



CCOF

Organic Certification Trade Association Education & Outreach Political Advocacy

For Immediate Release

Contact: Viella Shipley
(831) 423-2263, ext. 31
viella@ccof.org

California Certified Organic Farmers Names New Marketing Director

(January 16, 2007) Santa Cruz, CA – CCOF, California Certified Organic Farmers, announced the appointment of Viella Shipley as Marketing Director, effective January 16.

Shipley, a native of California, brings over fifteen years of comprehensive marketing and communications experience to the table. This includes senior management positions at the University Austral de Chile, Face the World Foundation and other public and private institutions. Prior to joining CCOF, Shipley ran a consulting practice in the San Francisco Bay Area.

CCOF, one of North America's oldest and largest organic certification agencies, certifies more than 1,500 organic farmers, processors, handlers, retailers, and private labelers in 14 states and 8 countries including about 75% of the organic acreage in California. More than 300 supporting members are comprised of consumers, suppliers and other individuals and businesses interested in furthering CCOF's work.

"CCOF is a leader in the organic field and I am proud to be a part of this team. I look forward to bringing in new certified members as well as promoting our member products and services by implementing a comprehensive marketing and outreach program. Our marketing strategy will be guided by the results of CCOF's current strategic planning process. The challenge will be to create synergy not only within CCOF's diverse member base but also with the organic movement in general. The potential for growth is tremendous as well as imperative; the future of our planet depends on it," said Shipley.

Shipley holds a Bachelor of Science in Business Administration from Sacramento State University and a Master of Arts in International Relations from San Francisco State University. She has also studied and worked in France, Switzerland and Japan. As a high school student she was elected "Star Greenhand" of the Future Farmers of America, FFA, Manteca Chapter.

Shipley has recently relocated to Santa Cruz from Marin County.

About CCOF

CCOF, a nonprofit organization, was founded in 1973 and is one of the nation's largest and oldest 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.*

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