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INSIDE LOOK

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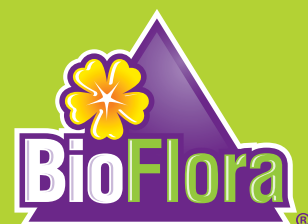
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Rediscovering Food Heritage

"Eating is not just an agricultural act; it is also deeply rooted in culture."

– Allison Clark, CCOF Senior Handler
Certification & Policy Specialist

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Certified Organic Magazine is published quarterly by CCOF and serves CCOF's diverse membership base and others in the organic community including consumers and affiliated businesses. Letters to the publisher should be sent to marketing@ccof.org. CCOF reserves the right to edit or omit submissions and letters received.

Advertising TeamworkX

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A Cultural Act

Once a year my dad got a bonus. For our family that meant a grand night out at the neighborhood favorite, Love's Bar-B-Q Pit. For whatever reason, heritage foods were neither high on the option list, nor on the favorites list.

But tradition was buried somewhere in the Love's ritual as it bore a slight resemblance to the outdoor, extended family dinners enjoyed on summer nights in my grandparents' backyard. The sizzling T-bones, corn on the cob, baked potatoes, and Colorado celery (my grandmother claimed that celery originated in Colorado) were part of a ritual in which select items were prepared by specific family members and then shared.

In this month's feature story, Allison Clark, CCOF senior handler certification & policy specialist, writes, "Mention preserving 'food traditions' or 'heritage foods' and you will hear stories about everything from grandma's pickled onions, to a one-of-a-kind meal in Spain, to seed passed down through generations on a family farm." She also reminds us, importantly, that eating is a cultural act as much as it is an agricultural act.

Allison's article looks beyond forms of agriculture that threaten local food traditions and points to how food stories and practices continue to enrich our lives and our world to this day. She highlights CCOF clients who produce heritage foods including Meyer lemons, Mission olives, Gravenstein apples, Heirloom squash, and heritage birds.

So, as I sat recently in a restaurant that featured locally grown varieties of peppers, greens, and abalone, I asked my dinner mates about their own food traditions. It was only moments before the memories flowed... canned pears from San Jose orchards, fresh egg omelets on Christmas morning, bushels of garden-grown tomatoes and cucumbers turned to sauce and pickles, and the taste of bitter backyard rhubarb before it became fresh strawberry-rhubarb pie.

We make the claim in this issue that the pendulum is swinging back from monocrop culture toward recognition of the importance of heritage foods and food traditions. In my informal dinner survey, I was pleased to find that the pendulum didn't have far to swing when it came to friends who have planted pear trees, tomatoes, and even a bit of rhubarb in their yards to honor family food traditions, promote biodiversity, and put tasty food on the table.



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Cathy Calfo
CCOF Executive Director

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Consumers Want Organic!

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A new Thomson Reuters-NPR Health Poll has found that more than half of Americans prefer organic foods over conventional. The monthly poll, which gauges people's opinions on a variety of health issues, shows that 58 percent of Americans choose organic foods over conventionally produced food when they have the opportunity. This number is higher among young consumers, with 63 percent of respondents under the age of 35 preferring organic foods.

This response is great news for organic producers! Clearly, the organic community is dedicated to choosing healthy, sustainable food products and demonstrates its commitment by continuing to choose organic over conventional. These consumers want to support their local food system while ensuring good quality food for their families. Results show that 36 percent of those who prefer organic foods choose organic to support their local farmers' markets while 34 percent want to avoid exposure to toxins present in conventional foods. This survey shows that the increased presence of organic foods has had a positive impact on consumers' choices. CCOF is dedicated to improving these numbers by supporting organic operations with certification assistance and marketing tools. Learn more about CCOF's trade association education programs and marketing webinars at www.ccof.org/programs.php.

Monarch Decline Linked to GMOs

Growing in irregular patches up to five feet tall with leaves almost a foot in length, milkweed was once unruly for farmers in the Midwest. The white, sticky liquid that flows from a wounded plant gives milkweed its name and makes it undesirable to farmers and gardeners across the country. Yet, since the rise and spread of genetically modified corn and soybeans resistant to Monsanto's Roundup, milkweed has been systematically eradicated from fields. These weed-free fields are now milkweed-free fields, and monarchs, which lay their eggs on milkweed and feed on the plant at their larval stage, are struggling to find habitat. A recent study, published online by the journal *Insect Conservation and Diversity*, attributes decreasing monarch populations to the loss of milkweed from the use of "Roundup Ready" (glyphosate-tolerant) crops on millions of acres nationwide. Evidence for the decline in monarch populations comes from a study, published in the same journal, showing decreasing populations of monarchs in central Mexico, where they migrate to in winter. The population was at its lowest in 2009-2010.

Though the paper lists other factors involved in the declining monarch populations, researchers maintain that the proliferation of glyphosate-tolerant crops is most at fault. Organic farming practices encourage biodiversity, and producers can promote monarch populations by planting hedgerows and perennial borders that encourage beneficial organisms. Home gardeners are encouraged to reintroduce milkweed into their landscape to promote pollinators.

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Number of Farmers' Markets up in 2011

Farmers' markets offer organic producers an excellent opportunity to market directly to consumers while building the organic community. These markets allow shoppers to interact with those responsible for producing their food. As demand for local, fresh produce has risen, the demand for farmers' markets has followed. The USDA *2011 National Farmers' Market Directory* lists 7,175 farmers' markets across the United States, up from 6,132 in 2011. This 17 percent increase (over 1,000 new markets) demonstrates that organic producers are able to profit from and sustain their local economy while providing healthy food to their community. Of the states experiencing increases in farmers' markets, Alaska and Texas stand out with 46 and 38 percent growth, respectively. California, of course, still remains the number one state for farmers' markets with 729 markets in

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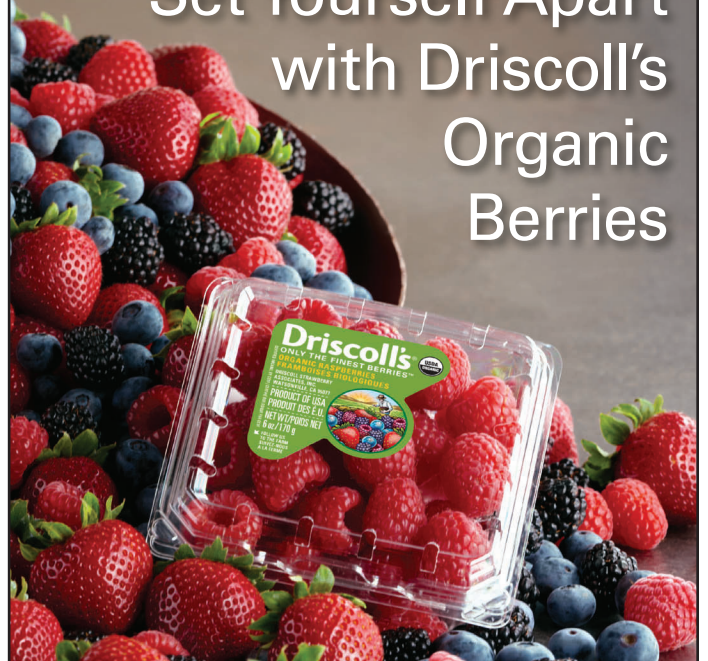
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Don't miss Dr. Michael Amaranthus' article in this edition of *Aeres*.

Dr. Mike is the leading scientist in the field and president of Mycorrhizal Applications, Inc., the World's Largest Producer of Mycorrhizae.

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operation. New York, Michigan, and Illinois follow close behind. Of these 7,175 markets, about 900 (12.5 percent) continue to operate through the winter, extending opportunities for consumers to access locally grown food all year long.

“The remarkable growth in farmers markets is an excellent indicator of the staying power of local and regional foods,” said Agriculture Deputy Secretary Kathleen Merrigan. “In short, they are a critical ingredient in our nation’s food system.”

Monsanto’s Sweet Corn Coming to a Store Near You

Missouri-based Monsanto will begin selling genetically engineered sweet corn seeds for plantings this fall, according to a company spokeswoman. The seeds will be sold under Monsanto’s Seminis Performance Series label but will then be marketed under the individual farm name, not as a Monsanto product. This move keeps consumers in the dark, causing them to unknowingly purchase and eat GE products. GE foods are under no requirement to be labeled as such; consumers have been purchasing unlabeled engineered foods for over a decade. Though resistance to genetically engineered varieties is strong, it has not kept new varieties from being developed and grown in fields nationwide. Syngenta has been selling GE sweet corn seeds for more than ten years. Monsanto’s variety is touted to protect against European corn borers, corn ear worms, fall army worms, and corn root worm larvae. It is resistant, of course, to Roundup. “Roundup Ready” crops and other genetically engineered varieties have been associated with weed resistance, biodiversity loss, crop contamination, and human health issues.

Though many consumers know that the best way to avoid GE crops is to purchase organic produce and processed products, others need to be educated on the potential environmental and health hazards associated with these crops and products. Download and print CCOF’s Top Ten Reasons to Buy Organic, and other helpful fliers, to distribute at your farm stand or market booth at www.ccof.org/ccof-facts.php.

