



FALL 2007



CERTIFIED organic

ORGANIC NEWS, EVENTS AND
CERTIFICATION UPDATES

Food Safety

**Uncovering the facts & myths
surrounding the E. coli
outbreak of 2006**

Announcing CCOF Special Events | Calculating Organic Percentages

Farm Bill Update | Global GMO News | Going Organic Project Gears Up



Back to Paradise

We look forward to welcoming you to Maui for some premium networking along with fun in the sun. Registration is available online for your convenience www.wga.com/annualmeeting. Please call Adam Higgins at 949.885.2255 to request a registration form via mail or fax.



Western Growers

82nd Annual Meeting

November 11-14, 2007

Grand Wailea, Maui, Hawaii

www.wga.com/annualmeeting

A Promise of Produce in Paradise



CCOF Board of Directors

Officers

Will Daniels: Chair
Malcolm Ricci: Vice Chair
Laney Villalobos: Secretary
Roy Reeves: Treasurer

Board

Stephanie Alexandre
Cindy Lashbrook
Carl Rosato
Claudia Smith
John Teixeira
Paul Underhill
John Wise

CCOF Certification Services LLC, Management Committee

Emily Brown Rosen
Ron Enomoto
Karen Klonsky, Ph.D.
Peggy Miars
Sean Swezey, Ph.D.

Production

Editors: Colleen Bednarz and Peggy Miars

Design and Production:

Staci Sambol, Slub Design

Writers: Colleen Bednarz, Jake Lewin, Peggy Miars, and outside contributors.

Copyright © 2007, CCOF, Inc.

Certified Organic is published quarterly by CCOF and serves CCOF's diverse client base, supporting members, and others in the organic industry including consumers and affiliated businesses. We welcome submissions in the form of letters to the editor and article submissions. Letters and articles must be signed and will not be returned. Submission does not guarantee printing. Contact CCOF at marketing@ccof.org or 831-423-2263 for more information.

Advertising: Display and classified advertising is available at reasonable rates. Quarterly circulation includes CCOF's entire client base, supporting members, consumers and a wide variety of organic marketplace participants. For rates visit www.ccof.org/advertise.php or contact CCOF at marketing@ccof.org or 831-423-2263.

CCOF

2155 Delaware Ave, Suite 150
Santa Cruz, CA 95060
(831) 423-2263 • fax (831) 423-4528
ccof@ccof.org • www.ccof.org



table of contents

First Words _____ 4
From CCOF Executive Director Peggy Miars

CCOF and Organic News _____ 6
Pesticides Reduce Crop Yields by One-Third • Organic Yields as Good to Better than Conventional
• Organic Farming Builds Soil Better than Conventional No-till • Pesticide Exposure Increases Risk of Diabetes During Pregnancy • Organic Dairy and Meat Products Better for Breastfeeding Mothers
• Organic Foods Better for Health • Mayor Proclaims July 20 – 26 “CCOF Week” in Santa Cruz! • 2nd Annual CCOF Beer & Wine Tasting Event • 6th Annual Pest Management Conference • Annie’s Sustainable Ag Scholarship Program • Insecticide Becomes a Chief Suspect in Honeybee Die-off

GMO News _____ 8
EU Weakens GMO Tolerance in Organic Foods • Kroger Becomes 100% rBST-Free by Early 2008 • Mexico, GMO Corn, US Subsidies and Ethanol • Alliance for a Green Revolution Opposes GMOs • Florida Ban’s GE Fish for Open Water Aquaculture • Monsanto Patents Rejected • Scotland Goes GMO-Free

Political Advocacy _____ 11

Member Highlights _____ 12

Going Organic Project Update _____ 14

Food Safety _____ 16
Uncovering the myths surrounding the E. coli outbreak of 2006

Interns Needed _____ 20
Introducing the CCOF Organic Intern Certificate Training Program

Interview: Deborah Koons Garcia _____ 25
Creator of the movie: The Future of Food

Book Review _____ 26
Politically Incorrect Nutrition

Web Corner _____ 26
Sustainable Table

Classifieds _____ 27



Calendar _____ 28

New Certified and Supporting Members _____ 31

No Longer Certified _____ 34

Certification News _____
Organic Percentage Calculations in Multi-Ingredient Products _____ 21
OSP Updates _____ 21
Table of Allowed Substances _____ 22



 This newsletter is printed on New Leaf Primavera Gloss, made with 80% recycled fiber, 40% post-consumer waste, processed chlorine free and coated with a non-toxic clay. By using this paper, CCOF saved: 8 fully grown tree, 4,852 gallons of water, 6 million BTU's of energy, 389 lbs. of solid waste, and 1,013 lbs. of greenhouse gases. 



From CCOF's Executive Director

By PEGGY MIARS

I've been spending a lot of time lately writing letters, testimony, and rebuttals to attacks on organic. The more popular organic becomes, the more scrutiny we face.



This magazine issue's topic of food safety is timely and important to farmers, handlers, processors, retailers, foodservice outlets and consumers - just about everyone who breathes and eats. One year after the E. Coli outbreak, we still face well-educated, well-informed citizens who unjustly blame organic practices for the E. Coli deaths and illnesses. We've got a long road ahead of us, and CCOF is poised to be one of the leading voices for organic in this matter. We'd appreciate your feedback on the feature article, and we'd love to hear how CCOF members are addressing food safety issues one year later. See page 25 for an announcement about our upcoming Food Safety and Organic Integrity Conference. You won't want to miss it!

On a lighter note, Santa Cruz Mayor Emily Reilly named July 20-26, 2007, as "CCOF Week" in the city. We hosted members, clients, organic associates, neighbors and friends at an Open House at our new office. It was great opportunity to meet folks we'd only talked to on the phone, enjoy the company of related organizations such as OFRF and the Ecological Farming Association, and just kick back and forget about the daily worries and stress of the office. Many thanks to everyone who donated food and time and helped out to make the event a success.

We're wrapping up the planning phase of our 2008-2010 Strategic Plan and are preparing for implementation to begin in the coming months. Don't miss your opportunity to give input to our activities.... Mark your calendar now, and plan on participating in CCOF's Annual Meeting Tuesday evening, January 22, preceding the Eco-Farm Conference.

We're always open to member input about CCOF's advocacy program. Please send comments to me at peggy@ccof.org. Be sure to clearly state the issue, its impact on your business (including economic impact, which is always a concern to elected and appointed officials at both the state and federal level) and any other comments that would be helpful to us. Our Government Affairs Committee meets monthly to discuss strategies and action.

After three years at the helm of CCOF, I'm finally seeing some light at the end of the tunnel. The last few years have been like a roller coaster ride. From the budget issues of 2004 to the financial turnaround of 2005 to the E. Coli crisis and staffing changes of 2006 to the stable, forward-thinking, strategic planning of 2007, I've seen the staff, Board of Directors, LLC Management Committee, CCOF Foundation Board of Trustees, and other committees and volunteers weather the storm on behalf of CCOF and our members who rely on us. We're working together to set our course and determine a long-term direction for the organization. It sure feels good to plan for growth and sustainability, rather than reacting to the crisis du jour. Thank you for your support - in good times and in not so good times. We appreciate it!

Be sure to check out these upcoming special events:

- October 26, from 4 - 8 pm: **The CCOF Organic Beer & Wine Tasting Event** at the Ferry Building in San Francisco, CA.
- November 30 - December 1: **The CCOF & Cal Poly Pest Management Conference** in San Luis Obispo, CA.
- January 22, from 7 - 10 pm: **The CCOF Annual Meeting** at the Asilomar Conference Center in Pacific Grove, CA.
- January 22 - 23: **The CCOF Food Safety & Organic Integrity Conference** at the Asilomar Conference Center in Pacific Grove, CA.



2155 Delaware Ave,
Suite 150
Santa Cruz, CA 95060
(831) 423-2263
fax (831) 423-4528
www.ccof.org

CCOF, Inc.

- Executive Director**
Peggy Miars ext. 12 peggy@ccof.org
- Assistant Executive Director**
Steve Lustgarden ext. 36 steve@ccof.org
- Director of Sales & Marketing**
Viella Shipley ext. 31 viella@ccof.org
- Accounting Director**
Armando Bonifacio ext. 15
accounting@ccof.org
- Program Coordinator**
Colleen Bednarz ext. 27 colleen@ccof.org
- IT/Database Administrator**
Amanda Paulson ext. 22 amanda@ccof.org
- Office Coordinator**
Joseph Jakubowski ext. 10 joseph@ccof.org
- Accounting Assistant**
Carrie Marino ext. 29 carrie@ccof.org

CCOF Certification Services

- Certification Services Director**
Jake Lewin ext. 21 jake@ccof.org
- File Review Team Coordinator**
Brooke Lipman ext. 19 brooke@ccof.org
- Grower/Livestock Certification Supervisor**
Robin Allan ext. 23 robin@ccof.org
- Grower Certification Specialists**
April Crittenden ext. 33 april@ccof.org
Paul DeGiere ext. 32 paul@ccof.org
Jacob Guth ext. 40 jacob@ccof.org
Devon Patillo ext. 39 devon@ccof.org
Katie Peck ext. 35 katie@ccof.org
Amber Pool ext. 30 amber@ccof.org
- Handler Certification Supervisor**
Jody Biergiel ext. 26 jody@ccof.org
- Handler Certification Associate**
Morgan Carr Berry ext. 20 morgan@ccof.org
Becky Blythe ext. 18 becky@ccof.org
Allison Clark ext. 40 allison@ccof.org
Kari Murray ext. 34 kari@ccof.org
- Certification Assistant**
Faye Litzinger ext. 41 faye@ccof.org
- Inspection Operations Director**
Sean Feder 530-756-8518 x11
sean@ccof.org
- Inspector Associate**
Benjamin Lewis 530-756-8518 x24
ben@ccof.org

Regional Service Reps.

- At-Large (AL)**
Lois Christie lois@ccof.org
(760) 451-0912/Fax (760) 723-3775
- Big Valley (BV)**
Amy Lamendella amy@ccof.org
(831) 423-2263 ext. 24/Fax (831) 423-4528
- Central Coast (CC)** Amy Lamendella See BV
- Fresno-Tulare (FT)**
Cynthia Orregon omtibet@sbcglobal.net (559) 664-0471/Fax (559) 664-0471
- Humboldt-Trinity (HT)**
Elizabeth Whitlow ewi@ccof.org
(707) 824-2246/Fax (707) 824-2246
- Kern (KE)** Amy Lamendella See BV
- Mendocino (ME) Region**
John Trinterud jrinter@saber.net
(707) 983-0107/Fax (707) 983-9613
- North Coast (NC) Region**
Elizabeth Whitlow See HT
- North Valley (NV)**
Rebecca Witty rebecca@ccof.org
(707) 310-3320/Fax 707-863-7621
- Pacific Southwest (PS)** Lois Christie See AT
- Processor/Handler (PR)**
Becky Blythe becky@ccof.org
(831) 423-2263 ext. 18/Fax (831) 423-4528
- San Luis Obispo (SL)**
Glenn Johnson shadyglenn@pronet.net
(805) 929-3081/Fax (805) 929-3081
- Sierra Gold (SG)**
Rebecca Witty See North Valley
- South Coast (SC)** Glenn Johnson See SL
- Yolo (YO)** Rebecca Witty See NV

Any crop.* Any time.*

- Stops insects fast
- No preharvest waiting period
- Broad spectrum insect control



 For Organic Production

OMRI™
Listed
Organic Materials Review Institute

To learn more:
Visit www.pyganic.com, call our toll-free hotline at 1-866-794-2642, or send us an e-mail at info@pyganic.com.

PyGanic 
Immediate Insect Control for Organic Production™

*PyGanic may be used on all growing crops, outdoors or in greenhouses. There are no restrictions on the frequency or timing of the PyGanic applications to growing crops. Always read and follow label instructions prior to use.

©2006 McLaughlin Gormley King Company, Golden Valley, Minnesota. PyGanic is a registered trademark of McLaughlin Gormley King Company. All other marks are property of their respective holders. 037-1186a



Organic Community Updates

Pesticides Estimated to Reduce Crop Yields by One-Third

As published in the National Academy of Sciences, a team of scientists explored the impact of pesticides and other toxicants on symbiotic nitrogen fixation (SNF), a process that plays a critical role in supporting crop yields and environmental quality. The results state that pesticides and contaminants in the soil impact the environment by disrupting chemical signaling between the host plants and nitrogen-fixing Rhizobia, which are necessary for optimal plant and efficient SNF, resulting in the decrease of crop yields up to one-third.

Organic Yields as Good to Better than Conventional

Organic farming can yield up to three times as much food as conventional farming in developing countries, as concluded by a study conducted by the University of Michigan's school of Natural Resources. After looking at 293 different examples, researchers report that model estimates indicate that organic methods can produce enough food on a global basis to sustain the current population, and potentially a much larger population, without increasing agricultural space.

