



SUMMER 2005



CERTIFIED organic

ORGANIC NEWS, EVENTS AND
CERTIFICATION UPDATES

New Farmers' Market Rules | Lawsuit Changes Organic Standards

GMO News | Benefit CCOF: Shop Whole Foods 8/17



The Organic Generation

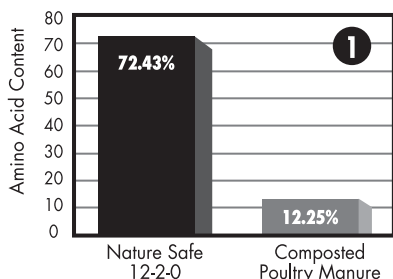
Formerly CCOF Magazine

HOW PREDICTABLE

IS YOUR

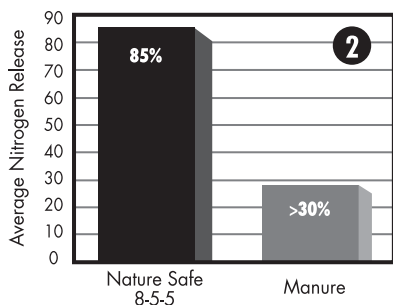
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NEW LEAF PAPER
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Looking Back... and Ahead

By PEGGY MIARS, EXECUTIVE DIRECTOR

It's been quite a year! Last year around this time, with just five months under my belt at CCOF, I stepped up to the challenge of serving as CCOF's acting president. Having ended 2003 with a loss of more than \$340,000, the future looked bleak.



With hard work and determination, CCOF, Inc. succeeded in achieving our 2004 budget. To date, our 2005 finances look even better. We project ending this year with a net profit that will help us achieve our short- and long-term goals.

With the departure of former president Brian Leahy last summer, CCOF, Inc. was challenged to provide the same level of services with just 2/3 of the staff that we previously had, and an impending budget reduction. Talk about trial by fire!

Improved Services

CCOF, Inc. marketing director Jake Lewin has implemented many improvements in our marketing program and services for members. Our website is now chock full of easy-to-find information and links. Have you seen the Client Forms page (<http://www.ccof.org/forms.php>)? Or, how about our online store where you can buy twist ties, CCOF logo stickers, and farmers' market signs (<http://www.ccof.org/store.php>)? Our online organic directory, classifieds and calendar of events are the most frequently visited pages on our site. Be sure to submit your events for online promotion; email jake@ccof.org. Classified ads are FREE for CCOF certified organic clients! Check it out at www.ccof.org. We also launched an e-newsletter late last year to reach members and supporters with timely news and information. Sign up on the home page of our website.

We're currently in the process of developing marketing materials to help CCOF certified direct market producers. You've

told us that you need resources to help promote your products to your local market. We will let you know as soon as those materials are available.

The CCOF Magazine you're holding has been totally revamped and has a new name - *Certified Organic*. The name change and new layout were designed to appeal to individuals who are seeking information about organic agriculture and certified organic products. Of course, we continue to provide important information for clients in the Certification News section of each *Certified Organic* magazine. Submit your proposed magazine articles to jake@ccof.org.

CCOF Certification Services continues to work on reducing the amount of time and paperwork required throughout the renewal process. This is what certified producers have told us time and time again—you want easier and faster certification and renewal processes.

Looking Toward the Future

CCOF, Inc. will undertake a survey of certified organic members this fall. We want to know what you think! Only then will we be able to tailor our services to the needs of our members. Please watch for the survey, and be sure to return it prior to the deadline!

What does the future hold for CCOF? We've experienced tremendous change and countless challenges since implementation of the National Organic Program (NOP) in October 2002. With close to three years of experience under the NOP, we are evaluating where we've been, where we are, and where we need to go. Chapters and board members have been discussing the role of Chapters within CCOF. And, the Certification Standards Committee (CSC) is figuring out its new role in CCOF. We strive to serve the needs of organic producers, large and small. During this time of change, it's important to keep lines of communication open. Feel free to contact me at peggy@ccof.org with your comments and suggestions.

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Staci Sambol, Slub Design
Writers: include CCOF certification and magazine editorial staff and outside contributors.

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Certified Organic is published quarterly by CCOF and serves CCOF's diverse client base, supporting members, and others in the organic industry including, consumers and affiliated businesses. We welcome submissions in the form of letters to the editor and article submissions. Letters and articles must signed, and will not be returned. Submission does not guarantee printing. Contact Jake Lewin at jake@ccof.org or 831-423-2263 ext.21 for more information.

Advertising: Display and classified advertising is available at reasonable rates. Quarterly circulation includes CCOF's entire client base, supporting members, consumers and a wide variety of organic marketplace participants. For rates visit www.ccof.org or contact Jake Lewin at jake@ccof.org or 831-423-2263 ext. 21.

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What's New in Organic and CCOF

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Cost Share Funds Available AGAIN

The California State Organic Program has signed a new contract with the USDA certification cost share program. The State will be reissuing cost share applications and will be providing payments to organic farms and processors that applied in the Fall of 2004.

CCOF Sponsors Organic Pavilion at Healthy Harvest Show

San Jose, CA Sep. 30-Oct. 2, 2005.

