



FALL 2006



# CERTIFIED organic

ORGANIC NEWS, EVENTS AND  
CERTIFICATION UPDATES

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GMO News | Book Review: Omnivore's Dilemma | Organic Events Calendar

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# From CCOF's Executive Director

By PEGGY MIARS

Organic demand is up! That's the theme of this issue of *Certified Organic*. It seems to be the theme of my work life lately, too! I read articles and emails almost daily about large retailers increasing their organic offerings. The result is that demand for organic products is increasing faster than the supply.



Of course, this brings up the lively debate about whether mainstream supermarkets and big box stores should carry organic products or whether "organic" means locally grown by family farmers. I don't have room to get into that discussion here. But, suffice it to say that demand is increasing in all sectors across the country, including farmers' markets and CSAs. I believe that's good news for everyone. Our feature article beginning on page 16 delves more deeply into this issue.

We must continue to remain vigilant to ensure that as more and more farmers, processors and retailers go organic, they adhere to the same strict standards as the rest of the organic marketplace. Consumer education is key. Informed, active consumers can make a huge impact in the marketplace. Need I remind you that more than 275,000 people submitted comments to the USDA when the first national organic standards were released in December 1997 and included the "Big 3" – GMOs, sewage sludge and irradiation? That groundswell of public opinion caused the USDA to remove the Big 3 from its revised draft standards.

As we go to print, we are reeling from the news about E. coli contamination in fresh spinach. Our hearts go out to the individuals and families affected by this health crisis. We continue to watch the daily news for updates. We also continue to monitor reports which indicate that none of the contaminated products

originated from organic spinach. Watch CCOF's website [www.ccof.org](http://www.ccof.org) for updates as they occur.

What else is new in the organic world? I'm very happy to report that California Senate Bill 1056, the GE-preemption bill, died! I personally spent many hours on the phone, writing letters, contacting CCOF members, and visiting the Capitol to lobby against this bill. Read more on page 12.

CCOF also succeeded in helping to secure majority votes in the California Assembly and Senate for AB 1147, the industrial hemp bill, which the governor vetoed. It would have been good news for organic farmers, who could have used the non-hallucinogenic product as a lucrative rotation crop. Processors such as Dr. Bronner's and Nutiva will continue to enrich farmers in other countries by importing hemp ingredients. More on page 12.

We are moving ahead with our strategic planning process. I'll report more on this in the next issue of *Certified Organic*.

Be sure to check out the member highlights on page 26. It's very gratifying to see so many organic producers being acknowledged for their good work! Congratulations to all! Remember to submit your news items to [marketing@ccof.org](mailto:marketing@ccof.org) so that we can promote you, your business and your products.

We're entering our busy events season. Look for CCOF at our first ever Organic Beer, Wine and Spirits Tasting at the Ferry Building in San Francisco. And, please join us as we co-host Canadian farmer Percy Schmeiser's Northern California speaking tour. Turn to page 7, or visit [www.ccof.org](http://www.ccof.org), to see where else CCOF staff will be working hard to promote members and their products, the CCOF brand, and the organic marketplace.

Continue to watch this column and CCOF's E-newsletter for current organic news. Have a happy autumn and harvest season!

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# CCOF and Organic News

## Organic Strawberry Seminar Series a Huge Success

Experts presented topics concerning fertility and pest management in organic strawberry production to a packed auditorium during this series of free, informative seminars at the Santa Cruz County Auditorium in Watsonville, CA. The presentations covered topics such as mineral nutrition of strawberries, fertility management, the biology of soil borne pathogens, and approaches to pest control. Each seminar allowed for questions and discussion time, which the many attendees found to be extremely helpful. The event was presented by The University of California Cooperative Extension, and was co-sponsored by CCOF, UCSC, ALBA, CAFF, CASFS, and The USDA Agricultural Research Service.



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## CCOF Attends International Conference on Animals in Organic Production

CCOF was represented at the First IFOAM International Conference on Animals in Organic Production in St. Paul, Minnesota in August by Grower Certification Supervisor Robin Allan. Present at the conference were more than 250 livestock experts from 24 countries around the world, including Sudan, The Netherlands, Germany, Serbia, India, and New Zealand. Robin reported that she learned a great deal about the research going on in the United States and other parts of the world, especially Western Europe; and that many reports indicated that organic livestock production is a safe and viable food production alternative. "Much more research is needed," Allan says, "particularly in terms of alternative health treatments for the animals and how to integrate livestock into diversified farms." The presenters described the many different ways access to pasture is thought about and calculated. Conference attendees also unanimously approved The St. Paul Declaration, which states, in part "...animals are sentient beings. Rearing animals for production and domestic purposes is an evolving relationship that has spanned millennia and is based on ecological principles of mutualism and interdependency, bound to culture and local circumstances. We are committed to the Principles of Organic Agriculture that ensure the inclusion of animal welfare and animal health management as integral components of organic food and fiber production systems."



## CCOF Presents an Organic Beer, Wine and Spirits Tasting

CCOF is happy to announce our first ever Organic Beer, Wine and Spirits Tasting in collaboration with the annual Harvest Festival at the Ferry Plaza Farmers Market in San Francisco. The event will take place Thursday, October 26, from 4 to 8 p.m. Ferry Building food vendors will pair with visiting CCOF certified vintners and brewers to offer sample snacks and accompaniments, many made with certified organic ingredients. Tickets are \$25 at the door for 10 tastes, or \$15 for 5 tastes, including a souvenir glass. More than 25 wineries and breweries will be included. A silent auction will benefit CCOF's nonprofit programs. Wines, beers and spirits available for tastes will be among the items auctioned, as well as other CCOF certified organic products and certificates from local restaurants and businesses.

## The Organic Farming Research Foundation (OFRF) Requests Grant Proposals

The OFRF is resuming its grants program and is now accepting new organic research proposals until the December 15, 2006 deadline. Although OFRF requests proposals in all subject areas, the following topics are of particular interest: organic livestock systems, economic constraints and opportunities relevant to the viability of small and medium-scale organic farms and ranches, and projects that investigate the interactions between components of organic systems and that take a systems-management approach to solving production problems (rather than an input-substitution approach). OFRF has disbursed approximately \$1.3 million dollars in support of 213 projects over the past 13 years, and thus has funded the largest number of organic agriculture research projects of any foundation in the United States. **To apply, submit eight copies of your proposal to the OFRF office by December 15, 2006, at 303 Potrero St. #29-203, Santa Cruz, CA 95060. For more details visit [www.ofrf.org/research/application.html](http://www.ofrf.org/research/application.html), or contact Jane Sooby at 831-426-6606 and [jane@ofrf.org](mailto:jane@ofrf.org).**

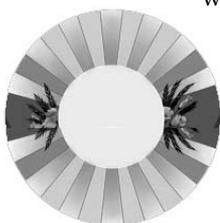
## Certifier's Accreditation Revoked by National Organic Program

For the first time in history, the National Organic Program (NOP) of the USDA revoked the accreditation of an organic certifier, citing "serious violations of the NOP regulations." American Food Safety Institute International (AFSII), based in Chippewa Falls, WI, had about 30 clients who were given only 30 days to find a new certifier after they

received the news. CCOF Executive Director Peggy Miars said she wasn't surprised by the news, given the high number of new certifiers who came on board right after the creation of the NOP – currently 55 domestic and 40 foreign certifying agents. "It shows that the program is working and that there is oversight to organic certification and accreditation through the NOP. I think it also shows the extreme amount of work that's involved with organic certification. We see it here, that our staff is so busy – that's because we are paying attention to the details. It takes a bit longer than we would like it to but we want to make sure it's done well," she said. "It's directly a reflection of the fact that those of us in the movement and the industry want consumers to have confidence in what they're buying when it's labeled organic." Twenty percent of the clients formerly certified by AFSII applied to CCOF for certification. Besides the cost of re-inspection, they also faced the prospect of reprinting labels that had carried the AFSII certified organic seal. AFSII is now prohibited from certifying crops, livestock, organic producers or handlers for at least three years.

### CCOF Co-Hosts Percy Schmeiser Tour

Percy Schmeiser is a farmer from Bruno, Saskatchewan Canada whose canola fields were contaminated with Monsanto's GMO Round-Up Ready Canola. Monsanto's position was that it didn't matter whether Schmeiser



knew or not that his canola fields were contaminated with the Roundup Ready gene, or whether or not he took advantage of the technology (he didn't); that he must pay Monsanto their Technology Fee of \$15/acre, and the battle continues. **Join us during the week of November 13th through 18th,** at five locations around the

Bay Area to hear Percy's story and support the efforts to stop GMO contamination. See page 8, and [www.ccof.org/calendar.php](http://www.ccof.org/calendar.php) for more information.



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# GMO Contamination Exposed

## The Great Rice Crisis of 2006

The news hit the food world in early August; a genetically modified (GM) rice strain unapproved for human consumption and cultivation had been found by U.S. agriculture and food safety authorities in several commercial rice bins. The GM long-grain strain created by Bayer CropScience, called Liberty Link 601, was soon detected across the rice belt in Arkansas, Louisiana, Mississippi, Missouri and Texas; although there were no indications that organic supplies had been contaminated. Japan immediately suspended imports of long-grain rice from the United States on August 20th, and the European Union (EU) announced that imports of rice would only be allowed if accompanied by a certificate demonstrating they did not contain the unauthorized GM rice. As a result, rice futures prices fell by more than 5%, reportedly the largest fall in years. Bayer CropScience is now being sued by a collective of 229 rice farmers in Missouri and Arkansas, as well as by other farmer groups, who saw their incomes plummet from the contamination. The farmers also allege that Bayer CropScience failed to prevent its GM rice from entering the food chain.

## GM Grass Found Growing in the Wild

An unapproved GM bentgrass variety, developed by Scott's Miracle-Gro in collaboration with Monsanto to resist the toxic pesticide Roundup, was found growing in the wild in central Oregon near a site where field tests of the variety took place several years prior. The GM grass is being developed for potential use on golf courses, and is still under evaluation by the Department of Agriculture. The major concern is that GM genes that make crops resistant to herbicides or pests will escape their test plots and blend with wild relatives, creating not only "superweeds", but new species that compete with other native species. A full environmental impact assessment is underway by the Agriculture Department, being the first of its kind involving a genetically engineered crop.

## Study Finds that Farmers use as Much Pesticides With GM Crops

One of the many false claims by the biotech industry is that the use of genetically modified organisms is good for the *GMO News continued on page 10*

## Meet the GMO Challenge

**Genetically modified crops are the biggest threat facing organic producers**



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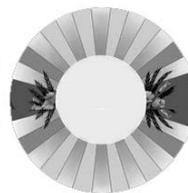
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## Non-GMO Education & Dialogue with Percy Schmeiser



**Percy Schmeiser, the Canadian farmer whose canola fields were contaminated with GMO seed, shares the stories of his ongoing struggle and court appeal.**

### Santa Cruz

Moderator: Peggy Miars  
November 13, 2006  
Live Oak Grange

### Sonoma

Moderator: Peggy Miars  
November 16, 2006  
Burlingham Hall

### Berkeley

with Dr. Ignacio Chapella  
Moderator: Michael Pollan  
November 14, 2006  
UC Berkeley, North Gate Library Hall

### Ukiah

Moderator: Britt Bailey  
November 17, 2006  
the Mendocino Wine Company

### Point Arena/Manchester

Moderator: Britt Bailey  
November 18, 2006  
Garcia Grange

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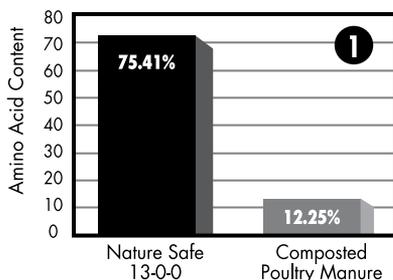
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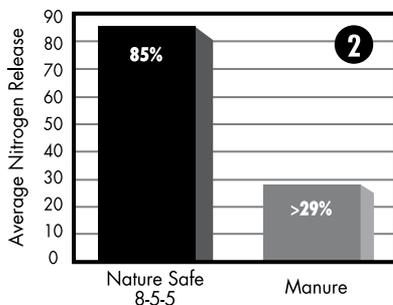
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environment because they cut down the need for harmful pesticides being applied to crops and thus released into the environment. But a new study conducted by scientists from Cornell University undermines these false claims. The sci-



entists used survey results from 481 Bt cotton growers in China to find that the total pesticide expenditure for Bt cotton farmers in China is nearly equal to their conventional counterparts after seven years of use. More than a third of global cotton in cultivation is Monsanto's Bt variety.

