

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



CERTIFIED Organic

INSIDE LOOK

Organic Roots Growing Strong

**CCOF Expands Education Program
New Member Spotlights
Organic Equivalency Updates**

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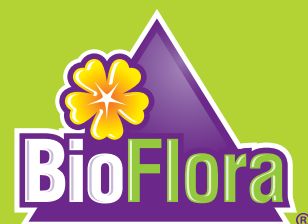
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Organic Roots Growing Strong

*"Our greatest strength remains the justice of our cause:
producing food and goods in a way that respects the
interconnectedness of the world around us."*

– Cathy Calfo, CCOF Executive Director

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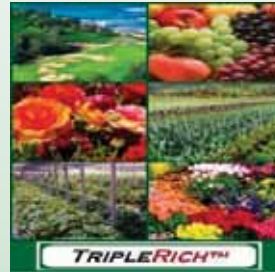
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Nurturing Organic Growth

Many tree varieties require regular pruning and heavy harvesting to encourage continued growth. The democratic process is very similar. Some people complain about government, but don't vote. They want to see change and growth but do not provide the needed care to help push the process along. Organic standards also require intervention and participation for continual healthy growth.

These standards are governed by a board that solicits feedback and participation to capture the opinions of organic producers nationwide. Do you know organic producers, processors, or certifiers who complain about National Organic Program (NOP) rules and regulations, but don't take the time to submit comments or testify at National Organic Standards Board (NOSB) meetings? It is crucial that we encourage organic producers and consumers to speak up and become one voice that will be heard loud and clear.

NOSB members may be less well-known than the names you will see on next year's general election ballot, but they are the folks advising the USDA on standards for materials used in organic production. Their recommendations directly affect the thousands of U.S. organic farmers, ranchers, processors, and handlers who are the backbone of today's \$29 billion organic sector.

The Organic Foods Production Act of 1990, part of the 1990 Farm Bill, authorized the U.S. Secretary of Agriculture to appoint a 15-member board. This board holds meetings twice a year that are open to interested parties and the public. To prepare for each of these meetings, CCOF reviews agendas to identify issues of potential interest or concern to our members, such as proposals to add or remove materials from the National List of Allowed and Prohibited Substances for use in organic production. We then alert our membership about upcoming actions of importance and provide information on how to get involved.

At the NOSB's November 2011 meeting in Savannah, Georgia, CCOF staff and clients turned out in force to make their voices heard. Meeting highlights include:

- Adoption of a recommendation to require certification agencies to conduct unannounced inspections. CCOF has long conducted such inspections to help ensure organic integrity, and strongly advocated for mandatory inspections to ensure a level playing field for all certified operations.
- Organic rice growers were confronted with a proposal to remove copper sulfate from the National List. CCOF's written comments on the proposed rule emphasized the reliance organic rice growers have on copper sulfate, especially during certain weather conditions, for tadpole, shrimp, and algae control. Our members came to Savannah and delivered personal testimony. The result was a vote in favor of the continued use of copper sulfate, with monitoring for copper residue. This decision overturned a previous board committee recommendation and came as tremendous relief to CCOF's organic rice growers.
- The board did not approve a CCOF petition to allow the use of odorized propane in rodent control devices. However, kudos to CCOF farmers Betty Schumacher of Schumacher Orchards and Jenny Lester Moffet of Dixon Ridge Farms, who made the trip all the way to Georgia to testify in favor of the petition. The petition came within one vote of passing.

The next NOSB meeting will take place May 21 - 24 in Albuquerque, New Mexico. CCOF will be there and we would like you to come with us to address issues on that agenda that impact your operation.

We know many people don't vote in elections because they don't think that it makes a difference, but we see the voices of organic producers, processors, and certifiers recognized when we show up. Cultivating change through active participation in NOSB meetings allows us to continue taking large and small steps that pave the road for our members to be successful. We hope you will join us and strengthen our voice. As we prepare for another year of change we pause to reflect on the past year: the successes, growth, and opportunities that will help us to grow even stronger in the future (see page 26).



Cathy

Cathy Calfo
CCOF Executive Director



Survey Shows Beginning Farmers Need Money, Land

With the average age of the American farmer at 57 years and rising, it is no surprise that we desperately need young and beginning farmers to fill their shoes in the coming years. The National Young Farmers' Coalition released a study in November, *Building a Future With Farmers: Challenges Faced by Young, American Farmers and a National Strategy to Help Them Succeed*, showing that beginning and young farmers face serious difficulties with accessing capital, land, and health insurance. The survey of over 1,000 farmers demonstrates the significant need for policymakers to address these issues to support nationwide food production.

"If Congress wants to keep America farming, then they must address the barriers that young people face in getting started," says Lindsey Lusher Shute, Director of the National Young Farmers' Coalition, in a prepared statement. "We need credit opportunities for beginning and diversified farmers, land policies that keep farms affordable for full-time growers, and funding for conservation programs."

The farmers responded that they benefit from apprenticeships, land partnerships, and Community Supported Agriculture (CSA) programs to establish themselves. Tom Vilsack, U.S. Secretary of Agriculture, believes that the nation needs hundreds of thousands of new farmers, but adequate funding and support are not readily available for either beginning or established farmers. Loans and credit are not easy to come by and land is

often sold away from farming. The number of farmers in the United States has declined over the past century; there were over 6 million farmers in 1910 and just 2 million today, with more than three times as many mouths to feed.

At the consumer level, shoppers can continue to support local farmers' markets, CSAs, and food cooperatives, which serve to keep America's small farmers in business. Farmers who want to support beginning and young farmers can promote education through on-farm apprenticeships, land shares, and employment. We would love to hear how you are encouraging the future of our farmers. Contact us at marketing@ccof.org and tell us your story!

Local Foods Strengthening, Says USDA Study

Recently released USDA data from 2008 shows that local foods sold through farmers' markets, grocers, and retailers amounted to \$4.8 billion nationwide. This number exceeds earlier estimates. Excitingly, sales are predicted to grow to \$7 billion this year. Although there is no federal definition of "local," the USDA has been using data from farmers' market sales, roadside stands, and restaurants and grocers to analyze local food sales.

Direct-to-consumer farm sales have increased from \$650 million in the early 1990s to \$1.2 billion in the last few years. Farmers' markets, which have grown to over 7,000 nationwide, have an enormous effect on the sales of local foods. CCOF has over 375 clients who operate farmers' market booths, and over 100 clients running CSAs. We are thrilled that over 130 members run U-picks or produce stands, the ultimate form of local harvest!

The USDA Economic Research Service's data makes it clear that the local foods movement is growing. Though local does not ensure that your food has been grown without synthetic pesticides or fertilizers, or genetically modified ingredients, it is a smart decision to shop both local and organic to positively influence your local economy and support agriculture as a whole.

UC Researchers Awarded \$2.6 Million for Organic

University of California Santa Cruz (UCSC) researchers have been awarded \$2.6 million for research with organic growers along California's central coast. The four-year grant from the

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USDA Organic Agriculture Research and Extension Initiative (OREI) will allow for an expanded network of farmers, researchers, extension staff, and non-profits to work to expand organic strawberry and vegetable production on the central coast. The grant is the second largest of 23 grants awarded by the USDA for research on organic and sustainable agriculture, totaling \$19 million.

"As more and more farmers adopt organic agriculture practices, they need the best science available to operate profitable and successful organic farms," said Deputy U.S. Secretary of Agriculture Kathleen Merrigan, in a statement announcing the grants. "These research and extension projects will give producers the tools and resources to produce quality organic food and boost farm income, boosting the 'Grown in America' brand."

Much of the UCSC research will focus on organic methods for controlling pests and diseases in organic strawberry production, including alternatives to methyl iodide fumigation. This includes looking at effective methods for the control of the Lygus bug, a major strawberry pest. Other research will focus on optimizing soil fertility with organic soil inputs and cover crops. This will include studying different crop rotations for their effects on soil and crop nutrients, with a focus on minimizing nutrient loss. Researchers will address the economic viability of various organic approaches. Research will take place on the UCSC farm, local farms, and on farms in the Santa Barbara region.

U.S. Agriculture Income Up in 2011

Net U.S. farm income (income from production in the current year, whether or not sold within the calendar year) reached \$100.9 billion in 2011, up \$21.8 billion or 28 percent from 2010, according to the USDA. Looking at overall farm income and costs, the USDA Economic Research Service (ERS) projected the total value of 2011 U.S. crop production at \$204 billion, growing \$31.9 billion from 2010. Fruits, nuts, and vegetables accounted for about 21.4 percent of total U.S. crop value, amounting to \$43.5 billion. USDA ERS reported a more than 16 percent increase in sales of crops and livestock by U.S. farm operations in 2011; crop sales exceeded \$200 billion for the first time in U.S. history and livestock sales rose almost 17 percent.

Though farm income is up, the cost of inputs has also risen, increasing production expenses by 12 percent in 2011 to \$320 billion. The USDA predicted volume declines for pecans and lemons, but double digit volume increases for avocado, walnuts, almonds, and cranberries. USDA ERS estimates that labor costs will rise in 2012 as a result of higher incomes.



