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Volume XXI, Number 2

Organic Certification - Public Education - Trade Association

Summer 2004

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P. 6

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Mainstreaming America to Organic Processed Food ~ page 2





GRASS ROOTS & GRASSROOTS

By Brian Leahy

ANYONE WHO HAS EVER TRIED to pull up native grasses by hand knows the strength of grass roots. To take advantage of nutrients and moisture in the soil, grass roots spread wide and deep to provide substance to the plant and slowly increase the plants influence on the surrounding environment. Much like natives grasses, CCOF has used its grassroots structure to protect the integrity of organic agriculture and the environment in which organic producers operate, as it has slowly spread the influence of organic agriculture into the mainstream culture.

We witnessed a grassroots victory in May when USDA Secretary Ann Veneman directed the National Organic Program staff to work with the National Organic Standards Board and the organic industry to reach workable solutions to policy directives the NOP staff had issued only a month earlier. Had the original directives been implemented, they would have weakened organic standards and created confusion in the organic marketplace. Last year a similar grassroots campaign beat back another attack on the integrity of the organic standards by defeating an attempt to allow non-organic feed in the production of livestock.

Another recent grassroots victory in which CCOF producers played a critical role was the set back of an attempt to allow the first commercial production of a genetically engineered pharmaceutical crop. Thanks to the work of CCOF staff member **Brian Sharpe** and the other members of the **Californians for GE Free Agriculture** coalition, an effective grassroots campaign was able to convince the Secretary of the California Department of Food and Agriculture to intervene and protect California rice producers from certain financial loss and genetic contamination. The grassroots coalition generated powerful media publicity and several thousand contacts with the Secretary's office expressing genuine con-

cern for the integrity of one of the staples of human life.

CCOF started off as a grassroots organization drawing substance from a diverse community of producers, gardeners, and consumers. The early members performed the actual work of the organization. CCOF volunteer members developed standards, conducted inspections, and performed file reviews. The volunteer members taught new organic producers key organic concepts and helped them fill out certification paper work. And they built the organic market by educating the media and consumers about the benefits of organic agriculture. The integrity of CCOF's standards and the integrity of its members was enough credibility in the marketplace to give consumers confidence to purchase CCOF certified food. As the organic market grew, and governments and corporate buyers began to intervene in the certification process, a professional staff took over the functions of organic certification. Today, certification is a technical process overseen by the federal government and administered by a trained bureaucracy.

Perfect organic standards will not guarantee a fair return to the farmers. An agricultural system that is ecologically sound, socially responsible and economically viable will only occur if true change is made in current government policies and values. A fair system that allows farmers to prosper long-term will only be created by constant, persistent and thoughtful grassroots action by producers and consumers working together. No farmer ever converted to organic because they wanted to subject themselves to the process of certification. Farmers convert to organic because they want to produce food using a sustainable production system that offers them the best chance at receiving a fair return in the marketplace.

Is organic a market or a movement? The movement created the market, and the market grew the movement and gave it credibility. Consumers will only choose organic food over non-organic food if they believe there are distinct advantages to organic.

Those advantages may be tangible or intangible, but they must be real and they must be articulated to the consumer. Just as early organic farmers knew what organic was in their gut long before organic standards were codified, core organic consumers know the underlying principles behind the movement. If the organic industry abandons those key principles, organic consumers will move to a marketplace that does lives up to those values.

The farmers and processors of CCOF carry the knowledge and skills necessary to guide a grassroots movement that can return humans to a relationship with the earth that will allow the continued existence of life on this beautiful planet. Without deep roots a plant will uproot and wither under stress. It is my hope that CCOF continues to draw upon the deep roots that sustained a handful of individuals to create a remarkable institution—an institution that has lead the way for a small movement to become a major market force that is changing the production of food, and that has given many farmers the opportunity to receive a fair return for their work. It has been an honor to serve as your executive director these past four years.

Ed: Brian Leahy left CCOF in June of this year. He is now the new Executive Director of the California Association of Resource Conservation Districts in Sacramento. We wish him well in his new position.

OUR PURPOSE

CCOF's purpose is to promote and support organic agriculture in California and elsewhere through:

- A premier organic certification program for growers, processors, handlers, and retailers.
- Programs to increase awareness of and demand for certified organic product and to expand public support for organic agriculture.
- Advocacy for governmental policies that protect and encourage organic agriculture.



Corrections

The OMRI Brand Name Products List Update in *CCOF Magazine*, Vol. XXI, No. 1, the Organic Seed Issue, was incorrectly labeled as the update for March 2003. The correct date is March 2004. The editor apologizes for this error and any inconvenience it may cause to OMRI, product suppliers, clients and the general public.

In *CCOF Magazine*, Vol. XXI, No. 1, the Organic Seed Issue, two seed businesses were unintentionally omitted from the Organic Seed Source Directory on pages 8–11. The editor apologizes to these businesses, clients and the general public for any inconvenience this omission may have caused. Please see complete seed listings for these companies on page 21.

Company Name: **Snow Seed Company**
CCOF Certified Business

Company Name: **Rijk Zwaan USA**
CCOF Supporting Member

Letter to the Editor

CCOF appreciates reader feedback. Please read a letter to the editor from supporting member Phil Persons on page 21.



Submissions to the CCOF Magazine

Letters to the editor are gladly accepted, provided letters are succinct and remain on topic. Letters must include complete contact information, including daytime telephone number, and must be signed. Letters are subject to editing and will not be returned. Submitting a letter to the editor does not guarantee printing.

For information about submitting articles to *CCOF Magazine*, or to discuss article ideas, please contact Keith Proctor toll free at 1-888-423-2263, ext. 27, or e-mail to keith@ccof.org

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TABLE OF CONTENTS

FEATURE ARTICLE, <i>Mainstreaming America to Organic Processed Food</i>	2
PROCESSORS, <i>Profiles of CCOF Certified Processors</i>	6
WHY ORGANIC?, <i>Growth in Organic Processing</i>	12
CALIFORNIA ORGANICS 1992–2002, <i>Organic Agricultural Production in California</i>	14
CCOF FOUNDATION, <i>CCOF Growers Keep Salmon Safe</i>	20
MEMBERS	21
CALIFORNIA, <i>CCOF Helps Prevent GMO Pharmaceutical Rice Planting</i>	22
FOCUS ON FOOD, <i>Plums: Hearty Symbol of Strength & Happiness</i>	24
HOME & GARDEN, <i>Preventing Pests</i>	27
NEWS BRIEFS	28
THE GE REPORT, <i>News from the Genetic Engineering Front</i>	29
CCOF MARKETING, <i>Committed to Your Needs</i>	31
CERTIFICATION CORNER, <i>USDA National Organic Program Guidance Statements</i>	33
HANDLER HIGHLIGHTS, <i>Business Resources for Organic Processors</i>	36
OMRI BRAND NAME PRODUCTS LIST UPDATE	39
CCOF CERTIFIED OPERATIONS	42
CLASSIFIEDS	44
CALENDAR	45

ECO-AUDIT



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- 123 Trees
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¹ Environmental benefits are calculated based on research done by Environmental Defense, the other members of the Paper Task Force, and Conservatree, who studied the environmental impacts of the paper industry. Contact ED for a copy of their report and the latest updates on their data. Hazardous Air Pollutants (HAPs), Volatile Organic Compounds (VOCs), and Absorbable Organic Compounds (AOX).

MAGAZINE PRODUCTION

Editor: *Keith L. Proctor, keith@ccof.org* Printed at Community Printers, Santa Cruz, CA
Graphic Design: *Marianne Wylie, muyllie@cruzio.com*

CCOF Magazine is printed using linseed oil-based inks on 80% recycled/80% post-consumer waste paper. Processed chlorine-free. New Leaf Paper, 1-888-989-5323.

Magazine reprints available with prior consent and source identification. CCOF does not endorse advertisers nor guarantees their products are OMRI/NOP approved.

DISTRIBUTION

CCOF Magazine, with a circulation of 7,000, is distributed quarterly to certified clients and supporting members and consumers in California and around the United States. It is also mailed to supporting members in Australia, Brazil, Canada, Chile, Italy, Japan, and Mexico.

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MAINSTREAMING AMERICA TO ORGANIC PROCESSED FOOD

By Lisa M. Hamilton

LAST WEEKEND I WENT TO A PICNIC. It was a standard spread: deli meats and white bread, Hellman's mayonnaise, jars of salsa, and Coca-Cola—a familiar menu. But there in the midst of it all was something that took me by surprise: a bag of organic Tostitos. Weirder still, nobody else found them remarkable.

Had I heard the phrase “organic Tostitos” without seeing the bag itself, I would have taken it for hyperbole. But it turns out I'm the minority. Those chips are now the truth; that picnic table was actually a rough reflection of contemporary organic food and its entrance into mainstream American life. As if to prove the point, the chips sat next to a bag of non-organic Tostitos, suggesting the two were simply different flavors.

The people around the table were similarly representative of organic food's modern life. They weren't bearded or braless, nor were they all wealthy, educated Caucasian women aged 35–45. According to “Organic Consumer Evolution” (2003), a study by the Hartman Group, these stereotypical supporters comprise only 10% of the market. The group this party represented was the real average organic consumers, the 53% of the market that is responsible for driving the industry's explosive growth. According to the Hartman Group, these consumers defy stereotype: they are African-American and Asian, Latino and Caucasian, male and female, affluent and not. If you mixed them into a crowd on a city sidewalk, you would be hard-pressed to pick them out.

What binds them is concern for health and at least a passing concern for the environment, but at heart they are still regular consumers. They compare prices and clip coupons. They want food to be familiar, convenient, and easy. They now buy organic food—and have thus fueled a \$10-billion-a-year industry—because it has come to them.

I mean this literally: even the Albertson's in Sheridan, Wyoming (population ~16,000), now stocks organic produce. But also, and perhaps more so, I mean this conceptually:

organic food has been brought to the lifestyle of the regular consumer, reshaped so that it can slide in and quietly fill roles that already exist in the average diet. Tom Lacina, Chief Operating Officer of Wildwood Natural Foods, explains, “Just because they are eating organic, people wouldn't say I'm going to buy an organic potato, carrot, and beet and go home and cook a stew tonight.” Instead, there is Walnut Acres Autumn Harvest soup, Imagine Organic Creamy Potato Leek, and Amy's Vegetable Barley.

Michelle Barry of the Hartman Group explains that people are most willing to spend money for organic versions of things they eat often, reasoning that frequency increases the unhealthy impact of non-organic options. If someone drinks several quarts of milk a week, for instance, she would switch to organic milk in order to avoid the concentration of hormones. Would she spring for organic sour cream? Probably only if it were a daily food.

Study after study shows the categories of frequently eaten foods are the ones with startling growth. A USDA/ERS study reported that of the more than 800 new organic products released in the first half of 2000, the majority were desserts. The 2003 *Whole Foods Market Organic Foods Trend Tracker* showed that snacks had the fastest growth in their stores. The Organic Trade Association's “2004 Manufacturer Survey” confirmed this to be industry-wide, with organic snack sales growing by 29.6%—second only to the BSE-inspired 77.8% rise in the organic meat, fish, and poultry category.

So while produce remains the perennial symbol of organics, in fact the billion-dollar industry is built increasingly on processed food. Rod Crossley, a certification consultant

who has been on the California Organic Products Advisory Committee (COPAC) and the National Organic Standards Board (NOSB), put it to me plainly: “That's

where the real growth of the industry is and always has been. I mean, you can only sell so many fresh fruits and vegetables.”

MIXED REVIEWS

As organic food has grown up and grown away from its origins, there is debate over whether the transformation is positive. Purists argue that farmers and processors should hold paramount its social aims—encouraging local food systems, connecting people with their food, improving farm life, respecting the earth, and constructing a fundamentally different kind of agriculture. Others contend that the popularization of organics is the only way to make the movement big enough to have an impact on Middle America.

Mark Lipson, Policy Program Director at Organic Farming Research Foundation, thinks that overall things have changed for the best. “We're still a very small portion of American agriculture,” he says. “We wouldn't even be a blip if it weren't for the market of processed foods. It has enabled the production of more organic food, more organic farmers, and better food for people. No doubt that some of it has got a lot of hype and not enough substance, but it's still organic agriculture at the core of it.”

The bottom line is: more organic sales means more organic acreage. I haven't met anyone who disputes the benefit there (even

We wouldn't even be a blip if it weren't for the market of processed foods. It has enabled the production of more organic food, more organic farmers, and better food for people.”

if they will concede success in only the sheer pounds of pesticides avoided). Every time a corporation launches an organic line, it means that farmland somewhere has been converted to organic production. It also means organic farming research attracts crucial financial support.

The increasing market also gives struggling non-organic farmers a way to stay in business. Tom Lacina explains, "Without organic food production having come more center stage, we wouldn't have created the critical mass that gives them the opportunity to transition their land, get a higher price for their product—and then survive on perhaps even less land." This is particularly important for growers of commodities like soybeans, who can't sell their product at a farmers' market or co-op; their survival depends on the large-scale processed food market.

Popularizing organic food also has increased the sheer number of consumers who know and care about it. Often that involvement lacks depth, but again, many people argue for critical mass.

"The roots of the organic movement speak not just about not using chemicals but about what it means to be human," Tom Lacina told me. "Organic was speaking to a history that we were losing. It pushed us to ask questions to try to understand who we are and the consequences of how we live. Buying the organic Tostitos is not going to do that. I don't care if you have a philosophical document on the back of the bag—most people don't even read that. But if they are willing to pay the premium, they have at least begun to ask the questions. They know they are doing something. They might not understand it, but they're willing to contribute the 25 cents extra toward it. That doesn't make the change, but it does make a change. The reality is that if we really want to affect the population broadly we have to go into the food network. I don't want to just be a symbol, I want to be an effect."

CONSUMER DEMAND

Adapting to please the customer is a fundamental part of most business. While it has lately reached extremes in the organic arena, it's not new. **Bryce Lundberg**, of the venerable organic rice company **Lundberg Family Farms**, remembers that the family faced issues of compromise even in the early 1970s.

"At one point we had a strong commitment to not produce white rice," he told me. "In fact, that was one of the reasons that we started our own company: the co-op wouldn't work with brown rice. Simply, rice is much healthier when eaten with the bran layers intact. Taking it off was something we weren't going to participate in. I can remember talking about white rice as 'tombstone rice.'

"By the mid-70s we started making some varieties in white rice. Today there's even one variety that we offer only in white. At one point that seemed like a big compromise, but now it just doesn't. We listen to what our customers want."

The Lundbergs' question was part of a larger question the movement began asking early on: what does organic encompass? Should it mean nutrition? If so, then should white rice and white bread be disallowed, since whole grains are superior? What about iceberg lettuce?

In its purest, most idealistic form, organic did mean nutrition. It also meant supporting alternative economies, farmer empowerment, consumer involvement, and environmental

responsibility. But transforming organic food from a set of values into a commercial product meant balancing ideals with the things that matter to consumers. Sacrificing the rice bran seemed huge at the time, but really the Lundbergs had tipped the scale only slightly toward their customers. They maintained every other bit of their philosophy and pureness of technique. Relative to what has happened over the past decade, it was nothing.

As corporations like Dean Foods and Heinz own more and more of the market, many small farmers lose out, many small businesses crumble or are consumed, and, some say, the ideals that drive organics are abandoned. I don't disagree, but it's worth going past the anger to understand how and why this has occurred.

"Companies like Heinz, General Mills, and Smuckers are investing in the organic sector because, as everyone is aware, money follows growth and profit." That's what Gene Kahn, VP of General Mills and founder of Cascadian Farms, told *Food Processing Magazine* in 2001.

Steve de Muri of **Campbell Soup Company** explained to me why his company had recently launched an organic line. "We have a healthy image that we want to promote. Organic fits nicely with our health and wellness strategy. Also, we know that some of our competition is in organics now, so we wanted to get in."

Earthbound Farm: Setting an Example

Started in 1984, Earthbound Farm has grown immensely in the last 20 years. Now under Natural Selection Foods, the company holds nearly 60% of the American market for organic bagged salad. Like any other company, Earthbound provides to consumers what they want in terms of product, but unlike many other organic businesses, they go a step further – they educate consumers about organic, and consumers realize that, yes, this is also something that they want.

A visit to Earthbound Farm's website (www.earthboundfarm.com) reveals much in the way of education for the present day consumer as well as the next generation. They provide detailed information on their history, reasons to choose organic, recipes, organic farming practices, quality & food safety, and more. They also provide a children's area on their website complete with information to read, print out, and color – helping to make learning about organics fun.

In addition to public education, Earthbound gives back to the Earth in ways that the consumer does not see. Earthbound calculates its annual carbon emissions from the entire operation and donates to American Forest, a national reforestation non-profit which calculates and then plants the number of trees needed to absorb Earthbound's annual emissions. Earthbound also contracts with small- and medium-sized farms to help supply what the consumer demands – and help keep other farms in business.

In the end, the customer is educated and satisfied, smaller farms are assured their business, and Earthbound continues to maintain its beliefs in the social and environmental benefits of sound organic farming and food production.

Companies drawn to organic food production for money, competition, and strategy make decisions differently from the Lundbergs of the 1970s. Organic pioneers were balancing their ideals with what consumers wanted, making concessions to the latter only as necessary. Modern corporations have different ideals to balance. Those entering organics might embrace some ideas about progressive farming, but, as publicly traded companies, their primary "ideal" is profit. Since profit comes from giving customers what they want, there ends up being little to balance—their pursuit is exclusively one of satisfying customers. Being "organic"—the part about farming—becomes a matter of doing what is necessary to meet consumer expectations.

The net effect is that consumers are allowed to direct the continuing evolution of organic food. Unfortunately, most of them aren't qualified to do so. In the same report that debunked the stereotype of who an organic consumer is, the Hartman Group presented some raw truth about why that average consumer—the group driving growth—buys organics. Michelle Barry

explained, "They will say they care about environment and everything. If asked on a survey, they would say yes, they would check it off a list as a reason why they buy organic food. But when they get out there, what's driving them is the concerns of health. They believe that eating organic food will protect them."

While they also believe that buying organic food will help the environment, their knowledge of how it will do that is cursory. They know that pesticides are bad, but few know what harm they do. "It's hard enough for them to think outside their household, much less think about it on a global scale," says Barry. What people want is to be assured that organic food benefits them and the planet, so they don't have to think about it.

The USDA gave that assurance in 2002 with the National Organic Standards. This standardization of organic food production welcomed in and provided assurances to the average consumer, and the resulting boom has led to increased organic acreage—some predicted an extra 75,000 acres in 2003.

As with any government regulation, there is debate over how to tune these technical guidelines to be realistic and fair. The *California Organic Foods Act of 1979* defined organic processed foods as having 100% organic ingredients, with zero additives aside from water and salt. This was adjusted to allow citric acid and ascorbic acid (pH balance in canned tomatoes), but for some years that was it. Then Washington State and Oregon adopted their own laws in the 1980s, allowing about 1–2% additives so baking powder and yeast could be used. Gradually other additives were

approved to make organic processed foods commercially feasible. To maintain trade with Japan, the waxing of fruit was approved. Natural flavors and colors were allowed. "Ten years ago, chlorine was absolutely unacceptable for post-harvest handling," one veteran told me. "Today, you couldn't run a packing house without it."

The story is the same as with the Lundbergs' decision to sell white rice: at the time, the concessions seemed contentious; now they are minor. Yet if you gather all those amendments and compare their sum total—to today's organic standard—to the original definition of 1979, the contrast is shocking.

Indeed, the majority of processed food labeled with the word "organic" includes non-organic ingredients. As of May 2004, there are over 100 additives and agents allowed in the processing of organic food. There are exceptions for the substitution of non-organic ingredients when organic equivalents are commercially unavailable—a clause some claim is used as a loophole.

When considered altogether, are these concessions still minor? It depends who's talking. Are they necessary? Again, it depends who you ask. But if you want to make organic food palatable to a non-organic American palette, then the answer is yes to both.

"There is this general expectation that organic food tastes as good, if not better, than conventional food," says Brian Baker, research director of the Organic Materials Review Institute. "To do that, you have to go into your bag of tricks. That's the only way to stay competitive."

Baker's organization conducts technical assessments of materials proposed for use in organic farming and food production. Even as a self-described purist, he concedes that compromises are necessary to widen the organic market. Yet as a researcher assessing the substances that people want the NOP to approve, he can't help but be a little cynical.

"I was talking to a food processor about some material he was petitioning, and I said, 'Well, if we want organic to take over one hundred percent of the food industry, we should just O.K. everything that's allowed in conventional food. While we're at it, we could make it the same price, and we would have the whole market overnight.'"

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Baker says the processor got the message. The reason people buy organic food is that it's different. "He realized that if we lose that reason, we lose our market."

CONSUMER RESPONSE

In April, the USDA provided a wake-up call about the continual loosening of the organic standards. It issued, without public review or comment, four "guideline statements" that would have crippled the foundations of organic farming. Among other things, they effectively allowed for the use of some chemical pesticides, non-organic animal feeds, and antibiotics (*Certification Corner, page 33*).

