



SUMMER 2006



# CERTIFIED organic

ORGANIC NEWS, EVENTS AND  
CERTIFICATION UPDATES

Survey guides  
**CCOF at a  
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# From CCOF's Executive Director

BY PEGGY MIARS

CCOF has begun a strategic planning process, expecting to complete the first phase in the next few months. This process actually began a year ago when CCOF's Marketing Director, Jake Lewin and I worked with CCOF's Certification Standards Committee to draft a member survey to distribute to our 1,325 members (at that time). An impressive 32% of our certified organic members returned their surveys! We were happy to learn that; overall, members are pleased with CCOF's certification services, staff, and efforts on behalf of organics; and our integrity and reputation are valued attributes cited by our members. Thank you to those who participated in the survey. The information gathered will help to provide direction to all of CCOF now and into the future. Read more about the results beginning on page 16.



Thank you to our Stanford University's Alumni Consulting Team (ACT), a group of MBA alumni volunteers, who have been helping CCOF with our strategic planning process. Bruno Kaiser, Scott McGilvray, Shelley Ratay, and George Maciag have been valuable resources. They researched organic certification to learn our business and spoke to CCOF leadership about our strengths and areas in which we need to improve. They reminded us to watch the impact of changes within the organic industry – from the growth of farmers' markets and CSAs to Wal-Mart's entrance into the market.

While we look to the future, we also say goodbye to our long-time CCOF employee Brian McElroy, Certification Services Manager, and 12-year staff member; who leaves us to work for CCOF certified Driscoll's. We wish him well as Organic Business Manager for the world's largest

organic berry grower and shipper. Members and staff will miss his friendship, his knowledge about organic certification and his dedication to CCOF.

Meanwhile, Jake Lewin, CCOF's Director of Marketing and International Programs, has stepped in as Interim Certification Services Director. Jake's knowledge and background in organic inspection and certification, his work experience with CCOF since 2004, and his education provide him with the tools necessary to maintain our premier organic certification program during this transition. A search is underway for a new Certification Services Director who can fill this role effectively. Read more on page 21.

If change is our only constant here at CCOF; we are now armed with member comments and new leadership direction while CCOF proactively plans for a future where we're better prepared to react to the changes around us.

Please join us! Certified and supporting members are encouraged to participate on committees. Regional chapters welcome volunteers to help with meetings, educational programs, and marketing assistance. And, your financial support is critical as CCOF continues to be a leader in organic certification, education and advocacy. Thank you to each supporting member, who enables us to forge ahead. Please visit our website at [www.ccof.org](http://www.ccof.org) for more information about how to become involved with CCOF at any level.

Rapid growth in the demand for organics causes us to ask whether the supply can keep up, and whether farmers will receive their fair share of the ever-growing organic pie. Where does CCOF want to be in this picture? How can our members and our organization benefit? How can we be the best educator and advocate of organic? As we speed through our hectic days, these are the important questions we're taking the time to answer.

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**Editors:** Jake Lewin, Director of Marketing & International Programs; Peggy Miars, Executive Director

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

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## CCOF and Organic News

### CCOF Chosen as Envirotoken Recipient by Santa Cruz area New Leaf Community Markets.

For several years in a row, shoppers have elected CCOF to be one of the six environmental non-profit organizations to benefit from the Envirotoken program; a program that has generously contributed approximately \$65,000 over the past 14 years to local groups working for the environment. We are honored to be given the opportunity to use customer's conscientiously-earned donations to further our efforts in support of sustainable agriculture and the environment. Our thanks to New Leaf Community Markets and all of their customers who voted for us during the election process!

### CCOF Produces Organic Hats

Spread the word about organics and CCOF in a stylish new baseball hat. See ad on facing page.

### All Things Organic CCOF Pavilion

The CCOF Pavilion at the All Things Organic tradeshow and conference this past May was a resounding success. To allow more clients to benefit from this exposure, CCOF reserved a larger pavilion for the 2007 show in Chicago, IL. As of this writing only 3 booths were available to CCOF clients who have not exhibited at this show in the past. This is a great opportunity for CCOF companies to secure an improved booth location and to benefit from increased visibility throughout the show. Call Karen Niebels to reserve your space or visit [www.ccof.org/sponsors.php](http://www.ccof.org/sponsors.php). See a picture of the CCOF pavillion on page 17.

### New University Programs Concentrate on Organic Agriculture

Two US universities are now formally integrating organic education into their programs. Washington State University (WSU) has received \$400,000 in funding for its Biologically Intensive and Organic Agriculture (BIOAg) program. The program hired a new director and will continue its organic research and education efforts. At the same time, WSU is developing a formal major in organic agriculture to be started during the fall 2006 semester.

In Colorado, four Colorado State University departments have collaborated to provide an organic agriculture program for CSU students. The program is aimed at students who are "concerned about the environmental and sociological impacts of conventional agricultural practices and interested in alternative approaches." The program is not a degree program, but requires 46-47 credits and internships in either organic crop production or marketing and will be included on student transcripts.

*CCOF News continued on page 10*

### New CCOF Member Benefits

#### Credit Card Processing for Farmers' Markets, Retail, Online, and Other Businesses

In an exciting development, CCOF has joined forces with Affiniscap Inc. to bring CCOF members reduced rates on credit card processing fees. Not only is the program easy to join, but Affiniscap also offers mobile processors for farmers markets and other uses. Whether you're a large or small business, Affiniscap will save you money on credit card processing. As an added bonus, a small percentage of the fees you pay will benefit the education, advocacy, and promotion efforts of CCOF. See ad on page 7.

#### Latest Organic Foods Report On Sale to CCOF Members

**Nutrition Business Journal**  The latest organic foods report from Nutrition Business Journal, March 2006 U.S. Organic Food Industry VI, is 20% off to CCOF members. "In 2005, the U.S. organic food industry exhibited more of the same strong growth characteristics that have shaped its decade-long rise from a counterculture niche to a major segment of the food industry. NBJ's research concludes that organic foods grew 16% to \$13.8 billion in U.S. consumer sales in 2005. The total U.S. organic industry was \$14.6 billion in 2005, and overall growth was 17%." Leaders from throughout the organic world, including CCOF, are surveyed throughout the report. CCOF members will receive this report for 20% off the regular price of \$120. Simply visit [www.nutritionbusiness.com](http://www.nutritionbusiness.com) and enter CCOF20 during the checkout process.

#### CCOF Pavilion Amid Expo West, Anaheim Selling Out

CCOF has reserved a row of table top booths for CCOF members in the Fresh Ideas Organic Marketplace during the upcoming Natural Products Expo West Conference being held in Anaheim, CA during March, 2007. This is an extremely cost effective way to participate in a major organic marketplace event; as companies who share the CCOF pavilion space will benefit from increased visibility throughout the conference. This event sells out each year. Interested companies must book their table top by October 1, 2006 to participate. Contact Megan Norris at [mnorris@newhope.com](mailto:mnorris@newhope.com) to reserve your space today within the CCOF Pavilion, located in tabletops35-40, and 41-60.

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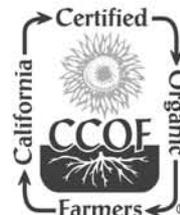
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# Local GE Moratorium and More

## Santa Cruz County Restricts GE Food Crops

On June 20th, the Santa Cruz County Board of Supervisors passed an ordinance to adopt a Precautionary Moratorium on GE crop cultivation in Santa Cruz County. The action followed a detailed report presented by the county GE Subcommittee who found there is not enough information about the potential adverse health, environmental, and economic effects of GE crops. The study also reports that, due to lack of state and federal regulations, organic farms, as well as non-organic farms, are at risk of GE contamination in their fields. The county received over 100 letters, calls, and emails from those in support of the Moratorium. We are proud to follow California's Trinity, Mendocino, and Marin Counties who have also succeeded in banning genetically engineered crops, as well as have the cities of Arcata and Point Arena, and Montville, Maine. CCOF's Executive Director Peggy Miars was among about 20 people testifying in favor of the moratorium at both the supervisors' meeting on June 6th and the public hearing on June 20th.

## States' Seed Liability Legislation Faces Opposition

Vermont Governor Jim Douglas vetoed a bill that would have made seed manufacturers liable for damages caused by genetically engineered seeds that drift into the fields of farms that do not want to use them. Douglas said the measure was divisive and would have caused manufacturers to raise prices or restrict seed sales in Vermont. "It is with regret that I veto this bill," he said. Douglas also stated he plans to have the agriculture secretary build a forum of both organic and non-organic farmers to try and resolve the issues related to seed use. Advocates said they would continue to push for farmer protection from contamination from genetically engineered seeds.

Meanwhile, a Missouri bill that would have given the state power over the regulation, labeling, sale, storage and planting of seeds was pulled from consideration late in the legislature's spring session. Before the bill's language was changed late in the debate, it would have also prohibited the state from enacting any seed regulation exceeding federal

*GMO News continued on page 14*

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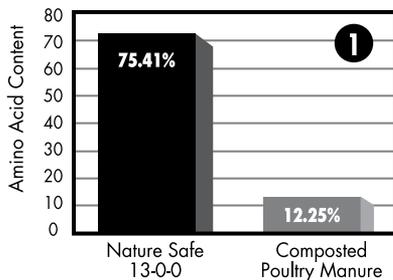
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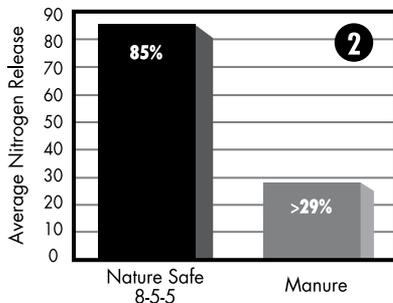
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## CCOF Responds to Anti-Organic Editorial

In a recent issue of Western Farm Press, Editor Henry Cline wrote an incendiary and misguided critique of organic farming, consumers, and the viability of organic agriculture. In an effort to re-but his statements, Peggy Miars, CCOF Executive Director wrote a compelling letter to the editor that was printed by Western Farm Press June 3, 2006, much to their credit. CCOF hopes that Western Farm Press will take a fresh look at organics as an important step forward for US farming practices. Education on organic issues at the farm, consumer, media and policy levels are all part of CCOF's mission. We appreciate the opportunity to provide needed education in this arena, and respect WFP for printing our letter.



