calories (and guilt), it’s clear that beer is both an indulgence and a quintessential part of American culture. Though beer brewing has been around for thousands of years, organic beer producers have made it their goal to produce the most unique, delicious, healthy, and sustainable brews available.

### MateVeza: Original Brew to Tantalize any Organic Beer Drinker

MateVeza is the first beer ever brewed with yerba mate, the popular South American tea that is naturally caffeinated and rich in vitamins, minerals, and antioxidants. Including yerba mate in brews adds a refreshing herbal finish and provides a natural source of caffeine, an element rarely included in

alcoholic beverages. Owner Jim Woods was enjoying an afternoon mate in his San Francisco apartment when he cracked open a pale ale and took a sip. As the flavors mixed and melded, the idea for MateVeza was born. This perfect day time beverage has yet to meet its conventional counterpart and is truly an organic original.

Woods is focused on using the highest quality, organic ingredients because of his commitment to public health and the environment. He believes that products made using organic ingredients “simply taste better.” Though it’s often difficult to source the necessary varieties and quantities of organic hops, Woods believes that organic growers have made great strides in their ability to provide the necessary organic ingredients.

Woods adds the yerba mate to the malted barley during the “mash” process, which breaks down starches into fermentable and non-fermentable sugars through a temperature-controlled steeping in water. The mash process is similar to brewing a bag of tea and works perfectly for infusing the essence of yerba mate into the beers. MateVeza offers two beers: Organic Yerba Mate IPA and Organic Black Lager. “Morpho,” a limited release, was made in collaboration with Mill Valley Beerworks and features hibiscus flowers and organic bay leaves. Alcohol content ranges from 5-7%.

Woods strongly recommends pairing MateVeza with brunch dishes and has started an event in San Francisco called “Beerunch” to encourage eaters to pair their brunches with beer. Past pairings have included Yerba Mate IPA with huevos rancheros, and Black Lager with biscuits and gravy. Morpho can be paired like a white wine.

To promote the delightful, indulgent combination of beer and food, Woods plans to open Cerveceria de MateVeza ([www.mateveza.com/visit](http://www.mateveza.com/visit)), a restaurant and small brewery in San Francisco’s Mission District. The restaurant, an indulger’s delight that will open in April, will feature Argentinian cuisine and a collection of craft beers. Bay Area beer drinkers will soon be able to enjoy a perky sip of organic Black Lager alongside other delicious, locally sourced indulgences. Whether you’re at beerunch or feeling like it’s gotta be five o’clock somewhere, raise a glass to organic brew!



MATEVEZA Yerba Mate IPA

“Without **ice cream**, there would be **darkness and chaos.**”

- DON KARDONG

Ice cream: the brain freeze-inducing, frozen treat of the masses. It's the first thing we grab from the freezer for a lazy night on the couch and what we dream of on a hot day in the sun. In fact, the International Ice Cream Association notes that the ice cream industry generates more than \$21 billion in annual sales, with nine percent of all milk produced in the U.S. going into making the dessert. Yet for all of its popularity, most conventional ice cream is packed full of additives, thickeners, and other nonsensical ingredients. These products don't even taste like real dairy and leave us wanting something better. Organic ice cream is made with real ingredients and milk from dairy cows that have been raised free of antibiotics and growth hormones - it's the real stuff. Ice cream is no longer just for those craving a naughty afternoon snack. Even athletes now have an excuse to dig in.

## Sleddog: Delicious, Frozen, Organic Relief for Tired Athletes

There are so many reasons to indulge, but chomping down on ice cream post-workout might not seem like the best choice. Tired athletes normally reach for a processed bar or protein drink to regain nutrients and energy after their workouts. Sleddog Athlete Recovery believes that athletes can do better, and we agree.

Sleddog Athlete Recovery is far from your average ice cream; it is a nutrition-packed frozen treat that offers carbohydrates and proteins to athletes recovering from marathons, strenuous workouts, and other intense physical activities. Inspired by sled dogs and their ability to push hard all day and recover quickly, the company was born in 2010. Sleddog, as founder Gary Keith says, is “first and foremost a sports nutrition company” that makes products with all the “benefits of sports nutrition products, but in a natural and organic form.” Keith was sick of seeing confusing ingredient lists on strange powders, bars, and drinks, and became determined to offer an organic product that could deliver the nutrition necessary for athletes in recovery. Because ice cream already has an ingredient base that provides carbohydrates and some protein, it was a natural progression to use an organic protein enhancement to bring the formula to a 3:1 carb-to-protein ratio, which optimizes post-exercise muscle recovery.

Pampering your body post-workout with delicious, organic ice cream is a brilliant idea. Available in both chocolate and vanilla, Sleddog's frozen delights meet health needs while satisfying an often-naughty craving. Keith says that going organic was natural for the company. “With organic, you know and understand the simple ingredients that make up the product. I wanted to create a product with simple ingredients people could understand and know that what they are putting in their body is premium quality.” Sleddog has plans to expand their product

line to include an organic chocolate milk powder mix with only cocoa, sugar, and protein.

Keith believes that creating a unique, organic product was the only way to stand out and cause a stir in the sports nutrition industry. Athletes are naturally attracted to the “Recovery Ice Cream” stand at local triathlons and marathons, and they have been eating up Sleddog's vanilla and chocolate ice creams ever since. You can buy Sleddog online or find their list of San Francisco Bay Area retailers at [www.sleddogathlete.com](http://www.sleddogathlete.com).

From health treats to desserts that give back, you'll never have to justify eating ice cream again!

## Three Twins: Tasty Frozen Treats Give Back

It is the mission of Three Twins Ice Cream to “produce inconceivably delicious organic ice cream that is affordable and accessible.” Founder Neal Gottlieb got bored of working in a cubicle, so he headed to Morocco with the Peace Corps. When he got back to the states, he became a capitalist, innovator, philanthropist, and entrepreneur by starting an organic ice cream company with funds from his family. From small beginnings seven years ago, Three Twins now offers a large variety of organic ice creams (over 100 flavors are rotated throughout the year!), sorbets, sherbets, pies, and ice cream sandwiches, and they have even incorporated vegan ice cream flavors for vegan and dairy-free customers. What began as a scoop shop with no employees has grown into the most comprehensive line of organic ice cream in the United States, providing ice cream to tens of thousands of sweet-toothed customers each month. Three Twins is truly a gift to all organic ice cream indulgers.

Organic is simply a part of life for Three Twins: their focus on making great products for a fair price is coupled with a passion for organic ingredients. Gottlieb believes that “clean organic ingredients are a crucial part of making some of the tastiest products possible,” allowing him to run his company “guilt-free” knowing that they are supporting the organic movement as a whole. Gottlieb notes that many conventional ice creams contain “gummy” stabilizers, corn syrup, artificial flavorings, and colorings, and says that you “can't put a bunch of ‘what's that?’ ingredients into ice cream and expect to fool one's taste buds.” The Three Twins organic ice cream base has only four ingredients, and their organic dairy products are sourced from within 17 miles of their Petaluma, California-based factory - making for a straightforward, earth-conscious recipe for all to enjoy.

