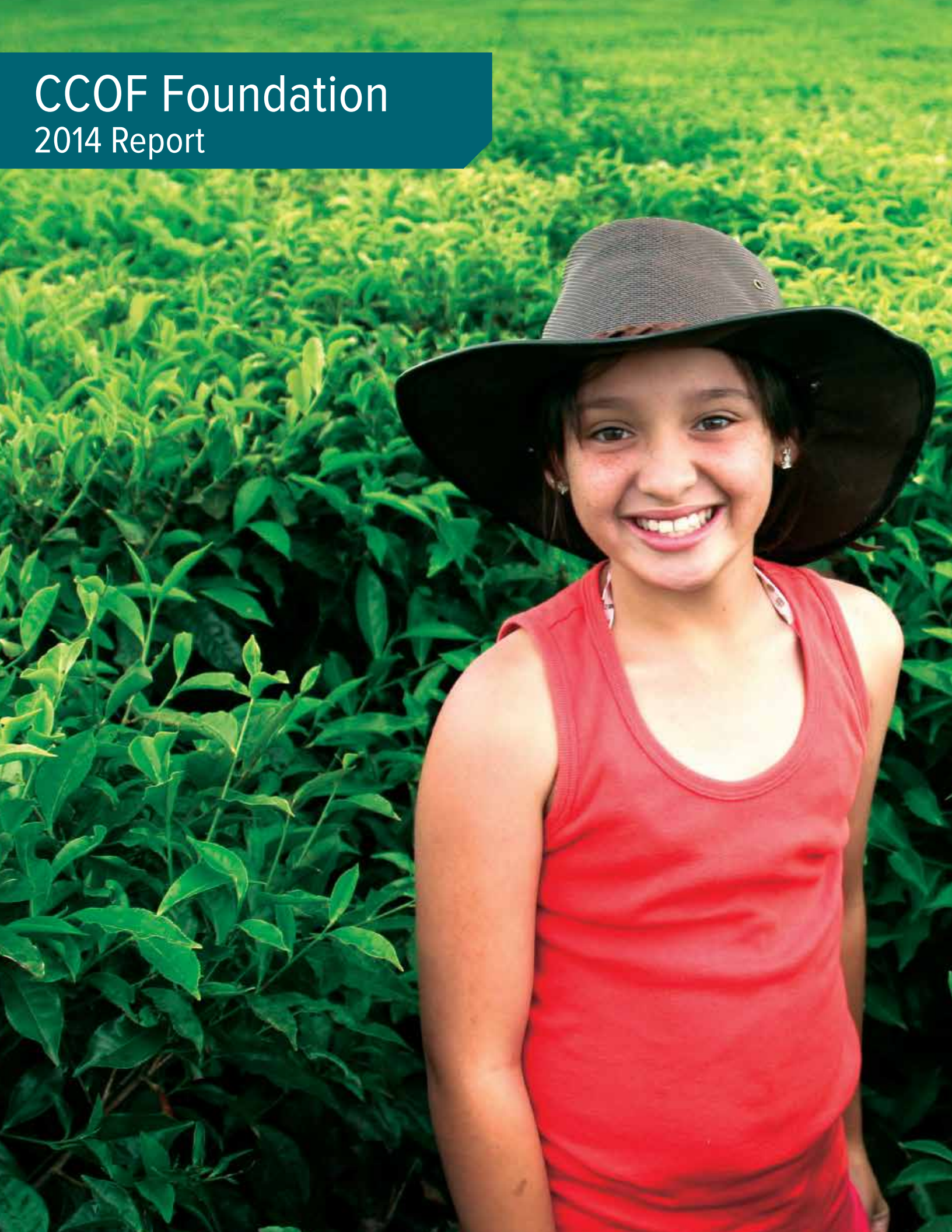


CCOF Foundation
2014 Report



The CCOF Foundation is investing in new organic farmers and businesses and building consumer demand for organic by:

Improving pathways to success for aspiring organic farmers through educational grants and training programs

Providing organic farmers and processors with the latest in organic production methods