Persimmons - Winter Crop Spotlight

Persimmons are a delicious and unusual winter fruit; in fact, they are actually considered to be a berry. In stores, consumers are most likely to find persimmons that are native to China and have spread to Japan. The two main varieties, Hachiya and Fuyu, are both Japanese and are grown most frequently in California's San Joaquin Valley. Persimmons are easy to spot because of their yellow-orange to dark red-orange coloring, spherical or acorn-like shape, and soft texture. According to Food and Agriculture Organization (FAO) data, this fruit is most commonly grown in China, Korea, Japan, Brazil, and Italy. California is lucky to have ripe persimmons beginning in the early fall and often lasting through January, depending on the variety.

Persimmon trees are a perennial plant that tolerates a variety of soils. The trees need good drainage and require little to no fertilization. Mature trees can reach up to 30 feet in height and need little pruning. Persimmon trees may take up to seven years to begin bearing fruit, which ripen in the late fall or early winter. These trees are members of the ebony tree family, Ebenaceae.

While Fuyu persimmons are ready to eat when firm and are commonly enjoyed raw, Hachiya persimmons should ripen at room temperature for up to 10 days until they become soft and the skin is nearly translucent. Hachiyas are sometimes so soft that you can scoop out the flesh with a spoon and eat them raw, but they are more commonly enjoyed cooked into recipes or dried. If the persimmon has a green tinge to the skin, it is a sign that the fruit has been picked too early. Wait for the season to really get going to ensure ripeness. Try baking persimmons into cakes or breads, or making persimmon chutney for your holiday meals!

CCOF represents over 80 producers of organic persimmons. Visit www.ccof.org/directories.php to find organic persimmon growers near you. Thinking of growing persimmons? Connect with other members growing persimmons to see if this crop is right for you!



High Mowing Seeds Adds 50 New Varieties

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CCOF Supporting Member High Mowing Seeds has added 50 new varieties of fruit, vegetable, and herb seeds to their catalog of hundreds of organic seeds. These 50 varieties have been selected as the best performers from over 800 varieties trialed on the High Mowing research farm. These exciting offerings include atomic red carrots, gherkin cucumbers, runner leeks, Dakota black popcorn, Crown pumpkin (pictured above), and many new bean, lettuce, and onion options.

High Mowing Seeds has sold high quality organic seeds since 1996, conducting quality tests and research on their 40 acre farm. They currently offer more than 450 heirloom, open-pollinated, and hybrid varieties. See all of High Mowing Seeds' offerings by visiting www.highmowingseeds.com.

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Earthbound Farm Continues to Grow

Earthbound Farm recently announced an initiative to launch new products in the supermarket grocery and freezer aisles. This initiative is coupled with a new business unit charged with developing a global supply of organic fruit. The beginning focus will be on organic avocados, mangoes, apples, and berries.

"Our company's focus in 2012 will be to continue developing innovative products, with a focus on making delicious, healthy, organic food a practical and affordable choice for all consumers," said CEO Charles Sweat in a press release.

Earthbound already offers over 100 varieties of certified organic fruits, vegetables, and salads grown by 150 independent farmers on over 36,000 acres. To support the growth of the company, Earthbound has hired more than 40 new employees specializing in customer development and marketing. The company expects 15 percent growth in 2012, up from \$475 million in sales to \$550 million. We look forward to working with Earthbound to expand the geographic reach of organic production and sales.

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Mycorrhizal Applications Offers Continuing Education

CCOF Supporting Member Mycorrhizal Applications has met the Landscape Architecture Continuing Education System (LA CES) requirements to offer courses conforming to LA CES standards. LA CES, a collaboration of national and international landscape architecture boards and councils, establishes, maintains, and enforces standards for evaluating professional development and continuing education programs for landscape architects. Mycorrhizal Applications will offer courses that cover a broad range of subject matter and practical information related to the use and benefits of mycorrhizal fungi in landscape projects.

The LA CES program seeks to provide access to quality courses and expert instruction for landscape architects and licensing boards. To learn more about the LA CES Program and course offerings from Mycorrhizal Applications, visit <http://laces.asla.org>.

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Lundberg Family Farms Opens Eco-Friendly Headquarters

Lundberg Family Farms has unveiled their new energy efficient, environmentally sustainable headquarters in Richvale, California. The building, which houses all of the Lundberg offices for the first time since the company began, uses solar energy produced on its farms to power about 20 percent of operations. The remaining energy is offset by renewable energy credits.

The headquarters' steel-framed construction includes a large portion of recycled steel, while the exterior features stucco and reclaimed metal and wood from barns and shops. Tables and benches in the visitor center and conference rooms boast reclaimed wood from company founder Albert Lundberg's original rice dryer. Other features include radiant heating



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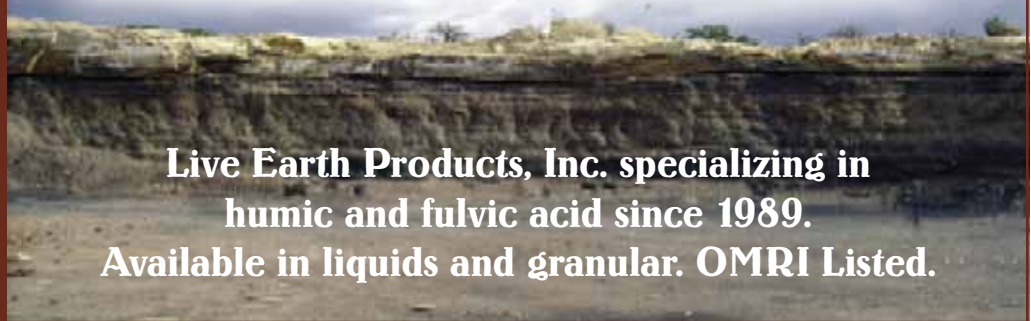
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carried by over 6 miles of tubing in the floor, wastewater technologies that amount to an average annual savings of over 50 percent, and native and adaptive landscaping to protect or restore habitat. Lundberg has also included an employee garden of raised planter boxes to be filled with fresh vegetables.

The 27,658 square foot office is a naturally lit, open workspace environment located near the family’s farm, where the company grows and processes much of its organic rice and rice products. Bikes provide employees with sustainable transportation between different Lundberg facilities.

“We are committed to sustainable and environmentally responsible farming and business practices and this building is a further expression of our family’s commitment,” said CEO Grant Lundberg, in a prepared statement. “In our nearly 75-year history, this is the first time that all of our offices are located under one roof.”

Masumoto Family Farm Plants for Pollinators

Masumoto Family Farm has planted three acres of wild rose, sage, aster, manzanita, and other shrubs and trees in a former grape field in an effort to attract bees to their 80-acre certified organic property. This project is in collaboration with the Xerces Society for Invertebrate Conservation, a non-profit group based in Portland, Oregon. Farmers across the country, like Mas Masumoto, are working with the Xerces Society to help restore sharply declining bee populations and encourage pollination, reducing overall pollination costs by complementing crops with pollen-rich, native plants and shrubs.

Colony Collapse Disorder and other stresses such as pesticides and parasites have resulted in so few pollinators that farmers are forced to rent bee colonies that are trucked across the country and released temporarily to pollinate crops, especially almond orchards. Providing these pollen-rich plants to bee populations allows the bees to enjoy a varied and nutritional diet, helping them to ward off diseases and other problems.

Research from the University of California, Berkeley has shown that farms that set aside 20 to 30 percent of a field for bee habitat are able to get most or all of its pollen from native bees. Though 20 to 30 percent is unrealistic for many farms, hedgerows, perennial borders, and other plantings can support both commercial and native bee populations. Though Masumoto Family Farm does not need bees to pollinate their

peach orchard, owner Mas Masumoto believes supporting nature and the farm ecosystem with bee-friendly plantings will have an overall positive effect on their land.

Have you planted for pollinators or other beneficial insects? Share your story with us by emailing marketing@ccof.org.

Expanding Your Reach with Amazon and Yelp

Customer reviews have the power to significantly increase your business or negatively affect it. Websites like Yelp and Amazon utilize customer reviews to allow consumers to make informed decisions about their purchasing. If you sell through an online retailer such as Amazon, be sure to make the effort to meet your customers’ expectations when fulfilling their orders. Be efficient and mail your product quickly, respond to any complaints or issues as soon as you notice or receive them, and encourage your customers to write a review.

Certified client Indus Organics recently made the switch on Amazon to allow Amazon Prime Members (who pay more for their Amazon account to receive special benefits) free two-day shipping. This shows their customers that they are willing to make an effort to meet their demands and needs. Amazon offers a number of options for businesses and individuals to sell through their website. If you are looking for an additional sales channel for your product, visit www.amazonservices.com.

On Yelp, Lucero Olive Oil offers customers a free 50ml bottle of olive oil when they “check-in” to their store using the Yelp App on their phone. Keeping your Yelp page updated with accurate information about your business will encourage repeat customers and first time purchasers to visit your store location, restaurant, U-pick, or other store front. Yelp collects lots of information on your business: hours, address, links, price range, cash or credit, wheelchair accessibility, parking type, attire, seating, waiter service, delivery, and so on. We encourage you to make sure that the information you see on Yelp is correct. Then, once you’ve double checked, tell your fans on Facebook, Twitter, or your website that you are looking for reviews. If you can, offer them an incentive for “checking in” at your location (like Lucero). Utilizing this free online tool can help bring customers to your business, so visit www.yelp.com and get started editing your business page now!

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Fresh in their field: check out some of the newest members of our organic community!

