



Organic News, Events, Certification Updates, Member Profiles and More!

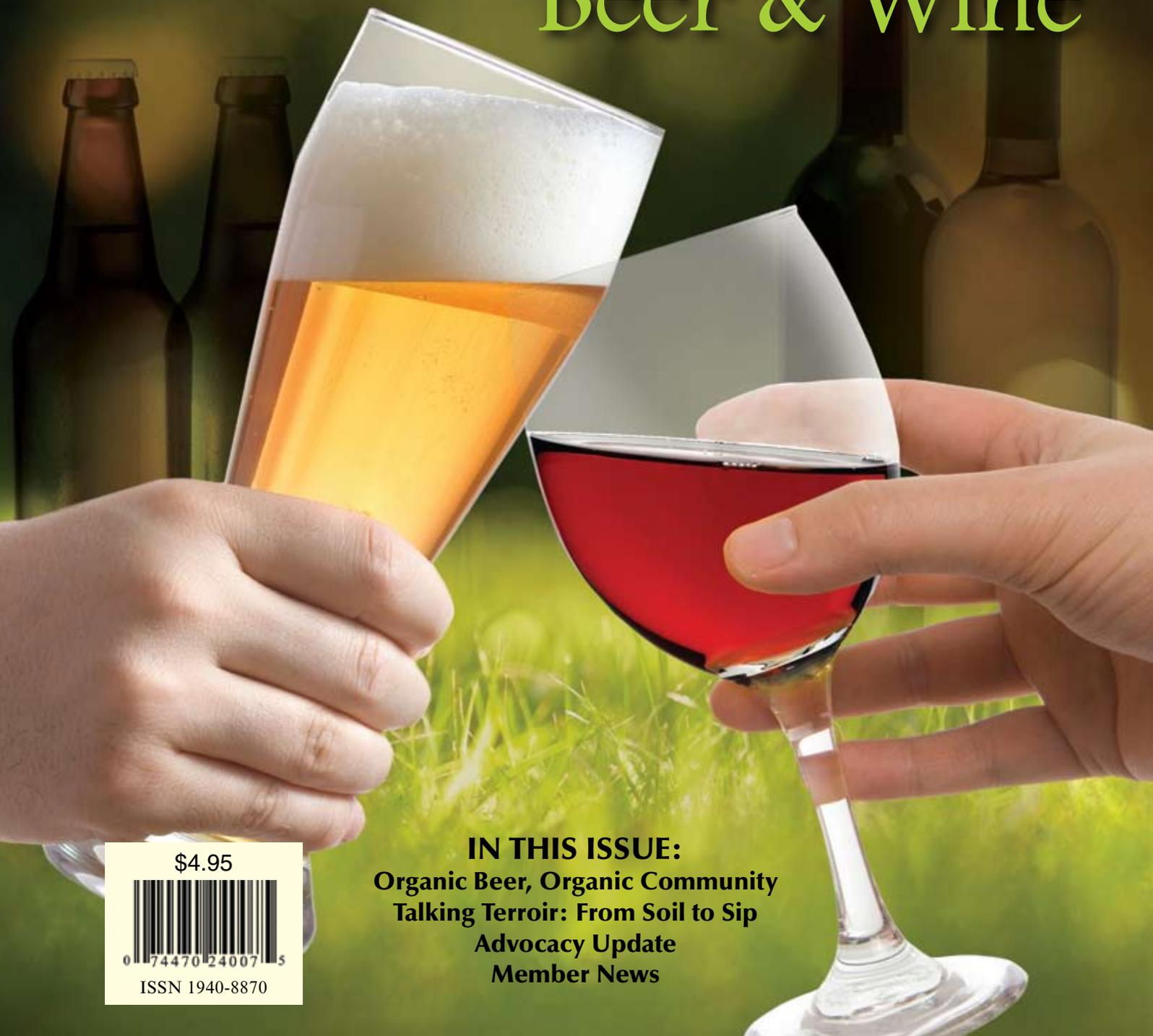
Certified Organic

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Fall 2008

Toasting Organic Beer & Wine

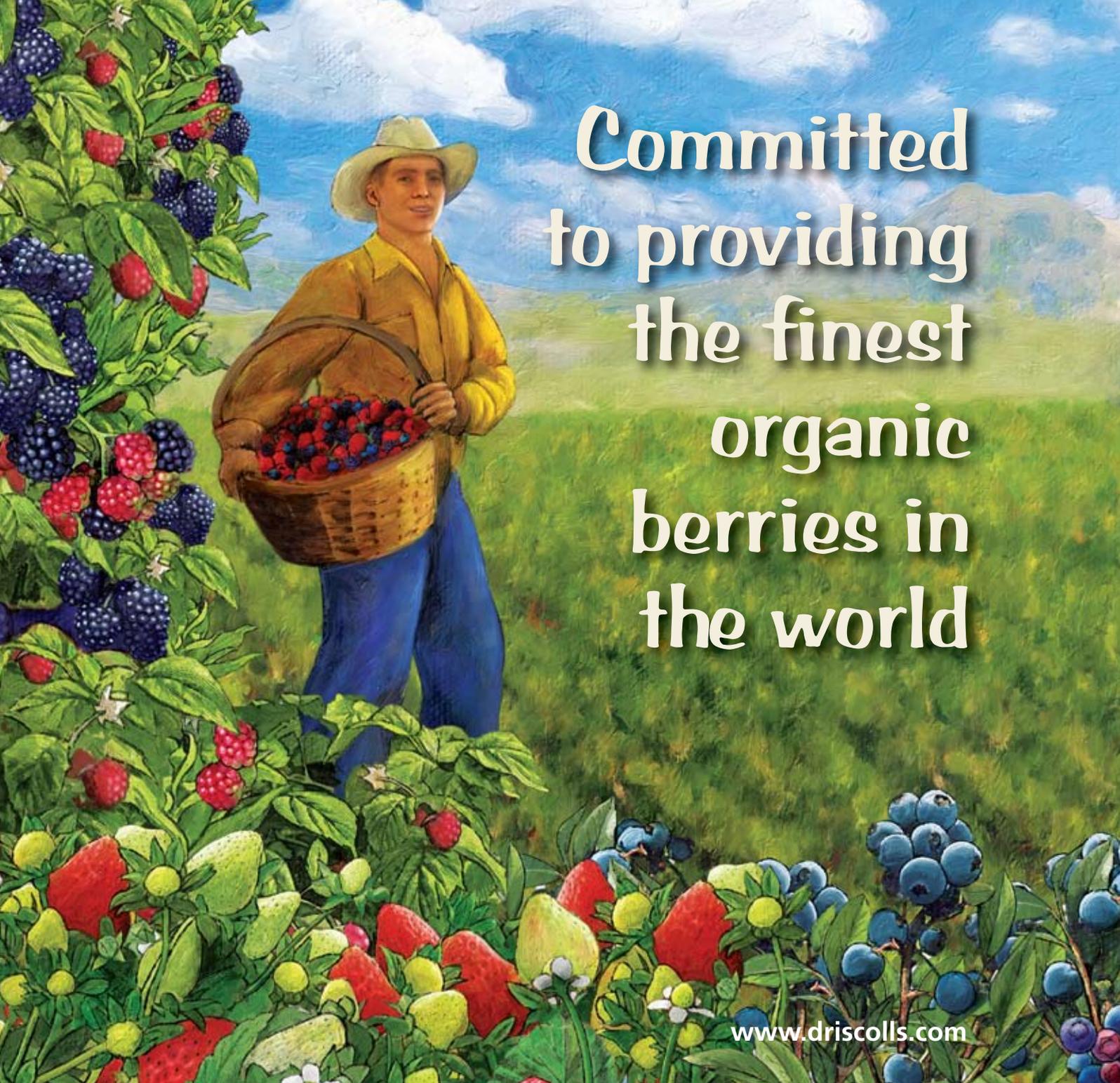


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Organic Beer, Organic Community
Talking Terroir: From Soil to Sip
Advocacy Update
Member News



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About the Writer of our Main Feature Articles



Rusten Hogness, a volunteer at CCOF, is a science writer and radio producer who splits his time between Santa Cruz and Healdsburg. His radio project California Bird Talk (www.calbirdtalk.org) airs on several California public radio stations. His new project, Gleaning Stories (www.gleaningstories.org), collects the stories of workers who glean left-over crops from harvested fields in the Salinas Valley to provide fresh produce to local food banks.

Interested in writing for "Certified Organic"? Please contact marketing@ccof.org

First Words



These have been some exciting times for CCOF as we've taken the lead on some issues that are critical to our membership as well as the organic community.

In August we submitted a detailed complaint to the National Organic Program (NOP) outlining a number of problems with the California State Organic Program (SOP) and asked that they take immediate action to fix the problems. As a result, the NOP recommended that the SOP halt a recently-announced spot inspection program, thereby stopping the SOP's attempt to overreach its authority and inspect operations that had already been inspected by accredited certifiers. We suggested that the SOP should instead focus its resources on investigating its long list of complaints and appeals and ensuring that fraud is not allowed in organic production or sales in California. We will continue to work on behalf of CCOF members to reform the SOP and create an agency that provides value to

organic producers and consumers.

CCOF hosted two conference calls in August on the upcoming Canadian Organic Standards. Although the draft standards are in a constant state of flux, we felt that it was important to provide current information to our members who export products to Canada (or who produce products in Canada and trade within the country). One of the conference calls was specific to CCOF certified members, and the other was for the general organic community to show our leadership in this area and to share the information we've worked hard to research. If Canada is important to your business, stay tuned for an announcement about another conference call on the Canadian standards. Read more in Certification News on page 23

California Assembly Bill 541 brings much-needed regulation to genetically engineered (GE) crops and is now headed to the Governor's desk for his signature. CCOF and our partner organizations in the Genetic Engineering Policy Project have been working hard on this bill for the last two years.

Another critical issue we've been

monitoring has been a series of regulations that have taken, or may take effect, across the country regarding labeling of organic products. A state-by-state campaign has been launched to deny organic farmers and producers the ability to use absentee claims such as "pesticide or antibiotic free" on product labeling. The campaign represents an unprecedented threat to the organic sector that proudly promotes its products as being made without the use of toxic synthetic pesticides, petroleum-based fertilizers, sewage sludge, irradiation, antibiotics, growth hormones, and genetic engineering. CCOF is supporting the Organic Trade Association's work on this issue. Because other states are following Ohio's lead, this could have far-reaching impact on the ability of ANY organic products to be labeled as free of ANYTHING. Read more at www.ccof.org/actionalerts.php.

