

Certification News

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



Welcome

Welcome to the CCOF Certification News – a timely publication packed with news, updates, and tips to help you succeed in your organic business. This interim newsletter will keep you informed while we redesign the CCOF Magazine, which we expect to publish in March. Certification News will become a permanent section of the new CCOF Magazine, making it easier for you to find important certification updates.

We will also continue to share timely information with our clients and members via email. So, it's time to ensure that we have your correct email address. If you're a certified client, visit our online directory at www.ccof.org/ccofcertificationservices/directory.php. Enter your business name and click on "Search" to see the email address we have on file. If you're a supporting member, you'll be interested in our new e-newsletter, scheduled to launch before year's end. To subscribe, please send your email address to ccof@ccof.org with "e-newsletter subscription" in the subject line.



CCOF Client and Member Benefits

CCOF has developed a number of programs and offerings to benefit you, our members. We'd like to take this opportunity to describe them and give you an opportunity to benefit. As the only certifier offering full service organic certification and trade association benefits, CCOF continues to be a leader in offering superior value in the marketplace.

Tradeshaw opportunities

CCOF has secured additional booth space for clients interested in exhibiting at the Natural Products Expo West in Anaheim, California, March 2005. We will provide a CCOF Showcase Booth with space shared between three of CCOF's clients for only \$1500 each. This is a fraction of the cost of a full booth and provides a valuable opportunity to participate in the West Coast's biggest natural and

organic foods event without breaking the bank. As an added bonus, CCOF will also do its utmost to arrange one-on-one meetings with buyers participating in the show as part of the Certified Organic Products Export Strategy (COPES) program. With three slots, space is limited, so apply today.

Also at Expo West, CCOF is in negotiations for a CCOF Pavilion in the Fresh Ideas Marketplace. Are you interested in exhibiting in this unique area? This half-day event features tabletop displays prior to the full tradeshow. It is usually very well attended, is very cost effective and is an excellent opportunity for CCOF clients to band together for an extra draw. Space is only \$600 per client. If enough CCOF clients are interested, CCOF and New Hope Natural Media will work together for special placement and

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For information about advertising in our Magazine and our annual Directory please call Jake Lewin at 831 423-2263 x21

At work for you!

Discounts for CCOF Clients and Members



Pick Enterprise. We'll pick you up.®

Special discount rates for CCOF: Mention CCOF and account #23D4057 to receive special rates at in-town locations and discounts at airport facilities. Call 1-800-593-0505 or visit www.enterprise.com to make reservations. Call 831-423-2263 ext. 21, at CCOF if you'd like to receive an Enterprise corporate member card.



www.foodsummit.com This online tradeshow provider is offering free basic listings and discounts on enhanced or exhibitor stand listings in their international online tradeshow. This unique website offers international prominence and translation services in languages of your choice for your online listing. CCOF members receive a \$300 discount on their exhibitor stand. When 12 CCOF companies develop a listing, Food Summit will develop a special CCOF organic pavilion on their site. Contact Jake Lewin, jake@ccof.org or 831-4723-2263, ext.21, at CCOF or Chris Werner, cwerner@esummits.com, at Food Summit for more details.

Benefits continued from previous page

distinctive signage within the event.

Please contact Jake Lewin at the CCOF Main Office if you're interested in either one of these opportunities. 831-423-2263, ext. 21, jake@ccof.org.

Discounts

We are actively negotiating for discounts and CCOF members-only benefits from a variety of suppliers, service providers and other companies. Check out the "At work for you" section on this page for details.

Send us your logos, pictures and labels

We want to celebrate your products, facilities, farms, families and logos! We are continually decorating our conference room with your labels and logos which are seen by just about everyone who visits our office. And we continue to proudly display them at tradeshow and on our website. Please send us electronic files of your logos, labels, and products so we can continue to promote you.

We'd really like to present a multi-media display during the Eco-Farm conference in January. Do you have a picture of yourself or a family member in a CCOF shirt or hat? Pictures of your farm, employees, products and the like will make this a success.

Please email Jake Lewin at jake@ccof.org with whatever you have. We appreciate it and hope to get you some of the recognition you deserve.

New Organic Directory coming out soon

We're developing our 2005 Organic Directory now. Are your phone number and email correct? Contact person? Products? Please look at last year's listing and your Client Profile (provided with your annual certificate) and let us know by Dec 20th if there are any changes needed. Email lisa@ccof.org or call 831-423-2263 ext.10.