CCOF is pleased to be the sole sponsor of the organic pavilion at the upcoming Healthy Harvest Show. This show is sponsored by *Vitamin Retailer* and *Organic Products Retailer Magazines* as a way for organic farms and processors to meet potential retail customers face to face during the Autumn buying season. There will be educational seminars, and booth spaces are competitively priced. CCOF sees this as an excellent opportunity for its clients to meet California and national retailers. Call TLC productions at 805-646-4246 or visit www.healthyharvestshow.com for more information.



Organic Produce Reaches 5%

A recent report from the Produce Marketing Association (PMA) shows that organic represented 5% of fresh produce sold in the United States during 2004. While organic products overall represent between 2% and 3% of overall food sales, organic produce is growing rapidly and has achieved a landmark 5% presence. More information is available from CCOF.

News continued on page 8

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New Rules at Farmers' Markets Require Certificates be Posted

Effective June 8, 2005, rules regarding identification of organic certification and California State registration will go into effect. These rules require that photocopies of California State Organic Registration and, if applicable, organic certification documentation be posted by any person selling organic products at a certified farmers' market in the state of California. This new requirement helps clarify the organic status of operations at farmers' markets around the state. The ruling does allow producers to conceal acreage and dollar values pertaining to annual sales but requires that an unaltered version be available for review by enforcement personnel such as county ag commissioners.



CCOF Produces New Certified Organic Sign and Sticker

A new and improved version of CCOF's classic organic certification sign is now available. These new signs are available to all CCOF certified farms, processors, and livestock operations and announces the operation's certified organic status more prominently than ever before. As an added bonus, we've rounded the corners to eliminate sharp edges. Expect to start seeing these signs around businesses, farm gates, tasting rooms, and other locations. Our new sticker integrates "Certified Organic by" language. Use this sticker to identify your Certified Status without printing new labels etc.



Visit www.ccof.org or page 18 to order your own sign or other CCOF products.



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gmo news

The GE Front

Pharm Rice

For the second year in a row and in a second state, Ventria Bioscience's plans to plant large fields of pharmaceutical rice in rice-producing regions have been thwarted by farmers and millers, environmentalists and food safety organizations working together. First it was California in 2004. In 2005, Ventria's plans to plant in Missouri met with opposition from the Missouri Rice Research and Merchandising Council and Riceland Foods, the largest rice mill in the world, as well as from a number of public sector organizations concerned about food and environmental contamination.

Liability Legislation

With a solid 26-1 vote, the Vermont Senate passed the Farmer Protection Act to put clear liability for genetically engineered seeds onto the manufacturers of those seeds, taking the burden of risk away from Vermont farmers. In California, the Food Integrity and Farmer Protection Act passed the Assembly Judiciary Committee but was held over until 2006 by the Agriculture Committee.

GE-Free Campaigns

GE-Free Sonoma (California) is already in full swing, though the election is not scheduled until November 8. This campaign is an extremely important one with very high stakes. Citizens and farmers across the world have been inspired by the establishment of GE-free zones in the United States, recognizing that the local level is one arena in which they still have authority to make decisions about their agricultural future. For more information, visit www.gfreesonoma.org or www.calgeefree.org. Following are the results of past GE-Free initiatives.

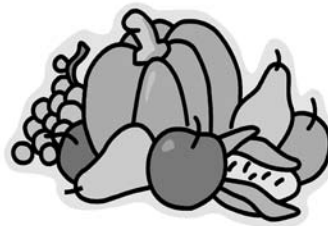
- GE-Free county ballot initiatives passed = 2 (Mendocino and Marin)
- GE-Free ordinance passed by a County Board of Supervisors = 1 (Trinity)
- GE-Free ordinance passed by a City Council = 2 (Arcata and Point Arena)
- GE-Free county ballot initiatives lost = 3 (Butte, Humboldt and San Luis Obispo)
- Pro-GE ordinance passed by County Board of Supervisors = 2 (Fresno and Kern)

At press time, proposed legislation was being considered in the California State Senate that could pre-empt all current and future county and city GMO bans. See the following article for pre-emption laws that are in effect in other states.

Update on Seed & Plant Law Pre-emption

As of June 7, legislators in 15 states have introduced bills
GMO News continued on page 16

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The Organic

By JAKE LEWIN

I was born in 1973, the same year CCOF was started, and in high school when the California Organic Foods Act (COFA) of 1990 became law. Growing up, my exposure to organic food was limited to the classic green and white "Support Organic Farmers" bumper sticker and working my parents' membership shift at the Davis Food Co-op. I can still remember riding my bike around Davis, California, and seeing this classic bumper sticker. I am a part of "Generation X," the segment of our society born between 1965 and 1977. Generation Y follows closely and encompasses the generation born between 1978 and 1994. These two groups are becoming adults, graduating from college, and in many cases becoming involved in organic food and agriculture. They face a very different landscape and have new opportunities and challenges that are a huge departure from the experiences of the people who started the organic movement. As new entrants, we're no longer looking for acceptance from society for organics as much as defending it as it grows into a larger part of the food supply. Opportunities are changing rapidly, forcing us to struggle with new challenges and threats while finding our place within the existing framework of farming, marketing, organizations and education.