One of the absolute best reasons to indulge in Three Twins ice cream is the company's focus on giving back through 1% for the Planet, and their land conservation initiative, Ice Cream for



SLEDDOG Vanilla Ice Cream



Acres. 1% for the Planet is a global movement of companies that donate one percent of their annual net revenues to local environmental organizations. These funds go to organizations like the Marin Agricultural Land Trust, Friends of the Urban Forest, Seed Savers Exchange, and others - and that's not all they're doing! Ice Cream for Acres is a giving model designed by Gottlieb that incorporates the preservation of land with the purchase of their organic ice cream. By teaming up with two nonprofit organizations that purchase open land solely for its preservation, each pint of Three Twins ice cream sold results in the protection of six square feet of land across a number of countries. Given that each American consumes about 40 pints of ice cream a year, those of us who love this cool treat can have a significant impact on the safeguarding of A LOT of open space - something to feel truly good about.

Ice cream fiends can find Three Twins products at any of their four San Francisco Bay Area scoop shops, local grocery stores, online, and in many Whole Foods Market stores. The Three Twins ice cream truck, affectionately nicknamed "Carl," will be making the rounds nationwide this summer, putting on ice cream socials for the masses. Visit [www.threetwinsicecream.com](http://www.threetwinsicecream.com) to find their flavors, locate Carl, or order online.

“He who does not eat  
**cheese** will go mad.”  
- FRENCH PROVERB

There are so many reasons to purchase organic dairy products, and cheese is an extravagance most people can't live without. We seem to add cheese to everything: sandwiches, salads, appetizers, meats, vegetables, soups, and more. With this indulgence playing an everyday role in our lives, it's no wonder why organic cheese is the best of the best.

Conventional cheeses typically contain added coloring, dairy from across the nation, and artificial flavorings and preservatives. The milk used in conventional cheese can come from animals treated with synthetic hormones and antibiotics, which hurt the animal and negatively affect human health. Cheese has a higher concentration of fat; because hormones and antibiotics accumulate in fat, it's even more important to choose organic. Plus, organic standards dictate that dairy animals graze on organic pasture as a large percentage of their diet - a regulation never seen in conventional dairy production. Choosing organic cheese for your favorite sandwiches and sides is good for your family and the planet.

## Garden Variety Cheese: Ewe Will Love It!

Garden Variety Cheese is one of only a few certified organic sheep dairies in the country. Owner Rebecca King maintains a flock of 100 milking ewes, each named after a flower, on her 40-acre Monkeyflower Ranch in Monterey County, California. Focused on sustainability, Rebecca supplements her ewe's pasture feed with excess grains from local certified member Santa Cruz Mountain Brewing. Her farmstead cheese (made



and sourced onsite) business began in March 2009. Since then, King has been crafting delicious organic sheep milk cheeses and offering them wholesale to a number of Bay Area retailers, through CSAs, and at farmers' markets. Though not available nationwide, Garden Variety cheeses are a delicacy worth looking for.

Farmstead sheep milk cheese is a premium product, so there is no price hike for being organic. King believes strongly in organic farming and raising animals humanely and respectfully; organic certification is her way of ensuring customer satisfaction and meeting their quality expectations. Each Garden Variety cheese is made by hand with raw sheep's milk that is no more than two days from the animal. The cheeses are then aged from four to 12 months before arriving at the market. Each week, the cheeses are flipped and given a brine rinse.

King suggests pairing her cheeses with crackers, fruits and nuts, and a glass of wine (yum!). She also suggests adding her sheep milk cheeses to sandwiches, grated on pasta, shaved on a salad, or cooked in an omelet. King says that sheep milk cheese is "very nutty, sweet, and buttery." Garden Variety was awarded a 2012 Good Food Award for its Hollyhock and Black Eyed Susan cheeses. These annual awards recognize tasty, authentic, responsibly produced foods. Did we mention that each cheese variety is named after one of the ewes? It would be difficult to find a more lovingly created product. You can taste the care and effort in each bite. Visit [www.gardenvarietycheese.com](http://www.gardenvarietycheese.com) for San Francisco Bay Area farmers' markets and retail locations.

“Everything in moderation,  
including moderation.”  
- JULIA CHILD

Making the choice of what to eat can be complicated and it's even harder when choosing whether or not to indulge. In a marketplace full of confusing ingredients, manufactured goods, and GMOs, it's never been more important to choose to indulge organically. These producers have made it their daily task to create unique, healthy foods that benefit both the environment and our palates. After all, it's not every day that you meet dairy animals named after flowers, or an ice cream truck named Carl. But don't just take our word for it; let your taste buds decide.

“Too much of a good thing can be wonderful.”

- MAE WEST

We certify so many producers of organic indulgences, it would be impossible to list all of them here. Use the CCOF online directory and search for a local way to satisfy your organic cravings!



- 1 **RENEE'S RAW CHOCOLATE** WITH COCONUT, GOJI BERRIES & HONEY - Look for this healthy treat at Whole Foods or visit the Renee's Raw Chocolate website to find a retailer near you: [www.reneesrawchocolate.com](http://www.reneesrawchocolate.com)
- 2 **BUTTE CREEK BREWING ORGANIC PALE ALE** - This delicious craft brew is mostly confined to California, Arizona, and Oregon for now, so if you're in one of those states, check your local health food stores! Visit their website for future expanded distribution locations: [www.buttecreek.com](http://www.buttecreek.com)
- 3 **STRAUS FAMILY CREAMERY ORGANIC VANILLA BEAN ICE CREAM** - You can find this delicious dessert at many Whole Foods stores as well as a variety of independent health food stores. Check the Straus Family Creamery website for a retailer near you: [www.strausfamilycreamery.com](http://www.strausfamilycreamery.com)
- 4 **WEIRAUCH FARM & CREAMERY CHEESE** - These organic artisan cow cheeses and farmstead sheep cheeses can only be found at a limited number of health food stores and farmers' markets in the San Francisco Bay Area. Visit the Weirauch Farm & Creamery website for locations: [www.weirauchfarm.com](http://www.weirauchfarm.com)