Educating families on the benefits of choosing food with the organic seal

foundation board of trustees

Allen Harthorn, Chairman
Harpos Organic

Lee Altier, Ph.D., Trustee
California State University, Chico

Karen Archipley, Trustee
Archi's Acres

Phil LaRocca, Trustee
LaRocca Vineyards

Malcolm Ricci, Trustee
Bolthouse Farms

foundation staff

Cathy Calfo
Executive Director/CEO

Jessica Beckett
Foundation Program Coordinator

Emily Shoemaker
Development Manager

Mike Scott
Foundation Program Assistant

investing in the future of food



Dear Friend,

It is happening! The CCOF Foundation is changing the way the world eats. We are supporting new organic farmers and businesses, and helping people understand what organic is and why it is worth their investment.

This year, we began to change the face of agriculture in the United States by investing in the next generation of organic farmers and agricultural professionals. Through a first-of-its-kind partnership with organic business leaders, the Foundation launched its Future Organic Farmer Grant Fund to support organic lessons in K-8 classrooms, Future Farmers of America (FFA) Supervised Agricultural Experience projects using organic production methods, and beginning organic farmers pursuing vocational and higher education training in organic agriculture. Next year, we will double the size of this fund to at least \$100,000 to reach even more future organic farmers.

We are also helping change the way consumers make their purchasing choices. The Foundation partnered with farmers across the United States to distribute 10,000 postcards and refrigerator magnets that explain what organic is and how to look for it at the market. Next year, 30,000 of these cards will be distributed by hundreds of farmers across the country.

Perhaps more important than anything else, we are supporting organic farmers who currently produce billions of dollars of organic products every year. They are doing this in the face of drought, invasive species and aggressive pests, and with a fraction of the public investment that benefits conventional agricultural production. The Foundation's Bricmont Hardship Assistance Fund offers direct financial assistance to organic producers who have suffered losses due to extreme weather events or personal hardship.

The Foundation's Organic Training Institute provides no- or low-cost training resources to organic troops on the ground that sustain the organic marketplace and demonstrate every day that it is possible to produce food without the use of dangerous synthetic pesticides and in a way that enhances biodiversity. This year, more than 300 farmers participated in workshops and webinars offered through the institute. Next year, with your help, we will serve more than 500 organic producers, processors, handlers, and retailers with technical assistance that supports their economic success.

Organic is everywhere today—from the local farmers' market and farm stand to the produce sections and shelves of major retailers—yet it remains less than 5% of all agricultural sales. We have a long way to go. Join us at www.ccof.org/foundation to support organic agriculture and change the way the world eats.

Thank you!



Cathy Calfo
Executive Director/CEO



meeting the challenge

the organic training institute

Through hands-on trainings, workshops, and seminars, the Organic Training Institute provides resources to organic professionals that cover the latest organic research and best production practices. This year's trainings focused on topics requested by organic professionals, including: on-farm resource management, climate-friendly farming practices, water-conscious irrigation practices, food safety practices and certification, wholesale marketing, and more. By sharing the latest research on organic agriculture, the Organic Training Institute is ensuring the advancement of organic.

making educated food choices

Consumers are more food-conscious than ever before and want to make smart choices by buying healthy food for their families. However, food labels and seals can be confusing, misleading, and sometimes even false. As competing eco-labels continue to saturate the marketplace – from “Non-GMO” to “All Natural” – shoppers are becoming more confused about what is the best choice.

The CCOF Foundation's consumer education program informs consumers about the meaning of different food labels and seals through its Buy Certified Organic campaign. Informational postcards are distributed to farmers' markets throughout the United States that encourage consumers to choose “Certified Organic” for their family. The cards also include a “Buy Certified Organic” magnet to give consumers a lasting reminder of the importance of the organic seal.

Thanks to Organic Valley's generous support, in 2014 CCOF distributed 10,000 postcards with this valuable message to U.S. households.



