

# CCCOF

*m a g a z i n e*

Volume XX, Number 3

*Creating a Living Standard for Healthy Food*

Fall 2003



## *Farmers' Markets*





## DIVERSITY BUILDS A MOVEMENT

By Brian Leaby  
CCOF President



FOR THIRTY YEARS diverse individuals have been building community as they built an agricultural movement dedicated to the ideas that: the purpose of agriculture is to grow nutritious food; soil is a living system; and those engaged in the production and processing of food deserve a fair chance to make a sustainable return on their work. Thousands of individuals, through their gifts of time, talent, and resources have helped CCOF become a leader in one of the most powerful social movements in recent history.

Organic agriculture has developed methods to provide a basic human need at an affordable cost that works with and enhances nature. It is a strong counter to the illusion that humans can destroy and poison the earth without paying the consequences. Farm chemicals may be cheap and effective in the short-term, but the long-term price is more than we can afford. Working together, organic producers have provided a new economic model for society. They have developed and imposed upon themselves regulations that protect the environment, build soil health, and provide nutritious food. They educate consumers on the benefits of providing food under those regulations, and consumers respond by paying additional costs for additional value. Our movement grew because many individuals came together to share their knowledge, to build an organization, to educate consumers, and to work in the political arena to make a shared dream a reality.

While the foundation of organic agriculture is simple—create healthy soil to create nutritious food—the organic move-

ment is as complex as soil, and organic farmers are a diverse lot. Every organic producer came to organic based on their own strongly held beliefs. Few of CCOF's members were born into organic agriculture, and many were not born into agriculture at all, but came to it through strong convictions. CCOF is a collection of strong-willed, free thinkers. Holding such a group together in one organization is a challenge. The strength of the mission of CCOF, and the individuals who have come forward to volunteer, has created a strong organization—strong enough to withstand the recent attack on our structure by USDA when it demanded that the Board separate itself from certification. CCOF has emerged as a stronger organization with three units: certification, trade association, and a center for education. All of this is possible because of volunteers like **Philip LaRocca** and **Vanessa Bogenholm**. Philip is the past Chairperson of the Board of CCOF and Vanessa is the current Chairperson.

The diversity of CCOF is reflected in the differences between Philip and Vanessa. Philip is the son of a San Francisco fisherman; he worked as a road manager for Credence Clearwater Revival, was first certified by CCOF in

the early 1970s, and is an organic wine producer in Northern California. Philip has dedicated well over a decade of hard

*Our movement grew because many individuals came together to share their knowledge, to build an organization, to educate consumers, and to work in the political arena to make a shared dream a reality.*

work to CCOF and is currently serving as the North Valley Chapter Board Representative. Vanessa came to organic agriculture through a very different path. She majored in agriculture in college, worked as a pest control advisor, and farmed conventionally. She converted to organic farming when she noticed that her dog was getting sick after running through her conventional strawberry fields. Vanessa brings considerable talents and energy to her posi-

tion. These are two very different individuals held together by a belief in the importance of CCOF and organic farming. CCOF is lucky to have Philip and Vanessa and over one hundred individuals who voluntarily work together to help CCOF function and create a new vision for agriculture and society. 🍓



Vanessa Bogenholm, Chairperson of CCOF Board, handing Philip LaRocca, past Chairperson, a plaque thanking Philip for his years of dedication to CCOF.

### OUR PURPOSE

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 product and to expand public support for organic agriculture.
- Advocacy for governmental policies that protect and encourage organic agriculture.



# Memorials

DURING THE PAST 30 YEARS, many members of the CCOF family who helped create and nurture this respected organization have departed this life, leaving us with memories to share—strong-willed people such as Kathleen Barsotti, Kevin Kennedy, Larry Thatcher, Joseph Toppings, and Sy Weisman. As a continuation of the 30th Anniversary celebration of CCOF, we would like to include memorials to CCOF members who have passed on, so that we may celebrate their lives and achievements, and their dedication to CCOF's growth and its future.

If you would like to submit a memorial for inclusion in the Winter issue of *CCOF Magazine*, please include a few lines or a few paragraphs about the person(s), a photograph if you like, and send to CCOF, Attn: Editor, 1115 Mission Street, Santa Cruz, CA 95060. Please write your name and address and the person's name on the back of your photo. All photos will be scanned at the CCOF office and returned via U.S. Mail the same day. Or e-mail text and photos to [keith@ccof.org](mailto:keith@ccof.org). Thank you all!



## Submissions to the CCOF Magazine

Letters to the editor are gladly accepted, provided letters are succinct and remain on topic. Letters must include complete contact information, including daytime telephone number, and must be signed. Letters are subject to editing and will not be returned. Submitting a letter to the editor does not guarantee printing.

For information about submitting articles to *CCOF Magazine*, or to discuss article ideas, please contact Keith Proctor toll free at 1-888-423-2263, ext. 12, or e-mail to [keith@ccof.org](mailto:keith@ccof.org)

## Advertisement Policy & Rates

Classified line ads cost \$10 per line. Seven words equal one line. There is a three-line minimum. Payment for line ads is required in advance. Line ads are free for CCOF Certified clients. Classified line ads will be posted on our website for three months at no additional cost. Web-only advertising available. ([www.ccof.org/classifieds.html](http://www.ccof.org/classifieds.html)).

To place a classified advertisement or to receive a quote, contact Keith Proctor at 831-423-2263, ext. 12, fax 831-423-4528, or [keith@ccof.org](mailto:keith@ccof.org). Advertisements submitted via e-mail are greatly appreciated.

To place a display advertisement, please contact Kenny Swain, Marketing Assistant, at ext. 22 or [kenny@ccof.org](mailto:kenny@ccof.org) to inquire about rates or for more information.

## TABLE OF CONTENTS

FEATURE ARTICLE, <i>Anonymous Peaches</i> . . . . .	2
MEMBERS, <i>Farmers' Markets: A Choice of Lifestyle</i> . . . . .	6
LABOR, <i>Social Accountability in Sustainable Agriculture</i> . . . . .	9
PEST CONTROL, <i>Mosquitoes and West Nile Virus</i> . . . . .	10
COOPERATION, <i>CCOF Farmers and MESA's International Trainees Grow Together</i> . . . . .	13
FOCUS ON FOOD, <i>Tomatoes: Reclaiming the Flavor</i> . . . . .	14
HOME & GARDEN, <i>Waste Not Want Not</i> . . . . .	16
MARKETING, <i>Risk Management and Sales Diversification</i> . . . . .	20
GOVERNMENT AFFAIRS, <i>CCOF Members Show Their Strength in the Legislative World</i> . . . . .	21
CCOF HISTORY: 1990–2000, <i>Nurturing Social Change</i> . . . . .	22
NEWS BRIEFS, <i>Glassy-winged Sharpshooter and Other News</i> . . . . .	28
THE GE REPORT, <i>News from the Genetic Engineering Front</i> . . . . .	29
SACRAMENTO, <i>International Ministerial Conference and Expo</i> . . . . .	30
NOSB, <i>National Organic Standards Board Meeting May 2003</i> . . . . .	34
CERTIFICATION CORNER, <i>What Goes Around Comes Around</i> . . . . .	36
BUSINESS RESOURCES. . . . .	37
CCOF CERTIFIED OPERATIONS . . . . .	39
OMRI BRAND NAME PRODUCTS LIST UPDATE . . . . .	41
CLASSIFIEDS. . . . .	43
CALENDAR . . . . .	45

## ECO-AUDIT



### *Environmental Benefits of Using Recycled Paper*

The *CCOF Magazine* is printed on New Leaf Opaque 70# paper, 80% recycled, made with 80% post-consumer waste, and bleached without the use of chlorine or chlorine compounds, resulting in measurable environmental benefits.<sup>1</sup> New Leaf Paper has provided CCOF with the following report of the annual environmental savings:

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- 52 Pounds of hazardous effluent (BODs, TSSs, CODs, AOXs)

<sup>1</sup> Environmental benefits are calculated based on research done by Environmental Defense, the other members of the Paper Task Force, and Conservatree, who studied the environmental impacts of the paper industry. Contact ED for a copy of their report and the latest updates on their data. Hazardous Air Pollutants (HAPs), Volatile Organic Compounds (VOCs), and Absorbable Organic Compounds (AOX).

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# Anonymous Peaches

FARMERS' MARKETS PROVIDE VITAL CONNECTIONS BETWEEN THE ORGANIC MOVEMENT AND CONSUMERS

By Amy Dryden, CCOF Intern

CLAUDINE SCHULLER TAKES TIME OFF WORK every Wednesday to come to the farmers' market. "I don't buy produce anywhere else if I can avoid it," she says while sampling organic peas from the **Molino Creek Farm** stand at the Santa Cruz farmers' market.

Like many farmers' market regulars, Claudine enjoys the positive, social environment of the market, and values the direct contact with farmers. "I wouldn't want an anonymous peach!"

Isabel Duarte comes to the Saturday farmers' market in Berkeley twice a month. She and three other women from her neighborhood squeeze into her Honda Civic and drive down from Richmond, seeking fresh produce and fair prices. "I freeze and can a lot of what I buy. I want my family to have healthy food, but the fruits and vegetables at the grocery stores close to us are usually too expensive. Sometimes they are already rotten!" Isabel and a group of her friends decided to find a better way to buy fresh foods, and discovered the Saturday Berkeley market.

Both Claudine and Isabel, along with many other farmers' market patrons, seek out markets because they feel they can purchase higher quality foods at lower prices than they might pay elsewhere. Other shoppers often cite the value of purchasing

organic products, items from local farms, and in-season fruits and vegetables for their health, environmental and social benefits.

Farmers' markets, unlike other chains of supply between organic farmer and consumer, can effectively eliminate or decrease many of the costs of agriculture, both direct

and educating consumers on the benefits of choosing to buy organic foods.

Randy Dethlefs now exclusively chooses to buy organic when shopping for nectarines, peaches, and strawberries. After having a conversation with a grower at the Monterey farmers' market, he was con-

vinced there was a better way to grow food. "He told me, 'You can buy those other peaches, but you're paying for pesticides too.' I figured they were at the farmers' market, so they must all be healthy. I guess a peach is not just a peach!"

Anne Marcuse had a similar experience while shopping at the San Francisco Ferry Plaza farmers' market. "This farmer that I met, he told me all about the birds coming to rest on his farm. He said before he started growing organic, his farm didn't have all the animals. Now that he's been growing organic

food for ten years, he says it's like a sanctuary." Anne's own interest in bird watching helped convince her that organic can be a better way to farm. Without a face-to-face connection to a farmer, she may not have made the same shopping choices. "I always thought organic food was way too expensive. At the store in my neighborhood it's twice as much! But at the market it usually seems like it's about the same amount of



*Route 1 Farms at the downtown Santa Cruz Farmers' Market. Not only do people come to area farmers' markets to purchase delicious organic produce and products, they also come to socialize with friends, old and new.*

costs and those hidden costs borne by society at large or the environment. Each connection with a consumer provides farmers with an opportunity to make those costs known, to explain the benefits of organic farming, and to increase the possibility of making a sale. While just under a quarter of CCOF certified growers use farmers' markets as a primary point of sale, these growers provide a vital service to the entire organic community, connecting with com-

money, and I feel like I am making a difference when I buy it.”

According to a recent U.S. Department of Agriculture survey, more than 60% of the organic farmers operating small farms (defined as 10 acres or less of land under cultivation) utilize direct-to-consumer sales, primarily through farmers’ markets and community supported agriculture subscriptions, to distribute their goods. Larger farms may find it easier to utilize other channels to sell organic goods, by working directly with packers, shippers, brokers and food processors. Because of advertising and availability in conventional grocery stores, consumers may be more familiar with higher-profile brands of organic foods and products, but will most likely never connect directly with an organic grower while shopping in grocery stores.

Selling through farmers’ markets can be just as beneficial to farmers as it is to farmer-consumer relationships. According to the USDA, farmers selling through established farmers’ markets often average sales that are 250% higher than the expected sales they would be expected to achieve selling the same farm products through wholesale channels. Decreasing the number of connections between the farmer and the buyer can dramatically increase the profit margin on any particular product, and may simplify the selling process for a small farmer. While larger farming operations may not be able to achieve the same kind of significant profits through farmers’ markets, smaller-scale farms can often rely entirely on farmers’ markets to distribute their goods and meet their financial needs.

In addition, organic foods may not be as readily available in conventional supermarkets as through other sources. The Economic Research Service of the USDA reports that, while 99% of all food stores were conventional supermarkets, more than half of all organic food was sold through other channels. Farmers’ markets, along with other direct-to-consumer sales methods and natural foods stores, continue to provide one of the primary venues for organic food sales. Thus, even with the continued growth of the organic industry, consumers are still very likely to encounter

organic foods in settings where the farmer who grew them is available.

Marena Evans-Markus comes to the San Francisco Ferry Plaza farmers’ market just to connect with growers. “I was completely overwhelmed the first time I came to the market,” she laughs. “I had no idea how to cook most of the foods for sale. I saw things I did not know you could eat! It was so different from shopping in a regular grocery store.” After many conversations with farmers, Marena has tried many new foods, and now buys mostly organic.

“There is a difference, and here I can pay the same price for organic, so why not?” She credits her decision to countless conversations with farmers about their crops. “The organic farmers I’ve met at the market have a passion for farming the other sellers don’t seem to have.”

Large-scale non-organic food sales rely heavily on advertising and product appearance to convince consumers to spend money on a particular food. Smaller organic growers may not have the same luxury of scale and financing to compete on their own. When faced directly with a grower at a farmers’ market, however, consumers can ask questions, receive advice on cooking and storage, and put a face and a name to the foods they purchase.

According to a study supported by the Organic Trade Association, many consumers, while aware of the term “organic”,

have a very limited sense of its real definition, or of the specific benefits associated with organic production. The study was part of a project to develop general advertising materials for organic produce. Not surprisingly, when consumers were given information about the definition and bene-

fits of organic agriculture, they were more likely to purchase organic foods. Seth Page knew organic foods had fewer pesticide residues, but was not aware of other potential benefits to buying organic before talking to

farmers at the Berkeley farmers’ market. “Farmers have told me about their efforts to help their farm workers have year-round employment. I met one farmer who was just completely excited about creating bird habitat on his land. These people are

always talking about how their organic farming protects their families and their neighbors. I buy organic at the grocery store too, but I come to the farmers’ market to learn.” The organic farming movement is based on grass-roots connections between farmers, sharing ideas and advice, and working together to clearly define “organic.” As organic farming continues to

grow, simple connections between farmers and consumers remain a lifeline, supporting the movement through direct education. Without the outreach efforts of growers working at farmers’ markets, selling foods while dispensing ideas, the organic industry would not be enjoying its current growth. Consumers are hungry for



*VB Farms*



*High Ground Organics*

information on environmental and health-related issues, as well as the basics of organic farming, and they can find direct answers to their questions by talking to farmers.

Unfortunately, sharing information with consumers is not as simple as it sounds. Convening focus groups of small farm owners, the USDA conducted surveys on marketing and outreach issues in 1999. While small farmers cited many difficulties in planning and operating their farms, one key component of sales that was a repeated concern was marketing. Farmers, while well-informed on the details of their own operations, their reasons for choosing to farm, and the routes through which to sell, did not feel competent to market their goods effectively to consumers.

Farmers' markets offer a venue for simple, effective marketing. *The Farmer to Consumer Direct Marketing Act of 1976* ordered the USDA to pursue, support and develop routes for farmers to sell goods directly. In 1979, California had 12 certified farmers' markets operating in the state.

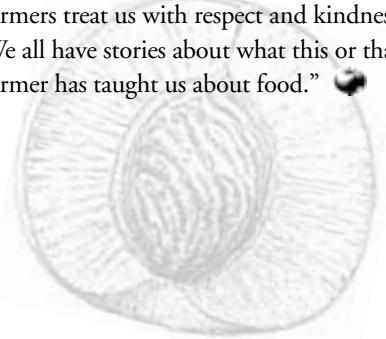
Today, particularly supported by the growth in consumer interest in local organic goods, over 300 certified farmers' markets operate within the state. Unlike more highly regulated forms of product marketing, face-to-face interactions between farmers and consumers allow farmers to share their expertise and excitement for organic easily, and permit farmers to gain a deeper sense of their customers' interests and needs. For many consumers, flashy advertising campaigns and messages are not nearly as effective as word of mouth.

Jacinda McCone has been buying from the same two farms—CCOF certified **Frog Hollow Farm** and **Route 1 Farms**—since she moved to Santa Cruz two years ago. "I love seeing the same faces each week. It makes it easier to choose what to buy, and to know that someone who actually had their hands in the dirt is there to help me find the best carrot!" Jacinda noted that without the knowledgeable help of the farmers at the Santa Cruz market, she would probably still be buying non-organic foods at a conventional grocery store. "I

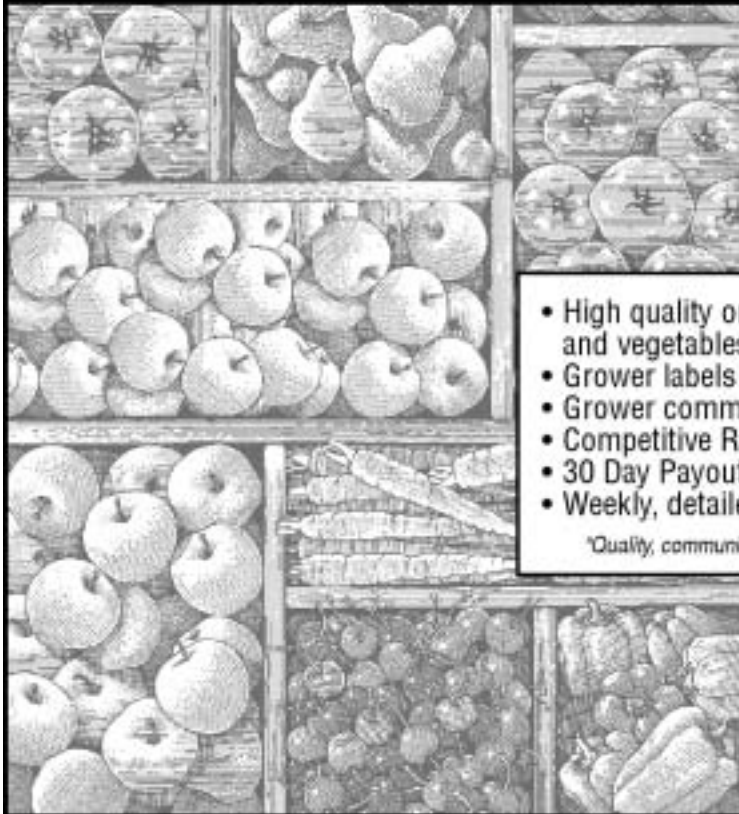
don't believe advertising messages printed on packages anymore. I believe a farmer telling me about what she does for a living."