Thank you for supporting CCOF and our work on behalf of the organic community!

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CCOF Executive Director

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Member News

Domaine Carneros Becomes First Certified Organic Sparkling Winery

CCOF member Domaine Carneros Winery in Napa, California recently became the first certified organic sparkling winery in the United States.



Company President and chief winemaker Eileen Crane is pleased with the results of going organic, and has already observed positive changes including intensification of the flavor of the grapes and in the vibrancy of the vines.

She told *Intelligent Travel*, "The organic farming is part of a whole array of the things that we're doing to make it a good place to live and work."

Wolfgang Puck Partners with Campbell Soup

World-renowned chef and restaurateur Wolfgang Puck has partnered his soup products with CCOF certified Campbell Soup Company, a leader in the soup industry. Introduced in 1997, Wolfgang Puck offered one of the first organic soups in the market. Significant growth in sales is expected from the new partnership that combines Wolfgang's brand and reputation with Campbell's distribution and marketing capabilities.

Far West Rice Mills Invests in Solar Power

CCOF-certified Far West Rice Mills has installed a one-megawatt solar electric system that will deliver approximately 70 to 80 percent of the operation's total energy needs. Far West Rice, Inc. is a family-owned-and-operated rice milling and marketing company located in Nelson, in the heart of Northern California's rice growing region. The new Mitsubishi Electric & Electronics system was installed by Pacific Power Management, and will qualify for \$1.8 million in rebates from Pacific Gas & Electric. The multi-million



dollar solar project is a monumental decision for the 23-year-old farm, and depicts its commitment to protecting the environment and practicing sustainable farming.

Surf City Growers Launches Organic Seed Starting Kits

"A green thumb for everyone!" is the motto of organic ornamental plant growers Linda and Trent McNair, owners of CCOF certified Surf City Growers in Aptos, California. Pursuing the company motto, they recently introduced 'My First Organics', seed starting kits based on garden favorites that kids love to eat, such as tomatoes, peas, and beans. Their goal is to encourage families to grow and experience freshly grown organic produce.

Incanto and Prather Ranch Share Dedication to Humane Animal Husbandry

CCOF-certified Prather Ranch and the San Francisco restaurant Incanto share a dedication to



sustainability and humane animal husbandry. Recently, Prather Ranch owners, Colleen and Walter Ralphs, and ranch managers, Jim and Mary Rickert, hosted Incanto chef Chris Cosentino at the ranch for a "carnivore's cookout" that was featured in an August issue of *Food and Wine*. Cosentino served a feast of rustic Italian side dishes and a mixed grill of his favorite cuts, from Prather rib eyes to his

own Italian sausages. The ranch's philosophy works well with Cosentino's dedication to eating as much of an animal as possible, or "nose to tail eating."

CCOF's Fresno-Tulare Chapter Supports CSU, Fresno Organic Program

CCOF's Fresno-Tulare chapter donated \$2,500 to the California State University, Fresno organic agriculture program to support a new organic internship. The donation will support plant science students who intern in the

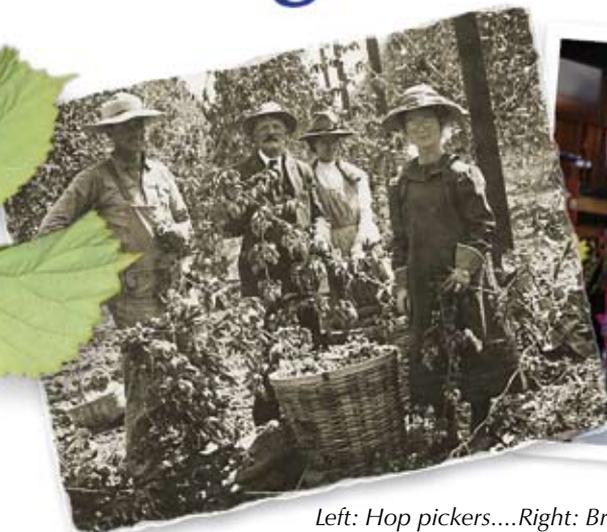


agriculture industry. Chapter President Mike Braga of Sherman Thomas Ranch & Braga Organic Farms presented the donation to Dr. Charles Boyer, Dean of the College of Agricultural Sciences and Technology, and program coordinators Dr. Sajeemas "Mint" Pasakdee and Dr. Ganesan Srinivasan.

Marrone Organic Innovations Strengthens Company Structure

This summer, CCOF supporting member Marrone Organic Innovations, Inc. (MOI) welcomed Keith Pitts to the company as Vice President of Regulatory Affairs and Lawrence A. Hough, Managing Director of Stuart Mill, to the company's Board of Directors. Pitts has over 20 years of senior public policy and regulatory affairs experience and Hough brings operational expertise. MOI also announced the closing of a \$10 million private round of financing led by Stuart Mill Venture Partners that will enable MOI to develop and commercialize its collection of natural pest management products for controlling weeds, plant parasitic nematodes, and insects.

Organic Beer Organic Community



Left: Hop pickers....Right: Bret Cooperrider, Ukiah Brewing Co.

CCOF volunteer, Rusten Hogness, interviewed CCOF members for this article on the Organic Beer Community.

For organic microbreweries, it's easy to spot the good news, bad news.

They can sell as much beer as they can brew, but they can't always make it the way they want to, nor recoup all of their rapidly rising costs. What may be harder to spot is the new opportunity some organic brewers have found to cooperate with local organic growers.

The increasing popularity of both organic foods and of microbrews has meant booming sales. Many small organic brewers report increasing production by 20% per year for several years now. Last year alone, sales of organic beer rose 29% over 2006.

But a shortage of organic barley (the source of the malt that feeds the yeast and provides the malty sweetness part of beer's taste) has sent prices for some malted barleys up 75-300% in the past year, as farmers have converted barley land to biofuel crops. And the shortage of organic hops is so severe that it's a rare brewery that is able to brew with all organic hops. New supplies of organic hops are practically unavailable without an existing contract, and even a contract isn't the guarantee some

brewers expected. Brewers wanting continued delivery of sought-after varieties of organic hops from overseas have had to choke down price increases of 800% and up for future harvests or have contracts cancelled.

This is not just another of the normal, often large, market swings in hops. New Zealand, the biggest international supplier of organic hops, was parched by droughts. Tornadoes and hailstorms battered Eastern European hops fields. And the few domestic organic hops growers in Washington's Yakima Valley have made exclusive contracts with some larger brewers like Anheuser-Busch who are venturing into organic brewing and have the leverage to corner markets.

Last year, responding to pleas from some organic brewers, the USDA acknowledged the shortage of commercially available organic hops by adding non-organic hops to the National List of acceptable ingredients in organic beer. But even conventional hops are in short supply, and organic brewers are scrambling to cope with the crisis. For some, it's an opportunity.

Opportunity Hops

At Eel River Brewing in Fortuna, California, owner and brewmaster Ted

Vivatson thought he'd be OK. They are one of the oldest organic breweries and one of the first to contract with New Zealand growers for supplies of organic hops. They'll sell nearly 8000 barrels (about 100,000 cases) of their award-winning brews this year throughout the United States. Vivatson has existing hops contracts out to 2012. But even his contracts haven't protected him. Last year his New Zealand grower shorted him 1000 pounds on his 10,000 pound contract. And Vivatson had to buy the whole year's supply at once, a \$60,000 outlay he wasn't expecting. And he still had to scramble to make up the shortfall.

Vivatson didn't lobby for the USDA decision on hops last year, but now he says, "Thank god for the National List." He's had to start using some non-organic hops while he looks for alternative suppliers. He's been trying to encourage domestic and local production of organic hops for years. Ten or twelve years ago, he sounded out a friend in the hops growing community in Washington State, who said, "You're freakin' high, Vivatson. No one's going to buy them but you." Now they're growing them there, but the big brewers have cornered the market. A few growers in Humboldt

County are interested in planting hops, and Vivatson is contemplating converting six acres of his own pasture already certified with CCOF to hops. He probably wouldn't be able to raise even 20% of the hops he needs, but "it would be a stopgap."

Down in Santa Cruz, Emily Thomas at Santa Cruz Mountain Brewing is facing the same New Zealand crunch. They buy their hops through Seven Bridges Cooperative Microbrewery, also in Santa Cruz, a supplier of organic ingredients to breweries and homebrewers. The word Thomas got was that the New Zealand suppliers "just gouged the prices," raising them up to three times almost overnight. "It was based on what they could get," she says. "New Zealand has the lock on hops with the highest alphas." Alphas are the hops varieties responsible for the bitterness of brews like California IPAs, which Thomas says they haven't had the hops to brew. Instead, she says, Santa Cruz Mountain tends toward "more balanced brews" with more aromatic hops instead of just the bitter alphas. "Belgium has some real fragrant hops," she says. "We're changing our flavor profiles."

Santa Cruz Mountain is growing fast. This year they'll brew about 1200 barrels, up from 700 last year. And that means more and more hops. Thomas says they'd love to have local suppliers for at least some of their hops. They've been in touch with one local organic grower who seems interested. "But he's just scraping by," says Thomas. It's only in the third year after planting that a grower can harvest a full crop. And the costs of the ten- to twenty-foot trellises can be hard on small growers with no prospect of a quick recovery of the costs. "We could invest in infrastructure costs," says Thomas. She thinks other local brewers might chip in, too.

Up in Ukiah, Bret Cooperrider's a step or two ahead. Cooperrider is

the owner and brewmaster of Ukiah Brewing Company. They're small, brewing only about 450 barrels this year. And they're committed to being local, selling 97% of their beer on site, the rest in cans around Mendocino County. Four years ago, Cooperrider started working with one local grower, Steve Clark. Clark only planted enough hops for about two weeks of brewing, but it was enough to encourage other small growers. By this year's early September harvest, Ukiah Brewing will get hops from three local growers; by next year, from seven or eight.