Woobie's Cookies Mixes Up Handmade Organic Baked Goods

Public school teacher by day, Natasha Troop is the mastermind behind Woobie's Cookies, a new, recently certified Arizona-based business. Together with her "baker-in-crime" and spouse, Marni Troop, these ladies have made a name for themselves by selling artisanal, organic "woobiedoodle" cookies. Each woobiedoodle is soft, airy, and often stuffed with delicious fillings such as caramel or cocoa ganache. The ladies' efforts, with expert assistance from Marni's mother, have paid off, and Woobie's cookies are now available online and in Phoenix-area farmers' markets and grocery stores. Woobie's takes great pride in the quality of their products, as well as their organic and often Fair Trade ingredients. Every attempt is made to source their ingredients locally, and if not locally, within the United States.

The new Cottage Law in Arizona offered crucial benefits for Woobie's Cookies. None of the women had the money to rent a commercial production kitchen, so being able to work out of their families' kitchen has been immensely beneficial for them. The law, which was passed in 2011, allows residents to produce baked goods and confectionary products in their homes for commercial sale within the state. This opportunity for home food production is rare in the United States, due to state laws.

Woobie's Cookies has plans to extend their cookie line to include gluten-free and low-glycemic options. Visit www.woobiescookies.com to learn more about this wonderful company, and purchase your very own organic Woobie's cookies! Cute fact: The kids featured in the Woobie's Cookies logo are Marni and Natasha's own children!

Love & Hummus: Sharing the Love for Organics!

As a busy new working mother, Love & Hummus owner Donna Sky no longer had time to make her favorite homemade recipes from scratch, so she began searching for store bought versions of her favorite foods, like hummus, that met her high standards for homemade flavor. When her search left her empty handed (or shall we say with an empty pita), inspiration struck and Love & Hummus Co. was born.

The Love & Hummus Co. is a San Francisco-based artisan food company that is passionate about creating delicious hummus that is all organic, lovingly handmade, and scooped into earth friendly packaging. Every batch is a perfect blend of premium ingredients, slow cooked to ensure each jar will taste fantastic! Classic, caramelized garlic, spicy harissa, and roasted lemon and thyme are the feature flavors of her delicious spreads. All Love & Hummus products are organic, vegan, and gluten free. Find Love & Hummus products at select Bay Area specialty food stores like Whole Foods Market, Rainbow Grocery Cooperative, La Cocina's Ferry Building Kiosk, and online. A current list of all retail locations and online ordering details can be found at www.loveandhummus.com.

Boulder Granola Unleashes their Inner Hippie

Newly certified member Boulder Granola comes to us from "the heart of groovy, granola-crunching Boulder, Colorado," to offer delicious flavors of organic granola to consumers nationwide.

Owner Jody Nagel began Boulder Granola in 2010 using her mom's 45-year-old granola recipe, a favorite of her family and friends. Boulder Granola's mission is to celebrate and inspire the spirit and heart of their Colorado hometown: creative, open-minded, and free. The granola comes in four delicious, taste bud-teasing flavors: original, gluten-free, cranberry, and chocolate chip. The gluten-free flavor is even made with organic, certified gluten-free oats, allowing the gluten-free population to enjoy a granola that tastes just as delightful as the regular recipe. Jody also seeks to use local ingredients as much as possible, creating a truly-Colorado product.

This yummy mix of oats, nuts and seeds, and a hint of maple syrup can be enjoyed with milk, yogurt, over ice cream, or straight from the bag. Granola-loving consumers can buy Boulder Granola online at www.bouldergranola.com or in select stores in the Boulder, Colorado area. What a delectable way to unleash your inner hippie!

Acai Roots: Tasty and Authentic

Acai Roots is a company with a mission; their native Brazilian founders are dedicated to wild acai and committed to the authentic roots behind production of the acai berry. Acai Roots

promotes sustainable harvest and export to protect the Amazon rainforest, the heart of Brazil. Their line of organic acai products includes juice, frozen packets, and dietary supplements, all of which reflect a healthy and delicious Brazilian tradition. The founders of Acai Roots are deeply focused on offering a line of acai berry products formulated to the exacting standards of their Brazilian founders, who were born and raised on a healthy diet of acai.

All acai is grown and harvested in the wild, which might make you question why it needs organic certification. Organic certification brings credibility to the company; this is why Acai Roots has ensured they practice organic production, especially in the harvesting process. While expanding as a leading supplier of Brazilian acai products, Acai Roots has helped protect and support local communities to promote living conditions free of drugs and violence.

Acai Roots proudly offers juice, frozen packs, sorbet, energy shots, and supplements. You can purchase their products online at www.acairoots.com, or locate a retailer near you. Confused about how to prepare your acai? Visit the website for some healthy recipes for acai bowls, cocktails, and smoothies!

FoodWorks Creates Products to Foster Change

Community Action Marin (CAM) is a partnership of programs that serves and assists low-income Marin, California residents in "achieving a life of quality based on self-sufficiency." Operating since 1966, CAM currently operates 15 programs that cover a wide variety of community needs.

FoodWorks, a CAM program and CCOF certified client, aims to provide service to the local agriculture community, with profits helping to fund critical programs that have lost local and federal funding. These services include an artisan food production and co-packer facility located in San Rafael, California. Their revenues will assist over 3,000 low-income individuals and children daily.

FoodWorks works with clients on co-packaging projects and is available to assist in all aspects of developing unique recipes for the marketplace. These services include "product development, batch-process recipe development, production, and assistance with packaging and labeling." FoodWorks also offers support for private labeling, which allows clients to create sustainably-produced products with their own label and brand image, avoiding startup expenses involved in co-packing. At its essence, FoodWorks aims to assist clients in creating value-added, small batch artisanal products and preserves. All produce is sourced locally from within 150 miles of Marin County.

Interested in getting involved? Contact Gail Crain, volunteer coordinator at CAM, by emailing gcrain@camarin.org. Learn more about CAM and FoodWorks, or make a donation, by visiting www.camarin.org.

CCOF "Likes"

Member News Meets Social Networking



Grimmway Farms & Cal-Organic Farms via Facebook: "What is your favorite way to prepare cauliflower for your family?"

Asking a question of your fans and supporters keeps them engaged with your page while allowing them to share stories and ideas with each other. These interactions build support for your company and include your fans in a greater conversation surrounding family food traditions.



Gnosis Chocolate via Facebook: "I just got this email from a brand new customer... THANK YOU!!! I was introduced to Gnosis Chocolate by Googling "raw chocolate" and am very thankful to have found it. I read your entire site first and noticed you are a part of a project called "Raw Integrity." Then, I watched your videos on YouTube about how you investigated the processing of your own product which made me feel so confident that I placed a large order that night. Once the chocolate arrived and I tried it, I knew I would never be satisfied by another chocolate..."

What a great story and an excellent illustration of the power of social media in growing businesses. Make your company's vision and values clear to your consumers through your website, videos, and social media posts. Sharing your principles upfront is a powerful tool for gaining informed and dedicated customers.



Happy Boy Farms via Facebook: "Show us your rain gear! Come on out for great holiday blowout prices on organic potatoes - \$1.50/lb! - and winter squash bonanza. Leeks, herbs, and pre-washed salad greens are also excited to jump in your bags."

What a fun way to engage your customers. Though rainy days can be a challenge for farmers' market traffic, generating enthusiasm for fans to make the effort to get to the market with sales and tempting options will get your fans off the couch and to your market stand.



Earl's Organic via Twitter: "So many varieties of #satsumas but the mid-sized Owari with its reddish-orange skin is most commonly found in your grocery store."

Keep it simple when composing updates to your Twitter or Facebook account; you don't want your message to get lost due to length or wordiness.

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Success! CCOF's Education Pilot Program

.....

CCOF served over 300 participants through 10 educational offerings in 2011, including marketing-focused webinars, a tour of the San Francisco Wholesale Market, and postharvest handling and holistic range management field days. One of the focuses of our pilot program was developing high quality, highly interactive trainings in a webinar format. Through a comprehensive evaluation of the pilot program we are pleased to confirm that webinars were well received as a training format by farmers, ranchers, and processors alike. Participants commented that webinars provide quality education in a

convenient format without needing to leave their farm or operation. CCOF pushed the envelope to bring more interactivity to the webinar format; we even surprised some participants when we opened up the phone lines and invited participants to role-play a sales pitch live on the webinar. In addition to the excitement generated by our webinars, the tours and field days provided invaluable networking opportunities for members. Here is a quick summary of the fall finale of our pilot program:

SF Wholesale Market Tour: On October 11, 2011, CCOF brought 22 farmers, ranchers, a retailer, and a chef to a behind-the-scenes tour of the SF Wholesale Produce Market, Earl's Organics, and Veritable Vegetable. The day began with an overview of the history and plans for future expansion of the SF Wholesale Produce Market presented by Michael Janis, general manager. Tour participants walked the docks and exchanged cards with several wholesale operators. Organic wholesale pioneer Earl Herrick shared many expert tips as we toured his warehouses at Earl's Organics Produce. Veritable Vegetable provided training on how to prepare your pack to ensure the quality and integrity of organic products from farm to end consumer. The day concluded with lunch on the San Francisco Bay where tour participants discussed observations from the day and how they would impact their organic operations.

Organic Labeling Webinar: On October 26 and November 1, 2011, CCOF trained 63 organic compliance managers, marketing specialists, processors, and farmers on how to design an organic label compliant with the National Organic Program (NOP). Organic Education Solutions' Stanley Edwards walked webinar participants through the most commonly made mistakes when making an NOP compliant label. The webinar included mock-ups of correct and incorrect organic labels provided pro bono by our design partner Forestel Designs, who specializes in working with organic producers. Participants reported leaving the webinar feeling more confident to tackle their organic labeling projects.