The backlash was severe. The Consumers Union curtly wrote, "These ... statements fly in the face of Congressional intent of the *Organic Food Production Act of 1990*." The Organic Integrity Project of Wisconsin's Cornucopia Institute was less polite. "The political appointees and bureaucrats at the USDA's National Organic Program (NOP) are becoming masters at creating loopholes for corporate organic farming. [Do you want to raise chickens without access to the outdoors, include an unapproved preservative in your product, bring in replacement dairy cattle shot-up with antibiotics and from nonorganic sources? No problem, the NOP would not think of making you choose between the integrity of organic agriculture and your greedy zeal to increase profits."

That Secretary of Agriculture Anne Veneman retracted the guidelines less than a month after they were issued is evidence that the public is not entirely asleep or without influence. Yet that the guidelines lasted that long indicates something else: the forces seeking to redefine organics using the corporate agriculture model are more powerful than most people knew.

What concerns this author is not the need to challenge those forces, but rather the army we have to fight the battle. Yes, there are more organic consumers every day. But are they passionate, involved, dedicated—the qualities needed to sustain a contest for something as intangible as integrity? The core group is, but the Hartman Group's survey indicates that the majority of people buying organic food are motivated by concern for themselves and their families, not the larger movement.

The *San Francisco Chronicle's* May 22 front page article began: "A showdown is taking shape over the nation's organic food standards, triggered by a spate of recent rule changes that some producers and activists say are setting a pattern that could eventually render the organic label meaningless." A new organic farmer I know in Marin was furious. He was sure his customers would start to think that there really was no difference between his fruit and the next guy's. If consumers start believing that organic food does not guarantee them safety and health, what will keep them from deserting?

Even as organic Tostitos expand the industry by assimilating it to the mass market, many people contend that organic food's salvation lies in maintaining—and celebrating—the ways in which it is different. These include the absence of highly toxic petrochemicals in farming and processing, the simpler nature of food, and the belief that organic farming is a way to change the world. Some believe that we must maintain a higher price for organic food, and honor it as a reflection of an agricultural system that requires more time, labor, and care, and offers a fair financial return to organic businesses. Others contend that the price of organic food needs to come down to a level more in line with non-organic food—making it more accessible to more consumers.

Either way, to further advance organic food on a national scale, consumers need to be involved more deeply and seriously with their food. That comes from giving them something real to care about. We need an active and pronounced turn back toward the

movement's original values that emphasize "why organic" beyond the average family's front door. This is the only way to maintain, and in some cases win back, organic integrity and the market that accompanies it. We have seen an average 20% increase per year in organic sales because of these new consumers that are choosing organic with their dollars. Yet at the same time, they are not likely to be those organic supporters that will write letters and make phone calls to their elected officials in Sacramento and Washington, D.C. in defense of organic standards. Most of them wouldn't know what to protest.

Here is where the organic movement needs to return to its roots and actively educate consumers on the detailed benefits of organic—for themselves, their families, pets, neighborhoods, schools, land, rivers, oceans, wildlife, society, the economy, and for people and places they will never know. We cannot rely on 550 pages of federal organic standards to educate new consumers and nurture a continuing movement.

Baker sums it up well. "The person who can defend the organic standard best is a well-informed consumer."

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Profiles of CCOF Certified Processors

By Elena Conis

Humboldt Creamery Association.

Becoming a certified organic dairy was easy for the **Humboldt Creamery Association**. The 65-family cooperative voted more than ten years ago to adopt a no-growth-hormone policy for their farms. And most of the co-op's member farms have been pasture-based for decades.

"You don't see that in a lot of Western states," said association CEO and president **Rich Ghilarducci**. Most non-organic dairies keep cows confined and use the genetically engineered hormone rBST to stimulate milk production—practices prohibited by organic regulations.

Ghilarducci said the co-op's farmers have the added advantage of a long, northern California growing season, which permits their cows to graze on fresh, green grass—as opposed to non-organic feed—year round.

Humboldt Creamery Association is now in its 75th year—but just its second year of organic production. When the USDA released its national organic guidelines in 2002, the co-op realized that their own practices mirrored the regulations.

Soon after, they started shipping tankers full of organic milk to outside manufacturers. But volume and demand grew so fast, said Ghilarducci, that within a year the co-op was picking up tankers from its farmers and bringing it right back to its own facility for processing. Today, 20 percent of the co-op's products are organic, including fluid milk, ice cream and powdered milk.

Ghilarducci said the switch to processing organic milk was a "seamless transition" for the company. Because the co-op uses the same facility for organic and non-organic end products, they need to take special care to keep batches segregated—something they were already used to doing. "We do a lot of custom products,"—like customized ice cream products and specialty powders for chocolate manufacturers—"so we were already accustomed to it."

But there is one thing the co-op is still getting used to when it comes to producing—and marketing—organic products. "It's a different market than we've worked with for the last 75 years," Ghilarducci said. "Organic products are not as visible in the marketplace," he explained. "But it's changing—there's 25 percent growth in organic dairy products nationally now, and we're trying to adjust that."

There are also different management practices for growers to adapt to, including demanding recordkeeping practices. On top of that, Ghilarducci said some of the co-op's farmers are straining to figure out USDA guidelines "that are not real clear—like issues with calf raising. The process [outlined in the guidelines] raises lots of questions."

Overall, taking on organic production has been worth it, said Ghilarducci. "It fits our mission of sustainable agriculture and being stewards of the land," he said, "as well as preserving family farms."



Redwood Valley Cellars.

Perhaps the greatest challenge for the organic wine industry lies in overcoming recent history, said **David Rosenthal**, winemaker and general manager at **Redwood Valley Cellars**.

Just 10 to 15 years ago, said Rosenthal, organic winemaking was a fledgling industry, riddled with unsolved problems. Growing grapes organically was a feat, but it wasn't nearly as difficult as processing those grapes into drinkable wine.

"The first organic wines tended to be bad," said Rosenthal. "Public perception was that they just didn't taste very good."

To this day, growers remain wary of the public's response to organic wines. "Lots and lots of wine grapes are being grown organically. But I'd say the proportion of wines made with organic grapes is much larger than what you see on wine labels," Rosenthal added.

On average, organic wines taste better today than they used to, said Rosenthal. But winemakers are still perfecting the production process.

In organic wine processing, sulfites are prohibited, "which means there's no preservative to stop the wines from oxidation and microbial spoilage," said Rosenthal, who has more than twenty years of winemaking experience.

"As a winemaker, you sleep better at night when you add sulfites," said Rosenthal. Without them, he explained, wine storage tanks must be kept cool, and production is limited to red wines only. Tannins in red wine act as natural sponges, soaking up oxygen molecules that would otherwise cause unwanted oxidation. White wines are tannin-free, which makes them susceptible to browning when produced organically.

Organic wine production is also complicated by the need to prevent contamination from non-organic batches. "It can be a headache," said Rosenthal.

Redwood Valley Cellars processes about one to two tanks of organic wine each year—just one percent of its total output, Rosenthal estimated. The facility's equipment is rinsed with water between non-organic batches. But when processing an organic wine, the units must be cleaned with soda ash and rinsed with citric acid and water. "It's not a big struggle," said



Winemaker Dave Rosenthal and Charlie Barra.

Rosenthal. "It's just something we've had to learn to do differently."

Redwood Valley Cellar's organic line consists of five wines bearing the **Barra of Mendocino** label. The Barra grapes are grown in Redwood Valley by **Charlie Barra**, whose family has been farming grapes for more than a century; Barra himself has been farming in the area for more than 50 years.

It was Barra's desire to put an organic label on their wines that led Redwood Valley Cellars to become certified, said Rosenthal.

Certification has had its benefits for Redwood Valley Cellars. "It's opening up our options," said Rosenthal. "There's a big European market for bulk organic wine." The facility also does overflow processing for other organic wineries.

Overall, processing organic wines has been a learning opportunity, said Rosenthal. He stressed that it's one he values. "You have to keep such a close eye on the wines. It's been interesting to see how they develop and age."

But Rosenthal said he's glad he's just the winemaker. "I'm not responsible for how the products turn out," he said. "I'm just following protocol."

Apollo Olive Oil.....

Back in the 1990s, a passion for ancient Greek culture drew organic stone-fruit farmer **Steven Dambeck** to Sicily and Greece for four years. Once there, he discovered a separate passion that redirected his business back in California.

"In those countries, olive oil is such an important thing," said Dambeck. In Mediterranean markets shoppers choose from more than twenty different types of olives. His interest piqued, he began to study the varieties and make plans to bring some home.

"I had planted olives before, but only when I got back did I really know what to do with them," he said.

Dambeck is now miller, grower and part owner of **Apollo Olive Oil, Inc.** of Oregon House, California. Starting in 1997, the company has imported 42 different varieties of olives. About half the varieties are in production now, and all should be in production within the next two years.

Dambeck runs Apollo with the help of a group of friends-cum-business-partners, all of them organic devotees. **Diana and Gianni Stefanini** take care of Apollo's microbiology and marketing needs. **Edward and Janet Klaner** own the company's authentic olive mill, which Edward helped Dambeck buy in Italy.

Dambeck says no one in the company ever suggested that Apollo's oil would be anything but organic. "Consumers can recognize the flavor benefits—and you can't get those flavor benefits if you're not nourishing the whole environment around the tree." The company certified its olive groves in 2000 and its mill in 2003.

Producing an organic extra virgin olive oil takes organic olives, of course, as well as a lot of labor. Virgin oils are produced exclusively mechanically, that is, through crushing, pressing and spinning—and without the addition of solvents or high temperatures.

But the added labor doesn't weigh on Dambeck. He claims his biggest frustration comes not from meeting organic regulations but from the lack of regulations specific to the olive oil industry. "My biggest problem is that on the same shelf as our carefully crafted product is someone else who's selling who knows what," Dambeck said. Because of the lack of federal regulation, he explains, any manufacturer can put the words "extra virgin" on their olive oil, even if the product was processed using solvents and high temperatures.

Among Dambeck's imports are a Ligurian variety that makes a soft oil and one from Palestine that makes an oil with a pungent bite. He also spent time as an apprentice in the Provence region of France, learning to make what he calls "delicate, elegant oils."

There's no comparison between crafted organic oils like Apollo's and "your standard supermarket oil," said Dambeck. "One's a living product, one's not."

And he remains confident that consumers can recognize the difference between a hand crafted organic oil and a conventionally processed one, even if it takes a little training.

"I may have to go consumer by consumer, but if I can have them for half an hour, they become consumers for a lifetime."



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Campbell's Soup Company.

As one of the overseers of Campbell Soup Company's new line of organic products, Steve De Muri spends a lot of time on the road these days.

"A lot of work goes into prepping our plants for [organic] certification," he said. With facilities in Texas, Ohio and North Carolina getting ready to pass muster, De Muri, a research program director at Campbell's, has been busy.



Campbell's introduced its first organic product, tomato juice, last fall. It is now in the process of developing several more organic items, including chicken and vegetable broths.

"Campbell's has looked into organics several times over the last 10 years," said De Muri. "We are very interested in the health and well-being of our consumers, as well as

the principles of sustainable agriculture and environmental friendliness. Our new organic products provide our consumers with an organic alternative to our conventional products, and give strict organic consumers the option of selecting a nationally known brand."

When numerous consecutive years of double-digit growth had accumulated and organic ingredients became more readily available, the company decided the time was right.

De Muri said Campbell's waited for the USDA to unveil its federal organic regulations first, which it did in 2002. "It made it easier for a large company like us to get into the market," said De Muri. "It leveled the playing field."

Campbell's worked with its existing suppliers to produce the juice. Several central California growers producing non-organic tomatoes for the company were simultaneously producing organic tomatoes for other buyers—so Campbell's simply asked them to grow organic crops for them, too.

One of the biggest challenges in producing the juice lay in isolating the organic processing systems from the non-organic systems at Campbell's plants. "We had to make sure organic integrity would be maintained throughout the process," De Muri explained. To avoid any glitches, the company invested in new equipment.

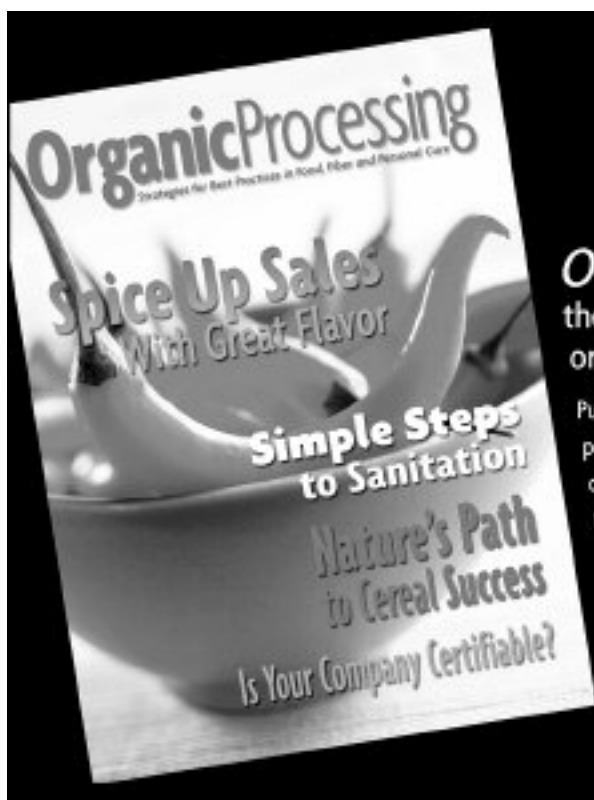
Added ingredients posed another problem. For its tomato juice, Campbell's needed not just organic tomatoes but also organic approved ascorbic acid—not too hard to find. But more complex products (still in the works) are presenting bigger hurdles.

"These are multi-ingredient products, some containing 10 to 15 ingredients. We've had a hard time finding a full set of ingredients that meet the national standards."

De Muri noted that Campbell's is "one of the first 'big ones' to get into organics." But he emphasized that the company is approaching its organics line differently from other big players. "We're not going to come up with another label," he said. "We are proud of our healthy product heritage, and want our consumers to know without a doubt that these are Campbell's products," drawing a contrast between Campbell's and some other large companies, which sell organic foods under lesser known labels.

Overall, the product has been well-received by consumers, already growing the organic vegetable juice segment by nearly 300%—and by Campbell's employees themselves.

"It's met with a lot of enthusiasm within the company," De Muri said. It's an enthusiasm he shares: "I'm happy to be involved in something that's good for the world in general—but also good for the growth of the company."



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Fine Dried Foods

While traveling the world in the 1970s, **Rusty Brown** developed an interest in small scale technologies that could make a difference in people's lives—and the environment.

In 1979 he received a grant from the US Department of Energy to develop such a technology: a solar drier, which he envisioned being used for tropical fruit.

"There's a lot of product that goes to waste" in the third world, said Brown. His premise then—and now—is that drying so-called agricultural waste can increase food supplies and market options for farmers.

Brown now runs **Fine Dried Foods**, a Santa Cruz, California company specializing in dried, high quality tropical fruits. Fine Dried Foods officially got off the ground in 1989, though Brown had been experimenting with crops and processes for years by then.

Fine Dried Foods is more than just a processor. Just over 10 years ago, the company helped a fresh banana grower in Mexico obtain organic certification from CCOF, a model of cooperation that it has embraced ever since.

Today, Brown's company contracts with Mexican mango growers to help them farm organically and get certified. Through the contract, Fine Dried Foods agrees to buy all products at a fair price. Twenty-five farmers now grow organic mangoes on some 600 acres of land in Sinaloa. The fruits are dried in a certified facility nearby.

Brown describes himself as a trailblazer in the area of dried, organic, high quality tropical fruit production. "We've had to figure out everything over the years," he said. "It's not like with corn, where everything is laid out for you in books."

Volume is a recurring problem for the operation, because the facilities are limited in how much they can process, and because the drying process they use is so slow. "Sometimes we get 250 tons at a time on the loading dock," said Brown. Fruits spend between one to three days getting dried—four times as long as they'd spend in conventional, high-temperature drying facilities.

The company also has not-uncommon power outages to contend with and the challenges of separating organic from non-organic batches in the facility. (About 40%

of Fine Dried Food's products are non-organic.) They also battle with the constant pressure of documentation. "The paper trail from the field to the end product has to be complete," said Brown.

The past two years have been particularly trying for Fine Dried Foods. A hurricane in Nayarit devastated mango crops, and lots of contracted farmers abandoned the company to sell on the open market, where prices were higher.

Fine Dried Foods processes more than mangoes: the company buys and dries no. 2 product (rejects) from an organic tomato grower in Cuiliacan, Mexico. The company is also in the early stages of working with a pineapple grower in Tapachula, Mexico, providing him with organic starts and other means to ultimately become certified.

The company's programs are based on some of Brown's personal convictions regarding organic farming. "It's a much better way to do agriculture," he said. "We have a responsibility to this world that conventional agriculture does not address, and that is sustainability. And," he added, "the market grows about 20 percent a year."

Lagier Ranches

John Lagier is primarily a small fruit grower—sweet cherries, blueberries, blackberries, Paige and Satsuma mandarins. This year he's growing sweet and field corn and exotic PawPaw, a custard fruit. He also grows almonds.

When fresh fruits aren't in season, Lagier's attention turns to processing. **Lagier Ranches** produces fruit pies and spreads from its organically grown berries and cherries. The company also produces organic almond snacks, flavored almonds and almond butter.

The history of Lagier Ranches' dates to 1874, when Lagier's great-grandfather began farming wheat and barley and raising mules on the central California land. In the years that followed, Lagier's grandparents and parents grew grapes and almond trees and raised cattle on his great-grandfather's land and on nearby plots.

In 1990, John began diversifying the family business by planting 18 acres of cherries. He and his business partner and

sister, Lois Lagier, adopted a mission that "recognizes their responsibility as stewards of the earth." Gradually, they began to raise more and more small fruits—and have them certified as organic.

Converting to an organic ranch has been a slow process, Lagier said. The farm started by having CCOF certify a block of blueberries, then moved on to other crops. Lagier said his motivation came almost entirely from health problems that he and his family were facing at the time. In 1985, Lagier discovered he had a malignant melanoma. Shortly thereafter, his wife was diagnosed with leukemia.

"The more we were dealing with these health issues, the more it made sense to try to clean everything up a bit, lessen our exposure to pesticides," said Lagier. He and his sister are continuing to transition all of their crops to certified organic.

Some of the benefits of farming organically have been easy to see, Lagier said. He's noticed an increase in wildlife—

particularly frogs—on the land. And the health of his soil has improved.

But despite the abundance of life in his soil, Lagier said following organic guidelines pertaining to soil has been one of the hardest things about the transition. "It takes a while for [the soil] to build up," he explained. Conditions have definitely improved over time, he emphasized, but there are still spots where the soil is weak.

Lagier's organic crops have also had their share of persistent pests. He attempted to start a citrus block several years ago, but was thwarted by relentless armies of ants. Eventually some of his trees grew large enough that the ants ceased to be a problem.

"The biggest thing I've had to learn is patience," says Lagier. "Being in a conventional mindset, I had to learn that everything was going to take time now, and that nothing was going to happen immediately."

But in the long run Lagier says he feels better being an organic farmer. "Hey," said Lagier, "it just makes better sense not to put poisons in our foods."

Duchy Originals

Walkers Shortbread is familiar to many consumers; the product's distinctive red-and-black plaid boxes can be found on grocery store shelves across the country and around the world.

The century-old company churns out more than just shortbread. For the last twelve years the company has been producing **Duchy Originals**, a line of organic cookies launched by **Prince Charles** himself.

"I established Duchy Originals with the aim of encouraging the wider adoption of organic farming and food production," said the Prince on the event of the company's launch in 1990. The Prince added that his decision to launch such a company was based in his beliefs in organic farming's "clear" advantages—that it results in healthier foods while protecting wildlife and ecosystems.

Walkers had produced its first organic product, a savory oaten biscuit, in the early 1990s. Soon after, they were fielding requests for organic cookies from other companies, including Sainsbury's and Duchy Originals. Today, Walkers produces Duchy's own Organic Oaten Biscuit, Lemon, Orange, and Gingered biscuits, and Duchy's Organic Highland Shortbread.

With generous financial support, a century's worth of baking experience, and His Royal Highness on their side, Duchy Originals have had few production or marketing glitches to contend with in the U.K. The bis-

cuits are made with organic wheat and oats grown on the Prince's estate and Walkers' Home Farm in the Scottish Highlands. All ingredients are certified by the Soil Association—the U.K.'s organic certifying agency.

Duchy Originals biscuits sold in gift tins enjoy an added sale-boosting feature: the tins are decorated with reproductions of watercolors painted by the Prince of Wales.



But things haven't gone so smoothly for the company in the American market. When the National Organic Program was launched in 2002, Walkers was informed that organic products sold in US stores needed certifica-

tion to continue bearing the word "organic" on their packages.

"The whole thing acted as a trade embargo," said **Richard Dix**, Walker's quality assurance manager. "One moment we were exporting to the US market and the next moment, we couldn't."

Dix said the company ran into one problem after another attempting to certify the Duchy line in addition to a Walkers oatcake and shortbread fingers. "There's a much more rigid, extensive focus on tracing organic ingredients back to the farmyard" than there is in the U.K., Dix explained. At great cost, the company imported certified US butter to bake with, only to find out that the butter alone wouldn't speed up the certification process: "It turned out we needed a paper trail on each and every ingredient," Dix said.