Hops is a vine (actually, a "bine", since it uses backward facing hairs instead of a vine's tendrils to climb). It's grown upright. Commercial growers, who grow for mechanical harvesting, grow on trellises 18 to 20 feet tall. Clark strings a wire horizontally at about 10 feet, with twine stretched up from each hops hill for the bine to climb. "It's more human scale," says Cooperrider. When the flowers have formed ripe "cones", Clark cuts them near the base, rolls them up in tarps, and delivers them to Ukiah Brewing's "fireplace room," a room between the brewery and Cooperider's home with, not surprisingly, a huge fireplace

Hip Hops: Back to the Future

Cooperrider's voice takes on real enthusiasm when he talks about getting together with a crew of volunteers to pick the flowers from the hops bines. "We'd be out there and people would come by and say, 'Could we

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Left: Wohler Ranch Hop Kiln. Photo courtesy Healdsburg Museum. Right: Picking the hops flowers at Ukiah Brewing.



Hop History

Hops growing started moving from the East Coast to the West in the 19th century. Now the Northwest is the hops capital of the United States, with Washington's Yakima Valley producing 75% of all domestic hops. Sixty percent of the domestic crop is exported, while U.S. brewers buy most of their hops from abroad. It's all part of the international swapping of hops varieties.

California will probably never see the return of the big hop kilns like the one in the photo below at Wohler Ranch. With its characteristic roof turrets to speed the circulation of heated air through the layer of hops, this hop kiln dried hops for growers along the Russian River from 1905 until the 1950s. Today, says Sonoma County farm advisor Paul Vossen, land and labor prices make conversions to large-scale hops growing unlikely. Smaller organic growers may be able to create a sustainable niche, although, warns Vossen, markets are notoriously volatile.



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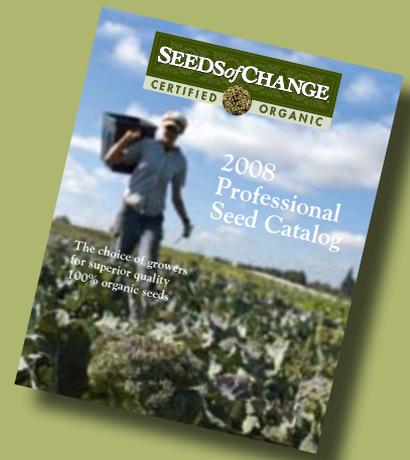


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Talking Terroir: From Soil to Sip

Phil Coturri nods his tousled head, remembering making his first wine at 13 with the help of his father and the parish priest. “The grape harvest is a celebration,” he says. “Winemaking is fun. There’s always a good dinner. That’s the bug that bites you.”

However, he sighs, “the cleanup is tough.” And so was working in a neighbor’s vineyard, starting the next year. “I hated it,” Coturri laughs. Not a promising origin story for one of California’s most influential vineyard managers.

But summer after summer of vineyard work, a growing passion for organic gardening, and the somewhat limited job prospects for an American Literature graduate all kept the bite itching just enough. In 1979, Coturri started Enterprise Vineyard Management, specializing in small properties.

Today Coturri manages 30 organic vineyards totaling 600 acres, all CCOF certified or on the path to certification, in Sonoma and Napa counties. Most of the grapes go to small, premium wineries selling wines at \$40 a bottle and up. His organic vineyards bridge the sometimes contentious divide between the grower/vintners who use sulfites in their wines and those who don’t. The bridge is a commitment to organic farming and a conviction that organic grapes simply make better wines.

Organic Origin Stories

Coturri’s business didn’t start out organic. That wasn’t the way vineyards were managed in those years. But a client, Myron Freiberg, gave him a challenge in 1985: “You’re growing vegetables organically, but you’re using Roundup on my property. Can’t you do it without?” Coturri has never looked back.

Now his vineyards are models of organic management. Sometimes he gets to start from scratch, but often he’s converting a vineyard from non-organic methods. “Cover crops are my main tool in conversions,” he says. “I can supply 80% of the nutrient for my vines from cover crops.”

The more cover crops the better. “The Dust Bowl tells us monocrops are a bad idea,” he laughs. “So now, from April first to November first, I’m growing grapes in the vineyard. The rest of the time I’m growing as many different crops as I can.” Mustard and dikon radish break up compacted soil around the vines, for example. And green manures are vital, particularly in remote hillside vineyards where bringing in composts would be hard. “There’s nothing like it,” says Coturri. “Bell beans, oats, peas, barley ... I have all kinds of different formulas.”

Terroir

But the point of all of this for his clients is the taste: the taste of the fruit and the taste profile of the wine made from the grapes. “We have a social commitment to growing organically,” he says. “But everyone is looking for an edge, and they taste the difference.”

The buzzword is *terroir*, from the French for land. The grapes (and therefore the wine made from them) should express the soil and location they’re grown in. “I want to express that rocky hillside or wherever the vineyard is,” says Coturri. “I’m really a dirt farmer,” he laughs.

It’s the taste of some organic grapes Coturri brought him that convinced winemaker Richard Arrowood to have Coturri design and manage his new vineyards at Amapola Creek. A passionate advocate of *terroir*, Arrowood has taken up the call to “grow wine in the vineyard.” With Coturri’s help, he matches stocks to soils, “building a profile” of the wine in the combination of grapes from micro-environments on his land which vary over 600 feet in elevation.

Arrowood is committed to organic growing. It makes healthier soil, he says, and healthier soils mean healthier, more disease resistant plants. And then

Phil Coturri in vineyard at Amapola Creek.



Phil Coturri and Richard Arrowood in one of the vineyards at Amapola Creek.



there's the taste, which he and Coturri concentrate by planting many more vines per acre than conventional vineyards. The smaller vines, says Coturri, give more flavor.

With a degree in organic chemistry, Arrowood's not against using chemical compounds when necessary. "On the other hand, if you don't have to, why do it?" he says.

Which brings up sulfites.

The Sulfite Divide

Freshly crushed grape juice is swimming with microorganisms, each feeding on some compounds, turning them into others. One microorganism, yeast, turns sugars into alcohols. Another can turn alcohols into the acetic acid of vinegar. Still other microorganisms, like lactic acid bacteria, perform other acts of alchemy. Wine is chemically complex. But it's the balance of those complex compounds that can make a wine great or ordinary or undrinkable.

Sulfites are added to kill certain microorganisms at certain stages in the winemaking process, not because they are harmful to wine drinkers but because vintners want to stop them doing their work. But add sulfites and you

lose the chance to label your wine "organic," though you can still say "made with organic grapes."

Richard Arrowood says he can only make his wines taste the way he wants them to, aging slowly to the complex character that have won his wines numerous awards, by using small doses of sulfites to narrow the ongoing reactions that take place in the wine. He keeps his interventions to a bare minimum, carefully testing and tasting at each stage in the winemaking so that he can use as little sulfite as possible.

All yeasts make small amounts of their own sulfites, which help them compete with other microorganisms. Those that produce the most sulfites are said to have "high killer factor." Arrowood says adding those yeasts help gives his wines the dependable "finish" he wants. And he sees adding just the right amount of additional sulfites at the right times as a necessary part of his vintner's art and science. But, he admits, "Tony would disagree."

What's Natural?

Tony, that's Phil's brother, Tony Coturri, an advocate for "natural" wines. Not only does Tony Coturri not use sulfites in his wines, he doesn't

even add carefully chosen organic yeasts, instead letting the naturally (and locally) occurring yeasts and other microorganisms do the work of fermenting his wines. He doesn't add anything, yet his method is anything but *laissez faire*. With rigorous care to conditions and timing, he succeeds in producing highly respected wines that age well, confounding the unfair stereotype of unsulfited wines as awkward, fruity wines that must be drunk young and don't age gracefully.

Like the mix of yeasts and other microorganisms that make a great local sourdough, the result is "very regional, very specific," says Tony Coturri. "You're getting a lot of terroir from the quality of the yeast." Locally specific soils, exposures, yeasts: these are all essential ingredients in the terroir he's trying to express in his wines. "The flavor of the place is as strong as the flavor of the varietal," he says. Cabernet Sauvignon vines planted in a rocky, volcanic soil, for example, can draw up dissolved minerals that enhance the chocolate-coffee tones of the wine.

Tony Coturri celebrates the year to year variation in his wines. Conditions change; communities of microorganisms change. The taste of the grapes

Continued on page 12

Tony Coturri at harvest.



help?’ and they’d harvest and we’d give them beer,” he says. It makes for long but convivial days of work.

And with more growers joining the project all the time, Cooperrider is dreaming about the first step back into the past. “I’m interested in getting back the way it was 70-80 years ago,” says Cooperrider. There was a lot of small hops growing, and a lot of community cooperation. A description of Ukiah written in 1891 noted that “almost every farmer has his hop-dryer.”



Hop heads at Ukiah Brewing hop celebration

“We could build a hop kiln,” says Cooperrider. “We could manage it cooperatively.” It wouldn’t take a huge commitment from any grower. No industrial farms. “I’ve told growers,” say Cooperrider, “that they could grow an acre of one variety of hops and I probably couldn’t use it all. They’d have to find another buyer.” And with nearly every organic brewmaster longing for supplies of locally-grown hops, another buyer shouldn’t be hard to find.

Can small growers solve the shortage of organic hops? Probably not, says Amelia Slayton at Seven Bridges Cooperative, who’s been sourcing organic hops for 12 years. The demand for organic hops is huge. “And they’re exceptionally tricky to grow,” she says. “In the backyard, you can pick off the aphids by hand or spray them with soapy water. Aphids and molds and rusts love hops.” But commercial-scale growing is something else. The few successes she’s seen are folks with lots

of hops growing experience, like one grower in Washington State, whose family has been growing hops for a century. When there was a glut of hops a few years ago, he took a lot of acres out of production. That made them easier to certify organic, and now he’s raising organic hops on those acres. Almost all of his crop is contracted to Wolaver’s, a Vermont brewer. “They’ve promised us a few hundred pounds from this year’s harvest,” she says, “but that’s a drop in the bucket.” The last domestic organic hops Seven Bridges could get was a single variety from a grower in Yakima Valley in 2005, and the quality, she says, was “not so good.” Now that grower contracts exclusively to Anheuser-Busch. “We’ve seen a lot of failed attempts to grow hops,” Slayton adds.