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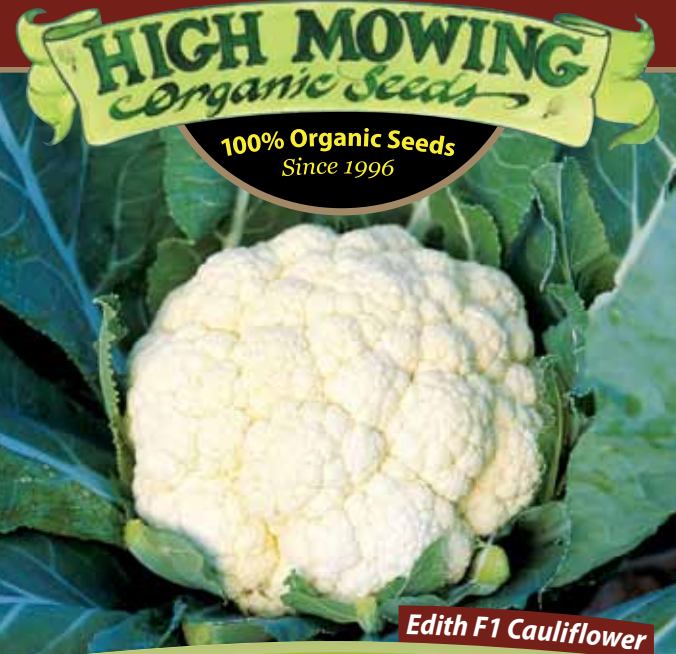


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- K-Zyme® stretches the rachis, increases berry size and color.
- K-Zyme and Fish-Protein® increases sizing and better coloring of fruit.

### Wine and Raisin Grapes

- K-Zyme stretches the rachis by 25% - increased size results in looser bunches with less rot and more tonnage.

### Table Grapes

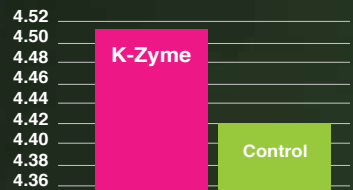
- K-Zyme – The bigger the better. By spraying 2-3 weeks before bloom on all grapes, growers will get a good rachis stretch allowing more room for the berries to form. Growers will experience larger “shoulders.”
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Average Rachis Weight - grams  
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Average Berry Weight - grams  
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## **Organic Seed Activities are Sprouting**

Seeds are one of the basic building blocks of any successful agricultural system, yet the organic community faces an uneven supply. In the next few months the National Organic Program (NOP) will be publishing finalized guidance on interpreting organic seed and planting stock standards. Organic growers will have to work hard to source organic seed. Fortunately, there are now more companies offering organic seed varieties.

One of the exciting developments in the organic seed world is that in 2011, the Organic Seed Alliance launched an Organic Seed Working Group to engage diverse stakeholders in collaborative efforts that improve access to certified organic seed. The working group, consisting of growers, seed companies, certifiers, trade members, and policy activists, is leading the development of a new organic seed database that will help connect growers with appropriate varieties and quantities of organic seed. This effort has been done with the cooperation of OMRI (who sponsored the previous seed database effort), the American Seed Trade Association Organic Committee, and other groups, and has been discussed several times with the NOP. The new database will be hosted by the Association of Official Seed Certifying Agencies. The database will debut sometime this spring with field crop listings, and then will be followed shortly with vegetable listings. CCOF will announce the launch when information is available.

In January, CCOF Policy Specialist Zea Sonnabend and several CCOF growers attended the 6<sup>th</sup> Organic Seed Growers Conference in Port Townsend, Washington. In spite of snowy road conditions, more than 300 participants were able to attend in person and 200 more attended via live webinar. Sessions covered organic plant breeding, starting a seed business, seed production techniques, and more. The conference proceedings are free to download at [www.seedalliance.org](http://www.seedalliance.org). Recordings of the organic plant breeding sessions are available through eXtension: <http://goo.gl/yD2x0>. CCOF was an organizing committee sponsor for the event.

Meanwhile, CCOF and other partners are advocating for Congress and the USDA to increase investments in research related to the development and preservation of publically available cultivars (seeds) and animal breeds. Cultivar development, historically a role of land grant institutions, has seen a decline in funding as much federal funding has been redirected to genetic engineering.

Choosing organic seed encourages opportunities for organic farmers and marketers by supporting expansion of a thriving organic seed sector.

## **Fund Your Conservation Projects!**

Reimbursements from programs like the Environmental Quality Incentives Program (EQIP) Organic Initiative help organic and transitioning growers implement new conservation practices. The 2012 cutoff date for EQIP Organic Initiative applications is June 1 and funding is still available. For more information on the EQIP Organic Initiative or any of NRCS's conservation programs, visit your local NRCS office or [www.nrcs.usda.gov](http://www.nrcs.usda.gov).

*In Good Tilth* editor Andrew Rodman caught up with Organic Conservation Specialist Sarah Brown of Oregon Tilth and the USDA National Resource Conservation Service (NRCS) to identify funding opportunities for organic producers made available through the 2008 Farm Bill.

### **Andrew Rodman: So you were a small farmer who ended up helping other farmers.**

*Sarah Brown:* When my position started, it was going to be largely based on helping NRCS staff figure out how to work with organic producers. In doing that, I've realized there have been some flaws in the program, beyond lack of NRCS staff expertise in organic, that have been barriers. I might need to be involved in the program at the national level, providing feedback on how the program should work and what the different ranking questions should look like.

### **What is a ranking question?**

The ranking helps projects with the largest impact get priority. There's \$50 million available annually for the organic initiative, yet we've never run out of the \$50 million in the history of the program.

To be eligible for the organic initiative, you have to be certified organic, transitioning to organic, or exempt from certification. The exempt and transitioning producers have to sign that they are developing and implementing an Organic System Plan.

The last sign-up date this year is June 1, 2012. But give yourself plenty of time to work with NRCS to develop a contract and get the logistics figured out.

### **Still time to get some low hanging fruit.**

It's a contract. You go into NRCS, you sit down with them, you talk about your farm, you go out and walk around, and you identify what the resource concern issues are. Is there erosion? Is there not enough habitat? Using too much water?

You identify what NRCS practices you can use to mediate that. Maybe it's using cover crops, or putting in a pollinator hedgerow. You sign a contract and develop a plan for how that's going to be implemented. On this date I'm going to seed this cover crop at this seeding rate. You pay for it all, and once NRCS has seen that you've done it to contract, they'll reimburse you a portion of the expense.

NRCS develops standards and specifications for all the practices that a producer can use on their farm. I help ensure these documents have the organic considerations they need. In the past, some specifications have required things like spraying an area with herbicides for site preparation when installing a hedgerow. You can see why that wouldn't work on an organic farm.

They have a typical cost for practices, and they'll pay you a percentage of that. The cost for a conventional grower might be very different from organic. Cover crop is a perfect example because you have to use organic seed so it could be twice, if not three times, as much. So I'm working with NRCS to make sure the standards and payments are appropriate for organic producers in each state.

There are different variables that need to be evaluated from the NRCS side to make it worthwhile for the organic farmer.

**How long are the funds available now that the 2008 Farm Bill is sunseting? We don't know what funding the next Farm Bill contains.**

From the conversations that I've had with folks involved with sustainable agriculture lobbying, they foresee that the organic initiative will stay around. But there is reasonable concern that because it's not being fully utilized, that Congress will take an axe to it.