USDA Study Proves Organic Farming Builds Soil Better than Conventional No-till

Results from a nine year study conducted by the USDA show that organic farming can build soil organic matter better than conventional no-till farming can. The study proves that organic farming built up soil better than conventional no-till because use of manure and cover crops more than offset the losses resulting from tillage damage. The most productive soils in the study turned out to be organic plots, which had more carbon and nitrogen, yielding 18% more corn than conventional plots. In another ongoing experiment called the "Farming Systems Project," results showed that after ten years, corn yields were higher in diverse organic rotations that made use of legume cover cropping.

Mayor Proclaims July 20–26: CCOF Week in Santa Cruz!

In an exciting addition to our office warming party on July 20, Mayor Emily Reilly proclaimed July 20 to 26 as "CCOF Week" in Santa Cruz to recognize the economic, health, and environmental benefits derived from organic agriculture! The news gave us even more to commemorate on this monumental day in CCOF history as we were joined by about 200 of our closest friends and colleagues for an epic celebration. The event felt like a neighborhood block party with grilling, an amazing spread of organic food, brews, and wines, and entertainment provided by Rodney Brilliant and members of the Four Finger String Band as well as the Rolling Cultivators throughout the night. A big THANK YOU to our gracious donors: Abe & Marie Abuhilal of Chateau Fresno, Driscoll's, Three Star Farm, Earthbound Farm, The Coke Family, and Green & Black Chocolate. And last but surely not the least, thank you to our friends at Santa Cruz Mountain Brewing for providing us with their delicious brews.

Organic Dairy and Meat Products are Better for Breast-feeding Mothers

A recent study published in the British Journal of Nutrition reports that organic dairy and meat products in a mother's diet positively affect the nutritional quality of her breast-milk, mainly by increasing beneficial fatty acids. A diet where 90% or more of dairy and meat products are organic will produce higher levels of conjugated linoleic acid (CLA), a fat believed to have anti-carcinogenic, anti-atherosclerotic, and anti-diabetic properties, as well as immune-enhancing effects. CLA is said to especially aid immune system development in newborn babies.

Another Study Proves Organic Foods are Better for Your Health

A recent US study comparing organic tomatoes with standard produce found nearly double the amount of flavonoids in organic produce, a type of antioxidant that reduces high blood pressure, thus lowering the risk of heart disease and stroke. Flavonoids are also linked with reduced rates of certain cancers and dementia. The study concludes that on average, organic tomatoes are 79% and 97% higher in two kinds of flavonoids when compared with conventionally grown fruit. Great news for your health!

Toxic Pesticide Exposure Increases Risk of Diabetes During Pregnancy

Results from a decade-long study conducted by The National Institute of Health's (NIH) Agricultural Health Study found that pregnant women exposed to pesticides occupationally (like spraying pesticides or working

within confined conventional greenhouses) had more than double the risk of developing gestational diabetes (diabetes during pregnancy).



Join us for the 2nd Annual CCOF Beer and Wine Tasting Event

Please join CCOF at our Second Annual Organic Beer and Wine Tasting event at the Ferry Building in San Francisco on Friday, October 26, from 4 to 8 p.m. Ferry Building food vendors will pair with visiting CCOF certified vintners and brewers to offer sample snacks and accompaniments, many made with certified organic ingredients. For more information, contact Julie at Julie@ccof.org, or visit www.ccof.org/ccofasting.php.



CCOF staff and friends enjoy great food and good times at the CCOF office warming party on July 20th.



The 6th Annual Pest Management Conference – “PMC is the new PCA”

Save the date for the 6th Annual Sustainable Agriculture Pest Management Conference, sponsored by CCOF and co-sponsored by Cal Poly State University’s Sustainable Agriculture Research Consortium (SARC), November 30 – December 1, 2007. Enhance your skills, earn continuing education credits and enjoy beautiful San Luis Obispo! Learn about tools for biologically-integrated pest control,

pesticide resistance management strategies, non-toxic vertebrate pest control, beneficial soil organisms, new year-round IPM Programs through UC, updates on important regulatory issues, and risk reduction strategies for certified organic operations. Visit www.ccof.org/pcaconference.php.

CCOF News continued on page 24





A CERTIFIED LEADER.

Snow Seed Organic is the first fully certified organic seed dealer west of the Rockies. Snow Seed Organic is dedicated to organic producers as an industry leader in organic seed sourcing, packaging and distribution. Snow Seed Organic currently lists nearly 400 organically grown and untreated conventionally grown vegetables and herbs specifically adapted for organic producers.

Visit www.snowseedco.com for a full list of organic products or call **831.758.9869**




PO Box 294, 21855 Rosehart Way, Salinas, CA 93908



GMOs Rejected Globally, Mexico Opens Doors

European Union Weakens GMO Tolerance in Organic Foods

European Union (EU) agriculture ministers recently moved to allow a greater portion of GE material into products that could still be labeled “GMO-free,” when deciding that food could include up to 0.9 % of GMOs instead of the 0.1% currently used as the standard by leading supermarkets. Because “accidental or technically unavoidable” contamination is a factor in food production, European officials felt that a zero-tolerance approach would damage the organic market, but opponents feel this move will only open the door to more GMOs slipping their way into organic foods.

Kroger Slated to Become 100% rBST-Free by Early 2008

Based solely on customer feedback in support of their right to choose healthy products, the Kroger Company began transitioning the milk it produces in the western US to become certified rBST-free. By February of 2008, Kroger officials say they will be completely rBST-free across the nation. Kroger owns many large grocery chains who will also provide the rBST-free milk to their shoppers, like Fred Meyer, Ralph's, and Dillons, to name a few. Kroger operates a total of fifteen dairies and three ice cream plants in the U.S. that produce milk products from yogurt to cottage cheese to ice cream.

Mexico, GMO Corn, US Subsidies and Ethanol

Considered the birthplace of corn, Mexico has turned away from its previous stance of protecting native strains of maize and the livelihood of its farmers by starting agreements with U.S. companies Monsanto and DuPont who aim to enter the Mexican seed market with GMO strains. Hoping to offset rising prices of corn due to the U.S. demand for unsustainable, corn-based ethanol, Mexico's largest grain farmers have lobbied to lift a 1998 ban on GMO corn plantings. Last year, a new law passed that permits GMO plantings in certain regions only, and is said to prohibit farmers in regions that contain the oldest strains of corn from planting GMO material. Opponents feel this is an obvious step backward in protecting one of their most valuable resources: grain grown as far back in time as 5,300 BC.

Alliance for a Green Revolution in Africa Opposes GMOs

Former UN secretary General Kofi Annan has ruled out the use of GMOs in the fight to stop poverty and food insecurity in Africa. Alliance members state they will not incorporate the use of GMOs into their programs, and will instead work with farmers to make the use of traditional seeds widespread. The Alliance seeks to help millions of small-scale farmers and their families get out of poverty and reduce hunger by promoting sustainable growth and farm productivity.

Florida Bans GE Fish for Open Water Aquaculture

The Florida Department of Agriculture and Consumer Services recently finalized new rules governing fish farming in Florida's ocean waters to include an outright ban of any genetically altered fish, as well as any non-native species. Similar federal regulations governing aquaculture in the Gulf of Mexico are now in the process of being drafted, and although it is said the draft does include a ban on non-native fish for open water farming, the draft regulations do not include an outright ban of genetically altered fish at this time.

Monsanto Patents Rejected

Last year, The Public Patent Foundation (PUBPAT) challenged Monsanto for using its GMO crop patents to harass, intimidate, sue, and bankrupt farmers (see www.percyschmeiser.org for a first hand account of such a tragedy). This year, PUBPAT announced that the United States Patent and Trademark Office has rejected four Monsanto patents on GMO crops, agreeing that Monsanto does not deserve the patents that are being used to back investigations and prosecutions against innocent farmers. Monsanto's many patents have changed the face of farming for the worse by reducing farmers' ability to replant saved seeds.

Scotland Goes GMO-Free

Scottish officials announced they will maintain a moratorium on the planting of GM crops in Scotland to respect the wishes of Scottish consumers who want only local, high-quality foods. The country plans to protect its natural resources, environment, and rich biodiversity by saying no to GMOs.

Sign the Petition to Oppose Pharmacrops

The Union of Concerned Scientists (UCS) is circulating a petition to the USDA regarding federal policy on GE pharmaceutical and industrial crops. The petition calls on the USDA to 1) prohibit use of food crops grown outdoors to produce drug and industrial chemicals, 2) tighten regulations on the use of non-food crops for these purposes, and 3) encourage the development of safer alternatives. Sign on now at www.ProtectOurFood.org!



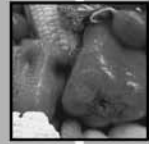
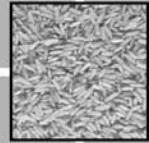
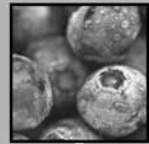
Pest Management

SOLUTIONS



- Organic Strategies
- Consultative Services
- Audit Preparation Assistance
- Supporting Member, CCOF
- Member, Food Protection Alliance
- Creative Solutions Since 1950

foodsafety@clarkpest.com fpalliance.com
1.800.903.9002



SOUND ADVICE FOR FARMERS: BUY *low*, SELL *high*.



Using organic compost allows you to market your crops as “organic” and get the premium that comes along with it. And it even costs less than chemical fertilizers. That’s a sound investment! Not to mention the benefits for your soil. Year after year, harsh chemicals make your soil harder, leaving it more susceptible to disease and increasing the need for pesticides.

Our Agrow-Blend compost not only supplies all the needed

nutrients, it also provides the organic matter and micro flora that are responsible for healthy and disease-free soil.

It only costs about \$100 per year per acre (based on the average wine grape crop) to maintain sustainable, organic soil for your vineyard.

Call your fertilizer dealer today and make an investment for your business that you’ll be happy with in both the short- and the long-term.



GOOD FROM THE GROUND UP.



Hundreds of hard-to-find
organic gardening & sustainable
ag books from around the world
— one catalog.



For eco-farming systems that are proven in the field, look to *Acres U.S.A.*, North America's oldest and largest magazine serving ecological farmers. Covering all facets of eco-agriculture/sustainable agriculture, it makes the connection between the soil and human and animal health. Our book catalog contains more than 475 titles to help you improve your farm and your life.

Call today for a free catalog & sample issue!

1-800-355-5313

or shop online at www.acresusa.com

ACRES
USA
A VOICE FOR ECO-AGRICULTURE

P.O. Box 91299 / Austin, Texas 78709 U.S.A.
(512) 892-4400 / fax (512) 892-4448
e-mail: info@acresusa.com / www.acresusa.com



OMRI
Listed

bionatrol-M[®]
100% biodegradable PLANT FUNGICIDE

- * Eliminates the use of sulphur
- * For use on all edible food crops, nursery stock & ornamentals
- * Replaces all conventional fungicides
- * No phytotoxic effects or burning
- * Non - toxic & 100% biodegradable
- * Cost effective at a rate of 1/4 gallon per acre
- * Use all season long up until one day before harvest
- * Controls powdery mildew, botrytis, gray mold & sour rot

Distributed by Compactagro

B3 - Suite 100-1410 Parkway Boulevard
Coquitlam, British Columbia V3E 3J7 Canada

Phone: 1.604.729.0532

Email : compactagro@hotmail.com

Coming Soon! Website: www.compactagro.com



ORGANIC B2B

Organic Processing Magazine—
the only business-to-business publication for the
organic food, fiber and personal care industries.

Published quarterly *Organic Processing Magazine* provides an independent forum in which the organic industry can exchange practical management and technical information to promote and sustain the growth of the market from seed to shelf.

**Call Now for Your
FREE Subscription**

or Advertising Information: 310.745.0941

or email stacy@organicprocessing.com • www.organicprocessing.com



political advocacy

CCOF Fights for Health and the Environment

Farm Bill Update – House of Representatives Finalizes their Version of the 2007 Farm Bill

After months of serious debate, the House of Representatives passed their version of the Farm Bill - H.R. 2419, the Farm, Nutrition, and Bioenergy Act of 2007. Over \$300 million in funding is slated to go toward organics over the life of the bill:

- The Organic Agriculture Research Extension Initiative (OREI) - receives \$5 million in mandatory funding; plus up to \$25 million/yr. in discretionary funds.
- Organic Certification Cost Share - receives \$22 million over five years in mandatory funding, cap increased to \$750. An additional \$1 million/year split among 17 states under the Ag Management Assistance Act.
- Risk Management (Crop Insurance Program) – requirements made for USDA to evaluate and alter Crop Insurance policies, with language and funding for USDA data collection on production risks.
- Conservation Programs Integration – Conservation Security Program (CSP) cut by \$4 billion, no new enrollments until 2013, but new “crossover” policies make CSP more organic friendly. EQUIP funding of Conservation Innovation grants for “outreach” to organic producers.
- Organic Transition Supports – priority for USDA real estate loans and guarantees. Organic Conversion Assistance program created with 50% funding to technical and educational assistance; discretionary funding of \$50 million.

- Data Collection – receives \$3 million in funding.

Stay tuned for the months to come as the Senate works on their final version of the 2007 Farm Bill.