### First Ever Court Ruling on GE Bio-Pharming

A federal district judge in Hawaii recently ruled that the U.S. Department of Agriculture violated the Endangered Species Act (ESA) in permitting the cultivation of GE crops that produce pharmaceuticals, otherwise known as pharmacrops, throughout the Hawaiian islands. Hawaii is home to 329 species on the endangered species list, and unfortunately also home to more than 5,000 experimental plantings of GE crops

at the same time, leading the nation by a long shot in the number of experimental GE crop trials both past and present. The decision ruled that the USDA acted in "utter disregard" of the ESA while also violating the National Environmental Policy Act by failing to conduct even preliminary investigations prior to its approval of the plantings. The ruling is an important win for biotech opposition, and soon to be one of many as the world grows wearier by the day of GE food crops.

### Monsanto and U.S. Military Force GM Soy on South America

A mass transformation of the South American landscape is taking place, yet still remains invisible to international eyes and Northern media alike. With the excuse of fighting terrorism, U.S. military forces are collaborating with the Paraguayan military to push Monsanto's GM soy on native lands, eradicating thousands of native people off their land in many regions across South America. The U.S. military has been active advising the Paraguayan police and military on how to deal with the growing opposition among farmer and indigenous groups. The militant, international, monoculture invasion of GM soy on the eastern watersheds of Bolivia, Argentina, Brazil and Paraguay, now called The Soy Republic, has led to the torture of hundreds of people, forced evictions of thousands from their land, mass arrests, and brutal murders across a once pristine landscape. The Soy Republic is also responsible for training death squads called Citizen Brigades with over 13,000 men armed and trained to operate evictions, detentions, torture, and murder upon those in opposition to the new, illegal order in the Paraguayan countryside. Paraguay, being the world's fourth exporter of soybeans, devotes 64% of its arable land to soybean cultivation. With an increasing international influence promoting GM soy on indigenous land in this region, comes more violence against the rural communities, and the impoverishment of hundreds of thousands of native peoples throughout South America. The resistance against this monoculture invasion is a dangerous human rights struggle, and a major disaster that needs serious attention.

*Sourced from both Benjamin Dangel's and Ignacio Chapela's articles in The Nation, [www.gmwatch.org](http://www.gmwatch.org), and [www.greenpeace.org](http://www.greenpeace.org).*

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# OSP Training Helps New Organic Farmers

BY FRED THOMAS, GOING ORGANIC PROJECT COORDINATOR

For many farmers pondering organic production, the “paperwork” and the pests are often the most worrisome problems. During the first half of 2006, the Going Organic project held six half-day Organic System Plan (OSP) training sessions to help new organic farmers learn about forms required for organic certification.

More than 60 people attended the meetings, which were conducted in cooperation with CCOF Regional Service Representatives. Participants were guided through the OSP page by page and given ample time for questions. After the two training sessions that he conducted, trainer and past Certification Standards Committee Chair Jim Zeek commented, “It always takes about three hours to go through the 20 pages of an OSP and answer the questions. It is the best interactive planning process to become an organic farmer.”



New organic farmer and raisin grower, Steve Tabrizi (left), California Gourmet, Inc., discusses organic farming conditions with Bob Brar of the Madera County Agricultural Commissioner’s Office at the Big Valley Chapter OSP Training.

In the Going Organic Project Barriers Survey, record keeping ranked in the upper third of concerns of new organic farmers, while it ranked in the lower third of concerns for experienced organic farmers.

During the upcoming educational outreach season, Going Organic will host afternoon OSP trainings in each participating CCOF chapter. Trainees are provided with a blank OSP and a CD that includes all of CCOF’s necessary forms. Regional Service Representatives facilitate the training.

## Upcoming Going Organic Project OSP Training Sessions

Date	Chapter	Location
Wed, January 17	Yolo	Woodland
Tues, January 30	Sierra Gold	Auburn
Tues, February 20	North Valley	Chico
Wed, February 21	Big Valley	Merced
Thurs, February 22	North Coast	Santa Rosa
Tues, February 27	Fresno-Tulare	Fresno

For detailed information on locations, times, and registration procedures as well as Going Organic Kickoff Events, visit [www.ccof/programs.php](http://www.ccof/programs.php) or contact Fred Thomas, Project Coordinator, 530-891-6958, [fred@cerusconsulting.com](mailto:fred@cerusconsulting.com).

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## Introducing the LLC Management Committee

Welcome to a regular section of *Certified Organic* created in response to our 2005 membership survey. In past and future issues, this section introduces you to CCOF's board, regional service representatives and other aspects of CCOF's services and governance that are available to you. We encourage you to keep these pages and use them to maximize your voice and avail yourself of CCOF's services.

---

### Meet CCOF's LLC Management Committee

Since implementation of the USDA's National Organic Program in 2002, CCOF Certification Services, LLC, has been governed by a management committee comprised of individuals who are not certified by CCOF. To avoid any potential conflict of interest, CCOF's certified clients are not allowed to serve on the committee.

### About the LLC Management Committee

LLC Management Committee members are appointed by the CCOF, Inc. Board of Directors for three-year terms. The committee is responsible for overseeing all aspects of CCOF Certification Services including, but not limited to, policy matters, certification fees, finances and evaluating the Certification Services Director. Communication to the Management Committee should be directed to the Executive Director.

### Management Committee Member

**Emily Brown Rosen**

Owner, Organic Research Associates, LLC  
Titusville, NJ

**Karen Klonsky, Ph.D.**

Specialist, Cooperative Extension  
Department of Agricultural & Resource Economics, UC Davis  
Davis, CA

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We'd like to give a special thanks to Reuben Weinzev, who recently retired from the LLC Management Committee, for his many years of hard work and service. As a CPA, Reuben was invaluable separating CCOF into two business entities.

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

## Political Advocacy

W e at CCOF have been very busy lately in the advocacy and lobbying arena and now can gladly announce victories in both of our recent political efforts.

### Senate Bill 1056 / GE Pre-Emption

SB 1056 was introduced last year in response to the passage of county and city bans on genetically engineered (GE) crops. SB 1056's main goal was to strip the rights of local governments who chose to impose these bans, and thus turn all authority on GE crops over to the state. Although SB 1056 did get painfully close to passage, in the end it failed to make it out of committee in the California Senate and died with the close of the legislative year on August 31, 2006. CCOF Executive Director Peggy Miars spent numerous hours strategizing with allies, writing opposition letters, recruiting farmers to speak to elected officials, and pounding the halls of the Capitol to discuss the bill with (sometimes uninformed) Senators and their staff. CCOF also sent an email Action Alert to over 5,000 subscribers in hopes of generating attention, advocacy, and opposition to this bill. We want to thank every organization and each individual who made efforts on behalf of the opposition of SB 1056.

### Assembly Bill 1147 / Industrial Hemp

In early 2005, CCOF became a major supporter of Assemblyman Mark Leno's industrial hemp bill based on the huge economic potential represented by the production of organic hemp in California. We also support AB 1147 due to the fact that industrial hemp can be used as an important rotation crop, is a rapidly growing market of primarily organic products, and will bring revenue to California that is currently sent out of the country. In an industry where U.S. consumers spend \$270 million annually on hemp seed, oil, and fiber, we feel that this bill is a positive move forward for everyone. CCOF's Executive Director Peggy Miars played a hand in lobbying for this bill by meeting with Governor Schwarzenegger's staff and bill co-authors Assemblymen Leno and DeVore, and by having a CCOF certified farmer testify at the committee meeting on behalf of the bill. We also sent an Action Alert for AB 1147 asking subscribers to contact their legislators and urge them to pass this important bill. The governor's veto is short-sighted and bad for California's economy.

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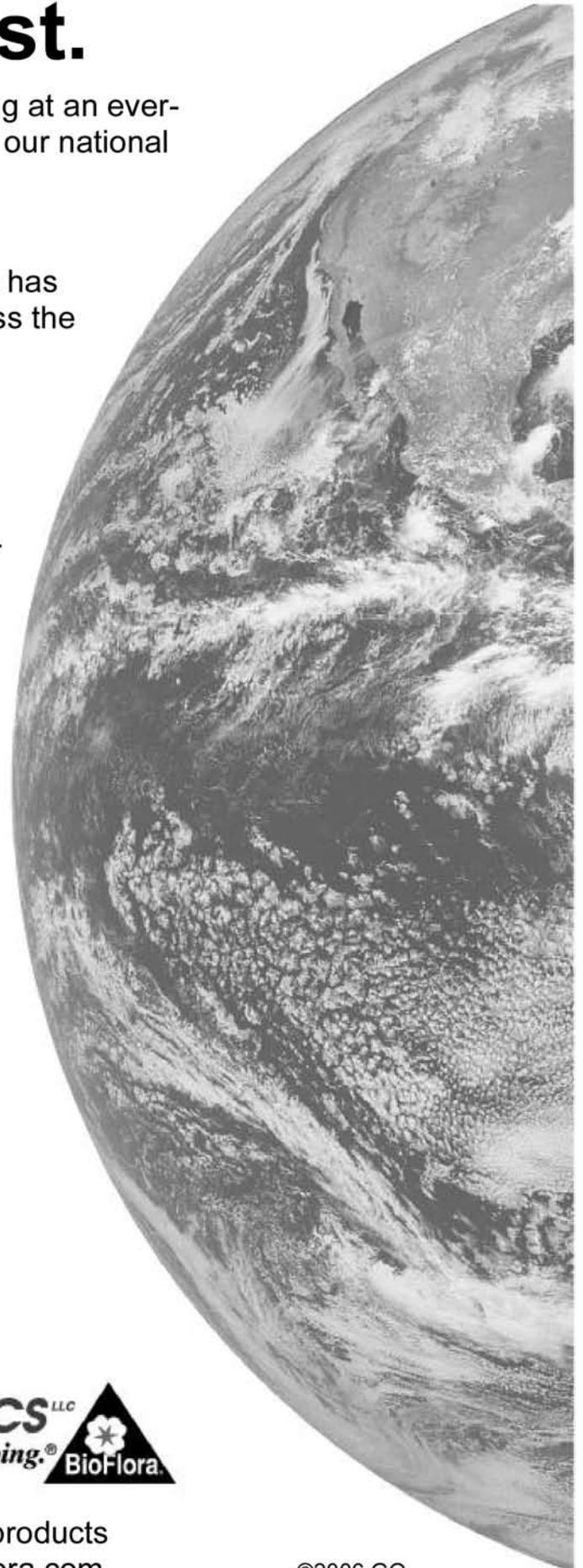
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# books

## Omnivore's Dilemma: A Natural History of Four Meals

"What should we have for dinner?... As a culture we seem to have arrived at a place where whatever native wisdom we may once have possessed about eating has been replaced by confusion and anxiety."

I began *The Omnivore's Dilemma* with a great deal of trepidation. Did I really want to know where my food comes from, how it's processed, and who is in charge of its purity?