**Spend it or lose it.**

States were allocated a certain amount of money, and if they use it, they can ask for more. In the past, California and Washington, and a handful of other states, have had to request more money. States you wouldn't expect, like West Virginia, had to ask for more money I think last year. I do not believe Oregon has ever used all its money.

The Organic Farming Research Foundation did a producer's survey on the organic initiative to gather feedback, a lot of which was that NRCS doesn't know anything about organics, they're not helpful, and they didn't even know the program existed when producers went into the office.

The survey is probably two or three years old, so hopefully the situation has improved since. I've talked to producers who are incredibly grateful and some growers say it's taken quite a bit of hand holding with NRCS, because often times it's not that NRCS is not familiar with organic, it's that they're not familiar with small, specialty crop operations.

**One comment I've heard is how difficult it was to navigate the paperwork for reimbursement. Do you have any kind of resource or guidance for that?**

It's difficult no matter what type of farmer you are. I have talked to state leadership in Oregon and other states about group signups where multiple farmers come in at once and they all go through the application process together. It's just the nature of the beast that if you're going to be getting money from the government, you're going to have to go through paperwork, but it certainly isn't more burdensome than organic certification.

**There's no *Idiot's Guide* or anything like that?**

Well, so actually, ATTRA/NCAP, they have a document that I just worked with them to update, *Assessing the Environmental Quality Expansion Incentive Program (EQIP) Organic Initiative for Conversion or Expansion*, [www.attra.ncat.org/eqip](http://www.attra.ncat.org/eqip).

The National Sustainable Ag Coalition has a *Farmer's Guide to the CSP*, which is the Conservation Stewardship Program. Each state has an organic contact at their NRCS office. Producers should feel empowered to call that person if they are having a tough time.

**So who's the contact for Oregon and Washington?**

On the National EQIP OI webpage, there is a "Support" link at the bottom, but there is also information available at [www.nrcs.usda.gov](http://www.nrcs.usda.gov). Search for EQIP Organic Initiative.

**This is all fine for small farmers, but a lot of my readers are backyard or small family farmers. Are there any reimbursements for the backyard grower?**

I believe they can be eligible, but whether or not the amount of paperwork and the rate of reimbursement would justify their time is important to consider. Traditionally payments have been by the acre. I've been encouraging them to do it by the farm for small-scale producers, so for example, that payment might be like \$500 a farm for a given practice instead of \$10/acre.

**With small backyard it might be really helpful for how many square feet as opposed to how many acres.**

You have to be able to get a farm lot number through the Farm Service Agency number. I don't know what hoops you have to jump through to get that, or if you can do that in urban areas.



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You have to look at the bigger picture, Andrew. For the planners, they have a really insane workload and they have to prioritize which projects they spend their time on. And if you're comparing the conservation impact of a backyard farm versus a 100 acres on a conventional farm it's...

**Not as much a priority.**

Or it is hard to justify. The number of programs and contracts NRCS planners have to juggle is crazy.

From my experience as a grower, I've heard about these programs for years, or I've seen sessions at conferences about conservation and I haven't had a clue what that meant, and I guess I didn't realize how available it is. There's a strong push at NRCS to reach the organic community.

I've talked to CSA farmers who say "NRCS isn't for me; it's for big farms, they don't know how to help us." It's true that NRCS might not have all the answers to develop your nitrogen budget, but they have funding to help you figure it out.

They want to fund projects that have a conservation impact, not to help me increase production and have a more profitable farm. If you can frame your proposal around the impact your farm will have on the environment and conservation, you can get a lot of assistance.

I think it's pretty amazing that there's \$50 million available for organic and people aren't banging down the doors.

**You're probably picking up some good ideas for your future farm.**

(Laughter) When we get a piece of land, we are going to go into that office, and we are going to get every possible dime we can get to help us implement conservation on our farm.



This interview originally appeared in *In Good Tilth* magazine, a project of Oregon Tilth's work to promote biologically aligned and socially equitable agriculture. See [www.Tilth.org](http://www.Tilth.org).

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## Full Speed Ahead on Organic Equivalency

The organic industry reached a momentous milestone February 15 with the signing of an organic trade equivalency agreement between the United States and the European Union (EU) at BioFach 2012 in Nuremberg, Germany.

Many hours, over a long period of time, were invested to reach this recognition. Kudos is due to all involved, including the USDA Foreign Agricultural Service, the Office of the U.S. Trade Representative, the USDA National Organic Program, and OTA's U.S.-EU Equivalency Task Force. Co-chairing that task force are OTA Executive Vice President Laura Batcha and CCOF Chief Certification Officer Jake Lewin.

As a result, beginning June 1 certified organic products will be able to move freely between the United States and EU borders provided they meet the terms of the new arrangement. Under the agreement, the EU will recognize the USDA National Organic Program (NOP) as equivalent to the EU Organic Program, and allow products produced and certified to NOP standards to be marketed as organic in the EU. Likewise, the United States will allow European products produced and certified under the EU Organic Program to be marketed as organic in the United States.

In addition, the EU and United States agreed to work together to promote strong organic programs, protect organic standards, enhance cooperation, and facilitate trade of organic products.

The arrangement will expand market access for organic producers and companies by reducing duplicative requirements and certification costs on both sides of the ocean while continuing to protect organic integrity.

Eliminating the distraction of multi-standard organic certification will strengthen the application of organic standards nationwide. As a result of this agreement, it is expected that more than 800 CCOF farmers and processors will see a reduction in their overall fees and complexity of certification. CCOF's clients who have been managing multiple certification programs for years can now turn their attention to managing their operations and producing more organic goods instead of chasing paperwork for overlapping standards.

This historic agreement will create jobs in the already growing and healthy organic sector, spark additional market growth, and be mutually beneficial to farmers both in the United States and European Union, as well as to consumers who choose organic products.

The arrangement is limited to organic products of U.S. or EU origin that have been produced, processed, or packaged within these jurisdictions. Additionally, both programs have agreed to exchange information on animal welfare and methods to avoid contamination of organic products from genetically modified organisms. General country labeling requirements must still be met.

The arrangement will allow access to each other's markets provided (1) antibiotics were not administered to animals for products entering the United States, and (2) antibiotics were not used to control fire blight in apples and pears for products entering the European Union. To facilitate trade, the EU and United States have agreed to promote electronic certification of import transaction certificates.

Prior to this agreement, the EU was identified by the U.S. organic food and farming sector as its largest untapped export opportunity. The EU market for organic food and beverages in 2009-2010 was approximately \$26 billion, while the U.S. market totaled \$26.7 billion. Although the U.S. organic sector is creating jobs at four times the national rate, it has operated largely in an environment rife with trade barriers, with the exception of trade with Canada. Until now, the costs of dual certification and minor standards variances have curtailed or discouraged investment in the development of export markets for U.S. organic food and farming,

More details about this historic agreement are available on OTA's website: [www.ota.com/GlobalMarkets/US-EU-Organic-Equivalence-Arrangement.html](http://www.ota.com/GlobalMarkets/US-EU-Organic-Equivalence-Arrangement.html).

