



# CCOF

*Organic Certification Trade Association Education & Outreach Political Advocacy*

For Immediate Release

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## **Three Natural Foods Retailers Support CCOF in 2005**

**October 5, 2005 (Santa Cruz, CA)** – During the fall of 2005 CCOF, a leading organic certification, education and trade association, enjoyed the support of both national and regional natural foods retailers. Whole Foods Markets, Henry’s Farmer’s Markets and New Frontiers Natural Markets all honored CCOF with fundraising events. The financial support helps CCOF achieve its mission of providing premier organic certification programs, education, and political advocacy on organic issues.

Whole Foods Market’s Southern Pacific Region Community Support Day netted CCOF more than \$74,000. Additionally, Henry’s Farmers’ Markets hosted a grilling event with proceeds benefiting CCOF. New Frontiers Hosted a 5% Day in their San Luis Obispo store. The unique combination of national and regional retailers providing support to CCOF has shown the commitment of these retailers to furthering the organic foods movement.

“CCOF has been truly fortunate to enjoy the support of farmers, processors, and the public for more than 30 years. Now, major retailers are providing critical resources to help CCOF reach wider audiences with our educational, advocacy, and certification programs,” said Peggy Miars, CCOF Executive Director. “After leading the organic marketplace for 30 years, it’s refreshing to have the continued support of both national and regional retailers.”

CCOF certifies 75% of the organic farmland in California and provides education on organic issues and leadership on organic legislative and policy issues nationwide. Certifying more than 1000 farmers, 350 processors, and 750 certified organic products, CCOF represents a sizable segment of the organic marketplace. In addition, 250 donors support CCOF’s programs.

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## 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.

## About Whole Foods Markets

Whole Foods Market started as one small store in Austin, Texas, and now operates 171 stores throughout North America and the United Kingdom. Whole Foods Market remains uniquely mission driven: They are highly selective about what they sell, dedicated to stringent Quality Standards, and committed to sustainable agriculture.

## About Henry's Farmers Markets

Henry's Farmers Market has 26 locations in California and Arizona offering farm fresh produce from friendly folks who provide customers with good old-fashioned service. The passion for healthy food doesn't stop at produce. Henry's offers delicious, all-natural food choices, including bulk grains, nuts and candy, whole grain sprouted breads, vitamins and supplements, meats and unique grocery items.

## About New Frontiers Natural Marketplace

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.

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