



CCOF

Organic Certification Trade Association Education & Outreach Political Advocacy

For Immediate Release

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Henry's Farmers Market Grilling Event to Benefit CCOF

August 31, 2005 (Santa Cruz, CA) – Henry's Farmers Markets in Southern California, part of the Wild Oats family, will celebrate Wild Oats' 18th birthday on Saturday, September 17, by hosting a grilled lunch event. Between 11am and 1 pm, anyone can stop by Henry's Farmers Markets for a choice of a grilled beef, turkey, or buffalo burger or a portabella mushroom sandwich, with fresh produce toppings, condiments, side salads, chips and soda – all for just \$5! Proceeds will benefit California Certified Organic Farmers (CCOF).

All 26 Henry's Farmers Markets in Southern California and Arizona provide friendly old-fashioned service and knowledge. Their passion for healthy food ranges from farm-fresh produce, all-natural foods, bulk grains, nuts and candy, whole grain sprouted breads, vitamins and supplements, meats and specialty grocery items.

CCOF certifies 75% of the organic farmland in California, which means that much of the produce eaten by Henry's Farmers Market shoppers is likely to be CCOF certified organic.

CCOF, a nonprofit organization formed by a group of grassroots activist farmers, is one of the oldest and largest organic certifiers in North America. CCOF's purpose is to promote and support organic agriculture 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 products and to expand public support for organic agriculture.
- Advocacy for governmental policies that protect and encourage organic agriculture.

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