Small farmers may struggle to develop marketing schemes and advertising plans to sell their goods successfully in a competitive marketplace. However, at a farmers' market, the sales strategy can be as simple as providing good food and helpful advice.

Isabel Duarte points to a bumper sticker pasted to the back of her Civic, "¡Viva la Agricultura Organica!" She smiles as her friends pile back into her car, each loaded down with bags of fresh food, "We came all this way the first time just to get some decent fruit. We came back because the farmers treat us with respect and kindness. We all have stories about what this or that farmer has taught us about food."



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# BECOME A CCOF SUPPORTING MEMBER

*support the roots of certified organic food and agriculture*

There are many important causes in this world that need and deserve our support. CCOF's Certified Members, Supporting Members, and staff believe that one of these causes is organic food. CCOF has been working for three decades to increase public awareness of and demand for certified organic products, and to expand support for sustainable agriculture. CCOF has a long history of helping implement organic legislation, and emphasizes public education on the benefits of organic food for our own health, the health of our children, and the health of our planet.

Please help ensure that CCOF continues to be a leader in the organic movement. CCOF offers different supporting membership levels and benefit packages for both individuals and businesses. Please select your membership level, and decide how much you would like to contribute. Become a Supporting Member today. For more information visit our website at [www.ccof.org](http://www.ccof.org) or call CCOF toll free at 1-888-423-2263.

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# Farmers' Markets ~ A Choice of Lifestyle

By Gina Colombatto

IT'S DARK OUT. NESTLED IN THE SIERRA Foothills, **Woodleaf Farm** stretches out over 26 acres. Between the native oaks, toyon and ceanothus, over 2000 fruit trees have been closely planted on seven acres in the past two decades. It's a montage of fruit, with summer bringing forth delectable treats. Many varieties of apples, pears, figs, cherries, persimmons, mandarins and peaches are grown here at Woodleaf. Mostly peaches.



Beautiful Red Queen and Suncrest peaches lovingly offered by Lena.

We are gathered outside the barn in different stages of awakening. Lena, at thirteen, is desperately trying to stay in her dreams, half sleepwalking to the truck with the intention of returning to sleep for the three-hour drive to San Francisco. **Carl Rosato** is wide-awake. With years of farmers' markets under his belt, the early morning alarm brings him to absolute clarity. He has readied the truck the night before, gathering together the best of the best peaches to be transported to the city folk, those who are willing to pay more for the perfect, unblemished White Havens and Rich Ladies.

The San Francisco Ferry Plaza building, built in 1898, has recently been refurbished and is the perfect place for farmers to sell their produce direct to the consumer. It is easily accessible by ferry from Marin County and Vallejo and by BART from South Bay, East Bay and distant urban neighborhoods. This market is the social center of the City.

The farmers' market is a marvelous place to take out-of-town visitors. It's a great weekend adventure with the kids, a place to meet friends, to enjoy all one's senses. The variety of taste treats, of farm fresh goods, the smells, the colors, all add to the enthusiasm of the vendors. The expectation of the crowds becomes a palpable energy that increases throughout the day. But now, at 7:30 AM, all the farmers, their workers, the market coordinator, are busy preparing for the show. It is a joy to see our neighbors each week. There is a deep camaraderie with those that sell side by side our stand, and it's sweet to have weekly interaction with friends like **Liz Milazzo** from **Green Gulch**, **Wally Condon** from **Small Potatoes**, and **Jeff McAravy** from **Short Night Farm**.

The sun is up on the east side of the building, while we who are setting up on the Embarcadero are still chilly in the morning shadow. The intense heat of the summer sun at Woodleaf is gratefully balanced by a selling

day that begins with cool summer fog. As we unpack the fruit, the heat of yesterday can be felt in the peaches. Wholesalers demand firmer fruit that must be picked earlier so it can be shipped and stored. We pick the day before market, bringing fruit that has had time to ripen close to perfection.

Carl prefers farmers' markets. On the years that weather or insects have taken their toll on the looks of the fruit, we can always sell off-grade at markets. It's a trick to know who will be enticed by our funny-looking fruit, but Lena offers it truthfully by calling out, "Half-price peaches to eat in the dark or by candlelight!" and the intrigue sets in. Berkeley denizens love the cosmetically challenged peaches, while our buyers in San Francisco are slowly being initiated into the wonders of delicious peaches that are downright bumpy.

It's a funny thing. Some people must have pretty peaches, others will only buy white. We have learned there is no right answer to "Which one is the sweetest?" A society based on instant gratification, we offer a taste sensation on the spot. Carl tempts the taste buds of those gathered at the stand with Red Top, or the more typical peach flavor of Suncrest. They come readily. Most are willing to try any sample of our 43 varieties of peaches.

Thank the goddess they don't all ripen at once. The more options given, the more likely the taster gets lost and can't remember which one s/he liked best. They like to choose their own, with the exception of when Carl picks one up in rearranging them and creates an aura around the peach that he holds. "Oh, here is the perfect peach. This one will be delicious." The master has spoken. It can even have minor thrip damage, and yet, because he has raised it up above the others as a great peach, the crowd clamors for it.

Farmers' markets are a choice of lifestyle. It takes planning, energy and the desire to be on center stage. Where days on the farm can be

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working acres of land in quiet meditation, here, the area worked is under the space of a 10' x 10' EZ-Up. It's a small circus tent, but nonetheless, the farmer is in the center ring, with a constantly changing audience. As a peddler of fine wares, the farmer must become the ultimate marketer. At our stands, we use artwork and playful verbiage to grab the onlooker using descriptions like "Wildly Sweet" and "Simply Blissful" to conjure up images of mouth-watering pleasures. It's an annual contest among the workers to create the new sign that will be hung on each of the stands at the eight weekly markets.

There lies in our culture a misguided picture of farmers. Instead of the reality that farmers are brilliant, independent souls that are part soil engineer, meteorologist, biologist, entomologist and entrepreneur, society puts forth a stereotype of a slow moving guy in overalls with a piece of straw in his mouth. Farmers' markets place the farmer in the limelight and give the consumers the opportunity to touch and taste the true magic that is created at the farm. And the magician, having performed already by bringing forth the abundance, is on hand for questions that come up weekly.

The farmer at a farmers' market is also an educator. S/he is inviting the public into a new arena. Conventional chemical growing vs. organic, the importance of beneficial habitat on the farm, and the influx of genetically modified foods, all become topics of conversation that ebb and flow at the markets.

At Woodleaf Farm, working the youth and inspiring them is as important as working the

soil. Interns and workers, all so vital to the pulse of the farm, are hired not only for their endurance to heat and long hours, but also for their people skills and their ability to create a forum to which people are drawn. Carl is a good mentor, daily directing his crew on tricks of the trade: how to run successful markets, keep the peaches visually alluring, the stand clean and orderly, and the sales smooth. At the end of the season, they have learned that farming is not always about money. They see that they have power in affecting the lives of many. They know that there will always be a place that they can return to, where they will be welcomed.

It's past 1 PM; the market begins to slow, the sun now dropping to the west. We've been grateful for the umbrella and the EZ-Up. It has been a long day. We have seen many familiar faces who have shared with us their stories of the week; peach stories...how delectable they were, who they shared them with, prepared them for, how they created new recipes. We have made new market friends who promise to be back next week for more.

Driving north at day's end, we review the day and speak about how satisfying (and exhausting!) farmers' markets can be. This is where Carl and I began. The Marin County Farmers' Market on a Thursday morning. Our conversation started with the importance of the public sector understanding organics and my interest in sharing the lives of farmers with children. The conversation has continued and grown to include many others.

Carl let Lena run the stand solo for an hour today. It's her second year and she is following in her brother Thad's footsteps. Last summer he thoroughly steeped himself in the Berkeley peach sales. He was a natural and enjoyed working with Carl. The farmers' market has held all of us. It is a wonderful place that invites everyone, no matter what age, race or gender, to partake in the bounty of Mother Earth. Here, everyone is welcome. Here, there is something for everyone. There is plenty. 🍑



*Carl and daughter, Lena, setting up the stand at the beginning of market.*

**About the Author:**

*Gina Colombatto is an environmental educator with a marketing background. While Carl has been happily raising peach trees organically for the past 23 years, she's been happily raising Lena and Thad.*

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## SOCIAL ACCOUNTABILITY IN SUSTAINABLE AGRICULTURE

By Sandy Brown

**M**ANY MEMBERS OF THE ORGANIC community worldwide feel that a truly holistic approach to organic agriculture also includes proper attention to the working conditions under which it is produced. Joining them are a growing number of consumers, who are beginning to ask questions about labor standards.

Considerable work on certifying labor standards has already been done in the manufacturing sector, particularly in companies involved in international trade. Apart from certification of fair prices paid to coffee farmers, however, little work has been done in the agricultural sector.

There is a significant movement internationally whose goal is to link the social, economic and environmental dimensions of sustainable agriculture. Spearheading the effort is a collaborative of international non-governmental organizations called the Social Accountability in Sustainable Agriculture project (SASA).

Participating organizations represent the four primary social and environmental verification systems in sustainable agriculture, including: the International Federation of Organic Agriculture Movements (IFOAM), The Sustainable Agriculture Network (SAN), The Fairtrade Labeling Organizations International (FLO), and Social Accountability International (SAI). SASA's objectives are "to improve the social auditing process in agricul-

ture and to foster closer cooperation and shared learning between the initiatives through 12 pilot audits exercises worldwide."

The purpose of these exercises is to get practical experience in conducting audits at a variety of small- and medium-sized farms throughout the world. Twelve farms were selected, from West Africa to Costa Rica. The farm chosen for the audit in the U.S. was **Swanton Berry Farm** in Davenport, CA.

For one week during July 2003, an audit team of representatives from collaborating organizations, along with representatives from CCOF, reviewed personnel and related records, interviewed workers, observed management systems and labor practices, including wages, working conditions, health benefits, and communication methods.



Auditors interview a worker during the SASA Project's pilot audit at Swanton Berry Farm in Davenport, CA.

UC-Berkeley's Land Grants Management Department and the United Farm Workers also sent representatives to participate.

While **Jim Cochran**, owner of Swanton Berry Farm, is a firm believer in the importance of combining environmentally and socially conscious practices, his reasons for

participating in the SASA audit go beyond the philosophical. By participating in the audit, Cochran has developed an understanding of what social auditors expect, and believes that institutionalizing a management system that reflects these criteria will benefit business operation, making things run more smoothly and efficiently.

"It was a terrific learning process, both in the preparation and during the audit. I would do it again, if only for the benefits to our own internal processes and record-keeping. It was

great to have new eyes looking at our records and asking questions."

Swanton Berry Farm was assisted in preparation for the audit by the author, labor consultant Sandy Brown. "Most people believe that federal and state labor laws ensure fair labor practices in

U.S. agriculture," says Brown. "However, the laws fall short and are generally not monitored or enforced, allowing for some laws to be overlooked and causing even well-intentioned employers to wonder if they are doing the right thing."

For more info, visit [www.isealalliance.org/sasa](http://www.isealalliance.org/sasa)



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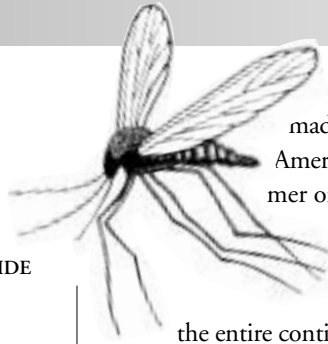


## MOSQUITOES AND WEST NILE VIRUS

ORGANICALLY ALLOWABLE CONTROL METHODS AND THE NEED FOR AN ORGANICALLY ALLOWABLE ADULTICIDE

By Joshua Carman & Gregory Gilbert

IMPORTED TO THE EAST COAST, it has taken the West Nile (WN) virus four years to travel across country and show up in California, confirmed by recent infections in Imperial, Riverside, and San Diego counties. So far, the infections have occurred only in surveillance test chickens and mosquito pools. Three people in California have tested positive for WN infection, having picked up the virus while visiting other infected states, but as of early September no human infections have occurred as a direct result of the presence of WN virus in this state. In preparation for this, public health officials and mosquito abatement districts have been shifting surveillance and monitoring operations into high gear. Talk of response resonates in the air. But talk is not all that may be found in the air in months to come. The California Mosquito-Borne Surveillance and Response Plan, drafted by the Department of Health Services, Vector Control Association of California and the University of California, outlines the expected actions to be taken. Included is the possibility of large-scale pesticide campaigns. The aerial spraying of synthetic pyrethroids and malathion pesticides will be of most concern to organic farmers because, if exposed to high enough levels, decertification of their crop could occur. Additionally, certain mosquito abatement districts require farmers to pay the difference between conventional mosquito larvicides and organically allowable brands. For smaller operations, this extra expense will be a hardship. While the Response Plan and the way that abatement districts operate have the potential to cause economic loss to organic farmers, there are steps that can be taken to reduce this possibility.



West Nile virus made its debut in North America in the late summer of 1999 in Queens, New York. Since then, the virus has nearly encompassed the entire continental U.S., as well as parts of Canada. The virus, which causes flu-like symptoms in most, is transmitted by the bite of a mosquito. Birds serve as a reservoir and allow for the virus to persist.

The control methods used in response to WN will be the decision of the regional abatement districts. In speaking with nearly all of the California districts, many explicitly said that they did not want to affect organic farmers' certification status, and that they will avoid adulticide spraying at all costs. However, spraying may be mandatory in an outbreak of WN. To make every effort to avoid spraying, these districts use Integrated Pest Management to reduce mosquito populations without the use of pesticides, or when determined necessary, the least-toxic methods. Acceptable adult mosquito population thresholds are established, and factors such as a mosquito population's proximity to an urban (or suburban) area are weighed in guiding a district's response.

Of the practices, several are organically allowable.

### 1) SOURCE REDUCTION

Source reduction involves the modification of the biological environment, and is practiced to reduce sites that are conducive to mosquito breeding. There are many practical ways that farmers can practice proactive source reduction and assist in mosquito control in their community. Rice farmers can flood their fields late in the season when mosquito populations have diminished. The control of algae in the rice field reduces the amount of organic material that mosquito larvae can feed on. In irrigated pastures, dairy, and apple processing, for example, wastewater lagoons are the prime breeding sources for mosquitoes that prefer a highly polluted home.

Farmers should take steps to get rid of these water sources. This can be done by using drip irrigation systems instead of channel irrigation, which can create the stagnant water that mosquitoes love. Additionally, turning over containers (trash lids, unused wheelbarrows and drums, and any other containers around the farm), discarding old tires, recycling aluminum cans, and cleaning rain gutters can all be used as effective proactive methods of water source reduction.

### 2) BIOLOGICAL CONTROL

Mosquitofish are given away for free at most abatement districts. These topminnows feed on mosquito larvae, reducing numbers before they become the problematic biting and flying adults. They will eat upwards of 500 mosquito larvae a day. Mosquitofish are highly adaptable to extreme conditions, surviving in water temperatures ranging from 33°F to 104°F. If they run out of larvae to munch on, farmers can just give them some dog food; they're not picky. Their amazing resilience makes them competitive to some native fish and amphibians though, so mosquitofish should only be used in closed systems. Farmers should use them in rice fields, horse troughs, ornamental bird baths and fountains.

### 3) BACTERIAL CONTROL

Commercial formulations of *Bacillus thuringiensis israelensis* (Bti) and *Bacillus thuringiensis sphaericus* can be purchased in "dunk" form. Farmers should make sure VectoBac (for use in rice) and VectoLex (for use in water with a high organic content) are used. These two products are organically allowable and do not contain the prohibited inerts found in the Bt's generally used by abatement districts.

### 4) PHYSICAL CONTROL

Carbon dioxide traps are expensive but can be effective for up to one acre. Carbon dioxide is what naturally draws mosquitoes to humans.

Besides control methods, organic growers and the general public can also take these personal preventative measures:

- ✓ Try to limit your time outside around dusk and dawn. These are the times mosquito activity is the highest.
- ✓ Wear long sleeves and long pants (particularly at these times).
- ✓ Repair any broken screens on doors or windows.
- ✓ Use citronella or other repellants. If you feel like you have to use repellents with DEET, do not apply them to children's faces or hands.

*Culex tarsalis* is a regular resident in rice fields and also happens to be one of the most competent vectors of WN. *Culex pipiens* is a mainstay in polluted water sources such as dairy lagoons and irrigated pastures. The presence of competent vectors of WN on an organic farm has implications for possible mandatory treatment of organic fields, as well as for potential health risk to those on the farm. The farmer's proximity to urban or suburban populations will be important in the district's assessment of the risk that the farm constitutes. Butte County, for example, will require organic farmers to pay \$9.60/acre per application of organically allowable Bti. There has to be another way.

While there is reason for concern about the organically prohibited materials that districts may use, there are measures that farmers can take to promote communication with districts. This communication is crucial since Colusa, for example, was not even aware that there were organic farmers in its

district. We would suggest visiting your district manager in person to meet face to face.

Organic growers can:

- ✓ Note their proximity to any urban or suburban areas. This distance will be key in a district's response.
- ✓ Take steps to reduce avoidable mosquito sources. Showing the districts that realistic preventative measures are already being taken will promote understanding, flexibility, and compromises between the districts and organic farmers.
- ✓ Find out the boundaries and jurisdictions of the district. Not all districts cover the whole county, so it is possible that a given organic farm may not be covered by any district. In the case of a WN outbreak, however, the Surveillance and Response Plan sets up means for the treatment of areas not presently covered through emergency relief.
- ✓ Inquire about the control practices that are normally carried out within the district, and what their likely response to WN in the area will be.
- ✓ In the event that larvicide treatments are deemed necessary on the farm, try to convince them to use VectoBac or VectoLex.
- ✓ Whatever the district's answer is, the farmer should be sure to get it in writing in order to avoid disagreements and misunderstanding later.