.....

What Others Are Saying...

"I enjoyed the Wholesale Market Tour. I had no idea how complex the organic market is and how many different ways there are into the market."

- Scott McGilvray, Independent Agriculture Consultant

"We thank CCOF for putting together the market tour in San Francisco. We gained a wealth of knowledge and met many good, like-minded people. We look forward to attending other programs organized by CCOF."

- Matteo Vocino, Organica Fresh LLC

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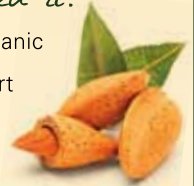
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Inspiring New Organic Farmers

The Agricultural Land Based Association (ALBA) kicked off their 6-month farmer training program on October 25th with a presentation on organic certification basics led by CCOF's Program and Member Services Specialist, Tina Cosentino. 35 aspiring farmers actively joined in on the conversation about the difference between organic and conventional agricultural practices and the basics of an organic production system. ALBA's Farmer Education Program, known as the PEPA program for its acronym in Spanish, is a 150-hour adult education course that teaches participants how to establish and operate a small farm business. Just prior to this presentation, Senior Certification Specialist, Rebecca Silver inspired the Small Farm-Incubator farmers with a more in depth review of the organic certification process and the organic system plan. ALBA's Small-Farm Incubator program provides a portion of PEPA graduates with land leases and access to tractors and equipment at ALBA's 110-acre Rural Development Center near Salinas.

CCOF Launches Organic University in 2012

Building off of a successful education pilot program in 2011, we will be launching a more robust education program for farmers, ranchers, processors, and handlers in 2012. Please check our education webpage for full details, www.ccof.org/programs.php. Check out our spring lineup of events:

Marketing 101 Webinar

March 15, 9:30 a.m. - 11:00 a.m.

This webinar is designed to help organic producers bring their organic products to market and identify what market channels are right for them. The webinar reviews key criteria and competencies that need to be considered to market through wholesale, retail, farmers' markets, CSAs, brokerage, and online sales. Participants are asked to fill out a pre-webinar self-assessment questionnaire to evaluate key aspects of their business and current marketing plan, and prepare them to choose the right market mix for them.

Sales Basics Webinar

April 11, 9:30 a.m. - 11:00 a.m.

This webinar reviews the key elements for establishing continued marketplace presence, including tips and tricks

on how to determine a fair price for an organic product and create an attractive availability list that will grab your buyers' attention. The webinar also stresses the importance of good recordkeeping and how to make an invoice. A worksheet is emailed to participants ahead of time to develop their "sales pitch," and participants are given time to role-play their sales pitch live on the webinar and receive expert feedback.

Organic Labeling Webinar

May 8, 1:00 p.m. - 2:30 p.m. and

May 16, 9:30 a.m. - 11:00 a.m.

If you are planning to update your organic label or create a new product line, you need to know what to do to avoid making costly mistakes and delaying your product rollout. This webinar will give you new insight into the most common mistakes companies make with their organic labels, and defines a step-by-step process for developing labels that comply with the USDA National Organic Program. 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, and the steps in our label approval process.

We will repeat the organic marketing webinar series (*Marketing 101, Sales Basics, Organic Labeling*) in fall 2012.

Postharvest Handling Field Day

Summer, dates TBA

Visit two farms with innovative, low-tech postharvest handling facilities. This full day field day will link the importance of postharvest handling and food safety to effective marketing and consumer satisfaction.

Wholesale Market Tour

Fall, dates TBA

Walk the docks of the San Francisco Wholesale Produce Market and tour the warehouses of Earl's Organics and Veritable Vegetable where you will learn the importance of pack standards, box quality, and cold chain management to preserve the integrity of your organic product. See firsthand a variety of NOP compliant labels. This is your opportunity to see behind the scenes of wholesale operations, learn about the varieties of fruit and vegetables currently in the market place, and see what your competition is doing.



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New! Crop Planning Webinar

Fall, dates TBA

Crop planning is infrastructure for a farmer's progress and profitability. Knowing expected yields and harvest dates plays a major role in marketing and sales. This webinar will review the basics of how to develop a crop plan, setting farmers up for a successful season of growing and meeting market demand.

New! Materials Input Compliance Webinar

Fall, dates TBA

One of the key challenges faced by organic farmers is ensuring that all materials used in their production processes comply with NOP requirements. This session will inform producers of the CCOF materials pre-approval process and demonstrate how to determine if an input is compliant with NOP standards. The use of allowed inputs is critical to organic farmers as the stakes for non-compliance are high: loss of organic certification for up to three years.



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chapter UPDATE

Fall has been a time for leadership transitions and reunions for CCOF chapters! Here is a quick summary of fall chapter activities:

Fresno-Tulare (FT) Chapter held a meeting on August 16, 2011, and elected their new chapter president, Dwayne Cardoza of Dwayne A. Cardoza Farm. At their November 2011 meeting, Mike Braga of Braga Organics was recognized with a plaque and flowers for his 10 years of dedication and service as chapter president. CCOF Executive Director Cathy Calfo presented on the vision and direction we are heading towards, and had the opportunity to introduce herself to chapter members as the new executive director. Tina Cosentino, CCOF program and member services specialist, gave an update on 2011 chapter activities across the state and the results of our 2011 education pilot program. Dr. Mint Pasakdee provided an update on the organic farm at California State University, Fresno, and Richard Molinar presented on the plans for UC Kearney Research Station to have 10 acres certified organic with CCOF to begin organic research in spring 2012. Keeping with FT Chapter tradition, an elaborate raffle with donated pistachios, dried fruit, wine, and other CCOF certified items was conducted; many chapter meeting participants returned home with great organic goodies to share.

San Luis Obispo (SL) Chapter held their first meeting in five years on Sunday, September 18, 2011, at the Templeton American Legion Hall in Templeton, California. This meeting included a board presentation by Neal McDougal, a chapter election organized by chapter treasurer Eric Michelssen, and a lovely meal prepared by Chef Andre. CCOF's Tina Cosentino brainstormed future activities with the members attending the chapter meeting and gave an update on CCOF, Inc. activities. Newly elected chapter president Tony Garlow of Big Tony's Organics is hoping to reignite communication and enthusiasm in the San Luis Obispo Chapter for 2012 and the coming years.

Pacific Southwest (PS) Chapter hosted an Organic Food Symposium on Saturday, November 5, 2011, with over 150 certified organic farmers, processors and handlers, prospective organic producers, and consumers from Slow Food San Diego present. The event was held at the Antique Gas and Steam Engine Museum in Vista, California. Ten different vendors from local farming organizations and input manufacturers showcased their products along the perimeter of the room, including The Plug Connection, Jimbo's Naturally, Slow Food San Diego, and the San Diego Farm Bureau. The day included a farm-to-table type organic lunch catered by Urban Plates. Several speakers presented, including CCOF Chief Certification Officer, Jake Lewin; representatives from the San Diego Farm Bureau; Karen Archipley from Archie's Acres; and Scott Murray of Slow Food San Diego. This event was organized by a tremendous team effort of PS Chapter leaders Soleil Develle, Darlene Eells, David Promack, Don Mykkane, and Tom Page, along with many volunteers.



Congratulations to New Chapter Leaders!

San Luis Obispo (SL) Chapter Leaders

Tony Garlow, Big Tony's Organics, Chapter President
Carolyn Shaffer, Rancho Rendezvous, Chapter Vice President
Eric Michielssen, Pozo Organic Farm, Chapter Secretary/
Treasurer
Neal MacDougall, Cal Poly Agribusiness Department, Board Representative
Denise Schryver, Kitehawk Farm, Board Alternate

Fresno-Tulare (FT) Chapter Leaders

Dwayne Cardoza, Dwayne A. Cardoza Farm, Chapter President
Marie Abuhilal, Chateau Fresno Organics, Chapter Treasurer
Dr. Sajeemas Mint Pasakdee, CSUF Organic Farm, Chapter Secretary
John Teixeira, Lone Willow Ranch, CSC Representative
Steve Koretoff, Purity Organics, Board Representative
Vernon Peterson, Abundant Harvest Organics, Board Alternate

Humboldt-Trinity (HT) Chapter Leaders

John LaBoyteaux, Camp Grant Ranch, Chapter President
Mel Kreb, Flood Plain Produce, Chapter Treasurer
Kristina Radelfinger, Radelfinger Dairy, Chapter Secretary
Stephanie Alexandre, Alexandre EcoDairy Farms, Board Representative
Ginger Sarvinski, Sarvinski Dairy, Board Alternate

We would like to thank Mike Braga for 10 years of dedicated service as the president of the CCOF Fresno-Tulare Chapter.

We are reviving chapter updates as a regular magazine column. Write to programs@ccof.org and tell us what your chapter is doing!