Reducing Antibiotic-resistant Bacteria with Organic

New research from the University of Maryland School of Public Health demonstrates that organic poultry, which is raised without the use of antibiotics, has significantly lower levels of antibiotic-resistant bacteria. Antibiotic use in conventional animal production is of particular concern to humans because

antibiotic resistance, resulting from the development of antibiotic-resistant bacteria, has been shown to spread to humans. The study, published in the journal *Environmental Health Perspectives*, evaluated 10 conventional poultry houses in comparison with 10 poultry houses that had transitioned to organic. Researchers observed the presence of antibiotic-resistant bacteria in poultry feed, water, and litter, and evaluated the resistance of organisms to 17 commonly used drugs. Percentages of resistant bacteria were significantly lower among organic poultry.

This study is the first to demonstrate a link between transitioning to organic practices and a reduction in antibiotic resistance. This research illustrates the positive effects of cutting antibiotic use in animal food production, as a voluntary cut in antibiotic use can result in immediate reductions in antibiotic resistance for some bacteria. Organic poultry represents a safer alternative to conventional food production and the results of the study show that transitioning more poultry operations to organic practices can positively affect the safety of our food.

Organic Trade Association Names Organic Leaders

The Organic Trade Association (OTA) announced that it selected Michael Funk of United Natural Foods Inc. (UNFI) and Mark Lipson of the USDA to receive its prestigious Organic Leadership Awards for 2011. The two were honored at OTA’s Annual Awards Gala on September 21, 2011, at the Maryland Science Center.

Funk, UNFI’s chairman of the board, received the OTA Organic Leadership Award in the “Growing Organic Industry” category, while Lipson, organic and sustainable agriculture policy advisor at the USDA, received the award in the “Growing Organic Agriculture” category.

CCOF is honored to have a longstanding relationship with Lipson, as he helped to establish the CCOF office in the mid-1980s and became our first paid employee. While at CCOF, Lipson led the development of many of the foundational aspects of organic certification systems. He also played a key role in the passage and implementation of the California Organic Foods Act of 1990 and the national Organic Foods Production Act. He then went on to serve as the policy program director and senior policy analyst at the Organic Farming Research Foundation. Lipson joined USDA in 2010. His responsibilities include cross-agency coordination of organic farming policy issues and assisting with the “Know Your Farmer, Know Your Food” initiative. We are proud of Lipson’s contributions to the organic movement.

Eel River Brewing Supports CCOF

CCOF is grateful to have received donations from certified member Eel River Brewing Company, who generously offered a portion of their profits from their Earth Day beer, Earth Thirst, to CCOF. These proceeds help us to continue our mission to educate about and advocate for organic. Eel River is dedicated not only to brewing organic but also living organic. Their specialty Earth Day beer sought to raise awareness about the environment while supporting an important cause, organic agriculture. CCOF worked with the brewing company to make an informative and appealing Earth Thirst poster to educate consumers on the importance of organic. Eel River Brewing has plans to continue producing a specialty beer for future Earth Day campaigns in alignment with its goal to remain environmentally sustainable. Many thanks to Eel River for its commitment to organic and dedication to CCOF.

UC Berkeley Attains Sustainable Seafood Certification

UC Berkeley's Cal Dining became the first university dining program to achieve organic certification when they became CCOF certified in 2006. To this day, Cal Dining provides its four dining halls with organic salad bars. Further demonstrating its commitment to the environment, Cal Dining has been awarded Marine Stewardship Council certification for its dedication to sustainable seafood. This achievement once again makes UC Berkeley the first public university to reach such a goal. The Marine Stewardship Council (MSC) is a non-profit, global organization that recognizes sustainable fishing practices and works to move the seafood market towards sustainability. MSC certification designates seafood that can be traced through every step of the supply chain to show it has not contributed to overfishing. To be certified by the MSC, a dining program must prove that their seafood comes from an MSC certified supplier and is stored away from non-MSC certified seafood.

"At UC Berkeley, our diverse student body enjoys eating seafood in the dining facilities, and we're proud to be able to provide them with items including tuna, cod, flounder, mussels and



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salmon that will bear the MSC ecolabel," said Shawn LaPean, executive director of dining for UC Berkeley's Housing & Dining Operations, in a prepared statement. Congratulations to UC Berkeley for achieving this important certification that helps rebuild our world's fish populations from overfishing.

Earthbound Farm Continues Organic School Lunches

CCOF certified member Earthbound Farm has entered its second year of serving organic lunches for the All Saints' Day School in Carmel, California. According to Earthbound, the first semester of the program provided students with a menu of organic delights including sweet potato and corn chowder, whole wheat macaroni and cheese, and turkey linguini. After each lunch the uneaten food and unbleached paper napkins are composted at the Earthbound farm stand. This lunch program offers Earthbound the opportunity to connect with students and faculty alike and encourage them to learn about where their food comes from and how it is grown.

Though offering organic lunches to a community school is not feasible for all organic producers and farmers, consider offering local schools a farm tour or sampling day, or donate seeds to a school garden program. These interactions with your community can generate support for organic and dedication to your farm.



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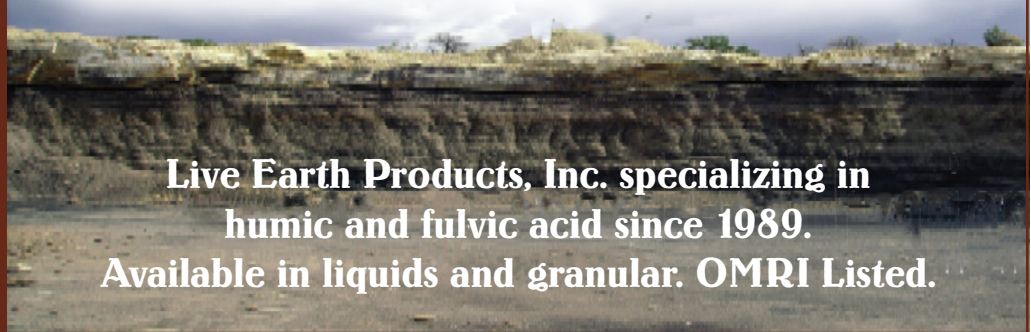
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HALL Wines Installs EV Charging Station

HALL Wines is the first vineyard and winery to install an ECOtality electric vehicle charging station. The St. Helena, California-based company now offers its visitors the opportunity to utilize the charging station as they enjoy their flights. HALL is committed to being a leader in sustainability and believes the charging station will contribute to its overall environmental impact.

"Since launching HALL Wines, we have been dedicated to preservation of the environment and bringing innovation to Napa Valley," said Ambassador Kathryn Hall, HALL Wines owner and vintner, in a prepared statement. "HALL Wines is always looking for new ways to provide support and dedication to the sustainable living movement. We continue to reinforce our commitment to the health of the land, as well as that of the greater Napa Valley ecosystem. The latest initiative to install an EV charging station at HALL St. Helena is an expansion of our sustainability efforts and is our way of not only encouraging the health of the land in wine country, but everywhere."

Though organic practices are already focused on the environment, encouraging sustainable transportation to your operation further demonstrates your commitment to a healthy planet.

Albert's Organics Offering Organic College

Albert's Organics has been a leader in the organic movement for over 25 years. To encourage the growth and development of the organic sector, Albert's offers educational programs focused on providing tools to food service operations in the produce industry, organic sector, and meat production business. These series each focus on education, strategies, and tools to foster successful business. Albert's currently offers Organic College and Produce College. Meat College will be released soon.

Organic College, a culmination of 28 years of experience and expertise in the organic sector, offers lessons on organic farming, standards, certification, labeling, genetic engineering, local and "natural" foods, and the environmental benefits of organic practices. The free online series allows students to complete lessons on their own time and at their own pace.

Do you have new employees or team members that would benefit from an introductory program on organics? Consider sending them to Albert's Organics' Organic College at <http://organiccollege.albertsorganics.com>.

CCOF "Likes"

Member News Meets Social Networking

Hurray! We've reached over 800 Facebook fans! Thank you for "liking" us and supporting our work. We'd love to hear from you on our page: www.facebook.com/CCOForganic. Don't have a Facebook page? Consider joining the online organic community through Facebook to reach your fans and share your story with them.



Concannon Vineyard via Facebook: "2011 CA State Fair Wine Competition Awards have been announced. We are honored to receive several awards. Thanks to our loyal friends, family, and fans for your continued support."

Congratulations on your awards! Fans are always happy to learn that they are appreciated, and sharing your victories with your supporters is a great way to generate enthusiasm for your business. Keep up the good work!



Dirty Girl Produce via Facebook: "Who likes green beans? 2 weeks away!"

Dirty Girl Produce's post of their green beans growing in the field is an effective way to share their story with supporters and fans on Facebook. Field photos educate consumers on organic practices while teaching them about the origins of their food. Plus, now they know what to look for at their local farmers' market!



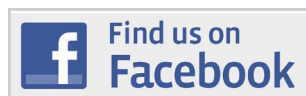
Peaceful Valley Farm & Garden Supply via Facebook: "It's the canning time of year and we have a NEW VIDEO for you. The link also takes you to current tips on canning safety. Did you know the safety rules have changed? We carry all you need for home canning!"

We love Peaceful Valley's helpful video series, which they post on YouTube and Facebook, and in their newsletter. Have you considered making an entertaining or informative video? Check out their videos at www.youtube.com/groworganic for inspiration!



Strawhouse Resorts and Organic Coffee via Facebook: "Mark your calendars! Friday and Saturday, August 26th & 27th, we will be serving Strawhouse's own signature whole wheat crust, wood-fired pizzas from noon to 8 pm. Awesome! Come help us celebrate our new wood-fired pizza oven!"