PyGanic and Diatect V have been reported to be effective adulticides against mosqui-

toes, and they do not include prohibited inert piperonyl butoxide. They are just the natural ingredients derived from the chrysanthemum, making them organically allowable. While they may be effective, mosquitoes are not listed as one of the targets on the pesticide label. Perhaps, with some influence, the EPA will broaden the label so that abatement districts will have organically allowable tools to use if they decide that spraying adulticides is necessary.

In the meantime, there are realistic and effective measures that organic growers can take to protect themselves and their community from West Nile virus and from organically prohibited materials. To find out what district your operation is in, check the Mosquito and Vector Control Association of California website and go talk to the district manager today. 🐞


Mosquito and Vector Control Association of California

[www.mvcac.org/agencies.htm](http://www.mvcac.org/agencies.htm)

California State West Nile Virus Homepage

[www.westnile.ca.gov](http://www.westnile.ca.gov)

*This article does not constitute legally binding agricultural production advice. Growers should consult their Pest Control Advisor (PCA) before using any growing method or material discussed in this article. Information and data in this article were obtained from sources considered reliable. Their accuracy or completeness is not guaranteed and the giving of the same is not to be deemed a solicitation on CCOF's part with respect to the production or sale of commodities.*

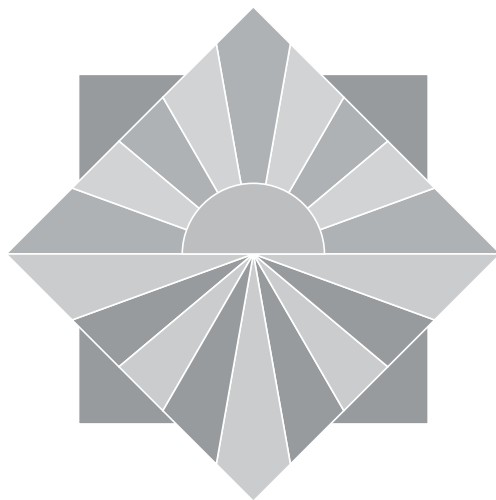


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## CCOF FARMERS AND MESA'S INTERNATIONAL TRAINEES GROW TOGETHER

By Jessica Hamburger, CCOF Foundation

“THEY’RE MY KIDS,” SAYS JOHN Teixeira of the international apprentices who stay with him each year at CCOF-certified Lone Willow Ranch in Fresno County. Now in his third year of participating in Multinational Exchange for Sustainable Agriculture (MESA), Teixeira has helped several trainees survive the growing pains of life on an American farm.

Teixeira hosted a Lithuanian trainee who wilted in the Central Valley heat. Another trainee from Ecuador did not know how to cook for himself and called his mother every day for the first few weeks because he was so homesick. Over the course of the growing season, however, they both adjusted and became trusted and valued workers. “You have to be very patient, forgiving and giving. It takes time, but I enjoy it. They bring me new ideas and we learn together.”

Teixeira is one of four CCOF farmers participating in MESA, a nonprofit organization that matches young people from participating countries with sustainable and organic farms all over the United States. In exchange for providing room, board and daily hands-on training activities, U.S. host farms get assistance from a trainee for a full season.

Although all MESA trainees are required to have some hands-on farm experience and speak basic English, they vary in their skill levels. While many trainees can make a contribution right away, others may need

more time to improve their English and learn practical skills.

“Sometimes you get somebody who’s really good and can hit the ground running,” says Ryan Hilburn of Swanton Pacific Ranch, a CCOF-certified operation in Santa Cruz County that’s hosted several MESA trainees. “Inga from Lithuania spoke great English and ran the whole community garden.”

### MAKING A GOOD MATCH

In addition to providing room and board, hosts also send program fees of \$825 per month to MESA, which provides trainees with visa documentation, domestic travel, stipends, health insurance, orientation and seminars. MESA partners with organizations abroad to screen trainees, then shares trainee applications with prospective host farms to try to make the best match.

According to Hilburn, compatibility is the key to a successful exchange. “Farms need to be clear about what they have to offer and they need to read the trainee applications carefully to make sure they can teach what the trainee wants to learn,” he says.

For example, Hilburn’s current trainee Edgar Velarde Meneses is a livestock student from Ecuador who helps them manage their 500 head of cattle. The relationship is so good that Edgar has asked to extend his stay.

On the other hand, Thai trainee Choke Buangam was initially placed at Swanton Pacific Ranch but transferred to CCOF-certified Hidden Villa Farm in Santa Clara County because he wanted to learn more about vegetable production.

Andy Scott of Hidden Villa Farm enjoys hosting Buangam, a hard worker who eagerly absorbs Scott’s lessons on crop rotation and using beneficial insects. Scott has learned that in addition to holding a degree in entomology, Buangam is also an expert in Thai boxing. Scott gets the added benefit of getting to try things that are not on the menu when they eat out at Thai restaurants. The biggest

challenge for them is the language barrier.

Given the ups and downs of cross-cultural exchange, MESA looks for farmers who see the value of mentoring someone from another country, not just getting inexpensive labor.

Teixeira gets his reward when he finally sees his “kids” taking on the responsibility of starting up the irrigation pump every day and dealing with all the headaches of routine farming operations. “The whole idea is to push them to edge, to the point where they have to say, ‘I need help,’” he says. He’s even teaching them to play the role of the farmer for his CCOF inspection this fall.

“That will be great,” Teixeira says. “The CCOF inspector might flip out, but it will be great.”


For more information or a host application, please contact Lauren Augusta at 510-654-8858 or [mesa@mesaprogram.org](mailto:mesa@mesaprogram.org), or visit the MESA website, [www.mesaprogram.org](http://www.mesaprogram.org)



International apprentice Choke Buangam and Host Farmer Andy Scott of Hidden Villa Farm

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## Tomatoes Reclaiming the Flavor

By Lisa M. Hamilton

“A world without tomatoes is like a string quartet without violins.”

Laurie Colwin, *Home Cooking*

“Tomatoes are gross.” There was no convincing my sister otherwise when she was a child, her arms folded and nose wrinkled over any plate tainted with the red fruit. Granted, my mother served them with a dip made solely of mayonnaise and ketchup, which is quite gross, but no one could figure out this girl’s staunch aversion to the tomatoes themselves.

The mystery deepened when she moved to Italy as an adult and began writing home about luscious Caprese salads composed with juicy, little, disfigured but sumptuous tomatoes bought from the local vegetable stand. She was too old for the it-tastes-good-when-my-friend’s-mom-makes-it syndrome, too previously committed to her dislike for this to be a rebellion. She actually enjoyed tomatoes now. Why?

“They aren’t those foul little rocks we used to get in December in Boston,” she

explained. “They actually taste like something.”

Fair enough. Tomatoes come actually from the Andes, were first cultivated in Mexico, and arrived in Italy not until Spanish explorers brought them to Europe and Moors transported them around the Mediterranean via North Africa. They got a cold reception in most places, resembling as they do their poisonous relatives in the Nightshade family. But the Italians readily took them and adopted them as a central part of their cuisine. (As the rest of Europe realized they were not poisonous, they still felt a threat to their virtue, the tomato supposedly being an aphrodisiac; that apparently wasn’t a problem for the Italians.)

Sure, the Italians’ long-standing appreciation may make for a better tomato. But why the fruit of my sister’s expatriate adulthood was markedly different deserves closer attention. Until the late 18th-century, when tomatoes gained popularity throughout the northerly Western hemisphere, the fruit had undergone only one major change through breeding: Wild tomatoes are generally not self-pollinating. In order to make a reliable domesticated plant, growers continually selected those with shorter styles, which gradually made the plant more inclined to self-fertilization and prohibited outcrossing.

After the fruits became popular, their face changed rapidly. Because most self-pollinating tomatoes became homozygous (meaning their seeds were true to the parent plants), home gardeners were able to develop varieties distinctly suited to their micro-climates. Year after year, they saved seeds and replanted those from the strongest parents. These varieties were passed through generations, hence the modern name for them: heirlooms. As with any family treasure, the varieties’ names recall specific origins and carry stories. “Polish,” it is said, was smuggled into the U.S. by an immigrant who sealed it between a postage stamp and a letter. This natural tendency reflects the personal force behind these plants: this is my/our fruit, they seem to say.

Meanwhile, starting around the 1850s, commercial breeders were developing breeds for the gardener and, increasingly, the market in a much different way. Their aim was to create a reliable product, with new (though not exclusive) emphasis on appearance. In the 1880s came the first hybrids, a boon for those breeding for the marketplace. By crossing two plants that had become homozygous, scientists got children that were stronger than the parents. New varieties improved exponentially on size and yield, introduced disease resistance from wild species, and eventually produced determinate varieties that would bear fruit not over an extended season but all at once—perfect for the nascent canning industry.

And then, somewhere in the mid-1900s came the root of my sister’s nose-wrinkling. Because of their perishability, tomatoes had been among the last plants domesticated by Native Americans; they just weren’t that useful to non-refrigerated cultures. The modern taste for fresh tomatoes had made shippability a priority since the 1870s, but in the 1930s researchers figured out a solution to the age-old problem: pick the tomatoes green; ship them hard as rocks to their destination; then induce a ripe appearance by spraying them with an artifi-

### NUTRITION

Technically, the tomato is a fruit (or even more accurately, a berry, since it has multiple seeds). Legally, though, tomatoes are a vegetable—at least that’s what the Supreme Court ruled in 1893 after an importer tried to evade tariffs by labeling his crop as fruits, which weren’t taxable. Whether you eat them for dinner or dessert, nutritionally tomatoes are a boon. As long as you eat them raw, tomatoes are rich in flavonoids, which have anti-oxidant antiviral and anti-inflammatory properties. They pack lots of beta-carotenes, vitamin C, and potassium, as well as B-complex vitamins, magnesium, phosphorus and calcium. Of increasing interest is tomatoes’ particular carotene lycopene, which is proving itself to be valuable in protecting against cancer.

In Chinese medicine, tomatoes are used to purify the blood and cleanse the liver. They also protect against appendicitis, but can aggravate arthritis. Whatever your aim, make sure your tomatoes are as fresh as possible and that they were not picked green: while artificially induced reddening makes them look better, the fruit will never be as nutrient-dense as that which ripened on the plant.



cial version of the plant's natural ripening agent, ethylene gas.

Because consumers are stupid but not that stupid, my sister and others caught on that tomatoes just barely pink served in Boston in December were not desirable. And so came the infamous Frankenfruit of 1994: FlavrSavr™. Scientists deactivated the gene that softens the tomato as it ripens, allowing it to mature on its own without getting mushy. We all know how well that went over.

After that bomb came hydroponic hot-house tomatoes, vine-ripened tomatoes, even non-squirting, high-sugar, thick-skinned, late-season grape tomatoes—all desperate responses to the reawakening of a deep memory, down in the souls of consumers, that tomatoes can actually taste good. But despite their best efforts, big ag faced a wall: their years of favoring durability and appearance had bred taste right out. Further, their techniques for breeding it back in were misguided. There is one thing that makes a tomato taste good and it is one of the things mass production cannot give: attention.

“Good tomatoes are not something you can grow from the window of your pick-up.” That’s the truth according to **Nigel Walker**, the man behind **Eatwell Farm**, in Dixon, and one of the original players in the heirloom tomato renaissance of the early 1990s. Despite the now glutted market, his tomatoes are still vied for by farmers’ markets consumers and restaurants around the Bay Area. The fruits are even jetted to the East Coast. (He picks them mature, which means trucks aren’t fast enough to deliver them outside California.) Nigel has maintained his product’s desirability by paying attention—not to the market, but to the plants.

“Growing processing tomatoes can be like factory farming, but heirloom tomatoes are more of an artisan crop,” he says. “There’s a lot of getting up at 4AM when the frost alarm goes off and such things. People don’t see that, but it doesn’t matter. You still have to be out there pressing the soil with your feet.”

The crew at Eatwell Farm is trained not just to pick and weed, but to notice signs of danger—soggy soil, rotting blossom

## NON-ORGANIC TOMATO GROWING

**L**ike other high-value crops, tomatoes in conventional settings are grown relentlessly on the same ground, year after year. Each new season, the soil is increasingly less able to support them. Without rotation to other crops, organic matter disappears, which means positive microbial activity diminishes and diseases flourish. Likewise, damaging insects thrive, while their predators are denied habitat to sustain effective populations. And so in 1998, of all the crops in California, only two used greater amounts of the worst pesticides than tomatoes.

Tomatoes are a favorite crop for fumigating, the process of injecting the soil with pesticides before planting the crop in order to kill nematodes, diseases, insects, and weeds. Because they are gaseous, fumigants can (and usually do) drift by air beyond the field, causing immediate harm to farm workers and neighboring communities. Further, their gaseous form leads to exorbitant application rates—several hundred pounds per acre, when most pesticides require only a pound or two.

In 2000, 86% of fresh market tomatoes in the country received fungicides, particularly chlorothalonil. This chemical is carcinogenic, causing kidney and stomach cancers in lab tests, not to mention damage to subjects’ livers and DNA. Additionally, chlorothalonil is now found in California and Florida groundwater and in the Bering Sea’s fog (!) and seawater, where it is highly toxic to fish, frogs, and other aquatic life. Worse yet, chlorothalonil is persistent in soil, and its breakdown product is 30 times more toxic than the original chemical. Also popular were the dithiocarbamates maneb and mancozeb, which are carcinogens, developmental and reproductive toxins for humans, as well as highly toxic to aquatic organisms.

Insecticides were sprayed on 87% of fresh market tomatoes in 2000. Most prevalent were carbamate and organophosphate pesticides. These kill insects—and harm humans and other species—by inhibiting the production of cholinesterase, an enzyme essential to the nervous system. Whether inhaled by farm workers or neighbors, or consumed as residues on food, these pesticides can cause anything from low-level nerve damage to acute poisoning. All are water-soluble, particularly dangerous because they are highly toxic to aquatic and avian life.

ends, browning leaves. They also mark really good plants with red tape, and later Nigel saves the plants’ seed. The process requires a lot of precious time, which is even dearer during peak season, when the best seeds come along. Even if they only save 20% of the seed that they will need for the following season, it’s worth it. There are so many strains on the market that buying even the same variety means a different crop each year. By saving their own, Eatwell gets a fruit that’s predictable (and better) because it’s already acclimated to the land.

But before there is even fruit with seeds to save, there must be staking. Most gardeners know the benefit of getting tomatoes off the ground: better air circulation, greater sunlight penetration, fewer fruits rotting on the ground. Most gardeners also know how much time it takes to do the staking.

**Jim Durst** of Esparto speaks of the process with a heavy sigh even in January, when he has only just ordered transplants. On his eponymous 650-acre farm, there are 70 acres of tomatoes, more or less all of which get staked. That’s one stake driven into the ground by a tractor every eight feet, connected to the neighboring stake every vertical foot by string—the farm spends \$8,000 a year on twine alone. “Once we start, it’s three months on end,” Jim says. “We’re still staking and tying when we do our first harvest.”

It costs \$800 an acre, but again, it’s worth it. Without staking, Jim couldn’t grow indeterminate varieties (which include all the heirlooms); being perennials at heart, they produce so much foliage that if let loose their greenery would make the fields impassable. He could plant modern determinate varieties that grow tidily on

*Continues page 17, column 3*



## WASTE NOT WANT NOT

By Steven M. Zien, Executive Director  
of Biological Urban Gardening Services (BUGS)

**A**UTUMN IS JUST AROUND the corner and that means a busy time in the garden and landscape. Nurseries and garden centers will advise you, "Fall is for planting." Your deciduous trees will let you know that fall is for raking, while your local solid waste department will declare that fall is for composting. Combine all three and fall is the time to think about how organic matter cycles in your garden and landscape.

Sustainable landscapes will have minimal waste. But how do you achieve that goal? The first step involves proper planning when planting. Select the right plant for the right place. That means much more than putting a plant that needs shade under a tree. You also need to install plants that are resistant to common pests in the area. Native plants are a good choice. They will grow in the area with minimal maintenance and have few pest problems. Choose plants that, when mature, will be the right size for the area. All too often the homeowner wants a landscape plant to fill in quickly. They choose a fast growing species that soon gets too big. Then, for the life of the plant, it must be pruned regularly, wasting energy and generating greenwaste.

If you still have a lawn, practice grass-cycling. Use a mulching mower and return the grass clippings to the soil. This will reduce the need to fertilize and add organic matter to the soil, while turning a waste product into a resource.

Fall is also the best time to fertilize your landscape plants, if you choose the proper fertilizer. Avoid chemical fertilizers. They provide nutrients in an immediately available form. This encourages a lot of lush growth which is not normal or healthy for plants. It does give that nice deep green

color to the leaves, but at a cost. The color is a result of the plant cells growing faster than normal. Cell walls do not have the opportunity to develop properly and are very thin, resulting in the green color showing through. However, these thin cell walls make the plant much more attractive to insect pests. This fast growing, thin tissue is also more susceptible to frost damage, a serious concern this time of year. In fall, plants are trying to store energy in their stems and roots, not produce an abundance of foliage. Chemical fertilizers stimulate leaf growth, which uses up the plant energy reserves that it needs next spring to get off to a good start, rather than providing additional reserves. The chemical fertilizers also are damaging to the beneficial soil microorganisms that are vital to plant health. They provide nutrients and help fight off pests.

Natural organic fertilizers are in a form that encourages normal autumn growth. It allows the plants to store these nutrients so they will have them when needed in spring. Cell walls will have time to develop properly, providing insect resistance.

Soon, deciduous plants will be putting on a colorful display, followed by an exfoliation of the leaves. This creates an abundance of organic debris the gardener must deal with. Herbaceous perennials die back to the ground, creating more dead organic matter. Most landscapers, gardeners and homeowners consider this material a waste product to be disposed of. They turn on their noisy, polluting blowers and transport the plant material (along with disease spores, insect eggs, and weed seeds) all over the garden and landscape. This waste is then positioned in a location where the local solid waste agency can collect and send it to the landfill or, hopefully, compost it.