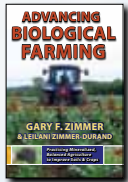
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Gary F. Zimmer & Leilani Zimmer-Durand. One of the leading authorities on biological farming, Zimmer is recognized for improving farming by restoring soils. Arguing that an optimally productive soil contains a balance of inorganic minerals, organic materials and living organisms, he relies less on modern improvements than on "the things we've

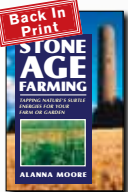
learned by improving fertility in a natural, sustainable way over many years." This book offers invaluable scientific support for committed organic farmers as well as conventional farmers who'd like to reduce chemical inputs and use natural processes to their advantage. Updates and expands upon Zimmer's classic, *The Biological Farmer*. Technically precise yet written in friendly language, this book is for everyone who wants a future in biological farming. *Softcover, 244 pages. #7066 — \$25.00*



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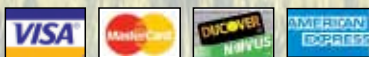
his experience as a master consultant to deliver valuable knowledge in an entertaining, practical, "hands-on" manner that can be put to use in the field. Kinsey shows us how working with the soil produces healthier crops with higher yields. *Softcover, 391 pages. #4120 — \$30.00*



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Alanna Moore. Newly revised and updated, *Stone Age Farming* delves into the world of subtle earth energies and explains how they can be harnessed for improved plant growth. Dowser, researcher and permaculture farmer Alanna Moore provides tips on how to produce healthy, pest-resistant food in an economical and eco-friendly way

by drawing upon the ancient wisdom of the pagan Irish and infusing our modern scientific understandings of the amazing ability of magnetism to stimulate life. Rock gardening takes on a whole new meaning with these tips on how to use paramagnetic rock dust, build your own mini-tower and benefit from agricultural coils. This text will allow you to reap the rich rewards of Stone Age eco-farming. *Softcover, 230 pages. #6511 — \$25.00*



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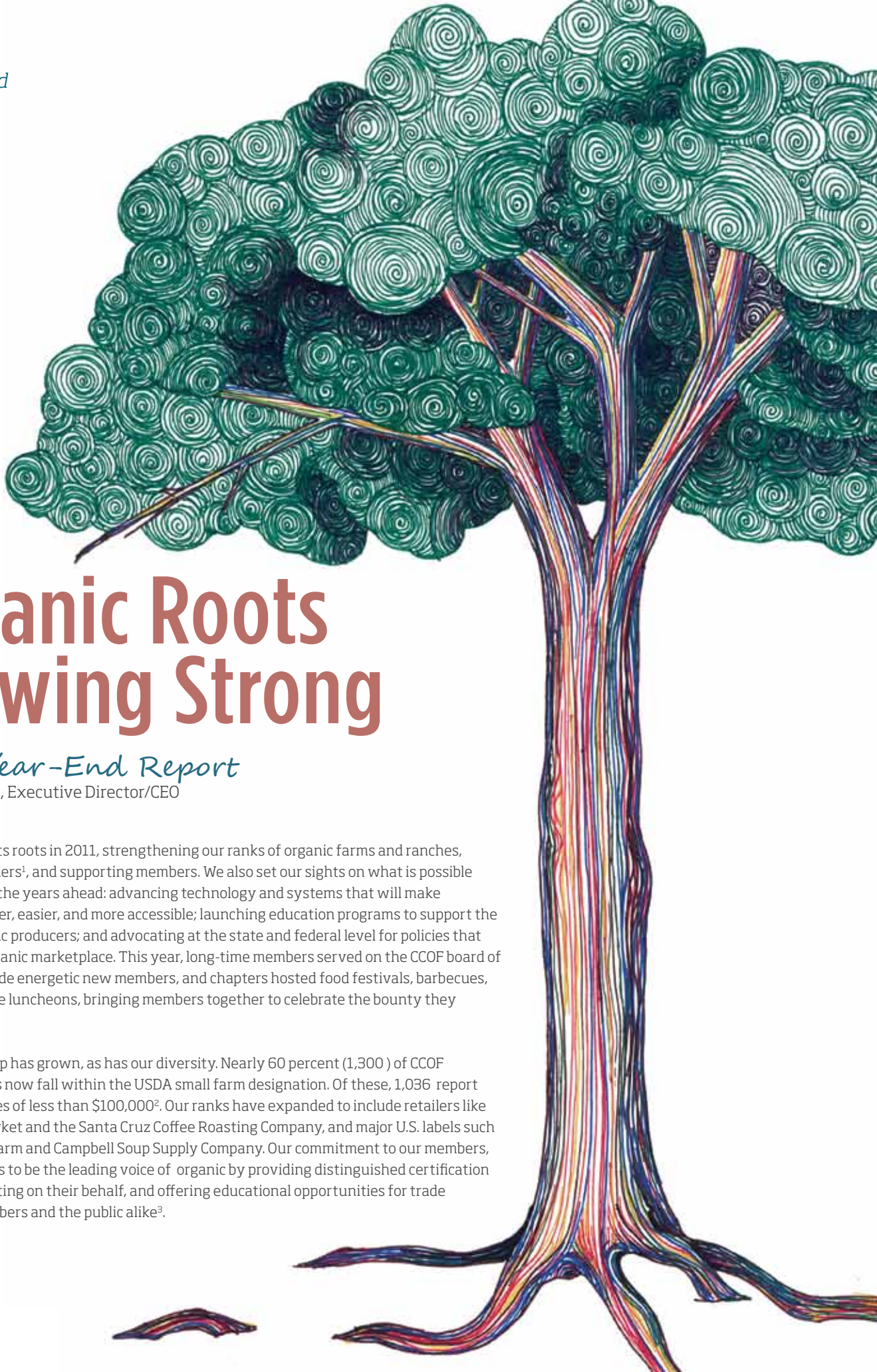


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2011
Year-End
Report



Organic Roots Growing Strong

CCOF Year-End Report

By Cathy Calfo, Executive Director/CEO

CCOF deepened its roots in 2011, strengthening our ranks of organic farms and ranches, processors, retailers¹, and supporting members. We also set our sights on what is possible to accomplish in the years ahead: advancing technology and systems that will make certification faster, easier, and more accessible; launching education programs to support the success of organic producers; and advocating at the state and federal level for policies that will grow the organic marketplace. This year, long-time members served on the CCOF board of directors alongside energetic new members, and chapters hosted food festivals, barbecues, and farm-to-table luncheons, bringing members together to celebrate the bounty they create.

CCOF membership has grown, as has our diversity. Nearly 60 percent (1,300) of CCOF certified growers now fall within the USDA small farm designation. Of these, 1,036 report gross annual sales of less than \$100,000². Our ranks have expanded to include retailers like Whole Foods Market and the Santa Cruz Coffee Roasting Company, and major U.S. labels such as Earthbound Farm and Campbell Soup Supply Company. Our commitment to our members, large and small, is to be the leading voice of organic by providing distinguished certification services, advocating on their behalf, and offering educational opportunities for trade association members and the public alike³.



This commitment remains stronger than ever during what have been very tough economic times. While many of our members and supporters struggled economically, it was encouraging to see in the last year that consumer demand for organic products has continued to outpace the growth of conventional products. U.S. organic sales increased by nearly 8 percent during 2010, with annual sales of \$29 billion and rising. During 2011, land under organic production by our certified clients increased to over one million acres.

Forming a Sturdy Trunk

ANNUAL CONFERENCE, EDUCATION, AND PARTNERSHIPS

In February 2011, members from the eleven regional CCOF chapters, the At Large Chapter, and the Processor/Handler Chapter convened in Ventura County, California for our Annual Meeting & Conference. The conference, *Growing the Organic Market*, underscored the importance of CCOF's emerging strategic alliance with the Organic Trade Association (OTA) as OTA Executive Director/CEO Christine Bushway presented on the growth of the organic industry.

Conference attendees toured the bountiful stalls of the Ojai Farmers' Market, listened to captivating stories from longtime farmers BD Dautch and Steve Sprinkle, and enjoyed an organic lunch prepared by Olivia Chase at The Farmer and The Cook restaurant.

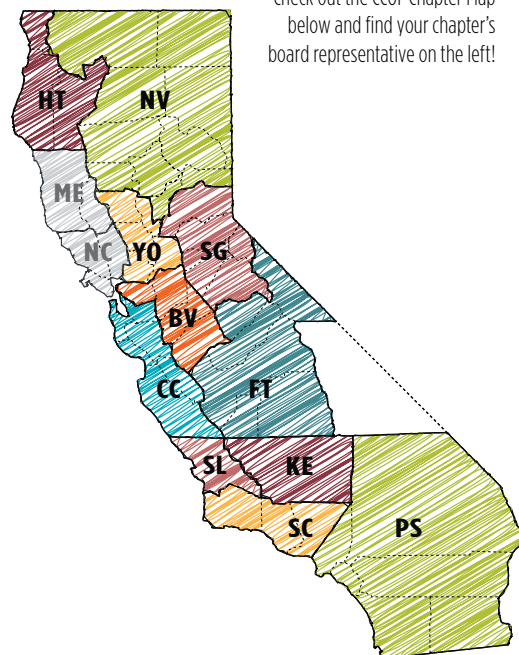
Thank you, leaders!

CCOF is grateful to the leaders, organic community, and our own clients who helped us grow into the organization we are today. Keeping true to our roots, the CCOF chapter system continues to provide convergence opportunities for certified and supporting members for the purpose of networking, community education, and celebration of organic.

Another group essential to the basic functions of CCOF is our governing board of directors. Directors are elected by our certified members for two-year terms, led by chair Will Daniels. Board members include chapter representatives who are nominated by chapter members.

Check out the CCOF Chapter Map below and find your chapter's board representative on the left!