Michael Pollan's account of food production and the culture of food in America is a compelling read, enlightening, not frightening, taking me from dismay to hope, and providing vivid examples of a new way to feed my family.

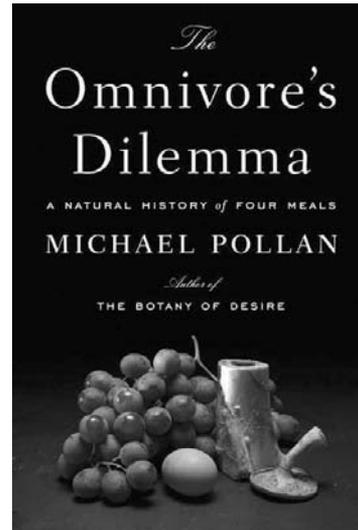
Subtitled "A Natural History of Four Meals," Pollan begins with a fast food meal consumed while driving in a car. Next are two "organic" meals: one purchased at Whole Foods, another composed of local organics that highlights the Polyface Farm in Virginia. The final chapter of the book describes a meal he serves family and friends that he has

hunted, gathered and prepared on his own. The contrasts are sharp, the information well researched and fascinating.

He ends with this: "Imagine for a moment if we once again knew, strictly as a matter of course, these few unremarkable things: What it is we're eating. Where it came from. How it found its way to our table. And what, in a true accounting, it really cost."

Truly food for thought.

— Katie Freeman



Katie Freeman is a freelance photographer and mother of twin boys.

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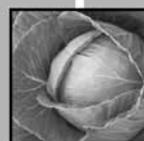
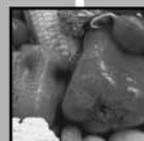
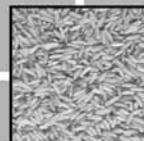
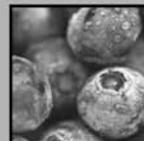
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# Demand ON THE Rise

By Ellen Farmer, CCOF Interim Marketing Director

How can the growers and processors of certified organic foods help consumers make buying choices that will help keep the organic label strong? When the biggest retailer in the world, Wal-Mart, announces it will double its organic offerings this year with a price cap of just 10% over conventional, what's the organic community's most effective response? Organics have traditionally enjoyed price premiums 20 to 80 % higher than conventional prices due to the need for more labor, the high cost of appropriate inputs, and the complete absence of government price supports or subsidies enjoyed by large industrial farms. Now that consumers are hearing about organic issues in the news nearly every day, it is imperative that CCOF clients and members be prepared to explain their commitment to organics in bite size portions that curious consumers can chew on.

Organics is just plain huge! The fact that people must eat each and every day drives the \$500 billion U.S. food industry increasingly forward, and the steady penetration of organic products into the market seems like an unstoppable force of nature. From less than 1% in 1997 to 2.5% today, organic foods comprise the largest growth sector in the food industry – with 17% growth overall for the past eight years. Organics earned nearly \$14 billion in 2005, according to the Organic Trade Association. The organic pioneers, whose original goal was to provide an alternative to industrial farming, are riding this mighty

wave or calling for life rafts. CCOF is a unique organization whose membership includes the founding mothers and fathers of organics as well as brand new entrants, thrilled to serve their organic customers' eager demands for healthier foods.

CCOF's major roles in the world of organics include premier organic certifier, public educator, and advocate for policies that protect, encourage, and grow organic agriculture. Wal-Mart's announcement has led to rumors that they will source from other countries like China, as they have with so many of their non-food products, if U.S. producers refuse to accept such a radical drop in organic farm-gate pricing. Who guarantees that organic claims of Chinese producers have integrity?

"While many foreign certification systems are still developing, all imported organic products are required to meet U.S. organic standards and be certified by a USDA accredited certifier," said Jake Lewin, CCOF Certification Services Director.

The question is – what keeps producers and growers from cutting corners in such a lucrative market? At CCOF, strict interpretation and rigorous application of National Organic Program (NOP) standards are the guarantees to consumers that the USDA seal means high integrity.

Low prices aren't everything. Consumers need to start understanding that the cheap price of conventional food is artificial. "We actually pay three times for our food – at the supermarket, in taxes used to subsidize [non-or-





ganic] commodities, and to clean up environmental damage and treat diet-related diseases," writes Jennifer Wilkins, quoting Jules Pretty from the book "Agri-Culture: Reconnecting People, Land and Nature."

"I strongly recommend that consumers educate themselves about the food they eat and make their voices heard by taking action on issues that impact farmers," said CCOF's Executive Director Peggy Miars. CCOF and its allies have been strategizing about the 2007 Farm Bill for over a year. "We are working to ensure that organic receives its fair share when it comes to government funding for organic programs," said Miars. "That funding has woefully lagged behind the skyrocketing increase in organic consumption. We need to change that, and consumers are the key to change." She suggests consumers search the web for "2007 Farm Bill," to find dozens of websites with current information. The official federal and California ag department websites, respectively, are [www.usda.gov](http://www.usda.gov) and <http://www.cdca.gov/egov/farmbill/>.

### The "Locavores"

Redwood City resident Carol Cross lives biking distance from a Whole Foods Market, but looks forward to her Saturday farmer's market. "I prefer local AND organic," she tells me. "Lower transportation costs, shorter storage time, and more interaction between farmers and consumers makes the farmer's market more sustainable in the long run. I prefer to keep the little guy afloat."

But can the 800-lb. retail gorillas force the little guys out of the marketplace? Professor Stephen Gliessman, founder of UCSC's Agroecology Program, says "The fact that 400 farmers a day leave farming is a total disaster. Organic acreage is going up dramatically, but the number of farmers is not." He believes certification should be a lot more than

scrutiny of inputs and practices and that the type of marketing system being utilized to move organic foods also needs to be part of the big picture. The Kroger Company, one of the largest grocery retailers in the United States, recently called the CCOF office looking for more direct suppliers for its 2,500 stores in 30 states. We were more than happy to introduce them to our Organic Directory where they could source organic products from CCOF certified producers. Might they be willing to procure organics from small, local farms as well as the big distributors?

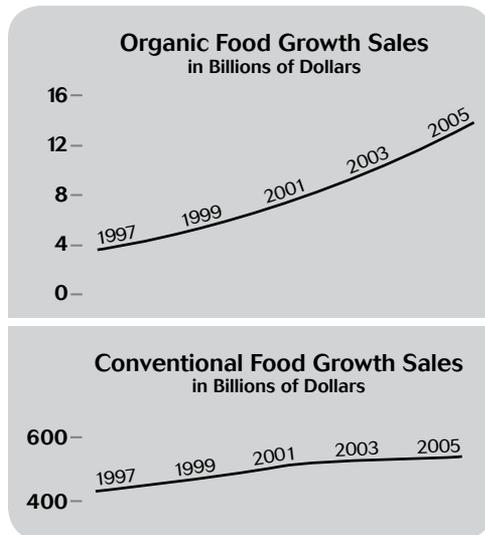
"CCOF's trade association is in an excellent position to connect growers of organic crops with the processors who need those ingredients. Through personal contact at the various trade shows, conferences, and meetings we all attend, along with CCOF's popular Organic Directory, certified organic businesses can join forces with confidence in the integrity of their offerings," says Miars.

Whole Foods, for its part, recently began offering low-interest loans to partnering local produce growers, according to Organic Business News. They also began to sponsor monthly farmer's markets in their parking lots this summer at some of their retail store locations and produced consumer information on selecting seasonal vegetables and fruit.

Farmers markets and CSA's are also gaining in popularity. CCOF certified Happy Boy Farms, for example, has stalls at 41 farmers markets around the San Francisco and Monterey Bay areas. Nationally, the number of farmers markets grew dramatically between 1994 and 2004, and is still on the rise.

Woodbury County, Iowa, became the first government in the United States last year to give property tax rebates to farmers transitioning to organic. Their goal was to stop the declining number of family farms, protect their soil, create local jobs, and build economic vigor. The number of family

*Demand continued on next page*



Source: Nutrition Business Journal March, 2006

*Demand continued from previous page*

farms in Woodbury County had declined from 1,700 to 1,200 in a single generation, creating major concern about the future of agriculture in the agriculturally dependant region.

Government support is more significant overseas, where some nations offer farmers three years of cash assistance during their transition to organic practices. Will this international response lead major U.S. organic food processors to import many of their organic ingredients? Although the number of U.S. acres in organic production is growing rapidly, still only 5% of arable land is truly organic. This means 95% may still be receiving chemicals questionable in both their carcinogenic effect on workers and consumers — especially in combination — and the impact on the land. Meeting the big box demand for organics could change this sad fact, but there is little assurance that the financial benefits will trickle down to both the farmers and farm workers alike. Consumers can be reminded they are doing something very positive for the national economy when they embrace the value of certified organic local and family farms.

### Growth Standouts

Two areas of burgeoning acreage deserve mention. First, the conversion of vast pastureland to organic dairy and meat production — in a manner that truly supplies livestock with access to the pasture they need for optimum health without antibiotics — increases organic acreage in a big way. Second, there are opportunities in fruit, according to Melody Meyer, Vice President of Purchasing

for Albert's Organics, a CCOF supporting business member. Meyer foresees shortages in apples, pears, and all stone fruits — crops you have to commit to for more than a season. Importing fruit uses enormous amounts of fossil fuels that could be saved if they were produced locally.

Another strongpoint of certified organics is that they are always produced without using genetically modified organisms (GMO), irradiation and sewage sludge, making them far more attractive than conventional U.S. crops where 61% of corn, 89% of soybeans, and 80% of cotton are genetically modified, according to USDA estimates. Subsidies for these crops, created many decades ago as disaster assistance and fair prices for family farmers,

have morphed into big profits for massive publicly-traded commodity producers who claim to serve their shareholders. Again, revisions to the 2007 Farm Bill could make a big difference. The international community grows

more and more wary of GMO foods, and their increasing standards and import bans continually call on the United States to step up to the plate and quit dumping U.S. commodities on "third world" countries who would be better off growing their own crops.

Because it is well known in both Japan and the European Union that several major U.S. commodities contain GMO's, which in turn those countries refuse to import, the market for certain U.S. crops is shrinking substantially. U.S. organic producers sometimes suffer guilt by association, according to Jenny Lester Moffitt of CCOF certified Dixon Ridge Farms, even though their organic certification guarantees they don't use GMOs. Moffitt speaks up for strong standards: "Japan buys from us because they trust that our California walnuts are certified organic. If we start loosening our standards, we might lose our Japanese customers."

"We want to partner with our growers, provide a fair return, and make them sustainable," produce broker Meyer says. "We like to give them quantities — a crop plan — with a high percentage sold at sustainable prices." Customers of Albert's Organics include Whole Foods Market, Wild Oats, and Harris Teeter, among others.

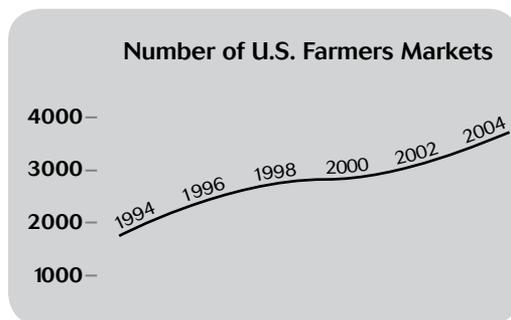
Meyer, who began procuring organic produce for natural food co-ops in 1976, says: "My original goal was to fill one truck with organics. How great would that be? Now I'm working with growers for Spring and Summer '07 — everything through April has been put to bed. Ramping up is not always what you think it would be." Albert's Organics is part of United Natural Foods, Inc.

(UNFI), the largest publicly traded wholesale distributor to the natural and organic foods industry.