This abundance of organic matter should not be considered a waste but a tremendous resource. It can be ground up and used as a mulch to keep weeds down, prevent soil erosion, add organic matter

and nutrients to the soil, stimulate beneficial soil organisms and moderate soil temperatures. The premier method to handle this organic fallout is to turn it into the best soil conditioner available, by composting the material on site.

Compost piles, heaps or bins, do not require a lot of space. If constructed properly they will not attract pests or have an odor. In spring it will yield quality compost that will improve your soil and create healthy, pest resistant plants. Building a compost pile in fall is easy because everything you need is within the haul of a wheelbarrow.

Construct your compost pile so that it creates a favorable environment for the multitudes of beneficial microorganisms (phages, viruses, bacteria, fungi, actinomycetes, algae, protozoa, nematodes, insects, and earthworms) that will turn your organic 'waste' into a top quality fertilizer. These hard workers need air, moisture, nitrogen and carbon. Compost ingredients include green materials high in nitrogen (i.e., grass clippings, kitchen scraps, fresh crop wastes, vegetarian animal manure), brown material high in carbon (dried leaves), water and oxygen, all in the proper proportions.

Begin constructing your compost pile by cultivating the soil. This will allow your waste recycling team of soil microorganisms easy access into the pile. Place some brush (i.e., twigs, prunings) over the soil to allow air circulation. Then begin making your compost sandwich, starting with a layer of green material. (If necessary, bag your grass clippings in fall to produce the necessary green material for your compost pile.) This is followed by an equally thick layer of brown material, provided by your deciduous plants. Add a little spice to the pile by sprinkling on top a little old compost, fresh animal manure (horse, cow, poultry), or some soil. This will add beneficial microbes to the center of the pile. Next, sprinkle on a little water so you achieve the moisture of a squeezed out

sponge. Then repeat with the green, brown, spice, moisture layers until your pile is complete. You want to construct your compost manufacturing plant to be at least 3 feet wide, 3 feet long and 3 feet high so there is enough material to allow insulation to achieve proper temperatures in the pile to destroy weed seeds, insect eggs and disease spores. The pile should not get any taller or wider than 5 feet, or air circulation will become a problem. However, the pile can be as long as necessary.

Thirty and sixty days after building, turn the pile by rotating the stuff on the outside to the inside. Also, check the moisture content and add water if necessary. In 90 days spring will be sprouting and you will have quality soil conditioner right there on site. You won't have to drive your car to purchase compost at the local nursery, which had it trucked in from hundreds of miles away, resulting in savings of time, money and energy.

If your garden is too fancy for an exposed compost pile, put it in a container or bin. Just be sure it has plenty of holes

for good air circulation. Ideally, when designing your garden and landscape you will create a space for composting that is easily accessible, yet hidden from view by some lovely garden plants or other screening techniques.

Fall is a time for cycling, and recycling. Do your part. Design your landscape to produce minimal greenwaste, and what is generated, utilize on site. ♻️

*Reprinted by permission from Biological Urban Gardening Services (BUGS), an international membership organization (est. 1987) devoted to reducing our reliance on potentially toxic agricultural chemicals in our highly populated urban landscape environments. Members receive the latest environmentally sound urban horticultural information through the newsletter, BUGS Flyer —The Voice of Ecological Horticulture and a catalog of educational brochures. BUGS also provides soil analysis with extensive organic recommendations. For more information, contact BUGS at P.O. Box 76, Citrus Heights, CA 95611, or visit BUGS on the web: [www.organiclandscape.com](http://www.organiclandscape.com)*

Continued from *Tomatoes*, page 17

the ground—no staking necessary—but they just don't taste as good.

Jim's explanation for the roots of taste? "In the beginning, there were indeterminates. Really, think about it: Each plant gets only 26 chromosomes. When you start trading them off for shippability or shelf-life, you necessarily give up flavor. That's why heirlooms are so great; they've been selected for their taste."

The **Molino Creek Farm Collective** in Davenport is similarly concerned with taste in growing their tomatoes, but their approach is all different. In fact, it would seem at first that they pay too little attention to the crop, as not once after planting do they water them. This dry-farming technique came originally from the necessity: their only water came from a weak pump on the edge of a stream. But, as collective member **Joe Curry** explains, the taste turned out to be superlative. "The only way to say it is that other tomatoes taste watered down. A lot of people try ours and say, 'Oh my gosh! This is like what my grandfather used to grow!'"


That's not because Molino Creek grows heirlooms—they don't—but because they create an environment in which tomatoes flourish naturally. Their soil is heavy clay with lots of organic matter, which retains much of the moisture from their 30 inches of rain each winter. They use summer fallows and green manures to boost that organic matter even higher. Of their 136 acres, only a rotating five acres is planted to tomatoes. The majority of the rest goes wild and so hosts frogs, bugs, snakes, owls, and native plants—kind of like grandfather's garden on a large scale. The fruit is smaller than that from irrigated farms and the season doesn't go full-swing until September. But the taste? Again, it's worth it: rich, full, complex.

Joe recalls that when the whole **FlavrSavr™** debacle happened, a Bay Area television news crew went to the Santa Cruz farmers' market for opinions. "When they interviewed me about what I thought, I said I'll do a taste test against **FlavrSavr™** any day, anywhere. Needless to say, they never took me up on it." ♻️

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## RISK MANAGEMENT & SALES DIVERSIFICATION

By Helge Hellberg,  
Marketing & Communications Director

**I**N TIMES OF GROWTH, LITTLE NEEDS TO happen to establish new outlets for our products. The contacts and contracts we have seem sufficient, we sell all of our stock without too much sales effort, and then enjoy the beginning of the third quarter of our product cycle, the “cash-cow.” After the introduction phase, followed by a time of seeing our product mature in the marketplace, this is, however, the high time to launch new products, or even better, to have a few new products already in the introduction phase, slowly maturing into a reliable, established product. While all this might seem fairly theoretical, most marketers know the necessity of spreading the sales-risk between different outlets, different products, and different market segments. Even if you have an established well-working CSA with several hundred shares and a broad and loyal customer base, foresight could work to your advantage by having one other sales outlet besides your CSA that will pull through, if, for some reason, the CSA does not meet your cash flow goals fully. Say spring rains give you an enormous lettuce crop, or a few shares go unsold; a second, unrelated outlet for sales could make the difference between profit and lost opportunity. Say you are an olive oil producer who sells wholesale exclusively. A farm stand where you sell bunches of lavender tied to your bottles of olive oil may attract a completely different clientele and broaden your brand and recognition. You would be surprised how much money you might make by putting the same product in a slightly different package and selling to a slightly different market.

The options to build new outlets are as endless as your creativity. Aside from the obvious—farmers’ markets, retail outlets, wholesalers, distributors—there are many innovative and exciting paths to try out. Do

you have a pre-school or Kindergarten with a lunch program in your neighborhood to which you could sell? An office building with a cafeteria in fair distance to your farm? How about a restaurant you could call up, or another farm with which you could join efforts? As marketers, the only way to be ready for a changing marketplace is to be flexible, creative, and constantly thinking about the lifecycle of our products.

The only constant in life is change.

As markets develop, shift, saturate, and fall apart, so must the strategy of a company or organization shift over time. As knowledge changes and a deeper understanding of things replaces old thinking, so must the direction of approaching challenges change over time. Adaptation to any given development, or better, being part of the development as much as possible from the beginning on, will make you a leader in your field. This is true for both products and services.

Besides offering premier organic certification, CCOF’s mission since its beginning in 1973 has always been to foster the growth of the organic movement, and CCOF has successfully executed its mission throughout the last 30 years. Especially within the last four years, however, CCOF’s weight in the organic movement has significantly increased. In a time of great changes, with the federal government now directly involved in the organic industry, CCOF has reclaimed its place as one of the main players, one of the most significant voices in this movement, and not just on the West Coast. With inquiries from media representatives throughout the U.S., and visitor groups from around the world, CCOF is well-respected even on an international level. Behind everything we do, behind every organic product that CCOF certifies, stands the CCOF message, which is the core message of the organic movement. And a movement it still is. Even with nationwide organic standards, even though organics has turned into an industry, the soul behind this beginning paradigm shift

in our society is an ethical idea that so many people in this country and around the world share. It is the understanding of the ultimate connection between soil and culture. It is the soil that makes us, and the status of our soil reflects the status of our society. A culture built on sterile, chemical-laden soil, will be a sterile, poisoned culture. The care that goes into organic soil is the care we put into our society. With every foot of topsoil that we are turning into organic soil, we are reclaiming our democracy. With every acre of organic soil, we grow healthy life. With every child that eats organic school lunches, we are raising another peacekeeper. With every purchase of organic food, we vote every day. And we finally have good candidates in this election: justice, peace, freedom, and health. Celebrating organic soil as the ultimate start to heal the deep wounds in this society will increase people’s understanding of the importance of their purchase.

This is the CCOF message, and it goes through every fiber of this organization. CCOF itself often feels like a small version of this organic movement—compassionate, involved, caring—believing in the positive outcome of things at the end, and never giving up fighting for what we need to hold dearly in our hearts: hope and love for our environment, our culture, this world, and ultimately, ourselves.

After three years, inevitable change has set in again. I have decided to leave CCOF to pursue new opportunities in the area of organic nutrition education. I am leaving CCOF with my utmost respect and love for the dedication of our over 1,100 certified clients, our RSRs, our staff at the Home Office, the regional and board volunteers, and everyone else affiliated with CCOF in one way or another. I am grateful for so many amazing people that I had the opportunity to meet and work with here at this organization, and everything they shared with and taught me. Good luck CCOF, and keep on carrying the organic torch. I can’t think of anyone better to uphold it. 🌱



## CCOF MEMBERS SHOW THEIR STRENGTH IN THE LEGISLATIVE WORLD

*Vanessa Bogenholm, Chair of the Board of CCOF*

IN OCTOBER OF 2002, THE CALIFORNIA Rural Legal Assistance Foundation (CRLA) and the United Farm Workers (UFW) brought forward a petition to CalOSHA (California Occupational Safety and Health Administration) that agricultural employers were hand weeding their fields unnecessarily and not being fined because of a loophole in the CalOSHA short handled hoe ban in 1975. Two years earlier, CRLA brought forth a similar claim and tried to get it through the California legislature, but that bill died in committee. Changes in labor laws in California can be made either through the legislative process or through CalOSHA, the latter by making an administrative ruling.

CalOSHA arranged meetings where both sides of the issue could discuss hand weeding and present their cases. CalOSHA, for its part, sought to assess if new regulations were necessary. As Chair of the Board of CCOF, I have been present continuously at these meetings to represent the organic community on this issue.

The CRLA and the UFW presented why they felt hand weeding was unnecessary in agriculture. On the growers' side, Western Growers Association, California Farm Bureau, California Certified Organic Farmers, the Wine Institute, California Nurseryman's Association and various other organizations involved in agriculture came together to make their case in support of hand weeding. Meetings at CalOSHA occurred monthly. Many organic growers

presented their growing circumstances and how and why they must hand weed their fields. When I first sent an e-mail out informing the membership of this situation, I was overwhelmed with the response of growers (over 50) willing to take a day off the farm and go to Sacramento to present why outlawing the hand weeding of crops would be detrimental to their businesses. I choose seven growers representing all different types of organic operations to come up and speak to CalOSHA. Hand weeding is especially important to the leaf lettuce/baby green industry and to other closely planted crops such as carrots, cilantro, etc.—crops that are planted at ½” spacing. Using a hoe on crops with ½” plant spacing would destroy a large percentage of the crop.

After a few meetings, the CRLA assistance group was not happy with our progression and threatened us with going back to the legislature to get hand weeding outlawed. By mid-July, we were facing SB 534, a bill introduced by Senator Gloria Romero (D-Los

Angeles, District 24) to prohibit hand weeding except under certain circumstances.

This is where CCOF really showed our strength. I again asked growers to call their assembly people in their districts to explain to them the damage this bill would do to organic agriculture. Many of you called or wrote your assembly representative, got your farmers' markets involved, and arranged farm visits for your assembly people. Slow Food organizations and restaurant owners wrote letters of support, and petitions supporting our position were circulated at grocery stores. Organic farmers have been on the evening news about this bill in the Santa Barbara, San Francisco and Los Angeles areas, among others, and in numerous newspaper and magazine articles around the state.

Because of all this involvement, SB 534 has currently been pulled for amending to give consideration to the organic industry. CCOF members showed our strength by our willingness to be involved in legislative issues that affect our industry. As Board Chair, I

really want to thank all of you for your amazing support and offers of help in these efforts, but we aren't done yet. When those amendments come out, we will see if organic farmers can work with them and move forward to protect our way of farming that produces a safe food supply and a safe working environment for our families and our employees.

This is just one example of a legislative situation that could do serious damage to the organic industry. This time we were involved and we need to stay involved in legislative issues at the state and federal level. If you know of any other legislative situations in which you feel CCOF should be active, please feel free to call Brian Leahy at the Home Office (888-423-2263) or myself (contact your RSR, Board Rep., or Home Office staff for contact info).

Thank you again for all your help. 🌱

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# CCOF HISTORY: 1990 ~ 2000



## CCOF NURTURING SOCIAL CHANGE

By Keith L. Proctor

ALTHOUGH THE *California Organic Foods Act of 1990* was law, it took five more years of work with the California Department of Food & Agriculture before CCOF was satisfied with its procedures in practice. County Agricultural Commissioners initially went along with the law, but within a few months funding to enforce the law dried up. Instead of allowing the law to be swept under the carpet, CCOF kept publicity up to force the issue of funding, which was solved with a 50% surcharge for the initial registration. “We kept tinkering with it, and forced to tinker with it, every year through 1996,” recalls **Mark Lipson**, CCOF’s staff person directly involved in writing the law. “It was a very complex piece of legislation, coming from the fact that everyone wanted a piece of it. Environmentalists vs. pesticide users. State government vs. the Ag Commissioner system. Everyone complicated the process and the law, which made it difficult to implement. There was very little precedent for this kind of process and the codification in law of an agricultural piece of legislation.” It was because of these reasons and more that CCOF could not create a law

tailored specifically to its needs. “We didn’t feel we had the slack to change as much as we wanted to. There was the question of natural vs. synthetic materials for use in organic farming. We were holding people off from both sides of the legislation,” says Lipson with arms outstretched, “to prevent everyone from trying to change everything within the law. The federal law was coming and it was an opportunity to change more fundamental conflicts.”

At the same time that CCOF was adjusting the state law, it was also dealing with a heavy influx of new members and new acreage. The growth spurt was generated in large part by “the Alar scare” and its subsequent publicity in 1989 and by the revised organic law in 1990. Total CCOF operations went from an all time high of 690 in 1991 to 617 in 1992, and then hitting the lowest point in post-1990 years of 612 in 1994. From there, CCOF grew modestly by 5% in 1995, only 1.4% in 1996, and 3% in 1997. Membership then increased dramatically by 12.5% in 1998 and 1999/2000 (combined). Total CCOF acreage multiplied almost five-fold from 23,395 to 112,983 acres in the ten years between 1990 and 2000. (Additionally, CCOF grew 20.5% in 2001, and 8.8% in 2002. As of September 2003, CCOF has grown 13% over 2002—nearly 150 new operations in only 8 months.)

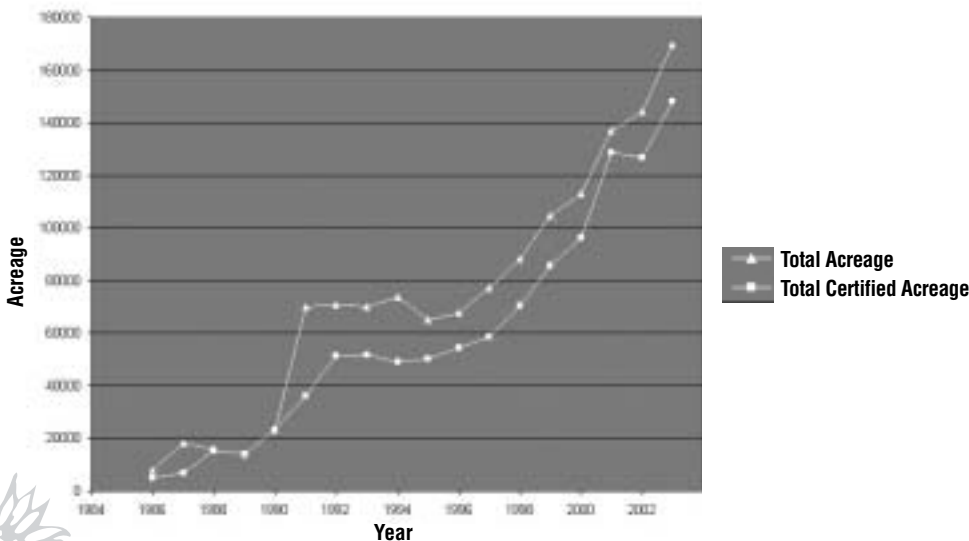
A widely recognized and legally protected seal is the cornerstone of the organic trade. CCOF’s reputation was put on the line when, in 1991, a decertified grower marked his products as “CCOF Certified.” Nearly 20 years in the making, CCOF was not about to be undermined. **Bill Brammer**, President of CCOF at the time, wrote in the *Statewide Newsletter*, “We must defend the integrity of the seal on behalf of all grower members in good standing. Our seal, along with other organizations’ certification marks, represents the very core of the industry’s trust in verification.” The courts sided with CCOF against the producer, directing the business to cease and desist from using the name and logo.

CCOF’s growing influence in state politics was further acknowledged in 1991 with the appointment of five CCOF certified growers to the **California Organic Foods Advisory Board**, created under *COFA ’90*. However, CCOF was not so lucky in Washington, D.C. Unfortunately, California’s organic farmers were not represented at all on the first **National Organic Standards Board (NOSB)**. Rather, Midwest cereal farmers represented all organic growers, ignoring western vegetable crop growers in the cradle of the organic agriculture movement.