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Postharvest Tips from the Field

CCOF hosted a postharvest field day on August 16, focused on low-cost, low-tech postharvest handling techniques for small-scale organic farmers. We visited two farms with innovative postharvest handling facilities: Fat Cabbage Farm and Blue House Farm. The day began at Fat Cabbage Farm, a five-acre mixed vegetable operation, where farmers Miranda Roberts and Maggi Aaronson walked the group through the basics of how they wash and pack vegetables for their CSA and farmers' markets. They emphasized the importance of keeping a harvest log and sales log in evaluating the best product mix for market. The group then moved to Blue House Farm, a 30-acre mixed vegetable and tree fruit operation, where Ryan Casey demoed his postharvest inventions that use old bathtubs and PVC pipe for a low-cost, low-tech postharvest setup. Both farms demonstrated how to set up a postharvest station to maximize efficiency and minimize risk of workplace injury by reducing the number of repetitive steps in your process and paying attention to the ergonomics of your set up. The day concluded with an all-organic lunch where field day participants discussed what they had learned and how they might apply the techniques to their own operations.

Where's Cathy?

CCOF Executive Director Cathy Calfo continues to bring herself up to speed on organizational operations and on the larger policy issues and challenges confronting the organic sector. She met with a number of members in person and via phone including Brian McElroy from Driscoll's, Jim Cochran from Swanton Berry Farm, Melody Meyer from Albert's Organics, Kirk Johnson from Dynasty Farms, and Malcolm Ricci from Bolthouse Farms. She also toured Coke Farms, Pinnacle Farms, and Earthbound Farms; in addition, Cathy observed a certification inspection at Robert J. Silva Farms.

Cathy represented CCOF members at meetings of the California Coalition of the National Sustainable Agriculture Coalition, the California Climate Agricultural Network, and sustainable agriculture Executive Directors working group. Cathy remains incredibly impressed by the staff, board, and members of CCOF, and is excited about implementing the goals of the CCOF strategic plan. Interested in inviting Cathy to visit your operation? Contact marketing@ccof.org to set up a possible meeting time.



Food Policy from Neighborhood to Nation

CCOF encourages staff to pursue continuing education on topics that relate to the organic sector. In May, Senior Handler Certification & Policy Specialist Allison Clark headed to Portland, Oregon for the Community Food Security Coalition's second food policy gathering, "Food Policy from Neighborhood to Nation." The conference brought together people from across North America who are working to influence local and state food, agriculture, and nutrition policy. The conference also drove home a few inspiring main points, among them the assertion that local food policy councils are shaping sustainable food systems across North America. The conference stressed that food security is tied to sustainable growing, processing, and distributions systems, and that opportunities for growth exist in all of these areas. Fortunately, many city officials are beginning to see that sustainable food systems can have local benefits for the economy, the environment, and the health of the local community. You can help this effort by educating your local politicians and representatives about the benefits of sustainable food systems on society.

Check out the conference website for materials from the workshops at www.foodpolicyconference.org/portland. More information about the Community Food Security Coalition is available at www.foodsecurity.org.

Marketing 201 Webinar

CCOF held a *Marketing 201* webinar on July 26 and 28 with 33 participants. This webinar reviews the key elements for establishing continued marketplace presence, including tips and tricks on how to determine a fair price for organic products and create an attractive availability list that will grab your buyers' attention. *Marketing 201* also stresses the importance of good recordkeeping, and how to make an invoice. Participants received a worksheet ahead of time to develop their "sales pitch." They were then given time to practice their sales pitch live in the webinar and receive expert feedback. Did you miss the first run of *Marketing 201* but are interested in participating? CCOF will repeat this training in spring 2012.

Sustainable Pest Management Conference Just Around the Corner!

CCOF continues to gear up for its 10th Annual Sustainable Pest Management Conference, scheduled for December 2 and 3, 2011, in San Luis Obispo, California. The conference, co-hosted by CCOF and the College of Agriculture, Food and Environmental Sciences (CAFES) Center for Sustainability, provides an opportunity for pest control advisors, organic consultants, and growers to enhance their skills in innovative pest management practices for organic and sustainable agriculture. This year's keynote speaker, Secretary of Food and Agriculture Karen Ross, will address how CDFA's budget impacts pest management in California. Attendees will gain an understanding of tools for organic production practices, biologically-integrated pest control, pesticide resistance management, beneficial soil organisms, and updates on important regulatory issues. Additional speakers include:

Helene R. Wright, CA State Plant Health Director, USDA - APHIS

Betsy K. Peterson, Director, Technical Services, California Association Nurseries and Garden Centers

Andrea Fox, Legislative Policy Analyst - Governmental Affairs, California Farm Bureau Federation/ Member of California Invasive Species Advisory Council

Margareta (Greta) Lelea, Postdoctoral researcher in Entomology and Human and Community Development, UC Davis

Jen Sedell, Student in Human and Community Development, UC Davis

Robert Leavitt, Director, Plant Administration, Division of Plant Health, CDFA

Caroline Cox, Research Director, Center for Environmental Health

Enrique Urrutia, Audit Technical Manager, Primus Labs

Sonny Pulido, Audit Technical Assistant Manager, Primus Labs

Oleg Daugovish, Strawberry and Vegetable Crop Advisor, Ventura County UC Cooperative Extension

Jake Blehm, Assistant Executive Director, Ecology Action

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Leaders in Organic to Attend CCOF Annual Meeting and Conference

CCOF is preparing an all-star lineup for this year's Annual Meeting and Conference. The theme of this full-day conference is *Advancing Organic 2012: Practices and Policies* and is scheduled as an EcoFarm pre-conference. **Craig McNamara** of Sierra Orchards and the Center for Land-Based Learning will begin the day with his perspective on the future of organic farming. Simultaneous workshops in the morning will cover advanced practices for farmers, livestock producers, and handlers. Afternoon workshops will discuss how the U.S. Farm Bill affects organic, and provide an overview of emerging food safety regulations. The afternoon will include a keynote presentation by **Dan Imhoff**, author of *Food Fight: The Citizen's Guide to a Food and Farm Bill*.

Visit www.ccof.org/educationconference.php for more details on speakers. Registration begins October 21, 2011, through EcoFarm's website: www.eco-farm.org.

Organic Labeling Basics

Do you need to update your label or create a new product line? Then you need to know what to do to avoid making costly mistakes and delaying your product rollout. CCOF's new labeling webinar, *Develop Compliant Organic Labels in Seven Simple*

Steps, will clarify confusing requirements with a step-by-step process for developing labels that comply with the USDA National Organic Program. This webinar, coming October 26 and November 1, will give you new insight into the most common mistakes companies make with their organic labels, and the implications of doing so in the new "Age of Enforcement." After this webinar you will understand the relevance of product composition and percentage calculations to your product claim, the correct use of the CCOF and USDA seals, ingredient lists, the steps involved in the CCOF label approval process, and much more. Check the CCOF education webpage for registration and upcoming events in 2012: www.ccof.org/programs.php.

CCOF Helps Boost Organic Integrity in Farmers' Markets

This fall, CCOF will begin development on our *Farmers' Market Guidelines* to educate farmers' market managers and CCOF members on how to comply with basic organic principles (i.e. commingling) in a farmers' market setting. CCOF will also produce a consumer mini guide to help educate consumers on the meaning of certified organic and prepare them to be more savvy farmers' market consumers. Tina Cosentino, CCOF's program and member services specialist, will work with chapter leaders to develop a distribution plan for the consumer mini guide at the chapter meetings this winter in preparation for the spring 2012 farmers' market season.



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chapter UPDATE

Chapter Updates are featured in each edition of *Certified Organic*. If your chapter has news to share, please write to programs@ccof.org with a brief description of what you are doing! Here is a summary of the latest chapter activities:

Pacific Southwest (PS) held a chapter meeting on June 9 with 20 participants. "The Bug Dr.," Jim Davis, of American Insectaries, Inc. presented on local pest management strategies. The PS Chapter discussed plans for a fall networking event for local farms and farming organizations. They also addressed concerns over emerging food safety regulations and voted to submit a letter asking CCOF to provide certification services for Good Agricultural Practices (GAP) for avocados.

Fresno Tulare (FT) held a chapter meeting on June 21, which included a review of the chapter election protocol. Election nomination materials have been mailed to all chapter members. Darell Epse presented the results of field trials going on at Fresno State using biodegradable paper mats for weed control. Ryan Hesse of Marrone Bio

Innovations presented on field trials for Regalia and Green Match Herbicides also at Fresno State. Dr. Sajeemas "Mint" Pasakdee provided an update on the CSUF Organic Farm.

Sierra Gold (SG) gathered on June 23 at CCOF board member Randy Hansen's orchard to enjoy the company of fellow farmers and share stories and advice. The Hansens have farmed their 125-acre orchard since 1887. Randy explained the improvements they are making in irrigation, how they are making use of local resources in their soil nutrition program, and how their philosophy on weed control has evolved.

Yolo (YO) gathered at Dixon Ridge Farms with over 50 participants to share in an all-organic potluck BBQ on July 24. Chapter members, both young and old, enjoyed the pool, sharing stories, and laughter. Dru Rivers of Full Belly Farm reflected on the BBQ, saying: "We're all so busy! We used to do this sort of thing all the time. It's great to see old friends and catch up on how our farms have grown and flourished over the years."

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Invasive Species are Everyone's Issue!

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Every state is affected in some way by invasive species but California may have the worst problem due to its size, the sheer quantity of invasives, its lengthy border with many entry points, and the ramifications that eradication programs have on diverse stakeholders. Each "invasion" is an inevitable consequence of the globalization of commerce and population. We must be prepared for new species, taking a holistic approach to pest management to grow California's thriving agriculture industry.