Stephanie Alexandre Humboldt-Trinity (HT) 	Phil LaRocca North Valley (NV) 	Paul Underhill Yolo (YO) 
Grant Brians Central Coast (CC) 	Cindy Lashbrook Big Valley (BV) 	Randy Hansen Sierra Gold (SG) 
Neal MacDougall San Luis Obispo (SL) 	Steve Koretoff Fresno-Tulare (FT) 	Malcolm Ricci Kern (KE) 
Allen Harthorn South Coast (SC) 	Laney Villalobos Pacific Southwest (PS) 	Will Daniels Processor/Handler (PR)* 



* The Processor/Handler (PR) Chapter includes all processors regardless of region. The At Large (AL) Chapter includes all clients outside of established chapters. Mendocino (ME) and North Coast (NC) Chapters have been dissolved; they are listed for identification purposes only.

CCOF was formed in 1973 by a group of 54 organic farmers. Today, we are 2,375 members strong, but our greatest strength remains the justice of our cause...

Not to be missed at last year's conference were hands-on marketing workshops led by experts in the field. To meet the demand for an encore of these workshops, we partnered with funder Organic Valley to create a continuing education program that supports farmers and ranchers in building successful business marketing strategies, implementing good postharvest handling practices, and ensuring compliant product labeling practices. We also led lawmakers on tours of organic operations as part of the education series, and took growers to see what happens to their goods after they leave farms and hit the wholesale market. More than 300 individuals attended the year's field days, webinars, and workshops and found the information to be valuable. As a result, we will expand the program and offer more training in 2012.

In December, CCOF and the Cal Poly College of Agriculture, Food, and Environmental Sciences (CAFES) jointly hosted the 10th Annual Sustainable Agriculture Pest Management Conference in San Luis Obispo, California. Topics addressed at the conference included pesticide residue testing, water quality, beneficial soil organisms, biologically-integrated pest control, and updates on regulatory issues.

New in 2011, CCOF collaborated with www.familyfarmed.org to personalize on-farm food safety plans for small- and mid-sized fruit and vegetable farmers through deployment of an online risk assessment tool that can be accessed from that website.

Also new this year was a refreshed look and feel to our quarterly magazine, *Certified Organic*; monthly E-Newsletters;

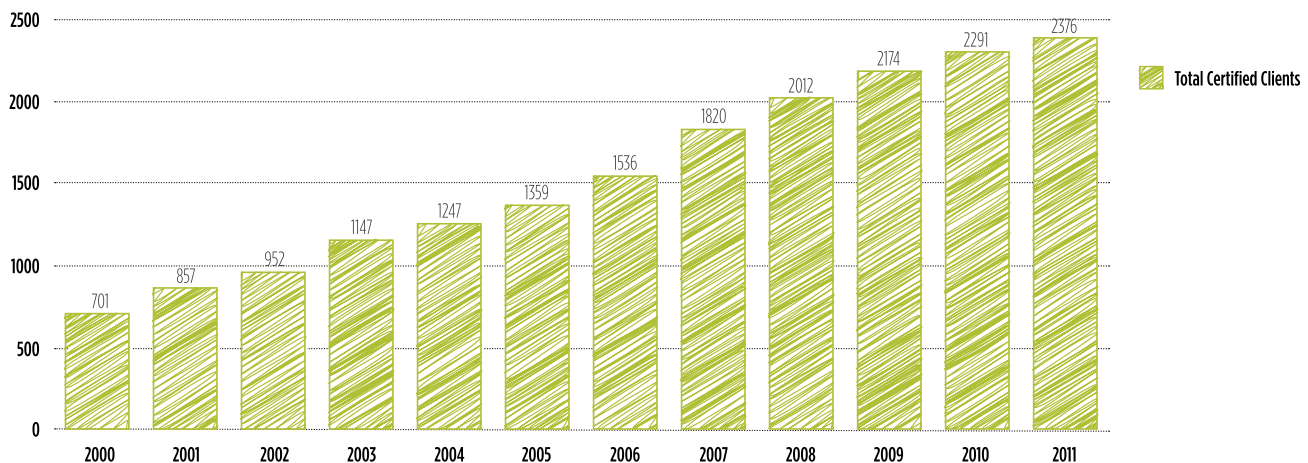
and regular certification updates. Our goal, through strong education activities and reliable member communications, is to deliver relevant information in a timely and more interesting way.

Branching Out

BETTER CERTIFICATION SERVICES & SUPPORT

During 2011, our certification specialists and inspectors responded to numerous inquiries and scheduling requests in record time, and continued to be recognized by clients and regulators for a high standard of work. We review approximately 10,000 inbox items annually—everything other than inspections, including addition of parcels, new products, facilities, labels, input materials, letters, and other Organic System Plan (OSP) updates—with the goal of turning items around within 21 days or less. The average turnaround is approximately 13 days.

Strengthened by investments in technology and training, CCOF certification services realized new efficiencies this year. Our online portal, MyCCOF, the first and only certification tool of its kind in North America, now provides real-time access to records, letters, inspection reports, account standing, and other information. Hundreds of clients are already using MyCCOF to make their certification easier. And there is more to come, including record keeping for all inputs used by clients, which will streamline material review and allow clients to monitor and track their certification records.



Total Number of Certified Clients by Year

CCOF Chief Certification Officer, Jake Lewin, worked toward simplified organic trade with both Canada and the EU by serving as co-chair of the OTA's U.S./EU Equivalency task force. Jake's long-term goal is to gain global acceptance of CCOF certification, saving clients from the need to conduct additional inspections and certification measures that increase costs.

We also supported clients who suffered in 2011 due to natural disaster (rain, frost, fire, drought, and quarantines for pests and diseases) by offsetting certification costs. \$15,000 in compensation for certification costs, including inspection and annual fees, was distributed to help offset disaster impacts.

During 2012, the CCOF website will host a new client directory that not only maps operation locations but allows for the creation of individual client/member profile pages that can include pictures, stories, and information on how to get products. Consumers and organic buyers will be able to access this directory conveniently online and via mobile devices. We are excited about the possible new client services that will roll out in the coming years.

New Shoots of Opportunity

ORGANIC ADVOCACY & POLICY


2011 brought a number of legislative victories and opportunities to CCOF and the organic community as a whole. As a member of the California Climate and Agricultural Network (CalCAN), we celebrated over Governor Jerry Brown's signing of a bill that will make it easier for farmers and ranchers to develop renewable energy projects. CCOF members Russ Lester and Jenny Lester-Moffitt of Dixon Ridge Farms worked with CalCAN and Senator Lois Wolk. Dixon Ridge Farms has been an innovator in renewable energy by producing heat and electricity by gasifying walnut shells.

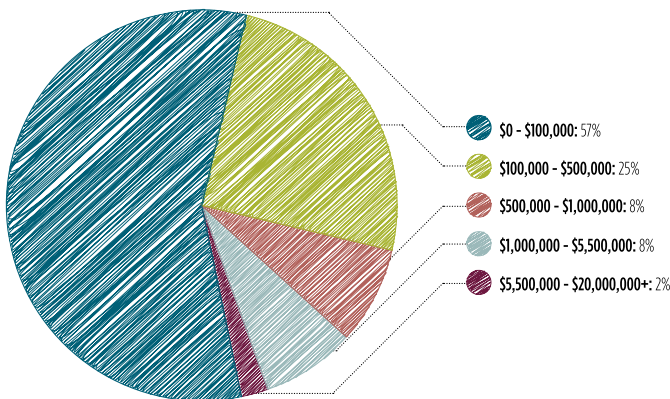
CCOF also joined the California coalition of the National Coalition for Sustainable Agriculture and worked with the coalition and OTA to educate key lawmakers regarding the continuing importance of federal farm programs, including the National Organic Program (NOP), Organic Agriculture Research and Extension Initiative, Organic Data Initiative, the national Organic Certification Cost Share Program, Environmental Quality Incentives Program (EQIP) Organic Initiative, and organic crop insurance. At the NOSB meeting, the voices of our members were heard on a wide range of issues. Certification programs, like our groundbreaking Livestock Unannounced Compliance Initiative (LUCI) were featured in the monthly update, the *NOP Organic Insider*.

This year we will increase member participation in advocacy campaigns ranging from material review at the NOSB to support for continuing the certification Cost Share Program at the federal level.

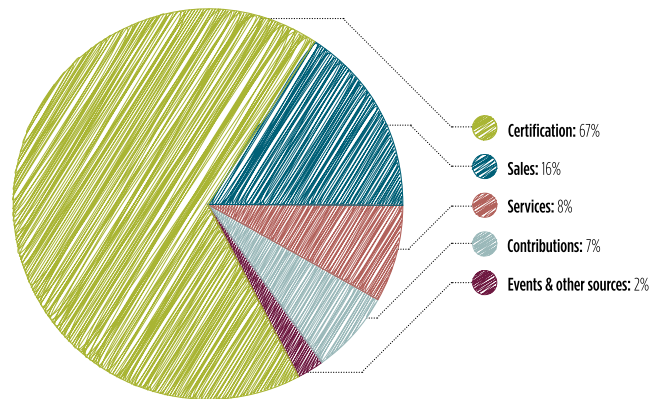
Supporting Organic Growth

CCOF MOVING FORWARD

During the past year, and over several decades, we have accomplished so much. CCOF was formed in 1973 by a group of 54 organic farmers. Today we are 2,375 members strong. But our greatest strength remains the justice of our cause: producing food and goods in a way that respects the interconnectedness of the world around us. Commitment to that cause is the bond that holds together our expanding circle of members, supporters, staff, and friends; it is what we will work hard to strengthen during 2012 as we improve certification services, expand education programs, and fight for food policies that are true to our values; and it is what we will celebrate as we head into our 40th year of leadership in the organic movement. 