While CCOF promoted sustainable farming, the organization itself was not yet self-sustaining. Membership growth stretched staff to their physical and budgetary limits. Large growers, who were paying high prices under the sales assessment method, brought the issue of an assessment cap to the Board’s attention. CCOF was engaged in many different arenas—certification, legislation, and media presence—but its limited funds came only from growers and supporters (donors). An alternate form of securing funds was needed.

One of two organizations founded by CCOF in the 1990s was the **Organic Farming Research Foundation (OFRF)**, initially created to fund the educational objectives of CCOF and on-farm research of organic growing practices. For a time, OFRF served CCOF’s funding needs, but after directing nearly \$100,000 to CCOF’s education pro-

CCOF Total Acreage vs. Total Certified Acreage 1996–2003





grams, the separate OFRF Board felt that the organization could better serve the organic community by hiring its own Executive Director and turning its attention towards the national front. **Bob Scowcroft**, Executive Director of CCOF, was selected as the new ED for OFRF in 1992, and held both positions for six months while CCOF searched for his successor. Also leaving CCOF was Mark Lipson, who helped draft the bylaws and goals of OFRF as one of his last tasks with CCOF. Today, OFRF is widely recognized as a leader in the worldwide organic community, having awarded more than \$1,000,000 to organic farming research and public education projects since 1990.

With a business and management background, and previous involvement in the environmental community in Northern California, CCOF's new Executive Director, **Diane Bowen**, was interested in market-based approaches and incentives for businesses to improve their ecological performance. She was particularly drawn to organic by the connection between food and sound environmental methods of production.

During Bowen's tenure at CCOF, the entire organic industry experienced unparalleled growth that continues today. In the early 1990s, the public was steadily becoming more aware of the health and environmental hazards of conventional pesticide overuse. Consumers were also awakening to a new food technology—the burgeoning agricultural biotechnology industry, at first cautiously open with the public, then becoming more secretive as its science and ethics came under increasing scrutiny. The first commercialized genetically engineered (GE) food crop—the FlavrSavr tomato—was introduced to the American public in 1994; it was a spectacular failure. One question that arose within the organic community regarding GE crops was “Are they organic?” The answer at CCOF was a resounding “No!” Further solidifying this collective opinion was the creation of Terminator (sterile) seeds, Bt crops with self-creating pesticides, Roundup Ready crops able to tolerate high pesticide use, and the patenting of seeds. These convinced the organic community of the dangers and unacceptability of agricultural biotechnology.

The introduction of previously unseen 100% organic products, coupled with

increased mainstream media attention focused on the rapidly growing organic food industry, helped organic sales surge. At home, Bowen pursued creating a full-time Marketing Director position to promote CCOF and its members.

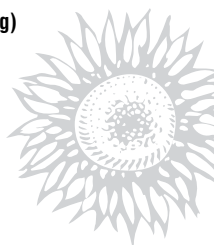
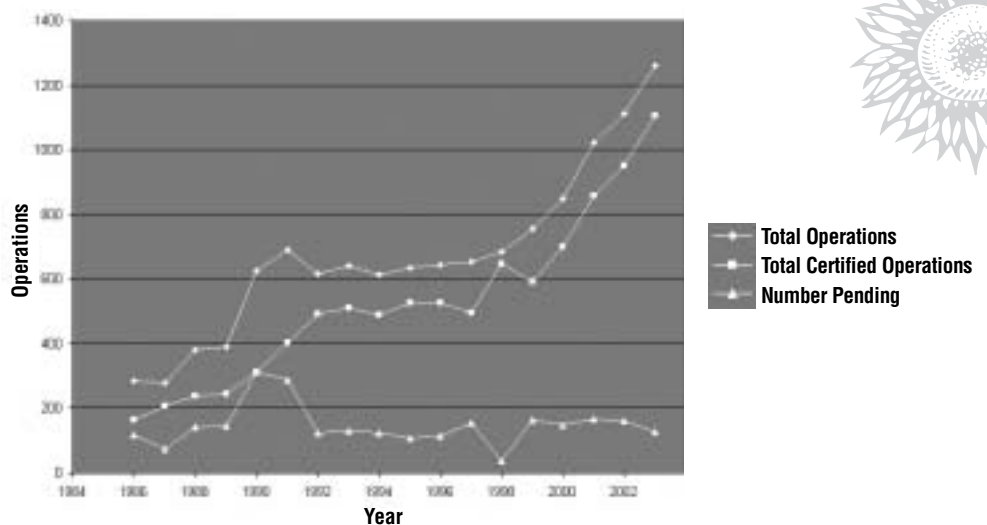
Illustrating the growth of organic, larger producers, such as **Earthbound** and **Pavich Family Farms**, began selling their products in mainstream retail outlets, including Costco and Kroger. While wider market placement bode well for organics in general, CCOF struggled with the fear of rapid expansion and the possible demise of small- and medium-sized farms at the hands of their larger competitors. “The growth of large producers, and the divide between large and small producers was palpable,” according to Bowen. “You could feel it all over the organization.” Today, even larger players than Earthbound and Pavich have emerged in organic farming, and yet the small- and medium-sized farms remain, thanks to the ever-increasing niche market demand for hard-to-find and hard-to-grow produce. While large organic producers can fill store shelves across the country, they cannot offer the attention to detail required of specialty crops that are increasingly sought by most farmers’ market consumers, independent restaurants, and other small food businesses.

Recognizing that the processed food category made up half of the organic food industry by the mid-90s, CCOF tried again to reach out to processors in 1993, under the leadership of **Malcolm Yuill-Thornton** as

Board President. The experience of the membership demanded this. Many farmers were doing business with processors already, while others were handling the processing of their products by themselves. Based on those of other certifiers, CCOF created its own processor standards, but challenges remained. Many in CCOF were skeptical of processor certification, saying that it would benefit only large growers. “**Kevin Kennedy** was the visionary for the CCOF Processor Certification Program,” Bowen asserts. “He had a sense of humor and balance that allowed him to pull the process and the people together.” After a dip in the number of CCOF certified processors from eight to five in 1993, membership increased to 19 in just one year. This growth prompted the Board of Directors to approve a new Processor/Handler Chapter of CCOF, giving processors a voice in the heretofore grower-only organization. A new Processor Certification Coordinator staff position was created as well. Initially closed to only California processors, CCOF soon opened the doors of its rapidly growing program to those outside of California.

Further serving CCOF's members was its decision to apply for accreditation with the **International Federation of Organic Agricultural Movements (IFOAM)**. This new program offered internationally recognized certification for CCOF growers and processors to export their products more easily, but the costs to join were very high. Proponents suggested to President **Phil Foster** and the Board that IFOAM could be viewed as a run

**CCOF Total Operations vs. Total Certified Operations (with Number of Operations Pending) 1996–2003**



through, prior to future USDA accreditation, to point out areas of needed improvement in the CCOF certification program. Others questioned the impact on CCOF's sovereignty. "That was the world that was coming," claims Bowen. "IFOAM had a disproportionate European Union view of agriculture, but within the IFOAM democratic organization, CCOF led the way for change to include a North American view of agriculture." Within the international organic community, CCOF now had to follow standards set by others.

Having enjoyed many partnerships with other organic certifiers over the years, one in particular between CCOF and **Oregon Tilth** (OTCO) spawned the **Organic Materials Review Institute** (OMRI) in 1997. Started as a joint materials review/testing program in the late 1980s, it soon became expensive to operate. Others outside of the CCOF/OTCO partnership were reaping benefits from the project without financial contribution. The two certifiers felt that in order to make the program more legitimate and self-sustaining, it needed to become entirely independent. **Brian Baker**, Technical Program Coordinator for CCOF and long-time liaison to the project, and **Lynne Cody** (OTCO) were the first staff members for OMRI. Today, OMRI is the primary organic materials review clearinghouse for the nation.

While the organic community was growing in numbers of farmers, processors, retailers, and consumers, the California State Organic Program (created under *COFA '90*) experienced ebbs and flows in its enforcement program during the 1990s. At times, the program seemed in jeopardy of collapsing

from lack of enforcement and revenues due. At other times, the system appeared to work. A grower was found guilty of violations of *COFA '90* and ordered by the Sonoma County Superior Court to pay \$15,000 in civil penalties. At the time, it was the largest civil settlement related to organic law in California. A year later, a San Diego food company was convicted on charges of false representation for processing and selling food as "organic" without being registered with the State of California. The company was sentenced to three years probation and fined \$10,409. The system was finally working... at least in California.

What began with a suggestion in 1989 came to fruition in late 1997 with the release of the first draft of the **National Organic Program** (NOP) standards on December 15. To a shocked organic community, the "big three"—irradiation, genetically modified organisms, and sewage sludge—were subtly incorporated into the rule, worded in such a way that left the door open for USDA to clearly insert them later without public comment. CCOF, under the leadership of Board President **Raoul Adamchak**, was united against the rule. Nearly 280,000 people nationwide wrote letters, e-mails, and faxes to contest the inclusion of the "big three" in the organic standards, and their actions paid off. According to an article in *Newsweek*, the USDA was "awestruck at the size and fury of the protest," and a USDA staffer was quoted as saying, "we underestimated the strength of the commitment to the term organic that exists out there." Consequently, at the first meeting of the NOSB in 1999, USDA announced that it would exclude the "big

three" from the national organic standards. Although the federal government had sought the expert advice of leaders within the national organic community to create uniform standards for organic agriculture, it appeared as if the USDA instead ignored their suggestions and preferred to impose onto organic agriculture the same old special interests of chemical agribusiness.

"Until recently, organic agriculture has been too marginal to draw much more than casual criticism from foes like the agrochemical industry. But the industry now appears to be organizing resources and implementing strategy to quash organic agriculture," wrote Diane Bowen in the Fall 1999 issue of *The Newsletter of CCOF*. In her Executive Director's Message, Bowen was responding to increased and erroneous criticism volleyed at organic agriculture, much of it from a man named Dennis Avery, Director of the suspiciously-funded Center for Global Food Issues at the Hudson Institute, both proponents of agricultural biotechnology. "He's a complete maverick when compared to other researchers and economists at Hudson Institute," recalls Bowen. Avery's two consistent claims were that organic could not match the yields of conventional agriculture (since refuted in field tests), and that organic poses a danger to human health by using animal manure as fertilizer (also used in conventional agriculture, but without standards for application to protect human health). It was clear that this new barrage of misinformation about "the dangers" of organic growing practices was intentionally deceitful, and these efforts continued into the following year.



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Organic was poised to take center stage in early 2000 with the release of the revised NOP standards in March of that year; instead it was eclipsed in part by a carefully timed but poorly planned smear campaign. In February, ABC's *20/20* newsmagazine broadcast a story, hosted by John Stossel, warning Americans of "the dangers" of organic produce, citing health hazards due to the use of manure as fertilizer and the use of organic pesticides. Having worked in the Reagan Administration, Dennis Avery played the part of Stossel's government expert. The organic community was stunned by this blatant attack on a nationally recognized newsmagazine. The **Organic Trade Association (OTA)** filed complaints with ABC, but the same program was rebroadcast in July. An investigation later showed that the pesticide tests reported on the show were, in fact, never conducted, and *E.coli* tests cited were inconclusive. OTA then threatened ABC with a lawsuit. In August of 2000, ABC and John Stossel issued a meager 2 ½ minute public apology live on the *20/20* show. Still, to much of the organic community, the integrity of Stossel, *20/20*, and ABC was severely damaged. An early indication that this program was meant as a smear campaign came in the form of the interviewer himself. The August 8th, 2000 press release from OTA notes that, "Three months before the February broadcast, OTA had written to *20/20*'s executive producer to warn him that Stossel was misrepresenting the facts during his interview with [Katherine] DiMatteo [OTA's executive director]."

Meeting increased acclaim and criticism head on had marked much of Diane Bowen's tenure as CCOF Executive Director. Meeting the NOP head on would mark **Brian Leahy's** tenure as her successor. Bowen resigned in September 1999, and for a time grower-member and CCOF Treasurer **Greg House** kept the ship sailing true. While the two previous executive directors had come from outside of CCOF, Leahy was a familiar friend. He had been an organic rice farmer with CCOF in the early 1980s at a time when a handshake was all the assurance anyone needed to seal a deal. Having later moved to Nebraska where he had been a legal aid attorney, he reconnected with CCOF when it was in search of a new director. Leahy's first day at CCOF in March of 2000 was also the day that the NOP final rule was released to the public. Several changes took place at CCOF before the October 21, 2002 implementation of the NOP. Now under Board Chairman **Philip LaRocca**, CCOF Certification and the entire organizational structure were forced to venture into the unknown.

The NOP mandated that all organic operations in the U.S. that earn more than \$5000 annually in gross organic sales, excluding retailers, must be certified by a USDA accredited third-party certifier. The use of the word "organic" became regulated under the federal government, with the NOP virtually owning all the rights to the use of the word. The federal law now set the floor and the ceiling for organic certification in the United States.

Because of the increasing cost of organic certification, and a feeling that organizations

such as CCOF had capitulated to USDA's rigid control of organics, many small operations have dropped the word "organic" and now use terms such as "natural," "eco-friendly," and "sustainably grown." (The 2002 Farm Bill offers funds to offset the costs of certification.) To assist these small growers, CCOF is researching the creation of an eco-friendly label and certification program that would be unregulated by the USDA. For the remaining organic operations now required to become certified, many turned to CCOF because of its strong activist history, leadership, and consistently high standards in the pre-NOP years.

New threats to the California organic community appeared in 2000, although this time not in the form of pro-GE government rules and smear campaigns. Organized responses to natural pests further solidified CCOF's political presence in California, but this increased respect would not help them in the national realm. The USDA, in control of the National Organic Program, CCOF's accreditation, and the use of the word "organic", demanded significant changes to the long-held form of CCOF's self-governance. The future was unclear, but with a solid footing, CCOF was prepared to fight for its continued existence as a creator of social change, and a leader in the worldwide organic movement. 🍀

*Sincere appreciation is extended to Mark Lipson, Bob Scowcroft, Diane Bowen, Brian Leahy, and so many certified members who have contributed information to the creation of this article. Special thanks to Brandon Lee, Tammy Hansen, Ron Neilsen, and Sy Weisman for their previous writings on the history of CCOF.*

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### RECENT GWSS DISCOVERIES:

- *Vacaville, Solano County:* June 20, an adult female GWSS was detected on an olive fruit fly trap.
- *Cupertino, Santa Clara County:* August 18, one adult female GWSS was trapped in a previously infested area.
- *Foothill Farm area, Sacramento County:* July 17, visual survey yielded one late nymphal cast skin of GWSS. No viable form of GWSS was detected.
- *Fountain of Youth Spa, Imperial County:* July 25, one adult GWSS was trapped in Bombay Beach.

Please visit [www.cdfa.ca.gov/phpps/pdpc](http://www.cdfa.ca.gov/phpps/pdpc) for more information.

## CALIFORNIA, THE NATION, AND AROUND THE WORLD

**USDA STUDY SHOWS SUFFICIENT GRAIN ACREAGE TO FEED ORGANIC LIVESTOCK**  
 “Ample acreage is available to provide more than enough feed grains to meet the needs” of organic livestock and poultry producers, and at reasonable cost, says a report issued July 14 by USDA’s Agricultural Marketing Service, which estimates organic feed availability into 2004. Although the costs varied from state to state, in most cases the prices for organic feed grains were not more than twice the cost of conventional feed. “Organic Feed for Poultry and Livestock: Availability and Prices” is available at [www.ams.usda.gov/nop/ProdHandlers/FeedStudyJune2003.pdf](http://www.ams.usda.gov/nop/ProdHandlers/FeedStudyJune2003.pdf)

**CONGRESSIONAL ORGANIC AG CAUCUS**  
 The newly formed Congressional Organic Agriculture Caucus held its initial meeting in Washington, D.C. on April 10, 2003. The Caucus was formed as a bipartisan association of U.S. Representatives whose mission is to “enhance availability and understanding of information related to the production and processing of organic agricultural products.” The formation of this coalition of 16 Democrats (including Rep. Sam Farr), five Republicans, and one Independent is truly groundbreaking for organic farmers nationwide.

### ORGANIC RESEARCH ACREAGE DOUBLES

The total number of organic research acres in the nation’s land grant system has more than doubled between 2001 and 2003, according to a study by the Organic Farming Research Foundation (OFRF). In 2003, organic research occupied only 1,160 acres, or 0.13% of the available research acres in the system, while 0.3 to 2.0% of all farmland (depending on crop type) is certified organic. The five states with the strongest organic programs in 2001 — IA, OH, MN, NC, and WV — continue to lead in 2003, followed by new programs in WA and NY. The second edition of “State of the States” is available online at [www.ofrf.org](http://www.ofrf.org)

### SMALL ORGANIC GROWERS TURN TO CSA

California is reported to have 2,100 organic farms but recent statistics show that only the top 2% do half of the organic produce sales in the state, a figure pegged at \$450 million.

Smaller organic growers are being squeezed out of the supermarket business by large growers but that may not dismay them all that much. Some are finding profitable niches in community supported programs that allow them to stay small and close to their customers. At least 100 CSA (Community Supported Agriculture) farms exist in California, of which 55 are CCOF certified, and about 1,000 across the nation. Prices for organic farm products delivered door to door or at convenient drop-off points tend to be lower than retail prices, a plus for consumers and growers who do not have to deal with a middleman.

### PESTICIDES RESTRICTED TO PROTECT ENDANGERED SALMON

A federal district court judge has ordered EPA to ensure that pesticide uses it authorizes will not jeopardize endangered species, specifically endangered salmon. The case follows last year’s court decision that found EPA out of compliance with the *Endangered Species Act*. EPA must bring its pesticide authorizations into compliance with the law by consulting the National Marine Fisheries Service to determine permanent restrictions on 54 pesticides. Fishing and environmental groups asked the court to impose interim measures to protect salmon during the time it will take EPA to comply with the law.

*Sources:* *Field Talk*, a weekly e-newsletter of Rincon Publishing; OFRF; Jessica Hamburger; *Provender Journal*.