Eco Farm 2005

During the most recent Eco-Farm conference, I watched organic agriculture veterans pass the Golden Pliers (an award given to the person most valued for "keeping it together" over the previous year and a story you simply have to attend Eco-Farm to savor) and announce the annual Stewards of Sustainable Agriculture Awards (SUSTIES). Many people in the room were just getting started in organics and the venerated organizations represented at the conference. They were fresh out of, or still in, college and were potentially at the beginning of long journeys in organic food. The winners were the very people who started the Eco-Farm conference 25 years ago and supported this movement over their lifetimes. As a de facto organic agriculture hall of fame award, I couldn't help wondering how many of the fresh faces in the room would be winning a SUSTIE at Eco-Farm's fiftieth anniversary conference in 2030. I also couldn't help wondering how our opportunities differ in our space in time and what challenges we would have to

Generation

Finding Our Place in the Organic Movement

overcome over our careers in this industry.

Many of us work for organizations or companies that were started around the time we were born. Most of us haven't known organic food as a nascent counter culture movement. We didn't shape the industry we work in but are lucky enough to have professional opportunities that actively support our dedication to organic food, farming and food systems. These opportunities have grown out of the explosive growth of the organic market over the last 30 years, and especially since the early 1990's.

Today, we find ourselves in a marketplace where, according to the Organic Trade Association, "\$10.38 billion in consumer sales of organic foods in 2003 represented 1.9% of total U.S. food sales, a 'penetration rate' that has grown from 0.8% in 1997." The significance of this penetration rate is further underscored when they report that, "With annual growth of total U.S. food sales in the 2-4% range since 1997 and organic foods growth in the 17-21% range, it is clear that organic foods are making steady progress into the American mainstream, nearly tripling in sales since 1997."

With this incredible growth and implementation of the National Organic Program, we've inherited both the good and bad decisions of our predecessors. The contentious issues revolving around the development of national standards and consolidation in organic agriculture are not ones we've ultimately had much control in shaping. Paradoxically, while organic acreage has skyrocketed, organic farming as an opportunity has become increasingly challenging.

On one hand, according to the USDA Economic Research Service, "Organic farming became one of the fastest growing segments of U.S. agriculture during the 1990's," with acreage doubling in the United States between 1992 and 1997. While there are a wide variety of opportunities in businesses, farms, and institutions associated with organic food production, regulation, education, certification and marketing and even with acreage doubling in the 1990's, organic farming is in many respects harder than ever to break into. A sentiment echoed by almost everyone I spoke to.

A Young Farmer Enters the Market

This very point was made clear later in the Eco-Farm evening as I talked to one of CCOF's new organic growers

from the Central Coast area. Here was a nice 20-something, first-time farmer talking about his challenges with finding open farmers' markets and the difficulties involved in starting an organic farm in today's marketplace, where the competition is intense. His hurdles are distinctly different and unique compared to the ones faced by the people who won awards earlier in the evening. His agricultural supply company knows what organic agriculture is, and his neighbors are far less likely to think he's insane because he wants to farm organically—luxuries the first organic farmers in the area didn't have.

Instead, because he probably doesn't have the volume to supply most retailers, he fights for space in farmers' markets where there are already other organic growers. There are a variety of farmers' markets within driving distance from his farm, and the customers are highly supportive. This is great for the shopper and the farmer, but only if he can get a space in the market.



Pioneers Speak Out

As Dave Decou, Executive Director of the Organic Materials Review Institute (OMRI), a long time organic farmer, and founding member of the Organically Grown cooperative in Oregon points out, "In the end, agriculture is hard work, and the market is competitive. There will continue to be involvement but those who 'need' to be in the forefront will find opportunities fewer than those of us who were often seen in the forefront. We will probably be slow to get out of the way."

Author of the *Organic Foods Sourcebook*, long-time organic foods advocate, and writer Elaine Lipson sees both opportunities and challenges for young people entering the organic marketplace. "I think young people entering organics today have an easier time in one sense; the organic marketplace is well established, and no one is going to tell them they're 'crazy,' so that sense of a fringe element is gone. They have reason to be optimistic that this is a viable and purposeful path. On the other hand, barriers to entry are greater as organics has become more consolidated and more corporate. Creating an organic farm or company today requires more knowledge,

Organic Generation continued on page 19

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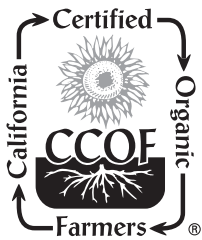
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Certification News

Updates, information, and tips for CCOF clients and members.


Summer 2005

Welcome

Welcome to *Certification News*, a permanent section of *Certified Organic* – the CCOF magazine that provides important standards and certification updates in one easy to find location. Look to this section for information about changes to both organic standards and CCOF procedures and policies. Whether you're an organic producer, processor, livestock operation or an affiliated business, this section will keep you informed about materials, regulatory changes and organic news at the Federal and State levels. We will also include organic certification and information about maintaining organic certification – truly *Certification News* you can use.