2014 points of pride

300

FARMERS AND BUSINESSES PROVIDED WITH PROFESSIONAL DEVELOPMENT TRAINING TO SUPPORT THEIR ECONOMIC SUCCESS

14

ORGANIC FARMERS RECEIVED HARDSHIP ASSISTANCE TO HELP KEEP THEIR DOORS OPEN IN DIFFICULT FINANCIAL TIMES

300

CHILDREN AND YOUTH IN THE UNITED STATES ENGAGED IN YEAR-LONG ORGANIC EDUCATION PROJECTS IN THE 2014-2015 ACADEMIC YEAR

10

ASPIRING ORGANIC FARMERS RECEIVED SCHOLARSHIPS TO HELP THEM ACHIEVE THEIR DREAMS

organic hardship assistance – the bricmont fund

Natural disasters such as flood, freeze, fire, drought, invasive pests, and personal emergencies are common in agriculture. No one understands that better than the farmer-led board of trustees of the CCOF Foundation.

The Bricmont Fund is the only fund that provides direct financial assistance exclusively to organic producers, processors, and handlers who suffer losses due to extreme hardship. Since 2007, CCOF has distributed \$10,000 per year to members of the organic community who are in need. As we enter a period of extreme and unpredictable weather throughout the United States, access to this kind of emergency funding is more important than ever.

*Thank you all so very much for the grant...
We have been out of water for over two months.*

- BRICMONT FUND GRANT RECIPIENT

growing future organic farmers

The United States is facing an epidemic shortage of farmers. Among the challenges to meet the rising demand for organic products that are healthy for both people and the planet is the need for new organic farmers and entrepreneurs. The Future Organic Farmer Grant Fund is changing the world! We are pleased to introduce some of our 2014 grant recipients.

VOCATIONAL & HIGHER EDUCATION GRANT RECIPIENTS:



Octavio Garcia

STUDENT, CALIFORNIA STATE UNIVERSITY, FRESNO

Garcia came to the United States with his family at age 14 and started picking strawberries in the fields of California's Salinas Valley, eventually enrolling himself in high school to learn English and pursue an education. Participating in the Agriculture and Land-Based Training Association's (ALBA) Farmer Education Program provided him with the business and organic farming skills needed to start operating his own 6.6-acre organic farm. Now, he is attending California State University, Fresno to combine his hands-on experience with additional schooling to scale up his farming business and share knowledge with other beginning farmers as a mentor at ALBA. The CCOF Foundation is proud to support him as one of the emerging leaders in the Salinas Valley organic farming community.



Eliza Milio

APPRENTICE, CASFS, UNIVERSITY OF CALIFORNIA, SANTA CRUZ

After completing an undergraduate degree in Environmental Studies at the University of California, Santa Cruz (UCSC), Milio discovered a deep passion for working with the land. She worked for two seasons at a local organic farm and also gained experience as a line cook at a local farm-to-table restaurant. Experiencing the full cycle of transformation – from seed, to crop, to harvest, to nourishing meals – was a powerful experience for Milio. She decided to enroll in the Farm and Garden Apprenticeship at UCSC's Center for Agroecology and Sustainable Food Systems (CASFS) to develop her organic farming skills, with the ultimate goal of owning a connected organic farm and restaurant operation that engages the community in education about the benefits of organic agriculture.

AGRICULTURE IN THE CLASSROOM GRANT RECIPIENTS:



Samantha Stuller

7TH AND 8TH GRADE SCIENCE TEACHER,
VALLEY OAK MIDDLE SCHOOL,
VISALIA, CA

Stuller will organize a series of mini-lessons on organic agriculture to teach her middle school students that agriculture is part of the solution to problems faced in the local community. Her goal is to teach students that mindful, organic farming is a way to secure food in the community, advance careers, and preserve and maintain rich natural resources.



Barbara Roether

MIDDLE SCHOOL TEACHER,
CASA DI MIR MONTESSORI SCHOOL,
CAMPBELL, CA

Roether's Orchard of History project will connect students to the agricultural rhythms of the seasons while learning about the history of orchards in the Santa Clara Valley. The students will experience first-hand the care and effort that goes into digging, planting, fertilizing, watering, pruning, and maintaining trees, allowing them to gain an appreciation for the true value of food – including all the resources and labor that go into it. Roether believes that this experiential understanding of food is critical to creating a sustainable future for all.

thank you for an amazing year!