In recent years, California pest management programs, administered by the California Department of Food and Agriculture (CDFA), experienced several public relations debacles over aerial spraying in urban areas and failed to eradicate some pests that have wreaked havoc on natural resources. In an effort to improve communication and relations between the CDFA and various stakeholders, the governor formed an interagency group known as the ISCC (Invasive Species Council of California), comprised of high level administrators and decision makers from many agencies: CDFA; Natural Resources; Environmental Protection; Business, Transportation and Housing; Health and Human Services; and Emergency Management.

The ISCC appointed a diverse stakeholder group called the California Invasive Species Advisory Committee (CISAC), which consists of representatives from water management agencies, public health officials, plant and insect specialists, forestry managers, environmentalists, and agricultural interests from nurseries to organic farming. Zea Sonnabend, CCOF policy specialist and organic inspector, represents organic farmers on CISAC.

CISAC's charge is to make recommendations for a coordinated approach to invasive species actions across all the state agencies and stakeholders involved. CISAC's Strategic Framework includes strategies and recommended actions for invasive species in the areas of leadership and coordination, prevention and exclusion, detection and response, eradication and management, outreach and public engagement, and fundamental and applied research.

Organic farmers are frequently caught between government mandated eradication efforts and consumer expectations about organic products. Putting integrated pest management as a cornerstone of any pest eradication approach helps determine



what occurs in future eradication programs. One of the most important recommendations in the Strategic Framework, from an organic perspective, calls for a Programmatic Environmental Impact Report (PEIR) for all new invasive species. This would codify the need for preventative, cultural, and biological methods as the first choice in invasive species control. Getting this recommendation into the Strategic Framework elevates the approach that organic farmers use for all pest issues (not just invasives) as an acceptable and effective pest management practice.

CCOF Comments at Farm Bill Listening Session

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The CDFA held Farm Bill listening sessions over the summer to gather input from farmers, ranchers, and the public regarding California's priorities for the federal Farm Bill. These listening sessions offered an opportunity for individuals and organizations to provide comments to help determine these priorities.

Covering such issues as research, conservation, nutrition, commodities, and rural development, the Farm Bill is a multi-year legislation for major food and farm programs. The legislation funds critical programs such as nutrition assistance (food stamps), technical assistance for farmers and ranchers, research, invasive species prevention and management, and initiatives that support food production and environmental conservation. The current Farm Bill: the Food, Conservation, and Energy Act of 2008, will expire in 2012, requiring congressional action.

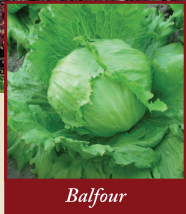
CCOF is actively involved in Farm Bill advocacy with our strategic alliance partner, the Organic Trade Association (OTA), and our National Sustainable Agriculture Coalition (NSAC) California Delegation partners.

CCOF provided comments at one of the listening sessions, emphasizing the fact that California organic agricultural production represents 19 percent of all U.S. organic farms, and 36 percent of all organic sales. California also produces more than two-thirds of organic fruits, vegetables, and nuts, combined.

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Generating more than 90 percent of all U.S. organic sales for 14 commodities, California's organic agriculture industry can be a key player in helping to shape the future of the Farm Bill.

Across the country, organic agriculture is one of the fastest growing sectors of agriculture, creating jobs in rural America and lucrative market opportunities for American family farmers. For 10 years, the industry grew at an average annual rate of 20 percent, and continued to experience positive growth during one of the worst economic downturns in the country's history. The organic farming sector is a \$29 billion industry in the U.S., served by over 14,500 organic family farmers. Continued growth of organic agriculture requires continuing the modest but important investment in programs, reauthorized in the 2008 Farm Bill, that enforce organic standards, provide research and market information to farmers, and help offset the costs of organic certification.

Following are some of the programs CCOF is supporting in its Farm Bill work:

National Organic Program (NOP)

The NOP enforces federal organic standards, accredits certifiers, develops equivalency agreements, and handles complaints. In essence, the NOP ensures the integrity of the organic seal. Funded through the annual agricultural appropriations process, the NOP performs regulatory oversight of the organic label and ensures that consumers are getting what they pay for when they choose foods with the organic label. These are essential functions to the survival and growth of the organic sector. The NOP has an authorized funding level of \$11 million for fiscal year 2012. NOP has authorized funding levels from \$5 million in fiscal year 2008 to \$11 million in fiscal year 2012.

Organic Agriculture Research and Extension Initiative (OREI)

Administered by the USDA National Institute of Food and Agriculture, OREI is USDA's flagship competitive grants program dedicated to organic research and extension activities. OREI funds research projects on organic agricultural systems ranging from improving weed management and developing organic seed, to enhancing environmental sustainability and carbon sequestration on organic farms. The program is very competitive and funds only a small percentage of eligible proposals each year. OREI has a mandatory funding level of \$20 million each year from 2010–2012. An additional \$25 million has been authorized for fiscal years 2009–2012.

Organic Data Initiative (ODI)

ODI received \$5 million over five years in the last Farm Bill to fund basic USDA data collection on the organic sector. The Economic Research Service, the National Agricultural Statistics Service, and the Agricultural Marketing Service all collaborate on this data collection initiative. Activities funded include the 2008 Organic Production Survey, the first-ever comprehensive survey of organic agriculture in the U.S.; economic reports; and

price reporting for organic commodities. Data collection that is on par with the services provided to conventional producers must continue for organic agriculture. ODI has a mandatory funding level of \$5 million to jump start data collection, with additional funding of \$5 million for fiscal years 2008–2012.

National Organic Certification Cost Share Program

The Cost Share Program helps certified organic farmers and handlers offset the costs of certification by providing a small reimbursement of no more than \$750 per year, capped at 75 percent of total certification costs. Agriculture is a capital intensive industry, and this small reimbursement helps to reduce the barriers to organic certification for farmers and handlers. This program is critical to small and mid-sized farmers as well as beginning farmers who, because of the sector's lower start-up costs and market opportunities, view organic agriculture as a promising entry point into farming. The National Organic Cost Share Program has mandatory funding of \$22 million over the total life of the 2008 Farm Bill.


Environmental Quality Incentives Program (EQIP) Organic Initiative

The 2008 Farm Bill recognized the importance of organic systems to achieving conservation goals and also acknowledged the historic lack of participation by organic farmers in conservation programs due to lack of access. The bill included provisions in the Conservation Stewardship Program and the Environmental Quality Incentives Program (EQIP) to improve access to these programs for organic and transitioning farmers through a cost share for organic farmers implementing conservation practices. The cost share limits are set at \$20,000 per year for a total of \$80,000. The Natural Resources Conservation Service (NRCS) implemented the provision in EQIP as a \$50 million Organic Initiative in 2009.


Organic Crop Insurance

The 2008 Farm Bill mandated that the Federal Crop Insurance Corporation (FCIC) enter into one or more contracts to review the underwriting risk and loss experience of organic crops to determine the variation in loss history between organic and non-organic crops. The FCIC is directed to eliminate the premium surcharge for organic crop insurance, unless the review documents significant, consistent, and systemic variations in loss history between organic and conventional crops. Several organic crops have seen their surcharge removed, but the need for risk management tools for the organic sector is still lagging as risk management tools are designed for monocropping, while many organic operations have integrated systems. Additionally, the need for more data collection, through ODI, is also slowing the process for creating proper risk management tools.

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Organic Egg Safety

Egg safety is an emerging issue for the organic industry due to concerns raised by the U.S. Food and Drug Administration (FDA) that outdoor access for organic poultry, as required by national organic standards, is incompatible with its 2009 rule addressing food safety for eggs.

In adopting its Egg Safety Rule, the FDA sought to reduce the incidence of *Salmonella* in eggs. One of its strategies centered on limiting the exposure of poultry to potential disease vectors such as wild birds, wild animals, rodents, and flies. It also focused on prevention measures both in poultry houses and the adjacent grounds. The NOP requirement for outdoor access was expressly considered in this rulemaking.

An OTA review of 11 peer reviewed U.S. studies and 10 peer reviewed studies from abroad concerning the impact of different housing systems on egg safety has shown there is no general consensus demonstrating the superiority of one housing situation over another regarding food safety and egg quality. Also, there is no scientific evidence that chickens with outdoor access are more susceptible to *Salmonella* than poultry raised exclusively indoors. Instead, a key determinant in susceptibility appears to be the actual management of the facility.

In late July, the OTA and representatives from six organic egg-producing companies representing over three million layers met with FDA officials, members of Congress, and representatives from the USDA and the NOP to exchange information about the compatibility of the FDA's Egg Safety Rule and organic standards. In total, the companies taking part

represented the majority of all organic laying hens in the United States. In these meetings, these producers delivered messages about their outstanding food safety track record and measures they have in place.

Among the messages OTA members shared was the requirement under NOP regulations that all chickens have access to the outdoors. The members emphasized that organic producers not only support outdoor access, but know how to do it safely. Noting that consumers expect outdoor access for all organic livestock, OTA members made clear that they support a strong food safety system and the FDA's Egg Safety Rule. Most importantly, it was stressed that organic egg producers have excellent audit systems in place and an exemplary food safety record.

"Consumers view organic as the ultimate standard. They expect that chickens raised organically get outside and have the ability to exhibit their natural behaviors," said Jesse Laflamme, co-owner of Pete and Gerry's Organic Eggs in Monroe, New Hampshire. "Food safety is a management issue. There is no correlation between outdoor access and food safety issues."

