

For Immediate Release

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CCOF Names Policy Director

(April 8, 2008) Santa Cruz, CA – CCOF announced the appointment of Claudia Reid as its first full-time Policy Director in the organization's 35-year history. This marks yet another landmark in the growth of the organization and demonstrates CCOF's continued commitment to lead the organic movement through advocacy for governmental policies that protect and encourage organic agriculture.

Reid brings over 25 years of policy expertise to CCOF. She previously served as Policy Director for the California Coalition for Food and Farming and, prior to that, she was the Legislative Director for the University of California, Agriculture and Natural Resources. Reid will be based Sacramento, California's capital.

"For me, working for CCOF is the culmination of 25 years of experience in agriculture and is highlight of my career. I am privileged to be representing organic farmers and processors and feel passionate about protecting the integrity of the organic label," stated Reid.

Reid's hiring reflects a commitment by CCOF to proactively advocate on strategic policy issues. "Our mission is to certify, educate, advocate and promote organic," states Peggy Miars, CCOF Executive Director. "Our members rely on us to actively defend the integrity of organic standards, educate consumers and work to expand the organic marketplace. Selecting Claudia for this new position is going to enable us to focus on critical advocacy activities."

CCOF, one of North America's oldest and largest organic certification agencies, certifies more than 1,800 organic farmers, processors, handlers, retailers, and private labelers in 29 states and six countries including nearly 80% of the organic acreage in California. More than 350 supporting members are comprised of consumers, suppliers and other individuals and businesses interested in furthering CCOF's work.

About CCOF

CCOF (California Certified Organic Farmers), a nonprofit organization, was founded in 1973 and is one of the nation's oldest and largest 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.*

For further information on CCOF visit: www.ccof.org

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