"We are always looking for new growers," she says, "and they have to be certified. We don't have a transitional program. Our goal is to get through this time of upheaval and still be around in 30 years. We're in a boom right now and we want to manage it effectively. It's important for the founders of this industry to manage the current growth boom with a sustainability factor. Don't get greedy. It's important to come out of this as an industry with integrity. Promoting organics has been our 'call to duty.' We can't let our high standards down."

### The Organic Buzz

You know you've got a mighty trend on your hands when the big city media darlings in New York publish one bestseller after another on organic eating, and in San Francisco invite industry gurus to explain what's going on in the organic marketplace. Whether or not the excellence in organics is upheld depends on the level of concern expressed by conscious consumers voting with their dollars, according to a panel of insiders from Earthbound Farm, Marin Organic, Greens Restaurant, The Hartman Group, and Horizon Organic, who spoke on organics to a room full of publicity and media professionals this summer. Numbers drive the market.



Source: USDA



Producers respond to demand.

CCOF's Miars also recently moderated a panel discussion presented by the Commonwealth Club, the nation's oldest and largest public affairs forum. Sam Fromartz, author of *Organic, Inc.*; Helge Hellberg, Executive Director of Marin Organic; and Diane Goodman, well-known organic consultant, all agreed that organic can and

CCOF's trade association is in an excellent position to connect growers of organic crops with the processors who need those ingredients.

— Peggy Miars, Executive Director, CCOF.

should serve all needs – large and small, local and national, big box store and farmers' market. Each outlet has consumers with unique needs, and each has suppliers who can address those needs. Those extremes can exist while helping to grow the organic marketplace.

As a Horizon VP said, "Why wouldn't you want as much organic product as possible?" when referring to the many environmental benefits of converting more acreage to certified organic.

What she didn't mention were stories of grossly overpopulated feedlots supported by the giant milk producers — with their eyes on the profitable prize — as

more and more consumers choose organic dairy products instead of conventional. Organic dairy was a \$2 billion industry in 2005 with a growth rate of 23.6%. Fortunately, CCOF certified dairies have a positive picture to share.

Prices for conventional milk have stagnated, but you can't just look at your cow and say "From now on, I want you to give organic milk." The investment in maintaining a healthy herd of dairy cows causes dairy farmers to want the same strong standards maintained for big and small herds alike. How can a consumer be assured that their organic milk has been produced in a way that assures the most humane treatment of dairy cows, including sufficient access to pasture?

"Our organic dairies have earned the American Humane Association's Free Farmed certification, which means we provide the most humane care for farm animals," says Lisa Carnahan of Humboldt Creamery, a dairy cooperative which she calls "the smallest fry of the big six organic producers." Humboldt Creamery is CCOF certified, as are 30 of its organic family dairy farms. At this writing, an additional 13 dairies were in transition. Humboldt Creamery bottles for Organic Valley of Northern California, Clover Stornetta, and private labels for Whole Foods and Safeway brands in Northern California.

"What's wonderful about us and where we are, is that we are in the perfect place to be an organic dairy producer – climate and pasture are perfect. This is the traditional way farmers have been dairying for generations. For many of our farmers who have converted to organic, the certification is really a formality for farm practices they already have in place." Because transitioning takes three years and can be a hardship, Carnahan believes government does have a role in helping small farmers financially when they show a commitment to transition to organic.

One of the main principles that CCOF and organics was founded on is changing the industrial food system. Agribusiness, as Wendell Berry wrote in 1980 and speaks about to this day, is having its way with the delicate balance of land stewardship around the world. Yet Meyer transfers this concept to a gigantic player like UNFI: "I'm really happy to be part of UNFI because they are stewards of the planet," she says. CCOF, the vigilant watchdog of high organic standards, maintains its post at the door.

## Organic Crystal Ball

A sampling of survey answers provided by organic business leaders from the Organic Trade Association's "Past, Present, and Future of the Organic Industry," 2005

### Where will organic foods be available in the future?

CSA's, home delivery, farmer's markets, take-out restaurants vending machines, internet, hospitals and other medical institutions, psychiatrist's offices, work place, public schools, day care centers, banks, movie theatres, gas/train stations, airplanes, health insurance companies, retirement communities, college dorms, rock concerts, fast-food restaurants, door-to-door "milk men," the Armed Forces...

### What support should government give the organic industry?

Farmer support, both economic and educational, should be provided by the government. Keep the NOP strong. Fund organic research and incentives for farmers transitioning to organic.

### Suggestions for new regulations

Tax unsustainable behavior in conventional food production. Pesticides, herbicides, chemical fertilizers and the like should be taxed based on their negative impact on the environment. Producers should be made to pay the true cost of their unsustainable production, instead of being allowed to decrease the economic value of our farmland, natural resources and planet.

### Best Case Scenario

Organic Valley's Theresa Marquez, Chief Marketing Officer: The high cost of packaging and transportation will inspire people to buy local and grow their own food. Society will shift in such a way that we will be forced to "go back" to community-centered culture. Mass culture will be an atrocity of the past. The "keepers" of organic knowledge, organic farmers, will become society's greatest teachers, helping humankind to survive and perpetuate the health of the planet. Instead of being outcasts on the fringe, organic agriculture and its practitioners will be the heart and HOPE of society. We will have come full circle.

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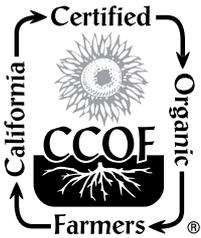
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# Certification News

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

Fall 2006

## Welcome

Welcome to *Certification News*, a permanent section of *Certified Organic* — the CCOF magazine that provides important standards and certification updates in one easy to find location.

## Help Keep Certification Costs Low

Because the cost of certification is important to many members, CCOF works hard to keep your costs low. We are actively streamlining processes and finding ways to provide the same level of service more efficiently and professionally. We also want your input. One way to keep costs low is to return annual renewals and certification fees quickly. Therefore, we are working hard to make the process faster and easier for you. We still need your help.

Not renewing or non-payment can jeopardize your ongoing certification. When clients don't renew or pay certification fees, CCOF is forced to issue a series of certified letters and other notices. We would rather be providing you with service than standing in line at the Post Office! Unfortunately, we are required to issue certified letters when renewal contracts and/or fees more than 90 days past due. These efforts are time consuming and drive up the overall cost of certification for everyone.

To help you and keep costs down, we are offering several solutions.

- **Payment Plans:** CCOF is happy to accept a variety of payment plans to meet your needs and

cash flow situation. If you'd like to implement a payment plan, simply contact us anytime.

- **Credit Cards:** CCOF will accept credit card payments over the phone anytime. Also, all CCOF invoices will now include a credit card option for clients who prefer to pay their bills this way.
- **Communication:** If you are concerned about an invoice or unable to pay for any reason, please contact us before it becomes a larger issue. We understand that you may have a unique situation and we want to assist you in finding a solution.
- **Reinstatement Charges:** During 2007, CCOF will be considering requiring additional fees for reinstatement of operations suspended for non-payment or non-renewal. This places the high costs associated with suspensions on the individual operation and not other CCOF clients. However, we at CCOF would always rather find a different solution than suspending an operation for non-payment. If you find yourself in this situation, please contact us. ☎

## Commercial Availability: Time Running Out

Analyzing the 205.606 change and CCOF policies and positions on this important issue:

As reported in the Spring 2006, issue of *Certified Organic* (visit [www.ccof.org/archive.php](http://www.ccof.org/archive.php) for more) important changes are afoot for non-organic agricultural ingredients used in the 5% non-organic com-

ponent of products labeled "organic." After June 7, 2007, all non-organic ingredients used under a commercial unavailability clause must be listed on the National List section 205.606. Affected ingredients include hops, olives, spices, and other minor specialty

*Commercial continued on next page*

## Certification Staff Respond to the Rice Crisis

That's what we called the recent news that an unapproved strain of Bayer CropScience's illegal GMO long grain rice, called Liberty Link 601, had contaminated commercial rice stocks. As a result, CCOF and CCOF growers were required to report to the USDA all rice varieties and seed suppliers grown and used in 2006. Thank you to those who provided information quickly. We are concerned about the potential for GMO contamination in rice but are pleased to learn that, as of this writing, there is no indication of contamination of either organic or California grown rice supplies; however, rice markets have been negatively affected. Please visit "Updates/Resources" in the *Rice continued on next page*



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*Rice continued from previous page*

Certification area of [www.ccof.org](http://www.ccof.org) to see the USDA statement, the request received by CCOF, and the reporting request sent by CCOF to certified clients. All organic growers and processors should continue to take all feasible efforts to avoid GMO contamination in their production and processing. Please see GMO News for more information on rice contamination.

## Certification Cost Share Extension Sold Out

The State of California cost share program received an unprecedented number of applications in August and September and had to close its offer of assistance for the cost of certification. We tried to get the word out quickly, and we sincerely hope that some of our certified clients were able to take advantage of this offer. The full text of the letter from the California Department of Food and Agriculture can be reviewed on our website: [www.ccof.org](http://www.ccof.org).

*Commercial continued from previous page*  
food ingredients.

To have an ingredient listed, it must be petitioned to the National Organic Program, reviewed and approved by the National Organic Standards Board, approved by the U.S. Secretary of Agriculture, and printed in the Federal Register. This is a long process.

**If you're currently using non-organic ingredients due to the inability to secure organic, you are strongly advised to take action now. Possibilities include:**

- Development of and contracting for organic sources for the ingredient.
- Reformulation of your existing product.
- Petition for inclusion of the ingredient on the National List. At this writing, not many ingredients have been petitioned.
- Change "Organic" label to a "Made With Organic..." claim.

CCOF will continue to approve existing and new products containing non-205.606 listed agricultural ingredients. However, if after June 7, 2007, the non-agricultural ingredient is not added to the National List, production must cease or other actions must be taken to demonstrate compliance during subsequent inspections.

## What does this mean for organic?

The Harvey lawsuit demonstrated that the existing 205.606 regulation was not consistent with the founding legislation that created the National Organic Program. Therefore, a change was mandated effective in June 2007. The change to the 205.606 commercial availability regulation will represent a hardship to several CCOF companies. These companies may adjust their formulations, petition the USDA, or change labeling at significant expense. CCOF is actively informing these companies of the situation and hopes to see them take positive proactive steps to remain in compliance when the regulation goes into effect in June 2007.

A clear signal is being sent to organic growers, processors and traders that the marketplace will support development of new organic supplies and products. This is a call to expand organic production of minor ingredients worldwide. The change will ultimately support the increased use of organic minor ingredients throughout the organic market. Therefore, it should be seen as an important step forward for the organic movement. While painful and problematic in the short term, this forward step for organic standards is an important evolution that brings us closer to realizing the larger goal of transitioning our overall food supply to organic production. ☘

## A Message From Certification Services Director, Jake Lewin

Dear CCOF Clients,

Now that I've been selected to remain Certification Services Director (after serving in an interim capacity), I'm looking forward to serving your needs and to ensuring CCOF's long-term success. The complicated certification process takes patience, kindness, and understanding at all stages, and I'm pleased to work with a group of

committed CCOF staff members who are up to the challenge.