Major Changes to Wine Labels Announced

The USDA and TTB recently notified CCOF of important changes to wine labeling guidelines. Most notably, “organically grown grapes” is no longer allowed as an organic label claim unless the words “Made with...” are also included. Previously, many vintners have preferred to use “organically grown” or similar language. Unfortunately, neither the NOP nor the TTB provided advance notice of this decision, so many producers are finding out the

hard way when their label is rejected by the TTB. Per the notice, all new labels must be produced in compliance. CCOF is concerned about this sudden change and will continue to work with all affected parties. However, CCOF must currently require that all wines making a front panel claim of “organically grown grapes,” modify the label to indicate “made with organically grown grapes.” For more information please visit: www.ttb.gov/alfd/alfd_organic.html 

Popular Adjuvants Nu Film P and NU Film 17 No Longer Allowed For Organic Production

CCOF has sent notice to all CCOF producers that they must begin looking for alternative adjuvants and any use of the products after September 1, 2005, will result in a Notice of Non-compliance. The Nu Film products had been approved for use in organic production for many years. Unfortunately, the way pine resin products in the NU Film inerts

are listed by chemical name does not match up to EPA list III. This is likely more detail than you want to know, but the fact is that unless Miller Chemical can reformulate, get EPA to list the materials on list IV, or get the NOSB to approve the specific chemical names for pine tar resin, organic farmers must stop using it. 

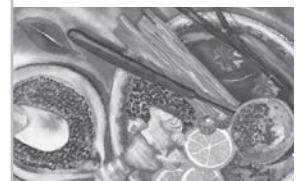
List of Currently Allowed Synthetic Ingredients

(Found In NOP §205.605(b)).

If your business, supplier or customer utilizes any of these materials in production of a product labeled “organic,” this ruling may ultimately affect you.

- Alginates
- Ammonium bicarbonate - for use only as a leavening agent
- Ammonium carbonate - for use only as a leavening agent
- Ascorbic acid
- Calcium citrate
- Calcium hydroxide
- Calcium phosphates (monobasic, dibasic, and tribasic)
- Carbon dioxide.
- Cellulose - for use in regenerative casings, as an anti-caking agent (non-chlorine bleached) and filtering aid

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Lawsuit Forces Organic Standard Changes

A lawsuit brought by Maine farmer Arthur Harvey against the USDA may affect your organic products, labeling and the organic marketplace in general. This case had been winding its way through the courts for some time when, in January 2005, the First Circuit Court of Appeals ruled in favor of the plaintiff on three of nine counts where he claimed provisions in the USDA's National Organic Program (NOP) regulation are in conflict with the Organic Foods Production Act (OFPA). At this writing, it is unclear exactly what changes are going to occur, but it is clear that some aspects of the National Organic Standards will be modified to comply with this ruling. Please note that CCOF expects changes to undergo extensive public comment and rule making. The court required in June 2005 that any new rules become fully enforceable by June 2007, and the NOP is required to submit new proposed standards to comply with the court's ruling by early June 2006.

The first count addresses the use of synthetics in processed products labeled "organic." The NOP regulation had allowed a limited number of these materials after technical review by the National Organic Standards Board and public comment. However, because OFPA appears to prohibit the use of synthetics in organic products, materials on the list below may no longer be allowed in products labeled "organic." However, "Made with organic" labeling will not be affected.

Please review the list of currently allowed synthetics (205.605(b)) below. Products currently labeled "organic" that contain or utilize any of these ingredients may have to be relabeled, probably as "made with organic," or utilize alternative non-synthetic materials on the National List (205.605(a)).

It is unclear how the use of "organic" ingredients in formulated products, for example, sugar, will be affected if the ingredient can no longer be labeled "organic." Additionally, what will be required for single ingredient products that utilize a 205.605(b) listed material in storage or handling is a major concern. A "made with organic..." label on a single ingredient product such as rice, salad,

or strawberries is problematic at best.


The second count allowed certification agencies to decide whether non-organic agricultural ingredients may be used in an "organic" product. Under the current regulation, less than 5% of the agricultural ingredients may be non-organic when an organic alternative is not "commercially available" based on review by the certification agency. The certification agent's review may no longer be an option, and all non-organic agricultural ingredients may require USDA approval and specific listing within the standard. Products that currently contain non-organic agricultural ingredients may have to be labeled "made with organic" or reformulated.

The third count serves to clarify organic livestock transition issues.

While it is certain there will be changes in the NOP regulation, we do not know exactly what those will be. No one is certain yet whether the ban on synthetics will include processing aids, and how the use of sanitation agents may be affected. CCOF will keep you informed on these issues.

CCOF will make no changes in its current programs until clarification has been provided and implementation deadlines set for the entire marketplace. In the interim, CCOF believes you should be aware of potential impending changes.

CCOF is concerned about the effects of this ruling, but until proposed regulations based on it are announced by June 2006, the effects are mostly guesswork. We are working with a variety of parties to minimize disruption to your business and welcome your concerns. Namely, CCOF is working with several parties to develop a petition to the NOP regarding the potential reclassification of CO₂ as a synthetic material. The disallowance of CO₂ in organic products could have significant effects for organic rice, beer, and fruit producers. CCOF believes CO₂ may not be synthetic and is working on this and other issues that arise from this situation.