Even a huge supply of a single variety wouldn’t be enough. Cooperrider at Ukiah Brewing, who petitioned for the USDA ruling on hops last year, says it would take having at least ten varieties of organic hops in good supply before he would consider petitioning to remove conventional hops from the National List.

For now, with hops and barley prices still rising, most microbreweries are raising prices. The organic microbreweries are, too, but not enough to cover their increased costs. They want to keep prices competitive, and, says Thomas at Santa Cruz Mountain, “It was a personal, ethical choice to make organic beer. And we wanted to make a beer we could afford.” The premium for organic microbrew is often one to three dollars a six pack, but, says Thomas, it can cost up to twice as much to brew organically. That can mean very small margins. “We’re not cutting a fat hog here, as my father used to say,” laughs Eel River’s Vivatson. “But until the world changes, we have to play the game.” The chance to build communities of organic growers, brewers, and consumers makes this a game well worth playing.

changes; the details of fermentation change. That’s what makes a particular vintage, he says. “And we represent the vintage.” The goal is uniqueness. “People without experience think something is wrong.” But for Tony Coturri, it’s exactly right.

Across the Divide

Richard Arrowood and Tony Coturri respect each other’s choices while remaining passionately committed to their own paths to great wines. They’re united by Phil Coturri’s careful cultivation of terroir in the grapes. They share his commitment to healthier soils, healthier vines, and healthier, tastier fruit.

Organic vineyards are still only just over 2% of all vineyards in California. Mendocino, Napa, and Sonoma counties comprise more than two-thirds of all of the nearly 10,000 acres of organic vineyard certified by CCOF. But for the sake of the environment and for the taste of the fruit, Richard Arrowood predicts, “In the next few years, using organically sourced fruit in wine won’t be just an option. You’ll have to do it.” And Phil Coturri and CCOF will be around to help them.

Phil Coturri and Richard Arrowood in one of the vineyards at Amapola Creek.



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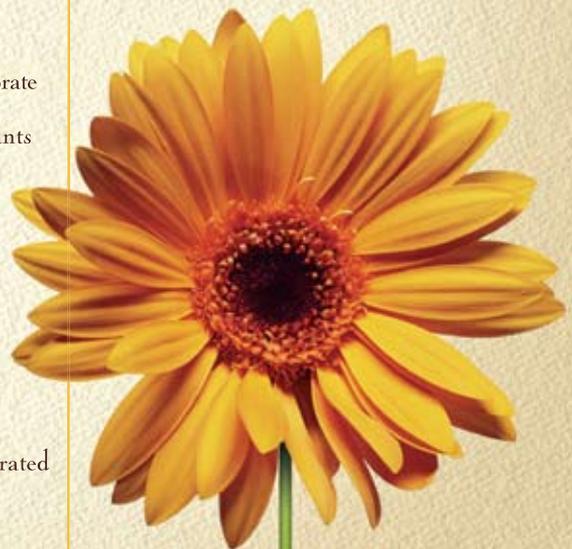


It is Bonterra's passionate belief that organic is the best way, and the right way, to grow grapes. Being an organic producer gives you license to explore beyond the limits of conventional growing and wine making.

One of our decidedly uncorporate methods is to grow nectar-rich plants near our vineyards to attract beneficial insects. They protect the vineyards from pest infestation, and allow us to avoid using pesticides that could detract from the intensely-concentrated flavor of our grapes.

For the whole story of the organic balance and award-winning care that

goes into making each Bonterra wine nothing but the best, go to our Website www.bonterra.com. And you can find us wherever fine wines are sold.



**Everything in balance.
Drink responsibly.**

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Organic Winegrape Marketing Study

As part of the CCOF Foundation's Going Organic Project*, market potential studies for California were recently completed for three organic crops - winegrapes, almonds and hay. A brief summary of the winegrape study is reported here**. The study encompassed both categories of organic wine - wine made with organic grapes, and vinted either with or without sulfites.

Demand is Rising

Ten interviews were conducted with winegrape producers and wineries selling from 12,000 cases to 3.7 million cases of organic wines, located principally in the premium North Coast Region. Interview results and market data findings indicated that demand for winegrapes is highly differentiated by appellation and variety. Six of the eight wineries reported that their primary limitation in purchasing more organic grapes is the difficulty of finding enough grapes of the right variety and from the correct location for the particular wines they produce.

Sales of organic winegrapes increased by 21.45 % between 2000 and 2004 while total winegrape sales declined by over 15%. As a consequence, organic winegrape sales, as a percent of total California sales, has grown and appears to be approaching one percent. (Table 1).

Certified Acreage is Increasing Slowly

Overall state acreage in winegrapes (bearing and nonbearing) has shown a slight decline from a high in 2001. During the time period of this study from 1998-2004 the acreage of organic winegrapes has shown an increase as reported to the California Department of Food and Agriculture's (CDFA) Organic Program and a leveling off toward the end of the study period (Table 2). From CCOF's own records, certified acreage of winegrapes grew from 7,761 in 2004 to 9,240 in 2007.

While acreage increased 90% from 1998-2004, sales of organic grapes only increased 39%. This differential, that may even be greater, is due to the fact that grapes that are being grown

organically, but not being explicitly sold as such, do not need to be reported as organic to CDFA.

Price and Demand

Only three of the eight wineries interviewed stated that they paid a 'slight' premium for organically grown grapes. Many of the vintners interviewed indicated they sought organic grapes from growers because they equate organic production with high quality, suggesting another influencing factor behind the increased acreage and demand.

Further Findings

The full study analyzes the complexities of the California organic

winegrape market, with sections covering price premiums and quality, production challenges, business models, marketing contracts, constraints to further expansion, and international certification requirements.

References/Notes:

*The Going Organic Project is funded by the California State Water Resources Control Board to improve water quality by transitioning conventional farms to organic production.

** The above summary is based on a report by Fred Thomas, CCOF Foundation Going Organic Project Manager, Sonja Brodt and Karen Klonsky, University of California, Davis. The complete report on winegrapes - as well as the reports on almonds and hay - is available at www.ccof.org or <http://www.agecon.ucdavis.edu/extension/presentations/>.

Table 1. Increases in California Organic Winegrape Sales Compared to Total California Winegrape Sales

Year	Organic Winegrapes Bearing Acres Only (acres) ¹	All Winegrapes, Bearing Acres Only (acres) ²	All Winegrapes, Non-Bearing Acres Only (acres) ²	All Winegrapes, Total (acres)	Organic Bearing Acreage as Percent of All Bearing Acreage (%)
1998	4,137	385,000	122,000	507,000	1.07
1999	6,304	424,000	130,000	554,000	1.49
2000	5,857	458,000	110,000	568,000	1.28
2001	6,904	480,000	90,000	570,000	1.44
2002	7,394	486,000	70,000	556,000	1.52
2003	7,875	479,000	50,000	529,000	1.64
2004	7,780	473,000	40,000	513,000	1.64

¹ Source: State Organic Crop and Acreage Reports, CA Dept. of Food and Agriculture (no figures available for non-bearing organic acreage)

² Source: California Agricultural Resource Directory 2006, CA Dept. of Food and Agriculture

Table 2. Increases in California Organic Winegrape Acreage Compared to Total California Winegrape Acreage

Year	Organic Winegrape Sales (\$) ¹	Total Winegrape Sales (\$) ²	Organic as Percent of Total Winegrape Sales (%)
1998	10,528,620	1,491,908,000	0.71
1999	15,252,842	1,556,405,000	0.98
2000	12,120,435	1,908,649,000	0.64
2001	14,650,213	1,820,106,000	0.80
2002	14,561,719	1,683,452,000	0.86
2003	14,388,001	1,542,876,000	0.93
2004	14,721,122	1,604,925,000	0.92

¹ Source: State Organic Crop and Acreage Reports, CA Dept. of Food and Agriculture

² Source: California Agricultural Resource Directory 2006, CA Dept. of Food and Agriculture

Understanding Certification

In this edition of the magazine we give you the 'know your facts about organic wine labeling'.

Wine may be labeled as "Organic Wine" if:

- Grapes have been grown in accordance with the organic standards established by the USDA National Organic Program (NOP).
- Wine has been produced and bottled in a certified organic facility.
- These wines MAY carry the USDA ORGANIC logo because they contain no added sulfites.



If wine is labeled "Made With Organic Grapes" it means:

- Grapes have been grown in accordance with the organic standards established by the USDA National Organic Program (NOP).
- Wine has been produced and bottled in a certified organic facility.
- These wines MAY NOT carry the USDA ORGANIC logo because they MAY contain added sulfites.

If wine is labeled with an "Organic Ingredient Statement Only" it means:

- Wine contains grapes that have been grown in accordance with the organic standards established by the USDA National Organic Program (NOP).
- Wine is not required to be produced and bottled at a certified organic facility or to be certified organic wine.
- The name and seal of CCOF or any certification agency that has certified the ingredient grapes as organic is not allowed to be listed and will not appear on the label.

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In The News

Organic Spirits to Quench Growing Demand

The organic spirit market continues to grow. Three hotel chains - Marriot, Ritz-Carlton and Kimpton hotels - are now serving organic beverages. Although the United States has been relatively slow in joining the trend, organic spirits are beginning to provide eco-conscious drinkers with an alternative to artificially flavored cocktails.



CCOF certified Shadow Spirits and

Nolasco Spirits Mezcal will be featured at our 3rd Annual Beer and Wine Tasting in October, 2008. See page 26 for more information on this event.

Research Into Organic Golf Management

The Center for Resource Management (CRM) has submitted a proposal to the Environmental Protection Agency (EPA) to address organic management of golf courses in California. The CRM, a non-profit that has worked closely with the golf industry on improving environmental stewardship, will be gathering information on pest management practices and organic land management methods being implemented on golf courses across Utah. The study will focus on at least three golf courses that are using organic management practices. Research results will be distributed online, available in workshops around the state and used along with national data to create an organic management guideline and business model for California golf courses.