According to Michael Cox, president of the Arkansas Egg Company of Summers, Arkansas, "The organic industry as a whole is making great strides in the realm of food safety through continuous improvement of sanitation, training, and understanding the science behind food safety... consumers are thrilled that organic birds are raised outside. The FDA's focus is on safe food, and that is what organic egg producers like us can deliver."

David Will, general manager of Chino Valley Ranchers in Arcadia, California agreed. "We meet, if not exceed, the requirements of the Egg Safety Rule. We test to an even greater degree than the rule calls for."

Gwendolyn Wyard, OTA's associate director for organic standards & industry outreach, noted that Good Manufacturing Practices (GMPs) such as sanitation, pest management, product traceability, and contamination prevention are not only required by the organic regulations and verified through third-party inspections, they are, in fact, the foundation of organic production and handling systems since certified operators are required to take a preventative rather than reactive approach to pest and disease control.



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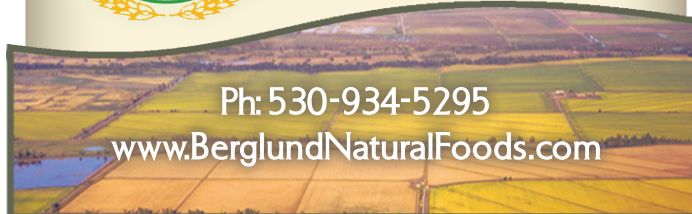
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Renewals Are Coming!

To remain certified with CCOF every operation must submit an annual certification contract and pay their certification fees. This process plays a critical role in preserving the integrity of organic production and standards, and allows CCOF to continue to serve our clients and their needs. In early November, CCOF will mail renewals and annual invoices to all operations. To complete the renewal process and remain certified with CCOF, you **must**:

- complete your renewal contract, **and**
- pay your annual fees

Please complete your renewal in a timely manner. Help CCOF serve you and other operations efficiently, and avoid unnecessary costs by completing your contract and submitting payment by January 1, 2012. If you would like to establish a payment plan, please contact CCOF accounting using the contact information listed on the invoice. Completing your renewal on time allows CCOF to ensure timely inspections and to group inspections so they are as cost effective as possible. If you have questions, please contact CCOF.

Renewals may be submitted online by visiting www.ccof.org/payment.php. All CCOF bills may be paid online through the website.

Critical upcoming renewal deadlines:

November 1, 2011 - Renewals are mailed.

January 1, 2012 - All renewals and annual payments are due.

February 15, 2012 - A Notice of Noncompliance and a **\$75 late fee will be issued** to all operations that have failed to complete the renewal process. This is also the last day to withdraw from CCOF certification without accruing certification fees in 2012.

March 15, 2012 - A Notice of Proposed Suspension and **an additional \$75 late fee will be issued** to all operations that have failed to complete the renewal process.

April 15, 2012 - All operations that have failed to complete the renewal process will have their certification suspended. If your certification is suspended and you wish to be certified organic in the future, your certification must be reinstated by the NOP after a costly and lengthy process.

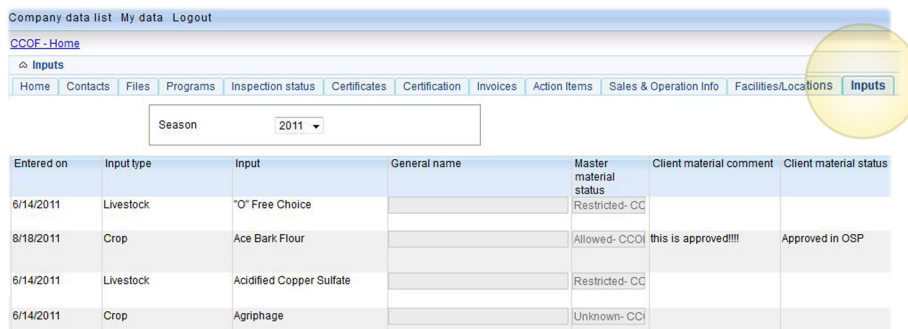
FAQ: What if I pay my bill but don't complete the renewal contract or vice versa?

Many CCOF operations assume that if they pay their fees they are not required to complete a renewal contract. Under the NOP standards a renewal contract is **mandatory** and failure to complete it will result in suspension of certification. Operations that only pay their fees or only complete their contract will force CCOF to issue a Notice of Noncompliance.

Name and Seal Use Agreement Eliminated - More Improvements on the Way!

To reduce paperwork, CCOF has modified our Private Label Seal Use approval process. Under our new system, clients will only need to complete the CCOF H2.6 Private Label profile. Review the new H2.6 form at www.ccof.org/osp.php. You are no longer required to secure the signed Name and Seal Use Agreement from your private label customer. Instead, CCOF will communicate the policies, requirements, and responsibilities under the USDA National Organic Program to the private label entity directly.

We are continuously investigating our system for other opportunities to reduce paperwork and increase efficiency.



In the coming months, CCOF will provide access to the "inputs tab" in each client's MyCCOF portal.

All CCOF clients must continue to submit their labels prior to production, and existing private label fees per CCOF Manual 1 remain in effect. However, CCOF clients will no longer have to chase their private label customer for signatures, or deal with the legal departments of large private label supermarkets and others. CCOF expects this to improve label approval processes and response rates for all clients. We are continuously investigating our system for other opportunities to reduce paperwork and increase efficiency. Look for improvements to international compliance affidavits soon. Is there an area of certification that you feel is paper heavy or inefficient, and could be improved? Send a letter, fax, or email to handler certification director, Jody Biergiel, at jody@ccof.org with your suggestions.

Improving Materials Tracking and MyCCOF

Over the last year, CCOF has created computerized records for all inputs used by our clients. These records allow us to improve organization and streamline material reviews. During this process, CCOF developed an internal materials list that combines all internal CCOF material reviews as well as both the OMRI and WSDA lists. As files have been reviewed during this time, CCOF added each client's inputs to their operation's database record. In the coming months, CCOF will provide access to the "inputs tab" in each client's MyCCOF portal. This will allow you to monitor and track the status of input approvals and requests associated with your operation.

Many CCOF operations have requested access to a single materials approval list so they can be aware of past CCOF review decisions and eliminate the need to check several different lists when choosing brand name materials. CCOF seeks to meet the needs of our clients and we are actively reviewing options for making this list available. Though it is unlikely that

CCOF will produce a printed materials list, options for an online list at www.ccof.org or within MyCCOF are being considered.

All materials approvals must be made in the context of the operation's organic system plan, and CCOF clients will always be required to seek approval of materials prior to use. However, we are committed to making this process easier, faster, and more transparent so growers, livestock operators, and processors can know what materials have been previously reviewed by CCOF or other entities.

Our ultimate goal is to provide both efficient electronic submission of Material Review Requests and to allow CCOF clients to have access to CCOF's internal materials list. This will ease material selection and additions to Organic System Plans. We hope to test systems in 2012 that will significantly improve your experience with input materials selection and requests. Stay tuned for more improvements to CCOF's inputs management, review, and approval system.

In addition to inputs, MyCCOF will soon include every client's record of facilities so you can monitor which facilities we have on file. This will allow you to easily track your facility inspections.

Certification Fee Schedule Changes

After more than five years without a change to CCOF's certification fee schedule, we are forced to implement changes to guarantee a high level of CCOF service in the future. CCOF clients will see these new fees reflected in their 2012 annual certification renewal. Though fees have not increased during this time, CCOF has improved service and responsiveness while experiencing significant increases in expenses and expectations from clients, the NOP, and accreditors. We

continue to receive requests for faster service from clients of all sizes. At the same time, we face impending requirements to increase residue testing and unannounced inspection efforts while needing to continue to respond effectively to investigations.

To achieve these goals, CCOF is increasing our fees by approximately 8-12 percent across all client fee categories. CCOF is increasing fees more dramatically at the top end of the fee scale to reflect the increased workload and effort necessary for servicing today's large organic businesses. Specifically, CCOF has created a new top fee category to address businesses that have organic sales which exceed CCOF's previous top tier of \$15,000,000 by 10 times or more. This will ensure that CCOF can effectively meet the needs of both the small and large entities with whom we work.

We are always wary of raising any businesses expenses but CCOF is confident that this fee increase will allow for the ongoing development of personnel and other resources to ensure that we effectively meet client needs and preserve organic integrity in the marketplace.

CCOF Certification Services Fee Schedule (all amounts in dollars)

Effective October 1, 2011

Organic Production Value		Services Fee	
At Least	Not More Than	Producer	Handler
\$0	\$10,000	\$200	
10,000	20,000	275	
20,001	50,000	350	
50,001	100,000	525	600
100,001	200,000	600	650
200,001	300,000	725	725
300,001	400,000	875	875
400,001	500,000	1,050	1,050
500,001	600,000	1,500	1,500
600,001	700,000	1,700	1,700
700,001	1,000,000	2,200	2,200
1,000,001	1,500,000	3,300	3,300
1,500,001	2,000,000	3,850	3,850
2,000,001	2,500,000	4,400	4,400
2,500,001	3,000,000	4,950	4,950
3,000,001	3,500,000	5,500	5,500
3,500,001	4,000,000	6,050	6,050
4,000,001	5,500,000	7,150	7,150
5,500,001	10,000,000	9,900	9,900
10,000,001	15,000,000	17,000	17,000
15,000,001	150,000,000	25,000	25,000
150,000,000		35,000	35,000

\$350 = Minimum fee for mixed organic and non-organic (all types, all crops).

\$525 = Minimum fee for livestock operations with greater than 10 animals.