Marketing Assistance

Please be aware that CCOF continues to provide marketing and PR support for our clients. Let us know how we can help. We've helped clients find buyers, and develop and distribute press releases. We're often contacted by buyers looking for specific products and are always happy to refer them to CCOF clients.

Complaint Procedures

In response to a variety of questions and issues in the marketplace, CCOF has provided a link on our website to the USDA and State of California organic compliance complaint programs. It is currently located in the "certified clients' corner" section but will be moved to the FAQ section during our upcoming website redesign. Should you be confronted with potential fraud and misuse of the word organic and would like some assistance with the complaint procedure, please contact us. The integrity of organic depends on all of us. 



CCOF certified grower Phil Foster discusses organic production with Congressman Sam Farr. Congressman Farr is a strong supporter of Organic Food and CCOF and received an award from CCOF this past year in honor of his efforts.

*We want to include you. **Send us pictures** of products, logos and life around your organic business. Send photos and logos to jake@ccof.org or Attn: Jake Lewin, CCOF, 1115 Mission St. Santa Cruz, CA 95060.*

Certification News You Can Use

CCOF Certification services (CCOF CS) has had another strong year and looks forward to many more. We have also implemented a variety of changes to improve our service and provide additional benefits to our clients.

- **Simplified documentation** OSP documentation has been cut in half. No, you will not have to complete a new OSP. However, any changes you make in 2005 such as adding products or acreage will be faster and easier. Renewals in 2005 will be simplified by reducing them to a single page. We're continually trying to make the certification process more efficient for you.
- **Updated CCOF International Documen-**

tation Because international organic trade regulations are continually changing, and to ensure continued access to worldwide markets, CCOF CS will be issuing updated documentation soon. Watch for the changes in January 2005. We will work with all clients to update their practices throughout the 2005 renewal and inspection year.

2005 Annual Fees

The 2005 annual fee table printed here will take effect during your 2005 renewal. Fee categories have been consolidated to simplify estimates and stabilize

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Certification Services 2005 Fee Schedule (all amounts in dollars)

Gross Organic Production Value Between At Least	Not More Than	Producer	Handler
	Inactive *	\$150	
\$0	\$10,000 *	170	
10,000	20,000 *	250	
20,001	50,000 **	300	
50,001	100,000	475	\$475
100,001	200,000	550	550
200,001	300,000	650	650
300,001	400,000	800	800
400,001	500,000	950	950
500,001	600,000	1,350	1,350
600,001	700,000	1,550	1,550
700,001	1,000,000	2,000	2,000
1,000,001	1,500,000	3,000	3,000
1,500,001	2,000,000	3,500	3,500
2,000,001	2,500,000	4,000	4,000
2,500,001	3,000,000	4,500	4,500
3,000,001	3,500,000	5,000	5,000
3,500,001	4,000,000	5,500	5,500
4,000,001	5,500,000	6,500	6,500
5,500,001	10,000,000	9,000	9,000
10,000,001	15,000,000	15,500	15,500
Greater than 15,000,000 (MAX)		20,500	20,500

Notes: * = All organic operations only

** = Min. fee for mixed organic and conventional (all types, all crops)

CCOF Clients in the News

The California Department of Pesticide Regulation (DPR) has recognized five organizations for environmental excellence with DPR's 2004 IPM Innovator Awards. Of the five, three are CCOF certified! IPM Innovators find new ways to reduce pesticide use and risks, and they share their success with others to promote IPM statewide. Winners include: **Earthbound Farm, Fetzer Vineyards, and Robert Sinskey Vineyards.** Congratulations!

CCOF Certified **New Leaf Community Markets** won the Food Marketing Institute (FMI) Neighborhood Partnership Award. New Leaf received the award for its Field-to-Market-to-You program, which teaches local elementary students about food systems, nutrition, consumerism, agricultural history, their community, the environment and the world.



Food to live by.

FETZER
VINEYARDS



Contact Information:

Earthbound Farm: Samantha Cabaluna, (831) 622-3418 or samantha@nsfoods.com

Fetzer Vineyards: James Caudill (415) 444-7410 or Jim_Caudill@b-f.com

New Leaf Community Markets: Katie Davis (831) 466-9060 ext 126 or katie@lifelab.org

Robert Sinskey Vineyards: Christine Saporito (800)869-2030 or chris@robertsinskey.com

Calendar of Events

More CCOF Clients in the News

CCOF certified **Brewery Gulch Inn** was named top bed & breakfast in California after 8.2 million households were invited to vote at iLoveInns.com. The inn, opened in 2001, is located on a 10-acre hillside overlooking Mendocino's Smuggler's Cove and offers creative vacation packages. The inn serves CCOF certified organic foods grown on the property and is noted for their outstanding hospitality. Visit www.brewerygulchinn.com or call Glenn Lutge at 707-937-3719.