California Wineries get Sustainable Winemaking Guide

To help alleviate water shortages in the state, the Wine Institute, an industry trade group, has published an in-depth guide for sustainable winemaking in California. The guide was created in collaboration with the American Vineyard Foundation and Pacific Gas & Electric (PG&E) and includes tools and self-assessment tests to decrease environmental impact and minimize production costs for wineries. Call (415) 512-0151 to request a copy of the guide call. For more information on the Wine Institute visit www.wineinstitute.org

University of New Hampshire to Study Organic Dairy Agroecosystem

The U.S. Department of Agriculture's Sustainable Agriculture Research and Education program (SARE) has awarded a \$380,000 three-year grant to the University of New Hampshire to study organic dairy as a sustainable closed agroecosystem. Researchers will be exploring strategies for becoming



energy independent on the first commercial scale, organic dairy research farm in the country. The project focuses on whether or not having closed nutrient cycles and energy independence will help small, family run dairy farms in the northeast survive financial vulnerabilities. The grant comes as rising energy and feed costs threaten the stability of small dairy farms in the Northeast.

Study Says Organic Blueberries Are More Nutritious



A new study published in the Journal of Agriculture and Food Chemistry suggests that organically cultivated blueberries are more nutritious than conventionally grown blueberries. The study, which was jointly conducted by researchers at the U.S. Department of Agriculture and Rutgers University in New Jersey, analyzed the sugar, antioxidant and acid content of blueberries from five organic farms and five conventional farms. The study revealed that organically grown blueberries contained significantly higher amounts of glucose and fructose. The citric acid content of organic and conventional samples was similar but organic blueberries were shown to have higher total phenolics and anthocyanins, both important antioxidants.

CCOF Voted as Recipient of Envirotoken Program at New Leaf Markets

Shoppers at all five New Leaf Community markets in Santa Cruz County once again voted CCOF as a recipient of the envirotoken program. CCOF joins just eight other organizations in the program which provides shoppers with an envirotoken worth ten cents for every grocery bag they reuse that they can then donate to the organization of their choice e.g. CCOF. Since the creation of the program, New Leaf shoppers have donated over \$80,000 to county nonprofits.

In The News

New Blog Encourages College Campuses to go Organic

The Organic Trade Association (OTA) has created a new blog encouraging colleges and students to bring organic and sustainable food to college campuses. Coordinated by OTA intern



Nina Merrill, "Organic on the Green," features essays by college students involved in the organic movement. Visit www.organiconthegreen.wordpress.com for more information.

The EU Launches Organic Media Campaign

A promotional campaign for organics has been launched by the European Commission to inform consumers of the benefits of organic food. Under the slogan, "Organic Farming:



Good for Nature, Good for You," the campaign seeks to increase awareness of organic products

among young people and to ensure that there is a future market for organic producers. With growing demand for organic products and increased business opportunities in the food service sector, the EU has already created a system by which farmers and producers converting to organics can solicit help from the government.

Organic Farming Research Foundation Grantmaking Tops \$2 Million

Organic Farming Research Foundation (OFRF) announced that it passed the \$2 million milestone this spring. Over the last 12 years, the organization has awarded 268 grants totaling more than \$2 million for the funding and research of organic farming methods. In the first of its two annual grant cycles in 2008, the organization awarded a record \$211,800. At the current rate, the organization is projected to award its third million in grants within the next three years. For more information on reports funded by the OFRF visit www.ofrf.org. More information on funding opportunities can be found in the classifieds section of CCOF's website, www.ccof.org.



Large Farm Adapts to Organic Techniques

A study published in the July 2008 issue of *Agriculture, Ecosystems and Environment* follows a conventional 250 acre farm's conversion to organic methods. Over a three year period, the Salinas Valley farm converted to organics, planting mid-size plots, using a mixture of local manure, compost and factory-made organic fish fertilizer and cover crops and plants to encourage beneficial insects. The study, authored by Sean Smukler of UC Davis, documented improved soil health that was attributed to increases in microorganisms thought to help crops use nutrients more effectively. The roots of the organic crops were also found to have more beneficial fungi, a valuable source of nitrogen and zinc, than their conventional counterparts.

Pizza Goes Organic

This spring Pizza Hut introduced its first pizza made with natural and organic ingredients. The change comes as increased consumer demand for healthier menu items prompted the company to introduce a new pizza, "The Natural," made with organic tomato sauce, all natural mozzarella cheese and honey to sweeten its multigrain crust. Pizza Hut is not the first pizza chain to become organic.

Pizza Fusion was started by two college buddies in Fort Lauderdale, FL in 2006 and now has 27 locations scattered across the United States.



Pizza Fusion operates on

the belief that social responsibility is just as important as profitability. The restaurants menu is 75% organic, and includes health conscious alternatives for customers with selective diets and food allergies, such as a gluten-free pizza, brownies and beer and tasty vegan selections. Pizza Fusion is also committed to the environment, housing a fleet of hybrid Prius pizza delivery vehicles, and off setting their power consumption by purchasing renewable energy credits. More information at www.pizzafusion.com

Katherine DiMatteo Appointed to IFOAM Board

Katherine DiMatteo, former Executive Director of the Organic Trade Association, was named President of the World Board of the International Federation of Agricultural Movements (IFOAM).

DiMatteo has served on IFOAM's World Board for the last two years and is a Senior Associate at Wolf, DiMatteo and Associates.



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Biodiversity Tips

Building Resilience this Fall for a Renewable Biodiversity Harvest

As fall unfolds and day length grows shorter, there is time again to think past the immediate tasks at hand and consider future directions for preserving the health of the land, and its capacity to renew, and for exploring opportunities to restore long gone beneficial wildlife. Here are some key areas of biodiversity to ponder on as the nights grow longer:

Restoring Riparian Corridors

Expanding the frame beyond the well-ordered crop rows and taking in a much more complex view, one that includes the riparian corridor adjacent to an almond orchard, and that patch of willows along the neighbor's stream, means recognizing benefits like water purification from the filter-



Examples of Riparian Corridor

ing capacity of grass and willows and pest suppression afforded by the beneficial native habitat.

Think Multi-Dimensionally

Durability and resilience involve viewing a farm multi-dimensionally, noting the "stacking" of ecosystem services. Picture a network of interconnected wetlands, grass filter strips, hedgerows, and riparian buffers dotting the region of your farm and serving multiple roles: defending against flooding hazards, increasing groundwater recharge, diminishing nutrient and fertilizer runoff, and decontaminating pathogens in water, all while containing plants that also attract beneficial insects and other wildlife (Fiedler et al. 2008).

Talk to Your Neighbors

Building a community committed to biodiversity can help coordinate and multiply your efforts by restoring a matrix that provides durability for organic farmers and the capacity for change; if one part is weakened, the others fill in.



Example of Hedgerows

Return Areas of Marginal Production to a Natural State

Allowing low-producing, marginal portions of the farm to be taken out of cultivation and restored to a more natural state, seeding an erosion-prone drainage with native grasses, or working with a local conservation group to establish a habitat corridor for wildlife movement through agricultural land can increase natural enemy function and enhance the resilience of your farm.

Care about the Climate

Permanent vegetation like shrubs and trees in a hedgerow can serve as carbon storage units. And scientists recently discovered that adding regionally appropriate plant biodiversity tends to create soil conditions ideal for populations of methanotroph bacteria. These bacteria oxidize methane, a gas that contributes to global warming by a factor twenty-one times that of carbon dioxide (Price et al. 2004).

Plant California Natives

The end of fall is a great time for planting natives in California. Thirsty young roots will benefit from the coming rainy season and have a chance to establish themselves before the onslaught of a dry summer. Beneficial insects will be

drawn to floral resources and a permanent shelter. And a few more strands of biodiversity will have been added to strengthen the capacity of your farm to remain productive for many seasons to come.

Standard native shrubs and forbs used for California hedgerows include buckwheat (*Eriogonum* spp.), California lilac (*Ceanothus* spp.), coffeeberry (*Rhamnus californica*), coyote brush (*Baccharis pilularis*), deergrass (*Muhlenbergia rigens*), saltbush (*Atriplex* spp.), toyon (*Heteromeles arbutifolia*), and yarrow (*Achillea millefolium*). Typical California native trees planted in hedgerows, wind-break, and along water bodies include alder (*Alnus* spp.), black walnut (*Juglans californica*), coast redwood (*Sequoia sempervirens*) cottonwood (*Populus* spp.), incense cedar (*Calocedrus decurrens*), oak (*Quercus* spp.), sycamore (*Platanus racemosa*), box elder (*Acer negundo*), big leaf maple (*Acer macrophyllum*), and willow (*Salix* spp.). It is best to determine the area-appropriateness of these native plants for your region by using the climate zones in the "Sunset



Planting to attract beneficial insects

Western Garden Book." For more information on hedgerows, see Community Alliance with Family Farmers hedgerow manual: www.caff.org/programs/farm-scaping/Hedgerow.pdf

References:

Fiedler, A., Landis, D., Wratten, S., 2008. Maximizing ecosystem services from conservation biological control: The role of habitat management. *Biological Control*. 45, 254-271.
Price, S.J., Kelliher, F.M., Sherlock, R.A., Tate, K.R., Condon, L.M., 2004. Environmental and chemical factors regulating methane oxidation in a New Zealand forest soil. *Australian Journal of Soil Research* 42, 767-776.

Certification News

Livestock Updates Coming Soon

CCOF livestock producers should be on the lookout for an update in their mailboxes. CCOF appreciates the tremendous effort made by certified organic livestock producers to meet a wide variety of complicated and occasionally unclear requirements. We salute your efforts and look forward to increased stability in practices and standards as this sector matures in the coming years.

To help guide CCOF policies and approaches in livestock certification, CCOF has convened a new Livestock Advisory Committee composed of CCOF livestock producers and others knowledgeable about organic standards and western region organic livestock issues. As a result of recent events, findings from the Livestock Unannounced Compliance Initiative (see the Summer 2008 Certified Organic), and meetings of this committee, CCOF is developing a 2008 Livestock Update that will address key decisions and policy guidance, including:

Pasture: While CCOF anxiously awaits new standards language on pasture, we are also continuously developing guidance regarding CCOF's interpretations of existing pasture rules. CCOF's pasture guidance is meant to address real life situations and provide clarity on the expectations of practices necessary to demonstrate compliance with current regulations. CCOF inspectors will continue to look for evidence of these practices, such as confinement records, during on-site visits.