## Sustainability Stories Needed

Sustainable Ventures, a Berkeley-based non-profit organization, is looking for stories – accounts of people's experiences that have inspired them to contribute to a more sustainable future. The organization will post these stories under "Stories from Neighbors" on their web site homepage, [www.sustainableventures.us](http://www.sustainableventures.us). Members and supporters of CCOF are invited to send their stories or questions to [stories@sustainableventures.us](mailto:stories@sustainableventures.us). If you don't personally have a story to tell, but know of someone who may, please invite them to send his or her story or contact information to Sustainable Ventures. Happy writing.

## Advocacy Update COPAC Meeting

At a recent California Organic Products Advisory Committee (COPAC) meeting, the advisory body that oversees the State Organic Program (SOP), CCOF was present to express the needs and priorities of CCOF members and supporters. Notably, CCOF made the following requests to the SOP:

1. Return unused organic registration monies to organic farms and processors or clarify the conditions for which the funds are being ostensibly saved. The state program is, perhaps rightly, concerned about the potential costs associated with organic certification appeals. As a state organic program, California Department of Food and Agriculture (CDFA), is the expected venue for appeals in California. However, the appeals process is not clearly described by CDFA or found to be easily accessible. CCOF has asked that this be remedied, or a portion of the approximately \$1.2 million in excess revenue be returned to producers.

2. Play a leadership role in standardizing organic dairy standards interpretations. As a result of organic standards evolution and vague regulations, there are differing interpretations on organic dairy certification standards. See Certification News on Page 21. CCOF has submitted to the state its interpretation of current regulations and asked the

*CCOF News continued on page 29*

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# Going Organic Project Going Strong

The CCOF Foundation sponsored Going Organic project continues to move forward with a series of educational meetings and mentorship in all the participating project chapters. Thanks to the input and energy of the management team, mentors, and project chapter leaders, the Going Organic project is actively fulfilling project goals. For more on the Going Organic project see the Winter 2006 issue of Certified Organic and [www.ccof.org/programs.php](http://www.ccof.org/programs.php).

The six actively engaged CCOF Chapters have linked eighteen experienced CCOF farmers as Mentors to 38 New Organic Farmers for the 2006 planting season. These New Organic Farmers produce almonds, blueberries, flowers, grapes, sweet potatoes, walnuts, and other crops.

As New Organic Farmers graduate from the project and become certified organic farmers, it is anticipated that there will be room for more new farmers in 2007.

Project Mentors have worked hard at fulfilling their responsibilities by both visiting their New Farmers' locations



and hosting their New Farmers at their own sites, showing them how they farm and market organically. Additionally, chapter participants have arranged nine regional meetings between mentors and new farmers to exchange information on organic farming. Mentors have made themselves available by phone or email for advice and most importantly, moral support, as the new farmers go through the farming year.

For the public, project partners and participants, the Going Organic project has hosted several seminars and farm meetings to address organic farming techniques and certification requirements. Each chapter has held at least one three hour Organic System Plan (OSP) Training session. These trainings, referred to as "OSP 101", were

kicked off in Placerville and at CSU, Chico Farm by long-time CCOF member and past Certification Standards Committee Chair Jim Zeek. CCOF Regional Service Representatives (See page 12 for a list of CCOF RSRs) Cynthia Ortegon, Becky

*Going Organic continued on page 28*



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# Introducing your Regional Representative

## Know Your CCOF

Welcome to a new section of Certified Organic created in response to the 2005 membership survey. Over the next several issues, we will use this section to introduce you to CCOF's board, regional service representatives and other aspects of CCOF's services and governance that are available to you. We encourage you to keep these pages and utilize them to maximize your voice and avail yourself of CCOF's services.

## Meet CCOF's Regional Service Representatives

CCOF is proud to maintain a network of regional personnel who provide CCOF clients with personalized and local service. Called an "RSR", these valuable people assign CCOF inspections, answer questions, and help members with their certification needs. RSRs are truly a resource to be aware of. We strongly encourage you to contact your RSR when you have questions or need assistance.

## What Can CCOF's RSRs Do For You?

RSRs manage most aspects of the CCOF inspection

process. They schedule, perform, and assign inspections to various CCOF inspectors. RSRs receive the reports after the inspection and forward them to CCOF's main office. If you have any questions about the inspection process, the RSR probably has the answer.

RSRs have their finger on the pulse of your region. Questions and concerns about local organic and certification issues can be brought to your RSR. They will make sure the appropriate people get your message.

RSRs can explain the certification process and clarify post-inspection correspondence.

RSRs participate in regional Going Organic project trainings. These are great opportunities to meet your RSR in person.

*Lend us your strength and commitment! CCOF's board and committees need your input and involvement. You can help guide the organization by participating in the governance and direction of CCOF. Contact us at [ccof@ccof.org](mailto:ccof@ccof.org) or 831-423-2263 to get involved.*

### At-Large (AL)

Lois Christie  
Certified Clients outside of established chapters, including international clients  
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### Big Valley (BV)

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### Central Coast (CC)

Amy Lamendella  
Alameda, Monterey, San Benito, San Mateo, Santa Clara, Santa Cruz, San Francisco Counties  
See Big Valley above.

### Fresno-Tulare (FT)

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Cell: (707) 280-8695  
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### Kern (KE)

Amy Lamendella  
Kern County  
See Big Valley.

### Mendocino (ME)

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[jtrint@saber.net](mailto:jtrint@saber.net)

### North Coast (NC)

Elizabeth Whitlow  
Marin, Napa, Sonoma Counties  
See Humboldt-Trinity above.

### North Valley (NV)

Rebecca Witty  
Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, Yuba Counties  
924 Lakeview Court, Fairfield, CA 94534  
707-863-7621 / Fax: 707-863-7621  
[rebecca@ccof.org](mailto:rebecca@ccof.org)

### Pacific Southwest (PS) Including Desert Valley

Lois Christie  
Imperial, Los Angeles, Orange Riverside, San Bernardino, San Diego Counties  
See At Large.

### Processor/Handler(PR)

Becky Blythe  
Processors, Handlers, Packers, Retailers)  
CCOF Home Office,  
1115 Mission St, Santa Cruz, CA 95060  
(831) 423-2263 Ext. 18 / Fax: (831) 423-4528  
[becky@ccof.org](mailto:becky@ccof.org)

### San Luis Obispo (SL)

Glenn Johnson  
San Luis Obispo County  
685 Grade Mountain Rd, Nipomo, CA 93444  
(805) 929-3081 / Fax: (805) 929-3081  
Cell: (805) 441-4937  
[shadyglenn@pronet.net](mailto:shadyglenn@pronet.net)

### Sierra Gold (SG)

Rebecca Witty  
Amador, Calaveras, El Dorado, Nevada, Placer, Tuolumne Counties  
See North Valley above.

### South Coast (SC)

Glenn Johnson  
Santa Barbara, Ventura Counties  
See San Luis Obispo above.

### Yolo (YO)

Rebecca Witty  
Colusa, Sacramento, Solano, Sutter, Yolo Counties  
See North Valley.

*What chapter/region am I in? The first two letters of CCOF's client code indicates your chapter affiliation. This can be found on most CCOF correspondence, your organic certificate and your CCOF client profile.*

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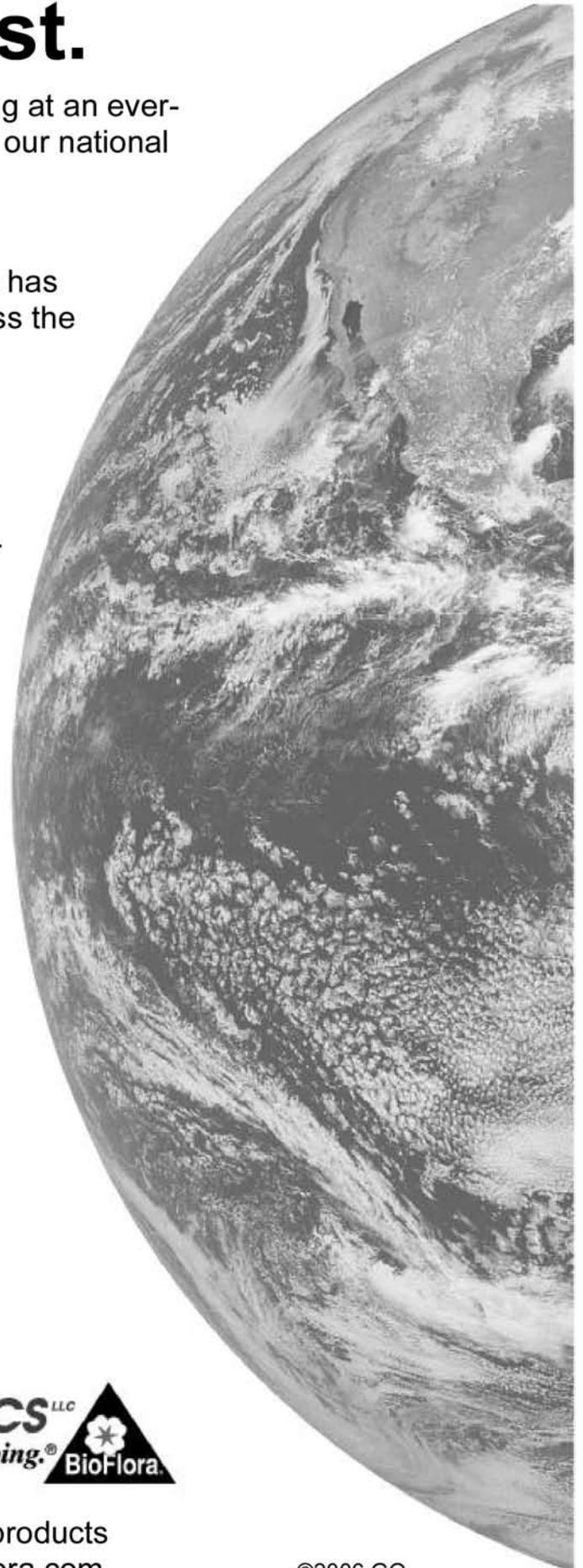
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requirements. "Right now, counties could enact some kind of regulation to keep GMO rice out. This bill would take that possibility away," said Tim Gibbons, communications director for the Missouri Rural Crisis Center. Those arguing for the bill claim a desire to head off GMO-growing bans like those enacted in California. Despite the bill being pulled, many expect it to resurface during next year's legislative session. "Don't forget, this is an election year," said Gibbons. "(For fear of losing votes) I think a lot of contentious issues were passed on. They'll bring this back."