Summer Advocacy Update

- July 24 – CCOF signed on to a letter – along with other farm, food and environmental organizations – opposing a Farm Bill amendment that would bar the USDA from discouraging high-risk pesticides or from promoting alternatives to specific pesticides or “classes” of pesticides.
- July 19 – CCOF’s Jake Lewin and Brooke Lipman participated in a meeting with US EPA Region 9 staff to discuss certification programs and how collaboration with the EPA could be useful.
- July 3 – CCOF signed on to a letter to the FDA opposing changes to current rules for labeling irradiated food. (The proposed changes would have allowed the use of the word “pasteurization” or other alternate terms on irradiated food or waive the labeling requirement for some types of irradiated food altogether).
- June 15 – CCOF rallied support for the Industrial Hemp bill among CCOF members in Sen. Maldonado’s, Denham’s and Florez’s districts in preparation for a vote before the California Senate Ag Committee.



Biologically Influenced Fertility Systems

Compost, Gypsum, Limestone, Foliars, Liquid Biologicals, etc.

Testing & Consulting

Helping Businesses Grow Naturally Since 1974

23004 Rd 140 Tulare, CA 93274 (559) 686-3833 Fax (559) 686-1453

Achievement and Recognition

Congratulations to CCOF certified **Hawk and Horse Vineyards** who was awarded the Gold Medal for their 2004 Lake County Cabernet Sauvignon at the International Eastern Wine Competition in New York this summer. The event is highly regarded as one of the oldest and largest wine competitions in the United States, with entries from 16 countries and 34 states. Receiving the Gold Medal is a high honor for any vitner, and is a strong testimonial to the merit and quality of Hawk and Horse Vineyards premium wine and wine grapes. Check them out at www.hawkand-horsevineyard.com.



Mitch Hawkins and family at Hawk and Horse Vineyards.

The folks at CCOF certified **Rumiano Cheese Company** are proud of their newfound status as American Humane Certified Free Farmed, and so are we! The Free Farmed program, verified by the American Humane Association, ensures that Rumiano Cheese Co. raise their animals humanely and in accordance with animal welfare standards set forth by American Humane. Rumiano sought humane certification so that its organic producers could promote what they have been doing for generations: raising and treating their animals with humane care. Check them out at www.rumianocheese.com.

The Environmental Protection Agency (EPA) has recognized CCOF certified **Fetzer Vineyards** with the 2007 Best-of-the-Best Stratospheric Ozone Protection Award. The award celebrates the 20th anniversary of the Montreal Protocol, a monumental agreement signed by 190 nations in order to prevent the advancement of ozone depletion and climate change. Fetzer, the only winery among the awardees, as well as one of the largest organic winegrape growers in the world, has been farming organically since the 1980's, and today boasts 2,000 acres of certified land. Meanwhile, the California Integrated Waste Management Board awarded Fetzer with its twelfth Waste Reduction Award Program (WRAP) for reducing landfill waste through innovative recycling and waste programs, making Fetzer a zero-waste facility! Go Fetzer! Visit them online at www.fetzer.com.



CCOF certified **Truly Organic Baking, LLC** recently won the Triple Crown at the America's Best Professional Food Competition in Anaheim, CA.



In the Natural Products: Nutritional Bar competition, they received first place for their Ultimate Organic Granola line, and received second place in both the Natural Products: Baked Items competition as well as the Snacks: Nutritional Bar competition. Truly Organic Baking was just launched earlier this year at the All Things Organic Trade Show, and in a few short months has gained industry-wide recognition as a leader in the organic field. Check them out at www.trulyorganicbaking.com.

Beer buyers in 25 states will soon notice the new and improved look and label of CCOF certified **Butte Creek** beers next time they make a purchase of their tasty, organic brews. The redesign will include two new marks, "The Official Beer of the Planet," and "Organic Pioneers" as part of the updated design, and hopes to compete with recent entrants into the organic beer category such as Anheuser-Bush's Stone Mill pale ale and Wild Hops lager. Check them out at www.buttecreek.com.



Come one, come all to the 34th CCOF Annual Meeting!

Join us at beautiful Asilomar Conference Center, Pacific Grove, CA, on Tuesday evening, January 22, for an exciting networking meeting featuring a dynamic new format and action-oriented reception with organic spirits and delights!

Meet and greet CCOF members and supporters. Help define CCOF's direction, member benefits and advocacy work. Be a part of the solution!!

Don't miss it. Mark your calendars and stay tuned to www.ccof.org/annualmeeting.php for details.

CCOF Food Safety and Organic Integrity Conference

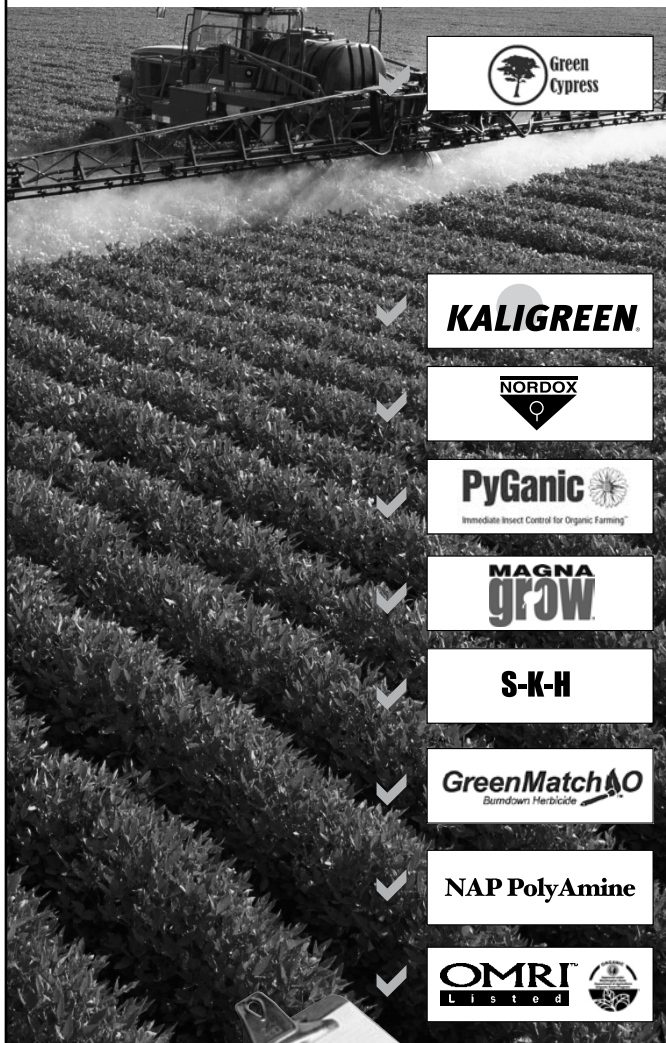
But that's not all. The "CCOF Food Safety and Organic Integrity Conference" is taking place on January 22-23 at the same venue. Experts in the field will share the latest on Safety, Quality, and Integrity in Organic Post-Harvest Handling of Fresh and Fresh-Cut Production.



For more information visit www.ccof.org
email ccof@ccof.org • call 831-423-2263.
See you there!

The Short List for Organic Crop Protection.

Solutions from Monterey AgResources Organic Products Division



Green Cypress Lime-Sulfur Solution - Organic Fungicide/ Insecticide/Miticide for fruit and nut crops.

Green Cypress Organic Spreader - Unique liquid wax adjuvant that is gentle on crops.

Green Cypress Organic Micronutrients - Copper 5% • Crop Mix • Iron 5% • Magnesium 4% • Manganese 7% • Tree & Vine Mix • Zinc 7% • Zinc 10%

Kaligreen - Fungicide that controls Powdery Mildew on contact. Economical and environmentally safe, Kaligreen is the organic standard for contact control of powdery mildew.

Nordox® 75 WG - Wettable Granule Copper Fungicide that provides excellent disease control on a large number of crops.

Pyganic™ - Immediate insect control for organic farming; approved for controlling more than 40 damaging insects on over 200 crops.

Magna Grow - Crop nutrient that improves color and quality of fruit, builds resistance to disease and provides magnesium and sulfur.

S-K-H Organic Adhesive Adjuvant - Premium sticker that works well with insecticides, fungicides, herbicides and nutritional sprays. Use on crops including vegetables, citrus, stone fruit, nuts, and grapes. Resists rain and irrigation wash off.

GreenMatch™ O Burndown Herbicide - OMRI listed, non-selective, broad spectrum weed killer strips waxy cuticle off leaves, causing desiccation of weed. Currently registered for non-crop use only. (not registered in CA)

NAP PolyAmine™ Micronutrients - Amino acid chelated micronutrients and plant growth biostimulants that maximize your profits - Boron, Calcium, Copper, Iron, Manganese, Magnesium, Micro Pak, Zinc.

OMRI listed and WSDA approved for organic production.



Monterey AgResources
PO Box 35000, Fresno, CA 93745
559/499-2100 • 559/499-1015 FAX
www.montereyagresources.com

Going Organic Update

Project Gears up for Fall & Winter

After completing its second successful year thanks to California State Water Board grant funding, the CCOF Going Organic Project is fully geared up and ready to provide 23 additional OSP training meetings to assist farmers and ranchers who wish to begin their transition to organic farming practices. From Napa to Madera to Chico, all those interested in the CCOF Going Organic Project can

get involved in any number of events scheduled for the 2007-2008 fall and winter season. See a list of upcoming meeting locations and dates in the Calendar section on page 29.

During the 2006-2007 fall and winter season, the Going

Organic project held 10 seminars and hosted 8 OSP training classes. The project also continued its one of a kind farmer mentoring program by connecting 10 more farmers with CCOF certified mentors who offered the farmers one-on-one assistance with transitioning to organic production during their growing season. In total, there are 50 new organic farmers who have received a farmer-mentor through the Going Organic project. The project has enrolled approximately 2,600 acres to transition to organic certification through the program, and is ready for more. Viva la agricultura organica! Enrollment forms and additional information are available at: www.ccof.org/goingorganic.php.



Meeting attendees learn about the beauty of organic farming from CCOF mentors and RSRs.



Growers • Processors • Hullers
Premium California Organic Walnuts

Family Owned and Operated
 100% Organic Processing
 Largest Handler of Organic Walnuts
 Competitive Prices Paid to Growers

**Seeking growers to meet increasing demands.
 Contact us to join our established team!**

(530) 795-4619
www.dixonridgefarms.com

Nature knows best.

World-wide demand for organic foods is growing at an ever-increasing rate - requiring major expansion of our national and international distribution system.

EXPANDED DISTRIBUTION

To meet this growing demand, Global Organics has added additional distributors in California, across the country, and in key international markets.

LEADERSHIP

With over 30 years of experience, Global Organics and our BioFlora products have become the world quality standard for organics.

ORGANIC QUALITY

All BioFlora products are designed for organic or sustainable agriculture with several being OMRI Listed. We are also CCOF members and a contributing Audubon International partner.

COMPLETE PRODUCT LINE


Organic granular fertilizers

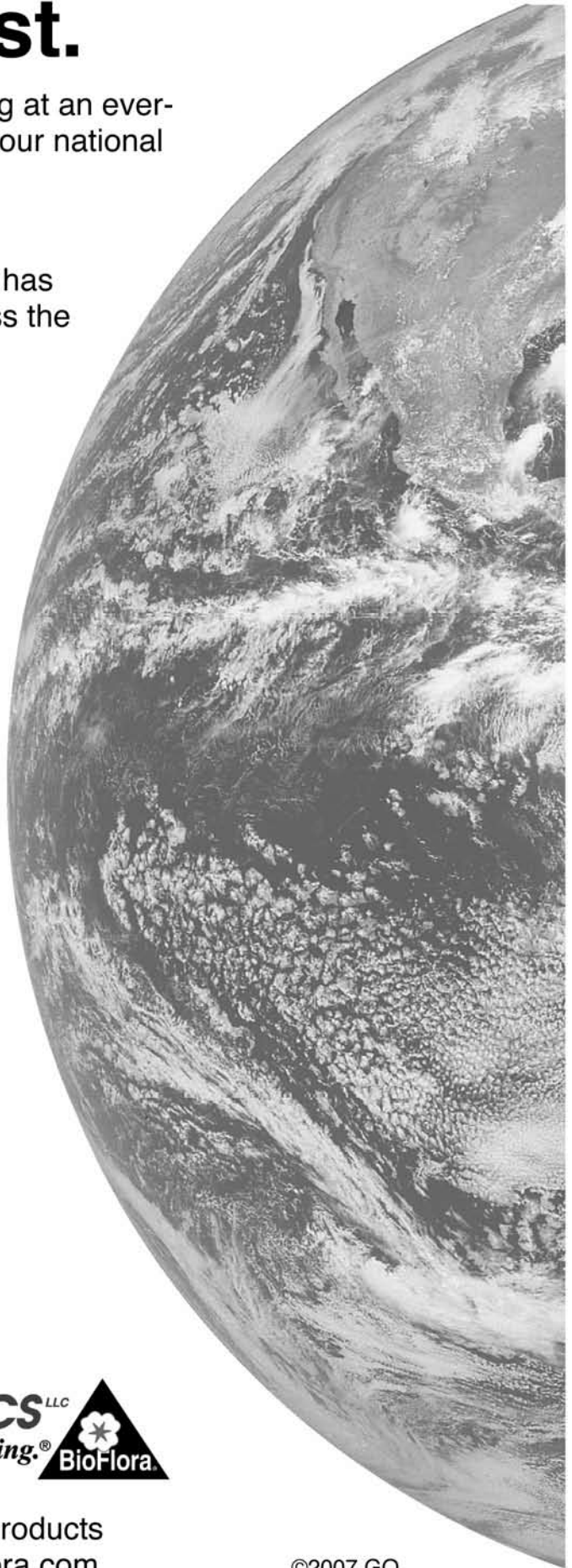
Bio-remediation products Seaweed cream

Fish emulsions Compost tea

Fulvic acids Compost

Humic acids Ionic minerals

Global Organics is your  source.
Your  opportunity to become
a leader in the fast-growing
organic industry.