Have an Organic Marketplace Complaint?

For market enforcement and organic related complaints, please visit the USDA National Organic Program complaint page at www.ams.usda.gov/nop/Compliance/FileComplaint.html. This page contains helpful information about complaint procedures and information to include in all complaints.

To file an organic related complaint within California, please visit the California State Organic Program at www.cdffa.gov/is/fveqc/organic.htm. The California Organic Complaint Form should be filled out and sent to the address on the form.

CCOF is happy to help. Please contact us with any questions.

December 3 Central Coast Vineyards Team Day at the Cliffs Educational Meeting

"Economics of Sustainability. Increasing Efficiency, Quality, and Value" Jake Lewin, CCOF's Director of Marketing will be participating in a forum on certification and organic production. The Cliffs at Shell Beach, CA. For more information call 805-773-5000.

December 6 and 7 CCOF Organic PCA Training

This conference will cover the use of innovative pest management in sustainable and organic agricultural systems. Organic regulations, materials and production practices will be highlighted. CCOF staffers Brian McElroy and Jake Lewin will be discussing materials issues and The tools and methods featured at this event can be used as part of comprehensive IPM strategies benefiting conventional and organic growers alike. 14 Continuing Education Units, including 3 Laws and Regulations Units for PCAs, have been applied for from the California Department of Pesticide Regulation for two-day attendance. Call Hunter Francis at (805) 756-5086 with questions.

January 19 - 22, 2005 Eco-Farm Conference

Features prominent keynote speakers and more than 50 workshops on the latest advances in agricultural production, marketing, research, and important issues. Asilomar Conference Center in Pacific Grove, CA. For more information: 831-763-2111, <http://www.eco-farm.org/>. Visit CCOF at booth 425.

January 23 - 25, 2005 30th Winter Fancy Food Show

Since 1955, the National Association for the Specialty Food Trade's Fancy Food Shows have been the premier marketplace for specialty foods...where specialty food retailers, restaurateurs, supermarket and department store buyers, gift shop owners and others discover distinctive, profitable new food products to grow their businesses. Moscone Convention Center, San Francisco. www.fancyfoodshows.com. Visit CCOF at booth 658.

January 31 - February 2, 2005 California League of Food Processors (CLFP) Expo and Showcase of Processed Foods

The Expo and Showcase of Processed Foods is centrally located, unique and geared specifically to California's fruit and vegetable processing industry. This annual tradeshow includes two days of exhibit

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Vanessa Bogenholm, CCOF Board Chair and owner of VB Farms in her organic strawberry field. In the last year Vanessa worked tirelessly on behalf of CCOF and organic agriculture – including testifying internationally against an extension for the worldwide phase out of Methyl Bromide, fighting for an organic hand weeding exemption, helping obtain \$5 million in federal funds for organic research, and more. Thank you, Vanessa!

We want to include you. Send us pictures of products, logos and life around your organic business. Send photos and logos to jake@ccof.org or Attn: Jake Lewin, CCOF, 1115 Mission St. Santa Cruz, CA 95060.

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annual fees. Our services remain competitive and continue to ensure product recognition in addition to local, national, and worldwide market access.

If you have questions about 2005 Annual Fees, please contact Brian McElroy, CCOF Certification Services Manager (brian@ccof.org or 831-423-2263 ext 16).

CCOF International Clients

- IFOAM standards require that CCOF international clients keep a complaint log. We understand that many clients may not receive any complaints, but you must have a log of some type. Clients certified to the NOP only are not required to maintain a complaint log.
- If you are using copper in your production, you are aware that the European Union has restricted copper usage to less than 10 pounds per acre. This limit is calculated on the "elemental copper" in the product. Most copper sulfate products contain only 25% elemental copper.
- As a service to our clients to ensure your ability to market internationally, CCOF can and will issue export documents for clients in our international program whose ingredients meet EU standard EEC 2092/91 but not IFOAM. CCOF is developing an EEC 2092/91 certification in the near future, in addition to our IFOAM program, for clients who require it.