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The Irrigation Enhancer is a one of a kind technology with one patent and two additional pending

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Entered on	Input type	Input	General Name	Master material status	Client material comment	Client material status
8/14/2011	Livestock	"D" Free Choice		Restricted-CC		
8/18/2011	Crop	Ace Dark Flour		Approved-CCO	This is approved!!	Approved in COP
8/14/2011	Livestock	Acidified Copper Sulfate		Restricted-CC		
8/14/2011	Crop	Agriphaps		Unrestricted-CCO		

## Long Live the Materials Evolution

### Improvements for Materials Tracking and Approvals

**Continue:** We have heard loud and clear that one of our clients' biggest frustrations with the certification process is the paperwork surrounding input materials approval. In response, CCOF has been undergoing a materials evolution focused on making the process more efficient and less burdensome. We hope that you will find these changes to be positive, and welcome your feedback at any time!

As reported at the 2012 CCOF Annual Meeting, our staff has been hard at work improving how we communicate with you about your use of input materials (such as fertilizers, livestock medications, and processing aids) in organic production. The first phase of our system overhaul included generating a list of all input materials reviewed by CCOF, OMRI, or WSDA in our database (there are over 8,500!). We then entered all materials used by each client into the client's record.

CCOF has revolutionized our approach to materials as part of a long-term project to continually improve our certification program. We are looking at how to move away from paper Organic System Plans (OSP) and towards new communication tools and systems that take advantage of modern technologies.

The newest phase gives you new access to your OSP Materials List online at MyCCOF in both a live and document format in order to reduce paperwork and inspection time.

**Materials List Viewable Online:** When you log in to MyCCOF, you can now see the "Inputs" tab where all materials that have been approved for your use by CCOF will be listed. This is your approved OSP Materials List! It is live and real time. Visit [www.ccof.org/MyCCOF](http://www.ccof.org/MyCCOF) to sign up and access your records free of charge.

### Organic System Plan Materials List Provided by CCOF:

This revolutionary new document lists every material approved by CCOF for your use. At the end of the inspection cycle, when you receive notice of continued certification, CCOF will send you a copy of your OSP Materials List directly from our database. You are no longer required to handwrite updates regarding input materials on your paper OSP forms. Instead, the list will be verified at your inspection, updated whenever necessary, and always available in MyCCOF. We are happy to send you a current list at any time!

Contact your Regional Service Representative today to get a paper copy of your OSP Materials List. Whenever an OSP Materials List is generated for you, it will also be available as a file in MyCCOF.

**Request Material Additions Quickly and Easily:** The CCOF OSP Materials List can be used to add OMRI and WSDA listed materials to your OSP quickly and easily. Simply write the full name of the input material on the last page and send it to CCOF. If appropriate, we will update your OSP Materials List and send it back to you confirming the addition and your approval to use the material(s). You can also email, fax, or mail CCOF a request to add a material to this list at any time.

For materials that are not OMRI or WSDA listed you must submit a Material Review Request Form (MRRF), available at [www.ccof.org/forms.php](http://www.ccof.org/forms.php). We process these as quickly as possible. If you are in need of an extremely quick response, you may select "Rush Review Service" on the form.

**ALWAYS Seek Approval for Materials Prior to Use:** CCOF can only approve the use of input materials in the context of your OSP. **You must seek approval of materials prior to use. Use of materials, even OMRI and WSDA listed, without prior approval may result in a Notice of Noncompliance.**

Seeking approval of materials prior to use keeps you fully compliant with NOP standards and ensures that you don't lose your certification due to an unfortunate accident or mistake.

**Remember, if a material is not on your OSP Materials List, do not use it.**

**Inspection Systems:** CCOF inspectors will no longer spend inspection time writing down all the names of the materials you are using. We will be providing a print out of your OSP Materials List as part of the inspection documents. This will allow our inspectors to focus on observing and documenting the actual practices of your operation. The changes will ensure that CCOF inspections are cost effective while directing the focus on review of organic standards.

Additionally, by removing redundant parts of our paper files, CCOF will be sending inspectors less paper. This will reduce waste and expense while helping to control certification costs, not to mention being more environmentally responsible!

**Next Steps: the Materials Evolution Doesn't Stop Here!**

These giant steps forward are only the beginning in our ongoing efforts to improve your access to information while making the certification process more efficient. As discussed in the fall 2011 Certification News, we remain dedicated to providing a unified materials list online that includes information about materials CCOF and other organizations have already reviewed.

Our intention is to combine this step with efficient electronic request systems so that your materials questions can be answered easily and your additions processed quickly. Stay tuned as we are not nearly done.

## IMPORTANT: New Legal Language in Manual One

Please be aware that effective March 5, 2012, CCOF has modified "CCOF Manual One: A Guide to CCOF Certification" to more clearly define "clients" and provide additional indemnification and limitation of liability clauses. We have also slightly modified the existing section 4.9 Complaint, Investigation, and Adverse Action Fees to include "any contested action" in the costs that clients, applicants, and others are responsible for should CCOF prevail in mediation, dispute, proceeding, or other contested action.

These changes are designed to ensure CCOF's ongoing success and our ability to serve you in the future. All CCOF clients are advised to familiarize themselves with these changes by reviewing sections 2.11, 2.12, and 4.9 of Manual One at [www.ccof.org](http://www.ccof.org). If you would like a printed copy of the current Manual One, please email [ccof@ccof.org](mailto:ccof@ccof.org) or call **(831) 423-2263**.

Manual One now includes a simple description of what to expect in the certification process.

## Huge Changes to EU Equivalency and CCOF International Programs

CCOF EU Standards and GMA Program Webinar: April 19, 2012. Learn about the new agreement, market opportunities, how to save time and money within the GMA program, and the EU market in this helpful webinar.

In February, after two years of negotiations, the USDA and the European Commission announced a U.S.-EU Organic Equivalency Agreement, which will be effective June 1, 2012. This agreement harmonizes organic standards between the two largest markets for organic products in the world. The only areas not in full equivalency are apples and pears produced in the U.S. using antibiotics (Streptomycin and Tetracycline), and livestock in the EU raised using antibiotics.

After June 1, organic products certified in either the U.S. or EU can be sold in either market without additional certification. Product packaging may include the USDA seal, certifier logo, and/or EU organic seal. We believe that this equivalency agreement will open up the EU organic marketplace to CCOF certified processed goods and ingredients in new and exciting ways.

As a member of the Organic Trade Association's U.S.-EU Equivalency Task Force, CCOF worked closely with the NOP, governmental trade representatives, and the EU Commission to help bring equivalency to the organic community. CCOF effectively used your GMA fees to help eliminate the requirement for additional certification to this standard.