Fifteen state legislatures have passed similar bills in recent sessions. At press time, California's Senate Bill 1056 is scheduled to be heard in the Assembly Ag Committee. The legislation was introduced last year, but no vote was taken.

**GE Papaya Controversy Continues in Hawaii**

Hawaii has more than 4,000 GE field trials to date – more per square mile than any other location in the world. Corn, soy, wheat, sugarcane, orchids, lime tree, sorghum, cotton, barley and coffee all are in field trials. But, only one GE crop is approved for commercial purposes – the papaya.

Growing and stable export markets were flourishing until the commercialization of GE papaya in 1998. Now, the export market for Hawaiian papaya suffers. Hawaii is the only location in the world where GE papaya is grown commer-

cially, and most of the countries importing Hawaii papaya – including the EU, Japan and China – do not want GE crops and foods. Organic and non-organic farmers were earning up to three times as much for their GE-free papayas. But, organic exports are now enduring a downturn because it's more difficult to guarantee GE-free fruit due to contamination from neighboring GE crops.

**Farmer Suicides and Livestock Deaths Linked to Bt Cotton**

Investigations by Greenpeace India and the Centre for Sustainable Agriculture report that Monsanto's Indian subsidiary, Monsanto-Mahyco has been luring India's poor farmers into purchasing GM cotton. A statutory body investigating charges of monopolistic practices filed against Monsanto-Mahyco found the company guilty of illegal practices and found that the monopolistic and exorbitant rates charged by the company for their Bt cotton varieties was a significant factor in farmer distress. On average, Bt cotton growers saw an income loss of 68%, with their crop yields being five times less than traditional cotton. Also, approximately 12,000 livestock deaths due to fatal toxicity after grazing on Bt cotton fields were reported by a high number of farmers in the region. Unfortunately, the despair was unbearable for the nearly 450 farmers who took their lives after this devastating series of events. All of these events occurred after India originally voted to ban Bt cotton in 2001, a decision overturned the following year.



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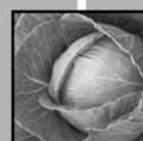
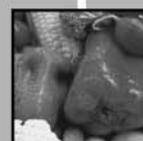
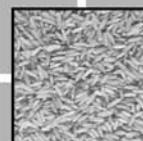
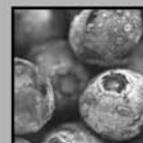
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Survey  
responses  
guide

# CCOF at a Crossroads

MOVING FORWARD TO ADDRESS MEMBERS' NEEDS

By Patti Jazanoski

**m**OST CCOF MEMBERS ARE HAPPY WITH THE ORGANIZATION, AND 90% WOULD ENCOURAGE OTHERS TO SEEK CERTIFICATION THROUGH CCOF. BUT MANY DIDN'T KNOW THEIR ORGANIZATIONAL REPRESENTATIVES, AND SOME QUESTIONED THE USEFULNESS OF THE CURRENT CHAPTER SYSTEM.

Those were the biggest findings from the recent CCOF member survey. "The organization and marketplace have changed so much," said Jake Lewin, former Director of Marketing and International Programs (see announcement page 21). "The survey came at a critical time for us to make decisions, on a day-to-day basis." The Santa Cruz office immediately began using the feedback to set priorities, such as providing more technical information to members and spending more time lobbying the USDA on important organic standards issues.

The all-member survey was the first since the implementation of the National Organic Program (NOP) in 2002, and was funded by CCOF's Processor/Handler chapter. An independent research firm conducted the survey and mailed questionnaires last fall to all 1325 certified members. 423 members responded: a whopping 32%. Peggy Miars, CCOF's Executive Director said, "This is one of the most responsive surveys the consultant has worked on."

The demographics of the responses reflect the diversity of CCOF membership. Ap-

proximately 65% of respondents were Growers, with about 20% classifying themselves as Handler/Processor and about 15% as Grower and Handler. The respondents were well-represented from different geographical regions, as well as size of operation. Over 40% of the responses came from operations grossing less than \$50,000 year, while less than 10% came from organizations grossing \$1 million dollars or more annually.

The majority of members are pleased with their CCOF certification experience, with 2/3 giving an overall satisfaction rating of 4 or 5, with 5 meaning "excellent." Over 50% of respondents chose CCOF as their organic certifier due to its reputation, while 28% cited "leadership on organic issues" being their reason of choice. "Service" and "the ability to be certified to NOP standards as well as international standards" were also given as reasons to join CCOF, with 23% each. Some members were drawn to CCOF by the synergy with other parties. As one respondent said, "It's easier when everyone uses the same certifier." It was widely acknowledged that CCOF has the most experience. "It's the defining standard for organic in California," said one member.

As expected, there were some negative comments as well. Costs can be perceived as high, especially for smaller producers. Some members have had problems with billing and staff response (See sidebar). CCOF has taken these issues into account and has worked to improve renewal and other processes. Much of the dissatisfaction may be related to the growing pains of the organization and the organic industry in general. A few members said they preferred when it was a smaller, grass-roots operation.

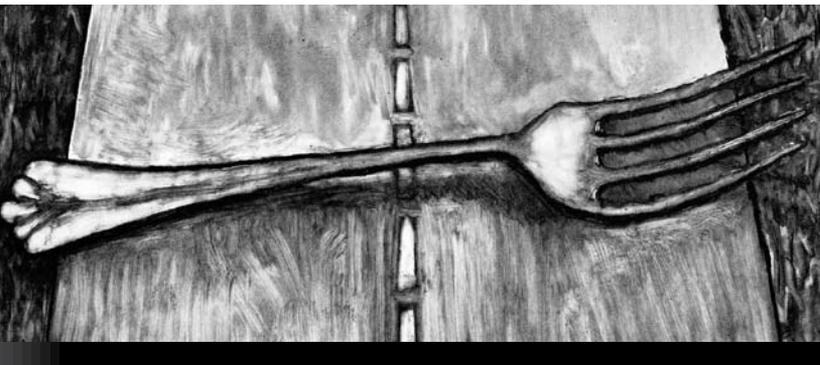
Despite those concerns, over 90% of respondents would encourage others to seek organic certification through CCOF. The primary reasons were "reputation," followed by "service," "professionalism" and "integrity."

The questions about Regional Service Representatives (RSR) and Board Representatives showed some surprising results. Approximately 57% of respondents found the RSR system to be "very helpful" or "somewhat helpful," with smaller sized operations responding more favorably. However 18% of respondents did not know who their RSR is.

"I was surprised to hear that," said Elizabeth



Above: Mitch Hawkins of Hawk and Horse Vineyard. See classified ad page 31. Facing page: CCOF participates in trade and educational events. Top: Santa Barbara Organic Festival. Bottom: CCOF Pavilion at All Things Organic.



## In the Trenches: Ideas That are Working in Chapters Today

“Our chapter has a number of small operations that tend to benefit from working together,” said Steve Bird, CCOF Treasurer and Board Representative from Sierra Gold. The chapter is presently working on a direct-to-retail marketing program, creating multiple grower marketing materials for farmer markets. “Marketing is crucial for our organization. Some consumers are confused about what it means for food to be certified organic, or may not know how to find it.”

Their material will list Sierra Gold Chapter members with contact information, the crops they produce, and when or where consumers can get them. “It’s a local issue. It doesn’t affect everyone.” Bird thinks the most effective use of chapters is focusing on local issues. “We have a number of smaller members who see a direct value in networking with each other. Larger operations have more staff. Moderate size growers may sell wholesale and may not see direct benefits.”

Elizabeth Whitlow Inman, North Coast and Humboldt-Trinity RSR, isn’t confident those ideas will work for everyone. Members in her region fall into four main sectors: grape growers, dairy producers, apple orchards, and smaller producers with mixed vegetables and herbs. The sectors have very diverse needs. However, the idea of producers working together—by sector—to network and share information could be useful. “Dairy producers from all over the state would benefit,” she said. “It would be helpful to have them grouped by sector, and let each sector vote for their Board Representative.” Since most CCOF communication is done through the phone, email, and newsletters, members’ physical location may be less important.

Some chapters are also making new strides. For example, the Humboldt-Trinity Chapter has recently produced their first newsletter. Jake Lewin, Director of Marketing and International Programs, said, “It’s a great development and used as a way to introduce people and bring vegetable and dairy producers together.”

While running a chapter can be a lot of work, Bird offered advice. “Stick to it. I would never suggest that it’s easy. You have diverse people, but you need someone who can identify local issues of importance. Identify the main concerns of local importance, and begin the process of getting people together to work on this.” Like anything, there’s nothing like success to re-energize an organization. Bird expects that the success of their marketing program will further strengthen the chapter.

Whitlow Inman, North Coast and Humboldt-Trinity RSR. “I’m very familiar with members in my region. I have a lot of contact with the clients.” Glenn Johnson, San Luis Obispo and South Coast RSR, said that the role of RSRs may need to be better defined and better understood by members. “A lot of people call the Santa Cruz CCOF office directly.” “We need to do a better job informing our members that they have someone in their local area who they can call for assistance,” said Miars.

In addition, approximately 41% of respondents did not know who their Board Representative was. Of those respondents who know their Board Representative, most find them to be helpful, and gave an average rating of 3.8, with 5 being “very helpful.” Due to the diverse membership in each region, some may not feel that their Board Representative understands their needs.

“It wouldn’t surprise me,” Lewin said, that some members didn’t know their RSR and Board Representative. “Our people got really high marks, though some members are not clear about what’s available to them or the roles.”

