



# CCOF

Organic Certification Trade Association Education & Outreach Political Advocacy

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## Mayor Proclaims “CCOF Week” in Santa Cruz

**(July 18, 2007) Santa Cruz, CA** – Mayor Emily Reilly has proclaimed July 20 to 26 as CCOF Week in Santa Cruz to recognize the economic, health, and environmental benefits derived from organic agriculture. As CCOF gears up to welcome members, colleagues, friends and affiliates to our new office location on July 20<sup>th</sup>, 2007, from 4 – 8 p.m. in celebration of the new CCOF headquarters, we now have even more to commemorate on this monumental day in CCOF history.

The event will feature a reading of the City of Santa Cruz Proclamation at 6 p.m. in the courtyard and south parking lot area adjacent to our office space. CCOF will be serving Santa Cruz Mountain Brewing's organic amber and pale ale brews as well as local organic wines for those of age attending the event. Delicious organic food will be cooking on the grill and served alongside other delectable organic fares. Tours of the facilities will be available, as will information about CCOF and the world of organics.

Local musicians will entertain the crowd throughout the evening starting off with an eclectic soloist named Rodney Brillante, and afterward The Four Finger String Band will break into some good old fashioned bluegrass. Our headliners, The Rolling Cultivators, are known as a bluegrass band comprised of organic farmers, and will begin their set at 6:30 p.m.

CCOF, one of North America's oldest and largest organic certification agencies, certifies more than 1,600 organic farmers, processors, handlers, retailers, and private labelers. More than 300 supporting members are comprised of consumers, suppliers and other individuals and businesses interested in furthering CCOF's work.

### About CCOF

*CCOF (California Certified Organic Farmers), a nonprofit organization, was founded in 1973 and is one of the nation's oldest and largest third-party organic certifying agencies. CCOF certifies, educates, advocates and promotes organic 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.*