In May, the company finally received word that the two Walkers products and the Duchy biscuits were certified, through CCOF. Over in the U.K., Duchy is by now well established—it's one of the top organic brands in the country. The label isn't reserved for just cookies and crackers, either. Duchy makes a host of other products too, the bulk of them organic, including preserves, chocolates, bread, ham, sausages, milk, and even garden furniture (a recent addition).

Referring to the roadblocks they've faced in the US market, Dix said, "at the end of the day, these things get translated into costs, which get passed on to consumers. Really," he added, "it is a bit tragic."

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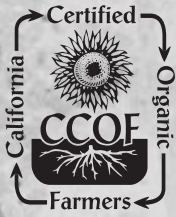


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GROWTH IN ORGANIC PROCESSING BRINGS GROWTH IN ORGANIC ACREAGE & AWARENESS

By Will Daniels, Director of Quality Assurance, Natural Selection Foods, and CCOF Board Representative, Processor/Handler Chapter

WHY ORGANIC? Because it just makes good sense. I have not been enlightened for as long as many of us, but I am grateful to have been so. I was raised in the suburbs of the Bay Area by parents who did a great job raising seven children, but operated within the mainstream. They did what was “right” and tried not to make waves. Fortunately, for me, some of their offspring were born in the 50s and had a rebellious influence on their youngest brother. As a result, I have always questioned authority and the norm in search of the truth. Was I ever excited to find out that organic is the truth!

Growing up in such a large family also taught me the power of food and its influence on society. To me, food is the anchor of life, family, and communication. It provides nourishment, sure, but there’s a whole lot more to it. It’s the family out in the garden, growing the fruits and vegetables together. It’s the mother and child

spending time together in the kitchen preparing a meal. It’s the love that a cook invests in a dish and the imparting of that love to those who partake of it. It’s the way a meal will turn those who are strangers at the appetizers into lovers at dessert. It’s precisely the rituals by which we take our sustenance that makes food so important. And since it is so important, it only makes good sense that we pay attention to the way we cultivate it.

In college, I started to experiment with growing vegetables in my backyard garden. I loved every detail—planning how I was to lay out the beds and what I would plant in them. Physically working the soil, putting my sweat into the ground that would provide for me was immediately gratifying. Once the plants started sprouting and growing, I was completely hooked. I did everything organically, mainly because I did not know how to use the chemical fertilizers and pesticides, and things seemed to be working well without them. Sure, I had some pest issues through that first crop, but I didn’t mind tending to the plants one by one to ensure they were well. The sense of accomplishment and fulfillment I derived from the harvest and enjoyment of that first crop turned me into a backyard grower for life.

But that is not where my story ends. I had the good fortune of knowing about some folks who were making a name for themselves in the world of organics. They started out with organic raspberries, culinary herbs, and specialty salad that they grew in their backyard and sold to local restaurants and at a roadside farm stand. They were too tired to harvest and wash greens for their own meals after a long day’s work in the fields. So they would harvest for themselves one day a week, pre-wash

and bag the salad greens for their week’s worth of meals. Even then they thought pre-washed and bagged special was great idea that someone should market.

When their main customer quit buying their greens and they had a field full of greens with no one to buy them, they became the “someone” who marketed the idea as they began selling their Ziploc bags of pre-washed, mixed greens to locally-owned groceries and natural food stores in the Monterey and San Francisco Bay areas. That business grew until Costco discovered these salads and launched **Earthbound Farm** into the large-scale retail bagged salad business.

I watched the evolution of this company since the early 90s while dabbling in various aspects of food professions, from restaurants, to hot sauce companies, to fish processors, to catering companies, all the while fascinated by these pioneers. I know what you’re thinking: “Pioneers? Right.” But what I mean is that they were not hung up on selling to the “right” customer. They were determined to get the product out to the mainstream consumer and change the average person’s perception of organic food. And that doesn’t even address the land base they began to influence.

In the late nineties I joined the team at Earthbound Farm and have been enjoying the ride ever since. Today, we provide organic produce to 8 out of 10 mainstream grocery stores throughout the nation and sell internationally to Canada, Taiwan, and the European Union. We now source our organic products internationally from countries like Chile, New Zealand, Ecuador, and Mexico, and we’re looking to other places, as well.

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than 24,500 acres of land around the world is being farmed the way it was meant to be, without the use of persistent and toxic chemicals. It means that, on an annual basis, this land is free of about 3.5 million pounds of pesticides and synthetic fertilizers that otherwise would have been used on it. It means that children in the communities surrounding these acres can play outside, in their back yards, in their creeks, rivers, and fields, and their parents won't have to worry about their exposure to worrisome agricultural chemicals. It means that nearly everyone in the country can find wholesome organic produce right where they do their regular shopping. It means that we are making a difference.

Since starting with Earthbound Farm, I have made a full transformation from eating primarily non-organic to primarily organic. I am grateful to have been enlightened about the many benefits of organic. My daughter, having grown up in the valley where Earthbound Farm was founded, has had the benefit of eating organic her entire life. She and her classmates have the benefit of taking annual fieldtrips to Earthbound's Farm Stand and surrounding fields to learn about organic at the source; walking the fields, picking and eating the crop, releasing beneficial insects.

What really excites me is fact that we are able to make a significant impact on young people's lives in a way that will mold their thinking about food and food production into the future. I love the fact that I can bring organic carrot snack packs to a soccer game and the entire team loves them.

I am proud to be part of such an important movement in our society. I know that many of you think that organic has taken a turn for the worse since the National Organic Program (NOP), but I think otherwise. Sure, the federal government is involved and that is antithetical to what the founders of certification were looking for, but it has brought a level playing field and legitimacy in the mainstream. This legitimacy means higher demand. Higher demand means more crop acres are planted. More crop acres mean a broader influence of good stewardship of the land. Good stewardship means that land and its

surrounding communities will be around for generations to come, providing delicious, nutritious, safe, and high quality organic products that people will enjoy again and again and again!

Natural Selection Foods is America's largest supplier of both specialty salads and organic produce, appealing to health-conscious consumers who prize quality, taste, and culinary innovation. NSF's organic salads and produce are marketed under the nationally recognized Earthbound Farm® brand. Conventionally grown salads are marketed to foodservice under a variety of labels.

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ORGANIC AGRICULTURAL PRODUCTION IN CALIFORNIA

By Karen Klonsky

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THE CALIFORNIA ORGANIC FOODS ACT (COFA), signed into law in 1990 and amended in 2003, provides protection to producers, processors, handlers and consumers in that foods produced and marketed as organic must meet specified standards. As part of the regulatory process, COFA requires annual registration of all processors, growers and handlers of commodities labeled as organic. State registration is separate from, and does not act as a substitute for, organic certification. Registration is mandated by state law and is administered by CDFA while certification is mandated by federal law and is conducted by certification organizations accredited by USDA, such as CCOF.

The *Organic Foods Production Act of 1990* (OFPA) requires the United States Department of Agriculture (USDA) to develop national organic standards for organically produced agriculture and to develop an organic certification program. The final regulations for implementation of the OFPA were published in the *Federal Register* in December, 2000. The new rule took effect April 21, 2001 and marked the beginning of the transition period. Full compliance with the rule was required by October 21, 2002 at which time products began to use the National Organic Program organic label. The final rule includes a list of allowed synthetic and prohibited non-synthetic materials as well as labeling requirements. Unlike COFA, OFPA requires all growers grossing \$5,000 or more to obtain certification from a USDA accredited certification organization.

Interest in organic agricultural production has never been greater due to the continuous and rapid rate of expansion and the relatively higher prices commanded for organic products. This chapter quantifies the current size

and growth of the organic industry in California with respect to acres, farm gate sales and number of growers. The chapter looks at size and growth with respect to major commodity groups and subregions of California. The state's counties are divided into eight geographic regions based on similar groupings used by the California Department of Food and Agriculture (CDFA) in their annual statistical reports. The six major commodity group classifications presented also parallel the CDFA reports and include: field crops; fruit crops and nut crops; livestock, poultry and products; nursery, forestry and flowers; and vegetable crops. The most important individual commodities will also be discussed.

When interpreting the results, the following points should be considered. The numbers contained in this article are derived solely from information provided in the annual registration forms of organic growers. In other words, the numbers are presented as reported to CDFA by growers. Only sales from products marketed as organic are required to be reported to CDFA. This means that income from sales of organically grown products sold in the non-organic market may not be included. Similarly, income from government payments is not reported. Further, the registration information does not reveal whether or not a farm also has non-organic production. Therefore, the size of the farm operation is not known from the registration data; only the size of the organic enterprise is known. There are a number of non-organic growers in California who devote only a portion of their total acreage to organic crop production. Therefore, some of the growers that are categorized as "small" or "medium-sized" organic farmers may actually be larger non-organic growers experimenting or diversifying with some organic acreage.

Under CDFA regulations, producers of organic commodities pay graduated registration fees based on an operation's total sales. However, registrants grossing over \$5 million annually were not obligated to report sales above that amount prior to 2003. While most registrants reported actual amounts over \$5 million, some registrants reported at the ceiling. Therefore, the total value of production in this chapter is undoubtedly underestimated because income realized by some high-revenue producers may not have been fully accounted for.

CA ORGANIC PRODUCTION IN 2002

A total of 1,949 registered organic farmers reported gross sales of \$260 million for organically grown commodities from 170,000 crop production acres during 2002. (Tables 1, 2, and 3). Organic agriculture represented approximately 1% of the total cash income from marketings for all agriculture in the state in 2002, excluding livestock, poultry and products. Organic fruits and nuts represent 1.4% of the state total and organic vegetable crops represented 2% of total vegetable marketings (CDFA, 2003).

Organic Commodities

Produce (vegetable, fruit and nut crops) includes the commodity groups of most consequence to registered organic agriculture in California. In 2002, produce was grown by the majority of organic farms (83% of the total farms) and acreage (63% of the total acreage). Compared to all of California agriculture, produce is an even greater proportion of organic marketings than non-organic marketings, representing 84% of total organic sales and 60% of total sales from California's agricultural commodities. In contrast, livestock, poultry and products represent only 8% of organic sales in 2002 but routinely contribute more than one-fourth of statewide income from agriculture.

Table 1. Organic Acreage by Commodity Group & Region in CA, 2002

REGION	FRUIT	NUTS	VEGETABLE CROPS	FIELD CROPS	NURSERY & FLOWERS	LIVESTOCK, POULTRY & PRODUCTS	TOTAL ACRES
BAY AREA	302	37	665	1,308	10	7	2,329
CASCADE SIERRA	822	67	299	14,020	53	27	288,
CENTRAL COAST	2,138	897	17,475	1,147	49	1	7081,
NORTH COAST	7,463	1,030	2,124	1,507	86	2,509	14,720
SACRAMENTO VALLEY	3,039	1,402	2,538	21,588	45	137	28,748
SAN JOAQUIN VALLEY	13,875	2,298	24,970	15,714	5	3,066	59,926
SOUTH COAST	12,801	29	4,304	193	78	65	17,470
SOUTHEAST INTERIOR	2,660	31	5,508	1,339	9	65	9,61
TOTAL ACRES	43,099	5,791	57,883	56,816	334	5,876	169,799

Table 2. Gross Sales for Registered Organic Growers by Commodity Group & Region in CA, 2002

REGION	FRUIT	NUTS	VEGETABLE CROPS	FIELD CROPS	NURSERY & FLOWERS	LIVESTOCK, POULTRY & PRODUCTS	TOTAL SALES
BAY AREA	\$720,860	\$65,812	\$4,377,087	\$64,599	\$513,432	\$4,680	\$5,746,468
CASCADE SIERRA	788,023	12,122	403,803	1,784,633	19,599	264,113	3,272,292
CENTRAL COAST	13,115,224	581,236	44,755,913	216,801	2,879,602	3,065	61,551,841
NORTH COAST	13,786,502	398,151	3,705,384	115,538	1,166,965	4,430,451	23,602,990
SACRAMENTO VALLEY	6,041,772	4,709,178	10,865,271	8,394,535	834,280	5,900	30,850,936
SAN JOAQUIN VALLEY	23,343,635	3,786,854	25,175,938	997,017	166,685	16,069,340	69,539,467
SOUTH COAST	22,206,669	18,235	24,682,868	289,448	325,872	322,959	47,846,052
SOUTHEAST INTERIOR	8,387,200	3,300	6,809,969	487,073	1,239,047	182,150	17,108,739
TOTAL SALES	\$88,389,885	\$9,574,887	\$120,776,232	\$12,349,643	\$7,145,481	\$21,282,659	\$259,518,786

Table 3. Registered Organic Growers by Commodity Group & Region in CA, 2002

REGION	FRUIT	NUTS	VEGETABLE CROPS	FIELD CROPS	NURSERY & FLOWERS	LIVESTOCK, POULTRY & PRODUCTS	TOTAL GROWERS
BAY AREA	25	3	33	14	19	5	51
CASCADE SIERRA	81	22	64	43	21	8	134
CENTRAL COAST	133	44	138	30	48	5	250
NORTH COAST	223	84	153	45	73	29	377
SACRAMENTO VALLEY	124	63	75	109	30	5	270
SAN JOAQUIN VALLEY	179	69	66	34	8	16	284
SOUTH COAST	449	24	102	25	37	10	490
SOUTHEAST INTERIOR	79	6	30	17	4	5	106
TOTAL GROWERS	1,290	315	654	316	240	83	1,949

In 2002 there were 45 different commodities with over \$1 million in sales. The highest grossing commodity was grapes followed by lettuce, carrots, strawberries and tomatoes (Table 4). Of the top 20 grossing commodities, eight were fruit crops (grapes, strawberries, dates, apples, raspberries, oranges, avocados, and peaches), seven vegetable crops (lettuces, carrots, tomatoes, spinach, celery, broccoli, and mushrooms), two livestock commodities (dairy and chicken) and one nut crop (almonds). The top 20 commodities represented 60% of total sales.

In 2002 there were 35 different organic crops with over 1,000 planted acres. More acreage was planted to rice (14,431 acres) than to any other single crop representing 8% of all organic acreage and one-fourth of all field crop acres. Rice sales generated over \$7 million, 3% of total organic marketings for the state. Grapes were second in acreage (9,681 acres), with three-quarters planted to winegrapes. Total grape sales equaled \$22.7 million, with two-thirds from winegrapes. Grapes contributed 9% of total organic marketings for the state and over half of fruit sales. Lettuces were planted on over 15 thousand acres, half of that to salad mix. Total marketings from lettuces were almost 10% of all organic sales.

Organic Producers

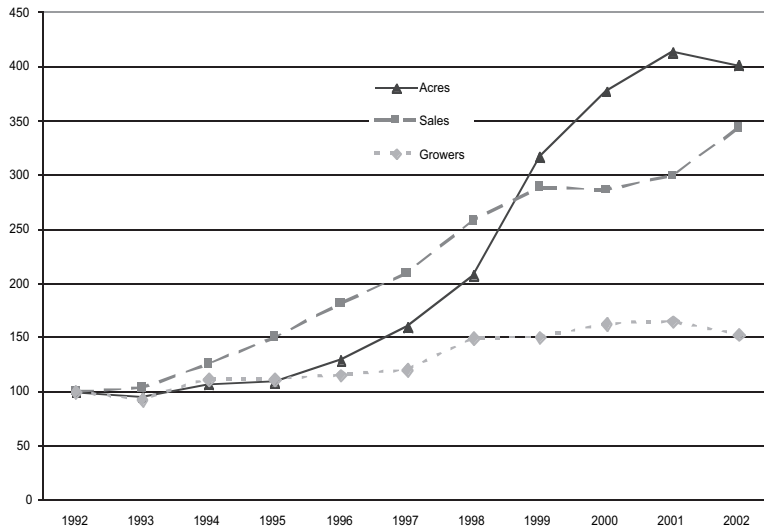
Produce growers represented 78% of the total number of growers in 2002. Almost half (44%) of all organic growers produced fruit crops, about one-fourth (23%) grew vegetable crops and 11% grew nut crops. Field crops were grown by 11% of producers, nursery and flowers by 8% and livestock, poultry and products by only 3%. These percentages do not add up to 100 because over one-third of organic growers reported sales in more than one commodity group, most typically vegetable crops and fruit crops.

Over half of the registered organic growers grossed under \$10,000 in 2002 while 3% grossed over a million dollars (Figure 1). Ninety percent of sales were from the 17% of growers grossing \$100,000 or more. The remaining 10% of sales was captured by the 83% of growers grossing under \$100,000 in annual sales.

Figure 1. Income Concentration in CA Organic Agriculture, 2002



Figure 2. Index Numbers of Growth in CA Organic Agriculture, 1992–2002



Geographic Distribution of Production

Distribution of Acreage. Over one-third of the state’s total organic acreage was located in the San Joaquin Valley in 2002 (Table 1). Vegetable crops comprised 42% of that acreage, fruit and nut crops 27%, and field crops 26%. The Sacramento Valley recorded 17% of the state’s organic acreage, with three-fourths of the region’s acreage planted to field crops and the rest mostly divided among fruit, nut, and vegetable crops.

The Central Coast represented 13% of the total acreage (Table 1). Eighty percent of that acreage was planted to vegetable crops. The South Coast had another 10% of the acreage of which almost three-fourths was fruit crops. The North Coast and Cascade-Sierra each had 9% of the acreage. Half of the North Coast acreage was devoted to fruit crops

while 91% of the acreage in the Cascade-Sierra was in field crops.

Distribution of Gross Sales. The San Joaquin Valley garnered \$70 million in sales representing over one-fourth of the state total (Table 2). Seventy percent of the San Joaquin Valley income was split evenly between fruit and vegetable crops and another 23% was from field crops. In contrast, the Central Coast generated \$62 million in sales but 94% were from fruits and vegetables and less than 1% from field crops. The South Coast was the third highest grossing region with \$48 million in sales with fruits and vegetables evenly splitting 98% of sales.

Distribution by Commodity Groups. The San Joaquin Valley was the leading region for fruit production with 32% of the acreage and 26% of sales. The South Coast

followed closely with 30% of the acreage and 25% of the sales. The North Coast had 17% of the acreage and 16% of the sales. Two-thirds of the nut acreage was in the San Joaquin Valley and Sacramento Valleys with 89% of the sales split between these two regions. The remaining nut production was split between the Central Coast and North Coast.

Three-fourths of the vegetable crop production took place in the Central Coast and San Joaquin Valley. These two regions accounted for 58% of sales. The Central Coast had 30% of the acreage and 37% of the sales while the San Joaquin Valley had 43% of the acreage but only 21% of sales.

Field crops were grown primarily in the Sacramento Valley and San Joaquin Valley with two-thirds of the acreage and three-fourths of the sales. Livestock and poultry production took place primarily in the North Coast and San Joaquin Valley with 95% of the acreage and 97% of the sales.

INDUSTRY TRENDS 1992–2002

The number of registered organic farms in California increased by over 50% during the eleven-year period 1992–2002 from 1,273 to 1,949 growers (Table 5, Figure 2). But the growth has not been even, with the largest growth in 1994, 1998, and 2000. The numbers actually declined from the previous year in 1993 and 2002. By far the largest absolute change in number of growers has been in Fruit and Nut crops, increasing by over 800 growers.

Over the same period of time acreage quadrupled increasing from 42,000 acres in 1992 to almost 170,000 acres in 2002 (Table 6, Figure 2). Three-fourths of the increase was accounted for by vegetable crop and field crop expansion. Field crop acreage increased by 49,000 acres, almost a sevenfold increase. Nearly all of the growth occurred between 1996 and 2001. Acreage actually decreased in 2002 compared to 2001. Vegetable crop acreage increased by 43,000 acres, a fourfold increase. Growth took place steadily from 1994–2001 with the largest spurts in 1999 and 2001 but adjusted downward in 2002. Fruit and nut crop acreage was two and one-half times higher in 2002 than 1992, a net expansion of 29,000 acres. Expansion has been constant and greatest between 1997 and 2002.

Sales increased to three and one-half times what they were in 1992 by 2002 but the rate of increase tapered off in 2000 and 2001 only to pick up again in 2002 (Table 7, Figure 2). The absolute increase was \$184 million from over \$75 million in 1992 to almost \$260 million in 2002 (Table 7). Eight percent of the increase was due to produce sales (fruits and nuts \$64 million increase and vegetables \$83 million increase). Livestock, poultry and products contributed 11% of the increase, field crops 5% and Nursery and Flowers 3.5%. The most rapid rate of growth was in livestock, poultry and products increasing from only \$37,000 in sales in 1992 to over \$21 million in 2002.

The number of growers increased by a much smaller percentage than the number of farmed acres, suggesting that established growers increased crop acreage and/or that some new growers entered the program with above average farm size (Figure 2). This is consistent with the observation that almost 40% of the growth in acreage was in field crops which tend to have much higher acreage per farming unit than produce crops. Acreage also grew at a faster rate than gross sales (401% and 344% respectively, Figure 2). This is again attributable to an increasing importance of field crops (increasing from one-fifth of acreage in 1992 to a third of total acreage in 2002) that have lower sales per acre than any of the other commodity groups.