Living conditions: CCOF intends to address issues relating to confinement and housing for both poultry and ruminants. Specifically, CCOF intends to address slatted floors in calf housing and a phase out of ongoing confinement of poultry due to disease pressures, such as Avian flu. As CCOF gathers improved information on industry practices and problems specific

to organic producers, new concerns may arise about previously approved practices, which CCOF may choose to address through notification and planned phase outs.

Thresholds of concern: CCOF cannot impose specific requirements, such as maximum animal numbers, grazing density, or other criteria for certification above what is specified in the NOP, which is very general in its language. This can create frustration and confusion as producers try to determine if they are acting in compliance with the regulations. In order to help producers understand what is acceptable, CCOF is continually working to establish "thresholds of concern" for



specific practices. Thresholds of concern are levels above which producers must provide increased justification for, and explanation about, in order to allow the practices in question. Key thresholds to be included in the 2008 update include animals per acre on pasture, space allowances, calf and/or fresh cow confinement practices, and others. These thresholds are intended to supply all CCOF operators with a better idea of how CCOF approaches interpretation of broad NOP standards to on-the-ground practices.

Replacement stock and limits on additional herds: Since our livestock update in 2006, CCOF has allowed operations to enter new entire distinct herds into their operation. However, as we have consistently stated, CCOF opposes the continual conversion of non-organic animals to organic production. We have found that significant problems remain in NOP replacement standards and various policy guidance

documents. It has become clear to CCOF that the addition of new entire distinct herds has not served to clarify the situation or provide a level playing field for all CCOF certified operations. Therefore, CCOF is modifying our approach to the allowance of additional herd requests (form LM2.1) to only apply when there is physical expansion of operations such as new milk barns or dairy locations. Requests to add new entire, distinct herds to supply replacements in the absence of a calf raising program or maintaining an operation's animal volume will not be approved by CCOF.

Renewal System Changes

CCOF will be changing to a January to January renewal system for our certified clients to make the annual cycle of renewal and inspection more efficient and consistent. Beginning mid-December, all CCOF clients will receive the Continuation of Certification renewal contract and annual bill at the same time.

Previously, CCOF managed three renewal periods: one in January, one in April and one in July. All clients, including those who previously renewed in April or July, will receive their renewal contract this December with an invoice for the 2009 annual fee, which will be prorated for the entire 2009 renewal and inspection season. Sending out the annual fee invoice at the end of the calendar year will provide clients with the option to pay their annual fee in either 2008 or 2009. Clients who were previously billed in April or July may be given additional time to pay the prorated annual fees, and we encourage anyone who is having difficulty with fee payments to contact us as soon as possible.

Once the annual renewal contract and fee have been received by CCOF, we will conduct the annual inspection during the calendar year, eliminating the confusion caused by having 2008 inspections conducted in calendar

Certification News

year 2009. Additionally, by reducing the renewal periods from three down to one, CCOF will be able to streamline workloads by processing renewals for the entire CCOF client base at once, which will allow us to provide you with more effective and efficient service during the rest of the year. If you have concerns or questions, please contact ccof@ccof.org.

Canada Certification Program Launched

A new set of organic standards regulating product sold as "organic" in Canada, is set to go into effect June 30, 2009. In response CCOF has proactively introduced certification to the Canadian Organic Standards as part of our existing Global Market Access (GMA) program (www.ccof.org/international.php). In order to keep

our clients and other involved parties informed, CCOF has held conference calls to provide information about the proposed standards and certification requirements. New GMA and Canada review request information documents have also been mailed to all CCOF clients. These forms allow businesses exporting products to Canada to immediately request review and/or inspection to the proposed new Canadian standards by CCOF in advance of next year's implementation date. While U.S./Canada equivalency may be achieved, or leeway for a transition period provided through implementation policies by Canada, CCOF has developed this voluntary program to guarantee the needs of CCOF clients are met. Between now and June, 2009 it is likely standards for the Canadian program will be under continual revision. CCOF will work hard to provide

you with the most current and accurate information available. Visit www.ccof.org/canada.php for ongoing updates and information.

New Certification Database

At the end of October and through early November CCOF will be implementing a new certification database called E-Cert. The database represents a substantial investment by CCOF in a new technology infrastructure to support CCOF's anticipated growth. While we will make every effort to maintain our regular high level of service to members during this period, there may be some temporary delays in certain service areas. The introduction of E-Cert is part of our longer-term commitment to streamlining the certification process while maintaining the highest level of organic integrity.



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Continuing Education Credits

12 Continuing Education Units including 3 Laws and Regulations Units for PCAs have been approved by the California Department of Pesticide Regulation (8 units for Day 1 Conference. 4 additional units for Day 2. Two day total =12). 11.5 CEU credits have also been approved for Certified Crop Advisors (CCAs).



Payment Information

Register by November 12, 2008 to secure your place and save. Fees include conference materials, PCA unit processing, and meals.

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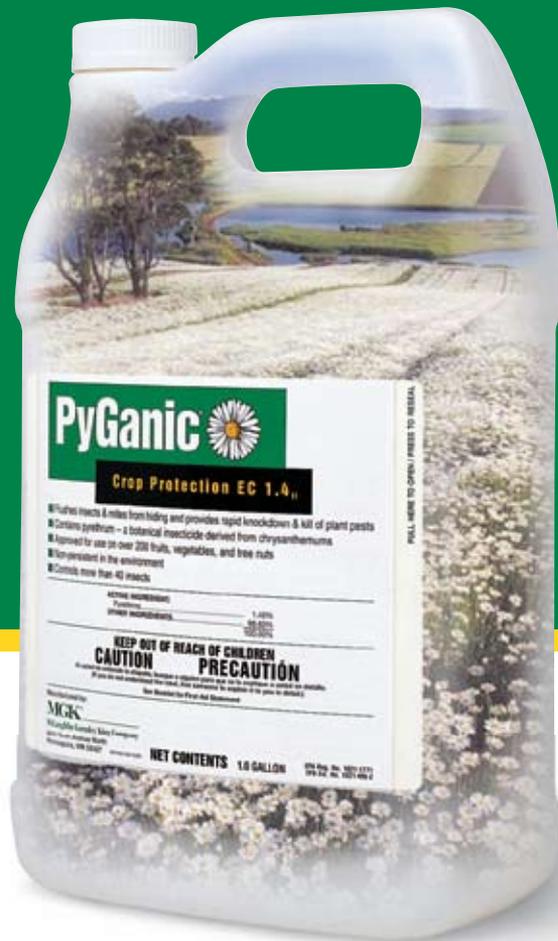
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Events Calendar

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Produce Marketing Association (PMA), Fresh Summit



October 24-27, Orlando Florida

CCOF will be exhibiting at the 2008 Fresh Summit International Convention & Exposition of the Produce Marketing Association. Visit us at booth #1277 www.pma.com.

CCOF's 3rd Annual Organic Beer & Wine Tasting



October 24, San Francisco

Join CCOF for our popular Organic Beer & Wine Tasting event at the Ferry Building's Annual Harvest Festival. Sample premium brews, wines and spirits and learn about the benefits of organics. More information at: www.ccof.org/ccofasting.php

6th Annual Chico Organic Farming and Food Conference

November 5, 2008, CSU Chico, CA

This all day conference will focus on the major organic commodities in Northern California. Featured speakers will give their perspectives on tree crops, nuts, row crops and forage, rice, dairy and livestock. A free organic lunch will be provided by the organic exhibitors and suppliers. An afternoon field tour of the CSU, Chico Farm organic projects will complete the Conference. More information at: www.csuchico.edu/sustainablefuture

Sustainable Ag Expo



November 13-14, Monterey, CA

Visit CCOF's booth at the Central Coast Vineyard Team's 4th Sustainable Ag Expo. The conference and expo is dedicated to the promotion of healthy farms, healthy environments and healthy communities. Michael Dimock, President, Roots of Change will give a keynote speech on California and the Future of Food, Wine and Community. More information at: www.sustainableagexpo.org

Save the Dates

CCOF 'Hot Topics in Organic' Education Conference



January 20-21, 2009, Pacific Grove, CA

Join CCOF for its educational conference 'Hot Topics in Organics' - a preconference to the Eco-Farm Conference.

CCOF Annual Meeting

Saturday, February 7, 2009, Location TBA



Meet and network with other CCOF members and enjoy a reception featuring organic food and beverages. Visit <http://www.ccof.org/annualmeeting.php> for updates as they're confirmed.