²Percent of Certified Clients in Organic Production Value Categories



³CCOF Sources of Income

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Keeping Organic Agriculture Front and Center

Business as usual in Washington is becoming a rare commodity. In fact, business is becoming more complicated than ever.

As you may be aware, the Joint Select Committee on Deficit Reduction (super committee) failed to reach an agreement in November on how to find \$1.2 trillion in savings over the next 10 years. This means that automatic cuts across all government agencies will presumably begin in 2013 in an effort to find \$1.5 trillion in savings over the next decade. Also, the 2012 Farm Bill will likely go through the regular legislative process instead of being included in a super committee package during 2011.

Prior to the failure of the super committee, the agriculture committees reportedly sent a Farm Bill package to the super committee to save \$23 billion in agriculture programs. Although no specific information has been made public, the Organic Trade Association's multiple sources on the Hill indicate that programs important to the organic industry were addressed in the committees' proposal.

We have been told that organic programs, which we collectively advocated for, fared well in many areas, with the National Organic Program, organic data collection, and research receiving equal or higher funding compared to the 2008 Farm Bill. In fact, for the first time ever, NOP would have received mandatory funding to update its technological capabilities to

improve oversight of the domestic and international organic marketplace and increase overall efficiency, a key OTA initiative to position the sector for growth over the next decade. However, the critical Organic Certification Cost Share Program was hard hit with a recommendation that would apparently replace the program's mandatory funding with discretionary funding that must be appropriated each year, with a new five-year participation limit. We have heard, in fact, that there were some members of the agriculture committees who advocated for completely ending Cost Share. Clearly, there is still a great deal of work to be done as we look ahead.

The support for NOP, data collection, and research proposals in what will now be known as a Farm Bill dress rehearsal would not have been possible without the willingness of OTA members and other organic supporters to engage in the political process. Combined, we generated more than 10,000 emails, phone calls, and letters to Congress in four weeks.

We expect the 2012 Farm Bill process to start again early this year. This will mean any changes to programs important to the organic industry will be subject to more scrutiny and revision from what was reportedly included in the agriculture committees' recommendations. I promise that OTA will work diligently to maintain the positive provisions included in those recommendations, and seek improvements where possible, particularly for funding for the Organic Certification Cost Share Program, critical to new and small producers and handlers.

Where do we go from here? Straight to OTA's 2012 Policy Conference and Hill Days on April 25 and 26 to personally deliver our "asks" to our individual members of Congress. Mark your calendars now and become a part of advocating for the present and future well-being of your business. Your continued efforts to engage your members of Congress will be absolutely necessary for continuing provisions for organic programs in the next Farm Bill.

As the curtain falls on the Farm Bill dress rehearsal, we have much to feel good about but a lot of work ahead as we look to the real show.

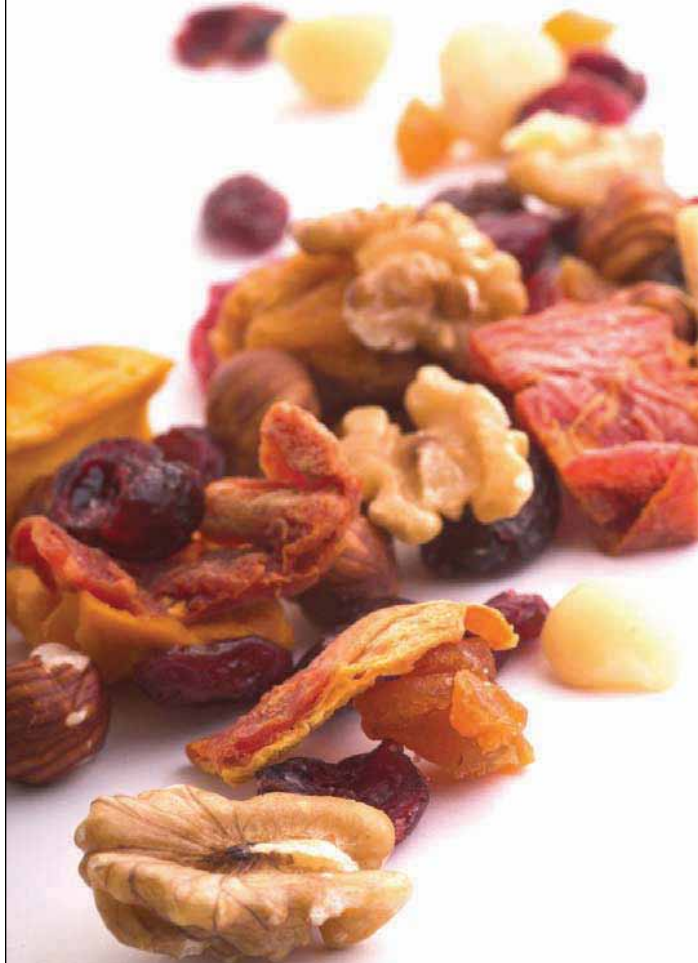


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More Money Available for Certification Cost Share!

CCOF is excited to announce that the 2012 Certification Cost Share Program, which will cover 75 percent of certification costs up to \$750, will now apply to each National Organic Program (NOP) scope of certification you have achieved. Applications are being accepted for any entity certified between October 1, 2011 and September 30, 2012.

There are four applicable scopes under the NOP: Crops, Handling, Livestock, and Wild Crop. The scopes you are certified for appear on your certificate. This applies to all states. In California, the CDFA has sent all registrants an updated application. More information, applications, and easy CCOF certification and cost verification tools are available at www.ccof.org/costshare.php.

Renewals: Still Due

As reported in the last issue of *Certified Organic*, CCOF certification renewals were due January 1, 2012. If you have not already paid your annual fees and submitted your renewal contract, you must do so immediately. Operations that do not complete BOTH of these steps by February 15, 2012, risk receiving a Notice of Noncompliance and a \$75 fee.

Visit www.ccof.org/renewal.php and www.ccof.org/payment.php to complete this process online today.

CCOF on EU Equivalent Certifiers List

CCOF was formally listed in the Official Journal for the European Union as an Equivalent Certifier on December 6, 2011. Under this listing, effective July 1, 2012, CCOF certification under the Global Market Access (GMA) program will allow for export to Europe without requiring import licenses. This is a significant improvement that CCOF and our clients have been awaiting since the application was submitted in October 2009.

CCOF's new control body number will be US-BIO-105. We will communicate with all clients who export as details emerge to ensure that you fully benefit from this new listing.

In more good news, our chief certification officer, Jake Lewin, has been working diligently to streamline international processes as the co-chair of the Organic Trade Association's U.S./ EU Equivalency Task Force. This group is working with the USDA NOP, Foreign Agricultural Service, and the European Commission as they explore options for broader government-to-government equivalency recognition of each other's standards. This could conceivably ease trade and additional standards requirements significantly. We applaud these efforts that could eliminate the need for additional certifications, paperwork, and expenses for our clients. We look forward to a future where we can collectively concentrate on core organic certification issues and shift away from minor differences in international standards.

Improvements to Canada Program and New COR Labeling Guide

In the last several months CCOF has worked with our clients, other certifiers, and the National Organic Program to improve our approach to the U.S.-Canada Organic Equivalency Agreement. We have re-written our Canada webpage, www.ccof.org/canada.php, to reflect all changes. Improvements include:

- Canada Organic Regime Labeling Guide: combines all Canadian labeling requirements into one source.
- Streamlined requirements for operations verifying compliance with the U.S.-Canada Organic Equivalency Agreement. Under this system, operations may enroll in CCOF's Global Market Access program to provide the required attestation statement for Canadian exports. Alternatively, operations may utilize our Attestation Document for trade level verification at export, or within the supply chain. We will only require that compliance affidavits are maintained for crops at risk of non-compliance with the three critical variances identified in the equivalency arrangement.

Our work in this area significantly reduces the administrative burden on CCOF operations producing products for the Canadian market. If you have questions about your processes or specific requirements please contact canada@ccof.org.

Many CCOF operations that are certified to more than one scope, including postharvest handlers and livestock operations, are now eligible to receive a larger cost share reimbursement.

Quebec Adopts Canadian Organic Standards

Quebec recently announced that effective January 1, 2012, it will adopt the Canadian Organic Standards and harmonize labeling requirements between the former provincial standard and the Canadian national standard. Quebec's labeling requirements are similar to the existing Canadian Organic Standards but have additional details and specificity. To simplify clients processes, CCOF will remove the Quebec compliance program from the existing Global Market Access program in the coming months. We will then notate any unique labeling requirements that apply only to Quebec in our Guide to Labeling Products Sold as Organic in Canada; however, there will be no need to maintain or verify specific product-by-product compliance with Quebec's standards. This aspect of the GMA program will be eliminated in early 2012.