Updated OMRI Handbook is enclosed

The new Organic Materials Review Institute (OMRI) Generic Materials List (GML) is enclosed. The OMRI list is a helpful guide to NOP regulations. Essentially, the OMRI GML organizes the NOP National List in alphabetical order and cites

the appropriate NOP section for easy reference. OMRI has made a few changes to the 2004 GML as summarized here:

- Fewer materials are listed as R (restricted). Products with an "R" listing are restricted by the NOP. The OMRI annotation clearly explains the restrictions with cross references to the appropriate section of the NOP rule.
- Compost tea is no longer listed as allowed by OMRI. On the other hand, the product is not listed as prohibited either. CCOF will collect information on any use of compost tea and verify that all the constituents used to formulate the tea comply with the NOP regulation. Foliar applications of any tea or nutrient product will be examined to ensure that raw manure is not applied without the required withholding period.
- Compost listings have changed. There should be no real difference in your production practices, but you may want to review the six compost listings to ensure that your production practices match one of them.
- Processed manure is included under the listing "manure - dehydrated, uncomposted." The material is listed as "restricted" but does not cite specific restrictions as none are identified in the NOP. CCOF does not consider processed manure that has been heated to temperatures that are known to kill pathogens to be a raw manure product and will not require withdrawal periods.
- Livestock listings are updated under "vitamins," "minerals," and "excipients." Hopefully, these new listings will resolve some of the confusion surrounding carriers for feed additives and non-active ingredients in healthcare products. ♻️

Achievements in 2004

Among CCOF CS's accomplishments this year:

- **Record Acreage:** CCOF producers and processors are poised to break the 200,000 acre mark in early 2005.
- **Record statistics:** More than 1,330 producers and processors enrolled in the certification program with 190,000 acres (170,000 acres certified!) and over 400 certified products.
- **Accreditation:** 4 weeks of successful audits for the USDA, and IFOAM. Results: CCOF CS has had fewer conditions for improvement placed on the certification program than ever before. This is evidence that CCOF CS staff have implemented a quality system and procedures that are robust and support the reputation for quality established by CCOF members
- **Competitive fees and services:** CCOF's fees for small farms continue to be competitive with any program operating in California. Many producers saw fees reduced by up to 50% in 2004. CCOF's services continue to ensure worldwide market access. CCOF's members continue to produce quality products that mean the CCOF name and seal is recognized from farmers markets to national chains.

All of the staff at CCOF Certification Services are proud to work with CCOF Certified Organic Farmers, processors, and ranchers. Please do not hesitate to contact us with any questions or suggestions you may have.

Organic tomato processing at a Campbell's Soup Company organic facility. Campbell's has introduced an organic tomato juice and is developing several more organic items.

*We want to include you. **Send us pictures** of products, logos and life around your organic business. Send photos and logos to jake@ccof.org or Attn: Jake Lewin, CCOF, 1115 Mission St. Santa Cruz, CA 95060.*



Why Maintain Organic Certificates?

The CCOF Client Profile

CCOF's client profile sheet provides a detailed listing of your certified products and services. We provide this document as a client service while maintaining the strict NOP requirements of company name, type of operation and certification status on the actual certificate. This document, coupled with your certificate, provides thorough verification of your current certification status and the specific products covered under your Organic System Plan and CCOF certification. It demonstrates your ongoing certification and provides your customer with the highest level of comfort. During 2005 CCOF will continue to improve the client profile sheet to support your needs and highlight the strengths of your company. We hope to add personalized client statements and other information as our systems continue to improve and our clients' needs are expressed.

CCOF Holiday Hours

The CCOF main office will be closed for the holidays: Friday, December 24, through Friday, December 31. Certification staff will be on call to provide member service during that time.

Happy holidays and best wishes for a joyous and prosperous New Year!

Maintaining copies of your suppliers' organic certificates protects you and ensures your operation is processing in accordance with the National Organic Program (NOP) standards. Maintaining these documents can prevent unpleasant surprises and allows CCOF to stand behind your organic certification. Without them, you are not able to document that the ingredients or products you have labeled "organic" truly are organic. While fraud is uncommon, suppliers can make mistakes. Organic certificates protect you by clearly demonstrating your due diligence in verifying the organic status of your ingredients, thereby ensuring the organic status of your finished product.

Annual Verification

When you made your initial application, you provided CCOF copies of your suppliers' certificates. CCOF reviewed the certificates and suppliers to verify they met the NOP standards. This was a critical step in approving your Organic System Plan. Organic handlers are required to maintain on-site verification that their ingredients are NOP certified. To maintain your certified status, it is important to follow your plan by continuing to only purchase from suppliers who remain in compliance with the NOP.