Comparing the organic subsector to the whole of California agriculture, gross sales of organically grown commodities tripled between 1992 and 2002, while overall agricultural sales in California increased by 30% over the same period. Growth in organic sales averaged 20% a year between 1993 and 1998 but slowed to an average of 8% from 1998 to 2002. In the five year period 1998–2002, organic sales increased by 33% while state total sales were stagnant. Organic crop acreage increased four-fold between 1992 and 2002 despite a decrease in the land in farms for the state over the same period. Organic agriculture nevertheless represented only 1% of total cash income California by 2002. Organic produce (vegetable, fruit, and nut crops) was slightly more prominent, with 2% of

Table 4. Sales of Top 20 Organic Commodities, Total Sales, & Organic Percentage of Total Sales – California 2002 (\$1,000)

Rank	Commodity	Organic	% of Organic	Total ^a	% of Total	Organic % of Total
1	Grapes—all	26,768	10.3	2,650,873	10.1	1.0
	wine	14,557	5.6	1,815,292	0.1	0.8
	raisin	4,072	1.6	401,256	1.5	1.0
	table	8,139	3.1	434,325	1.7	1.9
2	Lettuces	21,945	8.5	1,370,004	5.2	1.6
3	Carrots	14,268	5.5	433,919	1.7	3.3
4	Strawberry	12,525	4.8	841,031	3.2	1.5
5	Tomato all	10,126	3.9	766,260	2.9	1.3
	fresh market processing	6,228	2.4	269,452	1.03	2.3
6		3,898	1.5	496,808	1.90	0.8
	Spinach	8,490	3.3	135,780	0.5	6.3
7	Dairy	8,289	3.2	4,630,171	17.7	0.2
8	Rice	7,118	2.7	138,564	0.5	5.1
9	Almond	6,830	2.6	731,880	2.8	0.9
10	Celery/Celeriac	6,522	2.5	259,865	1.0	2.5
11	Date ^b	6,229	2.4	52,246	0.1	11.9
12	Nursery	6,025	2.3	2,087,447	8.0	0.3
13	Chickens (meat)	6,007	2.3	532,452	2.0	1.1
14	Apple	5,630	2.2	97,380	0.4	5.8
15	Raspberry	5,525	2.1	41,168	0.2	13.4
16	Broccoli	5,501	2.1	438,118	1.7	1.3
17	Orange	4,713	1.8	514,460	2.0	0.9
18	Avocado	4,520	1.7	315,842	1.2	1.4
19	Peach	4,435	1.7	246,743	0.9	1.8
20	Mushrooms	3,664	1.4	160,873	0.6	2.3
	Total sales	259,520	100.0	26,137,315	100.0	1.0

^a Includes non-organic and organic

^b Includes majool variety dates

Sources: CDFA, NASS

vegetable sales and 1.4% of fruit and nut sales in 2002.

ORGANIC COMMODITIES

From 1998 - 2002, vegetable crops posted a 48% increase in the number of acres (27,680 acre increase) but only a 22% increase in total sales (\$21.6 million increase), although this varied widely across regions. Over 90% of the increase in vegetable crop acreage took place in the Central Coast and the San Joaquin Valley. Vegetable crops with the greatest increase in sales include spinach, celery, endive, mushrooms, lettuces, and fresh market tomatoes. Salad mix sales actually decreased over the period. Commodities with the largest increase in acreage include salad mix, lettuces, spinach, carrots and mustard. The acreage data can be somewhat misleading in that the greatest increase came from fallow acreage and acreage in cover crops for rotation purposes. It may be that this is a change in reporting practices rather than an actual change in acreage.

Considering all salad crops as lettuces (including salad mix, endive, radicchio and arugula), the greatest increase in acreage attributed to a vegetable commodity came from lettuces expanding from 2,600 acres in 1998 to 6,500 acres in 2002. In fact, lettuces account for over one-third of the increase in vegetable acreage. However, sales did not increase in proportion to the acreage, increasing by 23% due primarily to the decrease in sales from salad mix. Furthermore, the percentage increase in gross sales is reduced when growers with sales above the \$5 million reporting ceiling accurately report increased acreage but do not report the corresponding increase in gross sales, only the requisite \$5 million.

Organic fruit crops posted a sales increase of 28% (\$\$19 million) between 1998 and 2002, with a 40% increase in acreage (17,040 acres). The most important commodities for sales growth were strawberries, raspberries, wine grapes, dates, avocados, apples, and

Table 5. Registered Organic Growers in CA by Commodity Group, 1992 - 2002

YEAR	FRUIT & NUTS	VEGETABLE CROPS	FIELD CROPS	NURSERY & FLOWERS	LIVESTOCK, POULTRY & PRODUCTS	TOTAL GROWERS
1992	797	409	45	11	11	1273
1993	750	305	42	14	7	1,185
1994	971	387	46	15	9	1,428
1995	984	427	45	24	12	1,427
1996	1,229	476	70	39	14	1,475
1997	1,063	500	97	68	11	1,533
1998	1,376	678	231	163	37	1,909
1999	1,385	683	271	203	63	1,919
2000	1,523	734	298	227	72	2,075
2001	1,574	723	339	252	82	2,102
2002	1,467	654	316	240	83	1,949

Table 6. Organic Acreage in California by Commodity Group, 1992 - 2002

YEAR	FRUIT & NUTS	VEGETABLE CROPS	FIELD CROPS	NURSERY & FLOWERS	LIVESTOCK, POULTRY & PRODUCTS	TOTAL ACRES
1992	19,494	14,503	8,289	16		42,302
1993	20,188	12,960	7,412	11		40,571
1994	21,731	15,744	7,583	12		45,070
1995	21,783	16,709	7,743	24		46,258
1996	21,867	21,052	11,816	33		54,768
1997	23,758	26,637	17,309	121		67,826
1998	29,847	30,203	26,499	272	1,083	87,904
1999	38,112	47,757	45,627	759	2,001	134,256
2000	40,430	55,431	58,791	544	4,664	159,860
2001	43,621	70,260	56,194	338	4,515	174,928
2002	48,890	57,883	56,816	334	5,876	169,799

Table 7. Sales for Registered Organic Growers in CA by Commodity Group, 1992 - 2002

YEAR	FRUIT & NUTS	VEGETABLE CROPS	FIELD CROPS	NURSERY & FLOWERS	LIVESTOCK, POULTRY & PRODUCTS	TOTAL SALES
1992	34,057,964	37,961,561	2,937,723	442,512	37,057	75,436,817
1993	29,985,496	44,889,371	2,570,137	846,886	39,405	78,331,295
1994	32,684,588	57,569,204	3,761,960	939,373	144,261	95,099,386
1995	35,467,208	72,432,639	3,339,036	1,223,797	850,809	113,313,489
1996	42,635,225	83,091,797	7,217,878	1,904,878	2,233,378	137,083,156
1997	50,905,893	91,030,468	10,154,452	2,033,551	4,163,516	158,287,880
1998	73,678,175	99,141,940	14,041,172	2,776,963	5,439,214	195,077,465
1999	80,254,117	108,968,096	12,964,298	6,943,236	8,631,207	217,760,954
2000	78,336,232	101,533,773	18,371,669	4,764,557	13,267,641	216,273,872
2001	92,798,034	94,848,681	15,508,996	7,086,226	15,723,673	225,965,611
2002	97,964,772	120,776,232	12,349,643	7,145,481	21,282,659	259,518,786

peaches. Organic wine grapes increased in sales by over \$4 million and acreage expanded by over 3,000 acres. In contrast, sales of table grapes almost halved over the period while acreage reduced only slightly. The most important nut crops remained almonds and walnuts, with sizeable increases in sales and acreage for both.

Field crops grew in acreage from 1998 – 2002, with the number of farmed acreage increasing by over 50% (30,317 acre increase). One-third of the increase in acreage is attributable to pasture and rangeland paralleling the increase in livestock and dairy production. Another 25% reflects increases in rice, alfalfa, and wheat acreage. Rice remained by far the most important field crop during the period but with stagnant sales at around \$7 million. Alfalfa was the second most important field crop with sales increasing from less than half a million dollars in 1998 to \$1.3 million in 2002. The importance of field crops to organic agriculture remained small, falling from 6% of sales in 1998 to less than 5% of sales in 2002. This decrease in importance is explained by an absolute decrease in sales over the five year period in almost every region. The decrease in importance is also related to the dramatic increase in sales of livestock, poultry and products.

Sales from livestock, poultry, and related products increased by 389% over the past five years, although they remained less than 3% of the organic industry. Dairy production increased from \$4 million to over \$11 million. Sales of organic were not permissible in 1998 due to differential labeling requirements for organic meat and other foods. Sales of organic chicken reached over \$6 million in 2002 with beef and turkey each at about \$300,000. Organic eggs sales were \$3.6 million in 2002.

CONCLUSION

California organic agriculture expanded rapidly from 1992 to 2002, with double-digit average annual growth in registered acreage and sales. Growth of organic agriculture using these measures was considerably faster than in California agriculture as a whole. However, organic agriculture accounted for only 1% of all crop sales and


a much smaller percentage of livestock and livestock product sales. Produce (fruits, nuts and vegetables) remains the dominant part of organic agriculture in California despite recent growth in dairy and poultry products.

It is generally assumed that marketing outlets are different for different sales classes of growers. Small growers most likely rely on direct sales (e.g., farmers' markets, roadside stands and CSAs [Community Supported Agriculture]) while larger growers sell through wholesalers and distributors as well as directly to retailers. Market saturation is a concern that is often expressed by those within the organic industry at all levels of production. Anecdotal evidence suggests that some sell in the non-organic market when they are unable to find a substitute venue for their products in the organic market or when non-organic prices are as high as organic. The value of commodities produced in accordance with organic standards but sold on the non-organic market are not required to be reported to CDFA.

Statistics contained in this article draw attention to several important questions concerning the future of the organic agricultural industry in California. Perhaps the most obvious question becomes: Can the organic industry in California sustain the rate of growth realized over the past decade, and if so, what will this growth look like? As the industry expands, will new marketing outlets such as expansion of natural food store chains, organic sales in non-organic grocery stores and Internet sales augment current venues? Will current consumers of organic commodities change their purchasing patterns to include a more varied organic shopping basket and to what extent will new organic consumers emerge to purchase an ever-increasing supply of organic products? As new products using organic ingredients are developed, how will the distribution of acreage devoted to the various commodity groups change? In addition, the long-term impact of the National Organic Standards is still not clear. Also unclear is how broader legislation concerning food quality protection, water quality, biotechnology, international trade and a host of other issues will be felt by the organic subsector.

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CCOF GROWERS KEEP SALMON SAFE

By Jessica Hamburger

IN 2001, COHO SALMON were spotted in Pine Gulch Creek near **Dennis and Sandy Dierks'** farm in Bolinas, just north of San Francisco. That was the first salmon sighting in this coastal stream in more than three decades. This year, as juvenile coho darted in the creek, I accompanied CCOF Inspector **Elizabeth Whitlow Inman** on her organic inspection at the Dierks' farm, **Paradise Valley Produce**.

Paradise Valley Produce is just one of many CCOF farms where growers are working hard to protect and restore habitat for salmon and steelhead trout, which are now threatened or endangered in many parts of California. **Frank Leeds**, vineyard manager for **Frog's Leap Winery**, has been a pioneer in developing ecologically sensitive methods of bank stabilization along the Napa River. **Lou Preston** of **Preston Vineyards** has been participating in a stream restoration project on Peña Creek in the Russian River watershed.

All of these restoration projects are based on meeting the physical and biological needs of salmon and steelhead trout, collectively known as salmonids, which require cool water and gravelly streambeds where their eggs can get plenty of oxygen. Salmonids need adequate water levels and good water quality that supports the aquatic food web. They also require streams to be free of any potential barriers to fish migration, such as poorly engineered culverts and other kinds of stream crossings.

The Dierks have left wide buffer zones of vegetation along the creek. Mature alder trees shade the water and contribute leaf litter that is eaten by aquatic insects, while the shrubs and grasses beneath them filter out sediment and take up excess nutrients. Cover cropping, vegetated drainage ditches and runoff infiltration areas keep soil on the farm and out of the stream, so it does not clog the gravels where the salmon lay their eggs.

The pesticides considered most harmful to salmon are prohibited in organic farming, but even organic-approved substances can have a negative impact if allowed to enter the water, either by directly affecting the fish or by killing off the aquatic insects



Paradise Valley Produce, Bolinas, CA. s

on which salmon feed. Since Dennis uses no pesticides at all, his pest management practices pose no threat to water quality.

As we peered into the creek, Sandy pointed out several young salmonids in the water. We also observed plenty of fish food in the creek, such as the larvae of aquatic insects, and good hiding places created by tree roots and fallen branches. The creek is free of culverts and has no other barriers to fish migration.

Dennis told us about his efforts to conserve water and shift water use to times when it has the least impact on salmonids. He has reduced the size of his irrigation jets and is experimenting with drip irrigation. He is working with the three other farmers in the watershed to stagger their pumping throughout the day and together, the farmers have applied for a permit to create irrigation ponds. By pumping water in the rainy season and using it to irrigate in the summer, they will avoid drawing water from the creek during the times when salmon need it most.

The disappearance and return of the coho to Pine Gulch Creek is still something of a mystery, even to scientists, who theorize that droughts, floods and El Niño events may each have played a role. One thing is clear, however: the Dierks' land management practices have created a good place for salmon to spawn and thrive now that they have found their way back home.



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MEMBERS & STAFF



LETTER TO THE EDITOR

Dear Editor Keith,

Some one once wrote, wisely, "at the very instant that you adopt the terminology of your opponent, you have lost." Examples abound. Urban sprawl over agricultural land and wildlife habitat is called "development." Clear-cutting of a stand of ancient redwoods is termed "management," conversely, uncut stands are "unmanaged." Even in CCOF Magazine, one occasionally reads that petrochemical-based agriculture is "traditional" or "conventional" farming, rather than "non-organic."

Let us resolve to stop shooting ourselves in the foot.

Phil Persons, Supporting Member

"Organic farming had received official sanctioning in 1980 when the federal government finally acknowledged the existence of this "alternative" [nay! traditional!] farming system."

~ "Sowing the Future—CCOF History 2000–2003," CCOF Magazine, Vol. XX, No. 4, Winter 2003–2004, the Consolidation Issue.



The CCOF Home Office recently received note of the newest member of the CCOF Family—**Cooper Hamilton Inman**, born to **Elizabeth Whitlow Inman**, RSR for North Coast and Humboldt-Trinity. Elizabeth writes, "Cooper weighed in at 7.25 pounds and 20 inches long. We came home from the hospital on Tuesday [6/15] and we're doing just great. I'm trying to sleep on his schedule and figure out how to be a mom—scary, intense, sweet, and powerful stuff. In awe and beyond, Elizabeth." Congratulations Elizabeth, and welcome to the world, Cooper. We hope to make it a far sight better for you by the time you grow up. -Ed.

Ed. Note: A few years back, Denesse Willey of T&D Willey Farm suggested to me that CCOF adopt terms such as "organic trade" or "organic community" in place of "organic industry." The previous Marketing Director at CCOF, Helge Hellberg, believed that we should use the term "non-organic" in place of "conventional" when describing petrochemical-based agriculture. Just now I notice my overuse of the word "traditional" to describe non-organic seed production in the last issue's feature article on organic seed. Words are powerful. Consciousness is changing. Thank you, Phil, for reminding us all!

SEED DIRECTORY ADDITIONS

In CCOF Magazine, Vol. XXI, No. 1, the Organic Seed Issue, two seed businesses were unintentionally omitted from the Organic Seed Source Directory on pages 8–11. The editor apologizes to these businesses, clients and the general public for any inconvenience this omission may have caused.

Company Name: **Snow Seed Company**
Business Address: 20855 Rosehart Way
Salinas, CA 93908
Phone: 831-758-9869 • Fax: 831-757-4550
E-mail: snowseedco@worldnet.att.net
Website: www.snowseedco.com
Seed Available: Artichoke, Beans, Beans (Edamame), Beets, Broccoli, Broccoli/ Rappini, Brussels Sprouts, Cabbage, Carrot, Cauliflower, Celeriac, Celery, Chicory, Chinese Cabbage, Collards, Corn, Cucumber, Dandelion, Eggplant, Endive, Escarole, Fennel, Flowers, Flowers/Sunflowers, Frissee, Gourds, Grains/ Legumes, Greens, Herbs, Kale, Kohlrabi, Leek, Lettuce, Lettuce - Butter, Lettuce - Gr. Leaf, Lettuce - Heirloom, Lettuce - Iceberg, Lettuce - Lolla Rossa, Lettuce - R. Salad Bowl, Lettuce - Red Leaf, Lettuce - Romaine, Mache, Melons, Mustard, Okra, Onions, Pak Choi, Parsley, Parsley Root, Parsnip, Peas, Peppers, Peppers (Orn.), Peppers (F1), Peppers (Hot), Peppers (Sweet), Pumpkin, Radicchio, Radish, Rutabaga, Shallot, Spinach, Squash (Summer), Squash (Winter), Sunflower, Swiss Chard, Tomato, Tomatillo, Turnip, Watermelon
Certified by: CCOF

Company Name: **Rijk Zwaan USA**
Business Address: 22744 Portola Drive
Salinas, CA 93908
Phone: 831-484-1920 • Fax: 831-484-9486
E-mail: rijkszwaan@aol.com
Website: www.rijkszwaan.com
Seed Available: Lettuce, Cucumber, Tomato, Beet, Carrot, Cauliflower, Celeriac, Chives, Corn Salad, Kohlrabi, Leek, Parsley, Spinach, Cabbage.
Certified by: Dutch Government

100 MEN WHO COOK

In May of this year, Keith Proctor, CCOF staff and editor of CCOF Magazine, visited his hometown of Rockford, Illinois. While there, he attended an event called *100 Men Who Cook*, a benefit for the local literacy council. The event allowed attendees to sample many different drinks, appetizers, entrées, and desserts created by 100 different men. One dessert created by **Brian Buob** and **Jay Pyzynski**—succulent organic strawberries dipped in chocolate—was a particular hit with event attendees. Buob and Pyzynski ordered 600 boxes of **Driscoll's** organic strawberries from California especially for this event. It was exciting to run across the CCOF label and a familiar certified organic business name in a Midwest city that is just starting to realize that an organic market exists.

Photo courtesy of Lisa Bartholme.





CCOF HELPS PREVENT GMO PHARMACEUTICAL RICE PLANTING

By Brian Sharpe, GE point-person & Chapter Resource Coordinator

FOR RICE FARMERS IN CALIFORNIA, the spring planting is finished. The first rice shoots are beginning to show in the fields and the warm California summer will give the necessary conditions for a hearty rice crop. The state's \$500 million dollar rice industry has worked hard to develop a high quality product through innovative technological methods, one of many reasons that California enjoys such a vital rice crop each year. Rice farmers in California have created an environmentally friendly image through their efforts to protect waterfowl and shorebird habitat, as well as many other state-of-the-art techniques in rice production. The organic rice business is thriving in the Sacramento Valley and many CCOF certified producers are hoping for yet another bountiful rice harvest come this fall. But healthy rice plantings were not the only thing that CCOF growers had concern over this past spring. For the first time, the prospect of dealing with commercially grown genetically modified rice in the fields neighboring them was a real concern.

Up until recently, most organic and non-organic rice producers haven't had to worry

about contamination from genetically modified organisms (GMOs), since no GMO rice has been commercially grown in the state. Aside from some experimental test plots that have been confined to very small acreages, genetically engineered rice has been a non-issue for most growers and millers. But beginning early last year, the threat of GMO rice being grown on a commercial scale in the Sacramento Valley became imminent.

Ventria Biosciences, a small biotechnology company in Sacramento, had plans to grow what would be the world's first commercially grown pharmaceutical GMO crop here in California this year. The company has been testing rice that has been genetically engineered with human genes to make two proteins found in human breast milk, lysozyme and lactoferrin. Ventria plans to use these "pharm" rice proteins as a supplement in infant formulas and as an alternative to the use of antibiotics in poultry feed, although the rice is not approved for human consumption. While test plots of less than 50 acres are already growing in the middle of the rice growing region of the state, the company would like to eventually expand

production to thousands of acres in order to produce enough of the proteins for commercial purposes. To grow that much acreage would require a commercial permit from the California Department of Food and Agriculture. Fortunately, California rice producers were prepared to deal with regulating new varieties such as this one before Ventria approached them.

A very unique attribute of California's rice industry is the California Rice Commission, or CRC, a body made up of rice producers, millers, and researchers that handle certain regulatory, educational, and promotional matters. As **Bryce Lundberg** of **Lundberg Family Farms** explained: "California's rice industry has a unique ability to control which varieties can be grown here because of AB 2622." Assembly Bill 2622, the *Rice Seed Certification Act of 2000*, is the state legislation that gives the CRC the ability to recommend planting protocols to the state government on new rice varieties before they are grown here. "Legislation modeled after the rice industry's *Seed Certification Act* could benefit other commodity groups that want the same kind of control over their industry," stated Lundberg.

