



CCOF

Organic Certification Trade Association Education & Outreach Political Advocacy

For Immediate Release

Contact: Jake Lewin
Director of Marketing
(831) 423-2263, ext. 21
jake@ccof.org

5% Day to Benefit CCOF at New Frontiers Natural Marketplace

August 31, 2005 (Santa Cruz, CA) – New Frontiers Natural Marketplace in San Luis Obispo will be donating 5% of sales Wednesday, September 21, to California Certified Organic Farmers (CCOF). Members of CCOF will be on site to share information about organic agriculture. Organic farmers will also be on hand for questions and discussion. Between 11 am and 3 pm, enjoy samples of fresh organic foods from local organic farms.

Shoppers at New Frontiers Natural Marketplace enjoy certified organic produce, naturally raised meats, organic coffees, gourmet deli foods and handmade bakery treats. Products sold at New Frontiers are chosen with shoppers' quality of life in mind.

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.

###