Food Safety

Uncovering the facts & myths surrounding the E. coli outbreak of 2006
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 at 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
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From CCOF Executive Director Peggy Miars

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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.
first words

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 ORRF 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.

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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.

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).

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 Abuhillal 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 Breastfeeding 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!
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/ccoftasting.php.

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
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.

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.

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.

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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!
SOUND ADVICE FOR FARMERS:
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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.

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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.

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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.hawkandhorsevineyard.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.
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%

Kalogreen - 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.

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

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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 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.

<table>
<thead>
<tr>
<th>Table 1: Fresh Produce-Associated Foodborne Outbreaks Reported to CDC between 1998-2002: 249 Outbreaks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generic or multiple sources: 144</td>
</tr>
<tr>
<td>Lettuce: 22</td>
</tr>
<tr>
<td>Sprouts: 14</td>
</tr>
<tr>
<td>Juice: 10</td>
</tr>
<tr>
<td>Melon: 9</td>
</tr>
<tr>
<td>Tomatoes: 8</td>
</tr>
<tr>
<td>Berries: 6</td>
</tr>
<tr>
<td>Cilantro: 4</td>
</tr>
<tr>
<td>Mango: 4</td>
</tr>
<tr>
<td>Other produce items: 17</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Table 2: 1998-2006 Fresh-cut Produce Outbreaks in U.S.: 18 (FDA data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Romaine Lettuce: 2</td>
</tr>
<tr>
<td>Lettuce: 6</td>
</tr>
<tr>
<td>Mixed Lettuce: 1</td>
</tr>
<tr>
<td>Spinach: 2</td>
</tr>
<tr>
<td>Roma Tomatoes: 2</td>
</tr>
<tr>
<td>Tomatoes: 3</td>
</tr>
<tr>
<td>Mixed Melons: 2</td>
</tr>
</tbody>
</table>

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...
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.

**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
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.
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 reasonable 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 you guide 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.

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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 ingredients 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.

### 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.

<table>
<thead>
<tr>
<th>Material</th>
<th>Proposed Rule Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annatto Extract Color—water and oil soluble</td>
<td>205.606(d)(1)</td>
</tr>
<tr>
<td>Beet Juice Extract Color</td>
<td>205.606(d)(2)</td>
</tr>
<tr>
<td>Beta-carotene Extract Color from Carrots</td>
<td>205.606(d)(3)</td>
</tr>
<tr>
<td>Black Currant Juice Color</td>
<td>205.606(d)(4)</td>
</tr>
<tr>
<td>Black/Purple Carrot Juice Color</td>
<td>205.606(d)(5)</td>
</tr>
<tr>
<td>Blueberry Juice Color</td>
<td>205.606(d)(6)</td>
</tr>
<tr>
<td>Carrot Juice Color</td>
<td>205.606(d)(7)</td>
</tr>
<tr>
<td>Casings, From Processed Intestines</td>
<td>205.606(a)</td>
</tr>
<tr>
<td>Celery Powder</td>
<td>205.606(b)</td>
</tr>
<tr>
<td>Cherry Juice Color</td>
<td>205.606(d)(8)</td>
</tr>
<tr>
<td>Chia (Salvia hispanica L)</td>
<td>205.606(c)</td>
</tr>
<tr>
<td>Chokeberry—Aronia Juice Color</td>
<td>205.606(d)(9)</td>
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<tr>
<td>Dillweed Oil</td>
<td>205.606(e)</td>
</tr>
<tr>
<td>Elderberry Juice Color</td>
<td>205.606(d)(10)</td>
</tr>
<tr>
<td>Fish Oil</td>
<td>205.606(f)</td>
</tr>
<tr>
<td>Fructooligosaccharides</td>
<td>205.606(g)</td>
</tr>
<tr>
<td>Galangal, Frozen</td>
<td>205.606(h)</td>
</tr>
<tr>
<td>Gelatin</td>
<td>205.606(i)</td>
</tr>
<tr>
<td>Grape Juice Color</td>
<td>205.606(d)(11)</td>
</tr>
<tr>
<td>Grape Skin Extract Color</td>
<td>205.606(d)(12)</td>
</tr>
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</table>