For more information on BioFlora/OMRI listed products
please call toll-free 888-BioFlora www.bioflora.com

©2007 GO

Food Safety

Uncovering the facts & myths surrounding the E. coli outbreak of 2006



By Will Daniels

Vice President, Quality, Food Safety and Organic Integrity at Earthbound Farm/Natural Selection Foods



SINCE Earthbound Farm/Natural Selection Foods is a company founded on the commitment to providing the healthiest food possible, learning that food processed within our facility could result in anything other than good health is a devastating reality that every food producer must be aware of, and hopefully never have to face head on. But that is exactly what happened last fall when we learned that some of our products might be involved in the massive E. coli outbreak sweeping the nation, and so within 24 hours, we voluntarily recalled all spinach products under all brands packaged within our facilities. Five days later, lab tests confirmed the E. coli match: a bag of non-organic spinach that our facility packaged for another brand, which immediately began the most serious and important challenge Earthbound Farm/Natural Selection Foods has had to face in its 23 years of operation. As terrible as the outbreak's effects have been for many, we believe the good to be extracted from this tragedy is a newfound awareness that we must share a renewed focus on food safety and an unrelenting commitment to finding solutions to this problem.

Now that a year has passed since the unfortunate outbreak, it feels like the right time to reflect a bit more on some of the important food safety issues that were brought into the spotlight as a result. Our experience strengthened our resolve to challenge the norms of food safety in produce, and develop new protocols that significantly heighten the safety of our products. While simultaneously working with both the US Food and Drug Administration (FDA) and California Department of



Health Services (CDHS) investigators while coordinating our own recall, we also worked tirelessly with some of the top scientists in the country to completely reinvent a state-of-the-art food safety system for fresh produce.

We have learned a lot over the last several months from our own investigations as well as from the expertise and technology we sought from other industries. One truth that often gets glossed over as we debate and research new protocols for improving food safety is that it's important for every part of the food chain to do its part to protect the consumer: large or small, local or global, farmer or processor. Bacteria evolve over time, continuously presenting new challenges, and so sometimes doing what has been done before is simply not good enough. It is easy to think it won't happen to your business, and before September 14, 2006, given the fact that all of Earthbound Farm/Natural Selection Foods food safety protocols met or exceeded industry best-practices, I

was one of those people. As experience grows knowledge and understanding, I am now taking the opportunity to address some of the myths that have clouded full understanding of this issue.

MYTH #1: Someone Must Have Been Doing Something Wrong

The day we found out that Earthbound Farm/Natural Selection Foods might be implicated in the 2006 E. coli outbreak; we began a comprehensive investigation into what went wrong. Through this process and the investigations by the FDA and CDHS authorities, it was determined the contamination likely occurred in the field first, and then came into our facility with the raw material. Although the regulatory investigation identified the exact strain of E. coli O157:

Food Safety continued on next page

Food Safety continued from previous page

H7 in the outbreak to the vicinity near one of four ranches implicated in the recall, there was no insight into how this pathogen made it from almost a mile away to the actual field where the implicated spinach was grown.

The spinach was picked, transported, and processed within our facility, and packaged during a time when Earthbound Farm/Natural Selection Foods was functioning at industry-standard best practices. We followed Good Manufacturing Practices (GAP) as mandated by the Code of Federal Regulations, maintained a strict Hazard Analysis Critical Control Point (HACCP) program, and our internal audit program verified all programs comprehensively. In fact, we end up with about one inspection a month when you include federal inspections, state inspections, third-party inspections, customer inspections and organic inspections. Since we have always been a company that believes in continuous improvement, we use each inspection as an opportunity to take a hard look at ways we might be

able to improve our program. And that we did, year after year, investigation after investigation, and the investigations found no practices in our facilities that were believed to contribute to the contamination.

MYTH #2. It's a Fresh Cut Issue Only

The tragic E. coli outbreak of 2006 was not the first outbreak associated with produce, in fact, it was about the 20th outbreak of E. coli O157:H7 associated with leafy greens from the Salinas Valley since 1995. And there have been other outbreaks associated with other pathogens, other produce items, and other locations. Table 1 details fresh produce-associated outbreaks reported to the Centers for Disease Control between 1998 and 2002.

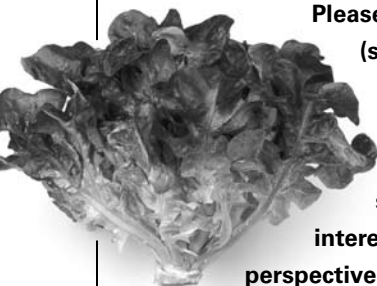
Generic or multiple sources.	144
Lettuce	22
Sprouts	14
Juice	10
Melon.	9
Tomatoes.	8
Berries	6
Cilantro	4
Mango	4
Other produce items.	17

Many people might comment that these outbreaks are only a problem for the fresh cut industry, but that's not actually true. The production of fresh cut, "ready-to-eat" products demands additional vigilance, but fresh cut products are not responsible for the majority of outbreaks associated with produce since 1998. Table 2 shows that, of the 249 outbreaks noted in Table 1, only 18 were associated with fresh-cut produce.

Romaine Lettuce	2
Lettuce	6
Mixed Lettuce	1
Spinach	2
Roma Tomatoes.	2
Tomatoes.	3
Mixed Melons	2

Fresh cut products packed in bags and clamshells, whether fruit or vegetable, must be treated as even more perishable than bulk commodities. The main risk factor being the potential for temperature abuse, as bacteria of concern usually do not grow under refrigeration temperatures, but as soon as the temperature rises above the preferred range, they can flourish. Food industry packers need to work with the distribution

What does food safety mean to you?



Please email us at ccof@ccof.org (subject: Food Safety) and give us your feedback about your experience with, concerns about, and comments on food safety issues. We're particularly interested in the small farmer perspective and would like to keep this conversation alive in preparation for CCOF's

Food Safety and Organic Integrity Conference January 22-23, 2008 (see page 25).

Here are some helpful food safety resources:

- **Community Alliance with Family Farmers**, Family Farm Food Safety Campaign, <http://caff.org/foodsafety>.
- **California Leafy Green Handler Marketing Board**, www.caleafygreens.ca.gov.
- **Western Growers**, www.wga.com/WhoWeAre/ScienceTech/FoodSafety/tabid/117/Default.aspx.
- **The Organic Center**, Unfinished Business: Preventing E. coli O157 Outbreaks in Leafy Greens, www.organic-center.org/science.safety.php?action=view&report_id=97.
- **The Organic Center**, E.coli O157:H7 Frequently Asked Questions, http://organic.insightd.net/reportfiles/e_coli_final.pdf.
- **U.S. Food and Drug Administration**, Center for Food Safety and Applied Nutrition, www.cfsan.fda.gov/list.html.

networks we rely on in order to ensure the cold chain remains intact from our own loading docks to the stores, restaurants, and consumer's kitchens where the products are opened and consumed. In the real world of shipping and distribution, products can be loaded on trucks that ride at different temperatures, can be loaded in a way that prevents proper air flow, and might even be delivered to the corner store on unrefrigerated trucks.

Although recent foodborne illnesses have been associated with fresh-cut products, evidence suggests the majority of these produce-related outbreaks are actually associated with raw agricultural commodities. This reality should raise awareness amongst all producers that the issue must be addressed at every level: from field to fork, from CSAs or U-pick farms, to companies with global distribution. No grower, processor, distributor, retailer, foodservice representative or consumer should take this matter lightly. We all need to understand the important role we have in ensuring the safety of our food supply remains intact.



This reality should raise awareness amongst all producers that the issue must be addressed at every level: from field to fork, from CSAs or U-pick farms, to companies with global distribution.

MYTH #3. It's a Large Grower or Shipper Issue Only

Many growers believe they shouldn't have to follow state or federal standards because they are not large producers since, after all, they have never heard of anyone becoming ill after consuming their produce. And small systems should theoretically be safer because there is less to control, but outbreaks are defined as just two or more people getting sick from the same food. Produce that is not widely distributed wouldn't be capable of causing a multi-state outbreak based on volume and distribution, and an "outbreak" stemming

from a small producer would be more likely to go undetected. But that doesn't mean it can't, or that it won't occur.

With broad national distribution, there is opportunity for an outbreak to become more widespread, but pathogens do not distinguish between large and small growers or processors. Every

producer and processor, regardless of size or distribution model, must conduct an analysis of their operation and identify the hazards for each item they produce.



MYTH #4. It's an Organic Issue Only

As soon as people found out that Earthbound Farm/Natural Selection Foods was implicated in the E. coli outbreak of 2006, they assumed it was an organic issue. As the leading producer of specialty salads, Natural Selection Foods has always produced conventional salads, but never under the Earthbound Farm organic brand.

The product associated with the outbreak was bagged conventional spinach and one of the ranches that provided the spinach was transitioning to organic. While the spinach was not organic, organic practices were certainly in effect, and therefore many made the assumption it must have been the organic practices that caused the contamination, assuming that all organic farmers use raw or uncomposted manure. In reality, the only manure-based product used on that ranch was a heat-sterilized, pelletized chicken manure. Several samples of this product were tested during the investigation and none indicated any presence of pathogens.

This was the first produce outbreak that came close to implicating an organic product. Many have claimed that organic products are less safe than conventional because compost or raw manure is commonly used in organic production. That assumption shows complete ignorance of the strict compost regulations outlined in the USDA's National Organic Program (against which, organic producers are audited), as well as the fact that the use of these products is not exclusive to organic production. In comparison, conventional producers are not subject to strict regulations regarding the use of manure.

MYTH #5. Testing Can't Work Because You're Looking For a Needle in a Haystack

At Earthbound Farm/Natural Selection Foods, our enhanced food safety protocols begin with ranch site evaluation and continue with the pathogen-specific testing of seeds and other farm inputs such as water and soil amendments, stringent sanitation protocols, monitoring of GAP efficacy with in-house and third-party audits, pathogen-specific testing of every lot of incoming raw product leafy greens, good manufacturing practices and a hazard analysis critical control point (HACCP) program in our processing facility, in-house and third-party audits, and pathogen-specific testing of all lots of finished, packaged product.

Food Safety continued on page 24

Interns Needed

Introducing the CCOF Organic Intern Certificate Training Program

CCOF has its wheels in motion for rolling out a comprehensive organic intern certificate training program as we are now working on recruiting motivated individuals who will complete 360 hours of project work in exchange for a certificate and valuable career training. The new program interns will learn an overview of the rapidly expanding organic industry and undergo training in the essentials of organic certification, inspection, production and marketing. The rigorous training will be balanced with fun organic events and experience, but primarily consist of office work.

The intern program offers something for everyone who wants to get involved. While project interns must commit to 360 hours of work, volunteers are accepted on an as needed basis for shorter periods of time. Supporting Mentors are also sought to mentor project interns. And for the generous at heart, Program Benefactors are welcome to help fund projects.

With the help and dedication of a few trained interns, CCOF staff will have more time to devote to education, advocacy, and promotion. Adding interns to the organization will also provide smoother functioning overall and will lead to expansion of the organization in new ways, such as graphic

design, international certification, and organic education for youth through individual intern projects.

The benefits of this program span many levels. At the individual level, interns will gain valuable experience working in the organic industry and developing job skills. At the organizational level, CCOF will benefit from projects relevant to its goals of advancing in the organic movement. At the community level, local communities will benefit from outreach programs and new availability of organic information and resources. On the whole, this program is a necessary step in transitioning to a healthier way of life through promoting organics.

Learn more about the program and how you can get involved by visiting www.ccof.org/employment.php or contacting our intern coordinators Brian Bluestein or Sara Thompson at (831) 423 2263 x25 or organic@ccof.org.



CCOF's Brian and Sara spearhead the new organic Intern Certificate Program.

Meet the GMO Challenge

Genetically modified crops are the biggest threat facing organic producers



The Organic & Non-GMO Report

provides the information you need to respond to the GMO challenge and succeed in the fast-growing non-GMO market.

The Organic & Non-GMO Report provides useful resources to help you:

- Produce non-GMO crops and products
- Prevent GMO contamination
- Connect with buyers
- Find non-GMO and organic seed
- Stay up to date on GM food issues

FREE with your subscription: *The 2007 Non-GMO Sourcebook*, a directory of non-GMO suppliers.