**Reduction of Cost, Paperwork, and Inspection Time:** For many CCOF clients the U.S.-EU Organic Equivalency Agreement will reduce time, effort, and expense during the organic inspection. Inspections used to include additional questions in order to verify compliance to EU standards as part of the CCOF's Global Market Access (GMA) program. We updated our



GMA program to eliminate these additional requirements and inspectors have stopped requesting the additional information previously required for EU approval. Instead, the issues that require verification for exported products can be reviewed during a desk audit by CCOF office staff, eliminating unnecessary time and effort at the inspection.

**New GMA Export Verification Program Eliminates Need for Previous GMA Enrollment for Many CCOF Clients:**

CCOF has modified our GMA program for U.S. clients to include verification of only the additional requirements that still exist under the USDA equivalency agreements with the EU, Canada, Taiwan, and Japan. As part of the GMA program, we will continue to help you ensure that your retail labels meet the requirements of the importing country, and provide you with additional verification documents when required by the export market or your buyers.

Together, the U.S.-EU equivalency, and CCOF's streamlined approach to Canadian equivalency verification, will mean that fewer CCOF clients need to be enrolled in our GMA program or pay an additional fee for international verification. If it is no longer necessary for your operation to be enrolled, we will encourage you to withdraw before January 1, 2013, to avoid being billed. We will be communicating with you this year to verify whether enrollment in our GMA program is still a requirement for you.

**You need the CCOF GMA program if you:**

- Export CCOF certified organic products to the EU, Japan, or Taiwan from the U.S.
- Export CCOF certified organic products to Canada from any location
- Grow any crop exported to Japan by someone else
- Grow apples or pears that are exported, or used in products that are exported to the EU
- Make products containing apple or pear ingredients that are exported to the EU
- Grow crops that appear on CCOF's list of high risk crops (see [www.ccof.org/canada.php](http://www.ccof.org/canada.php)) that are exported to Canada or used in products that are exported in Canada
- Make products containing ingredients that come from crops that are on CCOF's list of high risk crops
- Sell CCOF certified organic products to any buyer who requires international verification certification

When you enroll in the GMA program, CCOF will review your labels and use of restricted materials (antibiotics for EU, alkali extracted humic acids and lignin sulfonate for Japan, use of sodium nitrate and hydroponic/aeroponic production methods for Canada). CCOF will provide the attestation statement required by Canada on the certificate.

**You need to enroll in the CCOF International Standard program if you:**

- Export to Switzerland from any location
- Are located outside the United States and are exporting to the EU

**You do not need any CCOF international programs if you:**

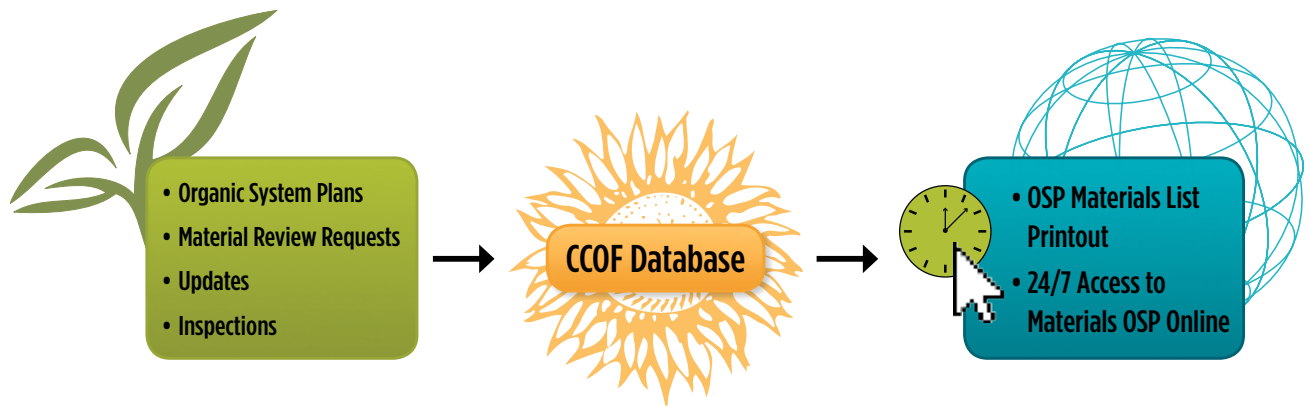
- Grow crops, other than apples and pears, which are exported by someone else to the EU
- Grow crops, other than apples and pears, which are used as ingredients in products exported by someone else to the EU
- Grow crops that are not on the CCOF list of high risk crops and are exported to Canada
- Grow crops that are not on the CCOF list of high risk crops and are used as ingredients in products exported by someone else to Canada

**European Export Documents:** After June 1, 2012, CCOF will be able to provide export documents for all NOP certified products grown, processed, or packaged in the U.S. (additional verification for apples and pears will be required). Import licenses or member state approvals will no longer be required. Please contact [export@ccof.org](mailto:export@ccof.org) with questions.

**Clients in Mexico or Shipping to Switzerland:** Clients located in Mexico and shipping directly to the EU, and those located in the U.S. and exporting directly to Switzerland, will need to enroll in CCOF's new International Standard program. Please contact [export@ccof.org](mailto:export@ccof.org) for more information.

**Next Steps and More Information:** Visit [www.ccof.org/international.php](http://www.ccof.org/international.php) for updates and more information.

**NEW European Wine Standards:** In early March 2012, the EU released standards for organic wine sold in Europe. Both CCOF and the NOP are reviewing the requirements of these standards and how to include them in the U.S.-EU Equivalency Agreement. We expect to see additional information about this from the NOP in the coming months. We do expect that NOP certified organic wines will ultimately be able to be exported as organic to the EU, but the EU Commission and the NOP have to further work out the details. CCOF clients interested in organic wine exports to the EU or Canada should contact [export@ccof.org](mailto:export@ccof.org) for regular updates.



## Elite Services Update

CCOF now offers elite level services to any client who chooses to enroll in the Elite Service program. We are offering a suite of elite level services designed to meet the needs of the large companies, smaller companies with very active organic programs, and others that require more individualized service. These services are included in CCOF's new top fee category of \$35,000 for annual organic sales beyond \$150 million, but any other CCOF client who desires these additional services is invited to enroll in the Elite Services program for an additional fee.

These services include guaranteed review turnaround time and a dedicated service representative, in addition to expedited and other services designed to ensure that all your needs are met effectively.

Please contact [development@ccof.org](mailto:development@ccof.org) for more information. A full description of the Elite Services program is available in CCOF Manual One at [www.ccof.org](http://www.ccof.org).

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### Alejandro Ramirez Organic dba Alejandro Ramirez Farms

Victor Ramirez  
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### Alexandra's Teas dba Blue Willow Tea Co.