\$1,200 = Minimum fee for clients outside of the 50 United States.



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Rediscovering Food Heritage

By Allison Clark

What are food traditions?

In the twentieth century, the Green Revolution and its monocrop philosophy radically changed the face of our food supply and left the tattered remnants of traditional tools for survival, health, and pleasure in its wake. Monocropping is the high-yield agricultural practice of growing a single crop year after year on the same land. As a result, the diversity of available seeds has plummeted and the variety of crops grown on farms has followed suit. The monoculture model has even extended to livestock production, where factories full of nearly-identical creatures fatten faster than ever while producing an unprecedented volume of waste. At the other end of the food chain, consumers have lost the age-old skill of turning raw ingredients into healthy sustaining food, and face a growing set of health issues related to overconsumption.

Luckily, the pendulum is swinging back. Producers and consumers alike are beginning to recognize the importance of food traditions in sustainable food systems, and the organic sector is a natural match for the movement. At first, the notion of cultural food heritage evokes a personal reaction - *how do I relate to food, and how does food influence my life?* At home, our eating habits are a collection of practices gleaned from family, friends, travel, and personal exploration. Mention preserving

“food traditions” or “heritage foods” and you will hear stories about everything from grandma’s pickled onions, to a one-of-a-kind meal in Spain, to seed passed down through generations on a family farm. However, in combination, these individual food histories impact global biodiversity and environmental health, as well as our collective knowledge.

Who’s working to save them?

In 1989, Carlo Petrini, an Italian man frustrated by the homogenization of the food chain, joined with a few friends to start an organization called Slow Food. Their goal was to “counter the rise of fast food and fast life; the disappearance of local food traditions; and people’s dwindling interest in the food they eat, where it comes from, how it tastes, and how our food choices affect the rest of the world.”¹ Now, just over two decades later, Slow Food chapters in over 150 countries form an international network dedicated to defending food traditions. Slow Food uses a project called the “Ark of Taste” to identify and protect exceptionally delicious pieces of food heritage that are in danger of being swallowed by the industrial food system. Since its inception in 1996, nearly 1,000 specific “endangered” products from around the world have landed on the Ark of Taste and met new audiences through Slow Food projects and partnerships.

“The best assurance for continued diversity in our food supply lies in connecting the stories, flavors, fragrances and textures of these foods to larger audiences...”

- Renewing America's Food Traditions (RAFT)

As more interest in the heritage foods movement grew, Slow Food USA partnered with American Livestock Breeds Conservancy, Chefs Collaborative, Cultural Conservancy, Native Seeds/SEARCH, and Seed Savers Exchange to form an alliance called RAFT (Renewing America's Food Traditions). This alliance brings together “farmers, chefs, breeders, producers, and our food system as a whole”² to collaborate on projects that protect food traditions with ecological, culinary, cultural, and health benefits. RAFT's projects include identifying and restoring regional “at risk” foods and expanding markets for them. According to the RAFT website: “The best assurance for continued diversity in our food supply lies in connecting the stories, flavors, fragrances and textures of these foods to larger audiences, so their eating, purchasing, and recreation habits once again support the food's producers.”² RAFT posits four questions for individuals and organizations interested in engaging in these areas:²



Slow Food[®]

- ❧ *What place-based foods have unique traditions in your landscape, seascape, and culture?*
- ❧ *Which of these foods offer flavors, textures, and pleasures cherished in your foodshed that can't be found anywhere else in the continent?*
- ❧ *How many of these foods – traditionally foraged, fished, hunted, or grown – might now be at risk in their home place?*
- ❧ *What can we do to collectively ensure their survival, and to support their original stewards in their struggles to keep these foods and traditions alive?*

Whether your contribution to the food chain is at the seed, crop, animal, processing, or table level, you have a role in creating and protecting the thriving food heritage that our future generations will inherit.

It starts with a seed

Our food system starts with seed. The importance of seed to food security and sustainable farming is recognized by private and public groups alike, and the dwindling diversity in the seed supply is cause for concern. A 1983 study conducted by Rural Advancement Foundation International found that many seed varieties have done a disappearing act in the last century – 93 percent of varieties of the 66 crops they studied had gone

extinct.³ For example, in 1903, American seed houses offered 307 varieties of sweet corn seed, but by 1983, the U.S. National Seed Storage Laboratory (now known as the National Center for Genetic Resources Preservation) housed only 12 corn varieties.

Seed saving and breeding operations hope to counter this trend. The largest cooperative seed saving venture to date is the Svalbard Global Seed Vault, which is housed 300 feet deep in the permafrost in Svalbard, Norway. The vault's website notes:

“The loss of biological diversity is currently one of the greatest challenges facing the environment and sustainable development. The diversity of food crops is under constant pressure. The consequence could be an irreversible loss of the opportunity to grow crops adapted to climate change, new plant diseases and the needs of an expanding population.”⁴

Designed to store duplicates from seed collections around the world, the vault has three concrete chambers that can each hold up to 1.5 million seed samples at a constant temperature of about -18 °C. The location for the vault was chosen strategically for its potential to remain stable in the face of natural and man-made disasters. The U.S. National Center for Genetic Resources Preservation sent an initial shipment of 11,000 samples to the vault after it opened in 2008, and they plan to continue this collaborative effort to safeguard the seed supply.

Back in the United States, many smaller projects are working toward the same goals. Seed Savers Exchange promotes “participatory preservation” – they work with farmers and gardeners to propagate heirloom seed varieties, and have contributed over 1,600 open-pollinated varieties to the Svalbard vault. All the varieties in their catalog are untreated and non-GMO, and many organic varieties are available. Other popular seed companies, including Seeds of Change and Johnny's Selected Seeds, also continue to expand their organic heirloom collections, giving organic farmers more options when they search for new crops to plant.

Testing new varieties can be time consuming and costly, but projects like the Ark of Taste and RAFT facilitate the development of partnerships that reduce risks for the farmer. As a member of Slow Food Sonoma County and of Slow Food USA's Ark of Taste Committee, Elissa Rubin-Mahon has successfully organized a number of events focused on Ark foods. She recommends that farmers and Slow Food chapter members collaborate early in the year to identify heritage foods that may do well in their region, and contract production for events that feature the crops later in the year. As a RAFT alliance member, the Chefs Collaborative works to build

In 1903, seed houses offered 307 varieties of sweet corn seed, but by 1983, U.S. seed storage housed only 12 varieties.

- Rural Advancement Foundation International



connections with producers, educate consumers, and build buying power for restaurants that support heritage foods and food traditions. Chefs and artisans also seek specialized ingredients and producers who can meet their unique needs. A guaranteed market provides an excellent incentive for farmers looking to dabble in heirlooms.

The revival of rare breeds

While there is a financial incentive for growing high yield, mainstream crops, this financial pressure is amplified in the livestock industry, and the negative impacts on the food system can be even more difficult to mitigate. Modern breeds and practices convert feed to marketable meat faster than ever before, but this can come at the cost of flavor, environmental sustainability, and the well-being of the animal. Just as limited genetic diversity in the seed supply makes us vulnerable, the resilience of our animals is at risk. The majority of the food supply comes from just a handful of breeds; however, the American Livestock Breeds Conservancy (ALBC) and a growing group of dedicated ranchers and breeders are working to retain and expand a living library of heritage breeds. According to the ALBC: "These traditional breeds are an essential part of the American agricultural inheritance. Not only do they evoke our past, they are also an important resource for our future."⁵

Concerns about the conventional meat industry and a simultaneous explosion in backyard chicken operations have led to increased interest in heritage breeds. Bud Wood from Murray McMurray Hatchery in Webster City, Iowa, reported that

they have been running at full capacity for the last three years and have been selling out before chicks are even available. They have also had a lot of interest from organic farmers. McMurray Hatchery started in 1917 and currently offers 110 chicken breeds, as well as ducks, geese, turkeys, and other rare birds. Their website even includes a "Rarest of the Rare" section with chicken breeds like the Silver Penciled Wyandotte and Salmon Faverolles. McMurray lists ALBC ratings for breeds in their catalog - "Critical," "Threatened," "Watch," and "Recovering" - and they hope this information will raise awareness and encourage their clients to choose endangered breeds.

Traditional food preservation - "You Can, Too!"

"Eat it to save it!" This catchphrase of heritage foods advocate Poppy Tooker neatly captures the ultimate goal of the heritage foods movement: getting these products into consumers' homes and mouths! It sounds simple, but this step often requires some creativity. Traditional food preparation and preservation skills have lost their place in many homes and this makes it harder for consumers to incorporate unfamiliar ingredients into their diets. It may take significant outreach efforts to get your products on even the most well-intentioned eaters' plates, but the options are endless and can build consumer loyalty.

The wartime slogan "You Can, Too!" has influenced a new generation of consumers who enthusiastically seek classes on every aspect of food production, as well as opportunities

“Heritage seeds and breeds cannot survive without the knowledge and skills needed to plant, tend, prepare, and preserve foods.”

to purchase or trade heirloom treats. This audience may not know why they should care about Meyer lemons or white Sonora wheat, but are eager students if you offer classes or CSA newsletters full of recipes. U-pick opportunities and direct marketing of “jammer” flats also provide a chance to build rapport with more savvy consumers and sell products that may otherwise end up in the compost.

Processing and alternative distribution systems can also make heirloom products more accessible. CCOF has seen a spike in organic postharvest handling operations in the last few years as organic farmers begin to offer more preserves, essential oils, and other farm products that add value to their crops. Online services, such as local produce box distributors and **www.localharvest.org**, allow you to emphasize the unique qualities of your products without a lot of additional marketing effort. These services get traditional foods to consumers using modern technology.