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## EU MOVES TO IMPLEMENT BIOSAFETY PROTOCOL OBLIGATION OF "ADVANCE INFORMED AGREEMENT"

The European Union is now finalizing a law that will regulate the trans-boundary movement of GMOs in accordance with the EU's obligations under the Cartagena Protocol on Biosafety. On April 30th, the European Parliament Environment Committee recommended that there should be no export of GMOs without the prior written consent of the country of import. The Protocol sets out minimum standards which permits Parties to legislate accordingly at the national level, and does not prevent the development of comprehensive domestic biosafety laws.

## EU REJECTS US-LED TRADE CHALLENGE ON GMOs

On August 8th, the European Union rejected the United States' decision to launch a trade suit with the WTO against the EU's refusal to accept most genetically modified organisms, saying it was not breaking trade rules. The EU has not allowed any new genetically modified crops to be imported or grown on its territory since 1998, pending tough new testing procedures and regulations that aim to segregate them from conventional strains. EU officials say they expect the bloc's authorization procedure to restart before the end of the year now that most of the new regulations have been agreed. The WTO investigation could take about 18 months, including a likely appeal by the loser.

## USDA TO REQUIRE PERMITS FOR ALL INDUSTRIAL BIOTECH PLANTS

The U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS) has amended its biotechnology regulations for pharmaceutical crops. Companies wishing to move, field test or import pharmaceutical crops must apply for a permit. Previously, APHIS allowed companies and institutions to field test, move or import genetically engineered industrial plants under an expedited permitting procedure. Notice of the interim rule appeared in the August 6 Federal Register. APHIS documents published in the Federal Register and related

information, including the names of organizations and individuals who have commented on APHIS dockets, are available on the Internet at [www.aphis.usda.gov/ppd/rad/webrepor.html](http://www.aphis.usda.gov/ppd/rad/webrepor.html)

## FDA OPTS AGAINST FURTHER BIOTECH REVIEW

Genetically engineered foods from crops that have already been reviewed and approved by two government agencies shouldn't have to jump through a third regulatory hoop at the Food and Drug Administration (FDA), an agency official told the U.S. Congress on June 17, 2003. FDA deputy commissioner Lester Crawford said the agency is inclined to reject a proposal made by the former Clinton Administration that would require biotechnology companies to notify the FDA before putting products on the market. Crawford said he knows of no instance where a company has not voluntarily shared field tests and other information on its biotech products with the FDA. But Greg Jaffe, biotechnology director for the Center for Science in the Public Interest, said that without a regulation requiring it, companies could withhold data.

## ORGANIC FARMERS SING BIOTECH BLUES

Farmers who are trying to fill America's growing appetite for organic food are having trouble keeping biotech contamination out of their crops. Lynn Clarkson, president of Clarkson Grain Co. Inc. of Cerro Gordo, IL, a major supplier of biotech-free grain to U.S. and foreign companies, was quoted as saying, "The trend for difficulty is going up and will continue to get worse if the planting trends for GMOs continues as they've been in the last several years." A recent survey of U.S. organic farmers by the Organic Farming Research Foundation found more than half of the 990 respondents said the government wasn't doing enough to protect them from biotech contamination and 18 farmers in the survey said their crops had tested positive for biotech material.

*GE Report compiled by Brian Sharpe, CCOF's GE point-person and Chapter Resource Coordinator.*

## STUDY: MODIFIED WHEAT POSES A THREAT

Genetically modified wheat poses an unacceptable risk to the environment, says a University of Manitoba study released in early July by three plant scientists. The study was commissioned by the Canadian Wheat Board, which does not want to see genetically modified grain released for sale. It fears it will damage Canada's ability to sell into export markets where genetically modified crops are shunned. "If Roundup Ready wheat was grown under unconfined conditions in Western Canada, the trait would move from wheat crop to wheat crop in a fashion similar to that seen in canola," the report says. That means farmers would have to use other herbicides which can kill Roundup-resistant plants as well as Roundup, which has become the most popular agricultural herbicide. The report also says the release of the wheat strain would increase the risk of the development of weeds that are resistant to the herbicide.

## MENDOCINO COUNTY FILES BALLOT INITIATIVE TO BAN GMOs

This summer, the Mendocino Organic Network filed a petition to get a measure on the county ballot which would prohibit the growing of genetically modified organisms. The measure proposes to prohibit any person, firm or corporation from propagating, cultivating, raising or growing genetically modified organisms in Mendocino County. The County Agricultural Commissioner would be responsible for enforcement of this proposed ordinance. The Ag Commissioner would be authorized to confiscate and destroy organisms found to be in violation of the ordinance and may impose a fine, the amount of which would take into account any actual or potential damages caused by violating the ordinance. ☘

*Sources:* Chee Yoke Ling and Lim Li Lin; Reuters; *USDA News*, [oc.news@usda.gov](mailto:oc.news@usda.gov), ph: 202-720-9035; *AgBiotech Buzz*: Biotech & Global Climate Change (Vol. 3, Issue 4); *Des Moines Register*; Scott Edmonds, Canadian Press; Els Cooperrider, Mendocino Organic Network & CCOF.



## INTERNATIONAL MINISTERIAL CONFERENCE AND EXPO ON AGRICULTURAL SCIENCE AND TECHNOLOGY

June 23–25, 2003  
Sacramento, California

CCOF AND THE ECOLOGICAL FARMING ASSOCIATION STEAL THE SPOTLIGHT FROM AGRICULTURAL BIOTECHNOLOGY

A COALITION OF ORGANIC FARMERS and farming organizations set up a small organic food stand inside the U.S. Department of Agriculture’s (USDA) Ministerial Conference and Expo on Agricultural Science and Technology. Co-hosted by the U.S. Agency for International Development (USAID) and the U.S. Department of State, the conference took place from June 23rd through June 25th in Sacramento, California. It was attended inside by over 100 ministers, and outside by nearly 4,000 protesters.

Inside the Sacramento Convention Center, the organic booth proved to be the most popular exhibit. Organic farmer **Kristie Knoll** provided fresh local cherries, peaches and other summer delights to conference attendees. **Mark Mulcahy** (Organic Options) designed a beautiful produce display. **John Williams** of **Frog’s Leap Winery** served his delicious organic wine. **Zea Sonnabend**, **Brian Leahy**, **Brian Sharpe** (CCOF), “**Amigo**” **Bob Cantisano** (Organic Ag Advisors), and **Jessica Miller** (Ecological Farming Association) were in attendance to help answer the ministers’ questions and provide them with organic food.

Ministers and representatives stopping by the organic booth included those from Cameroon, Nigeria, Bosnia-Herzegovina, Kenya, Jamaica, Belgium, Samoa, Oman, Antigua, Eritrea, Mali, and Thailand to name a few. The questions they asked were varied, from simple how-to organic, to specific crop and pest questions. The ministers’ reactions to biotech ranged from acceptance out of necessity to outright refusal to accept those crops. The general view was that each country should be allowed to accept or refuse biotech crops without U.S. interference.

Several ministers expressed that if agricultural biotechnology is so great, then it should stand on its own merits without pressure or coercion through aid packages and other global trade policies. Major American corporations represented at the conference

conference on agriculture and technology!), the organic booth reminded the ministers that agriculture is about the production of nutritious food grown with knowledge of and respect for nature, not by the toxic domination of our environment. Agricul-



*John Williams, Kristie Knoll, Brian Leahy, US Secretary of Agriculture Ann Veneman, Zea Sonnabend, and Mark Mulcahy. Photo courtesy of Jessica Miller, EFA.*

included **BASF**, **Cargill Dow**, **Coca-Cola**, **Dow AgroSciences**, **Kraft**, **Monsanto**, and **SureBeam Corporation**. The World Bank was represented as well. The basic cost for booth space inside the Expo was nearly \$8,000—a prohibitive price for most non-profits, which may explain the high cost.

CCOF prepared the summer issue of *CCOF Magazine* specifically for this event to educate ministers and the general public about the already-proven dangers of genetically engineered (GE) crops, the numerous questions remaining about GE crops, and the irresponsible overuse of toxic pesticides.

Serving the only fresh, local food available inside the conference (surprising at a

tural ministers, USDA employees, and biotech industry reps all enjoyed the organic produce and wine. Even U.S. Secretary of Agriculture **Ann Veneman** stopped by to enjoy a fresh organic strawberry.

On Tuesday morning June 24, at the same time that the Ag conference was taking place, the State Senate Select Committee on International Trade held a hearing on the negative health, environmental and economic impacts of GE crops and products in California. CCOF President **Brian Leahy** and CCOF grower **Bryce Lundberg** both gave testimony to the shocked committee members, who were appalled at learning how prevalent GE products are in the



American food supply, and how little Americans know about what they are eating.

Later that day, CCOF/EFA accompanied a delegation from Sri Lanka, representatives from several California legislators, and many members of the press on a sustainable farm tour. The tour of **Living Farms**, with CCOF grower **Allen Garcia**, highlighted the positive benefits that sustainable agriculture can have on wildlife habitat and restoration and watershed management, to the benefit of all. Garcia's Living Farms is part of the Consumnes River Preserve, which is an extensive public/private partnership including the Nature Conservancy, Bureau of Land Management, and Sacramento Parks and Recreation Dept.

The Conference & Expo and official events outside of the Convention Center were entirely closed to the general public. The highlight of unofficial events was a debate on agricultural genetic engineering at the Crest Theater, sponsored by Food First/Institute for Food and Development Policy. Three opponents and three proponents of GE crops, along with a moderator, made up the panel of speakers. At one point, a Midwest conventional farmer asked **David Hegwood**, Counsel to the U.S. Secretary of Agriculture, why he should bear the burden of GE contamination of his crops, while farmers that sow GE seed and the corporations that create the seed bear no responsibility for contamination. The Undersecretary stated that he could not answer that question, to which the entire crowd both cheered and jeered at the admission that the federal government has not addressed this most important question. The debate audience was largely anti-GE. When opponents were asked if they could choose a regulatory process for biotech, would they

allow GE crops, they all said, "No. Convince us first that we need it. Instead of finding a technological fix to hunger, why not work towards a social fix to food distribution?" Proponents repeatedly invoked the plight of starving African nations as a reason for producing GE crops. **Amadou C. Kanoute** of Consumers International in Zimbabwe was outraged that, as he characterized it, American biotech companies and the U.S. government are using Africa as a marketing tool to promote a technology that most of the world has refused. Only one quarter of the world's hungry is in Africa, yet it is most often poor-washed as being the reason for biotech. He pointed out that even crop-exporting countries have starving peo-



▲ CCOF grower **Allen Garcia**, center, with Sri Lankan delegates



▼ Police in riot gear in front of the Sacramento Convention Center



▲ Anti-GE Rally at the State Capitol, Sacramento

police presence protecting the conference to be expected. What was unexpected was the additional presence of hundreds and hundreds of extra officers brought in from other cities, the Sacramento County Sheriff's Department, and the California Highway Patrol (CHP). Police had informed Sacramento residents, through leaflets and the media, to prepare for a Seattle-style gathering of tens of thousands of violent and destructive protesters. Downtown residents were frightened into staying in their homes, and many businesses closed their doors. Several

state agencies around the capitol told their employees to stay home on Monday. Law enforcement brought in riot police armed with a variety of crowd-control and lethal weapons, jeeps, hummers, paddy wagons, riot buses, mounted police, and tanks. Helicopters circled the downtown area day and night (using spotlights). Police vehemently defended the streets around the conference center as well as large corporate chains such as Starbucks. Many local residents, downtown employees and business owners who did not stay home were shocked at the police presence vs. the number of protesters.

Protest organizers obtained a permit for a rally at the capitol and a street protest to follow a designated path. At the capitol, CCOF Board Chair **Vanessa Bogenholm** MC'ed the rally, which included **Percy Schmeiser**,

"Amigo" Bob and other well-known speakers. Organizations armed with information were set up all around the front of the capitol. Following the rally, the large number of officers ensured that none of the protesters strayed from the established route. Par-

ents with children, the elderly, and people of all races, religions, and socio-economic backgrounds joined in the march. Back at the capitol where the protestors assembled once again, police employed tried and true tactics to frighten protesters into reacting; they encircled protesters and then ordered them to disperse without offering an exit. Officers then charged into the center of the crowd and began pushing, grabbing and arresting people. Several protesters were stunned with stun guns and tasers, and beaten by police with billy clubs. After the melee, several protesters emerged covered in blood. They were quickly treated by volunteer medics.

At a time when the state and CHP are facing huge budget cuts, many downtown residents and workers watching the spectacle



Brian Sharpe, CCOF's GE point-person, helped answer delegates' questions about organic.

wondered why the large police presence and what the final cost would be to local and state residents. Estimates put the figure at \$4 million. Sacramento police

practiced a few weeks before the conference to prepare.

The Sacramento City Council joined police in scaring the public. The Council passed a 30-day resolution prohibiting any protests within the city limits, prohibiting people from wearing bandanas and gas-masks, from using bull-horns in public, and from using wooden stakes larger than 2" x 2"

upon which to mount signs, among other prohibitions. According to protest organizers, the City Council did not share detailed information regarding the new ordinance with protest organizers so that they could disseminate the info and help prevent arrests. Lawyers for several of the arrested under this 30-day law decried a violation of the U.S. Constitution in the selective creation and enforcement of a law that limited free speech and the right of assembly. On the closing day of the conference, participants and protesters witnessed another protest at the capitol against cuts in state-funded social services. None of these protesters were detained for carrying signs on wooden stakes, for using bull-horns, or for blocking traffic. The police presence around this group was meager in contrast to the previous days' GE protests, exposing the selective enforcement of the questionable law.

Critics of the anti-GE movement attempted to discredit protesters and event organizers by claiming that they were nearly all from out of town, and therefore had no right to impose themselves upon Sacra-

mento. Contrary to these criticisms, several local organizations and businesses, neighborhood associations, and individual Sacramento residents worked together to organize a variety of community events to educate themselves and others on the subject of agricultural biotechnology. Family and children's events were held at Fremont Park in the downtown area and at Land Park on the city's south side. Film screenings were held at a midtown coffee house and the Crest Theater downtown. Two panel discussions were held at a midtown Lutheran church, both sponsored by local organizations.

A local issue that was supported by local and visiting protesters was the future of the 30-year-old Ron Mandella Community Garden in downtown Sacramento. The garden is threatened with destruction by a local developer who wishes to construct high-end condominiums, while ignoring already vacant lots. Recently, the developer, CADA, lost a court battle with supporters of the garden for not having completed an Environmental Impact Report (EIR).

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Police presence in this area, near a local Starbucks, was particularly heavy.

Several protesters traveled to UC-Davis to draw attention to the development of GE trees, created to express a variety of traits such as herbicide tolerance, insect resistance, lignin reduction and sterility. Another type of GE tree in development would absorb 20% more carbon dioxide (CO<sub>2</sub>) than natural trees to help reduce greenhouse gases that cause global warming. As with food distribution and GE crops, humans are reorganizing genetics rather than taking real action to change a negative environment that we have created. Because of their large size, long life span and wide range of pollen dispersal, GE trees pose a unique environmental threat compared to GE food crops.

At the end of the conference, of the tens of thousands expected, organizers estimated 4,000 convened in Sacramento, and little violence and vandalism was reported. Most local residents and media representatives thought the majority of protesters handled themselves very well. Of the 73 people arrested under the little-publicized Sacramento ordinance,

most were released. But the law, legal or not, had given police the power to remove protesters who did not agree with the federal government's position on agricultural biotechnology.

Inside the expo, the CCOF/EFA booth was the highlight of the conference. It even attracted the eye of a reporter sent from the *Sac Bee* to write a positive story on the conference and biotech companies. Instead, he wrote mostly about the organic/sustainable ag booth and the response to its display of real organically grown local food. Outside, although national mainstream media reported little about Sacramento, local media focused heavily and objectively on the events, arrests, and the confusing issues surrounding GE crops. Ag newspapers also followed the developments of the conference, and were particularly interested in the CCOF/EFA presence. CCOF received excellent follow-up coverage as well.

Although the rest of the country knew little of what had happened in Sacramento, the city itself was witness to the brave new world of agricultural biotechnology, and

those who would do anything to protect it from scrutiny.

*Thanks to Jessica Miller of the Ecological Farming Association for providing information from inside the expo.*



*"Amigo" Bob and John Williams celebrate their birthdays on the last day of the conference.*

Visit the CCOF and EFA websites for more information, pictures, and links to stories from Sacramento: [www.ccof.org/ge.html](http://www.ccof.org/ge.html)  
[www.eco-farm.org](http://www.eco-farm.org)

*Go, put your work clothes on,  
Go and leave your mark.*  
- Widespread Panic, "Pleas"



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## NATIONAL ORGANIC STANDARDS BOARD MEETING MAY 2003

By Emily Brown Rosen, OMRI  
(edited by Zea Sonnabend, CCOF)

THE NATIONAL ORGANIC Standards Board (NOSB) met in Austin, Texas on May 13 and 14. Richard Mathews, NOP Program Manager, announced a new decision made to address the need for a Peer Review Panel. AMS-NOP is entering a Memorandum of Understanding (MoU) with the American National Standards Institute (ANSI) to operate the Peer Review Panel. ANSI will operate with a team of three individuals well-trained in ISO Guide 61. Two will be ANSI auditors and the third will be chosen from the public.

Mathews mentioned the April 16, 2003 National List Docket on materials for crops, and one that has since come out in May on materials for processing. These had short comment periods but do not become final until the comments are addressed and they come out in the Federal Register as final. There is one pending for livestock materials but more time is being taken for it to be looked at by other agencies.

Mathews announced that NOP plans to publish an Interim Final Rule to add 7 CFR 205.630 under the title "Good Guidance Practices." There will be a 30-day comment period. According to Keith Jones, NOP Director of Program Development, policies

developed following the provisions of "Good Guidance Practices" will represent NOP's best thinking on policy and a better means to communicate with the regulated community on regulatory clarification and protocol for certification for policies that do not require rule-making.

