



CCOF

Organic Certification Trade Association Education & Outreach Political Advocacy

FOR IMMEDIATE RELEASE

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CCOF and The Epicurean Connection Present a Non-GMO Education and Dialogue with Percy Schmeiser in Five Locations around the Bay Area

(November 1, 2006) Santa Cruz, CA – CCOF, one of the oldest and largest organic certifiers and trade associations in the country, presents a Non-GMO (Genetically Modified Organism) Education and Dialogue with Percy Schmeiser, the Canadian farmer whose canola fields were contaminated with GMO seed, and in turn was sued by Monsanto. CCOF actively supports GMO-free initiatives, as the issue of GMO crops is one of the biggest concerns today for both organic and conventional producers alike. GMO seed is strictly prohibited throughout organic production.

Co-Hosted by Sheana Davis of The Epicurean Connection, the tour will bring to light Percy's story of his ongoing struggle and court appeal with agri-chemical and GMO giant, Monsanto. Special guest speakers include Dr. Ignacio Chapela (UC Berkeley), Michael Pollan (author, *Omnivore's Dilemma*), Peggy Miars (CCOF Executive Director), Sheana Davis (The Epicurean Connection), and Britt Bailey (Environmental Commons).

Longtime farmers from Saskatchewan, Canada, Percy Schmeiser and his wife Louise were close to reaching retirement when they were surprisingly sued by Monsanto in 1998. Monsanto claimed the Schmeisers were illegally growing their patented GM technology, RoundUp Ready Canola, in their fields. But Schmeiser was yet another victim of unwanted, GMO contamination, and decided to take his fight all the way to the Supreme Court. The Schmeiser's never wanted the GM seed to enter their crop fields in the first place, and they have been sharing their story ever since.

All programs begin at 7 p.m. with doors opening at 6 p.m. Cost is a \$10 donation (except for UC Berkeley, which is free), and no one will be turned away for lack of funds. Tour dates:

- Monday, November 13, Santa Cruz, Live Oak Grange (831-423-2263)
- Tuesday, November 14, UC Berkeley, North Gate Hall (510-847-7141)
- Thursday, November 16, Sonoma, Burlingam Hall (707-935-7960)
- Friday, November 17, Ukiah, Mendocino Community College Little Theater (707-468-3012)
- Saturday, November 18, Pt. Arena/Manchester, Garcia Grange (707-882-3425)

All proceeds and donations from these events will go directly to the Schmeiser's efforts to fight Monsanto and GMO contamination, as well as to educate the public and farmers alike about the severe risks associated with GMO crops.

About CCOF

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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