CCOF is dedicated to responding to your needs by implementing a variety of programs and bringing new staff on to ensure we respond to inspections and other issues quickly. Over the coming months you will see a number of changes

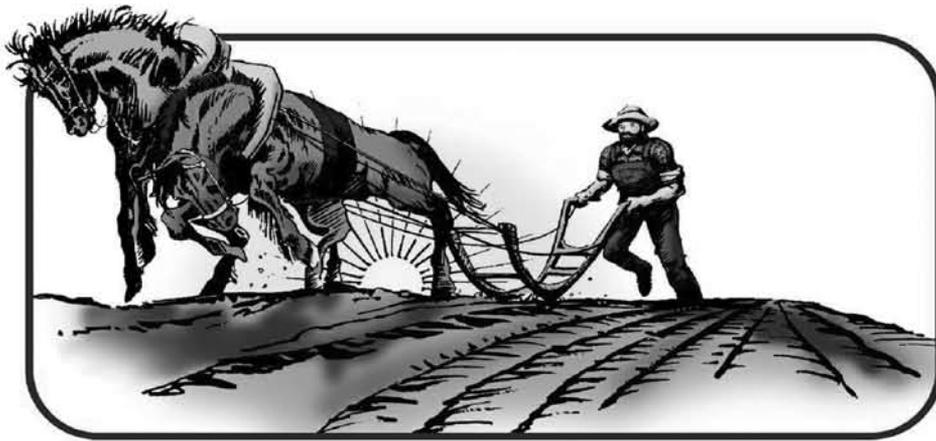
*Letter continued on page 24*



**Tom and Laurie Coke of T&L COKE FARM, selling produce at the Cabrillo Farmer's Market.**

**"I find it inspiring to work with organic farmers. I'm most impressed by their commitment and dedication. It is not easy work, but I think they do it for the rewards of engaging with their customers. There is a reciprocity of appreciation and respect not found in many types of work. I venerate my grandparents, and I know many others in the community do too,"**  
— Lorraine Coke, CCOF staff

*We want to include you. Send us pictures of products, logos and life around your organic business. Send photos and logos to [ellen@ccof.org](mailto:ellen@ccof.org) or Attn: Ellen Farmer, CCOF, 1115 Mission St., Santa Cruz, CA 95060.*



## **CALIFORNIA ORGANIC F E R T I L I Z E R S**

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**(559) 585-4705 • Fax: (559) 582-2011**  
**Email: [cofi@organicag.com](mailto:cofi@organicag.com)**  
**[www.organicag.com](http://www.organicag.com)**

## E-Newsletter and Other Announcements

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

*Letter continued from page 22*

and improvements to make CCOF more efficient so we can keep costs low while ensuring that CCOF's certification carries its historic high level of integrity.



CCOF is dedicated to responding to your needs by implementing a variety of programs and bringing new staff on to ensure we respond to inspections and other issues quickly.

Specifically, we are currently concentrating on ensuring:

- Adequate staffing so we can answer your questions and process your requests efficiently.
- An improved livestock Organic System Plan (OSP), policies, procedures and systems for addressing livestock issues.
- A continuously streamlined and improved renewal process.
- Varied payment options/systems that meet

your needs.

- Re-worked inspections documents so your inspections are efficient and comprehensive.
- Improved streamlined certificates including a new CCOF Global Market Access program certificate indicating both IFOAM and EU standards compliance.
- Continued development of our database system to ensure you receive efficient service.

As I continue on in this position, I hope to meet many more of you and look forward to meeting your needs in new and improved ways. Please feel free to contact us anytime to discuss the ways that CCOF can serve you better and meet our larger mutual organic goals over the coming years. Thank you for your dedication and ongoing commitment to organic agriculture and to CCOF.

Sincerely,

Jake Lewin  
Certification Services Director  
jake@ccof.org

## Sick Trees or Vines?

Have you considered re-mineralizing your soil?



March 2, 2004 - Before



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This 250 year old Coast Live Oak is part of a number of comparative research trials in California being directed by noted scientist Lee Klinger, PhD.

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Sonoma, CA 95476  
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James Rickert, Organic Strawberry Nursery Manager

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Jim and Mary Rickert, General Managers

(530) 336-6667 [rickerts@pratherranch.com](mailto:rickerts@pratherranch.com)

P.O. Box 817 Fall River Mills, CA 96028



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[www.catalystproductgroup.com](http://www.catalystproductgroup.com)



# ORGANIC B2B

*Organic Processing Magazine*—the only business-to-business publication for the organic food, fiber and personal care industries.

Published quarterly *Organic Processing Magazine* provides an independent forum in which the organic industry can exchange practical management and technical information to promote and sustain the growth of the market from seed to shelf.

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## Achievement and Recognition

CCOF certified HappyBaby has been shining in the media spotlight lately. Their truly unique and innovative baby food products are being praised by the likes of CNN Headline News, Food and Wine Magazine, the New York Times, and many more. HappyBaby currently sells cubes of frozen organic vegetable and fruit purees through FreshDirect and Gourmet Garage to parents who want to feed their babies the very best. Visit [www.happybabyfood.com/index.html](http://www.happybabyfood.com/index.html) for more information on this great product.

For the first time in history, two CCOF certified organic farmers will serve back to back terms as **President of the Humboldt County Farm Bureau**. John LaBoyteaux will step down this fall to welcome Jim Regli as the new president, and we honor them both for creating organic history.

**Glaum Egg Ranch** recently became the first major California egg producer to become Certified Humane by the Humane Farm Animal Care (HFAC) organization. The cage-free egg producer in Aptos, California will now use the **Certified Humane Raised and Handled** label to assure their customers that their product was produced according

to strict standards for humane farm animal treatment. Glaum Egg Ranch is a 100% cage-free, sustainable family farm operated by Doug, Steve, Debbie, and Sherrie Glaum. They are the third generation of Glaums to manage the business. Check them out at [www.glaumeggranch.com](http://www.glaumeggranch.com).

**Paul Muller**, of CCOF certified **Full Belly Farm**, has been named the 2006 Western Region winner of the Patrick Madden Award for Sustainable Agriculture. The award was presented by the Sustainable Agriculture Research and Education (SARE) program this year at their national conference in Wisconsin. Find out more at [www.fullbellyfarm.com](http://www.fullbellyfarm.com).

Another great achievement by CCOF certified **Ineeka Inc.**, an environmentally and socially responsible producer of biodynamic and 100% organically grown whole leaf teas. We are happy to announce that Ineeka Inc. won the gold in the **Outstanding Beverage** category at the Fancy Food Show this summer in New York. Keep your eyes out for more positive recognition concerning Ineeka's conscious mission at: [www.ineeka.com](http://www.ineeka.com).

Congratulations to CCOF certified **Santa Cruz Mountain Brewing** for receiving 1st Place and Gold Medal status in the Division of American Brown Ales at the California State Fair. Brewster Emily Thomas, with the help of her husband, Chad Brill and brother, Nick Thomas, are happily brewing up thousands of gallons of tasty beer for those of age to enjoy. Santa Cruz Mountain Brewing has tasting hours at the brewery Friday through Sunday from 1:30-5:30 pm at 402 Ingalls Street in Santa Cruz. Check them out at [www.santa-cruzmountainbrewing.com](http://www.santa-cruzmountainbrewing.com).

Already well-known for its certified organic dry-aged beef, **Prather Ranch** now has a new offering: certified organic strawberry nursery stock. Located in the shadows of Mt. Shasta, Prather Headquarters Ranch in Butte Valley, Siskiyou County, California currently offers four varieties: Albion, Camarosa, Chandler, and Seascape. Their high-elevation nursery plants will be harvested at the end of October, and bare-root stock will be boxed in packs of 1,000 plants. (See classified ads for more information.)

*We want to celebrate your achievements! Send us your news and press releases. Call 831-423-2263 or email [ccof@ccof.org](mailto:ccof@ccof.org).*

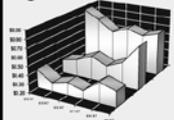


Congratulations to **Paul Muller** of **Full Belly Farm**, a 200-acre organic farm employing organic practices since 1985.

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## Classifieds

**For Sale – Plant nursery business.** One acre production facility, certified organic history. 3500 sq. ft. greenhouse, new office, storage. Established delivery routes and markets. Leased grounds. Inland Mendocino County, easy access to Hwy 128 near Boonville. 707-895-2699

**For Sale – 30 Acres of Certifiable Organic Land in Castroville,** sandy loam. Call 831-320-3671 for more information.

**For Sale – Warehouse Space 26,000 sq. ft.,** including 7,800 sq. ft. of cold storage and 900 sq. ft. of office space on 3.2 acres in Winters, CA. Formerly Tufts Ranch Packaging Shed, certified organic with CCOF. Listed with NAI, Sacramento Valley Commercial, in West Sacramento. Contact Jim Wirth, 916-617-4248. [www.naisacramento.com](http://www.naisacramento.com)

**For Sale – 18 acres certified organic farm, Fallbrook/Rainbow.** Blueberries, blackberries, guava, cherimoyas, etc., home site has ocean views, large barn with living quarters, all utilities. Splittable. \$999,000. [www.DiscoverTemecula.net](http://www.DiscoverTemecula.net). 951-694-9209.

**For Rent – 4+ Acres CCOF Certified Land in Corralitos/Aptos** area. Deer fence with irrigation system, district water. Contact Clair 831-724-8577 [leave message].

**For Sale – 20 Acres CCOF Certified Farm,** Tulare walnuts in Yuba County. Young trees began producing this year. Market already established for sale of nuts. 3 bedroom, 2 bath modular home built in 1994, fenced for horses, 36' x 48' barn is combination 4-stall with sliding center doors and 3 car garage or shop, access to Yuba River for fishing, Kubota tractor and implements included. \$425,000. Call owner 530-742-4128 or agent 530-671-8147.

**For Sale – 5 Organic Acres** with beautiful view in north Monterey County. Farm, build your dream home or both. There is a well, paved road and electricity. \$450,000. Call Allan at 831-427-8285. Virtual tour at <http://media.homestore.com/HJV5XPEP.htm>.

**For Lease – 80 Acres for Lease,** all or part, 10 miles south of Hollister, CA. Flat, excellent ground, never farmed, plenty of water. Russell: 831-638-3807 or email: [kssrre@yahoo.com](mailto:kssrre@yahoo.com)

**For Sale – Certified Organic Strawberry Plugs,** California Grown, CCOF Certified. The original California Strawberry Plug. Alliance Farm Group, San Luis Obispo. Call: [805] 594-1800.

**For Sale – Premium Organic Jumbo Raisins,** Thompsons & Flames, available year round, Organic Table Grapes in season. Contact [legacy@cybermesa.com](mailto:legacy@cybermesa.com) for pricing.

**For Sale – Organic Strawberry Plants from Prather Ranch.** High-elevation nursery plants will be harvested at the end of October. Bare-root stock boxed in packs of 1,000 plants. Currently offering four varieties: Albion, Camarosa, Chandler, and Seascape. Wholesale orders only. Please contact James Rickert, organic nursery manager for additional information. P.O. Box 817, Fall River Mills, CA 96028. [530] 941-0810. [james@pratherranch.com](mailto:james@pratherranch.com).

**Business Opportunity – Pfeiffer's California Custom Packing, Inc.** recently received an organic handlers certification from CCOF. Located at 400 3rd Street, Exeter, CA, since 2002, PCCP handles all types of organic citrus, non-organic citrus, persimmons and quince. Jeff and Jeanette Pfeiffer have lived and farmed in Tulare County for 20+ years and they look forward to meeting new organic growers. 559-592-5327, email: [cacustom@sosinet.net](mailto:cacustom@sosinet.net)

**Wanted – Farming Internship.** The Japan Agricultural Exchange Council in Seattle, WA and Tokyo, Japan operates a Japanese Agricultural Training Program for young, educated Japanese participants to come to the U.S. as part of a practical farm training program. If you are interested, please call Carla at 206-306-7913 or email [carlab@bigbend.edu](mailto:carlab@bigbend.edu).

**Wanted – Processor Needed,** seeking certified organic facility interested in producing 100% organic fruit liqueur in quantities ranging from 125 cases to 900 cases. No distilling/heating necessary. Contact Lisa at DrinkCello: 510-595-3330 or email [lisaa@drinkcello.com](mailto:lisaa@drinkcello.com).