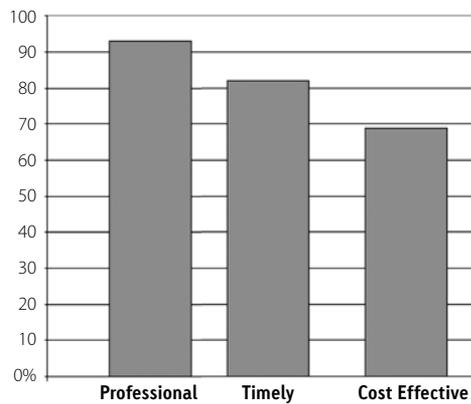
The office in Santa Cruz has begun expanding communication about the organizational roles, first by adding a Know Your CCOF section to the Certified Organic magazine, see page 12. They are also developing a flyer that members will receive when they become certified, to introduce them to the organization, its services and personnel.

Lewin agrees that representation is another concern. “For example, there are no grape growers on the board currently, and that’s a large part of our membership. We’re encouraging chapters to have Board Representatives who represent them, and we’re trying to invigorate the chapter system. A lot of new members came in less than five years ago and might not know the opportunities to participate in CCOF.” In addition to listing the current Board and Regional Representatives in the

*Crossroads continued on next page*



### Inspection Experience: Was your inspection...



## Members Sound Off on Costs, Certification Process and Staff

### Cost and Invoices

- Nearly half of members thought the cost of inspections was “about right,” while 53% rated them “high” or “a little high.” Smaller producers tended to be more concerned about costs.
- When it came to the overall cost of CCOF certification, 39% of members said it was about right, while 60% thought the fees were “high” or “a little high.”

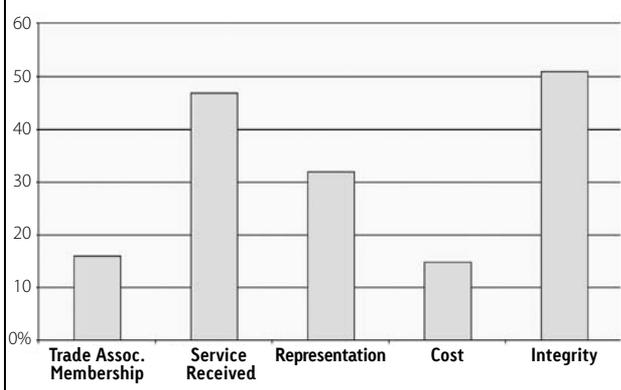
### Inspection process

- 93% of respondents said their inspectors were “professional,” 82% found them to be “timely.” While 69% of respondents thought the inspections were “cost effective,” small size operations were less likely to feel this way.
- When CCOF requires additional information after the inspections, 90% of members said the request was “very easy” or “somewhat easy” to understand.

### Organic System Plan and Certification Application

- When asked about the CCOF Organic System Plan, 62%

### Why respondents would encourage others to seek organic certification from CCOF.



*Crossroads continued from previous page*

magazine, there is a call for members to get more involved.

The survey showed that many members are not active in their local chapter. Historically, chapters were established to help with the certification process, and once that function was removed after implementation of the NOP, the cohesion in many chapters faded. The membership survey reflects this. Less than 1/3 of respondents use their chapter to network or market, and even fewer respondents use it to socialize. Yet some chapters are very active, such as Sierra Gold. (See sidebar).

The future of the chapter system had the most varied response. When asked how interested they are in seeing the chapter system continue, members responded with an average rating of 3.2, though the responses were polarized. Approximately 43% gave a rating of 4 or 5, with 5 being “very interested.” Nearly 30% giving a rating of 1 or 2, “not interested.” Members were asked which roles they would like to see chapters play going forward. Half the respondents said, “helping me with certification issues,” while 40% wanted “advocacy,” and close to one-third listed “helping me to market my products.”

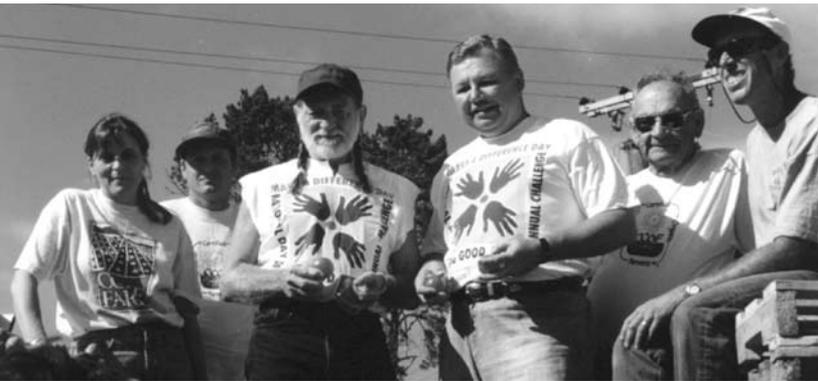
Johnson thinks that one of the biggest challenges to CCOF lies in the membership base itself. “All the members have different requirements in terms of what they want. I’d like to see CCOF do a bit of follow up on that and gain a better understanding of what different members want.”

Lewin agrees. “The board is trying to look at the entire structure and decide what we want going forward. How should chapters be formed? There are tremendous pros and cons for how the organization is structured, by economic diversity, commodity, and so on. CCOF may have outgrown what we started with, but we’re being extremely cautious about making changes because so much has changed already. The diversity of the organization has grown tremendously.”

Members also shared their opinions on future services and priorities. “The survey has given us this important window; shed a tremendous amount of light,” Lewin said. “We’ve concentrated our efforts based on members needs: certification, education and advocacy, and we’re avoiding being sidetracked. We’re putting more resources towards better certification, and trying to improve the efficiency of the way we provide information.”

Members were asked which single service, not currently offered by CCOF, would add the most value to their operation. Alternative labels such as “sustainable” and “beyond organic” was indicated by 23% of the respondents while 8% preferred “Eurep GAP certification” and 8% preferred “Food safety audits.” Only 4% of members wanted CCOF to provide food labor practice verification. Generally, respondents indicated that they’d be willing to pay an additional \$50-\$150 for add-on services. CCOF is taking these responses seriously and continually researching appropriate options. Generally, CCOF staff are looking for programs and certifications that move organic standards forward, bring added value to organic products and, help evolve the organic agenda as opposed to creating alternatives or competition for organic as a marketplace claim.

When asked to rate how CCOF should concentrate its



Historic organic event with CCOF growers and Willie Nelson.

trade association resources, respondents gave high ratings to three categories: technical assistance, consumer education and marketing, and advocacy.

Lewin said, "We're excited to provide more technical assistance and have already started. One example is offering speakers at the last annual meeting. We used the survey feedback to change our priorities. For example, when we get announcements for events on topics such as crop production, we're more motivated to forward that information on to members" When there were changes about livestock conversion and commercial availability, the staff made it a point to forward the information to members on the same day it was received.

Because members said that advocacy was important at State and Federal levels, CCOF staff made it a priority to lobby the USDA. Lewin said, "As an organization, we worked hard to comment on the rule changes because our members indicated it was important for us to interact with NOP. Every minute we spent doing that is a minute we're not doing something else. The survey helps us set that kind of direction."

Miars added, "I'm spending more of my time on advocacy issues at the state and federal level. But not just any issues; we have to evaluate every opportunity to determine which issues are most important to our members."

The results of the CCOF Member Survey provide the organization with more direct insight into their member's needs and is being revered as a great success overall. The CCOF office sees this as the perfect opportunity to focus in on the most important member issues at hand, and to move forward into the future with their member's needs at the forefront of their planning.

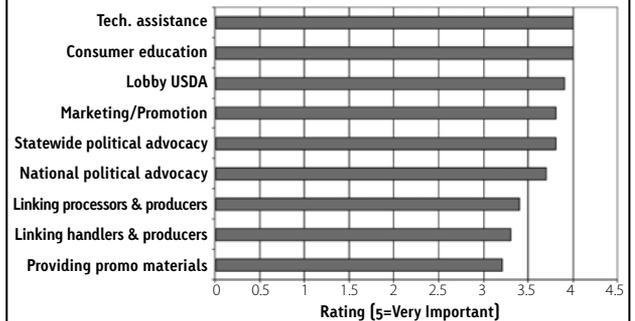
Survey results are available to members by contacting the CCOF office 831 423-2263 [ccof@ccof.org](mailto:ccof@ccof.org).



About the author:

Patti Jazanowski is a freelance writer and an environmental activist, involved with the Sierra Club, the Open Space Alliance of Santa Cruz County, and Friends of Arana Gulch. She can be reached at [paj999@yahoo.com](mailto:paj999@yahoo.com).

### How important do you feel it is for CCOF to concentrate its trade association resources on the these issues?



thought it had the appropriate amount of detail, while 33% said it has too much detail. 37% thought it had too many pages, though generally members felt it was helpful and easy to understand.

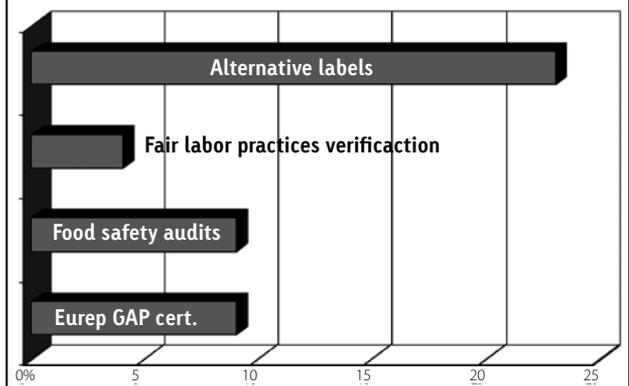
### California State Organic Program

- 61% of California respondents did not feel the CSOP and its services are worth the cost of the registration fee.

### CCOF Staff and Communication

- Respondents were generally happy with the service from CCOF.
- 82% of respondents found staff to be "helpful," while 76% said they were "friendly" and 75% said "courteous." Over 60% listed CCOF staff as "knowledgeable" and "responsive to inquiries."
- Respondents thought CCOF does a good job keeping them informed on organic issues, giving an overall rating of 3.8. Only 9% of respondents gave less than a rating of "3."