NOP Adjusts Policy on Release of Information

In the spring 2011 issue of *Certified Organic* we discussed new instructions from the NOP regarding the release of noncompliance information and details on adverse actions. After ongoing review at the federal level, the NOP has revised their instructions to certifiers. CCOF disclosure information remains unchanged, even under the new instructions (see CCOF Manual One). We will not disclose the presence of, or content of non-compliances or adverse actions under this revised instruction document. In addition to information identified in CCOF Manual One as public, we are also required to make the following items available to any member of the public:

1. Certification certificates issued to operations during the current and three preceding calendar years.
2. A list of producers and handlers whose operations we have certified, including the names of the operation, type(s) of operation, products produced, and the effective date of the certification, during the current and three preceding calendar years.
3. The results of laboratory analyses for residues of pesticides and other prohibited substances conducted during the current and three preceding calendar years.
4. Other business information as permitted in writing by the producer or handler.

Interested parties can review the revised instructions and other NOP Program Handbook items at www.ams.usda.gov/nop.

New Labeling Tools Available

CCOF has developed exciting new educational tools to help our clients produce compliant labels. Helpful resource fliers and webinars are now available to you at www.ccof.org. Click on the "Certification" tab on your left and then "Certification Support & Sample Forms."

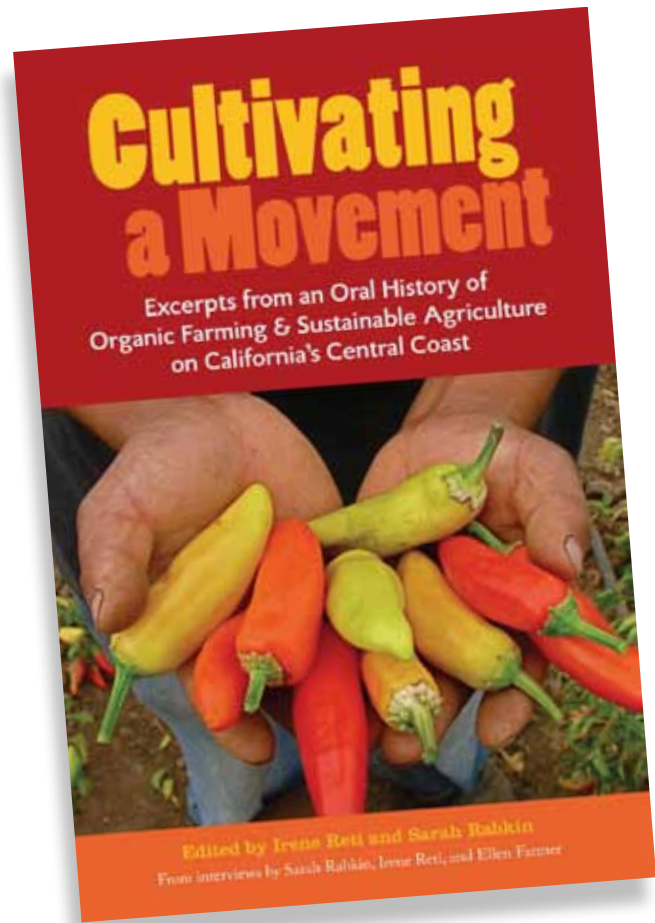
Please note that CCOF clients are responsible for seeking label approval prior to printing. We have limited authority to allow use of noncompliant labels. Please use our labeling tools and guidance to help you produce compliant drafts the first time.

Cultivating a Movement – Interviews and Organic Inspiration

History buffs, health enthusiasts, and environmentalists - get out your reading glasses! *Cultivating a Movement: An Oral History of Organic Farming and Sustainable Agriculture on California's Central Coast* is a newly published compilation of compelling interviews conducted by Sarah Rabkin, Irene Reti, and Ellen Farmer. The brightly colored cover of yellow, orange, and red peppers is just the beginning of the vibrant gathering of voices that will intrigue and inspire you from the first page to the last.

To make a positive change in the future, you must understand the past and how it shaped the present. Through these personal stories we now have a way of learning about the struggles and battles of those involved in the organic and sustainable farming movement, and how overcoming them shaped the farmers and ultimately brought success to them. The previously unwritten oral history of the organic farming movement in California is captured perfectly in this book. *Cultivating a Movement* even highlights a few past key CCOF staff members and their instrumental roles in the organic farming movement.

Each of the 27 interviews is about 10 pages in length, capturing stories of how each farmer formed and implemented their ideas and what they achieved through their work. One of the most moving and personal narratives is of Jose J. Montenegro, whose interview focuses on how connections to his homeland of Mexico led to the development and growth of a true love and passion for organic farming in the United States. Jose grew up in a poor agricultural community in Durango, Mexico, that was declining because people could make more money as laborers than in farming the land themselves. Jose came to the United States after finishing his education, in search of work and change. After working for the Rural Development Center in Salinas, California for many years, Jose developed a pilot program, Proyecto de Arraigo, to educate key leaders in indigenous farming communities in Mexico on better, more productive sustainable and organic ways of farming. This program proved very educational not only for the farmer participants but for Jose himself, as it allows him to honor his heritage and culture as well as organic farming.



CCOF is recognized many times in the book for “pushing through the first state legislation defining organic standards” and many other key contributions that propelled the organic movement. CCOF’s first executive director, Bob Scowcroft, details the beginning stages of organic certification and agriculture. Mark Lipson, one of CCOF’s first paid employees, recounts his memories of when the “Alar scare” and the “Carrot Caper” boosted public interest in and demand for organic agriculture, and how CCOF reacted to that new found interest.

Each narrative has a different feel, covering different angles of, and unique experiences with, our multi-faceted food source issues. Some of the narratives resonate with joy, others sarcasm. Some have a seriousness that leaves you hanging on their every word. From the farmers to the activists, the common thread is an honest and sincere passion for organic and sustainable farming. With each story comes new inspiration, historical knowledge, hope for the future, and an urge to support organic farmers.



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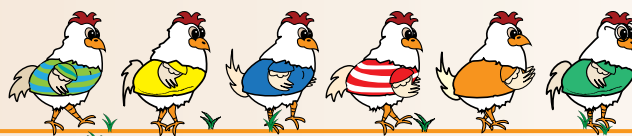
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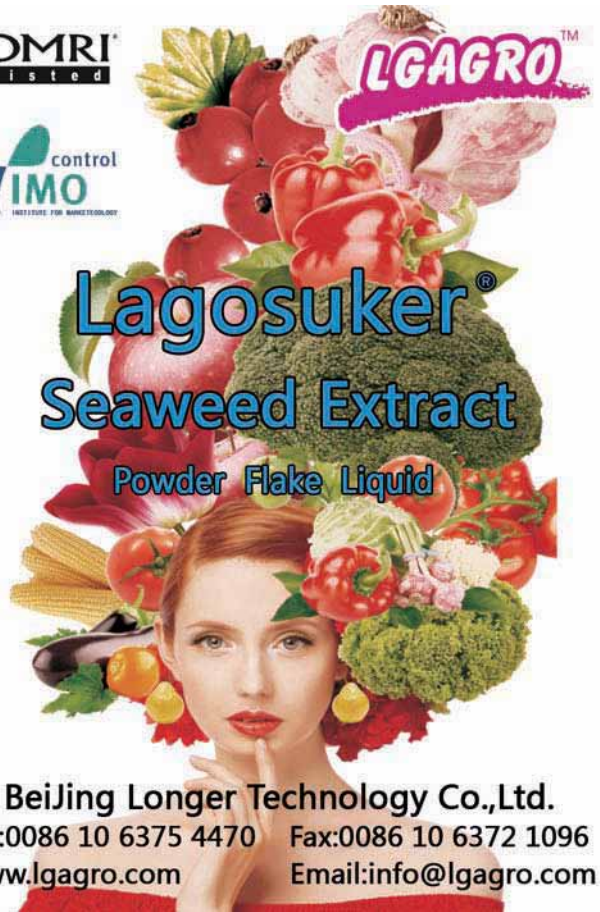
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February 23-25, La Crosse, WI

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April 25-26, Washington, D.C.

OTA's 2012 Policy Conference

The Organic Trade Association's (OTA) Policy Conference and Hill Visit Days provide the industry with an in-depth look at current policymaking and on-the-ground opportunities to advocate for organic, including nearly 100 visits to Congressional offices. Past speakers have included Secretary of Agriculture Tom Vilsak, Representative Sam Farr, and Rayne Pegg, administrator of the Agricultural Marketing Service. Conference sessions, legislative visits, networking, and celebratory receptions are the highlights of this exciting event. The conference sells out quickly, so visit www.ota.com for details as they develop. Help us carry the organic message to Capitol Hill!

March 8-12, Anaheim, CA

Natural Products Expo West

Natural Products Expo West continues to be the leading trade show in the natural, organic, and healthy products industry.

Co-located with Engredea, the Nutracon conference, the Healthy Baking Seminar, and the Fresh Ideas Organic Marketplace, these combined events showcase the entire value chain of healthy products from start to finish, identifying the bestsellers of today and the trends of tomorrow. Visit CCOF at booth #2926 and speak with us about our members and organic certification.

May 26-27, Stevinson, CA

The Heartland Festival

The Heartland Festival is a celebration of food, farming, and healthy living in the Central Valley. This festival is part of the Heartland Project, which "strengthens the future of sustainable and family farming in the San Joaquin Valley by bringing together farmers and families and encouraging a closer understanding of food production." Festival attendees can listen to bluegrass music and enjoy booths, kids' activities, craft classes, dancing, tours, draft horse driving classes, and more. Visit Double T-Acres Ranch in Stevinson, California, from 5 p.m. to 11 p.m. on Saturday, May 26, and from 6 a.m. to 11 a.m. on Sunday, May 27.

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



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