**Wanted – 2–10 Acres Certifiable Organic Land for Lease** to local certified organic farm, prefer in/around Santa Cruz County. Dirty Girl Produce, Joe Schirmer, 831-818-6516, [joschirmer@aol.com](mailto:joschirmer@aol.com)

**Employment – Distributor Development Manager, Global Organics, LLC** Global Organics is seeking a qualified marketing person for the San Joaquin Valley from Bakersfield to Sacramento. Contact: Perry Gooch at Global Organics at 1-800-BIOFLORA or email us at: [pgooch@bioflora.com](mailto:pgooch@bioflora.com).

**Employment – Office/HR Coordinator, Dixon Ridge Farms** Dixon Ridge Farms, a family owned and operated organic walnut operation in Winters, California [approximately 15 miles west of Davis], seeks part-time worker with flexible hours. Hourly compensation based on experience. For more information or to apply, send resume with cover letter to Dixon Ridge Farms, 5430 Putah Creek Road, Winters, CA 95694, email [jenny@dixonridgefarms.com](mailto:jenny@dixonridgefarms.com), fax [530] 795-5113.

**Employment – Experienced Organic Farmer** to work collaboratively with nonprofit staff and volunteers to manage small organic urban farm, and implement a 30 member low-income CSA in east Los Angeles County. Send resume to [cbyost@charter.net](mailto:cbyost@charter.net).

**Worker Needed** for small organic urban farm in east Los Angeles County. Part-time, hours flexible, some experience. Call Connie at 562-968-1935 or email [cbyost@charter.net](mailto:cbyost@charter.net).

**Wanted – Cheap, organic, bulk wine** to distill into spirits, at least 2000-2500 gallons at 11% alcohol or higher, preferably from the San Joaquin Valley but other locations are all right, any varietal is fine but we need wine from 2004-2006. Please email [theloft@loftliqueurs.com](mailto:theloft@loftliqueurs.com) or call 510-595-3330.

**CCOF Classifieds are listed as provided by advertisers. CCOF does not guarantee accuracy. Visit [www.ccof.org/classifieds.php](http://www.ccof.org/classifieds.php) to submit a listing.**

# Calendar

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

## October 20–24, 2006

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

The annual Bioneers Conference held at the Marin Center is a hub of practical solutions for restoring the Earth- and people. It's a thriving network of visionary innovators who are working with nature to heal nature. [www.bioneers.org/conference/index.htm](http://www.bioneers.org/conference/index.htm).

## October 20–24, 2006

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

Fresh Summit is the world's largest fresh fruit and vegetable event. At Fresh Summit you can network with other produce industry leaders, see new products, strengthen relationships with current suppliers, gather information for future purchasing decisions, and more importantly, build your business! Visit CCOF in booth 1210. [www.pma.com/freshsummit/index.cfm](http://www.pma.com/freshsummit/index.cfm)

## October 26, 2006 From 4–8 p.m.

### **CCOF Organic Beer, Wine and Spirits Tasting, Ferry Building, San Francisco**

CCOF will host the first ever Organic Beer, Wine and Spirits Tasting in collaboration with the annual Harvest Festival at the Ferry Plaza Farmers Market in San Francisco. Ferry Building food vendors will pair with visiting CCOF certified vintners and brewers to offer sample snacks and accompaniments, many made with certified organic ingredients. Tickets are \$25 at the door for 10 tastes, or \$15 for 5 tastes, including a souvenir glass. [www.ccof.org/ccoftasting.php](http://www.ccof.org/ccoftasting.php) See page 6 for details.

## October 30–31, 2006

### **Business of Organic: Finance, Marketing, and Operations, Petaluma, CA**

Hosted by the Strategic Planning Institute, this two-day conference and natural food and beverage forum is being held at the Sheraton Sonoma County-Petaluma. This unique gathering will provide an in-depth view into this business through case studies, insight from its most successful business managers, and a forecast of an industry that now reached \$14 billion and rapidly continues to grow. CCOF's Executive Director Peggy Miars will be presenting. [www.srinstitute.com/CX598](http://www.srinstitute.com/CX598).

## November 2–3, 2006

### **Fourth Annual Organic Farming and Food Conference, CSU, Chico, CA**

Presentations include: Linking Nutrition and Agriculture and Feed and Forages for a Growing Livestock Industry, among others. [www.ccof.org/goingorganic.php](http://www.ccof.org/goingorganic.php)

## November 6–10, 2006

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

Achieve IOIA Certification by attending Organic Farm Inspection and Organic Process Inspection Trainings at Mission San Luis Rey in Oceanside, CA. Each course includes in-classroom instruction, a field trip to a certified organic operation, and a half day of testing. Attendance to IOIA Trainings is limited. [www.ioia.net](http://www.ioia.net) or email [ioia@ioia.net](mailto:ioia@ioia.net).

## November 10–12, 2006

### **San Francisco Green Festival at the San Francisco Concourse Exhibition Center, CA**

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

## **A Non-GMO Dialogue with Percy Schmeiser**

### **November 13, 2006: Santa Cruz at the Live Oak Grange**

### **November 14, 2006: UC Berkeley with Michael Pollan & Dr. Ignacio Chapela, North Gate Library Hall**

### **November 16, 2006: Sonoma at the Burlingham Hall**

### **November 17, 2006: Ukiah at the Mendocino Wine Company**

### **November 18, 2006: Point Arena/Manchester at Garcia Grange**

Hosted by CCOF & The Epicurean Connection. Percy Schmeiser, the Canadian farmer whose canola fields were contaminated with GMO seed, and in turn was sued by Monsanto, shares the stories of his ongoing struggle and court appeal. See page 32 for details. [www.ccof.org](http://www.ccof.org)

## November 18, 2006, 8a.m. – 5p.m.

### **Small Wind Energy Systems Course, UC Davis Extension, Davis, CA**

Interested in implementing a small wind energy system for your home or business? This course will bring experts from the California Energy commission, the California Wind Energy Collaborative and others within the industry to educate you on the basic science and economics of small wind energy systems, and provide practical information on the process of installing a turbine system, and an introduction to system components. Course fee is \$125–145, depending on when you enroll. 800-752-0881, [engineering@unexmail.ucdavis.edu](mailto:engineering@unexmail.ucdavis.edu), [www.extension.ucdavis.edu/engineering](http://www.extension.ucdavis.edu/engineering)

## December 1–2, 2006

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

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

## December 4–6, 2006

### **Acres U.S.A. Pre-Conference Advanced Learning Course St. Paul, MN**

See below and visit [www.acresusa.com](http://www.acresusa.com), 512-892-4400 or 800-355-5313, [info@acresusa.com](mailto:info@acresusa.com).

## December 7–9, 2006

### **2006 Acres U.S.A. Conference: Reinventing Your Eco-Farm, St. Paul, MN**

Each year, Acres U.S.A. presents an information-packed conference for organic/sustainable farmers covering all facets of ecological soil, crop and livestock management. Presentations and lectures from some of the world's top consultants, farmers and scientists convene to share knowledge to help you take your farm to a new plane of resiliency, production quantity and quality, and profit. In addition, tap into the 'Food as Medicine' track, featuring top holistic healers. [www.acresusa.com](http://www.acresusa.com), 512-892-4400 or 800-355-5313, [info@acresusa.com](mailto:info@acresusa.com).



## new members

# New Certified Clients

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

### **A & A ORGANIC FARMS**

Klamath Falls, OR  
541-273-1931  
Certified Crops/Products/Services:  
Barley

### **ABEL'S ORGANIC VINES**

San Jose, CA  
408-595-6508  
Certified Crops/Products/Services:  
Fallow, Grapes

### **APIO, INC.**

Guadalupe, CA  
805-249-5390  
mfuson@apioinc.com  
Certified Crops/Products/Services:  
Vegetables [Mixed, Fresh Cut, &  
Ready to Eat]

### **BAYVIEW FARMS**

Salinas, CA  
831-970-0165  
charlesgmichels@yahoo.com or  
victoramirez@norcalharvesting.com  
Certified Crops/Products/Services:  
Frisee, Radicchio, Strawberries

### **BECKER DAIRY**

Ferndale, CA  
707-786-9094  
beck@humboldt1.com  
Certified Crops/Products/Services:  
Dairy Cattle, Dairy Cows, Milk [Raw],  
Pasture

### **BERRYMEX S.A de C.V.**

Fracc. Camino Real, Jocotepec,  
Jalisco, Mexico  
011-52-387-763-0902  
egarcia@berry.net  
Certified Crops/Products/Services:  
Garbanzo Beans, Raspberries,  
Strawberries

### **BORGES DAIRY**

Smith River, CA  
707-954-5038  
borgesdairy@yahoo.com  
Certified Crops/Products/Services:  
Pasture

### **BOSKOVICH FARMS, INC.**

Oxnard, CA  
805-487-3399  
foodsafety@boskovichfarms.com  
Certified Crops/Products/Services:  
Apples [Sliced], Artichokes, Baby  
Spinach, Beets, Brussels Sprouts,  
Cabbage, Carrots, Celery, Cilantro,  
Green Onions, Kale, Leeks, Parsley,  
Radishes, Spinach, Spring Mix

### **C DAVID VANDER EYK DAIRY**

Tipton, CA  
559-757-7104  
Certified Crops/Products/Services:  
Wheat

### **CASA DE FRUTA ORCHARDS**

Hollister, CA  
408-842-7282  
joe@casadefruta.com  
www.casadefruta.com  
Certified Crops/Products/Services:  
Walnuts

### **CATALAN FAMILY FARMS**

Hollister, CA  
831-210-1170  
Certified Crops/Products/Services:  
Broccoli, Celery, Chiles, Melons,  
Pumpkins, Sweet Corn, Tomatillos,  
Tomatoes [Fresh Market],  
Watermelon

### **CIENEGA BLUEBERRIES**

Tres Pinos, CA  
831-630-0841  
Certified Crops/Products/Services:  
Blueberries

### **DENIZ & PINHEIRO**

Glenn, CA  
530-934-4420  
Rpinheiro@pulsarco.com  
Certified Crops/Products/Services:  
Pasture, Rice

### **DENNY LAND AND CATTLE CO. dba GOOSE VALLEY RANCH**

Burney, CA  
530-949-1984  
tdebraga@aol.com  
Certified Crops/Products/Services:  
Pasture, Wild Rice

### **DIFFENBAUGH FARMING**

Lost Hills, CA  
661-797-2515  
farmdiff@yahoo.com or rdiff@  
yahoo.com  
Certified Crops/Products/Services:  
Wheat

### **DOMINION ORGANICS**

Ferndale, WA  
360-927-6326  
dominionplantlab@hotmail.com  
Certified Crops/Products/Services:  
Basil, Bok Choy, Chard, Cucumbers,  
Greenhouse Grown Tomatoes,  
Melons, Onions, Peppers, Squash  
[Summer]

### **EAST COAST FRESH CUTS, INC.**

Savage, MD  
410-799-9900  
rfoca@coastalsunbelt.com  
Certified Crops/Products/Services:  
Beans, Blueberries, Broccoli,  
Cantaloupe, Carrots, Cauliflower,  
Celery, Cucumber, Fruit Mix, Green  
Beans, Green Pepper, Herbs,  
Honeydew, Juice, Onions, Onions  
[Diced], Peppers, Pineapple,  
Squash, Strawberries, Tomatoes,  
Vegetable Party Tray, Vegetables  
[Mixed, Fresh Cut, & Ready to Eat],  
Watermelon

### **ECHVESTE SHEEP COMPANY**

Firebaugh, CA  
559-289-9282  
Certified Crops/Products/Services:  
Barley

### **FIGUEROA FARMS**

Santa Ynez, CA  
805-686-4890  
www.figueroafarms.com  
Certified Crops/Products/Services:  
Olives