Call **1-800-854-0586**
or **1-641-472-1491** or visit
www.non-gmoreport.com

Receive a
FREE
sample
issue

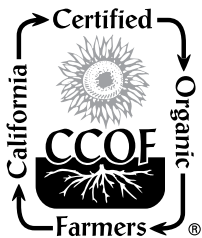
Jongs
GroBetter
Naturally. Organically.™

All-Purpose Organic Fertilizer & Soil Conditioner

- Feeds **15 plant nutrients** and enriches the soil
- Composted **pure** chicken manure, no fillers
- **Pathogen & weed-seed free**, non-burning
- **Pelletized** for quick & easy application
- **Slow-release** for longer feeding



Jongs Organic Fertilizers, Inc. Riverside, California
Info@grobetter.com 888-GRO-BETTER



Certification News

Updates, information, and tips for CCOF clients and members.

Fall 2007

Welcome

Welcome to *Certification News*, a permanent section of *Certified Organic* — the CCOF magazine that provides important standards and certification updates in one easy to find location. To read more about these certification issues, please visit “Updates/Resources” under “Certification” at www.ccof.org.

Watch Out

Organic Percentage Calculations in Multi-Ingredient Products

CCOF received guidance from the National Organic Program (NOP) earlier this year clarifying certifier's and their client's responsibilities when calculating the organic percentage of products. While many processed ingredients used to formulate organic products are sold as “organic,” they may contain up to 5% non-organic ingredients or allowed additives such as baking powder, citric acid, etc.


In these cases the non-organic percentage must be taken into account when ensuring your product meets the 70% or 95% organic content threshold for Made With... or Organic labels, respectively. Over the years, CCOF has attempted to ensure the integrity of the organic products in the market by verifying this issue. However, this NOP clarification is causing CCOF to look more closely at previously approved products to ensure they were not calculated erroneously.

In some limited cases, this may cause a product that previously qualified under an organic percentage to dip below the threshold for that label claim. Example: a 100 lb. ingredient composed of only 95% organic content is only allowed to contribute 95 lbs. to the finished product's organic percentage calculation. As your operations undergo future inspection and review, CCOF will work with you to verify that your products are formulated in full compliance with this requirement. If they do not comply, CCOF will ask for clarification and/or a reasonable plan for compliance including potential reformulation, label changes, etc. As a new clarification, CCOF will allow reason-

able timelines to implement corrective actions for companies acting in good faith.

To re-evaluate your organic percentages simply multiply the organic percentage of each ingredient by the weight of that ingredient to get the organic contribution of each ingredient. Take the combined organic contribution of all ingredients and divide it by the weight of all ingredients (excluding water and salt) to get your organic percentage.

How CCOF can help

If you require assistance verifying your organic percentage, CCOF can provide a spreadsheet to help guide you through the calculations. Additionally, CCOF is compiling a list of ingredients sold with an “organic” label that are commonly known to be composed entirely of organic content. While these ingredients may not qualify for a “100% organic” label claim, due to non-organic processing aids (calcium carbonate), they are known to not contain any non-organic content in the finished ingredient. Examples include raw ingredients and processed ingredients such as pure oils and sugar. In these cases, CCOF will review these ingredients as contributing 100% of their weight to the organic percentage of the finished product and will not require additional verification. Additionally, to support the sales efforts of companies marketing ingredients, CCOF is pleased to include organic content information on your client profile as requested. 

OSP Updates Protect You.

Remember to submit changes to your operation and organic system plan to CCOF prior to implementing new practices, packaging new products, changing labels, using new materials etc. Operations found to be producing products and/or using labels or materials that have not been approved by CCOF run significant risks of non-compliance and problems in the marketplace. Protect yourself by informing CCOF of changes to your operation and allowing CCOF to ensure your organic products meet organic standards prior to sale.



CCOF
2155 Delaware Ave, Suite 150
Santa Cruz, CA 95060
831 423-2263
fax 831 423-4528
ccof@ccof.org
www.ccof.org

Status of Non-Organic Ingredient Commercial Availability Requirements

Attention CCOF Members

Verify Your 2008 CCOF Organic Directory Listing by October 26th!

The 2008 Directory will feature over 1,600 certified members, products and services. We are expanding sections and making it easier for buyers and consumers to find the information they need. First, visit www.ccof.org, select "Organic Directories," and look up your listing.

To update your listing, either 1) send an email direct from the directory listing page, 2) call 831-423-2263 x. 10 and request a "Directory Update Form," or 3) send an email to ccof@ccof.org. Only authorized CCOF contacts can make changes and all forms must be signed. See the magazine insert for additional information.

As reportedly previously, as of June 9, 2007, all non-organic agricultural ingredients (spices, herbs, hops, etc.) used in products labeled "organic" must be listed on the National List 205.606. Alternatives include sourcing organic versions or label changes to a "Made With Organic..." claim. A number of ingredients have been petitioned and approved by the NOSB. To be allowed, an ingredient must now be approved by the National Organic Program, undergo public comment and appear in the Federal Register.

As June 9, 2007, came and went, the NOP published an "Interim Final Rule" on June 27th that allowed the 38 recommended ingredients on an interim basis until final rulemaking could be done. This was done to provide sufficient comment time to processors and address complaints that the pre-June 9, 2007, comment period was too short. By the time you

read this, the comment period for the ingredients under consideration will have closed and a final rule may be issued.

The addition of these ingredients was hotly contested prior to June 9 but overall can be seen as a step forward for organic standards. Instead of allowing any ingredient that cannot be found organically, the universe of potential non-organic ingredi-

ents in "organic" products has been radically reduced. Additionally, the new rules strongly support the development of organic minor ingredients.

Under current rules, a listed ingredient may only be

used in non-organic form if it is included on the National List 205.606 AND thorough searches to find appropriate organic versions that meet the form, function, and quantity needed by your operation have failed. As CCOF has done in the past, we will continue to require relevant and rigorous searches for ingredients appearing on 205.606. ☒

...all non-organic agricultural ingredients ... must be listed on the National List 205.606



Table of Substances Included in the Interim Final Rule

Released on June 26, 2007. The interim final rule allows the use of these substances as nonorganic ingredients in organic foods only when they are not commercially available in organic form.

Material	Proposed Rule Section	Material	Proposed Rule Section
Annatto Extract Color—water and oil soluble	205.606(d)(1)	Hops (<i>Humulus lupulus</i>)	205.606(k)
Beet Juice Extract Color	205.606(d)(2)	Inulin, Oligofructose Enriched	205.606(l)
Beta-carotene Extract Color from Carrots	205.606(d)(3)	Konjac Flour	205.606(n)
Black Currant Juice Color	205.606(d)(4)	Lemongrass, Frozen	205.606(p)
Black/Purple Carrot Juice Color	205.606(d)(5)	Paprika Color—Dried Powder and Vegetable Oil Extract	205.606(d)(13)
Blueberry Juice Color	205.606(d)(6)	Peppers (Chipotle Chile)	205.606(s)
Carrot Juice Color	205.606(d)(7)	Pumpkin Juice Color	205.606(d)(14)
Casings, From Processed Intestines	205.606(a)	Purple Potato Juice Color	205.606(d)(15)
Celery Powder	205.606(b)	Red Cabbage Extract Color	205.606(d)(16)
Cherry Juice Color	205.606(d)(8)	Red Radish Extract Color	205.606(d)(17)
Chia (<i>Salvia hispanica</i> L.)	205.606(c)	Rice Starch, Unmodified—for use in organic handing until [two years from the date of publication]	205.606(t)(2)
Chokeberry—Aronia Juice Color	205.606(d)(9)	Saffron Color	205.606(d)(18)
Dillweed Oil	205.606(e)	Shellac, Orange – Unbleached	205.606(q)
Elderberry Juice Color	205.606(d)(10)	Sweet Potato Starch, for bean thread production only	205.606(t)(3)
Fish Oil	205.606(f)	Turkish Bay Leaves	205.606(u)
Fructooligosaccharides	205.606(g)	Turmeric Extract Color	205.606(d)(19)
Galangal, Frozen	205.606(h)	Wakame Seaweed (<i>Undaria pinnatifida</i>)	205.606(v)
Gelatin	205.606(i)	Whey Protein Concentrate	205.606(w)
Grape Juice Color	205.606(d)(11)		
Grape Skin Extract Color	205.606(d)(12)		

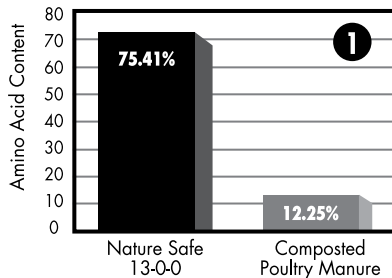
Table courtesy of OMRI, www.omri.org

HOW PREDICTABLE

IS YOUR

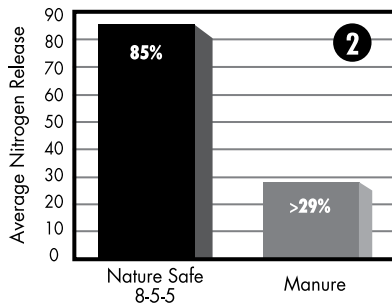
ORGANIC FERTILIZER?

UNIVERSITY RESEARCH



RESULT

Nature Safe has four times the nutrient value with approximately six times the amino acid content.



RESULT

On average, over the two year study, Nature Safe released approximately three times the available nutrients as compared to the manure based fertilizer.

Research conducted by North Carolina State University, Dr. Charles Peacock

The value of an organic fertilizer can be measured by two critical criteria:

- The amount of nutrition in the bag.
- The predictable release of the nutrients.

Nature Safe Natural & Organic Fertilizers are made from quality plant and animal proteins, resulting in the highest N-P-K formulations available in an OMRI listed product.

Amino acids provide an excellent indicator of organic nutrition. Nature Safe's 13-0-0 has over 75% amino acids, more than six times that of composted poultry manure.¹

Nature Safe's expansive product line contains no manure or waste by-products. By using only USDA approved proteins these products will release approximately three times more of their available nutrients than manure.²

Maximize yields and improve crop quality with Nature Safe, the most nutritious and predictable organic fertilizer.

Call (800) 252-4727 or
visit our web site
www.naturesafe.com

**Nature
Safe®**

Natural & Organic Fertilizers

Annie's Sustainable Ag Scholarship Program

Awesome news and a first in the field: Annie's Home-grown is accepting applications for its new Sustainable Agriculture Program that will award \$50,000 to undergrad and grad students pursuing studies in organic and sustainable agriculture! The award will include three \$10,000 and eight \$2,500 scholarships. Deadline: September 30, 2007. Winners announced by January 2008.

Apply online! www.annies.com/programs/

Bayer's Insecticide Imidacloprid Becomes a Chief Suspect in Honeybee Die-off

Many scientists now claim the chief suspect in the Colony Collapse Disorder (CCD) epidemic, a disorder that has killed up to 2.5 million bee colonies in the United States, could be imidacloprid, the most commonly used insecticide on the planet. The insecticide works by impairing the central nervous system of insects, leading to muscle paralysis and death. These toxic chemicals are applied to hundreds of millions of acres in the United States, and in the mid 1990's, were implicated in a massive bee die-off in France.



CCOF Unveils its New Intern Program this Fall – find out more on page 20.

Food Safety continued from page 19

The testing program we have initiated has earned us both praise and criticism. We often hear that our Test and Hold program for our raw material and finished salad products is too costly and we can never actually test safety into the product. We cannot dispute the fact that it is expensive, but a comprehensive testing program is less costly than one recall. Since the implementation of our Test and Hold program, we have identified more than 40 lots of product contaminated with pathogens, and so prevented them from entering the processing stream, and ultimately from being shipped out to the public. Even though this is less than 1/10th of one percent of our volume, this tells us that the pathogens exist in the environment.



We agree that testing by itself is not enough. All of us need to focus on measures that prevent contamination to begin with, and testing in and of itself can't address the cause of contamination. However, until we know more about how crops are contaminated, and can confidently say that we know how to prevent the problem, we think testing is a prudent course of action...one we hope will provide useful information to guide our efforts to prevent the contamination to begin with.

MYTH #6: We Don't Know Enough to Take Action

As in all avenues of life, we cannot let the desire for a perfect solution be an excuse for inaction. We have implemented a rigorous food-safety program that, after significant research, is the best option for us today. It's definitely progress, and the only way to make progress is to learn from one's experience. That's what we're doing now, and we're eager to share what we're learning and hope that other companies will do the same.

NEXT STEPS

As we move forward in pursuit of stronger food safety programs, we must recognize that pathogens exist in our environment and, as a result, are a hazard likely to occur in our products. All producers, of all sizes, must conduct hazard analysis, validate all of their interventions, and have a verification program in place. We believe testing is an essential verification step that helps us understand what works, while improving the overall safety of fresh fruit and vegetables.

And we've gone even further by establishing a Food Safety Advisory Panel made up of internationally recognized microbiologists who specialize in food safety. We will continue to go further by sharing our findings with the industry. We will continue to work with our peers, retailers, government and independent scientists to develop long-term solutions for food safety. We're eager to learn and willing to share because the more we all know, the safer and healthier all of us will be.

Making Your Ideas Stick!

AWARD WINNING LABELS!