### What single service, that is not currently being offered by CCOF, would add the most value to your operation?



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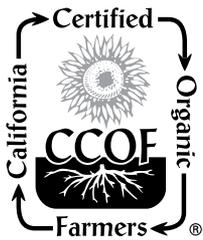
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GOOD FROM THE GROUND UP.





# Special Livestock Issue Certification News

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

Summer 2006

Welcome to a special livestock-focused edition of *Certification News*.

Organic livestock production is on the rise and standards have undergone changes and discussion recently. Over the past several years there has been significant growth in organic dairy and livestock production due to falling conventional milk prices and shortages in organic supply. Implementation of the USDA National Organic Program (NOP) has also brought a variety of interpretations and questions regarding how CCOF and other certifiers should apply the standards. Therefore, we are taking this opportunity to address a number of important livestock and dairy standards issues within this edition of *Certification News*.

*May be subject to revision based on clarification from National Organic Program.*

## CCOF Policy Position Statement on Dairy Livestock Conversion

Effective June 23, 2006

### Introduction

Recently, the Harvey v. Johans lawsuit forced the USDA to re-write portions of the standard relating to conversion of animals to organic production. Critically, this lawsuit invalidated sections of the NOP that allowed the "80/20 herd conversion". Under this

National Organic Program (NOP) issued a final rule change to section 205.236 regarding dairy livestock conversion, including elimination of the 80/20 conversion exemption. The new Final Rule may be found at: [www.ams.usda.gov/nop](http://www.ams.usda.gov/nop).

Rule changes precipitated several rounds of comments, proposed rules, more comments, a final ruling effective June 5, 2006, a clarification document, questions, more comments, and finally additional clarification from the USDA National Organic Program. This can all be seen by visiting the National Organic Program online at [www.ams.usda.gov/nop](http://www.ams.usda.gov/nop) and visiting the today's news section.

Notably, there is considerable discussion of what constitutes an "entire distinct herd". Throughout the process, CCOF has attempted to interpret the regulations accurately and in ways that are consistent with our commitment to the quality and integrity of organics as a whole. CCOF will continue to keep you informed of any changes of modification to these policies.

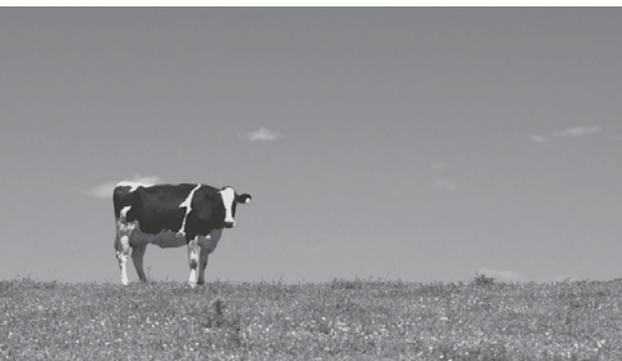
On June 16, 2006 the USDA NOP issued "No-  
*Livestock continued on next page*

### Still Have Livestock Questions?

Additional livestock Q & A are available online within the updates and resources section of [www.ccof.org/certification.php](http://www.ccof.org/certification.php) and within our certification FAQs at [www.ccof.org/cert-faq.php](http://www.ccof.org/cert-faq.php).

### Jake Lewin Appointed Interim Certification Services Director

Jake Lewin, current Director of Marketing and International Programs, will be stepping in as Interim Certification Services Director to head CCOF's organic certification program effective July 10, 2006. This position, previously titled Certification Services Manager, was held by Brian McElroy, a CCOF  
*Lewin continued on next page*



rule, dairies could convert animals to organic production for nine months with 80 percent organic feed and 100% organic feed for three months. As required by the Harvey lawsuit, on June 5, 2006 the USDA



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*Lewin continued from previous page*

employee for almost 12 years prior to his resignation. McElroy stepped down on July 7 to pursue new opportunities in agriculture. Upon the McElroy's departure, Lewin will assume the newly titled position as CCOF conducts an industry-wide search for a full-time replacement.

CCOF appreciates McElroy's years of hard work and dedication. Over the years he has overseen much of CCOF's development into a professional and responsive service-oriented certifier, in addition to playing a key role in CCOF's successful USDA and other accreditation efforts. Over the next month, McElroy and Lewin will work together to ensure a smooth transition and the continuity of CCOF's certification programs.

## USDA Dairy Symposium Chews on Pasture

In the midst of their rule-making work to address herd conversion and other issues, the USDA National Organic Standards Board held a "dairy symposium" on April 18 and 19, 2006, in College Station Pennsylvania to discuss the

*Dairy continued on page 24*

*Livestock continued from previous page*

Additional Clarification, Harvey Final Regulation". This notice included a number of questions and answers about how the new rule is to be implemented. What follows is CCOF's current policy position on conversion of dairy animals to organic production based the new livestock regulations and clarifications from the NOP.

### The revised rule reads as follows:

NOP 205.236 Origin of Livestock

(a) \*\*\*

(2) Dairy Animals. Milk or milk products must be from animals that have been under continuous organic management beginning no later than 1 year prior to the production of the milk or milk products that are to be sold, labeled, or represented as organic,

Except,

(i) That, crops and forage from land, included in the organic system plan of a dairy farm, that is in the third year of organic management may be consumed by the dairy animals of the farm during the 12-month period immediately prior to the sale of organic milk and milk products; and

(ii) That, when an entire, distinct herd is converted to organic production, the producer may, provided no milk produced under this subparagraph enters the stream of commerce labeled as organic after June 9 2007: (a) for the first nine months of the year, provide a minimum of 80-percent feed that is either organic or raised from land included in the organic system plan and managed in compliance with Section 205.237 for the final 3 months.

(iii) Once an entire, distinct herd has been converted to organic production all dairy

animals shall be under organic management from the last third of gestation.

**What does this mean for dairies currently certified by CCOF or applying for certification? Based on review of the new rule change and the Notice of Clarification, CCOF Certification Services (CCOF CS) staff has developed the following Policy Position Statement:**

1. CCOF CS is no longer accepting applications under the 80/20 conversion exemption. Dairy producers that submitted an application for certification to CCOF CS on or before June 7, 2006 will be allowed to complete the conversion process under the 80/20 conversion exemption as long as they are fully converted by June 9, 2007. All new applications submitted as of June 8, 2006 will be accepted under the new final rule as published June 5, 2006 (above).

2. CCOF CS has determined that for the purposes of certification under the NOP a "herd" will be defined as the animals that are within the operation's Organic System Plan as of October 31, 2006. This applies to both currently certified operations and new applicants. The final rule and the Notice of Clarification both refer to a "herd" and interpretation of the rule relies on good understanding of what defines a "herd."

The October 31, 2006 implementation date allows CCOF dairy producers to make required changes to their management systems in order to comply with the regulation requiring that all replacement animals be organic from the last third of gestation. The 10/31/06 date applies to the Organic System Plan as it is on file with CCOF CS.

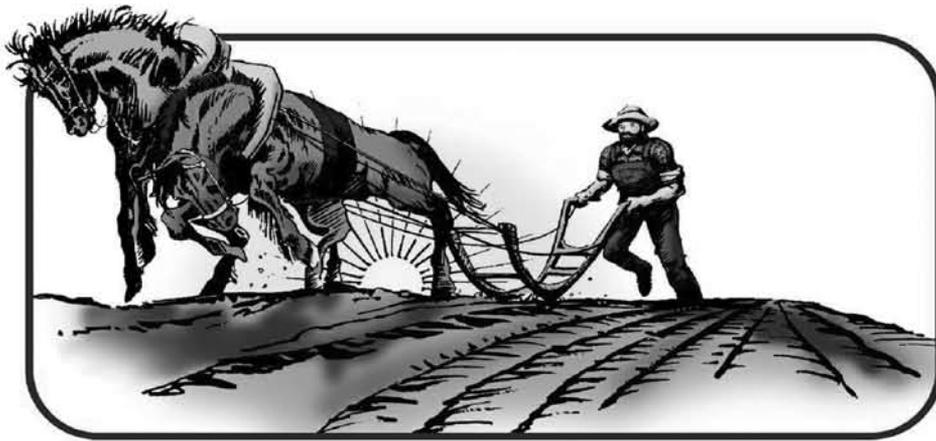
3. All CCOF CS producers must ensure that replacement animals are raised organically from the last third of gestation. The USDA NOP has

*Livestock continued on page 24*



**CCOF hosted the only organic agriculture information table at the 80th Annual Sacramento Host Breakfast. The event which was attended by nearly 2,000 of the state's top business, education, financial, political, and agricultural leaders, as well as Governor Schwarzenegger, who spoke at the event. Two hundred and fifty centerpieces of California grown organic fruits and vegetables adorned the tables.**

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**Dairy continued from page 22**  
 "advance notice of proposed regulation (ANPR) for organic dairy pasture requirements". The purpose of the symposium was to collect information about the role of pasture in organic dairy production. This area has been hotly debated in some areas of the organic world, and this meeting was meant to help build consensus on clear standards that can be applied to future organic dairy certification.

The USDA National Organic Program expects to write regulations soon that will better define the meaning of "access to pasture" as it currently appears in Section 205.239(a)(2).

A number of CCOF certified dairy producers and former CCOF Certification Services Manager, Brian McElroy, participated in the symposium.

Participation at the symposium was high and the content of information provided was detailed and professional. While it does not do justice to the participants, the comments can be distilled down to the following concepts:

To require that organic dairy producers provide pasture for ruminates by one, or a combination of the following measures:

- A) 120 days of pasture feeding
- OR- B) 30% of dry matter intake from pasture

Based on the discussion and  
**Dairy continued on page 26**

**Livestock continued from page 22**

made it clear in the regulation and the Q and A in the Notice of Clarification that the intent of the rule is for organic dairy production to not rely on continual conversion of animals. Once a herd is converted, replacement animals must be raised organically from the last third of gestation.

4. Grazing of pasture included in the organic system plan in the third year of transition. If the CCOF client is able to provide sufficient land history documentation to show that the pasture in their Organic System Plan has been free of prohibited materials for at least two years, and is in the third year transition to organic, CCOF CS will allow pasture consumed from that land to comprise the 80 percent organic feed under 205.236(a)(2)(i) and (ii).