### **GEORGE BIANCHI INC.**

Petaluma, CA  
707-762-0446  
Certified Crops/Products/Services:  
Dairy Cattle, Dairy Cows, Milk [Raw]

### **GIPSON'S GOLDEN, INC**

Santa Rosa, CA  
707-576-1235  
beekeeper@gipsonsgolden.com  
www.gipsonsgolden.com  
Certified Crops/Products/Services:  
Honey

### **GIRD RANCH**

Palos Verdes Estates, CA  
310-541-7833  
cleatherb@aol.com  
Certified Crops/Products/Services:  
Avocados

### **H & D GUNLUND FARM, INC.**

Fresno, CA  
559-271-9000  
Certified Crops/Products/Services:  
Figs, Grapes [Raisin]

### **INDUS ORGANICS**

San Ramon, CA  
925-895-6535  
indusorganics@sbcglobal.net  
www.indusorganics.com  
Certified Crops/Products/Services:  
Dried Fruits, Dried Vegetables, Fruit  
Products, Fruits, Herbs and Spices,  
Nuts, Oils [Specialty]

### **J.M.G. FARMS**

Fresno, CA  
559-277-0272  
ghsman@netzero.com  
Certified Crops/Products/Services:  
Grapes

### **JOHNSON RANCH**

San Juan Bautista, CA  
831-623-2751  
audrey@ajdesign.com  
Certified Crops/Products/Services:  
Walnuts

### **JOSEPH LOPEZ dba SE-SP INC.**

Hanford, CA  
559-584-9500  
Certified Crops/Products/Services:  
Pluots

### **L. ALLEN WELLS JR. & DENISE WELLS**

Maxwell, CA  
530-438-2616  
wellsfarming@frontiernet.net  
Certified Crops/Products/Services:  
Rice

### **LA MILPA ORGANIC FARM**

Chualar, CA  
831-235-5608  
dimas831@aol.com  
Certified Crops/Products/Services:  
Broccoli, Chard, Cucumbers,  
Lettuces, Other Vegetables, Peppers,  
Potatoes, Squash [Summer],  
Strawberries

**LA TOURANGELLE, INC.**

Richmond, CA  
510-970-9960  
www.latourangelle.com  
Certified Crops/Products/Services:  
Oils [Specialty]

**LAUREN BEUVING**

Redwood Valley, CA  
707-272-0961  
beuving@pacific.net  
Certified Crops/Products/Services:  
Grapes [Chardonnay]

**LEONARDI DAIRY (HCA)**

Ferndale, CA  
707-725-6005  
cows@humboldt1.com  
Certified Crops/Products/Services:  
Dairy Cattle, Dairy Cows, Milk [Raw],  
Pasture

**LINDENCROFT**

Ben Lomond, CA  
831-206-7126  
linda.butler@starband.net  
Certified Crops/Products/Services:  
Mixed Fruits & Vegetables

**LOEWEN FARMS dba BLOSSOM BLUFF ORCHARDS**

Parlier, CA  
559-638-6008  
tloewen@netwiz.net  
Certified Crops/Products/Services:  
Cherries, Citrus, Fallow, Mandarins,  
Persimmons

**LUCAS MCCANLESS DAIRY**

Ferndale, CA  
707-786-4818  
Certified Crops/Products/Services:  
Pasture

**MACDONALD RANCH**

Los Gatos, CA  
408-358-1885  
icclass@aol.com  
Certified Crops/Products/Services:  
Pears

**MAPLE LEAF RANCH LLC**

Fresno, CA  
559-275-8400  
Certified Crops/Products/Services:  
Cactus, Figs, Grapes, Loquats,  
Persimmons, Quince

**MARIMAR ESTATE**

Sebastopol, CA  
707-823-4365  
mmt@marimarestate.com  
Certified Crops/Products/Services:  
Grapes [Pinot Noir], Grapes [Wine]

**MELLO DAIRY**

Santa Rosa, CA  
707-526-4219  
mellodairy@aol.com  
Certified Crops/Products/Services:  
Dairy Cows, Milk [Raw], Pasture,  
Silage

**MONTEREY MUSHROOMS, INC**

Royal Oaks, CA  
831-728-8300  
kstearns@montmush.com  
www.montereymushrooms.com  
Certified Crops/Products/Services:  
Mushrooms

**MORRISON BROTHERS DAIRY**

Santa Rosa, CA  
707-975-2702  
chuckscows@sbcglobal.net  
Certified Crops/Products/Services:  
Dairy Cows, Milk [Raw]

**NAMASTE SANTUARIO**

Santa Barbara, CA  
805-687-6319  
glorianna@gloryb.biz or tbuynak@  
buynaklaw.com  
www.glorybessences.com  
Certified Crops/Products/Services:  
Flowers, Fruit, Mixed Vegetables

**NICK SCIABICA & SONS, A CORPORATION**

Modesto, CA  
209-577-5067  
sales@sciabica.com  
www.sciabica.com  
Certified Crops/Products/Services:  
Olive Oil, Olive Oil Processing

**ORGANIC NOBLE RANCH**

Moorpark, CA  
805-570-3958  
www.organicnobleranch.com  
Certified Crops/Products/Services:  
Avocados

**PACIFIC FRESH FOODS, LLC**

Santa Ana, CA  
714-434-9000  
alex@pacificfreshfoods.com  
www.pacificfreshfoods.com  
Certified Crops/Products/Services:  
Beets, Squash, Yams

**PACK RYT, INC.**

Thermal, CA  
760-399-5026  
LZeise@redidate.com  
Certified Crops/Products/Services:  
Packaging [Rice]

**PALMER WESTBROOK, INC.**

Smith River, CA  
707-487-3843  
Certified Crops/Products/Services:  
Hay and Pasture, Pasture &  
Rangeland

**PETERSON FAMILY FARM**

Kingsburg, CA  
559-897-5064  
petersonfam4@sbcglobal.net  
Certified Crops/Products/Services:  
Fruit Packing, Grapes [Table],  
Persimmons

**PIC FRESH GLOBAL, INC**

Bakersfield, CA  
661-588-1744  
jc@picfreshglobal.com  
Certified Crops/Products/Services:  
Apples, Apricots, Broiler, Grapes,  
Nectarines, Oranges, Peaches,  
Plums, Potatoes, Strawberries

**PLEASANT POINT DAIRY (HCA)**

Ferndale, CA  
707-786-9237  
ghiddy@frontiernet.net  
Certified Crops/Products/Services:  
Alfalfa, Clover, Dairy Cows, Pasture

**PRIMA BELLA PRODUCE INCORPORATED**

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paul@pbproduce.com  
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Certified Crops/Products/Services:  
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011-52-351-516-0321  
mg@zra.megared.net.mx  
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Certified Crops/Products/Services:  
Strawberries

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661-366-4557  
dave@progressiveproduce.com  
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Potatoes

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Winters, CA  
530-753-9494  
treikes@sbcglobal.net  
www.bearflagfarm.com  
Certified Crops/Products/Services:  
Fallow, Fruit, Grapes [Wine],  
Lavender, Mixed Vegetables, Olives

**RENEE VINYARD**

Ukiah, CA  
707-485-0128  
rvinyard@pacific.net  
Certified Crops/Products/Services:  
Grapes [Cabernet Sauvignon]

*continued on next page*



**"Because what goes in is what grows out."**

**LOOK FOR THE SEAL.**

**Be sure the inputs you choose meet organic standards.**

**The Organic Materials Review Institute**

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**www.omri.org**

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925-447-8941  
wine@retzloffwinery.com  
www.retzloffwinery.com  
Certified Crops/Products/Services:  
Grapes [Wine]

**RICETTI VINEYARDS**

Redwood Valley, CA  
707-485-7124  
Certified Crops/Products/Services:  
Grapes [Wine]

**ROBERT AND JAROL FARMS**

Auburn, CA  
530-823-5233  
fordoaks@pacbell.net  
Certified Crops/Products/Services:  
Rice

**RULAND RANCH**

Valley Center, CA  
760-749-4552  
Certified Crops/Products/Services:  
Grapefruit

**SARVINSKI DAIRY (HCA)**

Ferndale, CA  
707-786-9240  
gingersar@saber.net  
Certified Crops/Products/Services:  
Alfalfa, Dairy Cattle, Dairy Cows, Milk [Raw], Pasture

**SCAGGS VINEYARD**

Napa, CA  
707-944-1997  
bscaggs@earthlink.net  
Certified Crops/Products/Services:  
Grapes [Wine]

**SLO CHAI**

Los Osos, CA  
805-528-5299  
joel@slochai.com  
www.slochai.com  
Certified Crops/Products/Services:  
Chai, Chai Concentrate

**SPR de RL BUSTAMANTE PARRA y ASOC./BOSKOVICH**

San Luis, AZ  
928-919-0401  
mmartinez@boskovichfarms.com  
Certified Crops/Products/Services:  
Artichokes, Beets, Brussels sprouts, Cabbage, Carrots, Celery, Cilantro, Green Onions, Kale, Leeks, Parsley, Radish, Spinach

**SPRING HILL DAIRY**

Petaluma, CA  
707-762-3446  
larry@springhillcheese.com  
www.springhillcheese.com  
Certified Crops/Products/Services:  
Cheese

**SPRING HILL JERSEY DAIRY**

Petaluma, CA  
707-762-3446  
springhillcheese@yahoo.com  
www.springhillcheese.com  
Certified Crops/Products/Services:  
Dairy Cattle, Dairy Cows, Milk [Raw], Pasture, Silage

**STEBEN RANCH**

Orland, CA  
530-865-2852  
Certified Crops/Products/Services:  
Barley

**SUNDANCE FARM**

Skaneateles, NY  
315-673-5588  
www.sundancefarmnaturalfoods.com  
Certified Crops/Products/Services:  
Beans [Fresh], Broccoli, Butternut squash, Cauliflower, Cucumbers, Grain, Peas [Fresh], Pumpkins, Sunflower, Sweet Corn

**THREE STAR FARMS, INC.**

Los Banos, CA  
209-826-4961  
Berjmoosekian@sbcglobal.net  
Certified Crops/Products/Services:  
Cantaloupe

**TOSTE DAIRY (HCA)**

Ferndale, CA  
707-786-9955  
tostefam@hotmail.com  
Certified Crops/Products/Services:  
Dairy Cows, Grass, Hay and Pasture

**TRIMBLE VINEYARDS**

Hopland, CA  
707-744-1244  
trimble@saber.net  
Certified Crops/Products/Services:  
Grapes [Cabernet Sauvignon], Grapes [Carignane]

**UHLICH VINEYARD**

Lodi, CA  
209-334-4805  
Certified Crops/Products/Services:  
Grapes [Cabernet Sauvignon]

**VANLAB CORPORATION**

Rochester, NY  
535-232-6647  
Certified Crops/Products/Services:  
Vanilla

**VEVODA DAIRY (HCA)**

Ferndale, CA  
707-786-9387  
Certified Crops/Products/Services:  
Dairy Cattle, Dairy Cows, Fallow, Milk [Raw], Pasture

**VISION FARMS**

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

**WALTER STORNETTA RANCH**

Manchester, CA  
707.882-2051  
Certified Crops/Products/Services:  
Dairy Cows, Hay and Pasture, Pasture, Silage

**WARREN VINEYARDS**

Kingsburg, CA  
559-897-8834  
www.warrenvineyards.com  
Certified Crops/Products/Services:  
Grapes [Table]

**WILD VINE VINEYARDS**

Ukiah, CA  
707-485-0525  
Certified Crops/Products/Services:  
Grapes [Wine]

**WILLOW POND FARM**

Placerville, CA  
530-295-8090  
Certified Crops/Products/Services:  
Apples, Peaches

**WINEHILL RANCH**

Paso Robles, CA  
805-239-2482  
winehillranch@yahoo.com  
Certified Crops/Products/Services:  
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# SERIES OF TALKS AND CONVERSATIONS FALL 2006 U.C. BERKELEY

College of Environmental Design,  
Wurster Hall room 106 6:45pm - 8:45pm

## FUTURE FOOD CAREERS

WHOLESOME FOOD, VITAL RURAL ECONOMIES, DYNAMIC PROFESSIONS

Women practitioners of sustainable agriculture speak on their involvement in and understanding of a regenerative movement.