Since 1980



CREATIVE LABELS INC

BBB MEMBER



From Concept To Finished Product

CCOF Member Special Discounts

• Prime labels, multi-color	• Adhesive Side Printing
• Nutritional Information	• Pre-form Safety Seals
• Tamper Evident Seals	• Re-sealable Tabs
• Direct Thermal Labels	• Folded Labels and Coupons
• Instant Redeemable IRCs	• Hinged Labels
• Variable Barcodes	• UPC Labels
• CCOF & USDA Logos	• ECO-Friendly Film Labels
• FDA Approved Adhesives	• Labels for Ink Jet & Laser
• Labels for Thermal Printers	• Horticultural Products

Authorized Distributor of SONY Thermal Transfer Ribbon

Besides the products we produce, you will find a Creative Team of people that are truly interested in your needs. We work with you to find the right solution. Our Satisfaction Guarantee can be found at our website www.creativelabels.com, along with testimonials from many of the loyal customers we have partnered with.

Your Satisfaction is Our Bottom Line

6670 Silacci Way, Gilroy, CA 95020
 TEL: 866-552-2357 • FAX: 408-842-7188
www.creativelabels.com • info@creativelabels.com

The Future of Food

AN INTERVIEW WITH **DEBORAH KOONS GARCIA**,
CREATOR OF **THE FUTURE OF FOOD**, BY **COLLEEN BEDNARZ**

The Future of Food is an award-winning documentary produced by Lily Films. It offers an in-depth look at the critical issues facing global agriculture today.

Q: What prompted you to make the film *The Future of Food*?



Deborah Koons
Garcia

A: I became a vegetarian in the 1970's and had always wanted to make a film about agriculture. The idea for the film started as more of a comparison between conventional and organic, but my research always led me to GMOs, so that is what the film naturally focused on.

Q: Why do you think America became so involved in GMOs?

A: America is so big, compared to Europe, for example, and thus so removed from where food is actually grown. Americans trust the government because they are too busy to not. That busyness removes them from the long, leisurely meal, the ritual of food, the connection. We have an entirely different attitude toward food, seeing it as fuel. I think it's said that 20% of American meals are eaten in the car?

Q: What do you think should be changed in the 2007 Farm Bill?

A: Stop subsidizing corn! It is so destructive to the health of citizens and the land.

Q: What do you want to say to our readership of organic farmers, producers, and consumers?

A: I'm your biggest fan. I've been seeking out organic food for 37 years. In Marin in the mid-70's, there was some organic happening, but not much. I'm thrilled it's so popular now! It makes such a big difference to your health and attitude, and you can feel so much better about eating organic, local, and in-season. Since I've been an organic fanatic for so many years, I am thrilled it's booming. There is more demand than supply.

Q: What do you think people can do to improve the food system?

A: We don't always take the time to stop and think things through, so don't always see the big picture. Allergies and diabetes are on the rise from foods that are not good for you. Eating right comes first, and a healthy food supply will follow and lead to better overall health. We need to move forward, focus on health, the land, our bodies, and the health of our communities. As more people eat organic, health improves, and people are then more ready to face health challenges. We need to support farmers! We are a sick nation and we need to change that through food activism!

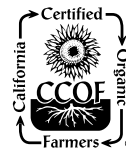
Check out *The Future of Food* today at www.thefutureoffood.com!

CCOF Food Safety and Organic Integrity Conference

January 22-23, 2008 – Asilomar Conference Center,
Pacific Grove, CA.

Learn the latest on Safety, Quality, and Integrity in Organic Post-Harvest Handling of Fresh and Fresh-Cut Production during this Eco-Farm Pre Conference. Experts from the field will gather to provide updated, state-of-the-art information on industry practices for ensuring that post-harvest safety, quality, and integrity of organic production remains strong. Information can be found at www.ccof.org/foodsafetyconference.php.

At the same time, don't miss the 34th CCOF Annual Meeting January 22. Featuring a new and dynamic format that will EMPOWER YOU to be a part of the solution! Meet and network with CCOF members and enjoy a warm reception featuring organic food and wine!



See you there!

Visit www.ccof.org/foodsafetyconference.php
for updates.



The Catalyst Product Group (TCPG) is a manufacturer of Humates (Humic and Fulvic Acid extracts), mined minerals, organic fertilizers, and organic based fertilizers.

TCPG has developed and successfully marketed the use of organic materials used to enhance the production of farmers, landscapers, home owners, and golf courses. With an environmentally health conscious consumer, the implications of stricter government regulations, farmers, landscapers, home owners, and golf courses are beginning to see the benefits of adding natural ingredients to current cultural practices in an effort to maintain the life and health of their soil

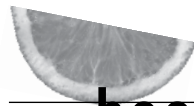
2270 S. Boulder St. Gilbert, AZ . 85296
Tel: 480-814-8318 Fax: 480-855-3081

humateman@earthlink.net
www.catalystproductgroup.com



*“A Healthy
Way to Grow”*

**Salinas • Five Points
Holtville**



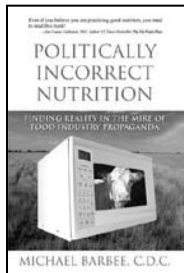
books

Healthy Reads

Politically Incorrect Nutrition - Finding Reality in the Mire of Food Industry Propaganda

by Michael Barbee

Author Michael Barbee takes a controversial stance in his book *Politically Incorrect Nutrition*, as he aims to dispel food myths with well-researched information that might just make you change your mind about what you think to be true about nutrition. Readers can expect to read about debunking health food propaganda, definitions of each food's benefits and risks, deflations of overblown research, and details and tips on how to obtain the best foods, as well as avoid the worst. The author highlights on topics such as fluoride, soy, trans-fats, vegetarianism and aspartame. He also explains how certain medical conditions like osteoporosis relate to the use of bovine growth hormones, where you can get calcium and protein, and how the side-effects of plastics, irradiation, and microwaving affect our food and bodies alike. Acquire a copy today at: www.vitalhealthbooks.com/book/2385286177.html.

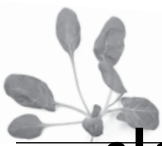


web corner

Resources On-line

Take a moment and introduce yourself to an amazing and informative website called Sustainable Table at www.sustainabletable.org. This site colorfully and eagerly celebrates the sustainable food movement, educates consumers on food related issues, and works to build community through food. One of the greatest features of this site is the Eat Well Guide where you simply plug in your zip code to find a complete listing of bakers, bed & breakfasts, butchers, caterers, farms, online shopping locations, personal chefs, restaurants, and stores and markets that use, serve, or sell sustainable food products! It's an easy and fun way to find wholesome, fresh food all over the US and into Canada, from your own neighborhood or town, to when you are on the road and need some helpful sustainable food guidance.





Classifieds

For Sale

Certified Organic Feedmill – 3.89 acres, 7,000 sq ft building. \$210,000 Huntsville, AR. 479-737-4429 or griggfam2002@yahoo.com.

Abundant Harvest Organics offers farm fresh organic fruits and vegetables at the cost of conventional, delivered to your neighborhood every week. Sign up to be a subscriber or Host/Area Coordinator @ www.abundantharvestorganics.com. Kathy: 559-355-8856, Kathy@abundantharvestorganics.com.

Tractor Seat Belts – huge selection of tractor seat belts, fuel cells and trailer accessories including tie downs, rope ties, d-rings, tire bonnets, axle straps and more. <http://wescoperformance.stores.yahoo.net/tractor-seat-belt.html>.

New Zealand – 6 acre Certified Organic Avocado Orchard & Marketing Operation, includes 3 bedroom farmhouse, 2 story packhouse, orchard machinery and patented marketing label called "ECOAVO." Doug Brown doug.brown@wave.co.nz, www.ecoavo.com.

20 + acre CCOF Certified Organic Farm – Vacaville, CA, district water, class 1 soil, very private, several varieties of fruit trees, large irrigated vegetable plots, 8ft. perimeter wire fence, several barns and outbuildings, \$995,000. Bill Spurlock, 707-448-4792.

CCOF Certified Organic Alfalfa – small bales for \$240 per ton FOB, Terranova Ranch, Fresno County. Don @ 559-866-5644, 559-269-1118.

Organic Raisin Paste – (50 lb. cases), limited supply. Richard @ Victor Packing: 559-673-5908. richard@victorpacking.com.

CCOF Certified Wine grapes –north coast merlot, cabernet sauvignon, sauvignon blanc and riesling from Devoto Vineyards. sdevoto@mchsi.com or Steve at 707-349-4431.

Services – Good Nature offers high quality graphic design services to all California Oaks, Grasses, Hedgerows for Farms, Conifers poster field guides full color art by award winning artists see Good Nature Publishing. www.goodnaturepublishing.com. Tim Colman: 800-631-3086.

Employment

CCOF Employment Opportunities – Part-time Inspectors, CCOF seeks Interns, www.ccof.org/classifieds.php.

continued on next page

CCOF Members Benefits!

Create your own webpage or improve the one you have.

Boost your outreach and sales using the new CCOF-Small Farm Central Web Service. Website Features includes:

- One year of hosting – **\$150.00/year**
- Domain Name (i.e. www.yourfarm.com)
- Unlimited Email Accounts
- Photo Gallery • Survey Manager • News/Blog • Event Calendar Mailing List • Technical Support • Unlimited user defined pages and more

Attention CSA's The Small Farm Central Custom CSA Manager can take your **distribution headaches** away. Oversee your CSA distribution, pickup, mailing list, sign ups and more for only \$100.00/year.



Visit www.smallfarmcentral.com/ccof for a demo of the site or contact Simon Huntley at (412) 567-3864

Available to CCOF members only. **Become a CCOF supporting or certified member** to take advantage of this limited time offer and other discounts.

(831) 423-2263 • ccof@ccof.org • www.ccof.org

2155 Delaware Avenue, Suite 150, Santa Cruz, CA 95060 • (831) 423-2263 • fax (831) 423-4528



Everything You Need to Grow Organically Since 1976

- Best selection around: over 4,500 items
- Great prices and generous quantity discounts
- Questions about organic growing with our products? Ask us.
- Free certified organic seed packs when you order over \$50 online
- Certified Organic Vegetable & Herb Seeds, and Seedling Transplants (in season); Cover Crop, Erosion Control, Lawn, and Pasture Seeds; Growing & Propagation Supplies; Organic Fertilizers; Irrigation & Watering Supplies; Organic Weed & Pest Control; Beneficial Insects; Tools, Rototillers, Floating Rowcovers & Greenhouses and much more.

FREE 168 PAGE CATALOG



GrowOrganic.com

888-784-1722

125 Clydesdale Court, Grass Valley, CA

CCOF seeks Full-time Inspector Associate for the Santa Cruz and Monterey region. Please see www.ccof.org/pdf/Organic_Inspector_Full_Time_Central_Coast.pdf for a full job description today.

Business Partner Wanted – Established Plant Nursery in beautiful Mendocino, Anderson Valley. Must be knowledgeable in nursery trade, business management, sales. Located on 5 acre 3500 ft² propagation greenhouse with modern office. Gunter Ruffler, Beeman's Blooms, 707-895-2699, P.O. Box 496, Boonville, CA.

Groundskeeper/Maintenance position – Robert Sinskey Vineyards is looking for enthusiastic individual with project management, landscaping and facilities maintenance skills as well as a valid CDL with a clean driving record. Bilingual [Spanish/English] preferred. Salary DOE. Resumes: Debby Zygielbaum at walkthevine@robertsinskey.com, Robert Sinskey Vineyards – 6320 Silverado Trail, Napa, CA, 94558. 707-251-0469, 800-869-2030.

The Northeast Organic Farming Association of Vermont (NOFA-VT) is hiring a full-time employee to work out of our Richmond, Vermont office to coordinate NOFA-VT's Farmer Education Program and develop a technical assistance program for commercial organic vegetable producers. NOFA-VT is seeking an individual with program development expertise, strong administrative skills, and agricultural experience. Meg Klepack, NOFA Vermont, 802-434-4122, info@nofavt.org.

Global Organics/BioFlora seeks qualified sales person for the Salinas, Napa Valley, and Sacramento area, involves working and training distributors and their sales staff in the use and sales of Bioflora fertilizer products. The person filling this position should have a college degree in an agriculture related field or comparable work experience in agriculture product sales. PCA or CCA license is helpful. Global Organics: 1-800-BIOFLORA, pgooch@bioflora.com.

The California Food and Justice Coalition – 50% time organizer position that we hope to make full time within a few months. Location Must be in California, preferred that the organizer work from the CFSC office in LA, other locations may be considered.

Calendar

September 25–26, 2007

Organic Trade Show & Western Organic Dairy Producers Alliance's Fall Conference, Corvallis, OR

The biggest gathering of organic dairy farmers in the west with the potential of over 100 organic dairy farmers attending from Oregon and Washington. Doug Sinko, at 541-396-2409 or Joe Ficher at 541-290-0699.

September 26–29, 2007

Natural Products Expo East, Baltimore, MD

This isn't just a trade show, it's your chance to see, hear, smell, taste and get your hands on everything new in the natural organic and healthy product industry. www.expoeast.com.

September 27–29, 2007

BioFach America Organic Products Expo, Baltimore, MD

Co-located with Natural Products Expo East www.expoeast.com.