### CHLORINE CLARIFICATION

A task force provided input on a recommendation to change the regulation on chlorine in response to persistent questions from certifiers, inspectors, and handlers on the subject. The NOSB unanimously voted to recommend a rule change to correct annotations for chlorine in the National List as follows:

- A. Change the annotation of §205.601(a)(2) to read: Chlorine materials—Except, That, residual chlorine levels in the water in direct crop or food contact and in flush water from cleaning irrigation systems that is applied to crops or fields shall not exceed the maximum residual disinfectant limit under the *Safe Drinking Water Act*.
- B. Change the annotation of §205.603(a)(3) to read: Chlorine materials—disinfecting and sanitizing facilities and equipment. Residual chlorine levels in the water in direct crop or food contact shall not exceed the maximum residual disinfectant limit under the *Safe Drinking Water Act*.
- C. Change the annotation of §205.605(b)(9) to read: Chlorine materials—disinfecting and sanitizing food contact surfaces, Except, That, residual chlorine levels in the water in direct crop or food contact shall not exceed the maximum residual disinfectant limit under the *Safe Drinking Water Act*.

The Board also unanimously recommended specific changes to the NOP Questions and Answers to clarify that chlorine monitoring should not be done at point of discharge, stating "Certified operators must monitor the chlorine level up stream of the wash operation or rinse operation, where the water last contacts the organic product."

### LIVESTOCK

The Board unanimously supported a statement to clarify the NOP requirement that once a breeding animal is brought on farm, it must stay organic and cannot be shifted out of organic production. The Board also voted 13-0-2 in favor of the recommendation for a rule change to §205.236(a)(2)(iii) to require that replacement stock be organically managed from last third of gestation for all animals once a herd has been converted. This action was taken after previous NOSB recommendations for clarification were not incorporated into a NOP policy statement issued in April 2003.

### CROP MATERIALS DECISIONS

*Tetrahydrofurfuryl Alcohol*—This material was petitioned as a List 3 inert ingredient used in a pesticide formulation. The Board voted to list THFA as synthetic allowed, at §205.601(m) for use only until December 31, 2006.

*Potassium Silicate*—deferred until October 2003.

*Phosphoric Acid*—deferred until October 2003.

*Glycerine Oleate*—This was petitioned as a List 3 inert used in pesticides, particularly in a micronized sulfur product (Microthiol). They voted to list as synthetic allowed, at §205.601(m) for use only until December 31, 2006.

### LIVESTOCK MATERIALS DECISIONS

*Proteinated Chelates*—deferred.

*Calcium Propionate*—This material had been voted synthetic and approved by the Board in September 2002 for health care use. The Board further voted to list as allowed at §205.603(a) as mold inhibitor for dried formulated herbal remedies.

*Furosemide*—This material was petitioned for dairy cow health care use for udder basal edema. The Board supported use with a double FDA withhold due to data showing that after 48 hours there is still 10% residual in tissue. The Board voted the material is syn-

### Compost Tea Task Force Created

The National Organic Standards Board (NOSB) has created a new task force to develop standards for compost tea, which was not included in the original NOP composting standards because of concerns raised over pathogens and sweeteners. Zea Sonnabend of the Ecological Farming Association (EFA), and materials expert with CCOF, has been named to the task force.

thetic and should be listed as allowed at §205.603(a) withhold time shall be double the FDA requirement.

*Mineral Oil*—The Board previously voted this material to be synthetic and recommended that it be listed for medical use. The petition also requested use as a dust suppressant in mineral mixes. The Livestock Committee recommended against this use, due to concerns related to worker safety in handling, other alternatives available, and status as a synthetic used in feed. The material remains prohibited for this use.

*Atropine*—This was petitioned as a medical treatment for emergency use in case of animal poisoning and also has uses in treatment of pinkeye. The Board voted it as synthetic and listed as allowed at §205.603(a).

*Moxidectin*—deferred.

**PROCESSING MATERIALS DECISIONS**

*Egg White Lysozyme*—The Board originally did not approve this substance because of questions regarding its GRAS status, but the petitioner supplied this proof. The Board voted this material as non-synthetic, and to add to the list as allowed at §205.605(a) as an animal derived enzyme.

*Nitrous Oxide*—deferred.

*Malic Acid*—This material was petitioned as DL-Malic acid for use in pH control of beverages. The committee found this to be synthetic and considered that L-malic acid is a natural form that is available for this use. The Board voted that L-malic acid is non-synthetic and should be listed as allowed at §205.605(a) derived from microbial fermentation of carbohydrate substances. Action on DL-Malic acid was deferred.

*Sodium Acid Pyrophosphate*—Sodium acid pyrophosphate (SAP) was petitioned as a leavening agent, with particular use on refrigerated slow-rising bread dough. The Board voted the material to be synthetic and to add to the list as allowed at §205.605(b) for use only as a leavening agent.

*Microorganisms*—This material was petitioned as fungal preparations used in manufacture of soy sauce and tempeh. The committee recommended adding a category for microorganisms to broaden the current National List inclusion of dairy cultures, yeast, and enzymes. The Board voted the substances as non-synthetic and to add to the list of allowed non-agricultural ingredients at §205.605(a) with the annotation: any food grade fungi, bacteria, and other microorganisms.

The NOSB will meet next in Washington, D.C. from October 22–24. Tentative dates selected for following meetings were May 5–6, 2004 in Chicago following the next OTA show. The next meeting after that will possibly be held October 14–15, 2004 in Washington, D.C. ☺

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## WHAT GOES AROUND COMES AROUND

By Brian McElroy, Certification Services Manager

CERTIFIED ORGANIC FARMERS and handlers are not the only ones that get inspected. CCOF Certification Services is audited (same as inspected) twice every year and three times in every fifth year. The inspections are required to maintain the three accreditations that are essential to maintain access to organic markets. The accreditations are ISO Guide 65, USDA NOP, and IFOAM Basic Standards (see box this page).

ISO Guide 65 and IFOAM audits are annual. The USDA NOP audit is once each fifth year with annual reports required in the intervening years. The purpose of these audits is to verify that CCOF has control of the certification process and that control allows CCOF to ensure consistent decisions that conform to the applicable standards (NOP, IFOAM). The way that CCOF maintains control of the process is to ensure that all CCOF personnel are trained to CCOF's quality system. The "quality system" is the whole of CCOF's policies, documents, and procedures.

In order to prepare for these audits each year, CCOF conducts an "internal audit." The audit tests the quality system. Are all staff using the documents? Are all documents up to date? Are decisions consistent? Are our files in order? By this time you can see that this process is complex and demands staff and therefore money. Accreditation is costly and accreditation is key to market access for CCOF clients.

CCOF recently completed the three-day ISO Guide 65 Audit at the Home Office, July 21–23. Two auditors conducted the inspection that includes review of CCOF

files, procedures, interviews with personnel and observation of two inspections (witness audits). For those of you that have not visited the Santa Cruz office, I can tell you that adding two people asking questions to the limited office space we have makes for a tight fit.

The two witness audits required generous participation by CCOF certified operations **Paul Hain and Son** (Hollister) and **Beckman's Bakery** (Santa Cruz). The inspector, **Ann Bier**, conducted the inspections with the auditors looking over her shoulder the whole time. The witness audits went smoothly and were probably the high points of the auditors' visit.

The audit report was completed by the Monday following the audit. The auditor's report is reviewed by a committee and CCOF was notified of the committee

that if an operation is given a 30, 60, or 90 day deadline to submit evidence that a condition is corrected, then CCOF must enforce the deadline. Historically CCOF CS has recognized that farmers hate paperwork and that patience will eventually get you results. No more. If evidence of compliance for a condition is not submitted by the timeline, CCOF CS will have to proceed with placing an operation under review and possible suspension.

### RENEWAL AND CONDITIONS

CCOF must require that all certified operations submit evidence of compliance to conditions at renewal. CCOF will not be able to renew an operation with outstanding conditions.

### TIMELY COMPLETION OF REVIEWS

CCOF must provide inspection, review, and certification decisions in a more timely manner. This means that the process from inspection to certification decision must be

Standard	Agency	Market
ISO Guide 65	USDA Agriculture Market Services	International
USDA NOP	USDA AMS National Organic Program	Domestic
IFOAM Basic Standards	Independent Organic Accreditation Services	International

report on August 7, eleven days after the close of the audit. CCOF has responded to the seven conditions and is waiting for USDA's response.

The good news is that the USDA "determined the certification program in place at CCOF to be sufficiently maintained to issue ongoing approval with conditions." CCOF Certification Services (CS) staff recognize the conditions placed on us to be "pay-backs" for all the conditions that have been placed on CCOF certified operations by our scrutiny. Unfortunately, conditions placed on CCOF will undoubtedly effect CCOF certified operations. The following is a summary of the issues addressed in the CCOF audit that will likely find their way to the CCOF certified operation.

### CONDITIONS WITH TIMELINES

CCOF CS must ensure that operations with conditions provide evidence of corrective action in a timely manner. This means

completed more efficiently. CCOF will be seeking to ensure that inspectors submit reports in days rather than weeks, and that file review is completed in weeks rather than months.

### PERSONNEL AND VOLUNTEER DOCUMENTATION

Because CCOF is a complex organization of volunteers, staff, and professional consultants, there is a myriad of documents that must be maintained for each capacity. Conflict of Interest and Confidentiality Agreement forms are maintained at all levels and some forms must be updated annually. Maintenance of this documentation is always demanding more time and staff effort.

By the time you read this article CCOF CS will have completed a condition action report for the USDA ISO 65 audit. We will likely be in the middle of the IFOAM audit which is planned for five to seven working days at the end of September. 🌱



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*Your Land is Your Legacy* can be purchased for \$13.95 by calling 800-370-4879. An order form is also available at [www.farmland.org/merch/publist.htm](http://www.farmland.org/merch/publist.htm). For information about how AFT can educate landowners about estate planning, contact Jill Schwartz at 202-331-7300, ext. 3011. 

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— Suella Guerber  
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Lakeport, CA 95453  
707-279-9836  
Crops Certified: Pears

**JAMES A. LAIRD (VO)**

James Laird  
3879 23rd St.  
San Francisco, CA 94114  
530-976-4283  
Crops Certified: Almonds

**LAZY K RANCH (THE) (BV)**

Kyle & Michelle Shipherd  
16887 Colony Rd.  
Ripon, CA 95366  
209-599-6041  
Crops Certified: Almonds

**LE VIN VINEYARDS (ME)**

Hollis Harman & Eric Levin  
P.O. Box 473  
Cloverdale, CA 95425  
707-894-2304  
Crops Certified: Olives, Winegrapes

**OUR LAND CORP. (FT)**

Rodger McAfee  
9960 W. Manning  
Fresno, CA 93706  
559-486-5795  
Crops Certified: Almonds

**PAESANO FARMS (KE)**

Cora & Joe Paesano  
P.O. Box 5848  
Bakersfield, CA 93388  
661-303-0710  
Crops Certified: Grapes, Sudan Grass

**POYTHRESS FARMS (FT)**

Roger Poythress  
14624 Rd. 18  
Madera, CA 93637  
559-674-8185  
Crops Certified: Almonds

**PRAIRIE SUN FARM (AL)**

Chris & Robin Hoult  
1145 E. Granite Creek Ln.  
Chino Valley, AZ 86323  
928-636-2922  
Crops Certified: Fruit Trees, Grapes,  
Mixed Vegetables, Pasture

**PROTEIN RESEARCH (PR)**

Donald Burns  
2353 Industrial Parkway West  
Hayward, CA 94545  
510-887-0101  
Products Certified: Wheatgrass Powder  
Services Certified: Grinding

**PYRAMID FARMS (NV)**

Matthew Martin  
12242 Meridian Rd.  
Chico, CA 95973  
530-899-7586  
Crops Certified: Mixed Vegetables

**RINCON CREEK FARM (SC)**

Robin Norwood  
700 Rincon Hill Road  
Carpinteria, CA 93013  
805-684-8237  
Crops Certified: Avocados

**RITA & GERRY MARSH (ME)**

Rita & Gerry Marsh  
742 Oak Street  
Santa Rosa, CA 95404  
707-575-8482  
Crops Certified: Walnuts

**ROCK BOTTOM FARMS (VO)**

Joni & Grant Davids  
28209 Encina Dr.  
Winters, CA 95694-9007  
530-795-3503  
Crops Certified: Pomegranates

**SINGH ORGANIC FARMS (FT)**

Hirday Pal and Kashmir Kaur Singh  
1771 Patty Dr.  
Yuba City, CA 95993  
530-701-4010  
Crops Certified: Almonds

**SPECKENS ORGANIC (BV)**

Alfred, Mark, & Joanne Speckens  
3830 W. Barnhart Rd.  
Turlock, CA 95382  
209-632-9860  
Crops Certified: Almonds

**STELLAR DISTRIBUTING, INC. (PR)**

Roger Pimentel  
4705 N. Sonora Ave., #101  
Fresno, CA 93722  
559-275-8400  
Products Certified: Figs  
**STILING VINEYARD (NC)**  
Barbara Stiling  
4395 Vine Hill Rd.  
Sebastopol, CA 95472  
707-823-5051  
Crops Certified: Fresh Market Tomatoes

**TIR NA NOG FARM (NV)**

Jeanne Dugan  
6281 Broyles Rd.  
Chico, CA 95973  
530-891-1343  
Crops Certified: Almonds

**TOM JOHNSEN ORCHARDS (NV)**

Tom Johnsen  
7261 County Road 20  
Orland, CA 95963  
530-865-7867  
Crops Certified: Almonds

**WATSON RANCH (SL)**

Harold & Jeanne Watson  
P.O. Box 840  
Lebec, CA 93243  
661-248-6970  
Crops Certified: Jujubes, Pawpaw

**WESTERN MILLING (PR)**

Tony F. Correia  
P.O. Box 1029  
Goshen, CA 93227  
559-302-1000  
Products Certified: Cottonseed, Milo,  
Rolled Barley, Rolled Corn, Rolled  
Oats, Safflower Meal, Whole Ground  
Wheat, Whole Meal Soybeans  
Services Certified: Commodity & Grain  
Brokering, Livestock Feed Processing

**INACTIVE**

**BEAR CREEK (HT)**

Joe & Karen Paff

**PAMPERED PRODUCE (VO)**

Raoul Adamchak

**SUSPENDED**

**GEORGE CECCHETTI**

**ENTERPRISES (SL)**

George Cecchetti

*Due to space limitations, Withdrawn and Decertified Operations for these dates are included in the online version of this Magazine.*

[www.ccof.org/magazine.html](http://www.ccof.org/magazine.html)

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# EARTHWISE ORGANICS, INC.

2002

## “GROWERS’ BLEND” COMPOST



Approved for use in organic production  
*(Check with your certification program to verify the listing of our product)*

Earthwise Organics’ “Growers’ Blend” Compost is approved for use in organic production. “Growers’ Blend” is a 100% dairy manure compost. To show our commitment to manufacturing quality compost, we took the initiative to have OMRI test our material for use in organic production. We are proud to announce that “Growers’ Blend” is the only compost in California that carries a guaranteed label from the CDFA. “Growers’ Blend” compost is sold and delivered throughout the state of California. We have our own fleet of trucks that enable us to have complete control of deliveries. We have treated over 500,000 acres with our products. We guarantee the quality of each and every load manufactured and delivered.

Earthwise Organics also distributes, gypsum, soil sulfur, limestone, dolomite lime, three blends of compost and California organic fertilizer.

### Growers’ Blend Compost

	1.2 - 1.5 - 2.5 (Guaranteed Analysis)	Pounds of Nutrients per ton
TOTAL NITROGEN (N).....	1.20 %	24 Lbs
0.02% Nitrate Nitrogen		
0.40% Water Soluble Organic Nitrogen		
0.78% Water Insoluble Organic Nitrogen		
AVAILABLE PHOSPHORIC ACID (P <sub>2</sub> O <sub>5</sub> ).....	1.50%	30 Lbs
SOLUBLE POTASH (K <sub>2</sub> O).....	2.50%	50 Lbs
CALCIUM.....	2.70%	54 Lbs
MAGNESIUM (Mg).....	1.00%	20 Lbs
SODIUM.....	0.27%	5.4 Lbs

Derived from: (100% Dairy Manure)

“Now carrying a full line of California Organic Fertilizer Products”

**FOR MORE INFORMATION PLEASE CALL:  
 (800) 661-7922 OR (559) 275-3300**

# OMRI BRAND NAME PRODUCTS LIST UPDATE

## AUGUST 2003

**BRAND NAME OF PRODUCT**                      **SUPPLIER**                      **GENERIC MATERIAL**                      **OMRI STATUS**