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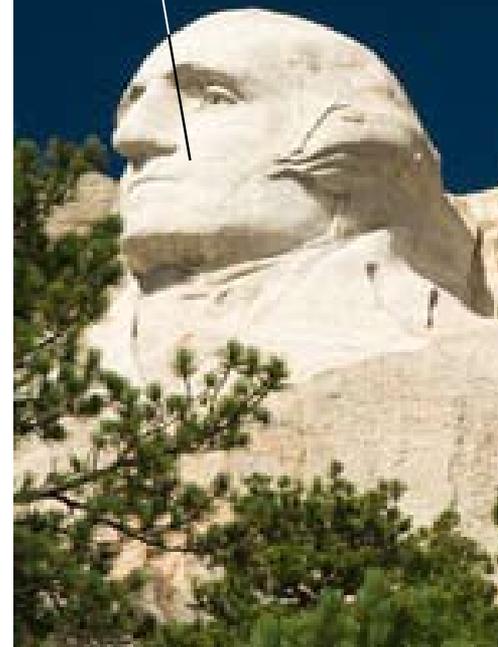
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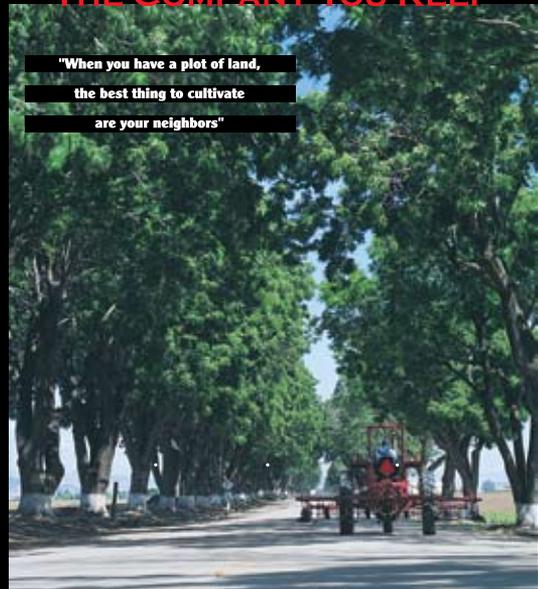
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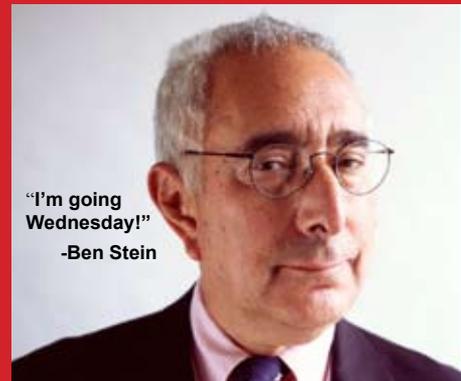
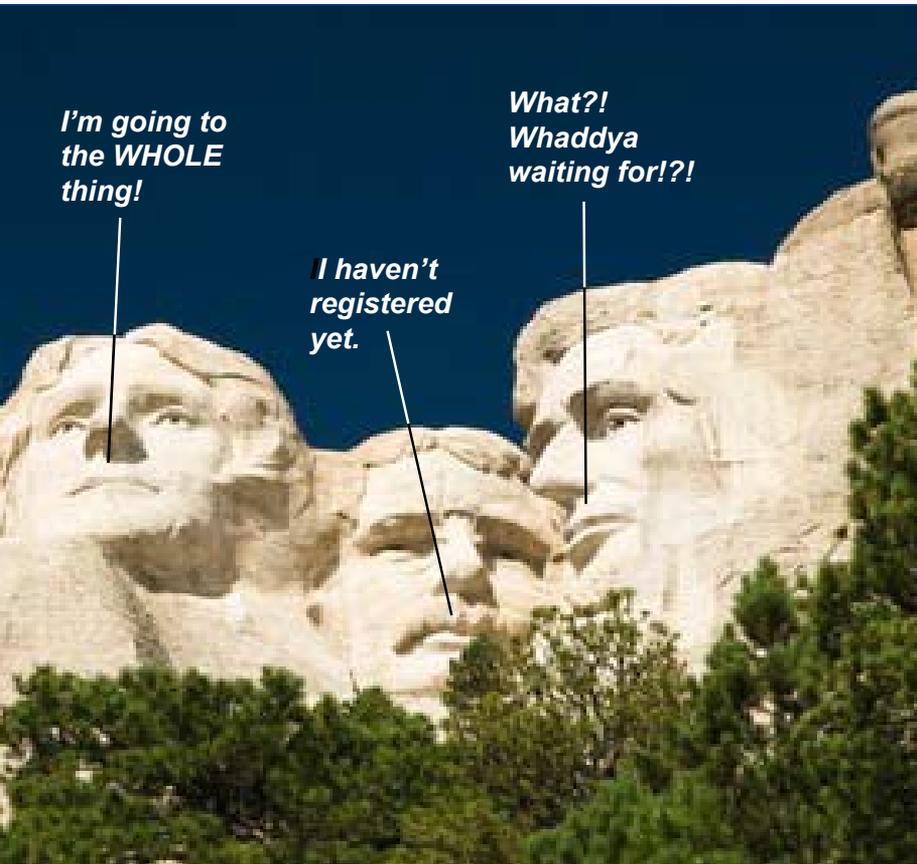
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Advocacy

CCOF Supports Battle to Protect Organic Labeling

A state-by-state campaign has been launched by American Farmers for the Advancement and Conservation of Technology (AFACT) to deny organic farmers and producers the right to use absentee claims such as “pesticide or antibiotic free” on product labeling. AFACT insists absentee labels are misleading to consumers. The campaign represents an unprecedented threat to the organic sector that proudly promotes its products as being made without the use of toxic synthetic pesticides, petroleum-based fertilizers, sewage sludge, irradiation, antibiotics, growth hormones, and genetic engineering.



In 2007, AFACT successfully urged the Ohio Department of Agriculture to impose strict rules preventing labeling that tells consumers whether milk comes from cows treated with growth hormones. In June 2008, The Organic Trade Association (OTA) filed a legal complaint against the Ohio Department of Agriculture, after a series of legal hearings failed to make the Department change their position. OTA helped win a similar challenge in Pennsylvania in 2007, but restrictions being implemented in Ohio are now being considered in other states such as Indiana, Utah, Missouri and Kansas, so the battle rages on.

CCOF is supporting OTA in their efforts to fight these potential restrictions on organic across the country.

CCOF Works with CDFA on SOP Concerns

We are pleased that the California State Organic Program (SOP) inspection program discussed in the last issue of Certified Organic has been

halted. CCOF had written a letter in mid-August to the National Organic Program (NOP) outlining our displeasure with the SOP inspection plan as well as concerns about other aspects of the SOP. The letter addressed CCOF’s significant concerns about this new State initiative as an approach that moves away from investigating potential issues on organic operations towards a critique of the documentation and accreditation of certifiers. CCOF believes State inspections can play a key role in ensuring organic practices are upheld, and we encouraged the SOP to focus on providing services such as hearing appeals or investigating complaints, that are not being duplicated by the certification or accreditation process.

In mid-September, Peggy Miars, Robin Allan, and Claudia Reid of CCOF participated in a conference call with Rick Jensen, California Department of Food and Agriculture (CDFA) Branch Chief for Inspection and Compliance, and Nate Dechoretz, CDFA Director for Inspection Services, regarding the letter. CDFA staff thanked CCOF for our letter, saying that it helped enlighten them about the problems, stimulated discussion about potential changes, raised some legitimate concerns and provided CDFA with the opportunity to design and implement a team approach to solving the problems associated with the SOP.

CDFA’s response included several actions in addition to halting the inspection program. They will work to improve communication with registered organic operations, so that industry’s poor perception of how registration fees are used will improve.

In the short term, CDFA will work to improve the SOP appeals process so that appeals are acknowledged within three days and are logged and tracked electronically, and so that the appeals process follows due process of law and is transparent.

In the longer term, CDFA will invite stakeholders, including CCOF, to work with them on a plan to:

- Improve processes and systems that will serve the organic industry better and provide consumers with the confidence they need in certified organic foods.
- Explore how the organic industry is doing in California as well as how the SOP can work better with the NOP, certifiers, the industry and consumers.
- Review the existing regulatory package that supports the SOP to determine if the program has adequate regulatory authority to carry out its mission.
- Develop ways to improve and increase training for proxy inspection staff, including writing an inspection manual that will be used by all county-based staff.

CCOF is pleased to have participated in this conference call with CDFA staff, and we look forward to working with them and others to improve the SOP.

Cardoza Hosts Lunch

Congressman Denis Cardoza recently hosted a lunch to thank the agricultural community, including CCOF members, for their efforts with regard to the 2008 Farm Bill. Pictured above from left to right are Mark



Photo courtesy of Tracy Lerman, OFRF.

Lipson, Organic Farming Research Foundation; Congressman Cardoza; Cindy Lashbrook, Riverdance Farms; and John Teixeira, Lone Willow Ranch.

Advocacy

Policy Updates

By the time this magazine goes to print, the California State Budget will have passed and we will all have a clearer idea of the impact California's significant deficit and any cost-cutting measures or increased taxes have on residents.

CCOF recently participated in a meeting with the Farm Food Safety Conservation Network (FFSCN), a Monterey Bay group whose purpose is to facilitate the coordination of related organizations to support agriculture's efforts to reduce food safety risks through methods which also minimize impacts to water quality, wildlife and habitat, through education, training, research, communication and outreach. CCOF's Claudia Reid will participate in this network, with the results informing her policy work on behalf of CCOF members.

Farm Bill Implementation

CCOF is also represented on the USDA NRCS California State Technical Advisory Committee (STAC). This committee works with NRCS Local Working Groups (LWGs) to set priorities and advise the State Conservationist on how to prioritize Farm Bill monies that will be spent on local initiatives. CCOF is working with Organic Farming Research Foundation (OFRF) to create a network of organic farmers who are interested in getting involved in their LWGs, and can then inform the STAC about local conservation needs. Since the 2008 Farm Bill contains a great benefit for organic farmers, this grassroots involvement in Farm Bill implementation will ensure that during negotiations in the NEXT Farm Bill (2012), we can continue to ask for more attention and resources on organic.

Legislative Update

CCOF is a member of the Invasive Pest Coalition, which supported both AB 2763 (Laird) and AB 2765 (Huffman), bills that were introduced as a result of the Light Brown Apple Moth (LBAM) situation. Mr. Laird's bill requires the California Department of Agriculture (CDFA) to develop a list of invasive pests that are likely to invade California and likely to cause environment and/or economic damage, and for which a detection, exclusion, eradication, control or management plan is the appropriate response by the Department. CDFA would be required to develop and maintain a written plan for each invasive pest species, and to work with other agencies to keep the public informed of the plans.

Existing law requires CDFA to notify the public and the media before aerially applying a pesticide in an eradication project. The notice is required to contain the timing and location of the pesticide applications, name of the pesticide, health care precautions, and a toll-free telephone number. Mr. Huffman's bill, AB 2765, would mandate CDFA to conduct a public hearing to consider all the alternatives to aerial application and to seek an evaluation of the public health and environmental risks. The measure would require the public notice to additionally list the active ingredient and inert material in the pesticide formulation to the extent the disclosure is permitted by law or voluntarily provided by the chemical's registrant.

Both of these Assembly members have worked diligently with the agriculture industry, environmental and activist communities, and their constituents to create legislation that helps to solve multi-faceted difficulties of maintaining the best agriculture in the world in the largest populated state in the United States. CCOF commends them for their dedication and resolve.

When this article went to print, the Legislature was still in session, so the final status of these two bills was still undetermined. Please contact Claudia Reid at claudia@ccof.org for more information.

CCOF Publishes LBAM Pest Management Plan

Zea Sonnabend, CCOF's policy advisor and a member of California Department of Food and Agriculture's (CDFA) Environmental Advisory Task Force for the Light Brown Apple Moth (LBAM), has authored a CCOF management plan for LBAM entitled "Organic Management for the Light Brown Apple Moth." This plan (<http://www.ccof.org/lbam.php>) provides organic growers facing an LBAM quarantine, or working under a compliance agreement, with CDFA/USDA with practical



steps to monitor and control the pest. For growers in Monterey and Santa Cruz counties, where lawsuits prevent enforcement agencies from performing any eradication efforts, this plan is critical.