To save you time and reduce paperwork, CCOF does not ask that certificates for approved vendors be provided annually. Sending new certificates to CCOF and updating your Product Profile is only necessary if suppliers change during the course of the year. For suppliers that haven't changed, CCOF inspectors will ensure that you maintain verification of current certification for your suppliers. CCOF checks each certificate and accompanying documentation to verify:

- 1 It is issued by a USDA accredited certification agent.
- 2 It demonstrates the product is certified to the NOP standards (sometimes shown as "7 CFR Part 205").
- 3 It identifies the supplier named in your OSP Product Profile as the ingredient source.
- 4 It was valid when the ingredients were purchased.
- 5 It demonstrates your supplier is certified for

the specific products supplied. This means the products are included in your supplier's Organic System Plan just like your products are included in yours.

There can be exceptions for each of these five points. Sometimes this information is not readily apparent on the organic certificate, but the product or supplier may still be acceptable.

For instance, many NOP accredited certifiers do not identify specific products on their certificates or verify current certified status. (There are no longer expiration dates on many certificates.) In these cases, the supplier should provide other documentation to demonstrate ongoing compliance for specific products.

This protects you by ensuring that your supplier didn't drop their certification and simply give you their original (but no longer valid) certificate.

Another common exception is that the USDA has approved certain foreign certifiers based on

recognition of their government's program to assess conformance, rather than their application to the USDA for accreditation. New Zealand, British Columbia, the United Kingdom, and Quebec are examples. In these cases, although the organic certificate is not from an accredited certification agent, it may still be acceptable. However, the certificate must still identify the NOP or 7 CFR Part 205 and demonstrate that the client and products are currently certified.

Unfortunately, we have found that foreign suppliers may be more difficult to verify than domestic suppliers. Sometimes a foreign supplier presents an organic certificate from a USDA accredited certification agent, but the certificate names the European Union standard (EEC 2092/91) instead of the NOP. Also, foreign suppliers sometimes provide an export certificate or transaction certificate instead of an organic certificate. While these documents give valuable information regarding a particular transaction, they are not the same as organic certificates under the NOP and do not adequately protect you or allow CCOF to issue certification. In these cases, we request that additional information be provided. In most cases the issue is addressed and the supplier's products are approved. However, to avoid delays and



Updating supplier certification keeps you in control of your organic program and ensures that your products remain recognized as organic in the marketplace.

unnecessary stress, we recommend that appropriate documents identifying the NOP be supplied in advance by all foreign suppliers.

Products or ingredients purchased through an intermediate company that is excluded from certification can also pose challenges. Although some are certified voluntarily, companies that buy and sell packaged organic products that they do not further process or re-label are not required to be certified. In these cases, the package should still carry the name of the last certified processor or handler. The non-

certified broker or trader should be able to provide a certificate for the processor or handler named on the package.

The Bottom Line

Most importantly, updating supplier certification keeps you in control of your organic program and ensures that your products remain recognized as organic in the marketplace. After all, the integrity of your products is as much of a concern for you as it is for CCOF. ☞

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time, a CLFP Board of Directors and Exhibitor Reception, and a variety of industry activities and meetings. Convention Center, Sacramento, CA. CCOF will be presenting at this show. Booth number TBA.

February 8-10, 2005 World Ag Expo

The 37th Annual World Ag Expo features more than 1,600 exhibitors on 2.5 million square feet of space showing the latest in technology, equipment, services and products for the farm, ranch, dairy and construction industries. International Agri-Center, Tulare, CA. For more information:

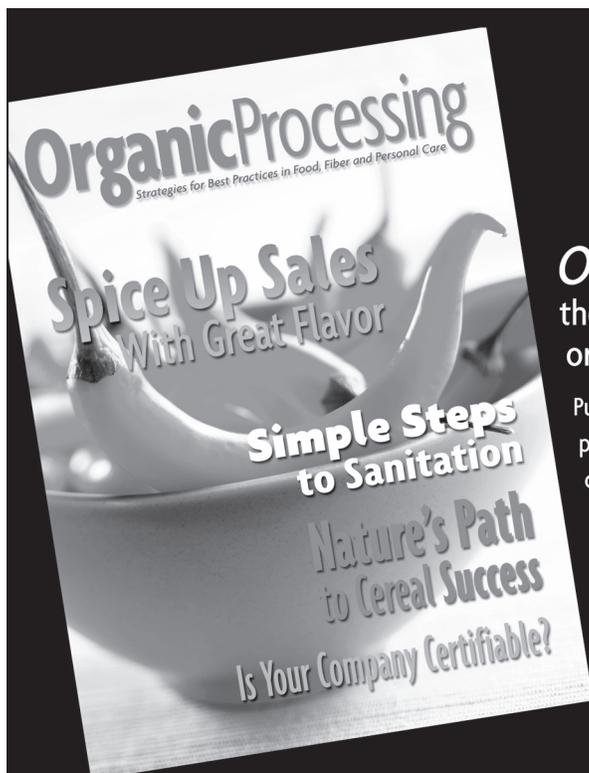
http://westernfarmpress.com/news/farming_world_ag_expo_3/ Visit the CCOF booth.

March 17-20, 2005 Natural Products Expo West

With more than 1,800 exhibitors and over 250,000 square feet of natural and organic finished products and ingredients, you'll find it all in one show at Natural Products Expo West. More than 30,000 natural and organic product professionals from across the globe attend the event. Features the Fresh Ideas Organic Marketplace. Anaheim, CA. For more information: <http://www.expowest.com/> Visit CCOF at booths 4221 & 4223. ☞

Successful Certification Tips

- Have a copy of your current Organic System Plan (OSP) at the inspection! CCOF inspectors are required by the National Organic Program (NOP) and CCOF to review the OSP at each inspection.
- Don't forget, you can always update your OSP at the inspection. If you and the inspector identify an inaccurate portion of the OSP that should be changed – do it. Simply keep a copy for your records and give the inspector a copy to submit to CCOF.
- Have sales records available for review to demonstrate the total organic production value for the year. CCOF inspectors are required to verify that annual fees paid by your operation are appropriate.
- Have your responses available and demonstrate implementation of any certification conditions from the previous year. Most conditions require resolution within 30 days of notification.



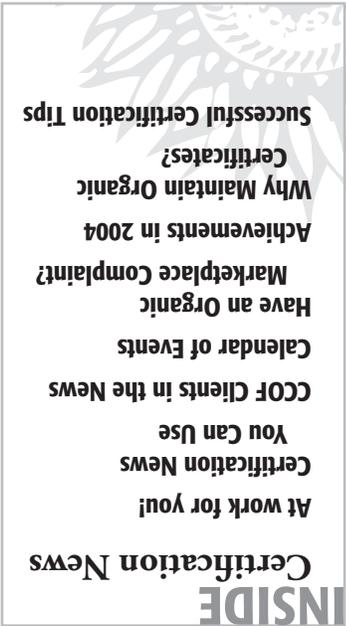
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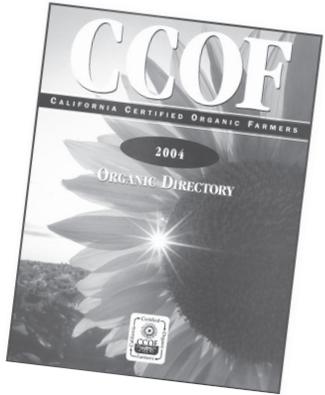
CCOF - California Certified Organic Farmers
1115 Mission Street
Santa Cruz, CA 95060



Seen by 4,000 people in the organic marketplace...

There's still time to get your logo and ad into the 2005 Organic Directory!

The annual Organic Directory is widely distributed and reaches a targeted and influential group of organic farmers, processors, retailers, wholesalers, policy makers, media representatives, and consumers. This includes over 1200 certified organic growers, more than 300 certified organic processor/handlers, and CCOF supporting businesses and individual members. In addition, the Organic Directory is a popular resource distributed nationwide and abroad at natural and organic tradeshows and conferences.



New this year! In addition to display ads, we are offering the opportunity to include your logo with your certified client or supporting membership listing.

Please contact us for special early bird rates and magazine and directory advertising combo specials.

CCOF certified clients receive a 10% discount on all display ads.

Space reservations and ads are due by December 20, 2004.

Please call our office with questions and to reserve your space.

Jake Lewin, CCOF Director of Marketing and International Programs • (831) 423-2263 ext. 21 • fax (831) 423-4528 • jake@ccof.org • www.ccof.org

Logo (Certified Clients & Supporting Members Only)	
Listing	FREE
Logo with listing.....	\$100
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