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ali@bluwillowtea.com  
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### Ashley's Farm

Jose A. Carrillo  
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### Berry Valley Farms, LLC

Rene G. Aguas  
rene@norcalharvesting.com  
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### Bettinelli Dairy

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### Billy D. Allstot/ Stephanie Blackstad dba Billys Gardens

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stephan@cafevirtuoso.com  
www.cafevirtuoso.com  
(619) 550-1830

### Caprock Land Company, LLC

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tbunkley@caprockgrain.com  
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### Cherryvale Farms

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lindsey@cherryvalefarms.com  
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### City Ag LLC

Darrell Beyer  
dbeyer@cityagproduce.com  
www.cityagproduce.com  
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### Conetech Inc.

Vickie Wahlstrom  
info@conetech.com  
www.conetech.com  
(707) 577-7500

### Durga's Divine

Julie Roberts  
julrob108@gmail.com  
(530) 913-2558

### Ellwood Canyon Farms

Jack Motter  
jackmotter@ellwoodcanyonfarms.com  
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### Hails Farms

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### Jim Keegan & Ross Miller

Jim Keegan  
keeganranch@gmail.com  
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### Juniper Ranch LLC

Courtland Reichman  
creichman@kslaw.com  
www.juniperranch.com  
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Kirk Aronstam  
kirk@orodesonora.com  
www.orodesonora.com  
(800) 880-9713

### K & R Holdings Inc. dba Masterpiece Coffee

Edward Wall  
ed@masterpiececoffee.com  
(415) 884-2990

### Local Foods Done Right LLC (Feeding Crane Farms)

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brian.shaad@gmail.com  
(415) 321-0329

### Makana Beverages Inc. dba Thebukombucha

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max@thebukombucha.com  
(805) 981-8638

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www.themedicinemama.com  
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(530) 682-0785

### Ojai Farms Inc.

George Callais  
georgecallais@yahoo.com  
(661) 816-2923

### Pastry Smart LLC

Greg McNeal  
greg@pastrysmart.com  
www.pastrysmart.com  
(650) 384-0596

### Pollack Usa, LLC

Avi Pollack  
avi.pollack1@gmail.com  
(619) 814-1400

### Prior Ranch Co.

Chris Prior  
chris.prior@coldwellbanker.com  
(707) 498-4938

### Purity Produce & Seed

Gary Scott  
purityproduce@comcast.net  
(317) 696-0751

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ccurtis@berry.net  
(805) 982-7333

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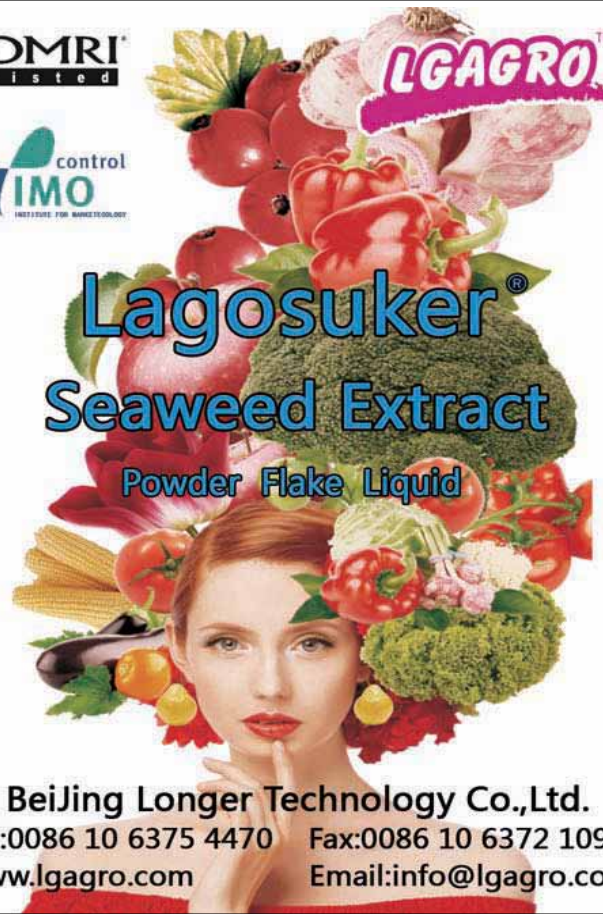
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**Sundberg Organic**

Doug O'Hara  
dohara@spfarms.com  
(805) 523-7200

**Surfside Farms, LLC**

Steve Rodoni  
springfieldfarms@msn.com  
(831) 763-4401

**Sweet Organics**

Robert Hernandez  
rhf101@sbcglobal.net  
(831) 566-2737

**Task Inc. dba Chocolaten dba Derdor**

Peter Taslakian  
info@chocolaten.com

**Teaaroma**

Simon Kim  
simon@teaaroma.com  
www.teaaroma.com  
(310) 525-3400

**Terry and Becky Calen**

Terry Calen  
tbcalen@hotmail.com  
(760) 744-0218

**Tesoros Trading Company**

Quinn Barnes  
qbarnes@tesorosfoods.com  
(760) 525-5822

**Tunitas Creek Organic Eggs**

Jay Trexler  
eggs@potreronevofarm.org  
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(650) 726-5702

**V and V Farms, LLC**

Frank Van Der Linden  
vanderlinden\_Frank@yahoo.com  
(760) 356-1800

**Vip Berry Farms (DSA)**

David Garcia  
dgarcia@berry.net  
(831) 319-8626

**Vista Clara LLC**

James Wood  
vistaclara@gmail.com  
(707) 933-1378

**Wehr-Wagner Vineyards**

Tish Wagner  
tishwagner@gmail.com  
(707) 963-2035

**Windacre West LLC dba Merriam Vineyards**

Peter R. Merriam  
peter@merriamvineyards.com  
www.merriamvineyards.com  
(978) 352-8155

**Y Not Foods, Inc.**

Hataithip (Alissa) Hepp  
alissa@ynotfoods.com  
www.ynotfoods.com  
(608) 222-2860

**Supporting Members**

**Promoting Businesses**

**Aqua Bella Organic Solutions LLC**

Warren Lee  
321 South Main St. #34  
Sebastopol, CA  
wlee99@hotmail.com  
www.aquabellaorganics.com

**Eco1st Technology Group**

Jaeden Kolb  
7575 Reynolds Circle  
Huntington Beach, CA  
jaeden@ecolst.com  
www.ecolst.com

**Ez-Gro**

Nick Kanellos  
605 Justus Dr.  
Kingston, Ontario, Canada  
nick@ez-gro.com  
www.ez-gro.com

**Impact Canopy/Impact Images, Inc.**

Jerry Balmoria  
22600 Temescal Canyon Rd., Ste. A  
Corona, CA  
jerryb@impactcanopy.com  
www.impactcanopy.com

**Pacific Vineyard Co.**

Terry Speizer  
5878 Edna Rd.  
San Luis Obispo, CA  
eamaral@pacificvineyard.com  
www.pacificvineyard.com

**Rico International**

Jess Gonzales  
8484 San Fernando Rd.  
Sun Valley, CA  
www.ricoreeds.com

**Sierra Gold Nutrition, LLC**

Dan Houdeshell  
P.O. Box 5855  
Twin Falls, ID  
dan@sierragoldhorses.com  
www.sierragoldhorses.com

**VermiVision**

Ralph Crevoshay  
P.O. Box 22344  
San Diego, CA  
ralph@vermivision.net  
www.vermivision.net

**Individual Members**

**MarkliAnn Johnston**

Corvallis, OR

**Jennifer Hainstock**

Sonoma, CA

**Sarah Watters**

Santa Cruz, CA

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## CROWN BENEFACTORS



## GOLD BENEFACTORS



The Organic Trade Association (OTA) and Canada Organic Trade Association (COTA) bring all segments of the organic industry together to protect the integrity of organic standards and promote the benefits of organic agriculture and products. The Annual Fund enables OTA and COTA to carry out the critical government affairs, consumer marketing and media outreach projects necessary to the health and well-being of the organic industry.