Please feel free to contact CCOF staff at the Santa Cruz office if you have concerns or questions. 



No one is certain yet whether the ban on synthetics will include processing aids, and how the use of sanitation agents may be affected.

Lists continued from page 13

- Chlorine materials - disinfecting and sanitizing food contact surfaces, except that residual chlorine levels in the water shall not exceed the maximum residual disinfectant limit under the Safe Drinking Water Act (Calcium hypochlorite; Chlorine dioxide; and Sodium hypochlorite)
- Ethylene - allowed for post-harvest ripening of tropical fruit and greening of citrus
- Ferrous sulfate - for iron enrichment or fortification of foods when required by regulation or recommended (independent organization)
- Glycerides (mono and di) - for use only in drum drying of food
- Glycerin - produced by hydrolysis of fats and oils
- Hydrogen peroxide
- Lecithin - bleached.
- Magnesium chloride - derived from sea water
- Nutrient vitamins and minerals, in accordance with 21 CFR 104.20, Nutritional Quality Guidelines For Foods. (Expected to remain allowed, if and when mandated for use by other regulations.)
- Ozone
- Pectin (low-methoxy)
- Phosphoric acid - cleaning of food-contact surfaces and equipment only
- Potassium acid tartrate
- Potassium tartrate made from tartaric acid
- Potassium carbonate
- Potassium citrate
- Potassium hydroxide - prohibited for use in lye peeling of fruits and vegetables except when used for peeling peaches during the Individually Quick Frozen (IQF) production process
- Silicon dioxide
- Sodium citrate
- Sodium hydroxide - prohibited for use in lye peeling of fruits and vegetables
- Sodium phosphates - for use only in dairy foods
- Tartaric acid
- Tocopherols - derived from vegetable oil when rosemary extracts are not a suitable alternative
- Xanthan gum.

that would override local and county measures relating to the registration, labeling, sale, storage, transportation, distribution, or use of agricultural seeds. These bills have already been signed into law in Arizona, Florida, Georgia, Idaho, Indiana, Iowa, Kansas, North Dakota, Oklahoma, Pennsylvania, South Dakota, and West Virginia and are quickly making their way through the legislatures in North Carolina, Ohio, and Texas. Additionally, the Maine Department of Agriculture is seeking to forestall local action around genetically modified organisms (GMOs) via an overreaching interpretation of the state's "Right to Farm" Law.

View a continually updated tracking of seed pre-emption legislation at www.environmentalcommons.org/gmo-tracker.html

Designers Join Lobbies Against GM Crops

Vandana Shiva of the environmental group Navdanya, based in New Delhi, India, reported that Indian environmental groups are planning a campaign to ban genetically modified (GM) crops in India. International corporations Nike and Esprit, as well as several Indian fashion designers, have committed to refuse to use GM cotton in their products.

European Union Lifts GM Food Ban

A six-year moratorium on genetically modified food has been lifted by the European Commission. Commissioners backed a bid by Swiss-based Syngenta to sell Bt-11 sweet corn for human consumption. The decision fell to the Commission after EU governments failed to reach agreement on whether to lift the ban, which had been challenged by the United States.



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CCOF Certified Clients	Price	Quantity	CCOF Certified Clients	Price	Quantity
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more sophistication in terms of marketing, packaging, and promoting; and probably more capital than in decades past. However, there is still room for those who genuinely wish to change the world and change our food system for the better."

Opportunities

Jobs at advocacy organizations, certifiers, supermarkets, and big business involving organics are now available. For instance, CCOF and the Ecological Farming Association (EFA), Organic Materials Review Institute (OMRI), Organic Farming Research Foundation (OFRF), and Organic Trade Association (OTA) provide career opportunities

that both support organic agriculture and provide real options for younger generations. When CCOF got started, many of the current jobs were volunteer positions. Yet, when I searched for "organic" on Green Dream Jobs at www.sustainablebusiness.com, 17 separate jobs were listed. Many of these were entry level, but I've seen executive level and professional jobs at a variety of organic-related companies and organizations posted on this site. Even though the Internet didn't exist to find these jobs when organic food really got going, I doubt the jobs were there even if it had.

There are now also hundreds of educational and professional organizations associated with organic foods and sustainable agriculture. The ATTRA website lists 611 intern and apprenticeship opportunities throughout the United States and Canada (<http://www.attrainternships.ncat.org/>). Few of these existed in 1973. As these educational organizations developed their programs, they provided tools needed to fill a variety of roles in the rapidly expanding industry. For instance, John McKeon, CCOF's Director of Grower and Live-stock Certification, is a graduate of UCSC's Environmental Studies Agroecology and Sustainable Food Systems program. When this unique sustainable agriculture education program was created in 1980, isn't this the type of opportunity it wanted to provide (in addition to many others)?

Our industry is now an alphabet soup (CCOF, OMRI, NOP, and IOIA are an easy few, but I could keep going for quite some time) of organizations, companies, associations and affiliated businesses that offer new opportunities. These are testaments to the wealth of opportunities available to my generation that were not available to the founders of this movement 30 years ago. Brian Baker, OMRI Research Director and former CCOF staff member acknowledged that "over 90%" of the jobs and opportunities he sees currently available in organics were not around when he got started. While it may be harder for us to forge new paths, we often don't have to.