Ultimately, eating is not just an agricultural act; it is also deeply rooted in culture. Heritage seeds and breeds cannot survive without the knowledge and skills needed to plant, tend, prepare, and preserve foods. We are glad to see our clients working to support not only the environment but also our endangered food traditions, which allow future generations to rediscover food heritage.



Allison Clark joined CCOF as a Handler Certification Specialist in 2007 after completing her Master in Gastronomic Sciences and Quality Products in Colorno, Italy. Allison is the Chair of the local Slow Food chapter and a passionate advocate for sustainable food systems. She also loves to experiment with food, from brewing to canning to gardening!

Resources & Footnotes

- American Livestock Breeds Conservancy:** www.albc-usa.org
Chefs Collaborative: www.chefscollaborative.org
Cultural Conservancy: www.nativeand.org
Native Seeds: www.nativeseeds.org
Seed Savers Exchange: www.seedsavers.org
Slow Food USA: www.slowfoodusa.org
RAFT Alliance: www.albc-usa.org/RAFT/about.html
Johnny's Selected Seeds: www.johnnyseeds.com
National Center for Genetic Resources Preservation: www.ars.usda.gov (search "Genetic Resources")
1. www.slowfood.com
 2. www.albc-usa.org/RAFT
 3. ngm.nationalgeographic.com/2011/07/food-ark/food-variety-graphic
 4. www.regjeringen.no/en/dep/
 5. www.albc-usa.org



going traditional

Heritage foods producers and consumers share a passion for the delicious and unique. When you have to wait all year to taste an apple in its hometown, it becomes that much more desirable. When you figure out how to preserve that flavor in a product that can be enjoyed all year, you may find it hard to keep up with demand! Whether through serendipitous meeting or conscious outreach for the endangered foods of yesterday, these heritage crops are keeping CCOF clients busy.

Mission Olive

Waves of immigrants have brought pieces of their heritage to the United States, and some products have adapted to become uniquely American: the Mission olive is a delicious example. In 1769, Mission San Diego planted the first olive cuttings in California, but for many years, cheaper products from Europe foiled America's attempts to build a domestic olive industry. At the end of the nineteenth century, an immigrant named Freda Ehmann worked with a professor at UC Berkeley to research and perfect methods for curing table olives. Several years later, a group of Berkeley professors joined forces to establish the Berkeley Olive Association and plant a 500-tree grove of Mission olives in Butte County. Darro and Olivia Grieco purchased this historic grove seven years ago and have been hard at work reviving it ever since. The traditional planting gives the trees plenty of space, which allows the Griecos to dry-farm the grove. Although he is thrilled about the stacks of gold medals their oil has racked up, Darro Grieco's attention focuses on the sustainability of their operation, and on quality, not quantity. They produce Mission olive oil with exceptionally high levels of polyphenols and low acidity, and their consumers appreciate the health and taste benefits. While modern high density groves may require replanting after several decades, these trees are just reaching their stride in time for their upcoming centennial. Grieco says, "This approach that was started 100 years ago is panning out to be a really good formula." *Other CCOF clients working with the Mission olive include 123 Farm and Olivas de Oro Olive Company.*



Meyer Lemon

A poster child for the success of the heritage foods movement, the Meyer lemon has experienced a major rebound in recent decades. It appeared in the United States in the early twentieth century when Frank Meyer, an agricultural explorer for the USDA, brought it back from China. With roots in the orange and true lemon families, Meyer lemons are juicier and less tart than other lemons and have a thinner, softer peel. Albert Katz of Katz and Company came to farming from the restaurant industry, where he had become a self-proclaimed "Meyer lemon freak" in the 1980s. While the lemons usually shine in preserves and desserts, Katz and his partner, Jim Parr, planted Meyer lemons to complement their olive crop. They now blend late harvest olives with Meyer lemons to produce an organic Meyer lemon olive oil that flies off the shelves. The new release comes out in January and usually sells out by early fall. Katz also produces vinegars using the traditional Orleans Method, and was connected to the Ark of Taste when he found their company listed on Slow Food's website. The relationship developed from there and they ended up showcasing their vinegar at the 2008 Slow Food Nation in San Francisco for a crowd of 10,000! In addition to their wine vinegars, Katz produces a cider with Gravenstein apples, another Ark favorite. *Other CCOF clients working with the Meyer lemon include Trethowan Organic Farm, Birch-Hill Organics, Churchill Orchard, and Olivas de Oro Olive Company.*



Gravenstein Apple

The Kozlowskis have farmed Gravenstein apples in Sonoma County since the 1950s. Janae Kozlowski's grandparents planted Gravensteins and she still loves them: "Nothing can compare to a fresh Gravenstein apple!" The apples, first planted in Sonoma in the early 1800s by Russian trappers, are experiencing a revival but are still threatened. Much of the county's land has moved to wine grapes and rural estates, and on top of that, the

apples are not easy to market. They ripen throughout the season, have short, weak stems, and the fruits are fragile and prone to bruising. This year the Kozlowskis have had more requests than ever to ship fresh Gravensteins around the country, but they only sell these gems locally to ensure that their customers receive the highest quality fruit. Luckily, the Gravenstein is also known as an exceptional pie apple, and Kozlowski freezes apples so they can continue to offer Gravenstein apple pies throughout the year. *Other CCOF clients working with the Gravenstein apple include Katz and Company.*

Heirloom Squash

For some farmers, choosing new varieties to grow is partly about the thrill of the chase. Jeff and Lori Fiorovich from Crystal Bay Farm grow over 40 varieties of squash on their farm in Watsonville, California, and continue to seek out new varieties. This year they are experimenting with four varieties of Kabocha squash to find the best match for their farm. They also switched from the Ark of Taste Canada crookneck that they grew last year to the Pennsylvania dutch crookneck so they can compare the results. While ultimately he wants to find just the right seeds for their location, Jeff Fiorovich also enjoys the thrill of the hunt. "This year I came across a new one called 'Iron Bark' in the Baker Creek catalog. The name first caught my eye - 'Iron Bark.' What is that? So I clicked on it and the blurb said 'description pending.' I had to try this variety. No photo, no description, and a really cool name. I don't even know the species so it will be a surprise." The Fiorovichs showcase their squash in a gorgeous pumpkin patch every year, where they love to share their latest cooking suggestions with visitors. *Other CCOF clients working with other Ark of Taste crops include Full Belly Farm and J.R. Organics.*



Heritage Birds

The Highland Springs Resort houses 123 Farm, a diverse farming and livestock operation that produces for the resort's restaurant. Farm Coordinator Jan Kielmann chose their heritage birds to complement the aesthetics of the resort. They raise five heritage breeds, including the Ark of Taste-listed Wyandotte chicken. These chickens produce eggs that range in color from deep brown to blue and green, and are featured in the restaurant's Sunday morning eggs Benedict. The farm staffers breed the chickens themselves and three Great Pyrenees dogs have been so successful in protecting the chickens from predators that the coop does not need to be locked at night.

While Kielmann did not even consider non-heritage breeds, Norman and Aimee Gunsell of Mountain Ranch Organically Grown started their organic chicken operation with the Cornish Cross: the main breed used for chicken meat in the United States. Over time, they dabbled in other breeds and eventually decided to find a bird that was better suited for a true free-range environment. Their search led them to the Lonkong chicken, an Old World breed that loves to forage. The chickens are offered organic feed but generally opt to spend their days curiously scratching and pecking all over the farm instead. The Gunsells had to build a fence around the house to keep these curious chickens from walking in the door! Their dense meat has a full-bodied flavor, and the legs tend to be thicker and bulkier than the Cornish Cross, as the chickens are more active. Lonkongs take about four months to reach market weight (versus seven weeks for the Cornish Cross), but the effort is worth the wait as customers at the San Francisco Ferry

Plaza farmers' market are most interested in the heirloom meat. Beyond the chickens, Norman Gunsell says their new heritage turkey flock is "the most exciting thing that's happened on the farm in years." Gunsell grew up raising contract turkeys with his parents and last November they brought a heritage turkey mix onto the farm. They chose a tom and a selection of hens from that group, and spent the spring hatching groups of 10-20 chicks each week. Their mixed flock includes about 150 Black Spanish, Bourbon Red, Narragansetts, and Midget Whites - all birds listed on the Ark of Taste.

The flock, a mixture of grey to black birds, travels in a big group across the ranch, feeding on grass seeds as they wander. Gunsell hopes the increased interest in heritage turkeys will make this a sustainable endeavor for their farm. He plans to have the turkeys ready in time for Thanksgiving! *Other CCOF clients working with heritage birds include 123 Farm.*

Disclaimer: These lists of clients producing heritage seeds and breeds are not exhaustive, so if we missed you, drop us a line to tell us what you're doing!





