



# CCOF

*Organic Certification Trade Association Education & Outreach Political Advocacy*

For Immediate Release

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## **CCOF Introduces Expedited Organic Certification Program**

**(January 19, 2007) Santa Cruz, CA** – CCOF unveiled today an expedited organic certification program in response to the booming demand for organic certification. Clients seeking organic certification can now go through the same rigorous inspection and review criteria as the regular certification process in a fraction of the time.

The CCOF Expedited Certification Program was designed to meet the needs of operations capable of compliance that do not have sufficient time to undergo the certification process because of impending harvests, market releases or product launch deadlines. Fast-track applications receive top priority processing and are immediately assigned an inspector who is required to submit reports to CCOF within 48 hours of final inspection. CCOF's internal review and processing is guaranteed to be completed within 72 hours. In some cases the expedited certification process can be completed in as quickly as a week compared to the recommended 12 weeks prior to organic harvest using the regular certification method. Organic certification is not guaranteed since it depends upon inspector findings, compliance on site, and the quality of the application. Under no circumstances are USDA standards compromised.

CCOF introduced this program in response to numerous requests for fast-track certification from clients. "CCOF's Expedited Certification Program provides an important new service for companies new to organic as well as existing CCOF clients. Our goal is provide premier certification services without compromising quality. CCOF prides itself as a leader in organic certification, and this program benefits everyone by getting organic goods to the marketplace in a timely manner," said Certification Services Director Jake Lewin.

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.

### 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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