The Realities of Inheritance

Decou supports this when he points out, "Very few certifiers existed when I got started. But then, computer programmers also were few in number as well. There was no

organic produce industry then nor any organic materials review system then. Great ideas often foster bureaucracies with many job opportunities."

Decou's comments point to some of the realities of this inheritance. Younger generations are also inheriting all the previous decisions and history of this movement. Organic is very different today from its humble beginnings. We now have a complex system of production, marketing, certification, federal regulation in the form of the USDA National Organic Program and the attention of the biggest food companies in the world. The jobs open to new entrants to this field are a direct result of the path taken by the people who went before them. Yet, in some cases, our industry veterans are not

huge fans of the bureaucracy and market consolidation that are seen in the organic market today. This makes it hard for new entrants into the field to understand where they should put their energies. And, once they decide, they may wonder if they'll ever earn the respect of the pioneers.

According to the Economic Research Service of the USDA, "Nine USDA agencies have expanded research, regulatory, and other programs on organic agriculture." Each of these represents opportunities for new entrants. After all, isn't it a huge victory for the organic foods movement that the federal

Organic Generation continued on page 22



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programs

Going Organic Project Continuing & Expanding

The California State Water Resources Control Board recently approved a grant to the CCOF Foundation to expand the Going Organic Project to four Central Valley CCOF Chapters. These new chapters will join the three pilot chapters (North Valley, North Coast, and Fresno-Tulare), which started the project in 2003 with a CF Heller Foundation grant and matching CCOF, Inc. funding. Current project coordinator Fred Thomas of CERUS Consulting is building on the great start of the original project. The new three-year grant will fund 25 mentors helping 40 organic trainee farmers in the seven participating chapters, measurably expanding organic agriculture. Additionally, a series of seminars will help non-organic farmers learn organic practices, and assessment of organic watersheds will add needed scientific information to guide Water Board programs.

The Water Board is funding projects aimed at reducing the discharge of listed non-point source toxicants into the Central Valley watershed. Based on that geographic requirement, Yolo, Sierra Gold, Big Valley, and Kern Chapters are being

brought into the Going Organic Project at this time. Project outreach will help prospective organic farming trainees learn from experienced organic farmers how to be sustainable and successful. Informational meetings on compost, cover crops, weed control, erosion control, organic certification, and application for government cost-share programs will be held in the seven chapters over the three-year period of the grant.

Long-term organic, new organic, and non-organic farms will be compared for watershed health, sedimentation, pesticide contamination, economic sustainability, and clean water value. The findings will be useful to CCOF, organic farmers, the farming community, educational institutions, and policy makers for water quality discharge programs.

Future Going Organic activities will appear in *Certified Organic* and on the CCOF web site on the Programs and Calendar pages. For more information about the project, please contact Fred Thomas, Going Organic Project Coordinator, fred@cerusconsulting.com or any of the Chapter Presidents in the seven Chapters.



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Achievements and Recognition

Lundberg Family Farms of Richvale, California, was recently recognized by different organizations for their leadership. The Lundbergs received a 2004 Green Power Leadership Award for offsetting 100% of their energy use through the purchase of wind energy certificates. Bryce Lundberg was recognized by the Organic Farming Research Foundation for his significant and longstanding volunteer contribution to the organic farming community. Wendell Lundberg was chosen Distinguished Citizen of the Year by the Golden Empire Council of the Boy Scouts of America.

Earlier this year, Full Belly Farm of Guinda, California, completed installation of a 17 kilowatt photovoltaic array. This solar power system provides for most or all of the farm's electrical needs. Excess power produced is fed back into the PG&E electrical grid.

The Mendocino-Lake Chapter of CCOF is proud of its subsidy program, which has been successful for more than 10 years. The program is funded by voluntary dues paid by the Chapter's members in order to help other members pay their organic inspection fees. Subsidies are available to growers with less than \$20,000 in gross annual sales on an all-organic farm and who are willing to sign a financial hardship statement. This year, the Chapter awarded approximately \$2,800 to 13 growers. The Chapter was honored to accept a \$400 donation from one grower who received a subsidy last year. What goes around comes around!

Rick Antle of Tanimura & Antle was named *The Packer* newspaper's 2005 Produce Man of the Year. Antle's selection was based on his years of service to the produce industry, representing the fourth generation of his family's involve-

ment in the industry.

NewFarm.org recently highlighted the success of ALBA (Agriculture and Land-Based Training Association) of Salinas, California. The article featured Maria Luz Reyes, who is in her second season at ALBA; Alfredo Chavez, also in his second season; and Amparo Martinez, one of ALBA's senior growers, who works the fields with his family.

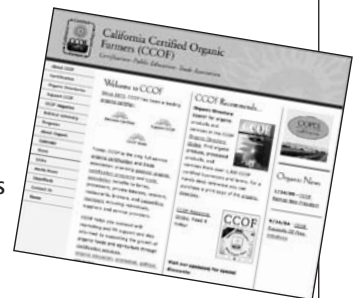
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government has jobs and funding available (never enough, of course) for organics? When the founders of organic agriculture set out to change the world, isn't this a part of what they intended? In some ways, yes, but they also got more than they bargained for.