VISIT [WWW.PIXIEPOPPINS.ORG](http://WWW.PIXIEPOPPINS.ORG) FOR DETAILS AND UPDATES

### SEPTEMBER 21

#### Barbara Deutsch

*Advocate and practitioner of Gardens for butterflies.*

#### + Kendra Johnson

*California FarmLink, Land access for another generation*

### SEPTEMBER 28

#### Dee Harley

*Harley Goat Farms*

#### + Ali Budner and Brooke

*Budner (twin sisters)*

*OAEC, Manic Organic, Full Belly Farm, South Side Community Land Trust*

### OCTOBER 4

#### Dr. Clara Nicholls

*AgroEcology, Slow Food*

#### + Raquel Moreno-Penaranda

*AgroEcology and Social Mobilization*

### OCTOBER 5

#### Claire Cummings

*Kellogg Institute  
Columbia Foundation  
Worldwatch Institute*

#### + Katy Mamen

*Ag Innovation*

### OCTOBER 19

#### Anna Lappé

*Food Activist author of GRUB, and Hope's Edge*

#### + Shreeren D'souza

*Sustaining Ourselves Locally (SOL)*

### OCTOBER 25

#### Temra Costa

*CAFF, Oakland*

#### + Dr. Christy Getz

*Cooperative Extension Specialist*

### OCTOBER 26

#### Kat Harrison

*Ethnobotanist*

#### + Laura Smailes

*Clinical Herbalist*

### NOVEMBER 9

#### Dr. Ann Thrupp

*Fetzer and Bonterra Vineyards*

### NOVEMBER 15

#### Heather Coburn Flores

*Founder of Food not Lawns and HOPE Farm*

*Author of Food not Lawns*

#### + Nora Maccoby

*Film-maker*

### NOVEMBER 30

#### Sibella Krauss

*SAGE, AgParks on the Urban Edge*

#### + Anya Fernald

*Slow Food Presidia*

### DECEMBER 8

#### Dr. Heather Willams

*Food Politics in Mexico, Pomona College Student Organic Farm*

#### + Christine Ahn

*Food Justice, Korea*

As it fell to our mothers, so it falls to us today, to perpetuate life by changing the world. Whether glamorously or invisibly, the women you will encounter during this series pour their life's energy into transforming our world into a more human and hospitable place. Our speakers have chosen to deploy their intelligence, their passion and stubborn hopefulness on behalf of Sustainable Agriculture – a vital part of our social anatomy. Whatever your chosen field, these food and farming heroes-journalists, scientists, activists, authors, counselors, farmers can help us plot a courageous trajectory in our own professional lives.

Series presented by the Society for Agriculture and Food Ecology (SAFE) and Greenhorn Agrarians.

Funding for the series comes from the KNIGHT program in Science and Environmental Journalism and the College of Natural Resources

Further support has been provided by Blue House Farm which grew the produce served at our receptions. [www.bluehousefarm.org](http://www.bluehousefarm.org) for more information on this young farming enterprise located in Pescadero, CA.

All sessions recorded and archived for podcast and radio program, please email for details.



ARTWORK BY  
ROSY KEYSER WINTERER

# New Supporting Members

## Sustaining Business

### Sunlight Electric

Ehrlichman, Rob  
San Francisco, CA [415] 831-8300  
www.sunlightelectric.com  
info@sunlightelectric.com  
Sunlight Electric designs and sells commercial solar electric systems for organic farms, wineries, food producers, and other sustainably-oriented businesses in Northern California. Better-known customers include Cowgirl Creamery, Frog's Leap Winery, and Star Route Farms, all of which found solar a surprisingly affordable way to gain insulation from rising energy prices. (Also a Supporting Retailer!)

## Promoting Businesses

### Weed Farms

Weed, David  
Healdsburg, CA [510] 697-5099  
weedfarms@gmail.com  
Chestnuts, Kiwifruit and Wine  
Grapes

### Swengel, Stephanie

Santa Monica, CA [310] 433-0753  
stephanie.swengel@fox.com  
Cache Creek Nursery and Farm

### Kane, Karen

Rumsey, CA [530] 753-7729  
kkane@microeye.com  
Cache Creek Nursery grows organic oranges and vegetable starts, as well as ornamental starts including CA native and drought-tolerant plants.

### Oregon Tilth, Inc.

Steffens, Catherine  
Salem, OR [503] 378-0690  
catherine@tilth.org  
Oregon Tilth, Inc. is a nonprofit education and research organization, the purpose of which is to support and promote biologically sound and socially equitable agriculture. We also support projects of a wider scope: certification program, conferences, and community presentations.

### Blue Sky Organic Farm, Inc.

LaPlace, Sally  
Litchfield Park, AZ [623] 853-1424  
blueskyfarm@earthlink.net  
Organic baby vegetable and leaf grower for 12 years.

### Community Natural Foods

Stoeckle, Suzanne  
Calgary, AB [403] 242-8506  
suzannes@mycnf.com  
Community Natural Foods is dedicated to providing organic food products and services that support and encourage a healthier, more caring way of life. Our selection of organic and healthy products reflects our commitment to our customers' well being. Our staff are committed to working with you to embrace a healthy planet.

### Aromas For Living

Rathje, Vicky  
Santa Rosa Valley, CA [805] 523-2591  
vicky@aromasforliving.com  
Organic Lavender grower located in Ventura County offering fresh and dried bouquets as well as sachets and bath herbs.

## Contributing Business

### Clif Bar Family Winery & Farm

Crawford, Kit  
St. Helena, CA [707] 968-0625  
nabreu@clifbar.com

## Supporting Retailers

### The Tremont Group

Silveria, Gary  
Woodland, CA [530] 662-5442  
gsilveria@tremontag.com  
(Also an Ag Advisor/Consultant!)

### Sunlight Electric

Ehrlichman, Rob  
San Francisco, CA [415] 831-8300  
www.sunlightelectric.com  
info@sunlightelectric.com  
(Also a Sustaining Business Member!)

## Ag Advisors/Consultants

### The Tremont Group

Silveria, Gary  
Woodland, CA [530] 662-5442  
gsilveria@tremontag.com  
(Also a Supporting Retailer!)

### La Cocina

Zigas, Caleb  
San Francisco, CA [415] 824-2729  
www.lacocinasf.org  
caleb@lacocinasf.org  
La Cocina provides commercial kitchen space and technical assistance to low-income entrepreneurs.

### Yah Foods

Divic, Joyce  
Vancouver, BC [604] 732-7783  
jdivic@hotmail.com

### Food Safety & Process Technology

Falkenberg, Dr. Rick  
Turlock, CA [831] 596-3652  
www.foodsafetyandprocesstechnology.com  
falkenbergr@wwdb.org

## Contributing Individuals

### Cox, Gabe

Junction City, OR

### Wheeler, Valerie

Sacramento, CA

### Beck, Danielle

Lakeside, CA

## Promoting Individuals

### Torgren, Susan

San Jose, CA

### Chi, Roland

Garden Grove, CA

### Steinmetz, Paula

Santa Barbara, CA

### Sneider, Derek

San Francisco, CA

### Carder, Ben

Point Reyes Station, CA

### Arrigoni, Karin

San Jose, CA

### Kehoe, Kelsey

Los Osos, CA

### Sauls, Robin

McKinleyville, CA

## Student

### LaPlace, Sally

Litchfield Park, AZ

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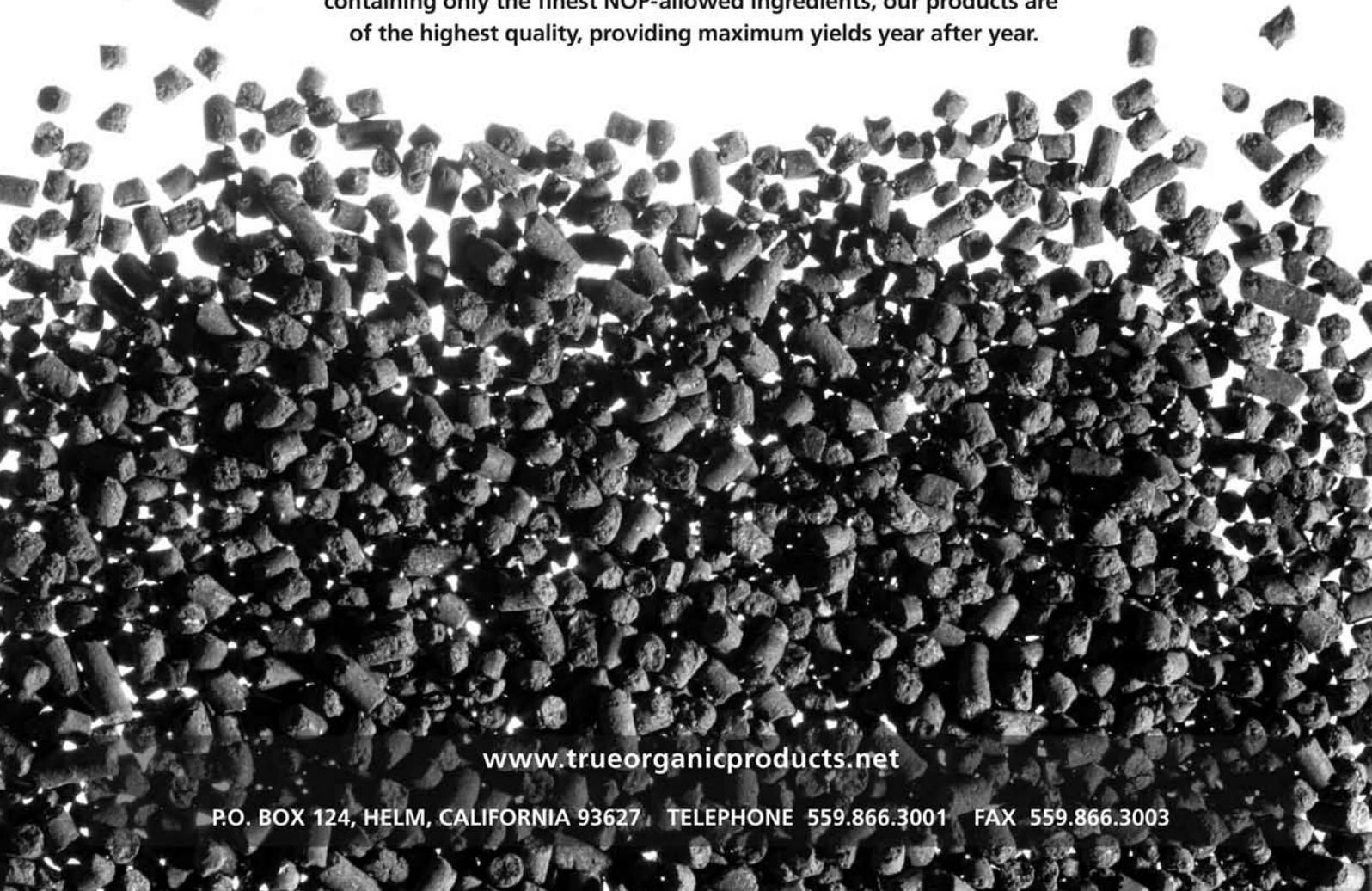


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