Over the course of the past year, Ventria representatives have been sitting at the Rice Commission meetings to work out a protocol to grow their novel rice variety commercially in the state. At first, the proposal set forth by Ventria allowed for them to grow this rice in the middle of the Sacramento Valley, adjacent to farms that grow rice for food and animal feed. The proposed buffer zones were a mere one hundred feet from any other rice, and almost no provisions were put forth to control bird or insect vectors for rice pollen. The CRC passed a proposal that confined Ventria's pharm rice to ten southern California counties, giving a much larger buffer zone between the rice growing region of the state and this novel GMO crop, as well as setting much stricter



Bryce Lundberg of Lundberg Family Farms examines the early stages of one of many of his family's rice fields growing in the Sacramento Valley. Photo by Brian Sharpe.

conditions on the production methods. Lundberg noted, "In general I commend the rice industry for taking this head on. They did a good job of tightening restrictions further than what the USDA or FDA would have done, but this shouldn't be rushed through the process. Rice farmers are risking a lot if customers and consumers do not perceive the new regulations (i.e. 100–200 mile buffers) as sufficient protection to prevent against receiving contaminated rice from California rice farms and mills" A narrow 6-5 vote by the CRC Board sent the final protocol to the CDFA for review. It was at this point in the process that CCOF's long history of grassroots action proved to be helpful in delaying the plantings scheduled for this year.

For years CCOF has played an active role in the efforts to create level-headed, sound policy for regulating GMO crops in this state. In early 2002, I began representing CCOF as a Steering Committee member of the **Californians for GE Free Agriculture (CGFA)**, a unique coalition of nine sustainable farming, consumer watchdog and environmental groups joined together to prevent the introduction of genetically engineered crops in the state. It was in April of last year that I began as a half-time staff person as the group's Organic Farmer Organizer. One of my first tasks was to research the California rice industry and identify key players that make decisions regarding California's rice crop. I began by contacting some of the CCOF certified rice growers to glean some of their experienced knowledge of rice production. It was this early contact with rice farmers and their invaluable insights into the industry that allowed us to identify the real issues of introducing this pharmaceutical GMO crop. What I discovered was that there are several aspects of the industry which are threatened by the advent of GMO pharmaceutical rice.

California organic rice farmers concerned about losing their premium markets and certification status if contaminated were not the only parties to speak out against GMO rice. Many export markets for California's rice industry made strong statements rejecting any GMO rice. The Japanese government issued a statement in early April saying the

rice planting sought by Ventria raised food-safety concerns. Japanese rice retailers and consumer groups have sought to give their opinion on the proposed planting protocol. In addition, issues around liability in the event of contamination remain unresolved, and rice farmers were the first candidates to be burdened with the responsibility. Consumers, buyers and retailers everywhere have shown great concern about pharmaceutical GMO crops in their food supply. As CCOF certified rice farmer Nick Greco pointed out, "No one wants to deal with the quagmire of segregating pharmaceutical crops from food crops, and there really should be a lot more involvement among rice farmers on this issue. We stand to lose a lot if contamination occurs. This whole issue really woke me up to the realities of the political process."

In response to the approved protocol, several CCOF farmers and supporting members sent in letters to CDFA Secretary A.G. Kawamura. Phone calls were made to several rice growers in the Sacramento Valley chapters of CCOF, as well as supporting members and farmers in the ten southern counties where the pharm rice could be grown. The message from all of these concerned constituents was clear: The CDFA should deny any planting protocol that allows for the commercial growth of pharmaceutical GMO rice in the state until the public is given sufficient time and notice to comment. Within a week, almost 1400 letters were submitted to CDFA on this issue. A concerted effort from several consumer, environmental, and sustainable agriculture groups helped to achieve that goal, and clearly CCOF members played a huge role in getting the attention of the Secretary. On April 9, 2004,


the California Department of Food and Agriculture sent the proposal back to the CRC. In a letter to the commission, John Dyer, chief counsel to the department, said it was unclear whether the proper federal permits had been obtained to plant the engineered rice. "It is clear that the public wants an opportunity to comment prior to any authorization to plant," wrote Dyer.

CCOF showed its organizational strength this past year as farmers, processors, staff, volunteers, and supporting members worked together to prevent introduction of the world's first commercially-grown GMO pharmaceutical crop in our state. With several new GMO varieties being proposed for commercial introduction in California in the near future, CCOF will need to continue its role in protecting the interests of the organic community. Concerned farmers, handlers, and consumers should continue to ask the CDFA to prevent the planting of any pharmaceutical GMO crops in California.

For more information, visit www.calgeefree.org

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Plums

Hearty Symbol of Strength & Happiness

By Lisa M. Hamilton

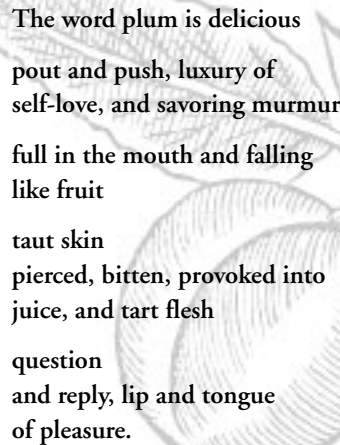
IT MIGHT SURPRISE AMERICANS to know that while we are busy with apples, the other side of the world has plum juice dripping down their arms. The plum is the world's second most cultivated fruit (yes, after the apple). The driving force is certainly China, the world's largest producer and greatest admirer, whose national flower is the delicate white blossom. There, plums represent good luck, wisdom, and long life for their ability to withstand harsh winters. But the fruit also makes appearances throughout Asia and Europe in ways Americans would never dream. In Azerbaijan, plums are a common cooking ingredient, partner to lamb, potatoes, and peas. In many Central European countries they become the potent brandy slivovitz, in Hungary it is known as pálinka, and in France the delicate liqueur Mirabelle. In Japan, where they symbolize happiness and, alternately, chastity, plums are pickled and eaten for breakfast.

The role plums play in different places reflects the fruit's origins. There are actually several types of plums. From the finger of Russia that slips between the Black and Caspian Seas came the European plum, *Prunus domestica*. Its flesh is soft but fibrous, sweet but flat, making it a good fruit to cook with but not the stuff of passion. (This is the fruit that becomes a prune—what more needs be said?)

The Japanese plum, *P. salicina*, is quite a different story. The flesh is soft and tangy and runs the whole warm side of the color spectrum: sultry red, blazing orange, deep yellow. Whereas the meat of a European plum splits from the pit on its own, the Japanese demands that its consumer work

The Word Plum

by Helen Chasin



**The word plum is delicious
pout and push, luxury of
self-love, and savoring murmur
full in the mouth and falling
like fruit
taut skin
pierced, bitten, provoked into
juice, and tart flesh
question
and reply, lip and tongue
of pleasure.**

for the last bits of fruit as they cling to the stone. This is the kind of plum that inspires haiku and folklore, that makes its way into legends—Lao Tse, it is said, came into this world under a plum tree.

The Japanese plum comes actually from China, where it has been cultivated for thousands of years for its fruit and its blossoms, the sweetest-smelling of all the stone fruits. It reached Japan only a few hundred years ago, and from there spread around the world (hence the name).

When European colonists arrived in eastern North America, they found a third incarnation of the venerable fruit: the American plum. This wild group belongs to a separate section of the Prune genus. It is reminiscent of the European and Japanese types, but carries also the feel of a cherry: small, spherical shape; long, thin stem; tart skin. Native Americans ate them, but European colonists preferred plums from the trees they had imported. Ameri-

can plums still thrive in the wild, but today adventurous wildcrafters are about the only people who view them as food. Still, while they are never cultivated for their fruit, food production remains at the heart of their importance. It's a rather sad fate, actually, that of surrogate parents. They contribute genes as they are hybridized with Japanese plums to lend hardiness. They hold the trees up, used as rootstocks for disease and nematode resistance. And their flowers are anonymous donors, planted as pollinators for the self-unfertilized food types we prefer to eat.

ORGANIC PRODUCTION

Growing plums is relatively unchallenging, for they are far more complacent than their stone fruit relatives. The fruits are attacked by common pests such as the Oriental fruit moth and the peach twig borer, but rarely marred as badly as the fair peach. They fall prey to diseases, but suffer less than the defenseless, soft-skinned apricot. They are best at handling tough winters and wet springs, and are the most able to deal with heavy or waterlogged soil. In order to get a superior crop, plums must have a dry growing season, one of the reasons the later blooming American plum has been bred with the Japanese. Still, growers cultivate plums in every one of the United States except Alaska.

Didar Khalsa of Guru Ram Das Orchards, in Esparto, has a good stage for comparing different fruit trees. His 16 acres are interspersed with stone fruit, citrus, nuts, figs, pears and persimmons. Working without a master plan, as old trees die he fills the holes with something new. To him, plums are the least squeaky

of wheels: “Not a lot of work, but they always give back a good crop.”

This is especially true in the Central Valley, where the summer is dry and the spring, unlike on the coast, is unequivocal. During winter, the Tule fog stays on the ground all morning, retaining the cold that satisfies the fruit’s requisite chilling. For **Richard Kauffman** it is the perfect place to grow plums. His 88-acre orchard, **Kaweah Farms**, is close to Kingsburg, between the Valley’s east side and the Sierra. His 22 acres of plums are spread throughout the property, and give a reliably good crop—all as long as he gets a good set.

It is not as simple as it sounds. In fact, the process of creating a commercially successful plum crop relies on a series of artful techniques. To begin with, the trees must be pollinated. Unlike apricots and peaches, Japanese plums and some European plums are not self-fertilizing. The plantings must thus include pollinating varieties such as the American plum. And, when it comes time, there must be bees.

People who eat fruit but don’t grow it tend to take the insects for granted. But consider having 22 acres of trees whose flowers have a one- or two-week window for fertilization—millions of blossoms needing a bee’s attention. Standard practice is to have a beekeeper bring his hives over for the duration of bloom time, which with different varieties can be a full month. In

fact, non-organic growers have no choice but to import the pollinators: not only do their insecticides often kill bees, they use herbicides to keep the orchard floor bare, meaning that outside of bloom time there would be inadequate food to maintain hives. (see *Pesticides Used in Plum Cultivation* next column) Even most organic growers pay to have bees brought in, for they simply need more than natural populations can supply. For his 22 acres, Kauffman needs about 40 hives—close to 2.5 million bees.

Once the bees are there, the crop’s fate relies on weather. On cold or stormy days, even when it’s overcast, the bees will stay inside as the flowers’ biological clocks tick ominously in the silent orchard. Warm, calm, sunny days are ideal, but even pollination must be balanced. The end goal is not to get as much fruit as possible, but to get as much fruit on the tree as it can bring to the ideal size. Fruit value increases with size, so the same weight of small plums will bring less pay than in large plums.

Because it takes time to see how many flowers were successfully fertilized, growers control the yield by the expensive and exacting task of thinning. Too little fruit is a problem in itself, but too much fruit from over-pollination means lots of expensive hand labor. Further, the timing must be just right. If done too early, the job is expensive and inefficient, for it’s hard to

tell just how many are there and how many to remove. (Plus, it increases the odds of leaving too much on the tree.) If done too late, the tree will have wasted energy on fruit that ultimately ends up on the ground. Finally, because of these vagaries, in years of clear spring days when growers get great pollination, the market floods. Then, not only does the price for a big plum go down, the price for a small plum goes way down.

PESTICIDES USED IN PLUM CULTIVATION

Richard Kauffman puts it this way: “I went organic because I didn’t like being around all those sprays. For a while I was just leaving them out. For example I’d see a spider population and know they were beneficial and think, ‘Man, I don’t want to spray. It’ll kill all the good guys.’ But when you’re conventional, that’s a losing proposition—you can’t afford to lose a lot of fruit.”

Even in crops with lower overall pest problems, such as plums, there is a cycle of dependency on pesticides. They become standard practice—“pro-active” measures rather than re-active responses. In 2000, California fresh-market plums received insecticides on 85% of their acreage, fungicides on 66%, and herbicides on 60%.

The most popular insecticides are petroleum derivatives and organophosphate chemicals. The former are relatively safe (as pesticides go), though they can contain car-



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cinogenic compounds and contribute to gross air pollution. Plus, they rarely come without a companion organophosphate. These chemicals are nerve toxins that kill insects—and harm humans and other species—by inhibiting the production of cholinesterase, an enzyme essential to the nervous system. Whether inhaled on-site or consumed as residues on food, these pesticides can cause anything from low-level nerve damage to acute poisoning. Sprayed during California's rainy dormant season, they run-off into groundwater, where they are highly toxic to fish and other aquatic organisms.

Among fungicides, the most popular sprays in 2000 were propiconazole for plums and captan for prunes. Propiconazole is a developmental toxin, and captan is a carcinogen that is acutely toxic to humans. Both are highly toxic to aquatic life. Non-organic growers also use less toxic fungicides, particularly sulfur and copper. While they are approved for organic farms, they still deserve a cautionary red flag. Because copper is considered "safe," it is often used liberally and repeatedly, causing worker illnesses. Additionally, copper

causes reproductive harm and liver damage in mammals and fish. Sulfur as a fungicide is only useful as prevention, and so is used repeatedly. It can harm workers who re-enter orchards too soon, and can kill beneficial insects.

Finally, as in other non-organic tree fruits, plums are grown above an orchard floor bared by herbicides. The main chemical is glyphosate (a.k.a. Monsanto's Roundup), which despite designation as a "safe" pesticide has been linked to rare forms in cancer (in great doses). Further, its breakdown products are now found in groundwater, where, according to the EPA's 2002 Drinking Water Standards, they can cause liver and reproductive damage in humans. The other most popular herbicide, paraquat, is unabashedly dangerous. Ingesting less than one teaspoon of the chemical can be fatal, and mere skin contact can cause systemic damage. Finally, the use of any herbicide to bare the orchard floor means greater erosion and increases the run-off of insecticides, fungicides, and synthetic fertilizers into waterways.

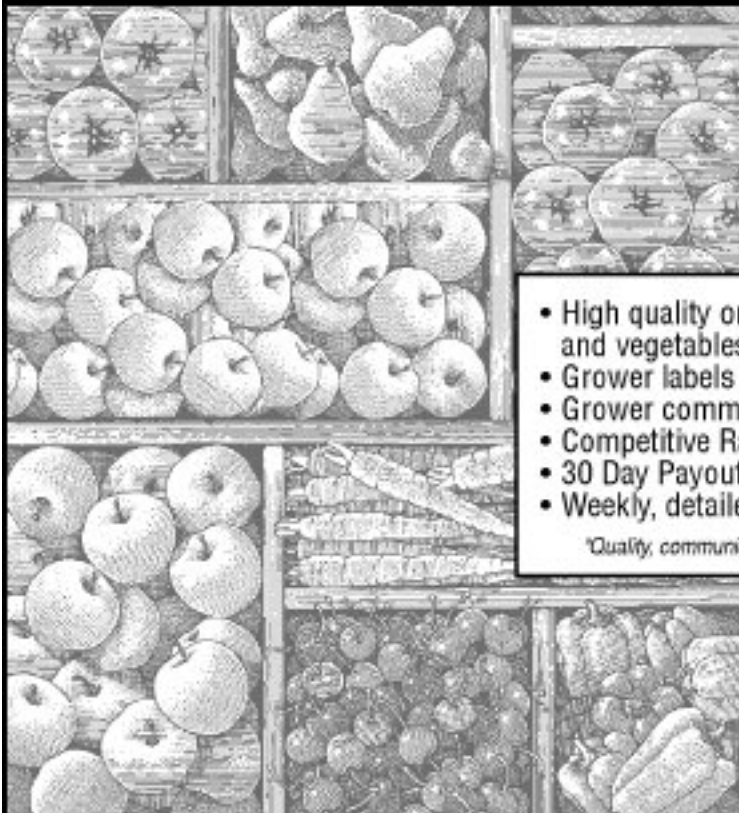
NUTRITION

Plums are one of those queer foods whose nutritive value changes dramatically—and for the better—when dried. As fresh fruit, they are good sources of carbohydrates, potassium and iron, as well as anti-oxidant carotenes and flavonoids. When the plums are dried to become prunes, those elements remain, but the vitamins and available minerals increase: vitamin A and calcium increases by 50%, iron doubles, and magnesium goes from zero to 4.5 mg. And while plums have a laxative effect, prunes—well, everyone knows about prunes.

Therapeutically, plums are used in Chinese medicine for liver conditions as well as dehydration and diabetes. They have a cooling thermal nature, though yellower varieties tend toward neutrality. For reasons related to their laxative effect, people with gastrointestinal inflammations should stay away from plums. Aside from the perils of overdoing it with prunes, the only caution about this fruit is its high amounts of oxalic acid. This is the same chemical found in spinach and other raw greens, which prohibits the absorption of calcium.



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PREVENTING PESTS

By Steven M. Zien, Executive Director
Biological Urban Gardening Services (BUGS)

UTILIZING PEST PREVENTION techniques effectively is the key component of a successful Integrated Pest Management (IPM) program. For pests to become a problem they need food, water, harborage and access. Eliminate these factors and you have a successful, least toxic IPM program. If not done, you will have to use pest control techniques to manage existing populations. Controlling pests after they arrive is more difficult than prevention, resulting in the all too frequent use of toxic pesticides.

Here are a few landscape management techniques that can help prevent pests in and around buildings.

- **Night flying insects** are attracted to lights. Removing lights on or near buildings and patios will keep insects from being attracted to these areas.
- **Redesign the landscape** to provide a plant-free zone of approximately 12 inches around structures. This will help to discourage pest invasion into buildings.
- To **keep rodents outside**, install and maintain a 2-foot strip of pea gravel around buildings. This will prevent them from burrowing, denying them access.
- **Avoid growing vines** on buildings to eliminate shelter and sheltered runways for rodents and other pests.
- **Keep trees pruned** away (minimum 18 inches, 6 feet where possible) from buildings to prevent pest access.
- **Clean up** regularly any **organic debris** that accumulates around the base of buildings and haul it to the compost pile.
- **During any landscape renovation**, do not change the soil grade (add or remove) against buildings (or existing plants).



- **Design the irrigation system** (and monitor occasionally), making sure it does not hit any buildings. Where irrigation is required near buildings, moni-

tor for poor drainage and install drain lines if necessary.

- **Avoid planting near foundation vents** and keep pruned back if necessary to maintain good air circulation. Prevention techniques can also be undertaken to reduce pest problems in the landscape.
- **Proper plant selection is vital.** Utilize plants that are appropriate to their growing conditions (climate, soil, amount of management, irrigation, etc.) and consider native species. Select varieties that are pest resistant. Where rodents have been a problem or are a concern, choose plants that produce minimal amounts of seeds and fruit. Avoid monocultures by installing a diverse variety of plants. The more diverse the landscape, the less likely pests will be a problem. Diversity makes it more difficult for pests to find plants they like, and if pests do arrive, they will have a more difficult time spreading to other plants, limiting the need for control measures.
- **Site preparation is critical.** Make sure you put the right plant in the right place. Amend and fertilize the soil using organic materials as recommended by a soil analysis. Install irrigation and drainage as necessary before the plants even arrive. Design the irrigation system so plants with similar water needs are on the same line.
- When installing plants, **provide proper spacing** for when they are mature. Planting too closely will reduce air circulation and light penetration as the plants grow, creating conditions favorable to pest attack. Group plantings with the same cultural requirements together.

- **Install mowing strips** along turf edges and under fencing to minimize the need for trimming. Existing fences can be raised (or the bottom inch or two removed) allowing weed trimmers access along fence lines, avoiding the common use of herbicides in these areas.
- Once the plants are installed, make sure to **properly maintain** them. Irrigate, fertilize, mow (grasscycle), aerate, dethatch, prune, etc. appropriately.
- **Maintain lawnfree areas** under young trees. This reduces competition, helping the tree to grow more successfully. It also eliminates potentially deadly physical injury that can result from mowers and weed trimmers.
- **Monitor the landscape** regularly and identify plants having problems (i.e., performing poorly, have dead branches, pest problems). Note that pests are usually just symptoms of the real problem. Determine what the cause of the problem is (often incorrect management) and adjust your maintenance program as necessary to eliminate the cause.
- **Keep good records** of all your maintenance practices. Note successes and failures and adjust your management practices appropriately to prevent pests in the future.



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UFW RALLIES IN SUPPORT OF PESTICIDE BILL

The United Farm Workers Union voiced support for state senator Dean Florez's (D-Shafter) pesticide bill, SB391. Victims of pesticide poisonings are often left without financial aid to cover their medical expenses when they are exposed to pesticide drift in farm fields. To remedy this, Florez's legislation would set up a fund by assessing pesticide manufacturers that will cover ambulance and hospital costs. The fund would be replenished by fines levied against applicators responsible for pesticide-related injuries.

METHYL BROMIDE EXEMPTIONS GRANTED

The US and 10 other industrial nations won "Critical Use Exemptions" to the 2005 ban on methyl bromide use at a meeting of 114 nations committed to the 1995 Montreal Protocol. Total exemptions granted were for 13,438 metric tons, with 8,942 metric tons to the US, which covers uses in tomatoes, peppers, eggplant, strawberries, cucurbits, ornamentals, ginger, sweet potatoes, food processing, commodity storage, forest and orchard seedlings, orchard replants, turf and sod, nurseries and transplant trays used in greenhouse production. Environmental and organic organizations oppose the exemptions, but the US hopes to secure further exemptions for uses not included in the current exemption. Officials remain concerned that progress is too slow in finding replacement products for fumigation.