Range \$38,000–\$42,000 for f/t position. Applications Reviewed on an ongoing basis, open until filled. Fax or mail cover letter, resume and references to: California Food and Justice Coalition (c/o CFSC) PO Box 209 Venice, CA 90294. Fax: 310-822-1440.

Sales & Purchasing Manager – ALBA seeks highly motivated, energetic, self-directed person with significant produce sales and handling experience to manage customer and farmer vendor relations and coordination. Send resume, cover letter, salary history, list of 3 employment references: Brett Melone, ALBA Organics, P.O. Box 6264, Salinas, CA 93912, fax 831-758-5315, brett@albafarmers.org.

Peaceful Valley Farm & Garden Supply seeks Specialty Retail/Mail Order General Manager. Send résumé: Pattie Boudier, Corporate Vice President Peaceful Valley Farm & Garden Supply P.O. Box 2209, Grass Valley, CA 95945. (888) 784-1722 x. 114, pattie@groworganic.com.

Miscellaneous

Annie's Homegrown Scholarship Program – is now accepting applications for its new Sustainable Agriculture Scholarship Program. Program awards \$50,000 to undergraduate and graduate students pursuing studies in sustainable and organic agriculture, including three \$10,000 scholarships and eight \$2,500 scholarships. Apply online (www.annies.com/programs/sustainable_agriculture_scholarship.htm) through Sept. 30, 2007. Winners announced January 2008.

Western SARE Farmer & Rancher Grants – Individual farmers may apply for up to \$15,000 and a group of three or more farmers may apply for up to \$30,000. Producers use their grants to conduct on-site experiments that can be shared with other producers. Projects may also focus on marketing and organic production. Due December 7, 2007. <http://wsare.usu.edu/grants>.

Whole Foods Low Interest Loans for Local Agricultural

Producers – \$10 million available annually for low-interest loans to small, local agricultural producers. Whole Foods Market has recently begun the design and initial implementation of the loan program. Applications are now being accepted. www.wholefoodsmarket.com/products/locallygrown/lplp/index.html.

September 29 – October 2, 2007

Food and Nutrition Conference and Expo, Philadelphia, PA

The Food and Nutrition Conference and Expo (FNCE) gives you the most cost-effective way to meet face-to-face with thousands of qualified foodservice, nutrition and healthcare decision makers. You'll develop solid new business leads while building on existing relationships. www.eatright.org.

October 6, 2007

Hoes Down Harvest Festival, Full Belly Farm, Capay Valley, Yolo County, CA

The 20th annual Hoes Down Harvest Festival at Full Belly Farm offers educational farm tours, a magical children's area, hands-on workshops, farm products and an abundance of organic food, live music and good times! www.hoesdown.org, (800) 791-2110 or info@hoesdown.org.

continued on next page

October 10-12, 2007

BioFach Japan International Organic Trade Fair, Tokyo, Japan
BioFach Japan is the one and only organic trade show in Japan and will again present a trade platform for organic products of highest quality from around the world. Join this unique event - your passport to Japan, now the world's third largest natural and organic market. www.biofach-japan.com/main/Page.html.

October 13-15, 2007

Fresh Summit - Produce Marketing Association (PMA) Trade Show, Houston, TX

The Produce Marketing Association's Fresh Summit is the world's largest fresh fruit and vegetable event. Network with other produce industry leaders, sample new products, and have your products viewed by thousands of food industry buyers. www.pma.com/FreshSummit.

October 22, 2007

2nd Annual Business of Organic, San Francisco, CA

Join pioneers and leaders in the Organic Food & Beverage Industry and broaden your knowledge of the organic certification process, discuss new lucrative business opportunities and financing in the world of organic, and have the opportunity to learn from the best marketers and brand managers in the Organic industry to extensively increase your revenue through successful marketing of your own brand. CCOF Executive Director, Peggy Miars will be speaking at this event.

The Going Organic Project -

Any California farmer interested in converting to organic production, but are not sure how to make the transition can participate in the Going Organic OSP Trainings. These events are free and open to anyone with an interest in organic farming. Pre-registration required. Contact Fred Thomas: 530-891-6958, fred@cerusconsulting.com.


October 23, 2007 - Going Organic Crop OSP Training, Chico, CA
November 7, 2007 - Going Organic Crop OSP Training, Auburn, CA
November 14, 2007 - Going Organic Livestock OSP Training, Lakeport, CA
November 28, 2007 - Going Organic Livestock OSP Training, Red Bluff, CA
November 29, 2007 - Going Organic Crop OSP Training, Napa, CA
December 11, 2007 - Going Organic Crop OSP Training, Woodland, CA
December 12, 2007 - Going Organic Crop OSP Training, Stockton, CA
January 15, 2008 - Going Organic Crop OSP Training, Lakeport, CA
January 16, 2008 - Going Organic Crop OSP Training, Santa Rosa, CA
January 17, 2008 - Going Organic Livestock OSP Training, Petaluma, CA

October 27-28, 2007

Harvest Festival, San Juan Bautista, CA

This event will feature healthy foods, Arts and Crafts historical ag methods and fun for the whole family. Jan McClintock: 831-623-4661.

continued on next page




Non-toxic, organic solutions for burrowing rodent control
Orchards, Vineyards, Farms, Turf, Landscapes

**Gophers
Moles, Voles
Ground Squirrels**

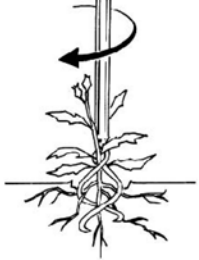
- Consulting
- On-Farm Training Programs
- Power point lectures and demonstrations for large and small groups
- Bulk trap and equipment sales

Thomas Wittman, Owner
831-336-2852
www.gopherslimited.com

Ergonica WEED TWISTER



Special crops require the use of special tools to protect them against weeds left behind by cultivation, chemical treatment, hand weeding, hot capping and other, less effective, applications and hand tools. The Ergonica Weed Twister was designed to more efficiently penetrate the soil with a minimum of disturbance and extract deep roots of various shapes and sizes more precisely and efficiently than other hand tools and weeders, including various hoes, weed pullers, weed poppers and other weed twisters.



The Ergonica **WEED TWISTER** is especially effective for no-till and sustainable agriculture applications involving deep roots and tough soil. This includes roots as deep as 12 inches or more, as well as various types and shapes such as vines, grasses and tubers. Unique and patented ergonomic design protects both workers and crops.

Available online at www.ergonica.com

Ergonica
PO Box 691541
West Hollywood, CA 90069

An essential tool for every farm and garden!



**BUY FRESH
BUY LOCAL**
COMMUNITY ALLIANCE WITH FAMILY FARMERS

Support sustainable agriculture and local farmers.
Look for our print guide and visit our website to find out more about how to Buy Fresh, Buy Local.
www.buylocalca.org



growers collaborative

regional distribution systems connecting small and mid-size farmers to schools, restaurants, hospitals, and retail.



www.growerscollaborative.org

October 27– November 2, 2007

Organic Exchange's 5th Annual Conference and Marketplace, Pacific Grove, CA

Explore the state of the Global Organic Fiber Industry. Change the face of global agriculture. Redesign the retail and brand experience. Includes Pre-conference, Main Conference and Post Conference. www.organicexchange.org/meetings/current_meeting.php.

November 1–2, 2007

Sustainable Ag Expo, Paso Robles, CA

Continuing Education will be available for PCA's, PA's, CCA's and water quality, including at least two hours of laws & regs! info@sustainableagexpo.org, 805-369-2288. www.vineyardteam.org/events/agexpo_agenda.php.

November 1, 2007

5th Annual CSU Chico Farming and Food Conference, Chico, CA

This conference will promote the "triple-bottom line" of economy, society, and the environment. This year's conference features a variety of speakers and topics and will include exhibitors showing their sustainable products and ideas. www.csuchico.edu/sustainablefuture/events/2007conference/index.shtml.

November 13, 2007

Smart Energy Management in Agriculture, Winters, CA

A training program for farmers, dairies, ranchers and wineries. Maximize Efficiency & Conservation for Savings. Utilize the Sun as Part of a Smart Business Plan. Grow Sustainable Biofuel Crops in California. Tour Dixon Ridge Farms and Eatwell Farm. www.eco-farm.org/energy, 831-763-2111 x4.

November 30–December 1, 2007

6th Annual Sustainable Agriculture Pest Management Conference, San Luis Obispo, CA

The 6th Annual Sustainable Agriculture Pest Management Conference is sponsored by CCOF and co-sponsored by Cal Poly State University's Sustainable Agriculture Resource Consortium (SARC). www.ccof.org/pcaconference.php.

January 13–15, 2008

33rd Winter Fancy Food Show, San Diego, CA

Fancy Food Shows have attracted from 19,000 to 32,000 attendees from specialty food, wine, gift and department stores, supermarkets, restaurants, mail-order and other related businesses. www.specialtyfood.com.

January 22, 2008

CCOF 34th Annual Membership Meeting, Pacific Grove, CA

Come one come all to beautiful Asilomar Conference Center, Pacific Grove, CA, Tuesday evening, January 22, for an exciting networking meeting featuring a dynamic new format and action-oriented reception with organic spirits and delights! www.ccof.org/annualmeeting.php.

January 23–23, 2008

CCOF Food Safety & Organic Integrity Conference, Pacific Grove, CA

Learn the latest on Safety, Quality, and Integrity in Organic Post-Harvest Handling of Fresh and Fresh-Cut Production during this Eco-Farm Pre Conference. Experts from the field will gather to provide updated, state-of-the-art information on industry practices for ensuring that post-harvest safety, quality, and integrity of organic production remains strong. www.ccof.org/foodsafetyconference.php.

Legislative & Regulatory Advocacy • Education
Public Relations • Business Promotion

Link up with the Organic Trade Association

WWW.OTA.COM

- Free organic fact sheets to download
- Statistics and information for the press
- Organic legislative and regulatory issues
- Special OTA members-only pages
- Directory of organic products and services
- Link to the All Things Organic™ Annual Conference and Trade Show
- Organic consumer site with kid's activities, recipes and organic information

Organic
TRADE
ASSOCIATION

OMRI Makes it Easy to Grow Organic



The **OMRI** Listed Seal lets you effortlessly find products for any organic farm or dairy. OMRI Listed products undergo a rigorous review to ensure they are allowed by NOP rules. OMRI helps you:

- Maintain your organic certification
- Save time and reduce risk
- Become a successful organic grower

OMRI
Listed

OMRI

Contact us at info@omri.org or call 541.343.7600
www.omri.org

OMRI Listed – Naturally Trusted



new members

New Certified Members

The following businesses have recently achieved CCOF organic certification under the USDA National Organic Program.

ALEXANDRE KIDS

Crescent City, CA
707-487-1002
christian@ecodairyfarms.com
Chickens, Eggs

ATWATER PACKING CO.

Atwater, CA
209-358-3024
Sweet Potatoes

AVREVS FARMS

Colusa, CA
530-476-3141
Rice

BAKER CREEK FARMING

Colusa, CA
530-458-2412
jeanne3@citlink.net
Rice

BAKER WALNUT, INC.

Modesto, CA
209-537-4444
info@bakerwalnut.com
Walnut Processing, Walnuts

BARTLESON RANCH

Arroyo Grande, CA
805-598-0639
steve@oakknolls.com
Avocados

BIRD ROCK COFFEE ROASTERS, INC.

La Jolla, CA
858-449-4033
brcoffeeroaster@san.rr.com
Coffee, Coffee [Green], Roasting

BUZZARD'S ROOST RANCH

Winters, CA
530-795-4084
bzzroost@dishmail.net
Apricots, Citrus, Figs, Grapes, Olives, Walnuts

C & N ORGANIC FARMS

Salinas, CA
831-794-5717
Artichokes, Collards, Lettuces, Mixed Vegetables, Strawberries, Tomatoes [Fresh Market]

CALIFORNIA OILS CORPORATION

Richmond, CA
510-231-6414
bshapiro@caloils.com
Oils

CALIFORNIA SEEDS, INC.