5. Pasture, stored hay or silage as "Organically Produced Feed". CCOF CS will consider pasture or forage to qualify as "organically produced feed" as required by 205.237(a) (i.e., to be certified organic) only after CCOF CS completes an on site inspection of the production area or parcel. Thus, hay or silage that is cut prior to an inspection will not qualify as certified organic feed after the one year transition has been completed or during the last three months of an 80/20 conversion.

6. Stored hay or silage during 80/20 transition. Under 205.236(a)(2)(i), CCOF CS will allow hay or silage that is on the farm at the time of inspection to be included as part of the 80% organic feed during the first 9 months of the conversion if the client can provide complete documentation of the following:

- That the hay or silage is from the parcels within the Organic System Plan submitted to CCOF.
- That the hay or silage was not treated with or produced using any prohibited materials, including seed, production, handling and storage.

Hay or silage cut prior to inspection will not count towards the 100% organic feed required in the last three months of the 80/20 conversion.

**The following Questions and Answers are provided to help producers understand how the above policy changes will affect your operation:**

**Q: Once I am certified, or if I am already certified, how can I replace animals or grow my herd?**

A: For dairies currently certified by CCOF CS: As of October 31, 2006, all animals in the CCOF program are considered an "entire, distinct herd" for the purposes of organic certification under the NOP (see #2 of the policy statement above). Any new or replacement animals must be organic from the last third of gestation. For dairies applying to CCOF CS in the future: Upon application, CCOF CS will consider the animals included in the Organic System Plan to be an "entire, distinct herd."

Once an "entire distinct herd" has been transitioned, all animals must be organic from the last third of gestation.

All CCOF CS certified dairy operations should immediately begin to plan for the process of ensuring that replacement animals are managed organically from the last third of gestation.

CCOF CS dairy clients may bring other "entire, distinct herds" into organic production through a 12 month conversion under NOP 205.236(a)(2), but each herd must be submitted to CCOF CS with a new application and identified as a distinct herd. CCOF CS may develop a "new herd application" to streamline the process of transitioning new herds, but the fee will not be less than \$275 for an application to transition a herd.

**Q: I have not yet applied for certification with**  
**Livestock continued on page 26**



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**Dairy** continued from page 24  
comments, clearly a majority of the public and certified producers feel that the NOP standards should clarify what "access to pasture" means and how to it should be enforced.

The USDA has posted numerous comments to the ANPR on the NOP website under "Today's News" for June 15, 2006, at [www.ams.usda.gov/nop](http://www.ams.usda.gov/nop). All certified dairy producers and other interested parties are advised to comment on the ANPR.

CCOF is committed to strong organic standards and believes strongly in the role of pasture in organic dairy production. We will continue to monitor the rule making process on this issue and keep CCOF producers up to date.

**Livestock** continued from page 24

### CCOF. How can I transition my animals?

A: National Organic Program regulations require that the herd be managed organically for one year before you can take organic milk. This includes being managed according to an approved organic system plan, being fed all organic feed and treated only with allowed health care products. However, there is an exception under the new rule section 205.236 (a)(2)(1) that allows you to graze your transitioning animals on pasture that is in the third year of transition. Please see Policy Statement #4 & #5 above.

### Q: When should I apply for certification of my dairy herd?

A: As soon as possible! Applicants should apply one year prior to the date they expect to take organic milk. While it is possible that an operation may comply with organic standards prior to application, such applications are more difficult to process and require greater scrutiny. Remember, as of June 9, 2007, animals must be fed all organic feed for one year prior to taking milk. While feed from land in the application may qualify for the first year of transition most operations still buy in

some portion of the feed ration. The application should be submitted before you start the organic feed ration. Submit the application early and state a date that you intend to start the all organic feed ration. This way you can have some assurance that you are on the right path for conversion and the money spent on organic feed is going to good use. ☒

*Please call us with other questions and share this with you friends and neighbors that may be interested in converting their dairy to organic.*

### E-Newsletters and Other CCOF Announcements

We want to communicate with you! CCOF sends periodic email updates on organic news and certification issues. If you opt out of these announcements when you receive them, we are unable to send you ANY future emails using this system. Please don't unsubscribe if you'd like to continue receiving important CCOF announcements, news, and certification updates.

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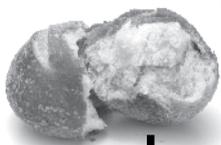


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### New Farm.org

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[www.newfarm.org](http://www.newfarm.org)



## books

# History of Organic Food and Agriculture

### Organic, Inc. : Natural Foods and How They Grew

by Samuel Fromartz

As people who work with organic food, farmers, processors, and certification every day, we find Sam Fromartz's first book, *Organic, Inc.*, to be a valuable addition to every organic food enthusiast's collection. Not only does the book chronicle the development of organic strawberries and spring mix using notable CCOF clients Swanton Berry Farm and Earthbound Farm, Fromartz also gives even-handed treatment to the development of organic standards. Discussions about the meteoric growth of soy foods are both interesting and informative.



*Organic, Inc.* is not written to create controversy, stake out a position or build an us vs. them schism in organic. Instead, it describes in great detail how we got here and what exactly has happened at the farm level and with organic standards. In particular, those who wish to understand the National Organic Program and the recent Harvey lawsuit that challenged it, this is the single best primer we've seen. In the process you'll get a deep understanding of the issues we face.

*Going Organic continued from page 11*

Witty, Elizabeth Whitlow Inman, and Amy Lamendella, along with Inspection Operations Director Sean Feder, conducted in-depth certification training at each event. The OSP trainings remain open to the public and are publicized widely to help both farmers and the farm community in general.

CCOF Certification Services and CCOF Inc assists each chapter with certification training staff and promotion of each event. OSP trainings are particularly useful for New Organic Farmers to learn about prohibited materials, buffers and boundaries, compost or manure, how to keep an organic farm input report, and a variety of crop specific questions in the creation of their OSPs. As the summer and fall harvests start to take a higher priority, the management team will plan fall and winter activities and the upcoming round of winter meetings and seminars. The Going Organic Project looks forward to improving these training sessions in the future and expanding organic agriculture in California.

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## member highlights

# Achievement and Recognition

Congratulations to CCOF certified **Prather Ranch Meat Company** for another great achievement! Humane Farm Animal, an independent non-profit that certifies the product has been produced humanely, announced that Prather Ranch Meat Company became the first purveyor in the United States to offer a product labeled "certified humane raised and handled". **Jim Rickert and his wife, Mary**, who operate Prather Ranch, feel the low-stress manner in which they handle their herds is more the traditional way of raising beef cattle, rather than being anything new or reinvented. Prather Ranch Meat Co.'s retail outlet is located in the Ferry Building on the Embarcadero in San Francisco. Visit [www.prather-ranch.com](http://www.prather-ranch.com) for more information.

More positive recognition in the news lately for CCOF certified **Swanton Berry Farm's** founder **Jim Cochran**, as he is applauded for his progressive, social-justice approach to farm management. Cochran, a former Cesar Chavez student, offers his many employees not only a living wage, but a medical plan, pension plan, vacation and holiday pay, unlimited time off for family needs, and free housing for some. Last year, he also started the first employee stock-ownership plan for agricultural workers once they exceed 500 hours of service. Additionally, Cochran provides staff training in leadership and communication skills that prepare workers for more decision making roles within the company. [www.swantonberryfarm.com](http://www.swantonberryfarm.com).



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state to play a role in ensuring a level playing field for all organic dairies in the state. Because CCOF advocates for strong standards that meet consumer expectations, we have requested that the SOP bring together all certifiers operating in California to ensure consistency on present and future standards.

3. As a result of the Harvey vs. Johans lawsuit, CCOF submitted its comments on recent federal register notices modifying organic regulations. The evolution of organic standards in a positive direction is important, and CCOF requested that the SOP and COPAC monitor these and other developments, and submit formal comments to both strengthen organics and represent the needs of California organic producers.

### 2005 Annual Report Available to CCOF Members

Interested members may submit a written request to receive the report by emailing [peggy@ccof.org](mailto:peggy@ccof.org), faxing (831) 423-4528, or mailing to 1115 Mission Street, Santa Cruz, CA 95060. Request must include name, client number (if a certified client), address, phone number, and email address (if applicable).

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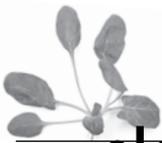
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# classifieds/calendar

## Classifieds

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**Employment- CCOF.** Visit CCOF online to check out current employment opportunities at [www.ccof.org/employment.php](http://www.ccof.org/employment.php).

**Employment-Farm Manager** wanted for Glen Ivy Farm, a 20 acre CCOF farm located near Corona, CA. Citrus, avocado, macadamia, walnut, almond, pecan, stone fruit, exotic fruit. Full-time, year-round position for the right candidate. Sales and hands-on management of

farm with crew. Good salary and benefits. Don Celestino at 951-277-8704, email resume to [don\\_celestino@sbcglobal.net](mailto:don_celestino@sbcglobal.net).

**Employment-Organic Farm Apprenticeship** Paradise Valley Produce in Bolinas, CA, certified organic since 1978, is seeking three people for the 2006 growing season. Room, wage, and farm fresh veggies provided. The farm adjoins the Point Reyes National Seashore in beautiful Marin County. Dennis at 415-868-0205.

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*continued on next page*

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## Calendar

Visit [www.ccof.org/calander.php](http://www.ccof.org/calander.php) for links and a complete listing of events.

**July 23, 2006: Santa Cruz, CA**

**August 20, 2006: Sebastopol, CA**

**September 17, 2006: Santa Barbara, CA**

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**August 7–9, 2006**

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**August 23–25, 2006**

**IFOAM First International Conference on Animals in Organic Production, St. Paul, MN**

The conference will focus on important issues concerning organic livestock and animal husbandry. It will concentrate upon health and food safety in organic livestock production systems, marketing trends, innovation in organic livestock production systems and livestock breeding strategies. Key figures from around the world will present on the diversity of organic livestock systems, including opportunities and challenges on the horizon. [www.ifoam.org/events/ifoam\\_conferences/IFOAM\\_Animal\\_Production\\_Conference.html](http://www.ifoam.org/events/ifoam_conferences/IFOAM_Animal_Production_Conference.html).