### CROP PRODUCTS

AAA Grade Earthworm Castings	Wormsworth Inc	worm castings	A
Able	Certis USA	Bacillus thuringiensis	A
Ascend DC	BioScientific Inc	microbial products, allowed	A
Ascend PA	BioScientific Inc	manure tea	R
Azatrol	PBI/Gordon Corporation	neem extract	R
BioFlora-Man	Global Organics LLC	manganese products	R
Bio-Grow	BioBizz	molasses	A
Blended Blood & Bone Meal 7-5-0	Rambridge Wholesale Supply	fertilizers, blended, allowed	A
Blood Meal 12-0-0	Rambridge Wholesale Supply	blood meal	A
BRZ Soil Amendment	Bear River Zeolite Co	mined minerals, unprocessed	A
Carpovirusine	Sumitomo Corp. of America	virus sprays	A
CHB Activate	Bio-Gro Inc	fish products, stabilized	R
Compost	Kochergen Farms	compost – windrow	A
Cueva Fungicide Concentrate	W Neudorff GmbH KG	copper products	R
Cueva Fungicide Ready-To-Use	W Neudorff GmbH KG	copper products	R
Dr. Earth All Purpose Fertilizer 5-5-5	Dr. Earth Inc	fertilizers, blended, contains micronutrients	R
Dr. Earth Liquid Solution All	Dr. Earth Inc	fertilizers, blended, contains micronutrients	R
Dr. Earth Micronutrient Fertilizer 0-0-1	Dr. Earth Inc	micronutrients, synthetic	R
Dr. Earth Seaweed Concentrate 0-0-4.5	Dr. Earth Inc	kelp extracts	A
Dried Grounded Seaweed	Aqua-BioKem BSL Inc	kelp meal	A
Dune Compost	Dune Spreading	compost – windrow	A
Dust-Off	Cargill Salt	dust suppressants, nonsynthetic	A
Écolo-Nature 4.0-4.5-2.5	Les Oeufs d'Or Inc	manure, processed	R
Fish Mix	BioBizz	fish meal and powder	A
Garden Food with Micronutrients 8-4-5	Rambridge Wholesale Supply	fertilizers, blended, allowed	A
Garden Utopia	Sipco Industries Ltd	microbial products, allowed	A
GibGro 4LS	NuFarm Americas Inc	gibberellic acid	A
Granulated Bone Meal 2-14-0	Rambridge Wholesale Supply	bone meal	A
Green Cypress Organic Spreader	Monterey Chemical Co	oils, nonsynthetic	A
Ground Force	Abby Laboratories Inc	herbicides, nonsynthetic	R
Guzik's Good Humus Compost	Guzik's Good Humus	compost – windrow	A
H2Old	Greensboro Ag Products LLC	mined minerals, unprocessed	A
Jeff's Natural Solution	Lambert Peat Moss Inc	transplant media, nonsynthetic	A
John and Bob's Soil Optimizer	Sierra Madre Nursery	iron products	R
Kelprosoil	Productos del Pacifico SA De CV	kelp extracts	A
Kodiak Concentrate Biological Fungicide	Gustafson LLC	biological controls	A
Lawn Food with Micronutrients	Rambridge Wholesale Supply	fertilizers, blended, allowed	A
Lime Sulfur Solution	Ag Formulators Inc/ Best Sulfur Products	calcium polysulfide	R
Liqhumus	Humintech GmbH	humic acid derivatives	R
Magnesium Dextro-Lac	Agro-K Corp	magnesium sulfate, synthetic	R
Maya Magic 2001	Agricultural Research Technologies Int'l.	microbial products, allowed	A
Mini Prill Dolomite	Marion Ag Service Inc	dolomite	A
Mini Prill Lime	Marion Ag Service Inc	limestone	A
Nature Mix African Violet Mix	Modugno-Hortibec Inc	transplant media, nonsynthetic	A
Nature Mix Cactus Soil	Modugno-Hortibec Inc	transplant media, nonsynthetic	A
Nature Mix Potting Soil	Modugno-Hortibec Inc	transplant media, nonsynthetic	A
Nature Mix Seed Starting Mix	Modugno-Hortibec Inc	transplant media, nonsynthetic	A
Nature Mix Tropical Plant Mix	Modugno-Hortibec Inc	transplant media, nonsynthetic	A
Nitragin Gold-Alfalfa	Nitragin Inc	inoculants	A
Nordox 75 WG	Monterey Chemical Co	copper products	R
Nutraplex 7% Zinc Organic with Sulfur	Western Nutrients Corp	zinc products	R
Oceanic Kelp Meal	Rambridge Wholesale Supply	kelp meal	A
OmegaGrow Plus	Omega Protein Inc	fish products, stabilized	R
Orange Guard Ornamental Plants	Orange Guard Inc	limonene	A
Organic BioLink Surfactant & Penetrant	Westbridge Ag Products	adjuvants, nonsynthetic	A
Organic BioLink Zinc 8%	Westbridge Ag Products	zinc products	R

Phyta-Ger QC Lo-pH	California Organic Fertilizers	adjuvants, nonsynthetic	A
Phyta-Grow Big Red 13-0-0	California Organic Fertilizers	blood meal	A
Phyta-Molasses QC	California Organic Fertilizers	molasses	A
ProGibb T&O	Valent BioSciences Corp	gibberellic acid	A
Rainbow Gro	Rainbow Farms	compost – windrow	A
Release LC Solution	Valent BioSciences Corp	gibberellic acid	A
Release Soluble Powder	Valent BioSciences Corp	gibberellic acid	A
Semaspore Bait	Planet Natural	biological controls	A
St. Paul Brand Mini Prill Gypsum	Marion Ag Service Inc	gypsum (mined source)	A
St. Paul Brand Standard Prill Gypsum	Marion Ag Service Inc	gypsum (mined source)	A
Standard Prill Dolomite	Marion Ag Service Inc	dolomite	A
Standard Prill Lime	Marion Ag Service Inc	limestone	A
T-22 HC	BioWorks Inc	Trichoderma	A
Terra Futura Compost	Terra Futura Organics Inc	compost – windrow	A
Tidal Organics Kelp Meal	Tidal Organics Inc	kelp meal	A
TropicGro	Pacificoair Inc	plant extracts	A
Yield Shield	Gustafson LLC	biological controls	A
Concentrate Biological Fungicide			
<b>LIVESTOCK PRODUCTS</b>			
Tidal Organics Kelp Meal	Tidal Organics Inc	aquatic plant	A
<b>PROCESSING PRODUCTS</b>			
AquaMin F	Pharmline Inc	minerals, nutrient	A
Foam Blast RKC (Canada)	Ross Chem - Lubrizol Foam Control Additives	defoamers	A
Foam Blast RKD	Ross Chem - Lubrizol Foam Control Additives	defoamers	A
Safer Brand Ant Killer	Woodstream Corporation	botanical pesticides	A

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# PRIORITY SEED PRODUCTION, LLC

P.O. BOX 5176, YUMA, AZ. 85366-5176

PHONE: (928) 726-2996 FAX: (928) 314-4849 E-MAIL: [seeds4u@aol.com](mailto:seeds4u@aol.com)

*Priority Seed Production, LLC is pleased to announce that we have several products of certified organic vegetable seeds available for distribution.*

*The following is a list of the products that are now available:*

**SPECIALTY GREENS:**

**EARLY MIZUNA  
TATSOI**

**HERB:**

**ARUGULA (Rouquette)**

**RED MUSTARD**

**RED GIANT**

**O.P. BROCCOLI**

**DI CICCIO**

**RADISH**

**DAIKON**

**These seeds are of high quality and test results show that they are as good as the conventional products that are on the current market today. The germs, purity, and vigor are the same quality that conventional products are sold. We also have black rot, pepper leaf spot, pesticide, salmonella, and e.coli test available as well.**

***WE HAVE A PLENTIFUL SUPPLY AT A REASONABLE PRICE. FOR MORE INFORMATION REGARDING THESE PRODUCTS, YOU MAY CONTACT THE FOLLOWING COMPANIES:***

**Gowan Seed  
831-422-2820**

**Priority Seed  
928-210-2288**

**Select Seed  
928-317-9055**

# CLASSIFIEDS



## WORK-STUDY

Herb Pharm offers an HerbaCulture Work/Study Program on our 85 acre certified organic farm in southern Oregon. The program runs April 29th to July 30th, 2004. 30 hrs/wk of work includes cultivation and harvest of medicinal herbs in exchange for 10-12 hrs of classes covering topics on organic farming and herbalism. A strong interest in organic farming is essential. Must be in excellent physical condition and prepared for hard work. No monetary fee. Communal housing provided. For application, write: Work/Study, Herb Pharm, P.O. Box 116,

Williams, OR 97544. E-mail: [workstudy@herb-pharm.com](mailto:workstudy@herb-pharm.com) or phone: 541-846-9096.

For more details visit [www.herb-pharm.com/Education/workstudy\\_fw.html](http://www.herb-pharm.com/Education/workstudy_fw.html)

## FOR SALE

Certified organic alfalfa/orchard grass hay, great quality, mountain grown, shipping available. Mechanical transplanter, model 1000 with fertilizer tank \$500 obo; Seed E-Z Seeder w/three trays \$450 obo; Lilliston Rolling Cultivator 4-row \$450 obo; 712 72 plug trays \$0.35 each or all for \$250; 600 hold trays \$0.35 each or all for

\$210 obo; 9" post hole auger \$200. Add'l cost for shipping if needed. 530-299-3118 or 530-954-4773, [coolcrk@hdo.net](mailto:coolcrk@hdo.net). Cool Creek Ranch, Gary & Rachel Cox, Adin, CA (near Modoc/Lassen County line)

Custom Organic Nut Roasting, Dicing, Flavoring & Butter. Packaging from 3 oz. cellophane to 30 lb. VacPack. QAI certified, Kosher. Reliable service and quality finished products. E-mail [matt@cachecreekfoods.com](mailto:matt@cachecreekfoods.com) or call 530-662-1764.

## The Advantages of Professional Investment Management

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**Pacific Organic**  
PRODUCE

The finest year round selection of certified organically grown, transitional and specialty fruits & vegetables from prime growing regions of the western United States.

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Apples Pears Peaches Plums Nectarines Cherries Apricots  
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*Taylor Brothers Farms*  
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**Premium Dried Plums**  
*Fresh picked • Fresh packed*



Nature Safe offers a complete line of OMRI listed products specifically formulated to deliver unparalleled soil and plant nutrition and fertility efficiency. Manufactured by Griffin Industries, a leader in the production of quality animal and plant health ingredients since 1943, Nature Safe offers the highest nitrogen organic fertilizers available. Discover why successful organic farmers are making Nature Safe their Natural Choice for optimum soil and plant nutrition!

***OMRI listed formulations:***

12-2-0	10-2-8	9-4-0
8-5-5	8-3-5	5-6-6

All products contain chelated phosphorus and calcium as well as a host of trace minerals, micronutrients

and biostimulant sources. Contains no manures or waste by-products. Nature Safe operations have been certified through Audubon's Cooperative Sanctuary Program validating our commitment to stewardship excellence.



*For more information on our  
OMRI Listed products contact us at:*



**(800) 252-4727 • [www.naturesafe.com](http://www.naturesafe.com)**

# CALENDAR



## SEPTEMBER 24 – 25

*California Ag Irrigation Assoc.* Morro Bay, CA. 530-438-1412, [dlemburg@frontiernet.net](mailto:dlemburg@frontiernet.net)

## SEPTEMBER 26 – 28

*National Nutritional Foods Association (NNEA) West Trade Show.* This event will emphasize networking, education, and political action. Sacramento, CA. 800-621-8354, [www.nnfawest.org](http://www.nnfawest.org)

## SEPTEMBER 26 – 28

*25th Annual Prairie Festival.* Speakers, dancing, and sustainable food. Salina, Kansas, 785-823-5376, [theland@landinstitute.org](mailto:theland@landinstitute.org); [www.landinstitute.org](http://www.landinstitute.org)

## OCTOBER 4

*World Vegetarian Day in Golden Gate Park.* Music and speakers. Lincoln and 9th Aves., San Francisco. 10AM – 10PM, \$5 suggested contribution, under 12 free. Janet Tom, 415-273-5481, [www.sfv.org](http://www.sfv.org)

## OCTOBER 4

*Introduction to Seed Saving for the Backyard, School, and Community Gardener.* Wildheart Gardens, Oakland, CA. 10AM–1PM, \$10 EC members, \$15 others, no one turned away. Contact Beck, 510-548-2220 ext. 233.

## OCTOBER 4 – 5

*Hoes Down Harvest Celebration at Full Belly Farm.* Workshops and events including educational farm tours, magical children's area, games, live music, local farm products, and an abundance of fresh organic food. Guinda, CA. \$15 adults, \$5 kids, 800-791-2110, [www.hoesdown.org](http://www.hoesdown.org)

## OCTOBER 6 – 9

*Survival Strategies for Small Farms 2003 Nat'l Conference.* San Diego. 530-792-5874, [Alesia.Swan@rma.usda.gov](mailto:Alesia.Swan@rma.usda.gov)

## OCTOBER 12

*Tour of Organic Gardens. Occidental Arts and Ecology Center,* Occidental, CA. 10AM–NOON, \$10 suggested donation, 707-874-1557 ext. 201.

## OCTOBER 12

*Cheese Making.* Simple goat cheeses and tastings. Camp Joy Gardens, Boulder Creek, CA. 1–4PM, \$15, 831-338-3651.

## OCTOBER 13 – 18

*Bio-Logical Organic Gardening Workshop.* Organic Planet Farms Learning Center, Fallbrook, CA. 760-731-1238, [Farmergurg@aol.com](mailto:Farmergurg@aol.com)

## OCTOBER 16 – 18

*Organic Retail Revival Seminar.* A totally organic experience! Put the passion back into your produce and deli departments. Anaheim, CA. 866-458-4935 or 303-390-1776.

## OCTOBER 17 – 19

*Bioneers Conference 2003.* Workshops and speakers, including Erica Chernoh from CCOF's Certification Services speaking on organic standards. San Rafael, CA. 877-246-6337, [www.bioneers.org](http://www.bioneers.org)

## OCTOBER 17 – 21

*Produce Marketing Association (PMA) Convention.* Featuring the newest products and services, focused exclusively on produce. Orlando, FL. 302-738-7100, [www.pma.com](http://www.pma.com)

## OCTOBER 28

*Agribusiness Management Conference.* Fresno, CA. 559-278-4405, [mpaggi@csufresno.edu](mailto:mpaggi@csufresno.edu)

## OCTOBER 29

*Citrus Research Growers Seminar.* Orlando, CA. 559-738-0246, [info@citrusresearch.org](mailto:info@citrusresearch.org)

## NOVEMBER 1

*UCSC Farm & Garden Apprenticeship.* Deadline for applications to be received is November 1. Program begins April 2004. Intensive six-month course in organic gardening and small-scale farming. Mail applications to: 1156 High St., Santa Cruz, CA, 95064. 831-459-4140, [www.ucsc.edu/casfs/training\\_apprenticeship@ucsc.edu](http://www.ucsc.edu/casfs/training_apprenticeship@ucsc.edu)

## NOVEMBER 1

*Native Plant Propagation.* Bring back the natives to your front and backyard and soon the butterflies, bees and other native insects will follow. Wildheart Gardens, Oakland, CA. 10AM–1PM, \$10 EC members, \$15 others, no one turned away. Contact Beck, 510-548-2220 ext. 233.

## NOVEMBER 2 – 5

*Western Growers Annual Meeting.* Scottsdale, AZ. 949-885-2384, [lfair@wga.com](mailto:lfair@wga.com)

## NOVEMBER 2 – 6

*Crop Science, Soil Science Societies & Society of Agronomy Annual Mtg.* Denver. 608-273-8090.

## NOVEMBER 3 – 6

*Int'l Research Conference on Methyl Bromide Alternatives.* San Diego. 559-322-2181, [gobenauf@agresearch.nu](mailto:gobenauf@agresearch.nu)

## NOVEMBER 5

*Citrus Research Growers Seminar.* Indio, CA. 559-738-0246, [info@citrusresearch.org](mailto:info@citrusresearch.org)

## NOVEMBER 7 – 9

*Organic Seed Production for Gardeners and Farmers.* Occidental Arts and Ecology Center, Occidental, CA. \$300 course fee (lodging and meals are included), 707-874-1557 ext. 222.

## NOVEMBER 8 – 9

*Green Festival.* Strengthening the locally controlled green economy and expanding popular support for policies aimed at sustainability and social justice. San Francisco. 877-727-2179, [www.Greenfestivals.com](http://www.Greenfestivals.com)

## NOVEMBER 15

*Non-Toxic Pest Control.* Find ways to deal with common pest problems without harmful pesticides. Ecology Ctr., Berkeley, CA. 10AM–NOON, \$10 EC members, \$15 general, no one turned away. Contact Beck, 510-548-2220 ext. 233.

## NOVEMBER 18 – 20

*Int'l Irrigation Show.* San Diego. 703-536-7080, [www.irrigation.org](http://www.irrigation.org)

## JANUARY 21 – 24

*Ecological Farming Conference.* "Real Security Begins with Healthy Farms & Clean Water." Asilomar, Pacific Grove, CA. 831-763-2111. [info@eco-farm.org](mailto:info@eco-farm.org), [www.eco-farm.org](http://www.eco-farm.org)

## SEND CALENDAR SUBMISSIONS TO:

Lisa Stutey

- e-mail: [lisa@ccof.org](mailto:lisa@ccof.org)
- U.S. Mail: 1115 Mission St. Santa Cruz, CA 95060
- Phone: 888-423-2263, ext. 10
- FAX: 831-423-4528



# LAST WORD



“There is enough for all. The earth is a generous mother; she will provide in plentiful abundance food for all her children if they will but cultivate her soil in justice and in peace.”

~ William Bourke Cockran (1854–1923)

U.S. Representative (D) New York, NY, b. Ireland, lawyer & orator, friend of Churchill.

## REGIONAL SERVICE REPRESENTATIVES (RSRs) FOR CCOF CHAPTERS

### At-Large

(Unassigned counties and outside California)  
Lois Christie  
(See Pacific Southwest)

### Big Valley (BV)

(Contra Costa, Merced, San Joaquin, Stanislaus)  
Earl Hiatt  
13507 Quince Avenue  
Patterson, CA 95363  
T: (209) 892-8170/F: 892-6143  
[ehent@evansinet.com](mailto:ehent@evansinet.com)

### Central Coast (CC)

(Alameda, Monterey, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz)  
Jamie Collins  
918 Sinex Avenue  
Pacific Grove, CA 93950  
T: (831) 375-2332  
[serendipity\\_farm@excite.com](mailto:serendipity_farm@excite.com)

### Desert Valleys (DV)

(Imperial, Riverside)  
Lois Christie  
40911 Via Ranchitos  
Fallbrook, CA 92028  
T: (760) 451-0912  
F: (760) 723-3775  
[fiestafarms@dslextrema.com](mailto:fiestafarms@dslextrema.com)

### Fresno-Tulare (FT)

(Fresno, Kings, Tulare)  
Cynthia Ortegon  
25334 Grove Way  
Madera, CA 93638  
T: (559) 664-0471/F: 664-0471  
[omtibat@thegrid.net](mailto:omtibat@thegrid.net)

### Handler/Processor (PR)

(Handlers, Packers, Processors, Retailers)  
Nadya Peattie  
(see Processor/Handler)

### Humboldt-Trinity (HT)

(Del Norte, Humboldt, Trinity)  
Elizabeth Whitlow  
(See North Coast)

### Kern (KE)

Paola Legarre  
2512 N. Arthur Ave.  
Fresno, CA 93705  
T: (559) 229-3525  
F: (559) 272-6186  
[paola@legarre.com](mailto:paola@legarre.com)

### Mendocino (ME)

(Lake, Mendocino)  
John Trinterud  
22760 Oak Lane  
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