The mission of the Organic Trade Association is to promote and protect organic trade to benefit the environment, farmers, the public and the economy.

\*List of investors as of 3/30/12

To see a complete list of Annual Fund investors, please visit [www.ota.com](http://www.ota.com).





# LISTINGS

## Employment

### *OZ Farm Seeks Farm Manager*

OZ Farm, located 10 minutes outside the vibrant, small town of Point Arena in coastal Mendocino County, California, is looking for a new farm manager to start ASAP. 17 acres of the property have been certified organic by CCOF since 1991. OZ Farm is entering their 23rd growing season and provides produce for a 35 member local CSA, two weekly seasonal farmers' markets, and several retail and restaurant clients. Their three acre espaliered orchard produces 55 varieties of antique and heirloom apples as well as varietal fresh apple juice. OZ Farm is looking for someone (or a couple) with significant farming experience in the above areas to take charge of the day-to-day farming operation, expand markets, help move into new niche markets, and improve and expand farming operations in general. For more information about responsibilities, qualifications, compensation, and how to apply, view the full job description: <http://goo.gl/zjGlg>

### *Farm Management Opportunity*

16 acres of producing apples, blueberries, and grapes with tens of acres of land available for additional crops located near Placerville, CA. Possible agri-tourism with value-added goods. Modest fee with share in success. For more information, contact Mark McClone at [mmcclone@gmail.com](mailto:mmcclone@gmail.com).

## Land for Sale/Lease

### *4+ Organic Acres for Lease in La Selva Beach*

For lease is a 4+ acre, flat, organic farm with decent water located in La Selva Beach, California. Land owner is looking to lease to a CCOF farmer. Available April 1, 2012, for \$5,000 per year. For more information, contact [mlansdale@dryturf.com](mailto:mlansdale@dryturf.com).

## Wanted Items

### *2011 Grass Hay and Alfalfa Wanted*

New season grass hay and alfalfa wanted. Please call Paige at (707) 743-2337 or email [paige@johnwoolleyranch.com](mailto:paige@johnwoolleyranch.com) with details.

## Crops for Sale

### *Organic Forages of All Types for Sale*

Certified organic forages of all types available now through John Woolley Ranch hay sales and custom sourcing. From beef cow hay to dry cow, heifer, dairy test, sheep and goats, we have or can find the hays and straw you need at the best market prices. Full hauling coordination is also available. Call Paige Poulos at (707) 743-2337 or email [paige@johnwoolleyranch.com](mailto:paige@johnwoolleyranch.com) for more information.

### *Classified Submissions:*

Our classified submission process is new and improved! Post and manage your own ads at [www.ccof.org/classifieds](http://www.ccof.org/classifieds).



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*May 21-24, Albuquerque, NM*

## **National Organic Standards Board (NOSB) Meeting**

The NOSB is holding a second meeting this year in Albuquerque, New Mexico. During meetings, the NOSB listens to public comments, discusses their agenda items, and then votes in a public forum. The NOSB invites people to share their thoughts by participating in the comment period that opens six weeks prior to the meeting. Submit written comments or sign up to speak at the meeting. Meetings are open to the public free of charge. To find out more details visit the National Organic Program on the USDA website:

**[www.ams.usda.gov/nosb](http://www.ams.usda.gov/nosb)**.

*May 26 - 27, Stevinson, CA*

## **The Heartland Festival**

The Heartland Festival is one of two celebrations of food, farming, and healthy living in the Central Valley. This festival, and the Organic Stone Fruit Jubilee (see below), are part of the Heartland Project, which "strengthens the future of sustainable and family farming in the San Joaquin Valley by bringing together farmers and families and encouraging a closer understanding of food production." Festival attendees can listen to bluegrass music and enjoy booths, kids' activities, craft classes, dancing, tours, draft horse driving classes, and more. Visit Double T-Acres Ranch in Stevinson, California, from 5 p.m. to 11 p.m. on Saturday, May 26, and 6 a.m. to 11 a.m. on Sunday, May 27.

*June 23, Clovis, CA*

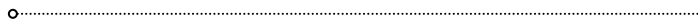
## **Organic Stone Fruit Jubilee**

The Heartland Project presents the Organic Stone Fruit Jubilee! Taste sixty varieties of peaches, plums, pluots, nectarines, and apricots from a dozen local, certified organic farms. Also enjoy artisan foods, farm tours, workshops, music, and a kids' craft corner. Adult Admission is \$5; Children under 12 receive free admission. This event will be held at the Mokichi Okada Association's Oasis Garden: 5790 N. Indianola Ave., Clovis, California.

*June 18-21, Leavenworth, WA*

## **International Organic Fruit Research Symposium**

The second International Organic Fruit Research Symposium will be held this year in Washington, one of the leading producers of organic fruit. The symposium invites researchers, growers, consultants, suppliers, and retailers to share the latest advancements in organic fruit. Topics of discussion will include crop production, plant protection, genetics, soils and nutrition, postharvest, markets, policy and economics, and the impact of organic fruit on the environment. The symposium is encouraged for all types of organic fruit: pome and stone, berries, grapes and citrus, temperate to tropical. Join in on the discussion and help make organic fruit production viable for the future. Register online at **<http://goo.gl/hDv89>**



## **Post Your Event:**

**New!** Now you can post your events on our website; it's free and easy. Visit **[www.ccof.org/calendar](http://www.ccof.org/calendar)** to spread the word about your event.



# TRUE COMMITMENT

As a TRUE<sup>®</sup> 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.



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# CCOF

In 1982, Albert's Organics saw the potential of organic produce. Today, we're the premiere distributor of organic produce and other fine fresh foods, featuring our Grateful Harvest brand. Albert's Organics is proud to support the dedicated local growers that broke the ground for organic produce.

Questions? Call Adele Gemignani  
at 1-831-462-5870 Ext. 62240 or  
visit [www.albertsorganics.com](http://www.albertsorganics.com)