Gilroy, CA
408-427-6805
californiaseeds@yahoo.com
Seed Multiplication

CALISTOGA BEVERAGE COMPANY

Calistoga, CA
707-299-2800
Juice, Lemonade

CEDAR RIDGE APPLE RANCH LLC

Sonora, CA
209-559-9010
Apples, Mixed Vegetables

CENTRAL CALIFORNIA SEED SERVICE, INC

Greenfield, CA
831-674-3244
Seed Cleaning

CHARLES AND LORRAINE MARSH

Arbuckle, CA
530-476-2665
lmarsh@neteze.com
Rice

continued on next page

TRIGGRR®

- Improves uniformity, quality & yield
- Stimulates bud break
- Improves vigor & root development
- Increases stress resistance

ORGANIC BIOLINK®

Growth Enhancers, All-Purpose N-P-K, Micronutrient, Zinc and Calcium Fertilizers, Liquid Seaweed, Insect Repellant and Adjuvants

OMRI Listed

Westbridge

TRIGGRR and BioLink are registered trademarks of Westbridge Agricultural Products • 1150 Joshua Way Vista, CA 92081 • Phone: (800) 876-2767
Fax: (760) 599-6965 • Email: wrg@westbridge.com • www.westbridge.com

new members

continued from previous page

CHRIS AND SHANNA O'SULLIVAN FARMING
Williams, CA
530-476-3736
sos1972_5@hotmail.com
Rice

COOK FLAVORING COMPANY
Paso Robles, CA
800-735-0545
cooks@cooksvanilla.com
Vanilla

COYOTE FARMS
Watsonville, CA
831-728-3029
Alfalfa, Flowers, Fruit, Mixed
Vegetables, Native Grass Pasture

DANE NISSEN
Willows, CA
530-934-8552
nissendane@yahoo.com
Rice

DENNIS SURABIAN JR.
Reedley, CA
559-638-8399
dennisjr@surabianpacking.com
Tomatoes (Fresh Market)

FEDORA FARMS, INC.
Meridian, CA
530-696-2230
Drying, Hulling

FRANK ENOS & SONS
Artois, CA
530-934-5993
Rice

FUYU FARMS
Pauma Valley, CA
760-742-0481
kezeor@speedband.com
Persimmons

GARBERVILLE COMMUNITY FARM
Garberville, CA
707-223-4996
solarisfinley@yahoo.com
Artichokes, Beans (Fresh), Brassicas,
Chard, Corn (Fresh), Cucumbers,
Eggplant, Fallow, Flowers, Fruit
and Nut Trees, Garlic, Herbs, Leeks,
Melons, Onions, Peas (Fresh),
Peppers, Potatoes, Pumpkins, Root
Crops, Salad Mix, Squash (Winter),
Tomatoes (Fresh)

GCI NUTRIENTS
Burlingame, CA
650-697-4700
david@gcinutrients.com
Barley Grass, Spirulina

GOING NUTS INC
Madera, CA
559-661-7001
goingnuts@sti.net
Steam Pasteurization

GOLDEN STATE MANAGEMENT, LLC
Mentone, CA
951-830-1323
guter69_2000@yahoo.com
Beans (Fresh)

TANGLES VINEYARD & WINERY
Yountville, CA
707-486-3106
zoeygirl@lodinnet.com
Grapes (Cabernet Sauvignon),
Grapes (Merlot)

HI & DRY WAREHOUSE, INC.
Sutter, CA
530-755-0081
hindry@succeed.net
Drying, Storage

J & B DAIRY
Modesto, CA
209-544-6794
jnb dairy@hotmail.com
Cattle (Dairy- Transitioned), Corn
(Dry), Milk (Raw), Pasture

BURKE GROVES
Temecula, CA
951-699-1953
jjburke@iinet.com
Avocados

KATYSWEET CONFECTIONERS
La Grange, TX
979-242-5172
Chocolate, Confections, Nuts, Sauce

KLINE ORGANIC PRODUCE
Waterford, CA
209-605-4247
brian@klineorganicproduce.com
Mixed Vegetables, Tomatoes (Fresh
Market)

LA GRANDE FARMS
Williams, CA
530-473-3533
Tomatoes (Processing)

ORNBAUN GIBSON RANCH
Williams, CA
530-908-3146
big_o_organics@yahoo.com
Rice

MALDONADO CITRUS
Riverside, CA
951-780-9045
Avocados, Grapefruit, Lemons,
Oranges

MARKETSPICE
Redmond, WA
425-883-1220
jdawson@marketspice.com
Tea Bags

MAUI TRADE WINDS CORPORATION
Henderson, NV
949-235-0778
veroniqcyh@aol.com
Avocados, Cherimoyas, Limes

MCDUGALL FARMS
Salinas, CA
831-809-4000
Broccoli, Cauliflower, Fallow

McGARVA
Lakeview, OR
541-947-4062
mcgarva@centurytel.net
Hay and Pasture

MENAB RIDGE WINERY
Ukiah, CA
707-462-2423
rich@mcnabridge.com
Wine, Wine Making

MERZOIAN FARMS
Fresno, CA
559-960-7050
cindyg@csufresno.edu
Almonds

MT JAVA COFFEE ROASTERS
Chico, CA
530-879-0900
Coffee

NILSSON FARMS, INC.
Arnold, CA
209-456-7394
eliza10517@charter.net
Tomatoes (Processing)

NORTH AMERICAN SEED CO, INC
Greenfield, CA
831-674-3090
Seed Multiplication, Vegetable Seed

NORTH SHORE GREENHOUSES
Thermal, CA
760-397-0400
judy@northshoregreenhouses.com
Basil, Cilantro, Dill, Fresh Herbs

OAK VALLEY DAIRY
Merced, CA
209-604-1204
ovdairy@wildblue.net
Cattle (Dairy- Transitioned),
Fallow, Forage, Milk (Raw), Pasture,
Watermelon, Wheat

PAUMA-GRANATE ORGANIC FARM
Pauma Valley, CA
619-770-0121
paumaman@yahoo.com
Oranges, Pomegranates

P-R FARMS, INC.
Clovis, CA
559-299-0201
pat@prfarms.com
Wheat

REX INGREDIENTS
Santa Ana, CA
714-436-9181
Broker, Trader

SANDRIDGE PARTNERS
Kettleman City, CA
559-679-1025
kelly.hair@yahoo.com
Grapes (Raisin)

SHARIN D'ANN SARFATY
Temecula, CA
951-699-0424
Avocados

continued on page 34

Scythe SUPPLY
.COM

EUROPEAN SCYTHE SPECIALISTS

Mow where your tractor can't go!

<http://www.SCYTHESUPPLY.COM>
496 Shore Road, Perry ME 04667 (207) 853-4750



Become a CCOF Supporting Member
www.ccof.org



CUEVA[®] Fungicide Concentrate

Controls a wide variety of diseases on most crop grown in Western U.S.
Including Early and Late Blight, Powdery and Downy Mildew



- Active Ingredient: Copper Octanoate
- Broad Spectrum - Numerous Crop Registrations
- Use up to the Day of Harvest
- 4 hour Re-entry
- Refer to Label for Specific Use Directions
- Available at your local Ag Chem Retailer



CUEVA[®] is a registered trademark of W.Neudorff GmbH KG

WAGNER FIELDS

Rutherford, CA
707-738-7803
seth@caymus.com
Tomatoes [Fresh Market]

SNOWY PINE RANCH

Graeagle, CA
530-836-0930
spranch@psln.com
Chickens, Eggs, Fruit, Mixed
Vegetables

STATE LANE VINEYARDS

Napa, CA
707-253-2802
kevin@monticellovineyards.com
Grapes [Wine]

STEVEN WILLEY FARMS

Nicolaus, CA
530-682-7832
swilley@syix.com
Fallow, Rice, Wild Rice

UNCOMMON BREWERS, INC.

Santa Cruz, CA
831-621-6270
sales@uncommonbrewers.com
Beer

VALLEY FLOWER

Ferndale, CA
707-786-7827
Mixed Vegetables, Tomatoes [Fresh
Market]

SEQUOIA PACKING

Coalinga, CA
559-934-1763
kelly@sequoiapacking.com
Garlic, Garlic Processing

VINCENT B. ZANINOVICH & SONS, INC.

Richgrove, CA
661-201-1430
jasonk@vzbzgrapes.com
Grapes [Table]

WESTFALL

Klamath Falls, OR
541-850-0611
wstorage@qwest.net
Alfalfa

ZUMBRO RIVER BRAND, INC

Owatonna, MN
507-446-9097
Blending, Packaging

No Longer Certified

SPECIALIZED SERVICES

LEWIS MANOR

ALVAND INVESTMENT

MARTY MARTINEZ FARMS

SELIM ANTER

DEL BIAGGIO DAIRY

COPPINI LANE JERSEYS

CLIPPER TEAS, LTD.

ST. PETERS BREWERY CO, LTD.

STATFOLD SEED OIL DEVELOPMENT,
LTD.

PETER BAER

RANCHO CAMPO VERDE

CHAMNESS FARM

US COLD STORAGE - TRACEY

MONT BLANC GOURMET

WILLIAMS WALNUTS



Become a CCOF Supporting Member
www.ccof.org

New Supporting Members

Lifetime Supporting Business

Brown-Forman Corporation

850 Dixie Highway
Louisville, KY
40210
502-585-1100
Brown-Forman is a diversified producer of fine quality consumer products, is one of the largest American-owned spirits and wine companies and among the top 10 largest global spirits companies, selling its brands in more than 135 countries from cities across the world.

Driscoll Strawberry Associates

P.O. Box 50045
Watsonville, CA
95077
831-763-5849
Driscoll's is a third-generation, family-owned company founded in 1944, with a Mission to "continually delight berry consumers" by providing the highest quality berries in the world. To do this, Driscoll's uses traditional plant breeding methods to create the finest berries around.

Promoting Business

Three Creek Vineyard

Roger & Priscilla Higgins
1777 Fletcher Way
Santa Ynez, CA
93460
(805) 688-9524

GTCR

Tricia Kelly
233 S. Wacker Drive
Chicago, IL
60606
(312) 382-2161

Four Winds Logistics

Joseph Raymann
RR1 Box 210
Novelty, MO
63460
(660) 739-4517

Supporting Retailer

Yield Wine Bar

Celine Guillou
2490 3rd Street
San Francisco, CA
94107
(415) 297-3012

Ag Advisors/Consultants

Ryan Gall

Organic Panic
500 Court Square #704
Charlottesville, VA
22902
(559) 431-2360

John LeBoeuf

Agri Data Sensing
8398 North 9th Street
Fresno, CA
93720
(925) 485-5474

Jon Harvey

3790 Smallwood Court
Pleasanton, CA
94566

Contributing Individuals

Helen Bourne

Promoting Individual

Jeremy Jensen

Western Farm Service
Imperial, CA

Liz Davidson

Redway, CA

Joseph Brown

Redwood City, CA

Harold Green

Evergreen Arabian at Rancho Arroyo
Perdido
Paradise Valley, AZ

Mollie McManigal

Ridgecrest, CA

Ronald Zampa

Crockett, CA

Doug Brown

Ecoavo
Katikati, New Zealand

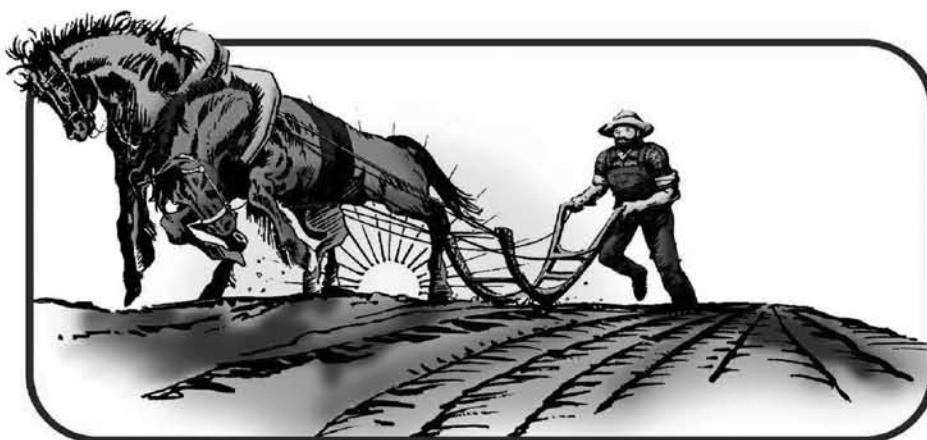
Emery Gueron

Palos Verdes, CA

Student

Donna Schomaker

Certified Nutritionist



CALIFORNIA ORGANIC FERTILIZERS

At **California Organic Fertilizers, Inc.**[™], we know what goes around, comes around.

That's why, for more than 15 years, we've treated organic growers the same way they treat their land: with **renewed respect**.

We maintain one of the largest supplies of organic fertilizers in the nation, and we gladly provide free consultations.

To learn more, visit us at www.organicag.com or call us toll-free at (800) 269-5690.

**Choose from our complete line of
pelleted and liquid N-P-K fertilizer products:**

Phyta-Start[™]
Phyta-Grow[™]
Phytamin[™]
Phyta-Guard[™]
Phyta-QC[™]
Phyta-Green[™]

California Organic Fertilizers, Inc.
10585 Industry Avenue • Hanford, CA 93230
(559) 585-4705 • Fax: (559) 582-2011
Email: cofi@organicag.com
www.organicag.com



A United Natural Foods, Inc. Company

We're proud to support

California Certified Organic Farmers (CCOF)

In 1982, **Albert's Organics** saw the potential of organic produce. Today, we're the premier distributor of organic produce and other fine perishable products, featuring our **Grateful Harvest** brand. Albert's Organics is proud to support the dedicated local growers that broke the ground for organic produce.

Questions? Call Melody Meyer at 1-800-625-5661 Ext. 62225 or visit www.albertsorganics.com



Grateful Harvest
ORGANIC



CCOF
2155 Delaware Ave, Ste. 150, Santa Cruz, CA, 95060
(831) 423-2263 • fax (831) 423-4528
ccof@ccof.org • www.ccof.org

Non-Profit Organization
US Postage Paid
Permit #262
Santa Cruz, CA