The Greatest Challenge is for Entry-Level Farmers

There are real concerns about where these trends are heading. When I asked Baker what challenges face new generations as they become involved he replied, "The greatest challenge is for entry-level farmers. Organic farmers are the foundation of the movement. Young, starting farmers need to have access to land, credit, mentors to teach them and markets." Regarding how challenges have changed over time, Baker said, "Land is more expensive, but more landlords are willing to lease to organic farmers. Credit for organic farmers is not as much of a constraint but still is not as easy as it could or should be. There are more mentors and actually more training programs for organic farming. Many of the better markets for new farmers are getting saturated. As for non-farming aspects, I think that there are many more opportunities, but the stakes are higher and ability to capitalize will not be as great. Not as many people will be getting in on the ground floor."

For new entrants into certification and other organizations, there are also special challenges. Decou points this out when he explains, "Many come to the work without real agricultural experience. This lack often creates misunderstandings. Also, sometimes there is undeserved respect for those who went before. To a certain degree, the younger generation must recognize that their goals need to be teaching and education – not destroying the enemy (conventional/ industrial non-organic agriculture). If our system is right, knowledge well given will improve things more than making other parties wrong."

Eco Farm 2030

We're living in a different world from what preceded us even if I still see the classic green and white bumper sticker every now and then. Like the organic marketplace we're working in, our opportunities and challenges are evolving rapidly. New entrants into the organic marketplace are the stewards of the original dreams that started the organic movement. I can only hope that we leave behind as robust a marketplace with as many opportunities as we have before us when our generation is winning SUSTIES at the Eco-farm conference in 2030. I intend to be there, even if only to see who wins the golden pliers.

Jake Lewin is CCOF's Director of Marketing.

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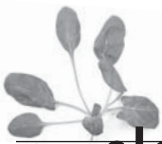
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Advanced Packaging & Distribution Specialist, Inc. A CCOF certified full service company, APDS offers certified organic packaging services, warehousing, contract packaging, order fulfillment and distribution services in a strategic central California location. Contact Judy Jardine at [209] 825-7939, email: jjardine@apdsinc.com or visit www.apdsinc.com for more info.

Organic Farmer Training. Half Moon Bay, CA. Purisima Greens Farm is looking for a hard-working student of organic agriculture to work with us for the 2005 growing season. The job will include all aspects of the farm – planting, weeding, irrigation, harvesting, marketing and delivery. Experience is not as necessary. Starting pay is \$7/hour plus food from farm. Housing is not included. Please send letter of introduction and interest to: Purisima Greens, Attn: Jason or Rachael, purgreens@igc.org or ravenrachael@hotmail.com, or P.O. Box 3505, Half Moon Bay, CA 94019

Internship available on 5 acre diversified organic market garden. Learn all aspects of growing, harvesting and selling high-quality organic specialty produce. An interest in food and cooking is helpful as is any gardening experience. Stipend, food, housing, and training available. Women are encouraged to apply. Must have a clean DMV record and drive stick shift. Email Laura at Tip Top Produce at smallfarmer@hotmail.com.



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Calendar

August 13, 2005

Antique Faire in the Park, San Francisco, CA More than 60 vendors of antique and vintage wares, live music, carnival-style games, balloons, vintage costumes, food, and an organic wine and beer tasting garden benefiting CCOF. Gate proceeds benefit the Sierra Club. Call 415-465-2475 for more information.

August 15-17, 2005

National Organic Standards Board Meeting, Washington DC Visit www.ams.usda.gov/nosb for more information.

August 17, 2005

Community Support Day at Whole Foods Market. Shop at Whole Foods Market's Los Angeles, Orange County, San Diego, Arizona or Nevada stores today, and 5% of net sales will be donated to CCOF in support of our programs. Visit www.wholefoodsmarket.com or call [888] SHOP-WFM to locate a store near you.

August 19, 2005

Winegrape Growers Tailgate Meeting – Organic and Sustainable Winegrowing Practices Detailed – Tomki Vineyards The last of a series of tailgate meetings for Mendocino and Lake County winegrowers about organic and sustainable agriculture, from 3:30 p.m. to 5:30 p.m. Followed by an informal social hour. Growers are asked to bring a bottle of wine to share during the conversation hour. Please contact Dr. Ann Thrupp at [707] 272-1152, email: Ann_Thrupp@B-F.com or call Quay Sutherland at [707] 744-7445.

August 21, 2005

Tour d' Organics, Sebastopol, CA A Bicycle Century and Ride presented by The Organic Athlete www.organicathlete.org celebrating the fruits of summer in Sonoma County, featuring local organic food and CCOF certified organic farms. For more information visit www.tourdorganics.com or call ride director Bradley Saul and 707-360-8511

September 11, 2005

Carmel Tomatofest at Quail Lodge Resort in Carmel, CA. Featuring a tasting of more than 300 tomato varieties from around the world, and much more. Visit the CCOF booth. Visit www.tomatofest.com for tickets and additional information.

