

Winter 2011 Edition***'Building Your Organic Community'***

This article will share case-studies on how CCOF certified members are using public and media relations, websites and online marketing tools like blogs, Facebook and Twitter to 'tell their story', and build their customer loyalty and brand to grow their market share. You will learn about the communications tools successfully being used to engage organic consumers, to help them understand the organic movement, and feel part of the organic community. The main feature article of this edition complements the theme of CCOF's 2011 Education Conference 'Growing the Organic Market'.

Spring 2011 Edition***'Growing a More Sustainable Food Trade-Best Practices from the Organic Sector'***

The best practices in food trade sustainability will be covered in this article. Research, innovation, and new technology and the benefits they can offer food producers and manufacturers, be it lighter weight packaging, fuel efficiencies, or alternative energy options such as biomass or solar are all topics that will be included.

Summer 2011 Edition***'Natural Resource Conservation--Funding in Action'***

This article will highlight how a number of CCOF certified organic farms have taken advantage of funding to further natural resource conservation efforts on their land. A major wetland preservation initiative, partnerships with the U.S Fish and Wildlife Service related to agricultural easements and protection of the land in perpetuity along with innovative water and energy conservation projects will all be featured.

Fall 2011 Edition***'Culture and Traditions in Organic Food'***

This article will focus on CCOF certified clients involved in projects related to renewing and preserving food and food traditions. From seed saving to growing heirloom varieties and a return to old production methods, we'll learn how organic farmers and processors are playing their role in keeping America's cultural food traditions and regional specialties alive.