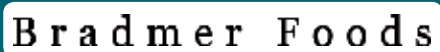
DONORS

- Susan M. Abernathy
- Avila Farms
- Maria Bonaudi
- Bradmer Foods
- Broussard Farm
- Cisneros Farms
- Clif Bar Family Foundation
- Dixon Ridge Farms
- Mary Dodds
- Driscoll's Philanthropy
- Earl's Organic Produce
- Donald Ellis
- Drew and Myra Goodman
- Allen Harthorn and Pamela Posey
- Heath & Lejeune, Inc.
- HEW Charitable Foundation
- Jerry M. Seibert Farms
- Las Hermanas C.C. Produce
- Tom Nakashima
- National Cooperative Grocers Association
- Navdep S. Sran - Organic Farms
- Noce daVero Farms, LLC
- Organic Valley
- Pinter Farm
- Uesugi Farms
- UNFI Foundation
- Vignolo Farms
- Wawona Packing Co.

GRANTORS

- Ann and Gordon Getty Foundation
- National Sustainable Agriculture Coalition

future organic farmer grant fund partners

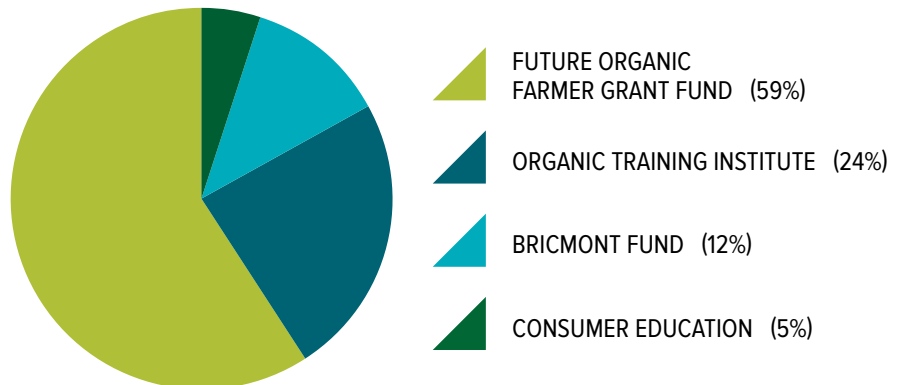


financials & donor recognition

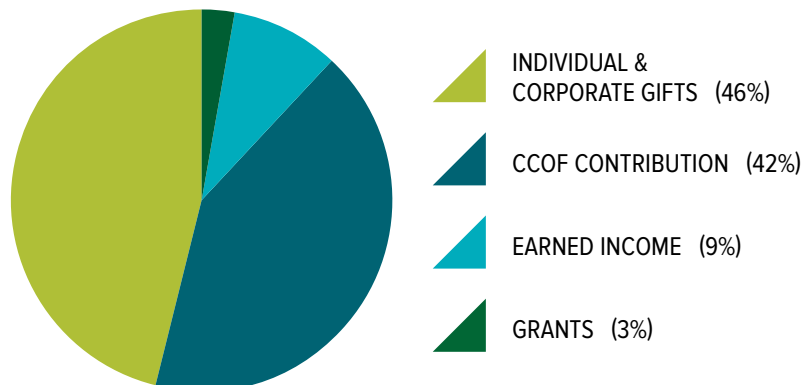


The CCOF Foundation is investing in organic production and asking you to do the same by making your own tax-deductible contribution. We depend on private donors, foundations, and sponsors to help us grow the future of organic. Partner with us at www.ccof.org/foundation. Thank you to those who make our work possible!

investment by program



donations





CCOF FOUNDATION
2155 DELAWARE AVENUE, SUITE 150
SANTA CRUZ, CA 95060
(831) 423-2263
WWW.CCOF.ORG/FOUNDATION

The CCOF Foundation is changing
the way the world eats.