USDA BLOCKS INDEPENDENT MAD COW TESTING

USDA actions to deal with bovine spongiform encephalopathy (BSE) continue to generate controversy. On April 9, USDA announced that it has the legal authority to prohibit Creekstone Farms Premium Beef and other small beef processors from establishing their own private BSE testing programs. USDA opined that BSE testing was an animal health issue, not a human health one. Creekstone has asked USDA to provide a written basis for its legal authority over Creekstone's BSE testing program and indi-

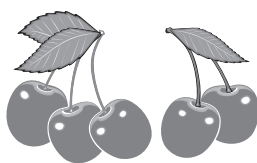
cated it may launch a legal challenge to USDA's decision as well as to USDA's authority to control the sales of BSE diagnostic tests in the United States.

SUPREME COURT AGREES TO HEAR WINE, BEEF CASES

This Fall, the Supreme Court will resolve conflicting lower court rulings on mandatory assessments for beef advertising, a continuing battle of First Amendment rights advocates opposing commodity marketing orders. It will also sort out the 21st Amendment's provision that gives states the right to ban direct shipment of alcohol to consumers, a battle that small wineries desperately need to win.

LEADING REPUBLICAN BLASTS BUSH ENVIRONMENTAL ACTIONS

Russell Train, a lifelong Republican who served in the Nixon and Ford administrations, claims that "the George W. Bush Administration appears to view most issues as either black or white – that, for example, environmental protection and energy supply are mutually exclusive objectives," writes Train, in *Politics, Pollution and Pandas: An Environmental Memoir* (Island Press, Dec. 2003). Train served as Undersecretary of the Interior under Nixon and later as the second Administrator of the newly created Environmental Protection Agency (1973–1977). His memoirs provide an account of bipartisan efforts under two Republican Administrations to craft the laws and regulations that have protected our environment for more than three decades. "We need to recognize as a society that the economy and the environment are not antithetical to each other but are instead different sides of the same coin. Economic activity is to a great extent the conversion of the earth's environmental resources to human use and enjoyment...a healthy economy that is sustainable over the long term can be achieved only in the context of a healthy environment. The two must go hand in hand." Previous American political leaders—both Republican and Democratic—understood that, writes Train.



REPORT SAYS 100% OF US POPULATION CARRIES PESTICIDE RESIDUES

A critical new report issued by the Pesticide Action Network (www.panna.org) claims that 100% of the 9,282 individuals who had blood and urine tests show traces of pesticides in their bodies. The data was collected by the Centers for Disease Control and Prevention, but the report is the work of PAN. The report claims that: the average person carries 13 of the 23 pesticides tested for; that children, women and Mexican Americans carry the highest levels of residue; and that children between 6 and 11 are exposed to four times the level of chlorpyrifos that EPA deems "acceptable." PAN developed a "Pesticide Trespass Index"—a method of assigning corporate responsibility for the pesticides found in the population. It claims that Dow Chemical is responsible for 80% of the chlorpyrifos breakdown products found.

CONSUMER POLLS

According to a recent national consumer opinion poll by Roper Public Affairs:

- Most Americans (73%) report that having food labels specify whether a product was produced with pesticides, hormones, antibiotics or GE ingredients would have an impact on their product choice.
- The public is troubled by the loss of US farms (from 7 million farms in the 1930s to about 2 million today). 82% say they are at least somewhat concerned with the decline in the number of American farms; nearly half (46%) are very concerned.
- Americans say that smaller family farms are more likely to care about food safety than large industrial farms by a 71% to 15% margin. More than 8 in 10 consumers (85%) say they trust smaller family farms to produce safe, nutritious food. Almost twice as many consumers (45%) place their trust in small family farms compared to large industrial farms (24%).

Sources: bushgreenwatch.org; *Field Talk*, a weekly e-newsletter of Rincon Publishing; www.commondreams.org



News FROM THE GENETIC ENGINEERING FRONT

SUPREME COURT RULES FOR MONSANTO IN KEY BATTLE OVER GENETIC SEED PATENT
The Supreme Court of Canada sided with US biotech giant Monsanto in the firm's lopsided patent fight against Saskatchewan farmer Percy Schmeiser. The court ruled 5-4 that Monsanto holds a valid patent on a gene it inserted into canola plants to make them resistant to Roundup herbicide, and that Schmeiser infringed the patent by knowingly planting the Roundup Ready seeds. The court said that, even though a plant is a higher life form and therefore cannot be patented, a gene in a plant can be patented, and that gives the patent-holder some rights over the use of the plant. Schmeiser did win on one issue: he won't have to pay his profits from the 1997 crop year to Monsanto, because he never sprayed the crop with

Roundup, and therefore didn't profit from the patented gene. Schmeiser, who has become something of a hero for critics of biotechnology, accepted the verdict with disappointment. He said farmers should have the right to use their seeds from year to year. He thanked supporters from around the world who have been contributing to his legal fees. The court ruled earlier in the case of the Harvard mouse, that higher life forms cannot be patented and Schmeiser based his case on a claim that a plant, too, is a higher life form, and exempt from patent.

MONSANTO PUTS PLANS FOR BIOTECH WHEAT ON HOLD

Monsanto is halting development of genetically engineered Roundup wheat. Since 1997, the St. Louis-based agricultural and biotech company had been developing a Roundup Ready variety of hard red spring wheat. Instead, Monsanto said it will focus on development of new and improved biotech traits in corn, cotton and oilseeds. Some farm and consumer groups asked the

government last year to suspend development of the biotech grain, expressing concern that US farmers could lose overseas clients if genetically engineered wheat pollinates with other crops. In a petition filed in March 2003 with the Agriculture Department, the groups said wheat genetically designed to tolerate Roundup could lead to grain mix-ups in the field and in shipments, making some exports unacceptable to trading partners who oppose biotech crops. Acreage planted in the US and Canadian spring wheat markets have declined nearly 25% since 1997. Japan, America's top wheat importer, has said

it will accept no wheat—non-organic or biotech—from any nation that grows biotech wheat.

SAVE ORGANIC FOOD COALITION LAUNCHES EFFORT TO PROTECT ORGANIC FOODS FROM BIOCONTAMINATION

The Save Organic Food coalition and web site (www.saveorganicfood.org) have officially been launched as The Campaign to Label Genetically Engineered Foods is undertaking a new effort to protect organic food from contamination by genetically engineered crops. The Save Organic Food web site features instant e-mails and form letters that citizens can send to Representatives and Senators urging them to make sure the USDA lives up to its responsibilities to protect organic farmers and the environment from the hazards of genetically engineered foods. The Campaign to Label Genetically Engineered Foods is a 501(c)4 (non-tax deductible) non-profit political advocacy organization. (www.thecampaign.org)

COUNTY INITIATIVES TO BAN GENETICALLY ENGINEERED CROPS

Citizens of Butte, Marin, San Luis Obispo, Sonoma, Humboldt and Alameda counties are organizing initiative campaigns for the November ballot that will follow Mendocino County's Measure H initiative banning GE crops. As of this printing, the Humboldt Green Genes Committee has collected more than 4,400 signatures, enough to qualify the ban for the ballot. 4,500 signatures have already been collected in Butte County, as well. Other counties that are considering the idea of banning biotech crops are Santa Cruz, San Francisco, and Santa Barbara. Nine counties were represented at a workshop on the subject in Ukiah.

Sources: Dennis Bueckert, *Canadian Press*; Jim Salter, AP Business Writer; Craig Winters, Executive Director, *The Campaign to Label Genetically Engineered Foods*; Charlie Goodyear, *Chronicle* Staff Writer; John Driscoll, *The Times-Standard*; David Sneed, *The Tribune - San Luis Obispo*; Simon Harris, *Californian's for GE Free Agriculture*.

GE Report compiled by Brian Sharpe, CCOF's GE point-person and Chapter Resource Coordinator.

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COMMITTED TO YOUR NEEDS

By Jake Lewin

Director of Marketing & International Programs

OUR MARKET IS GROWING RAPIDLY and changing. As you probably already realize, the National Organic Program has profound effects on the organic industry. Certifiers are consolidating and new certifiers are sprouting up throughout the country. Some offer cut-rate costs but few support their clients, the organic market, and the organic philosophy like CCOF. We appreciate all of our certified clients and strive to provide additional benefits beyond certification to every one of them. Whether its education, political advocacy, marketing and PR support or simply professional certification services, CCOF is committed to your needs. Many exciting things have happened over the last six months and many opportunities have presented themselves to CCOF and CCOF's clients. I'd like to take this opportunity to discuss what we've been doing at CCOF, what is the Marketing Department's role, and to introduce a variety of services and programs meant to benefit CCOF's clients and supporting members.

MEMBERSHIP

CCOF has been very active in approaching and securing new processor and grower members. One of our main goals is to continually build our client base in all sectors of the organic market. This means bringing on new clients, but more importantly, keeping our current clients. CCOF already certifies about 75% of the organic land in California, and yet processing is one of CCOF's fastest growing segments.

TOOLS AND RESOURCES FOR NEW AND EXISTING MEMBERS

CCOF recently produced its first completely electronic application on CD. This benefits both current and potential clients and includes everything a new client

receives in their initial application package. The CD contains a complete Organic System Plan (OSP), a copy of each of our manuals (including the National Organic Program and international standards), an OMRI list, and our 2004 *Organic Directory* in PDF format. This provides a resource for companies that need to provide particular OSP sections multiple times to CCOF as formulations and other aspects of the organic operation change. Sections can now simply be printed out as needed. Any operation that would like an electronic copy of any OSP section or standard is welcome to contact me at jake@ccof.org to request a copy free of charge. We are actively working on developing similar CDs for Livestock and Farm operations.

INTERNAL MARKETING

The Marketing Department continues to assist CCOF clients with marketing questions and finding potential sales outlets for their products. I have fielded a variety of phone calls from clients seeking new opportunities for their products. In most cases we search the *CCOF Organic Directory* and the Organic Trade Association Organic Pages Online (www.ota.com) together, or I provide insight based on my own knowledge and contacts within the organic sector. The Marketing Department also keeps its ear to the ground and informs all members who produce a particular product when opportunities arise. This is an excellent reason to make sure that your e-mail address with CCOF is current. If you are looking for a particular product or for a market, please feel free to contact us and we will do our best to help.

Our most recent and exciting new internal marketing program is the development of the **CCOF Showcase Booth** at the Natural Products Expo West in Anaheim CA, March 2005. With a generous grant from the processor chapter, CCOF Marketing is developing a new booth that will be used to highlight CCOF companies during the next Expo West show. Four or five companies will be given the opportunity to attend

the show and represent their products for a fraction of the cost of developing and reserving their own booth at the show. If you're interested in participating, please contact me at 831-423-2263 ext. 21 or jake@ccof.org.

CCOF ORGANIC DIRECTORY

The *CCOF Organic Directory* is another important marketing tool developed by CCOF for all of its members. We supply the directory to interested parties at trade shows and events around the world, including the California League of Food Processors show, Expo West, BioFach, FOODEX, Eco-Farm, All Things Organic, Cooking for Solutions and a variety of Earth Day events around California. Countless people approach us at events looking for particular products or service providers. We then whip out a copy of the directory and point out potential suppliers. This acts as a constant source of potential business for CCOF clients and a major benefit from our participation in events and trade shows.

For example, CCOF attended the Monterey Bay Aquarium's Cooking for Solutions gala reception. We approached numerous participating chefs and provided directories to assist them in their organic sourcing efforts. If a chef calls you out of the blue searching for organic product, it may come as a result of this event.

Finally, the CCOF Marketing Department can provide **PR and marketing assistance** to CCOF clients. If you are issuing a press release, CCOF is happy to assist you with distribution to the media.

ORGANIC MARKET EXPANSION

Over the past few months CCOF has produced two separate **educational flyers** meant to help explain to consumers the benefits and importance of purchasing organic products. One is about farmers' markets while the other is more general and targeted for the retail setting. These flyers encourage the public to enjoy organic foods and to seek out CCOF certified

products. The retail flyer is meant to be inclusive of farms and processors and provides retailers with a tool to help educate their customers about organics and CCOF. We would like to ask for your help in distributing these flyers. Many of you have received a copy in your renewal packages. If you'd like to distribute these or would like to encourage your local retailers to provide them to their customers, please contact us. It is more important now than ever that consumers learn about the CCOF name and seal and buy from CCOF certified companies.

In other arenas, we continue to educate the public and the media on organic foods, production practices and other organic related issues. We are often quoted and whenever possible direct media contacts to CCOF members. All these efforts serve to expand the market we all depend on.

INTERNATIONAL PRESENCE

Through the Certified Organic Products Export Strategy (COPEs, www.copes-ca.org) program and other efforts, CCOF has actively been promoting its grower and processor members on the international stage.

At a recent trade show in Germany, CCOF proudly displayed logos of many IFOAM certified clients. I would like to extend a hearty thanks to all of you who provided logos. This provided CCOF clients with exposure in foreign markets and showed off our wide variety of clients. The Marketing Department would like to continue to develop electronic displays for use at trade shows and other events. If you would like your logo to be included, please provide an electronic copy of your company or product logo to me at jake@ccof.org, including a note with your name, company name, and products you offer.

The COPEs program provides export assistance to California companies to successfully export organic products. This exciting program offers a series of export seminars, free online consultation, an online directory, and foreign and reverse trade missions. All California organic companies are invited to participate. Our next seminar is scheduled for August 2004 in the Los Angeles area. We have not finalized

our speakers for our August seminar yet but these events have proven to be hugely informative. Previous keynote speakers include California's new Secretary of Agriculture, A.G. Kawamura, Keith Jones, A.J. Yates, and more. A highlight of each seminar has included excellent industry panels discussing their experiences and insights into export markets.

The trade missions are a very popular and exciting part of the COPEs programs. COPEs has brought five organic companies to the BioFach and FOODEX trade shows in Germany and Japan, respectively. At the shows COPEs arranges a series of one-to-one meetings with potential buyers. This provides a unique opportunity for California companies to explore foreign markets. While Germany has proven to be a relatively difficult market to access, our

participants from FOODEX are enjoying exciting results. Within a month of the show, Japanese companies were talking with and sending representatives to visit California companies. This is exceptionally fast by typical Japanese business standards and is very promising.

The COPEs program recently received approval to implement a **trade mission to the September 2004 Canadian Health Food Association show in Toronto, Canada.** We are actively preparing for this show and accepting applications for potential participants. If you'd like an application or have any questions please visit www.copes-ca.org or call the COPEs Trade Show Manager, Deann Bauer, at 805-451-7488.



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USDA NATIONAL ORGANIC PROGRAM GUIDANCE STATEMENTS

By Brian McElroy
CCOF Certification Services Manager

WHAT DOES THE "ORGANIC FOOD FIGHT" MEAN TO CCOF CERTIFIED OPERATIONS?

"Organic Food Fight" was the headline on the front page of the Saturday, May 22, 2004 *San Francisco Chronicle*. The headline referred to policy statements that were released by the USDA National Organic Program in April, 2004. By Wednesday May 26, 2004, Secretary Ann Veneman publicly announced that she asked for the policies to be rescinded. In addition, the Secretary stated that USDA staff was to go back and "...work with the Organic Standards Board to correct the issues..." You can read it all on the OTA website at www.ota.com.

Wow, the fight had barely begun when the USDA cried "uncle." So what does it mean to CCOF Certified operations? Do you have to make any changes in your labeling, Organic System Plan, production practices? Well the short answer is no, so you can stop reading now if you want. But if you are interested in some of the details, please read on.

The four policy statements in question can be found (or at least as of May 26, 2004, they were found...) on the USDA website under "Today's News" under the dates listed:

April 14, 2004

National Organic Program Scope
Livestock Health Care Practice Standards
Livestock Feed

April 23, 2004

Pesticide Use, NOP C&E #04.01

NATIONAL ORGANIC PROGRAM SCOPE

A number of CCOF certified producers that would have been affected by this policy include producers of dietary supple-

ments (such as teas) and health and beauty care products. CCOF Certification Services (CS) has only certified products that are made of agricultural products and water. Essentially the products CCOF CS has certified are oils, teas, essential oils, or hydrosols, and all of these products are eligible for certification as an agricultural product. All of these producers can now rest assured that their CCOF Certification is valid and that as this issue develops, CCOF CS and CCOF Inc. will continue to provide them with information and standards that retain consumer confidence.

What was (and may still be) at issue here is whether the USDA or the FDA has the authority to regulate these products. The theory is that if the product is labeled as a "dietary supplement" or "cosmetic," then the USDA has no authority to regulate the product; it falls under the FDA jurisdiction and a USDA accredited certifier has no authority.

Likely solution? There are several obvious solutions: The USDA and FDA could prepare a memorandum of understanding

and allow organic certification of body care products and supplements to continue under USDA with FDA review of product labels. This is done between the USDA and The Alcohol and Tobacco Tax and Trade Bureau (TTB, formerly BATF) for wine and beer labeling. Another solution is to allow the organic industry to draft regulations, allowing the current practice to continue until other regulations are in place. Either way it works out, CCOF will provide certification services for the products that we currently certify.

LIVESTOCK HEALTH CARE PRACTICE STANDARD, ORIGIN OF LIVESTOCK

This was one of the most controversial policy statements as far as consumers were concerned. Consumers hear this issue in black and white terms; it's either you allow antibiotics or you don't. What was really involved here was much more subtle and much more complicated than can be rationally resolved in a food fight.

Organic dairy livestock conversion is addressed in Section 205.236(a)(2) of the Federal Rule. Unfortunately the language

USDA Cost-Share Program for Organic Certification

The USDA has provided additional cost share funds to the California Department of Food and Agriculture (CDFA). Any operation in California that has been certified by an accredited certifier after October 1, 2002, but before September 30, 2003, and/or after October 1, 2003, but before September 30, 2004, may apply for a 75% reimbursement of their certification costs (maximum of \$500). Applicants may apply for reimbursement for both years.

The USDA cost share program is available on a first come, first served basis. Applicants that have not applied before will be reimbursed first. When the funds provided to California have been expended, the cost share program will cease to exist under this agreement unless additional funds are provided to CDFA.

The applicant must submit the application form along with a copy(ies) of certification and copy(ies) of the bills showing the associated expenses from the certifier that are required to maintain your certification. The application form is available on the CCOF website.

Please read and follow the application procedures carefully! For additional information, contact Ray Green of CDFA at (916) 445-2180.

in the regulation is confusing. Many people claim to know what the rule says, but they don't agree with each other so I think it is fair to say that the rule is flawed. So the question is how to provide for consistent and fair interpretation of the rule by numerous accredited certifiers. The policy statement was intended to settle at least one argument in order to allow certifiers and operators to move forward with efforts to rewrite the rule.

The bottom line is that as of the issuance of the NOP policy statement, CCOF CS dairy producers could treat a sick animal with antibiotics in order to avoid animal suffering under specific circumstance. The producer must show evidence that the Organic System Plan provides for efforts to avoid illness and treat illness with approved practices before using the antibiotic. The treated animal can be converted back to organic production of milk after one year of organic management. However, the animal must be managed organically in every other way and be fed organic feed continuously. But here is the tricky part; the rule clearly allows for the conversion of dairy animals to organic production with one-year organic management. Any animal purchased on the non-organic market has likely been treated at one time or another. So most dairy producers would argue that it is better to keep your own calves that have been provided organic management throughout their life than to lose calves to disease and be forced to buy animals on the open market.

You may have read in the newspapers that the guidance policy opened the door to use of other drugs including hormones. CCOF CS does not allow and does not believe that the guidance policy allowed such broad use of other drugs. The guidance statement was directed specifically at the use of antibiotics in dairy. CCOF would not see any justification for the treatment of organic calves or cows with "other drugs" an organic system.

Now that this health care practice standard has been rescinded, we are left with the original rule and all the confusion that surrounds the rule. The only good news is

that the Secretary reinforced that the USDA must work with the National Organic Standards Board to straighten out this mess. Stay tuned.

LIVESTOCK FEED

Essentially this policy statement allowed fishmeal to be fed to organic livestock. The justification was that fish products cannot be certified organic so there is no way to obtain "organic" fish meal. Fishmeal is generally recognized as a feed supplement due to the high protein and nutrient content but is not generally accepted in organic production. Fishmeal is often treated with preservatives that are not allowed in organic production practices.

Because of the USDA policy statement, CCOF CS notified poultry producers that fishmeal could be used. However, CCOF CS did not indicate that fishmeal could ever be fed to cattle. CCOF CS certified operations will be notified that fishmeal cannot be used as a feed supplement.

PESTICIDE USE, NOP C&E #04.01

Fortunately CCOF CS made no changes to any of our policies or procedures as a result of this USDA policy statement. CCOF CS policy has always been that producers must use materials that comply with the regulations. All of the ingredients must be disclosed in order to verify compliance. Organic producers have several ways to obtain products that comply with the regulations. Compliant products are listed on The Organic Materials Review Institute (OMRI) list at www.omri.org. The US Environmental Protection Agency (EPA) provides review of pesticide products to the NOP and allows manufacturers to affix a "for organic product" label to approved products. In many cases, producers will provide complete disclosure of all ingredients in order to obtain approval for the product.