### Table of Substances Included in the Interim Final Rule

<table>
<thead>
<tr>
<th>Material</th>
<th>Proposed Rule Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hops (Humulus lupulus)</td>
<td>205.606(k)</td>
</tr>
<tr>
<td>Inulin, Oligofructose Enriched</td>
<td>205.606(l)</td>
</tr>
<tr>
<td>Konjac Flour</td>
<td>205.606(n)</td>
</tr>
<tr>
<td>Lemongrass, Frozen</td>
<td>205.606(p)</td>
</tr>
<tr>
<td>Paprika Color—</td>
<td>205.606(d)(13)</td>
</tr>
<tr>
<td>Dried Powder and Vegetable Oil Extract</td>
<td></td>
</tr>
<tr>
<td>Peppers (Chipotle Chile)</td>
<td>205.606(s)</td>
</tr>
<tr>
<td>Pumpkin Juice Color</td>
<td>205.606(d)(14)</td>
</tr>
<tr>
<td>Purple Potato Juice Color</td>
<td>205.606(d)(15)</td>
</tr>
<tr>
<td>Red Cabbage Extract Color</td>
<td>205.606(d)(16)</td>
</tr>
<tr>
<td>Red Radish Extract Color</td>
<td>205.606(d)(17)</td>
</tr>
<tr>
<td>Rice Starch, Unmodified—for use in organic handing</td>
<td>205.606(t)(2)</td>
</tr>
<tr>
<td>until [two years from the date of publication]</td>
<td></td>
</tr>
<tr>
<td>Saffron Color</td>
<td>205.606(d)(18)</td>
</tr>
<tr>
<td>Shellac, Orange – Unbleached</td>
<td>205.606(q)</td>
</tr>
<tr>
<td>Sweet Potato Starch, for bean thread production</td>
<td>205.606(t)(3)</td>
</tr>
<tr>
<td>only</td>
<td></td>
</tr>
<tr>
<td>Turkish Bay Leaves</td>
<td>205.606(u)</td>
</tr>
<tr>
<td>Turmeric Extract Color</td>
<td>205.606(d)(19)</td>
</tr>
<tr>
<td>Wakame Seaweed (Undaria pinnatifida)</td>
<td>205.606(v)</td>
</tr>
<tr>
<td>Whey Protein Concentrate</td>
<td>205.606(w)</td>
</tr>
</tbody>
</table>

Table courtesy of OMRI, www.omri.org
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.

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.

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
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.
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?
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!

Certified Organic

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 and environmental 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 health and health of their soil.

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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.

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.abundanthatreorganics.com. Kathy: 559-355-8856, Kathy@abundanthatreorganics.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.


Employment


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


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: Debbby 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@nوفvt.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.

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.  

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.

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October 27–November 2, 2007
Organic Exchange’s 5th Annual Conference and Marketplace, Pacific Grove, CA

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

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.

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

OMRI Makes it Easy to Grow Organic
The OMRI® 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

Contact us at info@omri.org or call 541.343.7600 www.omri.org
OMRI Listed – Naturally Trusted
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
bizroost@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.
Greenfield, CA
831-674-3244
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
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

GARBERRY COMMUNITY FARM  
Garberville, CA  
707-223-4996  
solarisfinley@yahoo.com  
Artichokes, Beans [Fresh], Brussicas, 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]

GGC 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  
Monte, CA  
951-830-1232  
guter69_2000@yahoo.com  
Beans [Fresh]

TANGLES VINEYARD & WINERY  
Yountville, CA  
707-486-3106  
zoeygirl@lodinet.com  
Grapes [Cabernet Sauvignon], Grapes [Merlot]

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

J & B DAIRY  
Modesto, CA  
209-544-6994  
jnbairy@hotmail.com  
Cattle [Dairy- Transitioned], Corn [Dry], Milk [Raw], Pasture

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

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

KLINE ORGANIC PRODUCE  
Waterford, CA  
209-605-4247  
blaine@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, Limes, Oranges

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

MAUI TRADE WINDS CORPORATION  
Henderson, NV  
949-235-0778  
veroniqueyh@aol.com  
Avocados, Cherimoyas, Pomegranate, Pomegranates

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

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

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

MERZOIAN FARMS  
Fresno, CA  
559-960-7050  
cindyjs@csufsfrono.edu  
Almonds

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

NILSON 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  
ovo@yahoo@wildblue.net  
Cattle [Dairy- Transitioned], Forage, Fallow, 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  
dkelly.hair@yahoo.com  
Grapes [Raisin]

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

continued on page 34
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new members (continued from page 32)

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

SNOWY PINE RANCH
Græagle, 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

AGRO ADVISORS/CONSULTANTS

WAGNER FIELDS
Rutherford, CA
707-738-7803
seth@caymus.com

SNOWY PINE RANCH
Græagle, CA
530-836-0930
spranch@psln.com

STATE LANE VINEYARDS
Napa, CA
707-253-2802
kevin@monticellovineyards.com

STEVEN WILLEY FARMS
Nicolaus, CA
530-682-7832
swilley@syix.com

Become a CCOF Supporting Member
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MARTY MARTINEZ FARMS
SELIM ANTER
DEL BIAGGIO DAIRY
COPPINI LANE JERSEYS
CLIPPER TEAS, LTD.
ST. PETERS BREWERY CO, LTD.

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

SEQUOIA PACKING
Coalinga, CA
559-934-1763
dl@sequoiapacking.com
Garlic, Garlic Processing

VINCENT B. ZANINOVICH & SONS, INC.
Richgrove, CA
661-201-1430
jasonk@vbzgrapes.com
Grapes [Table]

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

ZUMBO RIVER BRAND, INC
Owatonna, MN
507-446-9097
Blending, Packaging

STATFOLD SEED OIL DEVELOPMENT, LTD.
PETER BAER
RANCHO CAMPO VERDE
CHAMNESS FARM
US COLD STORAGE – TRACEY
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40210
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Watsonville, CA
95077
831-763-5849

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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
RR 1 Box 210
Novelty, MO
64660
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
(555) 431-2360

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

Jon Harvey
3900 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
Perido
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
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Questions? Call Melody Meyer at 1-800-625-5661 Ext. 62225 or visit www.albertsorganics.com