



CCOF

Organic Certification Trade Association Education & Outreach Political Advocacy



For Immediate Release

Contact: Jane Baker
CCOF Marketing Director
(831) 423-2263, ext. 27
jane@ccof.org

Fun for All on Organic Road Trip

(July 14, 2010) Santa Cruz, CA - CCOF, one of the nation's oldest and largest organic certification agencies, is promoting a fun California organic road trip this summer that will entice food lovers from near and far. The five day trip through the golden state guides the traveler to organic farms and businesses that open their fields and doors to eager visitors.

The journey traverses five southern California counties with fifteen stops at CCOF-certified organic destinations along the way. The traveler is invited to take tours of the University Farm at CalPoly in San Luis Obispo, to stop at a lemon packing house and honey and lavender farms in Ventura County, and to embark on a wine tasting loop in Santa Barbara. Those favoring non-alcoholic beverages might prefer the invitation to a Friday morning coffee cupping (a coffee lover's version of wine tasting) in the coastal town of La Jolla. Meal stop recommendations range from farm bistros to full restaurants, including the acclaimed Full of Life "Hearth in the Cottonwoods" restaurant in Los Alamos, known for its organic wood-fired flatbreads.

Organic is not just about eating, so accommodations are not overlooked. Places to stay include a farm bed and breakfast in Fallbrook and two hot spring resorts in Riverside County. The itinerary can be tailored to meet individual traveler tastes, whether they are foodies, wine enthusiasts, or city-dwellers looking to get their hands dirty on the farm.

"Consumer interest in making a closer connection to their food has led to a huge upswing in agri-tourism for organic farms, wineries, and processors," explains Jane Baker, CCOF Director of Sales and Marketing. "These operations are making the most of this new opportunity to promote their products by inviting travelers out to see their work, taste their goods, and share in their passion for organic."

The organic road trip presents an attractive getaway for those wanting to escape the city. It gives travelers an opportunity to explore and deepen their understanding of our food system while enjoying unique on-farm dining experiences not available in urban settings. Organic agri-tourism offers a more personal experience, as visitors travel back to the land, get a close-up look at organic agriculture and processing in action and taste genuine local and seasonal fare. Pack the suitcase, load the car and take CCOF's organic road trip and an ordinary vacation will become an extraordinary, memorable journey that will provide topics for dinner party conversations for many months after.

The full itinerary can be downloaded at: http://www.ccof.org/pdf/Road_Trip.pdf

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 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.*

CCOF certifies more than 2,160 organic operations in 34 states and three foreign countries and serves over 350 supporting members - consumers, suppliers, businesses and individuals - interested in supporting its work.