The problem that is at the core of this malaprop of a policy statement is how to deal with a situation where

an organic producer applies a material in good faith that turns out to have an inert ingredient in some small amount that is not allowed by the federal rule. How can this happen? Easy, inert ingredients are not required to be disclosed on the pesticide product label. Thus the inert ingredients are a secret that only the manufacturer and US EPA know. Organic certifiers and producers have always struggled to find ways to provide full disclosure of all the ingredients in pesticide products. And nobody wants to make victims out of organic farmers that are trying to do the right thing.

The solution is to continue to press for full disclosure of all pesticide ingredients. CCOF is working with OMRI, producers, and manufacturers to obtain full disclosure. The USDA needs to support that effort.

THE WRAP?

Although there have been significant changes made and reversed in the last month (as of late May 2004), one thing is certain—nothing will change until the next National Organic Standards Board Meeting (the date of the next meeting will be posted at www.ams.usda.gov/nosb). CCOF CS staff will be at that meeting and will continue to press for standards that meet the expectations of CCOF producers and consumers. Until then, CCOF Certification Services will work to retain consumer confidence while helping producers implement good organic practices.



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BUSINESS RESOURCES for ORGANIC PROCESSORS

By Janning Kennedy
Director of Handler/Processor Certification

AS A SERVICE TO OUR CLIENTS and others, CCOF has developed this compilation of organizations, web sites, and information sources about topics of interest to organic processors and handlers. This article is for those who are considering “going organic” or who have questions about certification: the process, the regulations, the materials that can be used, or want help with organic marketing, and who want to become involved in the organic movement.

Resources below are divided into specific categories. They include resources of specific interest to organic processors, and a few of general interest not specific to organic. At the end of this article is a summary of the resources listed and how to contact them.

ORGANIC REGULATIONS *California Certified Organic Farmers (CCOF), www.ccof.org*

On CCOF’s website, under “Certification” you will find links to state and federal organic regulations and CCOF’s “Manual Two,” the USDA National Organic Program regulation verbatim. CCOF’s Handler/Processor Certification staff is available to answer questions for existing and prospective clients.

National Organic Program, www.ams.usda.gov/nop/ProdHandlers/ ProdHandhome.html

Here you can find regulations and guidelines including policies, directives, and Questions & Answers covering a multitude of relevant topics. Newcomers to organic regulations should check the Fact Sheets on Production & Handling and Labeling & Marketing from October 2002 that explain the basic concepts.

California’s Organic Program for Processors, www.dhs.ca.gov/fdb/HTML/Food/ organreq.htm

Here is information on the *California Organic Products Act of 2003 (COPA)*, including who must register, costs, links to the COPA text, and a downloadable application.

BECOMING CERTIFIED *CCOF, www.ccof.org*

Here you will find steps to getting certified, application forms, Organic System Plan forms, and CCOF manuals. Manual One is a guide to CCOF certification that includes procedures for certification, costs, and explanations of CCOF certification categories. Manual Two is the USDA National Organic Program standards. Manual Three is CCOF’s International Standards, used for certification under the IFOAM program. Manual Four is a guide to allowed and prohibited substances, available for a fee from CCOF at 888-423-2263. CCOF has also produced a full application package on CD. This provides an electronic copy of the applications including frequently used sections, manuals, standards and our annual directory. This is available to any interested party free of charge.

ORGANIC PROCESSING SUBSTANCES (ALLOWED MATERIALS)

National Organic Program, www.ams.usda.gov/nop/NOP/ NOPhome.html

Here is the most recent National List of Approved Substances. You can also find a database on all materials that have been petitioned and approved by the National Organic Standard Board. If you want to understand how substances are approved, how to petition a substance to be added to the list, with forms and format explained, please visit www.ams.usda.gov/nop/Petition/PetitionHome.html

Organic Materials Review Institute (OMRI), www.omri.org

Find lists of brand name products that are allowed for processing and handling, crop

and livestock materials lists as well. Lists are sorted either by category (e.g. ascorbic acid, botanical pesticides, defoamers, etc.) or by brand name. These lists are not exhaustive, they contain only products that have been listed by their manufacturer. If you subscribe to OMRI, you will receive generic materials list, the brand names product lists, and quarterly updates all in booklet form. To subscribe, visit www.omri.org/OMRI_subscribe_info.html

LABELING *National Organic Program, www.ams.usda.gov/nop/ProdHandlers/ ProdHandhome.html*

Labeling table for packaged products and alcoholic beverages, and the USDA’s organic seal.

General FDA Labeling Regulations, http://vm.cfsan.fda.gov/~dms/flg-toc.html Food Labeling Guide booklet that has questions and answers referencing the 21 CFR 101 (Code of Federal Regulations) section of the regulation

Labeling for Wholesale Packages, California County Agricultural Commissioners, www.cdffa.ca.gov/exec/cl/countyagmap.htm Contact your local county agricultural commissioner for regulations that apply to wholesale produce packages in California.

MARKETING *COPEs Program, www.copes-ca.org* COPEs promotes exports of California organic products to overseas markets, and emphasizes free education for California-based companies, including marketing assistance in the form of show appearances, foreign and reverse trade missions, seminars, and webinar courses for California companies to initiate and increase export of their organic products.

Organic Trade Association, www.atoexpo.com The annual *All Things Organic* trade show, North America’s only all organic conference and trade show, is co-located with the Food Marketing Institute’s *FMI Show*, the National Association for the Specialty Food



Trade's (NASFT) *Fancy Food Show*, and the United Fresh Fruit and Vegetable Association's (UFFVA) *United Produce Expo & Conference* at McCormick Place in Chicago, Illinois.

Natural Food Expos

Expo West, Anaheim, CA, every March, www.expowest.com;

Expo East, Washington, D.C., every October, www.expowest.com

Both promote natural and organic foods and products. During the 2005 Expo in Anaheim, CCOF will be providing an opportunity for several clients to attend the trade show at a reduced rate as part of the "CCOF Showcase" booth. Please see the marketing article in this magazine or contact CCOF's Director of Marketing, Jake Lewin, at 831-423-2263 ext. 21.

CCOF, www.ccof.org

CCOF's store with "Certified Organic Processor" signs, rubber stampers, stickers for CCOF certified clients, and more. Or contact CCOF's office at 888-423-2263.

SOURCING INGREDIENTS

CCOF Organic Directory, www.ccof.org
Access CCOF's membership database to find certified growers, processors, livestock products, or retailers. Search by product, name, or area. A hard copy or electronic copy of CCOF's *Organic Directory* is available from the CCOF office (888-423-2263).

National Organic Program, www.ams.usda.gov/nop/Compliance/SuspendRevoke.html

To verify operations that have been suspended or revoked certifications.

Organic Trade Association, www.ota.com/online%20directory/ingred sourcing.htm

Online directories to find organic ingredients.

CONSULTANTS

The Food Processing Center; <http://fpc.unl.edu>
Food Entrepreneur Assistance Program, Product & Process Development, Pilot Production, Laboratory Services. This program, offered through the University of Nebraska, offers comprehensive product and equipment testing, marketing, food safety and consumer acceptance, and production techniques. A vast array of

resources is available. Short courses are offered, and services can be tailored to your specific issues.

Organic Trade Association, www.ota.com

The Organic Pages Online includes a comprehensive listing of consultants with expertise in all areas of processing and organic certification.

CCOF

Presently we are actively developing a list of consultants. Contact us for a copy as this develops.

UPCOMING EVENTS

CCOF, www.ccof.org

Calendar of CCOF, organic, and environmental events.

Organic Processing Magazine, www.organicprocessing.com

Check the Datebook column. Both US and International expos, trade fairs, forms, and training events. See Summary.

GENERAL TOPICS & BACKGROUND INFORMATION

CCOF, www.ccof.org

Bylaws, minutes of meetings, Q & A, and information explaining CCOF's structure. You can also find back issues of CCOF's magazine, links to sites educating consumers on the benefits of organic agriculture to health and environment, and press releases. Links to a plethora of organic programs, scientific, consumer, government, activist, and informational websites.

National Organic Program, www.ams.usda.gov/nop/Consumers/Consumerhome.html

Background information on the National Organic Program and simple explanations of organic labeling, and regulations. There are also links to other governmental programs involving organic products or certification like ISO Guide 65 certifiers, Foreign Agricultural Service (FAS), Organic Perspective newsletters.

Organic Processing Magazine, www.organicprocessing.com

An industry publication that targets organic processors with a wide range of topics by and about organic industry leaders and food industry professionals. Features articles and columns on a variety of topics. See the Summary next page.

The Food Processing Center; <http://fpc.unl.edu>

Information on current "hot topics" and trends, like low carb foods, Bioterrorism Preparedness Law, food safety issues, HACCP programs, wellness foods, nutraceuticals, and more!



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- Organic Food Tastings
- Environmental Programs
- Organic Tomato Contest
- Organic Farm Tours
- Organic Clothing Tent Sales

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visit OTA's trade web site: www.ota.com
or consumer web site: www.TheOrganicReport.org

The Organic Center, www.organic-center.org
 Presently developing "State of Science Reviews" that will address proven and possible benefits of organic food and farming systems. Provides a general overview of current knowledge drawing on recent reports and articles in the peer-reviewed literature, scientific publications, government reports, and research findings issued by private organizations and research institutes. Sign up for e-mail newsletter, or search the website.

GETTING INVOLVED

CCOF, www.ccof.org

Concerned about biotechnology, renewable energy, factory farming? Links to help you

find or contact your legislators, and the Processor Chapter of CCOF.

Organic Trade Association, www.ota.com/membership/register.html

Active trade association, conferences to discuss standards and policies, and organize works on developing standards for products not covered by the NOP.

SUMMARY OF RESOURCES

California Certified Organic Farmers (CCOF), www.ccof.org or call 888-423-2263.

CCOF's purpose is to promote and support organic agriculture in California and elsewhere through a premier organic certi-

fication program for growers, processors, handler, and retailers; programs to increase awareness of and demand for certified organic products and to expand public support for organic agriculture; and advocacy for governmental policies that protect and encourage organic agriculture.

California State Organic Program (Processors), www.dhs.ca.gov/fdb/HTML/Food/organreq.htm, or call 916-650-6500.

The Food Processing Center (University of Nebraska, Lincoln), <http://fpc.unl.edu>

Though not specific to organic businesses, the Food Processing Center offers technical and business development services. They will help existing food businesses or start-ups. Can provide a stand-alone service or fully integrated package of technical and business development support. Fully confidential, and with reasonable prices. Programs are centered in the Midwest.

National Organic Program, www.ams.usda.gov/nop

Official USDA website containing information on regulatory issues governing organic processing and production.

The Organic Center, www.organic-center.org

The Organic Center for Education and Promotion has a singular mission to provide consumers, health care professionals, educators, public officials, and government agencies with credible, scientific information about the organic benefit. It is a clearinghouse for this information, tracking research, analyzing the results and providing it to the public, the media, and government agencies.

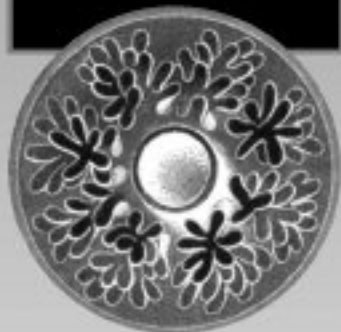
Organic Processing Magazine, www.organicprocessing.com

Organic Processing magazine seeks to provide an independent forum for the exchange of practical and relevant information, ideas and experience to promote and sustain the growth of organic processing from seed to shelf. Free subscription to industry members.

Organic Trade Association, www.ota.com

The Organic Trade Association (OTA) is the membership-based business association for the organic industry in North America. OTA's mission is to encourage global sustainability through promoting and protecting the growth of diverse organic trade.

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 Ecological Design
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 AND TOM WARD

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TWO HIGHLY SKILLED AND ARTICULATE PERMACULTURE TEACHERS, Toby Hemenway, author of *Gaia's Garden, A Guide to Home Scale Permaculture*, and Tom Ward, an ethno-botanist, eco-forester, and Permaculture designer, will present a system of practical techniques that develop the skills of ecological design. The workshop will empower you to work with the land and apply design principles that increase the diversity, resilience and harmony of your own home-landscape or farm.

For more information on the workshops and presenters, please visit www.bioneers.org, e-mail agworkshops@bioneers.org or call 831-338-1202.

If you are ready to register, call the Bioneers main office toll-free at 877-246-6337, ext. 115.



OMRI BRAND NAME PRODUCTS LIST UPDATE

JUNE 2004



BRAND NAME OF PRODUCT	SUPPLIER	GENERIC MATERIAL	OMRI STATUS
CROP PRODUCTS			
Aromas Berry Farms Compost	Aromas Berry Farms, Inc.	Compost – windrow	A
B.F. - 888	Tech Ag, Inc.	Manure Tea	R
B.F. - H. F. F.	Tech Ag, Inc.	Fish Products, Liquid – stabilized	A
Bio-N-Liven Answer	Environmental Care & Share, LLC.	Enzymes	A
Calcium PolyAmine®	Northwest Agricultural Products, Inc.	Calcium Chloride	R
Carbon Answer	Environmental Care & Share, LLC.	Humic Acid Derivatives	A
Concern® Garden Defense Multi-Purpose Spray Concentrate	Woodstream Corporation	Neem Extract and Derivatives	R
Contans® WG	Sylvan Bioproducts, Inc.	Fungicides – nonsynthetic	A
Copper PolyAmine®	Northwest Agricultural Products, Inc.	Micronutrients – synthetic, restricted	R
Copper Sulfate Crystals (fertilizer)	Chem One, Ltd.	Copper Sulfate	R
Danu for Corn	Bio Pow(d)er BV	Magnesium Sulfate – synthetic	R
Deer Away® Deer & Rabbit Repellent II	Woodstream Corporation	Repellents, Vertebrate Animal – nonsynthetic	A
EcoFungi	EcoMicrobials	Microbial Products – allowed	A
EM 1 Microbial Inoculant	EM Hawaii Effective Microorganisms	inoculants	A
Fishplus	Grotek Manufacturing Inc	Fish Products, Multi-ingredient	A
Iron PolyAmine®	Northwest Agricultural Products, Inc.	Micronutrients – synthetic, restricted	R
Lilly Miller Ready To Use Cuerva Copper Soap Fungicide	W Neudorff GmbH KG	Coppers, Fixed	R
Lilly Miller Vegol Growing Season Spray Oil	W Neudorff GmbH KG	Oils – nonsynthetic sources	A
Magnesium PolyAmine®	Northwest Agricultural Products, Inc.	Magnesium Sulfate – synthetic	R
Manganese PolyAmine®	Northwest Agricultural Products, Inc.	Micronutrients – synthetic, restricted	R
MicroPak PolyAmine®	Northwest Agricultural Products, Inc.	Micronutrients – synthetic, restricted	R
Mineral Electrolyte Answer	Environmental Care & Share, LLC.	Fulvic Acids	A
Morris Farms Compost	Morris Farms Inc	Plant Preparations	A
Mycostop Mix	Ag Bio Development, Inc.	Fungicides – nonsynthetic	A
Organic Biolink Root-boost 2-0-5	Westbridge Agricultural Products	Fertilizers, Blended – allowed	A
Organic Gem 2-3-0	Bella Coola Fisheries	Fish Products, Liquid – stabilized	A
Organica® K+ Neem Insecticide - Fungicide	Organica BioTech Inc	Neem Extract and Derivatives	R
PlanTea	PlanTea	Fertilizers, Blended – allowed	A
Quick Solution	Pacific Coast Resources Corp.	Potassium Sulfate – nonsynthetic	A
Safer® Brand 3 in 1 Garden Spray	Woodstream Corporation	Neem Extract and Derivatives	R
Safer® Brand Fruit & Vegetable Insect Killer II	Woodstream Corporation	Soap	R
Safer® Brand Garden Fungicide II	Woodstream Corporation	Sulfur – elemental	A
Safer® Brand Granular Fire Ant	Woodstream Corporation	Spinosad	A
Safer® Brand Houseplant Insect Killing Soap Concentrate II	Woodstream Corporation	Soap	R
Safer® Brand Houseplant Insect Killing Soap II	Woodstream Corporation	Soap	R
Safer® Brand Insect Killing Soap Concentrate II	Woodstream Corporation	Soap	R
Safer® Brand Insect Killing Soap with Seaweed Extract II	Woodstream Corporation	Soap	R
Safer® Brand Rose & Flower Insect Killer II	Woodstream Corporation	Soap	R

A=Allowed; R=Regulated

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continues next page

BRAND NAME OF PRODUCT	SUPPLIER	GENERIC MATERIAL	OMRI STATUS
CROP PRODUCTS			
Safer® Brand Tomato & Vegetable Insect Killer II	Woodstream Corporation	Soap	R
Safer® Brand Yard & Garden Insect Killer Concentrate II	Woodstream Corporation	Pyrethrum	R
Safer® Brand Yard & Garden Insect Killer II	Woodstream Corporation	Pyrethrum	R
Serenade® Garden Disease Control Ready to Use	AgraQuest, Inc.	Microbial Products – allowed	A
Simply Fish 2-3-0	Bella Coola Fisheries	Fish Products, Liquid – stabilized	A
Speedy Compost	Grotek Manufacturing Inc	Fertilizers, Blended – allowed	A
Vital Answer Bio-Stimulant	Environmental Care & Share, LLC.	Enzymes	A
Vital Answer Liquid Energy	Environmental Care & Share, LLC.	Humic Acid Derivatives	A
Yeoman Infuse-O	Northwest Agricultural Products, Inc.	Acetic Acid – nonsynthetic	A
Yeoman® brand 3% Fe Organic Iron	Northwest Agricultural Products, Inc.	Micronutrients – synthetic, restricted	R
Yeoman® brand 4% Mg Organic Magnesium	Northwest Agricultural Products, Inc.	Micronutrients – synthetic, restricted	R
Yeoman® brand 5% Cu Organic Copper	Northwest Agricultural Products, Inc.	Micronutrients – synthetic, restricted	R
Yeoman® brand 7% Mn Organic Manganese	Northwest Agricultural Products, Inc.	Micronutrients – synthetic, restricted	R
Zinc PolyAmine®	Northwest Agricultural Products, Inc.	Micronutrients – synthetic, restricted	R

*There were no Processing or Livestock products added to the OMRI List between March 2004 and June 2004.