The management plan advises organic growers to be proactive in their approach to the LBAM. This will help demonstrate compliance with the quarantine regulations as well as help convince buyers and consumers that efforts are being made on a farm level to control this high-profile pest.

All of the techniques and suggestions mentioned in the plan are already likely to be in an Organic System Plan and should not involve additional work by growers, other than efforts to properly identify this particular insect. If an LBAM is found on a farm, particular focus on control will be necessary to avoid extended quarantine of crops.

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Education & Promotion

Doof-a-Palooza at Google Headquarters

CCOF educated parents and children of all ages from the Bay Area about the benefits of organic at the recent DooF-a-Palooza event at Google headquarters in Mountain View, California. The event offered children and their favorite adults a unique opportunity to experience a live version of the new PBS DooF, (food spelt backwards), television show and to learn about food through fun interactive events from growers, authors and chefs who shared their knowledge and passion. For more information on DooF visit www.foodbackwards.com



From Field to Fork

CCOF promoted organic at the Resource Fair at the "From Field to Fork" conference in San Luis Obispo. "From Field to Fork" focused on sustainable food systems in higher education and aimed to help create a vision of how campus food systems will be transformed over the next 20 years. The conference brought together food service managers, chefs, campus



administrators, faculty researchers, professionals, and students from across California to explore cutting edge food procurement projects, green business practices, ongoing research, and recent innovative campus food service efforts. CCOF certifies 22 educational farms and establishments including Cal Dining at the University of Berkeley. Ida Shen, UC Berkeley Chef, informed the audience of the huge jump in requests for non-resident meal plans that followed the organic certification of their dining operations by CCOF.

Press and Publicity

The past few months have seen increased coverage of CCOF and its certified members in magazine articles and online journals. Interest in organic beer and wine has been significant. A spotlight on Michel Schlumberger Winery appeared in *vinikitas*, Bonterra was featured in *Appellation America* and Uncommon Brewers were covered in William Brand's *What's on Tap* in the *IPA Buzz*. All these articles can be viewed in the Media Room section of CCOF's website. You can read more Member News stories on page 5.

In addition, CCOF sent out press releases and received coverage on our new suite of online services and e-forms, our new Livestock Unannounced Compliance Initiative (LUCI) and our conference calls and efforts to lead the way on the soon to be introduced

Canada Organic Standards. You can read more about these new certification activities in *Certification News* on page 22-23. All CCOF press releases can be viewed on our website www.ccof.org

Napa Valley Grapegrowers Organic Conference

At Napa Valley Grapegrowers Annual Organic Winegrowing Conference, Elizabeth Whitlow, CCOF Regional Service Representative, gave a keynote presentation on organic certification; how to get started and



the pitfalls to avoid. Other subjects covered at the conference included the importance of growing organically, equipment for organic sites, quality of organic grapes and wine, a cost analysis of organic vineyards, and the market for organic wine. The conference was a sell-out and had a waiting list of eager participants highlighting the growing interest in organic wine production. CCOF also had a booth at the event to answer any questions from delegates on how to become certified organic.

To find out more about CCOF recent activities visit www.ccof.org/atwork.php.

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Simply Organic

A Cookbook for Sustainable, Seasonable and Local Ingredients

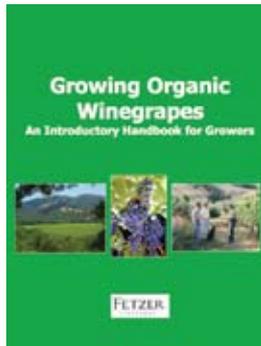
"Simply Organic" makes an ideal holiday gift. Author, chef and restaurateur Jesse Ziff Cool has compiled over 30 years of knowledge about organic, local and sustainable food into this incredible cookbook. The book contains 150 delectable recipes that are organized into seasonal chapters. The seasonality of the chapters suggests when to prepare the dishes to ensure that the freshest, ripest ingredients are available to enhance the flavors. The dishes are simple and delicious. "Simply Organic" also includes an introduction to organic and inspiring profiles on farmers, revealing how these individuals are working to create a sustainable future every day.



Growing Organic Winegrapes by L. Ann Thrupp

An Introductory Handbook for Growers

This handbook published by Fetzer Vineyards includes chapters on: basic terms and principles, certification, soil management, weed management, insect and disease management, biodiversity and information sources. To purchase, contact Gloria Seeley at (707) 744-7601 or PO Box 611, Hopland, CA 95449.

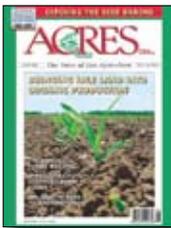


Iowa State University Creates Online Archive of Organic Research



The Leopold Center for Sustainable Agriculture at Iowa State University has recently launched a new website that collects together over 70 peer reviewed, published, scientific studies into organic agriculture and products by international scientists and researchers. The website contains summaries of each research study and is a valuable resource for anyone interested in learning more about the scientific findings of research in organic food and agriculture. For more information visit www.leopold.iastate.edu/organic

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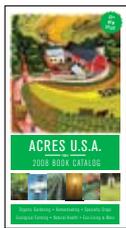
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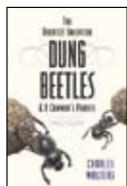
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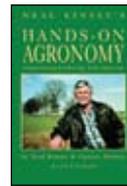
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FUNDING OPPORTUNITIES

Specialty Crop Block Grant Round II

The California Department of Food and Agriculture (CDFA) has funding available for projects that support California's specialty crop industry; fruit, vegetables and nuts. Applications will be accepted in the following areas: Trade Enhancement/Innovation; Nutrition and Food Security/Food Safety; Concerns/Conservation; and Plan Pest and Health Problems. Deadline: October 21, 2008. Read more at: www.cdca.ca.gov.

Western SARE Farmer & Rancher Grant

Deadline: December 5, 2008.

Farmer/Rancher Grants (FRG) are conducted by agricultural producers, with support and guidance from a technical advisor. 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. More info at <http://wsare.usu.edu/grants>.

Low Interest Loans for Local Agricultural Producers

Whole Foods Market will make \$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. <http://www.wholefoodsmarket.com/products/locallygrown/plp/index.html>.

Organic Farming Research Foundation (OFRF) Grant Opportunities

OFRF administers a competitive grants program as part of its mission to foster the improvement and widespread adoption of organic farming systems. OFRF offers funds for research on any topic that will improve organic production systems, and for education and outreach projects to share organic farming information with current organic producers, farmers and ranchers considering transitioning their operations to organic. Awards of up to \$15,000 per year available. (\$20,000 for fruit projects). Deadline: November 15, 2008. Learn more at www.ofrf.org.

Agricultural Easement Funding Available in Glenn, Butte and Tehama Counties

The Northern California Regional Land Trust (NCRLT) is implementing an Irrigated Farmland Protection Project that includes conducting farmer outreach and encouraging the long-term, private stewardship of agricultural lands through the voluntary use of agricultural easements in Glenn, Butte and Tehama counties. For more information visit www.landconservation.org or contact NCRLT at (530) 894-7738 or nrcrlt@landconservation.org.

Classified Ad Submission

CCOF certified members and supporting members may run classified ads for free online and in *Certified Organic*, the CCOF Magazine, as space permits. To submit your ad please email ccof@ccof.org or fax your ad to CCOF at (831) 423-4528 with a subject line of "CCOF member classified ad".

Update Your Listing – 2009 Organic Directory

Attention CCOF Certified Members - the production of the "CCOF 2009 Organic Directory" has begun.



The Directory is a valuable resource for organic buyers and the key tool used by CCOF to promote you at trade shows and events and online. Do not miss out on business opportunities; **update your listing before October 22, 2008.**

Please take the following simple steps to ensure that we have the correct data for your company.

1. Look up your listing at www.ccof.org/directories.php
2. Verify your company information: Products, Sales Method, email, Website, Phone, County and Address. (Please pay particular attention to the sales methods you are using so buyers know how they can source from you.)

To make changes to your listing, email ccof@ccof.org or call (831) 423-2263 x 10 to request a "Directory Update Form".

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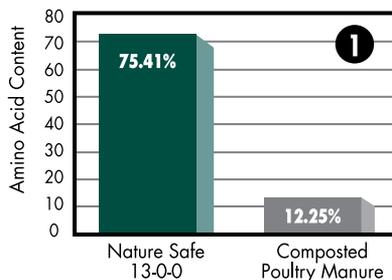
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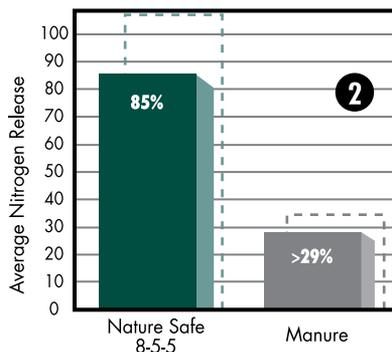
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Dotted lines represent projected release over 12-14 weeks.

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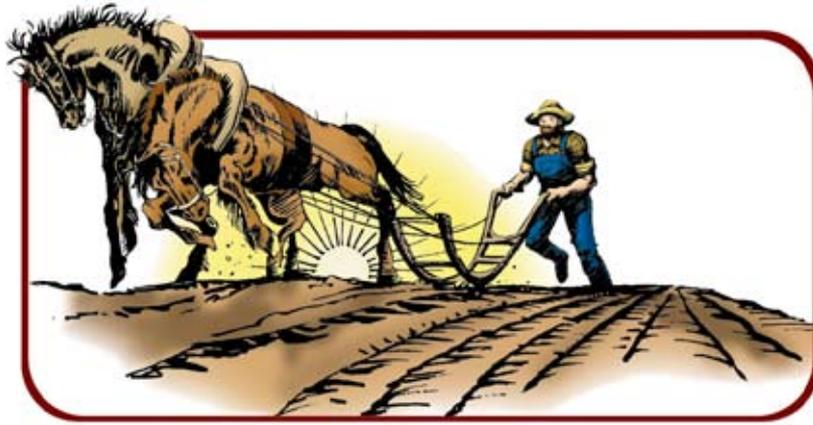
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