**October 4–7, 2006**

**Natural Products Expo East, Baltimore, MD**

The East Coast outlet for the hottest trends in natural and organic food, dietary supplements, personal care and new healthy lifestyle products. 303-939-8440, [www.expoeast.com](http://www.expoeast.com).

**October 7–8, 2006**

**Hoes Down Harvest Celebration, Full Belly Farm, Capay Valley, CA**

Each year, the Hoes Down Harvest Celebration promotes sustainable agriculture and rural living. Located within two hours of San



Francisco and Sacramento's busy metropolitan areas, the festival is an opportunity to enjoy rural life and to further deepen one's understanding and connection to the local food system. This year, come and enjoy educational farm tours, a magical children's area, games, live music, local farm products and an abundance of fresh, organic food. Also not to miss: hay rides pulled by a team of draft horses and a Manure Pitch-Off for the adults. [www.hoesdown.org](http://www.hoesdown.org).

**October 20–22, 2006**

**Bioneers Annual Conference, San Rafael, CA**

The annual Bioneers Conference is a hub of practical solutions for restoring the Earth – and people. [www.bioneers.org](http://www.bioneers.org).

**October 20–24, 2006**

**Produce Marketing Association Fresh Summit International Convention and Exposition 2006, San Diego, CA**

Over 750 exhibitors from over 70 countries, along with 17,000 attendees makes Fresh Summit the world's largest fresh fruit and vegetable event. Go to [www.pma.com](http://www.pma.com) for more information. Visit CCOF in booth 1210.

**November 6–10, 2006**

**IOIA Organic Inspector Training, Oceanside, CA**

Organic Farm Inspection and Organic Process Inspection Trainings include in-classroom instruction, a field trip to a certified organic operation, and a half day of testing. [www.ioia.net](http://www.ioia.net) or [ioia@ioia.net](mailto:ioia@ioia.net).

**November 10–12, 2006**

**San Francisco Green Festival, San Francisco Convention Center**

The Green Festivals' goal is to get more people involved in the green economy movement by facilitating opportunities, networks, and connections that strengthen organizations and new businesses; while inspiring individuals to find more ways to make a positive difference in the world today. [www.greenfestivals.com](http://www.greenfestivals.com). Visit CCOF in booth 432.

**December 1–2, 2006**

**5th Annual Sustainable Agriculture Pest Control Advisor Conference, San Luis Obispo, CA**

Sponsored by CCOF and Co-Sponsored by Cal Poly State University's Sustainable Agriculture Resource Consortium, this annual conference addresses a wide variety of issues and provides an excellent forum for PCAs and farmers from all areas of agriculture to extend their knowledge about sustainable agriculture. Visit [www.ccof.org/pcaconference2006.php](http://www.ccof.org/pcaconference2006.php) for more information and to request a registration brochure.



# new members

## New Certified Clients

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

### ANNAHALA WINE ESTATES

Santa Rosa, CA  
707-575-3114  
tamara@cloverdalewine.com  
Certified Crops/Products/Services:  
Wine

www.biscuitandbone.com  
Certified Crops/Products/Services:  
Dog Treats

### BUDELL FARMS

Reedley, CA  
559-805-5434  
mabuddell@moby.net.com  
Certified Crops/Products/Services:  
Mandarins, Oranges

### AVELAR BROTHERS DAIRY

Ferndale, CA  
707-476-2955  
Certified Crops/Products/Services:  
Hay and Pasture, Milk [Raw], Pasture

### BUTOW VINEYARD

Redwood Valley, CA  
707-485-5038  
Certified Crops/Products/Services:  
Grapes [Wine]

### BARRA FARMS

Fresno, CA  
559-974-9133  
Certified Crops/Products/Services:  
Aprium, Plums, Pluots

### CLUB McCULLOUGH

Temecula, CA  
951-302-3209  
Certified Crops/Products/Services:  
Grapefruit, Lemons, Oranges

### BISCUIT AND BONE

Redwood City, CA  
650-520-7120  
biscuitandbone@hotmail.com

### D.P. HAUPT

Fresno, CA  
559-275-5751  
Certified Crops/Products/Services:  
Grapes [Raisin]

### DARRELL & CALLIE WOOD

Vina, CA  
530-864-1340  
dewcattle@hotmail.com  
Certified Crops/Products/Services:  
Beef Cattle, Beef Cattle Finishing,  
Pasture, Pasture & Rangeland

### DEL LLANO

Salinas, CA  
831-970-6444  
Certified Crops/Products/Services:  
Strawberries

### DELANO FARMS COMPANY

Delano, CA  
661-721-1485  
afoster386@aol.com  
Certified Crops/Products/Services:  
Grapes [Table]

### DIVINELY D'LISH LLC

San Francisco, CA  
415-307-7342  
alison@divinelydlish.com  
www.divinelydlish.com  
Certified Crops/Products/Services:  
Granola, Granola Bar

### EVERGREEN RESEARCH & DEVELOPMENT

Irvine, CA  
949-651-8266  
michelle@evergreenrd.com  
www.evergreenrd.com  
Certified Crops/Products/Services:  
Agave Syrup, Allspice, Almonds,  
Anise Seed, Arrowroot, Bananas,  
Basil, Bay Leaves, Bell Peppers,  
Broker, Caraway Seed, Cardamom,  
Carrots, Cayenne, Celery Seed,  
Chamomile, Chili Pepper, Chives,  
Cilantro, Cinnamon, Cloves,  
Coriander, Cranberries, Cumin Seed,  
Dill, Echinacea, Fennel, Fenugreek,  
Garlic, Ginger, Green Onions, Honey,  
Horseradish, Lavender, Leeks,  
Lemon Grass, Lemon Peel, Lentils,  
Licorice Root, Mace, Marjoram,  
Mustard, Nutmeg, Onion, Oregano,  
Paprika, Parsley, Peas, Pecans,  
Pepper Powder, Peppermint, Poppy  
Seed, Potatoes, Rosemary, Sage,  
Sesame Seed, Spearmint, Tarragon,  
Thyme, Tomato Products, Walnuts

### FINESSE MILLS LLC

Watsonville, CA  
831-761-8145  
steigman@sbcglobal.net  
Certified Crops/Products/Services:  
Tea Processing

### FOODOLOGY

Sun Valley, CA  
818-252-1888  
mikepayton@foodology.com  
www.foodology.com  
Certified Crops/Products/Services:  
Edamame, Packing

### GARNER FARMS

Reedley, CA  
559-638-8816  
kgarner@wcoastmail.com  
Certified Crops/Products/Services:  
Oranges

### HARLAN/DUNCAN VINEYARD

Kelseyville, CA  
707-279-4970  
Certified Crops/Products/Services:  
Grapes [Zinfandel]

### INTERNATIONAL DESSERTS & DELICACIES, INC.

Glendale, CA  
818-549-0056  
primaxla@gmsnet.com  
www.vegancookies.com  
Certified Crops/Products/Services:  
Cookies

### JAL BERRY

Aromas, CA  
831-726-3256  
jlopez@berry.net  
Certified Crops/Products/Services:  
Strawberries

### JERTBERG STRAWBERRIES, INC.

Watsonville, CA  
831-761-1279  
erik@jertberg.com  
Certified Crops/Products/Services:  
Strawberries

### JOHN HARPER

Salinas, CA  
831-229-7047  
positraction410@aol.com  
Certified Crops/Products/Services:  
Broccoli

### LIVE ON FOODS & ELIXIRS

Santa Cruz, CA  
831-588-7496  
sriramjairam@sbcglobal.net  
Certified Crops/Products/Services:

*Legislative & Regulatory Advocacy • Education  
Public Relations • Business Promotion*

Link up with the Organic Trade Association

**WWW.OTA.COM**

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



Kombucha

**MCSC FARMING COMPANY**

Snelling, CA  
209-357-2327  
McCauleyMF@aol.com  
Certified Crops/Products/Services:  
Oat Hay

**NATURAL SOURCING, LLC**

Hawleyville, CT  
203-267-6061  
info@naturalsourcing.com  
www.naturalsourcing.com  
Certified Crops/Products/Services:  
Beeswax, Cocoa Butter, Essential  
Oil, Oils (Specialty), Soap

**NORTH COAST COOPERATIVE, INC.**

Arcata, CA  
707-822-5947  
www.northcoastcoop.com  
Certified Crops/Products/Services:  
Retail

**NURTURE, INC.**

Brooklyn, NY  
718-301-5852  
jessica@nurturefoods.com  
www.happybabyfood.com  
Certified Crops/Products/Services:  
Baby Food

**O'DELL'S ORGANIC ORCHARD**

Julian, CA  
760-765-1174  
ocod@aol.com, odell.camille@  
us.zim.com  
Certified Crops/Products/Services:  
Apples, Pears

**PAUL G. MURADIAN ORGANIC**

Kingsburg, CA  
559-897-2397  
5mur@cyberhotline.com  
Certified Crops/Products/Services:  
Plums

**PENFORD FOOD INGREDIENTS**

Centennial, CO  
303-643-1683  
mwargocki@penx.com  
Certified Crops/Products/Services:  
Dextrose

**PIONEER TRADING, INC dba OMNI  
FOODS MANUFACTURER**

Paramount, CA  
562-531-2244  
achae@ohanafood.com  
Certified Crops/Products/Services:  
Noodles

**RADELFINGER DAIRY**

Ferndale, CA  
707-845-4623  
radelfingerdairy@hotmail.com  
Certified Crops/Products/Services:  
Pasture

**RIO MESA ORGANICS**

Watsonville, CA  
831-247-2156  
marosos@sasquatch.com  
Certified Crops/Products/Services:  
Strawberries

**RYAN PALM**

Kingsburg, CA  
559-897-8624  
thepalms@inreach.com  
Certified Crops/Products/Services:  
Pluots

**S.M. ALEGRE FARMS**

Tracy, CA  
209-321-6819  
snralegre@aol.com  
Certified Crops/Products/Services:  
Barley, Grass, Wheat

**SCELLENBERG FARMS**

Reedley, CA  
559-638-7292  
rick@schellenberg-farms.com  
Certified Crops/Products/Services:  
Mandarins