A=Allowed; R=Regulated

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Immediate Insect Control for Organic Production™



NEWLY CERTIFIED MEMBERS

ADVANCED PACKAGING & DISTRIBUTION SPECIALIST, INC. (PR)

Aldo Dagnino
P.O. Box 2246
Manteca, CA 95336
209-825-7939
Services Certified: Labeling, Warehousing

ALTA VISTA GROWERS (PS)

Tom & Donna Thompson
PMB 204, 31805 Highway 79 South
Temecula, CA 92592
909-302-2104

Crops Certified: Persimmons, Tangerines, Oranges, Figs, Limes, Apples, Pomegranates, Peaches, Lemons, Grapefruit, Kumquats, Plums, Asian Pears

AMBROSINI DAIRY (HT)

Richard E Ambrosini, Sr.
190 Meridian Rd.
Ferndale, CA 95536
707-786-9133
Crops Certified: Silage

ANCHOR WAREHOUSE (PR)

Garth Ramseier
970 E. Myer Avenue
Exeter, CA 93221
559-308-1498
Services Certified: Cold Storage

APPLIED ORGANICS (PR)

Buddy Morel
P.O. Box 5158
Laguna Beach, CA 92652
949-640-0488
Products Certified: Nude Lubricant

BEEMAN'S BLOOMS (ME)

Tara Beeman & Gunter Ruffler
P.O. Box 496
Boonville, CA 95415
707-895-2699
Crops Certified: Transplants, Mixed Vegetables

BIONEED ORGANICS CORP. (PR)

Frank & Alice Lu
5357 Prince Estates Court
San Jose, CA 95135
408-239-0286
Products Certified: Nutritional Supplements
Services Certified: Export Services

CATALAN Y AVALOS ORGANIC FARM (CC)

Maria Catalan & Eflen Avalos
P.O. Box 1252
Hollister, CA 95024-1252
831-970-5129
Crops Certified: Watermelon, Corn, Chilies, Tomatillos, Melons, Celery, Broccoli, Squash, Tomatoes

CELTIC GARDENS (SG)

Stephen Bird & Caroline Wadlin
4221 North Canyon Road
Camino, CA 95709
530-647-0690
Crops Certified: Pears, Apples, Blackberries, Grapes

CHRISTOPHER TUOHIG (CC)

Christopher Tuohig
P.O. Box 1042
Aptos, CA 95001
831-334-2403
Crops Certified: Mixed Vegetables, Raspberries, Flowers

CLAIRMONT FARMS (SC)

Meryl Ann Tanz
P.O. Box 128
Los Olivos, CA 93441
805-688-7505
Crops Certified: Lavender, Olives

COMMUNITY RECYCLING & RESOURCE RECOVERY (KE)

David Baldwin
1261 N. Wheeler Ridge Rd.,
P.O. Box 716
Lamont, CA 93251
661-845-4056
Crops Certified: Alfalfa Hay

CORRALITOS FARMS LLC (CC)

Fritz Koontz
P.O. Box 1061
Watsonville, CA 95077
831-763-7722
Crops Certified: Strawberries

DAIRYMAN'S MEAT PROCESSING, INC. (PR)

Michael Ban
970 E. Sandy Mush Road
Merced, CA 95340
209-383-4060
Services Certified: Beef Slaughter & Processing

DIVERSIFIED PRODUCT MANAGEMENT CO. (PR)

Les Cooper
P.O. Box 222275
Carmel, CA 93922
831-625-1692
Products Certified: Balsamic Vinegar, Extra Virgin Olive Oil

EEL RIVER ORGANIC BEEF (HT)

Clint Victorine
P.O. Box 146
Hydesville, CA 95547
707-768-3194
Crops Certified: Pasture
Livestock Certified: Cattle
Products Certified: Beef

ELDERBROC FARMS (ME)

Ralph & Catherine Rittenhouse
5250 Davis Dr.
Lakeport, CA 95453
707-262-0172
Crops Certified: Watermelon, Cantaloupe, Tomatoes, Peppers

FRESH OFF THE VINE (FT)

Diane & Steve Bettencourt
6095 14th Ave.
Hanford, CA 93230
559-584-1700
Crops Certified: Tomatoes

FUENTES BERRY FARMS (CC)

Rogelio Fuentes
1767 San Juan Rd.
Aromas, CA 95004
831-726-3256
Crops Certified: Blackberries, Strawberries

G. S. SAKAE, INC (CC)

Grant Sakae
P.O. Box 2563
Watsonville, CA 95076
831-724-0239
Crops Certified: Strawberries

GEORGE CECCHETTI ENTERPRISES (SL)

George Cecchetti
317 Cecchetti Rd.
Arroyo Grande, CA 93420
805-489-8245
Crops Certified: Beans

GREEN PLANET ORGANICS (CC)

Stephen Bender & Ryan Scarzone
318 Market St. (front house)
Santa Cruz, CA 95060
831-332-7336
Crops Certified: Mixed Vegetable & Herb Transplants

GRIZZLY HILL FARM (YO)

Ray & Cheryl Diggins
14617 Grizzly Hill Rd.
Nevada City, CA 95959
530-265-9495
Crops Certified: Tomatoes, Peppers, Squash, Melons, Transplants, Mixed Vegetables

IMPERIAL VALLEY MILLING INC. (PR)

Ray Johnson
P.O. Box 387
Holville, CA 92250
760-356-2914
Services Certified: Seed Cleaning

JAVA BOB'S COFFEE

ROASTING (PR)
Richard Hansen
118 Coral Street
Santa Cruz, CA 95060
831-425-7143
Products Certified: Coffee
Services Certified: Roasting, Grinding, Milling

JK MANAGEMENT, INC. (PR)

Thomas Stills & James Kerns
P.O. Box 416
Holville, CA 92250
760-356-1583
Services Certified: Icing, Vegetable Storage, Hydro Cooling, Hydro Vacuum Cooling

JOE MULLER & SONS RANCH (YO)

Frank, Tom & Louie Muller
15810 County Road 95
Woodland, CA 95695
530-662-0105
Crops Certified: Tomatoes

LABYRINTH VINEYARDS (NC)

John & Christine Mason
6111 Van Keppel Rd.
Forestville, CA 95436
707-887-1239
Crops Certified: Apples, Wine Grapes, Mixed Vegetables & Fruits



LONDON SCOTTISH INTERNATIONAL, LTD. (SA)
W.G.C. Maxweil
Meadowview House Tannery Lane
Bramley Surrey, UK GU5 OAB
148-389-4650
Products Certified: Vodka, White Rum, Gin

LUCY M WALSH (CC)
Lucy Walsh
13600 Columbet Ave.
San Martin, CA 95046
408-683-2707
Crops Certified: Walnuts

MEADOW SONG FARM (NC)
Taylor Lampson & Brighid Fitzgibbon
1425 Cooper Rd.
Sebastopol, CA 95472
707-823-7390
Crops Certified: Mixed Vegetables

MONT BLANC GOURMET (PR)
Jerry Kitsmiller
9745 East Hampden Ave. #440
Denver, CO 80231
303-755-1100
Products Certified: Beverage Mixes
– Iced Mocha, Iced Cappuccino,
Iced Vanilla

MOREHART RANCH (SC)
Martin & Patricia Morehart
Box 231
Santa Paula, CA 93060
805-525-5692
Crops Certified: Oranges

OCEAN SONG ORGANICS (NC)
Benjamin Fahrer
P.O. Box 72
Occidental, CA 95465
707-874-2342
Crops Certified: Mixed Vegetables & Fruits, Flowers

ORGANIC HARVEST NETWORK (PR)
Giuseppe Salvato, Ethan Abendroth
736 Gilman Street
Berkeley, CA 94710
510-222-5333
Services Certified: Trader, Export

ORGANIC HERB TRADING COMPANY, LTD (SA)
Edmund Lee
Milverton
Somerset, UK TA4 1NF
182-340-1205
Products Certified: Herbs & spices



PARDUCCI WINE ESTATES, LLC (PR)
Robert Swain
501 Parducci Road
Ukiah, CA 95482
707-463-5350
Services Certified: Wine making & bottling

PEGASUS LLC (PS)
Robert Richardson
P.O. Box 785
Pauma Valley, CA 92061
760-742-1468
Crops Certified: Mushrooms

PFEIFFER'S CALIFORNIA CUSTOM PACKING (PR)
Jeff Pfeiffer
P.O. Box 507
Exeter, CA 93221
559-592-5327
Services Certified: Citrus Packaging

QUINTESSENTIAL LEAF TEA COMPANY (PR)
Dave Maier
1820 Camino Estrada
Concord, CA 94521
925-672-2723
Products Certified: Darjeeling Black, Earl Grey, English Breakfast, Extra Special Black, Green Tea

R & R ENTERPRISES (NV)
Richard J. Walsh
5541 Sylvia Ave.
Klamath Falls, OR 97603
541-885-8886
Crops Certified: Potatoes, Asparagus

RAINBOWS END FARM (NC)
Nan Koehler
13140 Frati Lane
Sebastopol, CA 95472
707-874-2315
Crops Certified: Fruit, Herbs, Raspberries, Boysenberries

RAKUSENS LTD. (SA)
Graham Knapton
Clayton Wood Rise
Leeds, Yorkshire, UK LS16 6QN
113-278-4821
Products Certified: Water Crackers, Cracked Pepper Water Crackers
Services Certified: Manufacturing of Water Crackers

RANCHO SAN RAFAEL (NV)
Maria & David Van Fleet
4960 A Diamond Mountain Rd.
Greenville, CA 95947
530-284-7114
Crops Certified: Pasture
Livestock Certified: Breeder Stock, Cattle
Products Certified: Beef

REGLI JERSEYS (HT)
Jim & Susan Regli
525 Witman Lane
Ferndale, CA 95536
707-789-9066
Crops Certified: Pasture & Rangeland, Hay
Livestock Certified: Dairy Cows
Products Certified: Milk

RODRIGUEZ FARMS (CC)
Rosario & Patricia Rodriguez
15374 Del Monte Farms Rd.
Castroville, CA 95012
831-633-4103
Crops Certified: Strawberries, Tomatoes

SIERRA ORGANICS (PR)
Justin Vyn
P.O. Box 50109
Henderson, NV 89016
209-595-7766
Products Certified: Hulled Almonds, Corn, Cottonseed

Services Certified: Broker of Almond Hulls, Corn & Cottonseed

SIMPLERS BOTANICAL COMPANY, LLC (PR)
James M. Williams
P.O. Box 2534
Sebastopol, CA 95473
707-887-2012
Products Certified: Essential Oils, Hops, Golden Seal

SMALL WORLD TRADING COMPANY (PR)
Bruce Akers
15A Koch Road
Corte Madera, CA 94925
415-945-1900
Products Certified: Trail Mix, Tomato products, Vegetable Juice, Pasta Sauce, Salsa, Catsup, Pizza Sauce
Services Certified: Processing Tomato products

SOUTH COAST ORGANICS (PR)
James McKeon
7843 Langlo Ranch Road
Goleta, CA 93117
805-968-9963
Products Certified: Avocados, Chirimoya, Sapote, Feijoa, Lemons, Kiwi
Services Certified: Fruit Packing

SUNNYSIDE ORGANIC SEEDLINGS (BV)
Vernay Reber & Rick Wesson
143 Brunswick St.
San Francisco, CA 94112
415-215-7247
Crops Certified: Vegetable Seedlings

SUPERIOR TRANSPLANTS (CC)
Andres Bermudez & David Robles
P.O. Box 549
Winters, CA 95694
530-795-1072
Crops Certified: Transplants

TIKVAH (NC)
Cynthia Norman
735 Gossage Avenue
Petaluma, CA 94952
707-775-4475
Crops Certified: Mixed Vegetables & Fruits
Products Certified: Soap
Services Certified: Soap production

V & N FARM (PS)
Nikos Wizner
31107 Manzanita Crest Rd.
Valley Center, CA 92082
760-749-9881
Crops Certified: Grapefruit, Oranges

VOLLELUNGA RANCH (ME)
Anthony & Elizabeth Vollelunga
4275 Highland Springs Rd.
Lakeport, CA 95453
707-263-9431
Crops Certified: Walnuts

WESTERN HYDROPONIC PRODUCE/ GRANDPA'S GARDEN (BV)
Jerry & Carolyn Feroben
3808 Ben Hur Rd.
Mariposa, CA 95338
209-966-7528
Crops Certified: Tomatoes

INACTIVE

BARN OWL ORGANICS (FT)
Paul Paulin

DHARMA REALM BUDDHIST ASSOCIATION (ME)
Jin Chan & Joey Wei

TAP ROOTS (HT)
Stacey Kett

SUSPENDED

D&C ELLIOT ORCHARD (EAGLE POINT) (YO)
David Elliot

DINA FARMS (FT)
Kris Sidharaju

Due to space limitations, Withdrawn Operations for these dates are included in the online version of this Magazine.
www.ccof.org

Addendum to Newly Certified Clients, page 42

Withdrawn Operations

3 NUTS (ps) Dan Kinnard, Eloise Lau	FRESH & FANCY ORGANIC FARM (sc) Willard & Susan Michlin	O'SULLIVAN (RICHARD B.) (nv) Richard, Robert & J.T. O'Sullivan
A&A MANAGEMENT CO. (bv) Serge Baghoumian	I.N.A. FARM CORP. (ke) Haruhiko "Hutch" Yatsuzuka	OLDANI FAMILY FARM (yo) Claire Oldani
A. VOLPI & SON INC. (bv) Nancee L. Volpi	JACKASS HILL ORGANIC FARM (sg) Adrian & Sue Lopez	POLITO FAMILY FARMS (ps) Bob Polito
AMO ORGANICS (cc) Avalos Efren	JOHN BAYER (bv) John Bayer	RANCHO FRANCISCO (nv) Terrell & Karen Storm
APPLE FARM (THE) (me) Tim Bates	JON RICHTER (nv) Jon Richter	RS BATTH FARMS (ke) Ravinder Singh Batth
CALIFORNIA TOMATO PRODUCTS (pr) Susan Cudd	KALLO FOODS (pr) Andy Stride	S & M FARMING (nv) Jeff Mardesich
CALIFORNIA-SINALOA ORGANIC FARMS (al) Wayne Parks	KBS ORGANIC (ke) Brent Paul	SCHOON (sg) Robert & Julia Schoon
CAMPBELL & SON (nv) Jim Campbell	KURT SILVA (bv) Kurt Silva	SCOTT & STARR WEST (yo) Scott & Starr West
CHARLIE'S NUTS (nv) Charles M. Kresa	LION OAKS RANCH (cc) Joseph A. Donohoe	STEVE L. CALVER (ps) Steve Calver
CONONIAH VINEYARD/BERRY FAMILY LLC (me) Ed Berry	MARK WARDA FARMS (bv) Sarah Warda	THE NUT FARM (yo) Leon Felton
CUPIDS CASTLE LEMONS (ps) Ted Vlasis	MARMOT MEADOWS FARM (sg) Steve Martin	TORNQUIST RANCH (sl) Allwin & Beverly Tornquist
FARMERS NICOLAS (nc) Nicolas Cortez	MOORE'S ORGANICS (ps) Laney Villalobos & Louise Moore	TUMMY ACRES (sc) John James & Anthony Krock
FIDDLER'S GREEN FARM, INC. (yo) J. Eldon	MOUNTAIN MEADOW (sc) Ann Mullins	VANN BROTHERS G.W. VANN (yo) Bob Freed
FOWLER RANCH (me) Charles Fowler	NICHOLAS PRODUCE INC. (ps) Joe T. Ukegawa	WALLACE FARMS (nv) Steve & Valerie Wallace
	NORA NARAGHI (bv) E. Victor Quattrin, Nora Naraghi	WARNICK FARMS (yo) Dean & Betty Warnick
		WILLOW CREEK RANCH (ps) Matthew Pfeffer

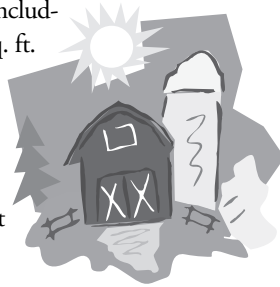
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CLASSIFIEDS



FOR SALE

Warehouse space for sale, 26,000 sq. ft., including 7,800 sq. ft. of cold storage and 900 sq. ft. of office space on 3.2 acres, located in Winters, CA. Formerly Tufts Ranch Packaging Shed, certified organic with CCOF. The property is listed with NAI, Sacramento Valley Commercial, located in West Sacramento. NAI contact is Jim Wirth, 916-617-4248. www.naisacramento.com



SERVICES

Pfeiffer's California Custom Packing, Inc. is now a CCOF certified organic handler. Located at 400 3rd Street, Exeter, CA, since 2002, PCCP handles all types of organic and non-organic citrus, persimmons and quince. The packinghouse is equipped with separate lines for organic and non-organic fruit, 4 de-greening/refrigeration rooms and has full bagging capabilities. PCCP packs for small and large growers, and also does outsource packing for other packinghouses. The owners, Jeff and Jeanette Pfeiffer, have lived and farmed in Tulare County for 20+ years and they look forward to meeting new organic growers.

**HUMIC ACIDS
HUMATES
BIOLOGICALS
FOLIARS**



**FULVIC ACIDS
COMPOSTS
TEAS
SEAWEED**

OMRI

"From One Farmer to Another"

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**2270 S. BOULDER ST., GILBERT, AZ 85296
OFF 480-814-8318, FAX 480-855-3081**



Certified Organic Almond Growers

Baughter Ranch Organics:

- Established since 1985. Owned and operated by Chris and Marcie Baughter — A Family farmed operation.
- Is the only 100% Organic Almond Handler.
- A complete 100% Organic Huller/Sheller, Processing and Cold Storage Plant.
- Established in the organic almond markets world wide.
- The largest and most established Handler of Certified Organic Almonds.
- Offers security that our Organic Processing Plant is here to stay - not a conventional plant attempting to meet Organic Certification.
- Contract with price and payment dates before any certified organic almonds are delivered (no pools). Take our contract to your Banker!
- Growers will have security on all levels! We guarantee this!!

Baughter Ranch Organics

PO Box 90 ■ Artois, CA 95913

Phone: (530) 865-4015 ■ Fax: (530) 865-7931 ■ Contact: Marcie Baughter



JULY 10

Medicinal Plant Walk. Tour will cover plant identification, medicinal and garden uses, as well as ways of incorporating medicinal plants into the garden design; Occidental Arts and Ecology Center, Occidental, CA. 10:30AM–1:30PM, \$25, 707-874-1557.

JULY 10–11

Organic Seed Production and Participatory Plant Breeding. This class is designed to provide organic farmers with the knowledge necessary to produce a commercial seed crop; Evergreen State College Farm, Olympia, WA. www.seedalliance.org or 360-385-7192.

JULY 17–18

Growing Seed for Your Garden. This class is for backyard seed savers who are interested in improving their seed growing skills; Evergreen State College Farm, Olympia, WA. www.seedalliance.org or 360-385-7192.

AUGUST 14

Antique Faire in the Park. More than 50 vendors of antique and vintage products, live music, games, and more. Organic wine and beer garden benefits CCOF; Golden Gate Park, San Francisco, CA. 10:30AM–5PM, 415-465-2475, www.antiquefaireinthepark.com

AUGUST 21–22

COPIA Edible Garden Festival, focusing on sustainable and organic foods and wines, offering two days of demonstrations and workshops on gardening and cooking; join your kids in the KIDS Garden; Napa, CA. www.copia.org

AUGUST 28–29

Fall and Winter Garden Plant Sale & Tenth Anniversary Open House. The grounds will be open for special tours, demonstrations, and will feature organic heirloom brassicas, lettuces, flowers, and more; Occidental Art and Ecology Center, Occidental, CA. 9AM–5PM, free admission, 707-874-1557.

SEPTEMBER 12

TomatoFest attracts tomato lovers from around the nation and features 60 of America's top chefs, 50 wineries, a tasting of more than 300 tomato varieties, music, dancing, and much more. Visit the CCOF booth! Quail Lodge Resort, Carmel Valley, CA, tickets \$85. www.tomatofest.com

SEPTEMBER 25

Cover Crops for any Reason. Learn how to produce biologically active soil to promote optimum crop growth; Harmony Farm Supply, Sebastopol, CA. 707-823-9125, www.harmonyfarm.com

SEPTEMBER 25–OCTOBER 2

Haygrove High Tunnel Tour will feature Haygrove's home farm with 220 acres of strawberries, raspberries, cherries and lilies produced under tunnels, 866-HAYGROVE, info@cramerdesign.com

OCTOBER 2–3

Hoes Down Harvest Celebration at Full Belly Farm in the Capay Valley (Yolo County) will promote sustainable agriculture and rural living through two fun-filled days of workshops and events. Located within two hours of San Francisco and Sacramento's busy metropolitan areas. Saturday will include hay rides, workshops, craft marketplace, farmers' market, children's area, Manure Pitch-Off and more. Sunday will include more workshops, a guided raft trip down Cache Creek, small orchard care and more. Admission for individual workshops: \$15–25. Pre-registration is required for workshops. Space is limited so register early! This is California's premier sustainable agriculture festival. For more information, please visit www.hoesdown.org, e-mail info@hoesdown.org or call (800) 791-2110.

OCTOBER 15–17

Bioneers 15th Annual Conference, the preeminent gathering of visionaries with practical solutions for restoring the Earth. For both professional and general audiences, this three-day annual event equips participants with models, resources, and networks, encouraging everyone to act as primary forces in the transformation toward a restorative future. Visit the

CCOF booth! Marin Center, San Rafael, CA, 877-bioneer, www.bioneers.org, info@bioneers.org

OCTOBER 20–21

2004 Northeast SARE Conference, workshops on marketing, ecological production, policy and planning, learning from farmers, and sessions on communications in the agricultural community, Burlington, VT. www.uvm.edu/%7Enesare/conf.html

NOVEMBER 6–7

San Francisco Green Festival, this event brings together green enterprises, social and environmental groups, visionary thinkers, and thousands of festival attendees in a lively exchange of ideas and commerce; San Francisco Convention Center, San Francisco, CA. www.greenfestivals.com

NOVEMBER 13

Antique Faire in the Park. More than 50 vendors of antique and vintage products, live music, games, and more. Organic wine and beer garden benefits CCOF; Golden Gate Park, San Francisco, CA. 10:30AM–5PM, 415-465-2475, www.antiquefaireinthepark.com

JANUARY 20–23, 2005

Eco-Farm Conference 2005 features prominent keynote speakers and more than 50 workshops on the latest advances in agricultural production, marketing, research, and important issues; Asilomar Conference Center, 831-763-2111, info@ecofarm.org

SEND CALENDAR SUBMISSIONS TO:

Lisa Stutey • e-mail: lisa@ccof.org
 • US Mail: 1115 Mission St., Santa Cruz, CA 95060 • FAX: 831-423-4528
 Phone: 888-423-2263, ext. 10

SNOW
SEED
ORGANIC



LAST WORD

“Man — despite his artistic pretensions, his sophistication, and his many accomplishments — owes his existence to a six inch layer of topsoil and the fact that it rains.”

~ Unknown

REGIONAL SERVICE REPRESENTATIVES (RSRs) FOR CCOF CHAPTERS

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(See Desert Valleys)

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(Del Norte, Humboldt, Trinity)
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(See North Coast)

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(Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, Yuba)
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shadyglenn@pronet.net

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(Amador, Calaveras, El Dorado, Nevada, Placer, Tuolumne)
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26951 County Rd. 96
Davis, CA 95616
T: (530) 753-8003
rwadamchak@ucdavis.edu

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(Santa Barbara, Ventura)
Glenn Johnson
(see San Luis Obispo)

Yolo (YO)

(Colusa, Placer, Sacramento, Solano, Sutter, Yolo)
Raoul Adamchak
(see Sierra Gold)

Visit our Website at:

www.ccof.org



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Karen Martin, Producer Representative
Rueben Weinzveg, Financial Advisor/Representative

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