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Willie Wahler
Santa Cruz, CA
wwahler@cruzio.com
Squash
(831) 566-5883

Yerena Farms

Apolinar Yerena
Watsonville, CA
yerenapoli@yahoo.com
Beans (Fresh), Berries, Blackberries, Cactus,
Currants, Peppers, Raspberries, Root Crops,
Squash, Strawberries, Tomatillos, Tomatoes
(Fresh Market)
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No Longer Certified

Collenberg Dairy
Fitzpatrick Winery / Famine's End Farm
G Star Farms
Homegrown Enterprises
Thompson Consulting
Agricola Los Cerritos S.P.R. de R.L. (DSA)
Agricola San Simon, S.A. de C.V. (DSA)
Atlanta Wheatgrass
Becker Farms
Berg Harvest LLC
Cadbury, Green Road Distribution Center
Caffe Calabria Coffee Roasting Company,
Inc.
Campovida
CC Farms
Celtic Gardens Organic Farm & Learning
Center
Coal Creek Coffee Co.
Cornett Vineyard/ Rosetti Vineyards
Crazy Flower Vineyard
Dad's Gourmet
Dan-D Foods Ltd
Detar Livestock
Emery Estate Vineyard And Winery, LLC
Enos Family Farms
Enrique Lara, Pete Lara
Figueroa's Of California Olive Oil Co.
Gauss Ranches
Glaum Egg Ranch, LP
Green Water Development Group
Grow Rite Farms
Hagerty Farms
Heirloom Organic Gardens, Inc.
Huntsinger Ranch, Inc.
Jack Neal & Son, Inc/ Sehon Vineyard
Johnny Appleseed's Organic Market
Kraft Canada Inc., Gladstone, Toronto
Laetitia Vineyards & Winery
Linda Robertson
Magneson Dairy Inc.
Misionero Vegetables, Winterhaven Ranch
Mizono Vineyards
Northern Unified Brewing (Nub)
Olmo Vines
Pacific Ginning Company, LLC
Rancho Rocosco
Raw Creations, LLC
Rodney Gavroian
Samuel Aguilera Jr. and Hortencia R.
Aguilera
Season Harvest Foods
Sebastopol Microgreens
St. Anthony Farm
Stehly Grove Mgt. / Greenwood Groves
Sunrise Harvest Corporation dba Grateful
Greens
Superior Cooling & Ice

Tahoe Blu, Inc. dba Tahoe Blu Farms
Tognozzi Vineyard
Tom Nurmi and Barbara Nurmi dba
Nurmi Farm
Tracs
Tri Counties Packing
Tristant Vineyards, LLC
Westbourne Inc. dba 479 Popcorn

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www.pcfma.com

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Las Vegas, NV
microsoil@msn.com
www.microsoil.com

Busy Bee Honey Farm

John and Lynette Ballis
12839 E. Alamos Ave.
Sanger, CA
johnthebeeman@gmail.com

BWCN Worm Farm

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Banks, OR
john@bwcnfarms.com
www.bwcnfarms.com

Down to Earth Distributors

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cbradway@downtoearthdistributors.com
www.downtoearthdistributors.com

Foster Farms

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Livingston, CA
robert.myers@fosterfarms.com
www.fosterfarms.com

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Carson, CA
scothunter@kelloggarden.com
www.kelloggarden.com

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Dr. Loretta Lanphier
16753 Donwick Dr., Suite B2
The Woodlands, TX
drlanphier@oasisadvancedwellness.com
www.oasisadvancedwellness.com

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Crops for Sale

Certified Organic Sudan Hay

Small bales of certified organic Sudan hay for sale; 95 lbs. on average. Bales are clean, dry cow feed grown by dairyman for dairy feed. Cut in vegetative stage; second cutting, 120 tons are available at \$150 per ton, FOB in Kerman, CA. Delivery can be arranged at an extra cost. To learn more call **(559) 903-2745** or email **kaleighlutz@yahoo.com**.

Wanted

Technology Demonstration Project Seeks Farmer

Seeking a farmer in San Joaquin Valley that is interested in replacing a 350-400 GPM diesel pump for an off-grid solar pump as part of a technology demonstration project. Additional funding applied for from the Valley Air Pollution Control District. The additional funding and tax credits would reduce the total project cost significantly and pay for itself in a couple years. To learn more about this opportunity please contact Ernesto Montenero at **(510) 523-1122** or at **info@sustainabletech.cc**.

Land Wanted for Lease

Sacramento area grower seeks land for lease for a certified organic operation. Land with existing organic certification is preferred, but may consider future certification. Land must be suitable for row crops with good irrigation; 100 acre min. For more information contact Rich Johnson at **(916) 267-1580** or at **richjohnson@jlsrealtyca.com**.

Land for Sale or Lease

Land for Lease in Dateland, Arizona

550 net tillable acres of certified organic farmland suitable for vegetable row crops, grain, or hay with sandy loam soils for lease in Yuma County, Arizona. 300+ acres in two brand new, state of the art pivot systems. 250 acres in dragline 3"x40' sprinkler pipe. 3,200 GPM well with 15" underground mainlines for pivots and 12" moveable CertainTee mainline for sprinklers. Sprinkler ground could easily be farmed in drip. Sand media filter station at well site. 6,000 sq. ft secure, covered shop area. Multiple new housing units available for labor. Commercial kitchen and barracks-style camp also available, both in

excellent condition. Previous crops grown include organic table grapes, organic spring mix, organic broccoli, organic romaine, and wheat. On site farm equipment available. Long- or short-term lease with partnership possibilities. Low land lease rates at \$150 per acre. Irrigation equipment for additional charge with sprinkler pipe optional. Contact David Vose at **dauidsvose@gmail.com** or call **(602) 763-9414** to learn more.

16 Acres of California Farm Land for Sale

16 acres of farm land for sale in California's Central Valley in Dinuba, CA (Fresno County). Eligible for immediate organic certification. Two wells, excellent ditch water rights, new house (exterior complete, interior not) with beautiful views of the Sierra Nevada foothills. For more information and property photos, visit **www.sierrasunrise.wordpress.com**.

Funding Opportunity

2011 Grant Funding for Agricultural Equipment

The Bay Area Air Quality Management District (BAAQMD) is accepting grant applications for emissions reduction projects located throughout the San Francisco Bay Area region. Eligible projects include replacing equipment, replacing engines, adding emission control devices, and more. Projects will be selected for funding on a first-come, first-served basis. Applications will be accepted until all funds have been allocated. Visit **www.baaqmd.gov/agriculture** to learn more about the application process and eligibility.

Classified Submissions process and eligibility: CCOF members may run classified ads for free online and in *Certified Organic* as space permits. To submit your classified, email **marketing@ccof.org** or fax your ad to CCOF at **(831) 423-4528** with a subject line of "CCOF Member Classified Ad." Non-members can visit **www.ccof.org/classifieds.php** for info on purchasing an ad.

November 8-10, Albuquerque, NM

Quivira Coalition 10th Anniversary Conference

The New Agrarian Conference will feature well-known authors, experts, and practitioners with 80 percent being diverse, young agrarian leaders working hard to successfully meet the challenges of the 21st century. These leaders will offer innovative ideas and practices focused on the health of our land and food. The Quivira Coalition was founded by a rancher and two conservationists in 1997 to "build bridges among ranchers, conservationists, scientists, and public land managers around concepts of progressive cattle management, innovative stewardship, and improved land health." The conference, *New Agrarians: How the next generation of leaders tackle 21st century challenges*, will feature writers, scientists, and educators, including Bill McKibben and Jim Gerrish. The three-day conference will be held at the Embassy Suites Hotel in Albuquerque, New Mexico. Visit www.quiviracoalition.org for the conference schedule and registration details.

November 11-12, Albany, NY

It Takes a Region 2011

It Takes a Region: A Working Conference to Build our Northeast Food System, focuses on exciting efforts under way in the northeast in production, distribution logistics, research, messaging, food access and nutrition, policy advocacy, and more. It Takes a Region will address "pressing issues such as food system worker equity, food production and diet, climate, energy, and agriculture" and will tackle the region's agenda for the 2012 Farm Bill. Meet other food system advocates, local community food leaders, policymakers, planners, educators, and young professionals at this hands-on event. The northeast region is considered to be the 12-state region from Maine to West Virginia. View the schedule and register online by visiting www.ittakesaregion.org.

December 5-9, American Canyon, CA

IOIA Training: Crop, Processing, Advanced

IOIA will co-sponsor Basic Crop Inspection Training and Processing Inspection Training running concurrently December 5-9, 2011, at the DoubleTree by Hilton Hotel & Spa Gaia Napa Valley in American Canyon, California. Each course includes four days of instruction including a field trip to a certified organic operation, plus half a day for testing. The Napa Valley area is widely known for wine production with a large number of certified organic and biodynamic operations nearby. Certified operations will tentatively include wine crops for the Crop course and wine making for the Processing course. IOIA and California Certified Organic Farmers (CCOF) will co-sponsor Advanced Organic Inspector Training on December 6-7. This training will focus on organic wine inspection and other topics. Advanced training agenda is under development. Non-GMO verifications are most often done in conjunction with the organic inspections of the same operation. For more information on these trainings, contact ioia@ioia.net.

Save the Date! ←

November 29 - December 2, Savannah, GA

National Organic Standards Board (NOSB) Meeting

Mark your calendar for the next NOSB meeting. It will be held from November 29 through December 2 in Savannah, Georgia at the Hilton Savannah DeSoto Hotel. Although the agenda has not been publicized yet, some of the issues to be discussed include:

- Petitioned materials recommendations, including CCOF's petition to approve the use of odorized propane for rodent control;

- Sunset 2013 recommendations, including EPA's List 3 inerts;
- Animal Welfare issues regarding stocking rates, regulatory language, slaughter guidance, and GMO vaccines
- Various other recommendations; and
- Materials Classification Guidance recommendation

Watch your CCOF E-Newsletter for more details on the agenda and on how to get involved in the process and check the NOSB website (www.ams.usda.gov/AMSv1.0/NOSB) for the latest information about the meeting.

Visit www.ccof.org/calendar.php for more events or to post your own!

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