September 19-23, 2005

15th IFOAM World Congress. September 19-23 in Adelaide, Australia. For more information, go to www.nasaa.com.au/ifoam or email ifoam2005@nasaa.com.au. Fax: +61 8 8339 7800

September 24-25, 2005

Green Festival, Washington, DC Please see November 5-6 listing.

September 30- October 2, 2005

CCOF Sponsors Organic Pavilion at Healthy Harvest Show, San Jose, CA. This tradeshow provides a unique opportunity to connect with California and national retailers. The event will include an educational conference. For more information see page 6. Call 805-646-4246 or visit www.healthyharvestshow.com and www.ccof.org for more info.



new members

New Certified Clients

October 2 – 3, 2005

18th Annual Hoes Down Harvest Celebration, Guinda, CA.

Dedicated to honoring and promoting the knowledge of sustainable rural living through inspiration and education, the Saturday Hoes Down Harvest Festival offers educational farm tours, a magical children's area, hands-on workshops, farm products and an abundance of organic food, live music and good times! Sunday, October 3rd features farm and nature activities throughout the Capay Valley. All of the proceeds from the Hoes Down Harvest Celebration go to non-profit organizations that support sustainable agriculture and rural living. Visit www.hoesdown.org for more information or call (800) 791-2110.

October 21–23, 2005

Gathering of Gardeners, Cambria, CA A festival and symposium held at the organic gardens of Cambria Pines Lodge and Cambria Nursery. There will be horticultural speakers, workshops, demonstrations, displays, good food, music and much more. Admission is free. Contact Katie 805-927-6112 or Cambria Nursery 805-927-4747. Visit <http://www.moonstonehotels.com/CPLgathering.htm> for more information and a list of speakers. For room reservations call 800-966-6490.

November 4–8, 2005

Produce Marketing Association (PMA) Fresh Summit Convention and Exposition, Atlanta, Georgia 750 exhibitors and 17,000 attendees from more than 70 countries make Fresh Summit the world's largest fresh fruit and vegetable event. Visit www.pma.com for more information. Visit CCOF in booth #3456

November 5–6, 2005

Green Festival, San Francisco, CA This event is intended to cultivate a culture of sustainability and social equity that honors our interdependence with all life. Talk with green businesses, social and environmental groups, visionary thinkers, and thousands of community members in a lively exchange of ideas, commerce and environmental movement building. Visit www.greenfestivals.com for details.

December 2–3, 2005

4th Annual Sustainable Agriculture Pest Control Advisor (PCA) Conference

San Luis Obispo, CA
Sponsored by CCOF and Co-sponsored by Cal Poly State University's Sustainable Agriculture Resource Consortium. This annual conference addresses a wide variety of issues and provides an excellent forum for PCAs and farmers from all areas of agriculture to expand their knowledge about sustainable agriculture. Attend to update your skills, learn about organic production, organic standards, and organic regulatory issues, and more. A minimum of 8 Continuing Education Units will be applied for, including Laws & Regulations units. For more information and to receive registration information or to become a sponsor, please email: jake@ccof.org or call (831)423-2263, ext. 21.

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Rosemary, Squash [Summer],
Thyme, Tomatoes [Fresh Market]

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New Members continued on next page

new members

continued from previous page

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Valley Center, CA 760-742-1049
rbsteinkolk@nctimes.net
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RICK NICHOLAS

Orange Cove, CA 559-626-4745
p.nicholas@joimail.com
Certified Crops/Products/Services:
Oranges

ROCK-R FARMS

Riverdale, CA 559-866-5390
dairymann@aol.com
Certified Crops/Products/Services:
Oats

New Supporting Members

Promoting Businesses

Miriam Schuman Ed D. Nutrition Counseling

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MDBJKleim@comcast.net

Sweet Peas Organic Produce

Montara, CA (650) 728-9944
pacific.earth@earthlink.net

McLaughlin Gormley King

Elk Grove, CA (805) 975-6295
www.pyganic.com
hallquist@mgk.com

Mipco Ag Plastics

San Luis Obispo, CA (805) 549-9540
cpdegroot@earthlink.net

Tuscan Heights Lavender Gardens

Whitmore, CA (530) 472-3066
www.tuscanheights.net
kdsmo@aol.com

Valley Farm Management

Corning, CA (530) 824-3819
kworsham@cox.net

Supporting Retailers

Humboldt Hemp Foods

Whitethorne, CA (707) 986-7759
www.humboldthemp.com
hempfood@humboldt.net

Ad Advisors/Consultants

Water Matters

Watson, Larry
Saratoga, CA (408) 313-6293
www.organicweather.com
larry@watermatters.com

M & Y Purist Herb Inc.

Lin, Nicole Keelung
Taiwan www.purist.com.tw
purist_herb@yahoo.com

Peace of Mind Family Farm

Davidson, Kathy
Gridley, CA (805) 975-6295

McLaughlin Gormley King

Hallquist, Greg
Elk Grove, CA (805) 975-6295
www.pyganic.com
hallquist@mgk.com

Promoting Individuals

Johnson, Michael

Aromas, CA

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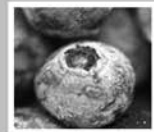
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