**SHINTA KAWAHARA COMPANY,  
INC.**

Watsonville, CA  
831-722-4919  
rodkoda@aol.com  
Certified Crops/Products/Services:  
Strawberries

**SOUL FOOD FARM**

Vacaville, CA  
707-469-0499  
soulfoodfarm@aol.com  
Certified Crops/Products/Services:  
Basil, Beans (Fresh), Beets,  
Cantaloupe, Carrots, Chives, Corn  
(Fresh), Cucumbers, Eggplant,  
Eggs, Figs, Flowers, Lavender,  
Lemons, Lemons (Meyer), Limes,  
Olives, Parsley, Pasture, Peppers,  
Pumpkins, Sage, Squash (Summer),  
Tangerines, Thyme, Tomatoes (Fresh  
Market), Walnuts, Watermelon

**SPICE WORLD INC**

Orlando, FL  
407-851-9432  
lloydg@spiceworldinc.com  
Certified Crops/Products/Services:

Garlic

**SPRING WIND HERBS, INC**

Berkeley, CA  
510-849-1820  
swherbs@earthlink.net  
www.springwind.com  
Certified Crops/Products/Services:  
Chinese Herbs

**STEHLY ENTERPRISES, INC.**

Bonsall, CA  
760-731-6517  
stehlyent@aol.com  
Certified Crops/Products/Services:  
Avocados

**STERILIZATION & FUMIGATION  
SERVICES**

Newman, CA  
209-862-4741  
williamlanning@sbcglobal.net  
www.bioreduction.com  
Certified Crops/Products/Services:

Steam Sterilization

**STEVE FUKAGAWA**

Kingsburg, CA  
559-281-6295  
farmerseiji@yahoo.com  
Certified Crops/Products/Services:  
Alfalfa, Grapes (Raisin), Nectarines,  
Plums, Pluots

**SUNNY SLOPE ORCHARD**

Vacaville, CA  
707-452-8564  
spurlocktool@cs.com  
Certified Crops/Products/Services:  
Apricots, Citrus, Figs, Peaches,  
Persimmons, Plums, Walnuts

**SUNSHINE GROVE, LLC**

Temecula, CA  
951-506-5049  
vjohanson@sunshinegrove.com  
Certified Crops/Products/Services:

*continued on next page*

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**www.liquidfertilizer.com**

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## new members

*continued from previous page*

Avocados, Cherimoyas, Fruit

### SWANK FARMS PRODUCE INC.

Hollister, CA  
831-637-4704  
swankfarms@pcwt.net  
www.swankfarms.com  
Certified Crops/Products/Services:  
Oat Hay, Tomatoes [Fresh Market]

### THREE TWINS ICE CREAM LLC

San Rafael, CA  
415-577-0144  
threetwins@gmail.com  
Certified Crops/Products/Services:  
Ice Cream, Sorbet, Soy Cream,

Waffle Cones

### UNIVERSAL FOODS INC. [CONSOLIDATED FOODS]

Gardena, CA  
310-515-6273  
mazi@msn.com  
Certified Crops/Products/Services:  
Repacking

### UNIVERSITY OF CALIFORNIA, BERKELEY [CAL DINING]

Berkeley, CA  
510-642-8810  
cdavies@berkeley.edu  
caldining.berkeley.edu

Certified Crops/Products/Services:  
Organic Salad Bar

### VOURNAS COFFEE TRADING LLC

Rocklin, CA  
916-408-7799  
michael@vournascoffee.com  
www.vournascoffee.com  
Certified Crops/Products/Services:  
Broker, Coffee, Decaffeinated  
Coffee

### W. J. MOUREN FARMING, INC.

Coalinga, CA  
559-935-1681  
Certified Crops/Products/Services:  
Fallow, Wheat

### WESTERN GRASSLAND, INC

Fresno, CA  
559-380-8988  
pamelacooper1318@msn.com  
www.westerngrasslands.com  
Certified Crops/Products/Services:  
Beef

### WHITE RIVER RANCH

Kingsburg, CA  
559-897-5626  
dwhite506@msn.com  
Certified Crops/Products/Services:  
Cherries, Plums, Pluots & Plums

## New Supporting Members

### Sustaining Businesses

#### United Agribusiness League

Ledezma, Martin  
Irvine, CA [800] 223-4590  
www.ual.org  
mledezma@ual.org  
UAL is a multi-commodity agricultural trade association offering economic solutions, benefits and services to members. Founded in 1980, UAL has represented the industry in state and federal legislative issues and continues to be a leading health care benefit provider for agribusiness.

### Promoting Businesses

#### Allen Mattos Farm

Mattos, Allen  
Grass Valley, CA [775] 329-2806  
amattos@dospalos.org

#### Gowan Co.

Mendez, Jr., Larry  
Lompoc, CA [805] 451-5649  
www.gowanco.com  
lmendez@gowanco.com

#### Hydrolsate Company of America

Zybura, Ed  
Arroyo Grande, CA [805] 474-8562  
edzybura@charter.net

#### Innerchai Café

Walker, Anthony  
Mill Valley, CA [415] 308-9878  
anthonymstudio@sbcglobal.net

#### Jim Morris Environmental T-Shirts

Fox, Harrison  
Boulder, CO [303] 444-6430  
www.jimmorris.com

harrison@jimorris.com

#### Paramount Citrus

Hutchinson, Tim  
Delano, CA [661] 720-2400  
thutchison@paramountcitrus.com  
Citrus growing, processing and packaging

#### Purity International, LLC

Long, Ron  
Wickenburg, AZ [928] 684-5027  
ron@purityintl.com  
Purity International is a manufacturer and marketer of powerful, non-chemical organic produce and fruit sanitizing systems. We specialize in pathogen intervention for organic growers, distributors, retailers and even consumers.

#### Shepherd Bothers, Inc.

Brown, Joel  
Fairfield, CA [209] 601-3590  
jb110west@aol.com  
Shepard Bros. Inc. provides a complete line of sanitation and water treatment products and technical services to the Organic Food Industry. We specialize in all aspects of sanitation technology and compliance with CCOF Member standards to provide cutting edge answers for all food processing sanitation programs, including the Peraforce High Retention Sanitizing System.

#### Spitzley Farm

Spitzley, James  
Cambria, CA [805] 927-3163  
inthevines@tcsn.net

### Supporting Retailers

#### Elkhorn Farm & Mercantile

Moss Landing, CA [831] 633-4768  
www.bestroadsidestop.com  
info@elkhornfarmandmercantile.com

### Ag Advisors/Consultants

#### C&N Farms

Cooksey, Steven  
Fresno, CA [559] 432-6071  
cookseyfam@sbcglobal.net  
Almond Grower

#### Cube Organics, Inc.

Yoo, Joongjo  
Edgewater, NJ [201] 313-5522  
kmkupp@yahoo.com  
Organic Food Distributer

#### Diane Joy Goodman

Goodman, Diane Joy  
San Francisco, CA [415] 921-7513  
dianejoy@speakeasy.net  
Consulting resources developed over 20 years to help clients understand organic standards and regulatory compliance, transition through certification, and communicating organic standards through marketing strategy. Twice Chair of California Organic Foods Advisory Board and current and past member of National Organic Standards Board and Organic Trade Association task forces. Clients include leaders in organic dairy, poultry, produce, processed food and personal care categories.

#### Rodgers Agricultural Consulting

Rodgers, Patrick  
Ukiah, CA [707] 468-8294  
pat-hollyr@saber.net

#### Vision Agrobiotics, Inc.

Aivazian, Bryan  
Casper, WY [307] 259-4050  
bryana@tribcsp.com  
Vision Agrobiotics provides technology solutions to a variety of farming practices.

### Wolf & Associates, Inc.

Wolf, Bill  
New Castle, VA [540] 864-5107  
wolfsys@infionline.net  
Experts in organic production and handling; building and implementing compliance plans for NOP, EU, JAS; pest control, sanitation, ingredient sourcing, identity preservation, segregation. Helping people with their strategic plans, sustainable development and triple bottom line missions for over 30 years. Network of associates worldwide.

### Contributing Individuals

#### Ellenbogen, Mark

Muir Beach, CA

#### Miller, Cathy

Ben Lomand, CA

#### Tjader, Elizabeth

Ferndale, CA

### Promoting Individuals

#### Bradford, Ryan

San Antonio, TX

#### Ellenbogen, Mark

Muir Beach, CA

#### Kain, Tara

Placerville, CA

#### Kauffman, Kimberly Ann

Carmichael, CA

#### Macdonald, Francis

Valley Center, CA

#### O'Brien, Mike

Salem, OR

#### Olson, Patricia

Cypress, CA

#### Tsai, Terry

San Jose, CA

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Adding Value to Farm Products: An Overview  
Aquaculture Enterprises: Considerations and Strategies  
Biodiesel: The Sustainability Dimensions  
Cole Crops and Other Brassicas: Organic Production  
Community Supported Agriculture  
Dairy Sheep  
Edamame: Vegetable Soy  
Grapes: Organic Production  
Measuring and Conserving Irrigation Water  
Nematodes: Alternative Controls  
Parasite Management for Natural and Organic Poultry:  
Coccidiosis  
Pastures: Sustainable Management  
Soil Moisture Monitoring: Low-Cost Tools and Methods  
Specialty Cut Flower Production and Marketing  
Symphyllans: Soil Pest Management Options

## New and Updated Publications

### SPANISH:

Aves de Corral Sostenibles: Resumen de Producción  
Como Prepararse para la Inspección Orgánica  
El Proceso de la Certificación Orgánica  
Escarabajos del Pepino: Manejo Integrado de Plagas-  
MIP Organico y Bioracional

Sustainable Farming for a Sustainable Future



# ATTRA

National Sustainable Agriculture Information Service

ATTRA – a project of the National Center for Appropriate Technology – is funded through  
USDA/RBS, with headquarters in Montana and offices in Arkansas, California, and Iowa.





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or visit **[www.albertsorganics.com](http://www.albertsorganics.com)**.



**CCOF**  
1115 Mission Street, Santa Cruz, CA 95060-3526  
(831) 423-2263 • fax (831) 423-4528  
[ccof@ccof.org](mailto:ccof@ccof.org) • [www.ccof.org](http://www.ccof.org)

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